MINUTES

COUNCIL MEETING

Tuesday 28 November 2023
6:00 pm

Highton Bowls Club
Cnr Roslyn and North Valley Roads, Highton

LIVE STREAMED ON THE CITY'S WEBSITE:

www.geelongaustralia.com.au/meetings

COUNCIL:

Cr T Sullivan (Bellarine Ward) - Mayor
Cr A Aitken (Windermere Ward) - Deputy Mayor
Cr J Mason (Bellarine Ward)
Cr E Wilkinson (Bellarine Ward)
Cr M Cadwell (Brownbill Ward)
Cr E Kontelj (Brownbill Ward)
Cr P Murrihy (Brownbill Ward)
Cr B Harwood (Kardinia Ward)
Cr B Moloney (Kardinia Ward)
Cr R Nelson (Kardinia Ward)
Cr S Hathway (Windermere Ward)

CITY OF GREATER GEELONG

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Present: Crs T Sullivan (Mayor), A Aitken, M Cadwell, B Harwood, S Hathway, J Mason, B Moloney, P Murrihy, R Nelson, E Wilkinson

Also Present: A Wastie (Chief Executive Officer), J Van Slageren (Acting Executive Director Planning and Design), A Higgs (Acting Executive Director Community Service Delivery), D Greaves (Acting Executive Director City Infrastructure), T Bradley (Acting Executive Director Customer Community and Economy), V Allan (Chief Legal Counsel, Governance and Risk Officer), D Schultz (Chief Financial Officer), J Douglas (Acting Manager Governance), P Digby (Municipal Monitor)

1. PROCEDURAL MATTERS

1.1. Acknowledgement of Country

Council acknowledges the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We pay our respects to their Elders, past, present and emerging. We acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

Further Acknowledgements

The Mayor, on behalf of Council, addressed an issue which has generated some interest.

Councillors have become increasingly concerned about escalating and abhorrent violence in the Middle East.

We share our grief with all residents and our overwhelming, extreme concern about civilian and humanitarian catastrophes in Palestine and Israel.

Council expresses profound sadness that attempts at peaceful resolutions have failed and that as a consequence, the lives of thousands of innocent civilians have been lost.

We recognise the highest ethical imperatives of humanitarian and human rights laws and voice our deep concern that many thousands of children have already been killed or injured.

We call on the Australian Government to support an ongoing Humanitarian Ceasefire, endorse their call for the immediate and unconditional release of all hostages, and to work quickly with the international community to facilitate the delivery of life sustaining aid to all in need of humanitarian support.

This is consistent with the UN Security Council Resolution 2712 made on 15 November 2023, and endorsed by the Australian Government.

Cr Wilkinson acknowledged the 16 Days of Activism – commencing 25 November 2023 signifying the Elimination of Violence Against Women.

During the 16 days, you will see the colour orange around the City. Orange is the designated colour chosen by the United Nations to shine a light on the continuing need to eliminate violence against women.

1.2. Apologies

Cr E Kontelj (Leave of Absence)

1.3. Leaves of Absence

Cr Mason moved, Cr Moloney seconded –

That Leave of Absence be granted to Cr Cadwell from 30 October to 8 November 2023.

Carried

Cr Hathway moved, Cr Mason seconded –

That Leave of Absence be granted to Cr Moloney from 18 December to 22 December 2023 inclusive and 1 January to 12 January 2024 inclusive.

Carried

Cr Aitken moved, Cr Wilkinson seconded -

That Leave of Absence be granted to Cr Sarah Hathway from 30 November to 4 December 2023 inclusive, and 22 December 2023 to 2 January 2024 inclusive.

Carried

1.4. Presentations

Councillors Harwood, Moloney and Nelson presented the meeting with a snapshot of activities and projects in the Kardinia Ward.

1.5. Declarations of Conflicts of Interest

Nil

1.6. Confirmation of Minutes

Cr Harwood moved, Cr Moloney seconded –

That the Minutes of the Council Meeting held on 24 October 2023 be confirmed.

Carried

1.7. Public Question and Submission Time

The following persons submitted questions prior to the Council Meeting on the following various subjects:

1. Yasir Ismat – International Conflict
2. Sue Bull – International Conflict
3. Bruce Cook – Tucker Gravel
4. Anthony Talbot – Tucker Gravel
5. Richard Benge – Road Management – Speed and Dust Control, St Leonards
6. Jeanne Nel de Koker -Tree Management
7. Charles Street – Lara – Waste to Energy Incinerator
8. Vicki Perrett – Climate Action and Building Better Bike Connections

9. Adrian Gordon – Balmoral Quay – Rippleside
10. Scott Lawrie – Moorabool Street Improvements
11. Celia Vandestadt – Planning Permit PP-623-2019 – Fitzroy Street, Geelong
12. Tim Gordon – Defence Industry

Yasir Ismat asked:

Question 1:
In light of recent events in Gaza and the West Bank, with evidence that Israel is attacking Palestine in a gravely disproportionate and genocidal manner, and with the Federal Government failing to respond to growing concerns around the ongoing crisis, will the council for the City of Greater Geelong demonstrate its courage and humanity, and speak out against this atrocity calling for a ceasefire, and demanding humanitarian aid to Gaza.

Thanks for the question, Yasir.

As stated at the beginning of this evening's Council Meeting, the Council are increasingly concerned about the escalating and abhorrent violence in the Middle East and call on the Australian Government to support an ongoing Humanitarian Ceasefire, endorse their call for the immediate and unconditional release of all hostages, and to work quickly with the international community to facilitate the delivery of life sustaining aid to all in need of humanitarian support.

Sue Bull asked:

Question 1:
Was the decision CoGG made to light up City Hall in Ukrainian flag colours after the Russian invasion different to the way the Mayor has decided to make a statement on the Israel/Gaza conflict?

Question 2:
Why can't Council have an open, public debate regarding a full ceasefire to the Israel/Gaza conflict and the disproportionate number of Palestinian dead - around of 20,000 dead or missing, like many other councils throughout Australia?

Thank you for your questions, Sue.

The decision to light up City Hall was made based on state government direction and in consultation with Councillors. The decision also aligned to the federal government's initiative of lighting up iconic buildings as a sign of solidarity to the Ukrainian community.

As stated at the beginning of this evenings Council Meeting, the Council are increasingly concerned about the escalating and abhorrent violence in the Middle East and call on the Australian Government to support an ongoing Humanitarian Ceasefire, endorse their call for the immediate and unconditional release of all hostages, and to work quickly with the international community to facilitate the delivery of life sustaining aid to all in need of humanitarian support.

Bruce Cook asked:

Question 1:
At the Council meeting, held on the 24 October 2023 (item 1.6 of the Council Meeting minutes), the Council in response to a question I submitted, related to whether the Council believed that they have an obligation to ensure that any materials they expose Rate Payers to, is safe, does not have any detrimental effects on the health of people and is not a risk to public health the Council stated, amongst other things, that there is no evidence to indicate that these products used in gravel roads present health concerns for communities across Australia.

My question is: I assume from this response that the Council does not believe that they have an obligation to ensure that any materials they expose Rate Payers to, is safe, and does not have any detrimental effects on the health of people and that the Council has not undertaken any testing of the Tucker Gravel to verify that it does/will not have any detrimental effects on the health of people. If my assumption is correct, then how has the Council achieved its obligation to undertake and provide a Material Safety Data Sheet (MSDS) for the Tucker Gravel used on the roads in the Lower Bluff area of St Leonards or is the Council stating that they are exempt from needing to comply with this requirement.

Thanks for your question, Bruce.

The safety of our community is most important to us.

As mentioned in our response last month the current product used on gravel roads is consistent with commonly used/sourced applications for many local governments and surrounding road authorities across Australia for unsealed roads. There is no evidence gravel road products present health concerns.

Our quarry contract specifies the characteristics required for our gravel road products, in line with the Australian Road Research Board specifications. Geotechnical analysis (via an accredited NATA testing facility) confirmed the Tuckers product complies with those specifications.

Jeanne Nel de Koker asked:

Question 1:
Submission: Responsive Regulation of Trees In Geelong - Outline of the oral submission in dot points: - Councillors' statutory duty to prioritise community best interest, including future generations - Climate crisis, predicted higher temperatures, weather events - Urban forest: trees and climate crisis mitigation - Concerns about absence of policy publicly raised since 2021 - Regulation and management, several possible mechanisms, highlighted in ongoing engagement with Council - Specific engagement on caveat resulting from tree policy amendments - Public assurances given - 12 months later: No policy changes - Tree Report: Due 30 June, five months ago, no report on Nov 2023 agenda, no public engagement

Thanks for your question, Jeanne.

The report regarding Trees has been completed and Councillors have received an update on the progress of report. During this month, officers have undertaken further engagement with the Department of Transport and Planning. The report will be listed for a Council meeting early in 2024.

Charles Street asked:

Question 1:
We have examined the Lara Big Incinerator proposal (APP1004200 and PA2001035) and sent a copy of our report to the CEO as a separate document. Our analysis suggests that the proposal is not compatible with 13 of 15 of Council's declared Sustainability Policy elements. Would Council please confirm that the Lara Big Incinerator proposal is compatible with the City's Sustainability Policies, or otherwise?

Thanks Charles for your questions and the analysis.

The Climate Change Response Plan and Waste and Resource Recovery Strategy are key policies for Council. These policies guide how we operate as an organisation and where we invest our resources.

These policies are not directly related to decision making on permit applications. Permit decisions are based on state legislation such as the State Environment Protection Policy, Climate Change Act and the Greater Geelong Planning Scheme.

The City has an adopted community emissions reduction target of zero emissions by 2035. The proposed facility will produce emissions and avoid emissions at the same time. The assessment submitted by the proponent to the EPA states that the facility would result in an overall reduction in Victoria's greenhouse gas emissions by approximately 315, 000 tonnes of CO2-e per annum. Understanding the detailed assumptions going into this analysis and balancing the competing policy objectives for minimising emissions and providing long term waste management will be important for the Victorian Government in making a decision on the application.

Question 2:
If Council determines that the Lara Big Incinerator proposal is not compatible with any one or more of Council's Sustainability Policy elements, that is a serious matter. If so, will Council now take the responsible step of writing to the Environment Minister and the Planning Minister to inform them of the facts regarding any actual or potential incompatibility between the Lara Big Incinerator proposal and Council's Sustainability Policies?

The State Environment Protection Policy, Climate Change Act and the Greater Geelong Planning Scheme are the critical legislation relevant to the decision by the Victorian Government.
The Council has already written to the Minister for Planning.

Vicki Perrett asked:

Question 1:
The UN says "There is a rapidly closing window of opportunity to secure a liveable and sustainable future for all. The choices we make in this decade will have impacts now and for thousands of years". Two weeks ago, Ironbark Sustainability released updated emissions profiles for all Australian municipalities, federal electorates and states. Updated annually, this free data is designed to help authorities identify emissions sources and plan effective reduction strategies.

The four-year trend data shows Greater Geelong emissions are basically static at around 4 million tonnes per annum. Clearly the City is not on track to achieve its goal of net zero emissions by 2035. Without a collaborative practical roadmap to net zero, the community has little confidence that our emissions will decline fast enough to mitigate run-away climate change. The latest Snapshot reports include fugitive emissions, which are those created during the extraction, transmission, or processing of fossil fuels. In 2021-22, fugitive emissions in Greater Geelong were 879,000 tonnes (t co2-e) accounting for 22% of the City's emissions.

Does the City know which businesses are responsible for these fugitive emissions? In framing its future budgets, will Council fulfil its commitment to lead and support the community to take real climate action and allocate more resources to the climate action and establish a broad-based stakeholder advisory panel to develop a net zero implementation roadmap?

Thanks Vicki for your questions.

Fugitive emissions have been included in the snapshot tool this year and fugitive emissions have been retrospectively added into reporting. The City does not collect data on individual businesses. We are engaging with large industries to limit their emissions. Large emitting businesses in the city also have their own climate strategies, targets and action plans and are working to reduce emissions in accordance with these strategies. The City is also in discussions with emission data service providers about additional regional emissions data to help inform emission reduction programs.

The City is implementing the Environment Strategy and Climate Change Response Plan with partners in the region to reduce emissions and climate related risks. We have been part of the establishment of the Barwon Southwest Climate Alliance, which provides a whole of region approach to collaborate to achieve a net zero emission region.

The City has recently established the Climate Change Partnership grants that facilitates collaboration with organisations and the community to lower emissions.

Question 2:
My second question relates to how we make our city and towns more liveable, more people-focused and less car dependent. The G21 transport strategy shows that by 2041, Greater Geelong car trips with increase fivefold compared to 2016 levels if we continue with business as usual. I was present in the chamber last November when Council decided not to award the contract for Stage 2 of Building Better Bike Connections Southern Link. This was a huge disappointment given the extent of community consultation and support from the quiet majority for the planned route. However I was shocked to read in the June 2023 Quarterly Report? of the Community Plan 2021-25 that the Stage 2 project was listed as "not proceeding" due to community feedback and trader concerns. Also that Council asked the CEO to instigate a strategic review of the Principal Bicycle Network.

The Building Better Bike Connections webpage still states that the City is using a $6.69 million grant from the TAC's Safer Pedestrian and Cyclist Fund to create two new major cycling routes to make it safer and easier for anyone to ride. When will Council update its webpage to inform the community that Stage 2 of the Southern Link has been abandoned? How much of the $6.69m TAC grant was returned?

When will Council get serious about promoting active travel? When will the strategic review of the Principal Bicycle Network be made public?

The Building Better Bike Connections project has delivered the Western Link and Southern Link - Stage 1. In November 2022 Council resolved not to award the tender for Stage 2 of the Southern Link from the Barwon River to Waurn Ponds. This limited the scope of the TAC funded project to Stage 1. $4M was received. The grant funding allocated for the Southern Link Stage 2 was not claimed from the TAC. Officers have noted an outdated webpage referencing to the original project details and will have this removed.

The principal bike network review will commence in 2024 and inform the preparation of an integrated transport strategy for the city.

Tim Gooden asked:

Question 1:
I am a rate payer whose rates have increased substantially over the last few years and a concerned citizen who witnessed, earlier this year, this Council put a budget in the red. I'd like to know how much money, subsidies or in kind support this Council has provided to businesses related to the defence industry? Over the last three budgets has Council been using ratepayer's money to assist with the development, research or manufacturing of weapons or related material?

Thanks for your question, Tim.

Council does not allocate any budget towards the development, research or manufacturing of weapons or related material.

Celia Vandestadt asked:

Question 1:
I am a resident and rate payer of the Lower Bluff area in St Leonards. Several residents raised questions with Council at Regarding the approved Planning Permit PP-623-2019 dated 1 December 2020 for 135 Fitzroy Street Geelong is supported by the endorsed Town Planning drawings approved by council 19/04/2021.

The external cladding is specified as TCL.01 Vertical Timber Cladding and light in colour and "smooth natural finish" timber. The Builder has advised there has been an approved update to the Planning Permit allowing for the significant change in external cladding texture and colour which is now a dark brown painted finish. However, the Builder has been unable to substantiate this with documentation and advised we ask the Council directly. Initial concerns regarding this building site, formally known as the Big Shed, and its aesthetic is of concern to the local community and issues regarding the Heritage Overlay were first raised to council on 14 April 2020 in relation to this development.

Is Council aware that the Builder has now installed external cladding that is significantly different in texture and colour to the endorsed Town Planning drawings as of April 2021? If so will the council make available the updated Planning Permit that specifies the updated external cladding finish.

Thanks for the questions, Celia.

We acknowledge that 135 Fitzroy Street has a Heritage Overlay on the site. The overlay reflects that the significance of the former Dennys Lascelles Woolstores and historic Glassworks on site as having heritage value. This building is often now referred to as the Geelong Bottle works building. As part of the approved planning permit this building is listed to be retained. The building is still in place.

However, more contemporary townhouse dwellings were approved around the boundaries of the site. We note the approved plans did include a materials and schedule palette to show a vertical timber cladding smooth natural finish. At this stage, Council has not been made aware nor received any proposed alterations to the approved palette to provide for a dark brown finish. Council Officers will investigate the materials to determine if they are in accordance with the approved planning permit and amended materials and colour schedule required to be provided for endorsement.

If there is a proposed change, this could be made without additional public notice requirements under the requirements of the existing planning permit. However, the new plans would need to be considered on their merit under the applicable planning controls. A materials and colours change for the contemporary townhouse dwellings are not considered to impact the significance of the Heritage Overlay.

Further questions taken from the floor:

Kim Fear asked:

Question 1:
My understanding is that Australia is one of 152 countries to sign to ratify the genocide convention under this convention all the parties who are signatories are obligated to prevent the risk of genocide. How does Australia, and specifically this Council, justify not calling for a ceasefire in light of this International duty to prevent a genocide? Specifically, when we have heard the former UN commissioner to New York say that this is a clear-cut case of genocide we've heard that more than 40 UN special repertoire have signed a letter saying that there is a risk of genocide in this case. How do we in Australia, and also this Council, see our duty under the genocide convention in this case.

Question 2:
Can you please clarify what a humanitarian ceasefire means?

Response (Mayor):

Thank you for your question, Kim.

As you would have heard at this start of the meeting during my opening statement, Council are calling on the Australian government to support an ongoing humanitarian ceasefire and to endorse their call for the immediate unconditional releases of all hostages and to work quickly with the International Community to facilitate the delivery of life sustaining aid to all in need of humanitarian support. This is consistent with the messaging I delivered at Councils last council meeting in which I publicly made comments. These statements have been published and are accessible to all and again backed up by the comments we have today so we do call upon the Australian government I cannot speak on behalf of them but can we do call upon them to intervene

A humanitarian ceasefire means a permanent ceasefire.

Anita Galeotti asked:

Question 1:
It came to my attention as I'm an active member of the Waterworld gym Leisure Centre and through conversations with other members it has been brought to my attention that there is a proposed name change for the new centre, and they are in the process of actually putting together a petition about that because there's been no active consultation with the members that actually fund alot of the centre, so is there any information that you have for me I appreciate that?

Response (Mayor):

Thanks for the questions, Anita.

I will throw to Deputy Mayor Aitken as the ward Councillor heavily involved in the project.

Further Response (Deputy Mayor Aitken):

I can confirm that Council does have community members on the committee in terms of the NACH project. We have received suggested names from that committee and a report will be coming to Council with some suggested names and fo out to the public for community members to express their views about the suggested names and put alternative names forward if they wish to do so. That report is due to come to Council in December, so you will see the community definitely will have an opportunity to participate in developing a future name for what us the most significant investment in the northern suburbs of Geelong that's ever occurred.

Paul Dodemaide asked:

Question 1:
Firstly, thank you for your statement in regard to the genocide in Palestine. There were a few really important words that I noticed actually; you adopted an Albanese style sort of. I wondered if there were a potential for you to include the words:

- Palestine
- Genocide
- Occupation
- Apartheid

To ensure that it's a bit more reflective of the context. The second part of my question is we will, as we have in many conflicts around the world, and will see in Geelong very soon, refugees coming and I wonder what the Council plans to do in this space?

Response (Mayor)

Thanks for your questions, Paul.
I'll take your first half on your suggestions and influence as to what we incorporate into future comments or statements on behalf of Council on notice.

On the second question, I can reiterate how we are a refugee welcome Zone City grad along as we've been this had that status for well over 12 years I believe there are various local organizations and community groups which do offer aid to people during those vsa applications and integration of our community and refugees are valid members of our community and we do warmly welcome them here.

I will also throw to Cr Moloney as our Councillor on the Multicultural Community Portfolio.

Further Response (Cr Moloney):

I take your comment Paul that we need to make a stance on this and we have had major discussions with CRAG the group which welcomes and integrates refugees into our community. I think what you're asking is a very delicate series of words that have a deep and profound impact and I understand what's happening right now, but we have to be very careful in the way that we word our statements for a multitude of reasons.

No one wants to cause upset or harm and we certainly want peace only. That is why the Mayor and Council officers as well are trying to be incredibly sensitive in this matter. We also are going to be welcoming of any refugees that do come as a result of this incredibly tragic conflict.

Jeanne Nel de Koker asked**:**

Question 1:
Not a question, just a suggestion several of the questions tonight were focused on climate action environmental action issues how the Council deals with it and many of the people here experience great frustration in that it's not a discussion I want to ask how about can we have a town hall and then we actually engage interactively about what we as the city of Geelong is doing about climate action and environmental sustainability.

Response (Mayor):

Thanks for the questions, Jeanne.

I can confirm we do engage with different groups at town halls and through different ways of community engagement on different varying topics.

Stephanie asked:

Question 1:
I have more of a request from all of you. We live in a country where we tiptoe around the pronouns we use to call people, where we always acknowledge the land that we stand on we acknowledge the genocide and the disrespect of people that happened on this land. All whilst we tiptoe with words and language children are being killed, people are starving and there is a genocide that is happening. I know that you are bound by laws and regulations, but it is really important that maybe the only thing that you can change is your language and that will slowly gain more awareness

Response (Mayor)

Thanks for your comments, Stephanie.

Vicki Perrett asked:

Question 1:
We contributed to your waste and resource recovery plan and I know it's the State Government and the EPA that are going to make the decisions in relation to the incinerator, but Council has to decide about whether they want to use it in the future. I urge you to go through the formal process of forming a position about whether or not you believe in waste to energy incineration and get the expert briefings, have the community consultations and go through that process as to whether or not you use that incinerator. Is this something that you will need to form a position on?

The size of that incinerator is humongous and only 10% would be your rubbish so that's my question to Council, will you go through a formal process of forming a position about whether you want to incinerate household waste in Geelong?

Response (Mayor)

Thanks Vicki for your questions.

We appreciate your passion on this topic, the city does have a comprehensive policy and future strategic plans around our landfill rubbish, at the moment the future directions are with projects that we're doing in collaboration with other municipalities none of it to date involves the incineration of rubbish, so none of our planned rubbish strategy in the future involves any plans of direction towards incineration. so we can say it is not in our strategy and we don't plan on including it.

Submission

Jeanne Nel de Koker presented a submission in relation to Responsive Regulation of Trees on Private Land in Geelong.

1.8. Petitions

Nil

Council Report Withdrawal

The Chief Executive Officer advised Report 5.3 – 2023 AFLW Series – Geelong Based Activity (Confidential) had been withdrawn from the evening's agenda.

2. REPORTS

2.1. Draft Market Square Quarter Masterplan

Source: **Planning and Design**
Acting Executive Director: **Joanne Van Slageren**

Purpose

1. To seek Council approval for the release of the draft Market Square Quarter Masterplan (the draft Masterplan) for public consultation.

Background

2. The Market Square Quarter Masterplan relates to the city block bounded by Malop Street, Yarra Street, Ryrie Street and Moorabool Street.
3. The purpose of the Masterplan is to implement the vision and objectives of the Central Geelong Framework Plan for the area, as well as functioning as a catalyst for regeneration.
4. The project commenced in November 2022. Community engagement undertaken throughout January and February 2023 sought community and key stakeholder views in relation to the issues and opportunities for this area.
5. The draft Masterplan (refer to **Attachment 1**) has been prepared in response to the issues and opportunities identified.

Key Matters

6. The draft Masterplan proposes a vision in which Market Square Quarter will be the thriving heart of Geelong, with Little Malop Street Central reinvigorated as a welcoming, accessible, vibrant, safe and inclusive meeting and gathering place that celebrates Wadawurrung Country.
7. An economic viability assessment (refer to **Attachment 2)** was undertaken to test the viability of the vision for the precinct.
8. A final Masterplan will be prepared in response to the feedback received through the community engagement process and is anticipated to be presented to Council for endorsement in 2024.

RESOLUTION - Item 2.1

Cr Murrihy moved, Cr Mason seconded –

That Council endorse the draft Market Square Quarter Masterplan for public consultation for a period of no less than six (6) weeks.

Carried

Financial Sustainability

9. The economic viability assessment tested three different outcomes for the northern half of the study area. The preferred option was identified as the most economically viable due to the mix of uses proposed.

10. Once adopted, the final Masterplan will provide guidance to future development. A significant part of the Masterplan implementation will rely on private investment from developers and landowners. Implementation actions which rely on Council investment will be subject to future budget planning and assessed against the City's long term investment priorities.

Community Engagement

11. An online and in person conversation with community, visitors, landowners and occupiers was held from 24 January 2023 to 24 February 2023.

12. The Have Your Say page received 8418 views from 3341 visitors. The page consisted of multiple themed comment boards for the community to provide their suggestions and feedback. Submitted comments were publicly visible with the option for participants to respond and like other comments.

13. Feedback from the community included 669 comments that identified opportunities, and 554 comments in relation to issues.

14. The draft Masterplan has been developed in response to the feedback from consultation and key stakeholders.

15. Consultation occurred with the key landowners within the precinct throughout development of the draft, as well as the Wadawurrung Traditional Owners Aboriginal Cooperation and Department of Transport and Planning.

16. A commitment was made to the community to release the draft Masterplan for community engagement before finalising the Masterplan.

17. The public exhibition is planned over December and January. In addition to community feedback, it will also give visitors and tourists the opportunity to respond. The consultation will be a minimum of six weeks.

18. At the conclusion of the community engagement, feedback will be assessed and will inform the final Masterplan.

Social Equity and Sustainability

19. The draft Masterplan incorporates accessibility, inclusivity and sustainability as its key guiding principles. It proposes public spaces that function as a daily meeting point while also catering for major events and cultural celebrations.

Relevant Law/Policy/Legal Implications

20. The draft Masterplan aligns and supports the guidelines and built form controls of the Central Geelong Framework Plan and Activity Centre Zone-schedule 1 within the Greater Geelong Planning Scheme.

21. The land on which the Market Square Shopping Centre is located is subject to a Development Plan Overlay. A Masterplan to provide further guidance to the development is required prior to any development. This Masterplan may fulfill that role.

22. The draft Masterplan complies will all relevant legislation and council policy and there are no known legal, statutory or policy implications associated with the draft.

Alignment to Community Plan and Vision

23. This report aligns with Our Community Plan 2021-2025 strategic priority:
Healthy, caring and inclusive community.
Strong local economy.
Sustainable growth and environment.

24. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
A destination that attracts local and international visitors.
A prosperous economy that supports jobs and education opportunities.
An inclusive, diverse, healthy and socially connected community.
People feel safe wherever they are.
Sustainable development that supports population growth and protects the natural environment.

Conflict of Interest

25. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

26. The finalisation of the Masterplan will not be possible without the draft strategy being released for public exhibition as proposed.

27. The release of the draft Masterplan for further consultation will provide greater insights into the needs and expectations of users and the broader community. The feedback gained along with further engagement with the key stakeholders will be used to prepare the final Masterplan.

Environmental Sustainability

28. The draft Masterplan incorporates sustainability and urban greening as one of its key strategies and guiding principles such as landscaping, water sensitive urban design, communal waste collection and facilitating active transport.

Attachments

1. Market Square Quarter - Draft Masterplan [**2.1.1** - 62 pages]
2. Market Square Quarter - Economic Viability Options Analysis [**2.1.2** - 50 pages]



MGS Architects
August 2023

Market Square Quarter Masterplan Draft Masterplan Report

CITY OF GREATER GEELONG

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Document
Market Square Quarter Masterplan
Draft Masterplan report
August 16, 2023
Version: V4.0
Prepared by MGS Architects

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Introduction

This chapter maps out the purpose and process of the Market Square Quarter Masterplan: what we are hoping to achieve, the location we are studying, the process we have taken, and what we have heard from engagement.

1



Artist's impression, looking along Malop Street.

1.1 Introduction Project overview

The purpose of this masterplan report is to provide an overarching vision and level of guidance on the Market Square site for future redevelopment of the Quarter. This document has been developed for and with the City of Greater Geelong, by a multidisciplinary consultant team, with key input from the Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC), and through engagement with community members, landowners and government agencies.

HOW TO READ THIS DOCUMENT

This document is intended for several audiences. For the community of Geelong and local organisations to collectively reflect on what they would like to see in the transformation of Central Geelong. For developers and landowners to have greater visibility regarding the potential of Central Geelong to be transformed, with understanding of the City of Greater Geelong and the broader communities ambitions for this location. For the City of Greater Geelong to continue to advocate for the transformation of Central Geelong, and to use this document as a reference for public realm upgrades and review of project proposals.

PROJECT TEAM

The masterplan is being prepared by an multidisciplinary consultant team led by MGS Architects and in partnership with City of Greater Geelong.

MGS Architects
Lead Master Planner, Architects, Project Management

Tim Nicholas Landscape Architecture
Landscape Architecture and Public Realm

Stonehouse & Irons
Master planning and Architecture Realm

Hip v Hype
Sustainability

Movement and Place
Transport

Charter Keck Cramer
Feasibility and Market Analysis

DOCUMENT STRUCTURE

1. Introduction
Provides an overview to the purpose, scope and engagement involved in the master planning process.

2. Context analysis
Understanding the current planning context, connection to Country and strategic growth for the site.

3. Vision
Outlines the potential future that the masterplan aims to achieve giving a clear picture of the goals and aspirations of the project.

4. Objectives and Strategies
This chapter provides further detail on the vision, through a number of lenses such as public realm and connections.

5. Options
Explores three different scenarios, each producing different outcomes for the site.

6. Draft Masterplan
After economic analysis and delivering best practice urban design outcomes, the draft masterplan was developed by building on one of these options.

7. Implementation
Explores what putting the masterplan into action might look like, including the staging of different elements of the project.



1.1 Introduction Project overview

This proposal outlines the vision to guide the redevelopment of Market Square and surrounding area - the Market Square Quarter, as a catalyst for the regeneration of the 'heart' of Central Geelong.

AN OPPORTUNITY

While the majority of the landholdings within the subject site are owned by private landowners, in particular the Market Square site, the City of Greater Geelong believe it is worth advocating for the considered transformation of such sites in recognition of the strategic importance of this location to the whole of Geelong. This document sets forth an ambitious but considered vision for this transformation, so that the Geelong community as a whole can have their say and help us collectively achieve the best outcomes for this location.

STRATEGIC LOCATION

Market Square's strategic location in the heart of Geelong, as the gateway to the Bellarine Peninsula and its close proximity to Melbourne, makes it a prime destination for both locals and visitors looking to shop, dine, and experience the best of what the region has to offer. Redevelopment of the site would allow for significant contribution to Central Geelong by providing in demand housing, retail and office space.

WADAWURRUNG CULTURE IN THE HEART OF DJILANG

The site of Market Square has always been the heart of community since time immemorial. As this masterplan shapes the Quarter's role into the future, there are significant opportunities in the public realm and programming of the Quarter to celebrate and provide continued support to Wadawurrung culture.

KEY BENEFITS OF REDEVELOPMENT

The combination of infrastructure investment, population growth, the ongoing clustering of knowledge economy uses and the continued growth of the visitor economy establish the underlying economic conditions for the renewal of Central Geelong.

Under the Geelong City Deal, Central Geelong is subject to an extensive pipeline of projects totalling $1.2 billion in value that in general incorporate mixed use development schemes combining accommodation, hospitality, residential and commercial uses.

The combined delivery of private and public investment is set to transform the role and function of Geelong's Central City into a Live Play Work environment where the activities of increasing numbers of residents, workers and visitors converge in a vibrant environment.

A PLAN FOR TRANSFORMATION

Through this project, the design team, in collaboration with City of Greater Geelong and other stakeholders developed three options for how Market Square Quarter may transform, aligned with the recently gazetted Central Geelong Framework Plan.

Charter Keck Cramer was engaged to produce Urban Renewal Options Evaluation on all three options. The analysis profiles the emerging property market dynamics of Central Geelong and assesses the commercial attractiveness of Market Square Quarter Renewal. The analysis concluded that Option 1 Malop Heart would be the most commercially attractive.

Option 1 Malop Heart provides a mix of uses that combine with a range of activation and destination interventions that are likely to stimulate tenant demand and visitor interest. The option is deemed to be the most commercially attractive due to its relatively lower construction costs and its potential speed to market. Apart from the office component, the option does not require disproportionate market support to succeed.











Figure 1.1 Top left: Artist's impression, looking at corner of Little Malop Street abd Yarra Street.
Figure 1.2 Top right: Artist's impression, looking north up Union Street through heritage facade.
Figure 1.3 Middle left: Artist's impression looking along Little Malop Street.
Figure 1.4 Middle right: Artist's impression looking at the corner of Malop Street and Moorabool Street.
Figure 1.5 Bottom left: Artist's impression, looking at the corner of Little Malop Street and Yarra Street.

1.2 Introduction Project scope

The study area for this report focuses on the Central Geelong city block bounded by Moorabool, Malop, Yarra and Ryrie Streets.

PROJECT SCOPE

This study area includes major landholdings with potential to develop such as the Market Square and Centerpoint Arcade sites, and other private landholdings. It also includes the four major streets that surround the site, Little Malop Street in the core, and three laneways: Rock O'Cashel Lane, Union Street and Banks Place.

PROJECT OBJECTIVES

The project brief outlines a series of objectives for the project to respond to. The masterplan should:

- Respond appropriately to the needs and expectations of the community, collaborating with key stakeholders to introduce best practice design.
- Create a clear direction for the area, bringing together many years of incremental changes and developments.
- Acknowledge the area as an important Wadawurrung site.
- Consider innovative ways of achieving this that move beyond mere representation.
- Reinstate Little Malop Street Central as a key public space, with emphasis on inclusiveness, pedestrians and the reduction/removal of through traffic.
- Improve perceptions of safety within the area.



Figure 1.2 Market Square Shopping Centre, Davinsky Nominees.



Figure 1.3 Hitchcock's Building, corner Little Malop and Moorabool Street, Hamilton Group.



Figure 1.4 Malop Street Interface.

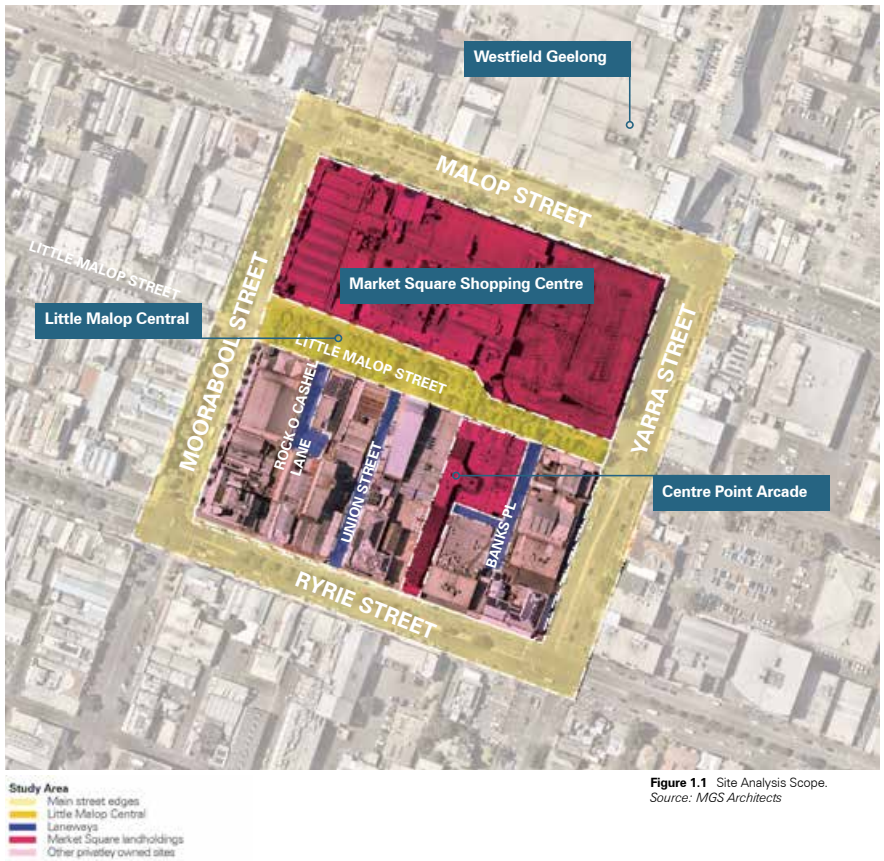


Figure 1.1 Site Analysis Scope.
Source: MGS Architects

1.3 Introduction Engagement overview

The City of Greater Geelong engaged with a range of stakeholders on issues and opportunities to inform Market Square Quarter Masterplan. Online and in person conversations were held with community, visitors, landowners and occupiers from 24 January 2023 to 24 February 2023.

Community engagement was mainly undertaken online on the Have Your Say webpage dedicated to the Market Square Quarter Masterplan project. The webpage received 8418 views from 3341 visitors.

The webpage consisted of multiple themed comment boards for the community feedback. Submitted comments were publicly visible in local newspapers, social media, on site postcard hand outs and project board. Letters were also sent to all landowners and occupiers within the quarter. Promotion was further supported by some more targeted communication with the businesses in the Market Square Quarter and Youth Council.

The project team also undertook three pop-up engagement sessions at locations within the Market Square Quarter. The sessions took place on 31 January and 2 February. Community members also had the opportunity to provide feedback during the Wurriki Nyal Open Day on 18 February.

The comments board topics were chosen as prompts to help guide submitter feedback. Overall, 541 contributions were made. Three broad topics were used as conversation starters:

- What issues have you noticed in the area?
- What are the opportunities in the area?
- Can you think of any other successful place?

Other conversations included engagement with the Wadawurrung Traditional Owners Aboriginal Corporation and other key stakeholders, including key landowners.



TOP 5 OPPORTUNITIES IDENTIFIED

1. Introduction of more dining opportunities (94); 32 participants mentioned expansion of Little Malop Street Central as an opportunity to extend alfresco dining. "[Introduce] small unique bars and eateries joined by shared outdoor alfresco dining."

2. Addition of a fresh food market or a supermarket to the quarter (60) "Market Square should be a community meeting place. A fresh food market and stalls for local small businesses to sell their wares."

3. More public art, live music and events (51) "[There should be] Space for public theatre shows. Music performances, open mics, etc."

4. More diverse shopping opportunities (47); Specific shop suggestions included, H&M, Zara, Uniqlo, Ikea, Costco, Kmart as well as local shops, boutique shops, DFO style Mall or something unique. "Bring in big stores like TK Max, Sephora, City Beach, Lush, novelty stores. Think unique retail not generic to draw tourists and locals."

5. Creating an externalised shopping experience or high street (42); comments included the reintroduction of historic laneways. "There is an opportunity to open up Little Malop Street, through the redevelopment of Market Square, and create a genuine outdoor, central square for Djilang, instead of it being another shopping centre."

TOP 5 EXISTING ISSUES IDENTIFIED

1. Perceptions of lack of safety including anti-social behaviour or needing police presence (114) "Don't feel safe and many undesirable people there who cannot behave."

2. Concerns around bus stop (104) "The bus interchange location is terrible and needs to go!"

3. Concerns around public realm being uninviting, tired and neglected, untidy, lacking atmosphere (65) "It is ugly, uninviting and not safe. The buildings don't have character anymore -. The old buildings gave the streetscape character. It is such a mess now."

4. Concerns around poor access and parking for private vehicles within and around the precinct (52) "Parking surrounding the area is an expensive joke. If people can't access it, they just won't visit. People also don't want to park long distances away and walk."

5. Concerns around accessibility and poor pedestrian connections (45) "The existing market square shopping centre has poor pedestrian flow. There is no pedestrian exit onto Yarra street causing - causing a dead end and an eddy flow."

1.4 Introduction Drivers for change

This masterplan has been informed by the following drivers:

01



Significance of this location for Traditional Owners

This site has long been important to the Wadawurrung Traditional Owners, as a place of water and a place of plenty.

However, there is currently little recognition of this ongoing connection and continued interest in this site by Wadawurrung Traditional Owners.

There is great potential to redevelop this site in partnership with Traditional Owners, reflecting its role as a place of water and place of plenty.

02



Lack of genuine activation and visitors safety

Albeit at the heart of Geelong, the lack of activation has seen a rise in disorderly and asocial behaviour, particularly around the bus interchange on Moorabool Street, and public space on Little Malop Street.

The bus interchange acts as a barrier, making it difficult to lease shops facing Moorabool Street.

Despite much investment in the public realm and temporary events on Little Malop Street over the years, the blank walls of Market Square shopping centre limits the activation of this space.

03



Decline of retail within Central Geelong

Retail is in decline in Central Geelong, given the rise of out-of-town shopping centres, online shopping, and limited residents within the city.

While there have been strong partnerships with Creative Geelong to activate otherwise vacant shops, there is potential to redevelop major sites such as Market Square shopping centre and reactivate the site with a diversity of uses.

04



Strategic role of this site within Central Geelong

Central Geelong is growing, with 10,000 additional residents and over 650,000m2 of office floor space anticipated by 2050.

Market Square has long had an important role as a meeting place, as an open square with cultural and retail uses.

With the Central Geelong Framework Plan now in place, there is an opportunity to reimagine this quarter into a lively mixed use precinct, to help bring more life into central Geelong and help concentrate the growth anticipated and make the most of Geelong's strategic potential.

1.5 Introduction Project timeframe

The master planning process consisted of five stages developed with the design team, with inputs from stakeholder engagement sessions.

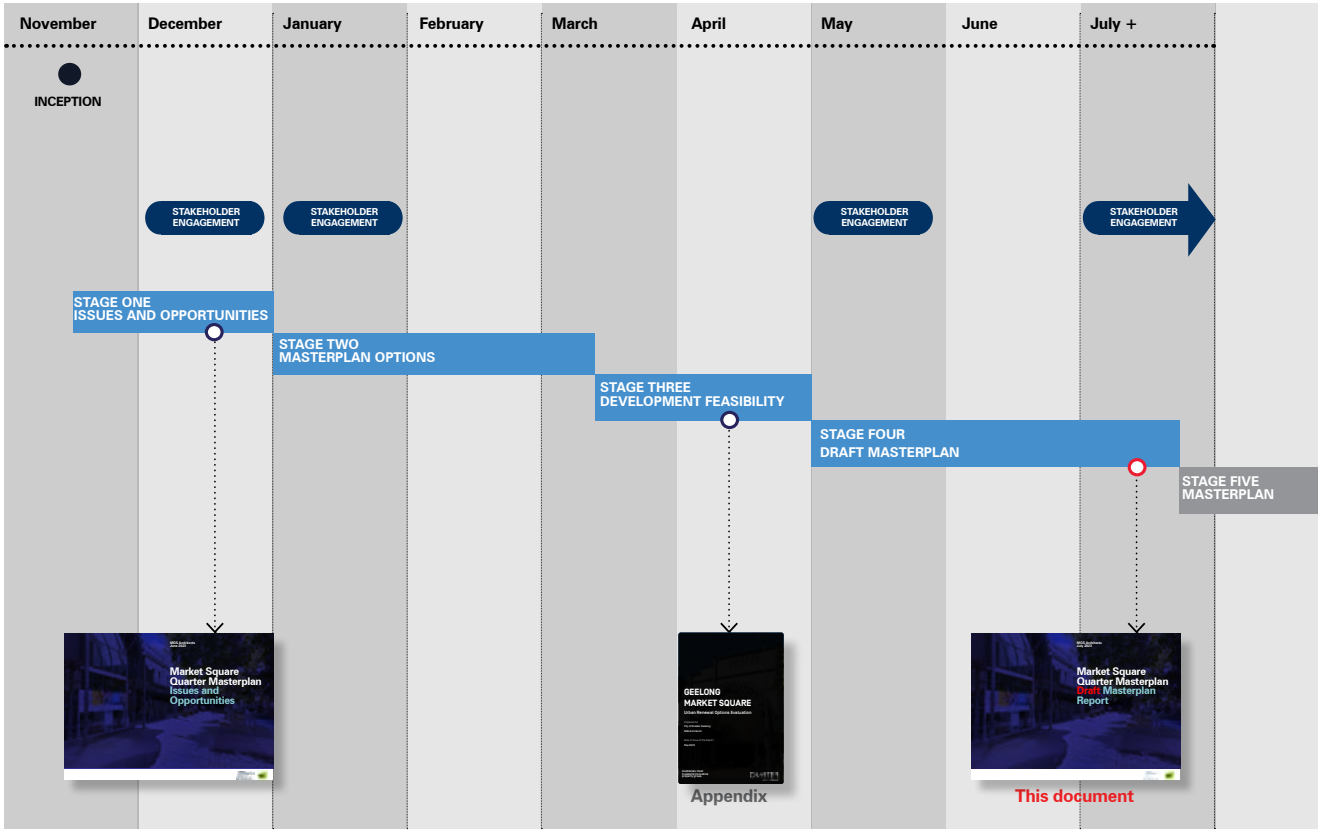
STAGE ONE
ISSUES AND OPPORTUNITIES
The first stage of the project focuses on gathering, reviewing and analysing the existing information around the site and the surrounding context. This information is developed into a report which articulates the issues and opportunities of the site.

STAGE TWO
MASTERPLAN OPTIONS
The next stage develops a clear vision, strategies and principles for the Quarter, subsequently developing three high level design options.

STAGE THREE
DEVELOPMENT FEASIBILITY
This analysis profiles the emerging property market dynamics of Central Geelong and assesses the commercial attractiveness of Market Square Quarter Renewal.

STAGE FOUR
DRAFT MASTERPLAN
This stage further develops a design option with clear objectives and strategies on how to achieve the outcome.

STAGE FIVE
FINAL MASTERPLAN
The final stage focuses on refining the design option and implementation of key stages.

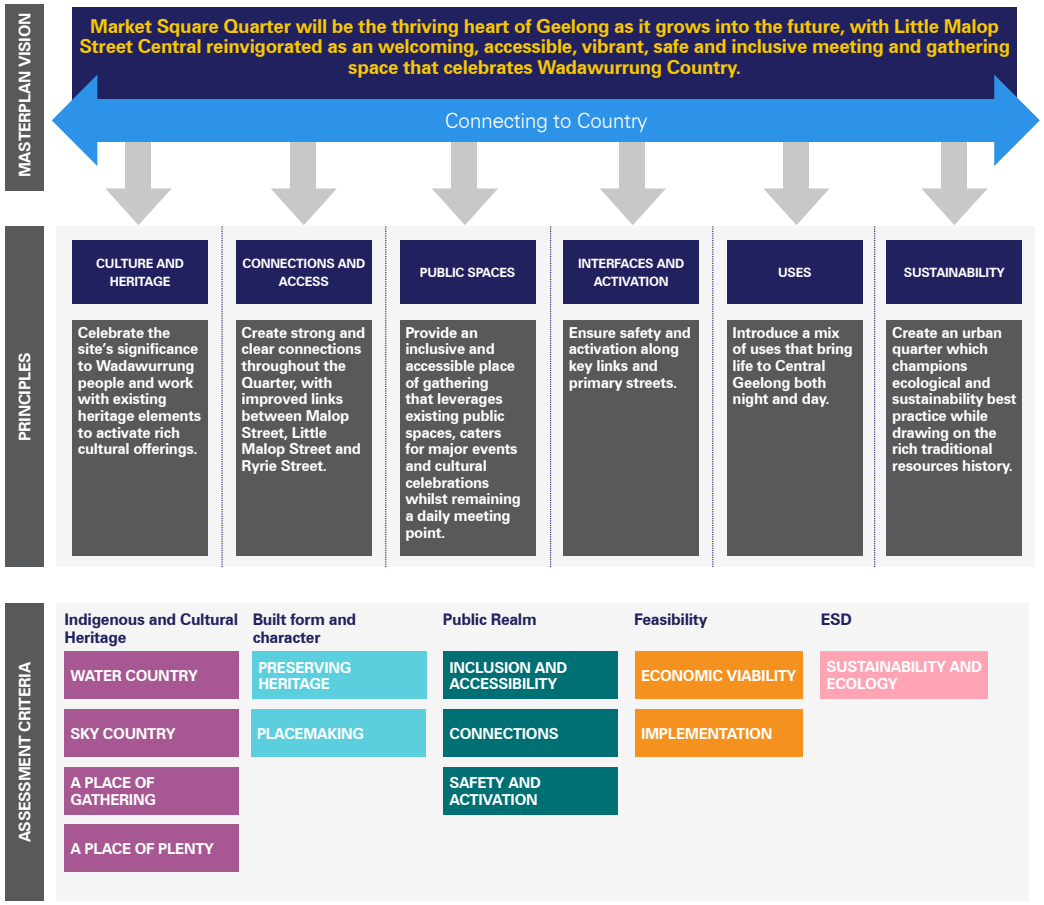


1.6 Introduction Masterplan structure

The masterplan is driven by a vision to transform the Market Square Quarter to be the thriving heart of Geelong, while connecting to Country.

This vision is delivered through six principles, relating to culture and heritage, connections and access, public spaces, interfaces and activation, uses, and sustainability. We have also developed a series of related assessment criteria that were used to inform the selection of a preferred option.

Masterplan structure



Context analysis

This chapter unpacks the site's enduring Wadawurrung connection, its strategic role within Central Geelong, and its strategic and statutory planning, economic and urban context.

2



Artist's impression, looking at proposed public realm space on Malop Street.

2.1 **Context analysis** Connecting to Wadawurrung Country

The Market Square Quarter Masterplan offers an opportunity to reconnect to Wadawurrung Country on this special site and respect the site's ongoing significance to Wadawurrung People.

A WATER STORY

The site has a close association with water which is especially significant to the Wadawurrung people.

It is understood that there was billabong in the Quarter that provided a place of plenty for Wadawurrung people, for their resources, medicines food.

The site was originally located on a spur of grassy woodland that meets the edge of Corio Bay, or Djilang, meaning 'tongue of land'.

A PLACE OF PLENTY

The site of Market Square was a place of plenty for the Wadawurrung; rich in herbs, medicines, food sources and plants for fibres and tools. It was a place to congregate; to meet, socialise and perform ceremonies.

Market Square's abundance was supported by its geology lying on the edge of the Victorian Volcanic Plain. The more fertile limestone and volcanic soils providing the basis for grassy woodland on the site compared to the surrounding plains grasslands.

The site and surrounds would have supported an abundance of valuable resources, including Murnong root - a staple food, seeds from Wattle, Swamp Gum and Sheoak. The proximity to Corio Bay would have provided easy access to shellfish and the surrounding plains grasslands.

WADAWURRUNG CULTURE IN THE HEART OF DJILANG

The site of Market Square has always been the heart of community since time immemorial. As this masterplan shapes the Quarter's role into the future, there are significant opportunities in the public realm and programming of the Quarter to celebrate and provide continued support to Wadawurrung culture.





Figure 1.6 Wurdi Youang (You Yangs) meaning 'big hills in the middle of the grass' are of special significance to Wadawurrung People.
Image Source: Eugene von Guerard, View of Geelong, 1856

Figure 1.7 Grassy woodlands with scattered marsh and billabongs prevailed in and around Central Geelong
Image Source: Eugene von Guerard, View of Black She-oak, 1856

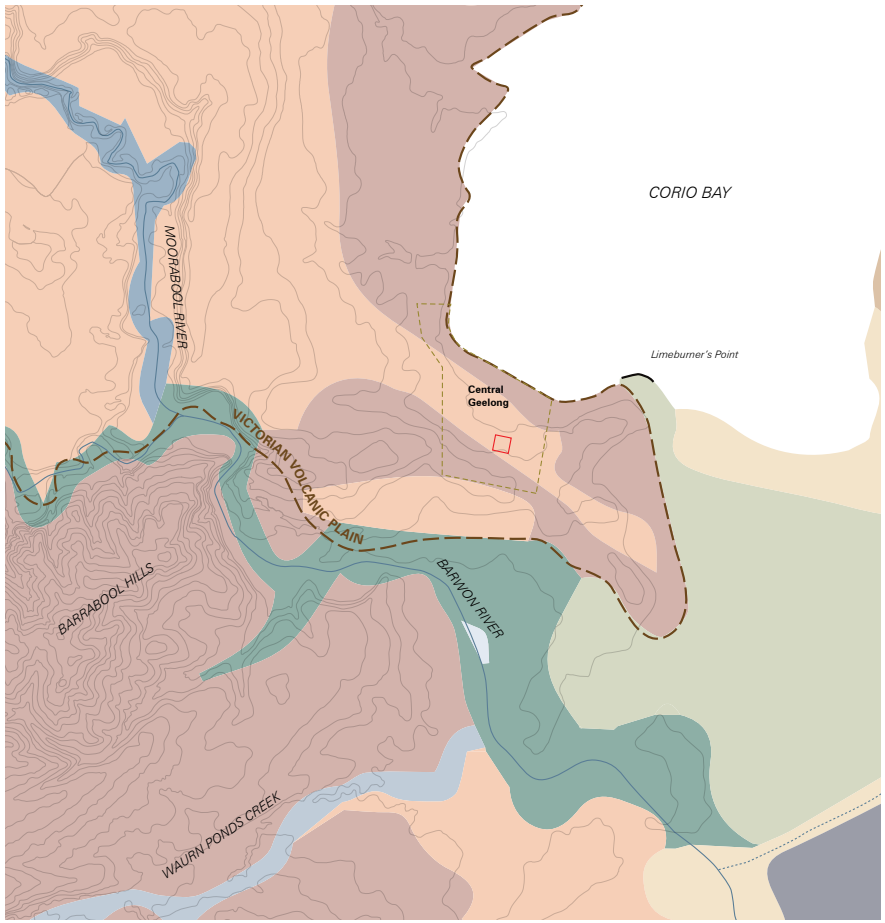


Figure 1.5 Interpretation of the Pre-colonial Landscape around Market Square
Source: MGS Architects

2.2 Context analysis Planning context

The Central Geelong Framework Plan identifies the Market Square Quarter site as a Strategic Development Site with a clear ambition of medium rise development on the site that enhances and protects the public realm.

ACTIVITY CENTRE ZONE

The site is located in the Activity Centre Zone which reinforces the site's role as a core part of the central city.

Higher density development and a wide variety of uses are encouraged in this zone with a focus on outcomes that activate the public realm.

HERITAGE OVERLAY

A number of individual heritage overlays apply to portions of the quarter, most notably heritage façades incorporated into the Market Square Shopping Centre, Bright and Hitchcock's at 115-139 Moorabool Street, Geelong and a portion of buildings fronting Ryrie Street.

CENTRAL GEELONG FRAMEWORK PLAN

The Central Geelong Framework Plan provides a comprehensive set of development controls to guide development in the quarter as is referred to throughout the masterplan.

RETAIL CORE PRECINCT

The Retail Core Precinct, as Central Geelong's retail heart, will mainly comprise retail, service and hospitality venues in a high-quality environment that prioritises pedestrian amenity and activity. Refer to the Precinct Objectives in the Central Geelong Framework Plan.

BUILDING HEIGHTS & FLOOR AREA RATIO

Mid rise higher density development is supported in the quarter with preferred building heights range between 42m at the northern block (Market Square site) and 21m at the southern block.

The Market Square Shopping Centre site is identified as a Strategic Development Site. A preferred floor area ratio of 5.5:1 is specified for the site.

PUBLIC REALM AND OVERSHADOWING

Mandatory overshadowing controls are proposed for all streets abutting the quarter, requiring future built form to preserve solar amenity.

Controls protect the southern footpaths of Malop Street and Ryrie Street from overshadowing between 11AM - 2PM on the Spring Equinox (measured 6m from boundary).

Controls protect the east-west footpaths of Moorabool and Yarra Street from overshadowing between 11AM-2PM on the Spring Equinox (measured 6m from boundary).

Controls protect Little Malop Street and Union Street from additional overshadowing above an 8m street wall between 11AM-2PM on the Spring Equinox.

STREET WALL HEIGHTS

The Framework Plan identifies different street wall heights for different interfaces in the Quarter.

16m (4 storey) street walls are sought to the northern half of the quarter facing Moorabool, Yarra and Malop Streets.

12m (3 storey) street walls are sought to the southern half of the quarter facing Moorabool, Yarra and Ryrie Street.

8m (2 storey) street-walls are sought fronting Little Malop Central on both sides.



Figure 1.8 Zoning plan.

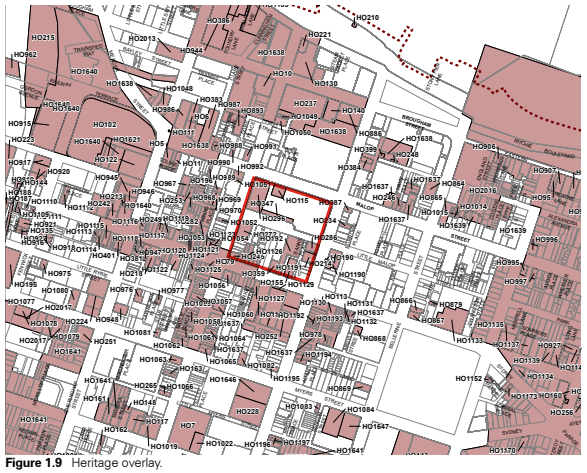
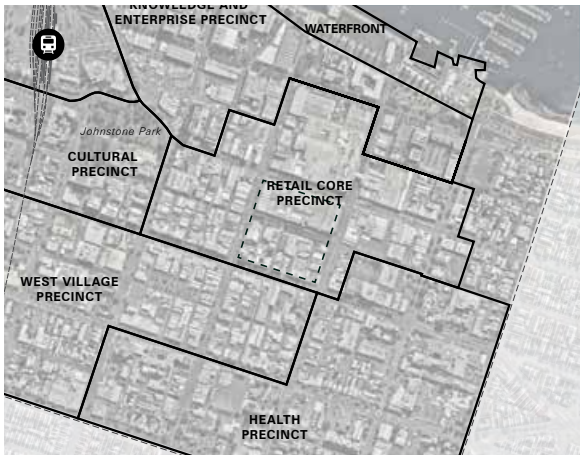


Figure 1.9 Heritage overlay.

2.2 **Context analysis** Planning context



Legend
- Study Area
- Train Station

Figure 1.10 Retail core precinct, Central Geelong Framework Plan.



Preferred maximum building height
- Study Area
- Open space — existing
- Open space — future (indicative)
- Train station

Preferred max. building heights
- 16m 4 storeys
- 21m 6 storeys
- 28m 8 storeys
- 42m 12 storeys
- 60m 15 – 18 storeys

Figure 1.11 Maximum building heights, Central Geelong Framework Plan.



Street wall height
- Open space — existing
- Open space — future (indicative)
- Train station

Street wall height
- 8m (2 storeys)
- 12m (3 storeys)
- 16m (4 storeys)
- 21m (6 storeys)
- 21-28m (6-8 storeys)
- Landscape setback 3-6m

** Podium-tower building typologies should adopt the lower street wall height specified*

Figure 1.12 Street wall height, Central Geelong Framework Plan.



Overshadowing
- Open space — existing
- Open space — future (indicative)
- Train Station

Primary East-West Street — Preserve sunlight access to South footpath between 11am-2pm at spring equinox (measured 6m from boudnary)

Secondary North-South Street — Preserve sunlight access to West footpath between 11am-2pm at spring equinox (measured 6m from boudnary)

Narrow Street/Laneway A — No additional overshadowing abovea streetwall of 8m between 11am-2pm at spring equinox

Narrow Street/Laneway B — No additional overshadowing abovea streetwall of 12m between 11am-2pm at spring equinox

Figure 1.13 Overshadowing, Central Geelong Framework Plan.

2.3 Context analysis Economic context

Strategic policy has identified a clear need for increased residential and commercial floor space capacity within the heart of Geelong. By 2050, Central Geelong is forecast to require approximately 650,000m2 of commercial floor space and 500,000m2 of residential floor space. Market Square Quarter provides opportunities to deliver a precinct comprising of new living and working environments in a central location that helps meet the demand.

GEELONG'S GROWTH

Geelong has experienced market growth in recent times as it has become a regional services hub servicing the broader district. This has attracted not only government services, but the creation of private regional headquarters and growth in professional services.

Health care has grown significantly with the consolidation of major health services in and around University Hospital.

With more jobs in Central Geelong, the city's hospitality and food sector is expanding, supported by lifestyle trends, growing professional services industry and rising local incomes.

With this growth has arisen a number of issues with the relatively low level of housing present in Central Geelong resulting in historically low vacancy rates and affordability issues.

While there has been a number of contemporary apartment developments delivered in Geelong over the past few years, this has done little to alleviate pressure in an extremely tight rental market.

CHANGING CENTRAL GEELONG

Population and jobs growth is driving a change in role of Central Geelong, from a regional town with retail oriented main street to a mixed use urban core comprising professional services, living and entertainment coming to the fore.

BUSINESS NUMBERS IN GEELONG STATISTICAL AREA 2

SECTOR	2017	2021	%
Retail	106	87	-18%
Food and Accommodation	216	239	+10%
Professional services	378	416	+10%
Health care and social assistance	73	422	+578%

Figure 1.14 *Source: Charter Keck Cramer utilising ABS Data.*

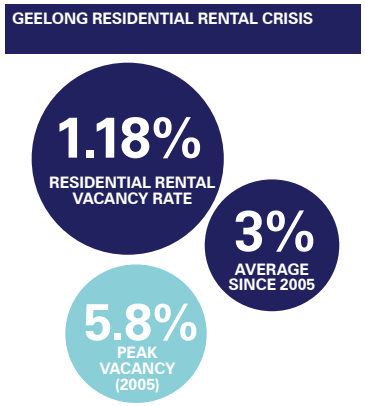


Figure 1.15 *Source: Charter Keck Cramer utilising ABS Data.*

	Total Floorspace 2020 (m²)	Base Case 2050 (m²)	Base Case 2050 (m²)	Optimistic 2050 (m²)
Office	268,365	+47,312	+139,432	+160,129
Entertainment	73,791	+17,204	+44,700	+49,062
Accommodation	29,338	+16,077	+41,572	+42,523
Retail	161,231	+34,170	+78,827	+83,265
Health	99,435	+246,184	+258,198	+272,295
Education	146,685	+53,289	+92,181	+130,645
Other – Notional	125,405	+88	+188	+198
Total	**888,828**	**+414,323**	**+655,097**	**+738,116**

Employment floospace scenario comparison 2020 to 2050. Source: SGS Economics and Planning, 2020

	Baseline	Upside	Optimistic
Population change	+5,048	+7,544 to 9,952	+9,952 to 12,360
Dwellings	+2,805	+4,191 to 5,529	+5,529 to 6,867
Additional residential floorspace 2020 to 2050 (m2)	**+210,621**	**+339,612 to 508,659**	**+471,398 to 645,457**

Residential floorspace scenario comparison 2020 to 2050. Source: SGS Economics and Planning, 2020

Figure 1.16 Projections for spatial requirements in Central Geelong. *Source: Charter Keck Cramer.*

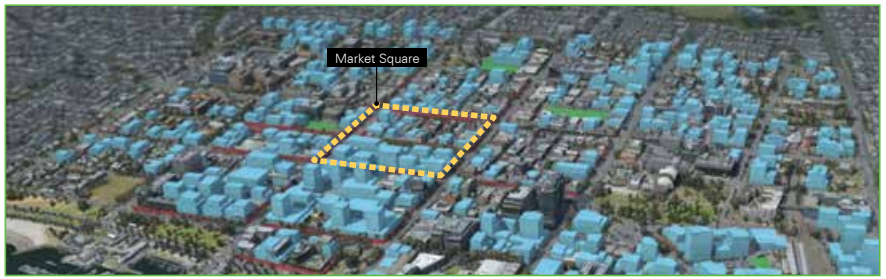


Figure 1.17 Development massing test.
Source: MGS Architects

2.4 **Context analysis** Strategic location

Geelong is the second city of Victoria and is a gateway to the Bellarine Peninsula and south western regions of Victoria. Progressing rapidly as a regional destination for services and tourism, Geelong attracts visitors from all over Victoria and beyond. Market Square Quarter will be at the heart of this growing Geelong and a hub of activity for locals and visitors alike providing regionally significant services, employment, entertainment and living opportunities.

This masterplan will unlock a key development site in the heart of Geelong to attract social and economic opportunities for the entire region.

By strategically redeveloping Market Square Quarter, the functionality and visitor experience will be enhanced with the provision of new infrastructure, landscaping, attractors and public amenity, thereby increasing the number of visitors.

Ensuring the longevity and resilience of Market Square Shopping Centre now and into the future in the face of evolving retail habits and climate change will have a positive impact on the Central Geelong.

The masterplan will ensure the site responds to the objectives set out in the Central Geelong Framework Plan, located within the retail precinct with a focus on providing a mix of uses while responding to the fine grain character of the City.



Figure 1.18 Regional gateway diagram.
Source: MGS Architects



Figure 1.19 Urban context Geelong.
Source: MGS Architects

2.5 Context analysis Strategic context

The combination of infrastructure investment, population growth, the ongoing clustering of knowledge economy uses and the continued growth of the visitor economy establish the underlying economic conditions for the renewal of Central Geelong.

Geelong's Central City is now subject to an extensive pipeline of major renewal projects totalling $1.2 billion in value that in general incorporate mixed use development schemes combining accommodation, hospitality, residential and commercial uses.

The combined delivery of private and public investment is set to transform the role and function of Geelong's Central City into a Live Play Work environment where the activities of increasing numbers of residents, workers and visitors converge in a vibrant environment.

Key factors that will transform Greater Geelong's Central City are detailed as follows:

INFRASTRUCTURE

$6 billion pipeline of public infrastructure investment including transport, health, cultural and recreational investment.

Geelong Fast Rail: Expands City Centre employment accessibility to broaden and deepen employer access to workers including workers in Melbourne's west.

Geelong Convention and Exhibition Centre and Arts and Culture Precinct: Diversifies and expands Central City visitor destinations and helps achieve an all year round visitor economy.

Barwon Women's and Children's Hospital: Further cements the role of the City Centre in regional health provision attracting ancillary health providers and visitation.

POPULATION

At 2021, Greater Geelong's population was 270,000 residents having grown by 31,000 residents over the 2016 to 2021 period.

A growing population will require an additional 57,000 dwellings by 2041 along with accompanying health and education services.

The Central City is positioned to deliver diverse housing options for key workers, students, retirees and young adults.

There are currently 14 apartment projects either proposed or mooted within the Central City with the potential to deliver over 850 apartments.

Residential prices, rents and vacancy rates establish favourable market conditions for apartment investment.

ECONOMY

Greater Geelong's economy is growing. At 2021, the City's Gross Regional Product was over $15 billion up by $2.5 billion since 2016 (NIEIR).

The clustering of major insurance, health and education uses in Geelong Central City is driving economic activity and transforming the historic focus of Geelong's economy from manufacturing to knowledge work.

If the Central City maintains its current share of municipal jobs the Central City is projected to grow its employment base to 38,500 jobs to 2050 (from 22,000 jobs at 2020).

The Central City is positioned to continue to agglomerate insurance, health and education investment and jobs driving ongoing demand for commercial office floor space.

VISITOR

Greater Geelong's visitor economy is rebounding following the adverse impacts of COVID-19 isolation.

The new Convention and Exhibition Centre and Arts & Culture Precinct create overlapping and complimentary visitor destinations that will drive accommodation demand and expenditure.

Demand for between 16,000 and 41,000 sqms of new accommodation space is projected in the Central City by 2050 (SGS).

LAND USE SETTINGS

The Central Geelong Framework Plan was approved in March 2023.

Central City land use settings now support the comprehensive renewal of the City Centre and the expansion of floor space to deliver a new mixed use Live Work and Play economy.

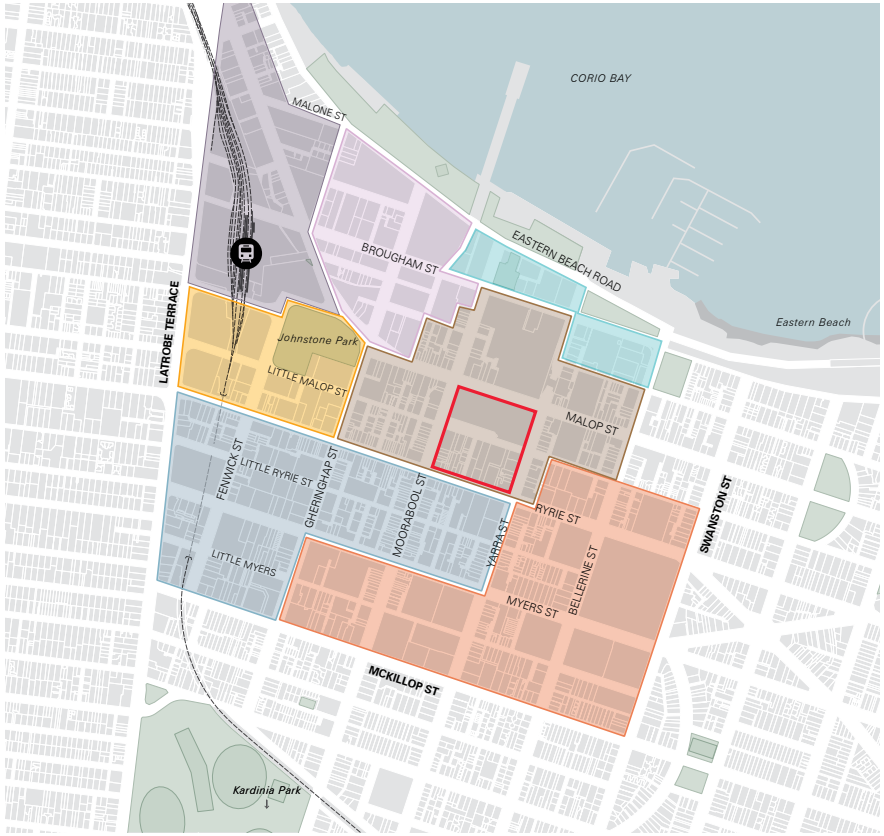


Figure 1.20 Urban precincts diagram
Source: MGS Architects

2.6 Context analysis Urban context

The Market Square precinct is easily accessible from surrounding key destinations including the Cultural precinct to the west, Deakin University along the waterfront, University Hospital to the south-east and is immediately adjacent to Westfield Geelong to the north.

RETAIL CORE PRECINCT

Market Square sits at the centre of the core retail precinct in Central Geelong.

Characterised by shopping centres to the north (Westfield and Market Square) the retail core transitions to finer-grain shopping in the southern end of the precinct.

The Retail core Precinct's traditional, fine-grain shopfronts will be complemented by shopping centres that transform into externally focused, accessible, mixed-use environments. For more information, refer to the Central Geelong Framework Plan.

CONNECTION TO KNOWLEDGE AND EDUCATION PRECINCT

Directly to the north-west of the site is the knowledge and education precinct, home to Deakin University's waterfront campus and several large government offices including City of Greater Geelong and Worksafe.

Market Square Quarter is well connected to this precinct and is only a 10 minute walk from Geelong Central station.

CREATIVE SPACES

Directly to the west of the Market Square Quarter are major creative destinations within Geelong - the Gallery and Arts Centre. Complementing these creative functions, Creative Geelong rents spaces in Centrepoint Arcade and operates a dynamic programme of creative activities and tenancies.

Market Square Quarter presents the opportunity to connect to and continue the existing creative offering in Geelong.



Figure 1.21 Geelong Library in the Arts and Culture Precinct.



Figure 1.22 Westfield Geelong.



Figure 1.23 University Hospital, Geelong.

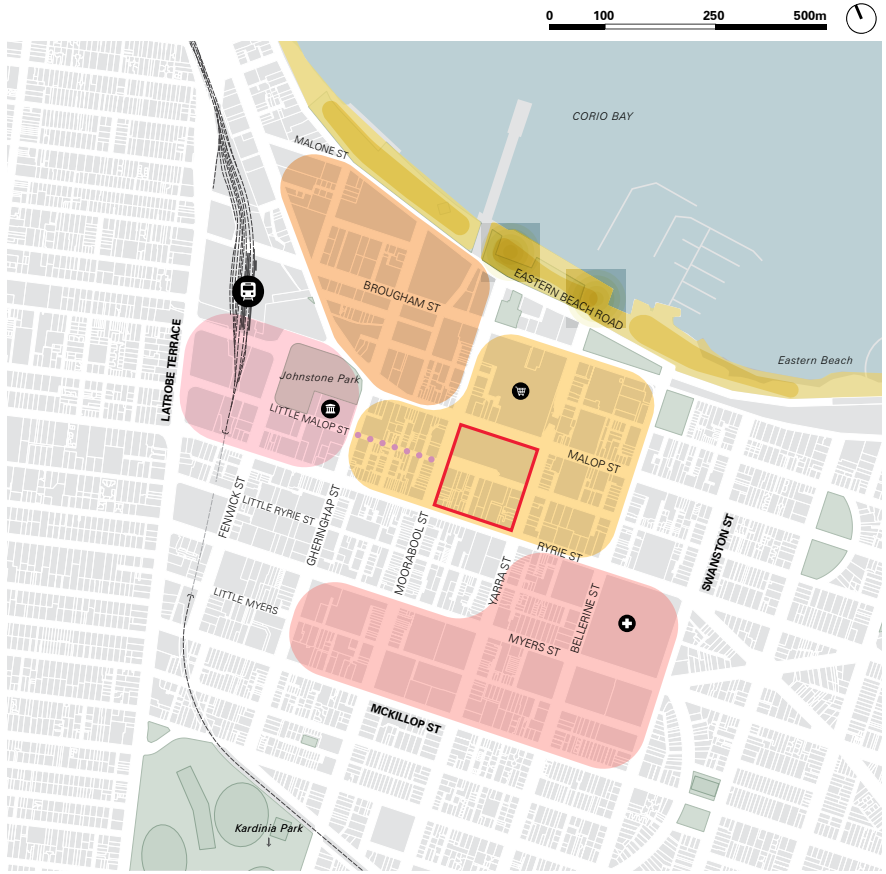


Figure 1.24 Urban context Geelong
Source: MGS Architects

Vision

This chapter outlines a vision for the future of the Market Square Quarter. This vision is underpinned by six principles, with assessment criteria enabling analysis of options proposed.

3

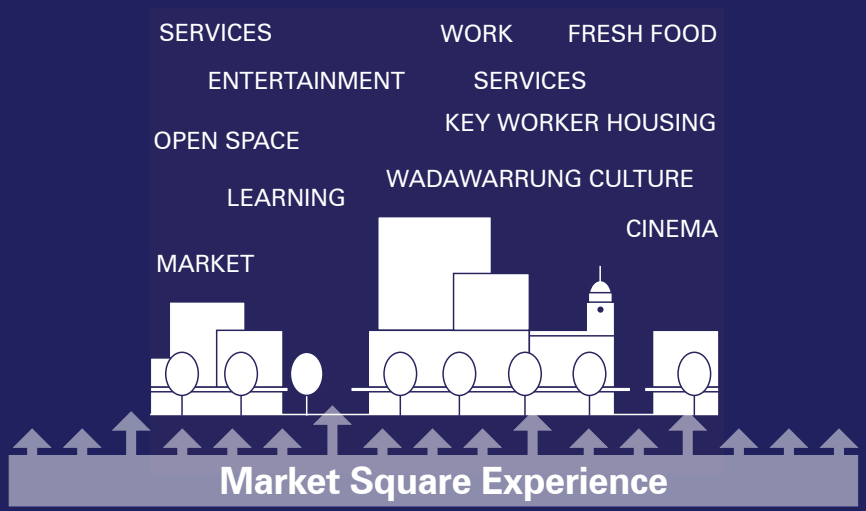


Artist impression, looking at proposed public realm space on Little Malop Street.

3.1 Vision

VISION

Market Square Quarter will be the thriving heart of Geelong as it grows into the future, with Little Malop Street Central reinvigorated as an welcoming, accessible, vibrant, safe and inclusive meeting and gathering space that celebrates Wadawurrung Country.



3.2 **Vision** Connecting to Country

A series of strategies to connect to Country have been developed in partnership with the Wadawurrung Traditional Owners Aboriginal Corporation to guide how indigenous culture can be celebrated within the Quarter.

"Originally this place was known for water. A billabong, a waterhole...it provided a place of plenty for Wadawurrung people, for their resources, for their medicines and for their foods."

Corrina Eccles, Wadawurrung Traditional Owners Aboriginal Corporation Hidden Geelong Market Square Forum 12/03/21



WATER COUNTRY

Strengthening the presence of water in the public realm at the Market Square Quarter site will reconnect the site to its past as a significant source of water for the Wadawurrung people where a billabong was once found on the Market Square site. Creating a focal point in the public realm that celebrates and helps the community connect to Country is important.



SKY COUNTRY

Connection to Sky Country is an important aspect of the site. The quarter can respond to this through varying the built form to open up the experience of Sky Country. There is a potential to reflect sites of significance such as Wurdi Youang (You Yangs) and Djilang (Geelong).



A PLACE OF GATHERING

The Market Square Quarter site has been a place to gather, collect resources, connect and socialise for millennia. The masterplan will strengthen this, creating a place for welcoming and gathering On Country as well as celebrating continuous and ongoing Wadawurrung culture as a core part of Geelong's identity.



A PLACE OF PLENTY

The resource rich history of the area can be celebrated through landscapes and programming that celebrate Wadawurrung foods, medicines, fibers and tools that were plentiful in the area, helping continue and celebrate Wadawurrung knowledge and connection to Country in the heart of Djilang (Geelong).

3.3 **Vision** Principles

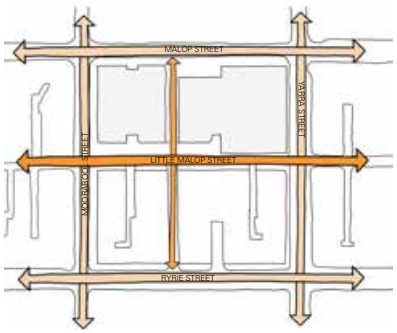
A series of principles have been developed which underpin each option and establishes a framework for future development.

1 CULTURE AND HERITAGE



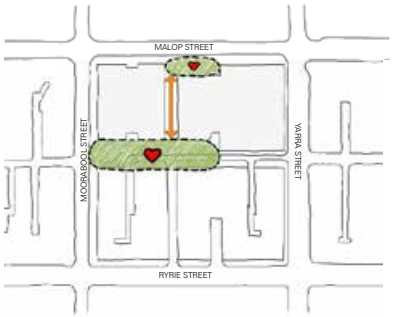
Celebrate the site's significance to Wadawurrung people and work with existing heritage elements to activate rich cultural offerings.

2 CONNECTIONS AND ACCESS



Create strong and clear connections throughout the Quarter, with improved links between Malop Street, Little Malop Street and Ryrie Street.

3 PUBLIC SPACES



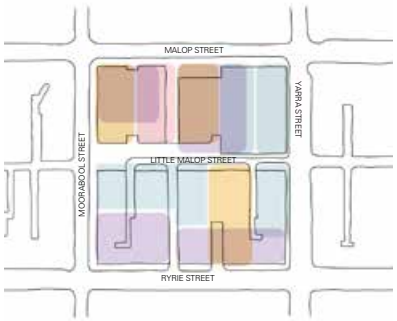
Provide an inclusive and accessible place of gathering that leverages existing public spaces, caters for major events and cultural celebrations whilst remaining a daily meeting point.

4 INTERFACES AND ACTIVATION



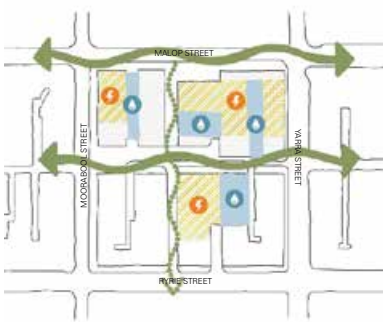
Ensure safety and activation along key links and primary streets.

5 USES



Introduce a mix of uses that bring life to Central Geelong both night and day.

6 SUSTAINABILITY



Create an urban quarter which champions ecological and sustainability best practice while drawing on the rich traditional resources history.

3.4 **Vision** Measures of success

In order to evaluate the strengths and weaknesses of each option, a set of assessment criteria have been established which looks at cultural, community, public realm and feasibility benefits. These criteria are intended to guide rather than direct decision making and aid in comparing various options.

Criteria

Indigenous and cultural heritage

WATER COUNTRY
Strengthening the presence of water | Reconnecting the site to the landscape.

SKY COUNTRY
Opening up key views to places of significance | Connection from sky to ground.

A PLACE OF GATHERING
A place to gather, collect resources, connect and socialise.

A PLACE OF PLENTY
Celebrate Wadawurrung knowledge and resources | A mix of uses with a hospitality and retail focus.

Built form and character

PRESERVING HERITAGE
Preserving, enhancing and reinstating heritage buildings and structures.

PLACEMAKING
Quarter character and vibrancy | Celebrating Geelong's unique character | Creating new destinations and places that attract people.

Public realm

INCLUSION AND ACCESSIBILITY
Increased north south permeability through the site.

CONNECTIONS
Connectivity to existing movement network | Encouraging active transport.

SAFETY AND ACTIVATION
Opportunity for active frontages to key public spaces | Passive surveillance | A variety of high and low activation areas.

Environmental sustainable design

SUSTAINABILITY AND ECOLOGY
Greener and more bio-diverse | Natural street scape elements | Climate resilience | Efficient resource recovery | Circular economy principles | Improved active transport | High operational performance.

Feasibility

ECONOMIC VIABILITY
Economic development | Stageability | Project risk | Constructibility.

IMPLEMENTATION
Planning Risk | Alignment with the objectives of the Central Geelong Framework Plan | Ability for stageable implementation | Complexity.

Objectives and strategies

This chapter elaborates further on the objectives and strategies required to provide further guidance under each of the masterplan principles.

4



Artist's impression, looking at intersection of Malop Street and Moorabool Street.

4.1 Objectives and strategies Culture and heritage: Connecting to Country

Ensure that the redevelopment of Market Square reveals the continuing connection of Wadawurrung culture, celebrating Market Square as a place of plenty connected to Water and Sky Country.

OBJECTIVES	STRATEGIES
To celebrate Wadawurrung culture and identity in the public realm at the heart of Geelong.	Identify projects in the public realm, built form, public art and wayfinding for celebration of Wadawurrung Country and use the site as a tool to raise awareness of the local indigenous experience.
To ensure there is continuous engagement and collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation to recognise the continuity of Indigenous culture, languages and stories, through the development of the public realm and built form of this Quarter.	Celebrate Water Country on site in collaboration with WTOAC's Natural Resource Management team such as a waterplay space in northern forecourt.
To ensure that the themes established by the Wadawurrung Traditional Owners for this site are embedded in its transformation: Water Country, Sky Country, A Place of Gathering and A Place of Plenty.	Develop a built environment that is friendly, inclusive and creates a sense of belonging.
To restore water on site, linking its significance to the Wadawurrung people as a former billabong and place of plenty. Country, a place of gathering, a place of plenty.	Ensure the building heights and locations allow for views to the sky to allow connection to Sky Country.
Reflect sites of significance such as Wurdi Youang (You Yangs) and Djilang (Geelong) throughout the built form and public realm.	Create rooftop and podium gardens that connect to Sky Country and allow for views to the You Yangs and Corio Bay in collaboration with indigenous designers.
	Incorporate Indigenous public art throughout the Quarter, designed in collaboration with Traditional Owners, particularly informed by Wadawurrung Women.
	Reflect the Wadawurrung heritage of the site as a birthing place, incorporating Eucalyptus and a Coolamon trees.
	Create a place for gathering, and connection to Country, on Little Malop Street close to the Moorabool Street intersection.
	Consider ways to connect to Market Square Quarter as a place of plenty, such as inclusion of Indigenous food in markets or permanent hospitality venues.
	Remove the existing drainage grate that includes text from the Batman Treaty that is offensive to Wadawurrung People.
	Maximise Indigenous plantings and landscaping and reduce urban heat island impacts.



Figure 1.25 Central amphitheatre with 45 indigenous language groups represented through planting of Indigenous species. *Source: Uni.of Melbourne.*



Figure 1.26 Indigenous garden. *Source:* Ngarara Place RMIT, City Campus.



Figure 1.27 Indigenous cultural landscape garden. *Source: Yerrabingin.*



Figure 1.28 Gadigal Wangal mural and wayfinding project *Source: Inner West Council, NSW.*



Figure 1.29 Indigenous artwork by Traditional Owners. *Source: Spirits make noise, NSW.*



Figure 1.30 Water play space. *Source: Festival Plaza, Adelaide.*

4.2 Objectives and strategies Culture and heritage: Heritage

Boasting of a diverse mix of old and new buildings in varying conditions that link back to the site's unique past, Market Square Quarter represents an opportunity to showcase the rich cultural heritage of the city by preserving and enhancing its historic buildings. Formerly a market, preserving these structures will create opportunities to visually connect to the community's roots, support renewal and promote sustainable design which is vital for protecting Geelong's heritage and identity.

OBJECTIVES	STRATEGIES
To maintain the unique cultural and historical character of the city centre.	Showcase the CML clock tower and facade as a key landmark within the quarter from Malop Street.
To improve the relationship between European settlement heritage and Wadawurrung cultural heritage through removing insensitive material from the Quarter.	Maintain viewlines to the clock tower and historic facade from along Malop Street.
To preserve high value heritage buildings and façades within the Market Square Quarter to enhance the aesthetic value of the quarter and connect to the site's historic sense of place.	Setback ground floor street wall at the corners of the CML Building and the Block Buildings (where heritage ground floor fabric still exists) to better reveal the heritage façades and reference the historic street network.
To encourage the adaptation and sensitive alteration of less important heritage façades and buildings to allow for contemporary additions and forms to give these buildings a new lease of life, to be potentially used as creative spaces.	Support the adaptation and sensitive alteration of the Solomon's Building to reveal the historic polychrome brick facade as part of the new contemporary form.
To celebrate Market Square's history as a market to bring richness into the present and future through pursuing opportunities for the location of a market (open air or enclosed) within the Quarter.	Retain the tower and cupola elements of the Solomon's Building as key corner features.
	Retain the Block Building facade to Little Malop Street and create opening for public realm connections.
	Allow for an opening through Block Building façade to facilitate a north-south link between Little Malop Street and Malop Street whilst ensuring minimal modifications to the façade.
	Establish an adaptive reuse program that includes development guidelines that incentivises private investors and developers to find innovative and sustainable uses for heritage buildings, while retaining their historical character and value.



Figure 1.31 Culture and heritage principle.
Source: MGS Architects.

HISTORICAL IMAGES OF MARKET SQUARE SITE



Figure 1.32 Historical images of Market Square site.



Figure 1.33 Historical images of Solomons buildings.

CURRENT MARKET SQUARE SITE



Figure 1.34 Current images of Market Square site.



Figure 1.35 Current images of Market Square site.

PRECEDENTS OF FUTURE SITE DEVELOPMENT



Figure 1.36 Building redevelopment provides opportunity for heritage / residential uses.
Source: The Old Clare Hotel, Sydney.



Figure 1.37 Ground floor food hall with higher density development above.
Source: Adelaide Central Market, Adelaide

4.3 Objectives and strategies Connections and access: Active transport

The Quarter will be a vibrant and attractive place, where pedestrians and cyclists move safely and comfortably and have easy access to public transport.

OBJECTIVES

To ensure pedestrian priority throughout the Quarter.

To transform Little Malop Street into an attractive and safe shared space.

To continue to improve cyclist safety by introducing high quality bike infrastructure.

To incorporate universal design features that ensures equitable access to the Quarter for all people.

To create points of interest within the Quarter to draw pedestrians through the area and provide playful moments of reflection and experiences unique to each area.

STRATEGIES

Prioritise pedestrian movement

Ensure vehicles in Little Malop Street exit the area via Union Street by the closure of Little Malop Street and Moorabool intersection and restricting access to to pedestrians, cyclists and emergency vehicles only.

Create a shared zone in laneways within the Quarter with reduced speed limit of 10km/hr.

Review signals at all intersections surrounding the Quarter to ensure bike priority and safety.

Ensure public realm has clear viewlines and accessible pathways across the Quarter with pedestrian amenities such as seating, etc.

Improve lighting and ensure public realm is well-lit after hours. Create a lighting strategy for the Quarter that reduces clutter, ensures safety and visibility and creates a warm and inviting space.

Ensure safe bike rider access to all destination points within the quarter.

Implement water-sensitive urban design (WSUD) to facilitate a lush climate appropriate environment.

Incorporate trees and planting along Yarra Street to ensure shade, improve amenity and provide place value.

Establish multiple pedestrian links through the Quarter.

Improve cyclist safety

Install bicycle hubs for public use within new development as appropriate.

Provide additional bicycle hoops on footpaths within the Quarter.

Provide bicycle signals (lanterns) set with "auto-on" and a "signal head-start" at either end of Little Malop Street (at the intersections of both Moorabool and Yarra Streets).

Create new parking access from Yarra Street that is separated from the Little Malop Street intersection to improve cyclists priority and safety at the intersection of Yarra and Little Malop Streets.

Establish shared zones in parts of Little Malop Street, Banks Place, Rock O'Cashel Lane and Union Street to enable bi-directional cyclist movement.



Figure 1.38 Slow speed shared streets.
Source: New Road, Brighton, Jan Gehl



Figure 1.39 Kerbless streets.
Source: Linden St Green Alley, San Francisco



Figure 1.40 Wide generous and direct pedestrian links.
Source: Lincoln Road, Miami



Figure 1.41 Well lit connections activated at the edge.
Source: Darling Quarter, Sydney



Figure 1.42 Streamlined public transport access.
Source: Monash University Bus Interchange



Figure 1.43 Supporting bike and future mobility infrastructure.
Source: Utrecht Centraal Mobility hub, The Netherlands

4.4 Objectives and strategies Connections and access: Public transport

By upgrading the bus interchange on Moorabool Street, the Quarter will become highly accessible to the region and also encourage the use of public transport as the preferred mode of transport.

OBJECTIVES

To create an environment where people with disability can easily and efficiently use public transport to access Central Geelong.

To increase attractiveness of public transport for travel to and from the Quarter.

STRATEGIES

Collaborate with the State government to upgrade Bus Interchange. (Requires further detailed investigation and strategic work and is subject to approval from DTP).

Reduce traffic congestion on Malop Street and improve priority and reliability of bus services in the area by reducing through-movement of private vehicles in Moorabool Street and introducing a centre interchange by considering:
(a) Banning cars (except taxis) from using Moorabool Street between Malop and Little Malop Streets.
(b) Banning all private vehicles from using Moorabool Street between Malop and Little Malop Streets.
Increase the bus stop kerb height to 300mm above the roadway and install a Kassel-kerb to align the boarding area for disability compliant access while protecting the bus from grinding against the platform.

Consider the closure of Moorabool Street between Malop and Ryrie Street for vehicles other than buses, taxis, ride-shares, delivery vehicles.

Consider the closure of part Little Malop Street to private vehicles, while still maintaining access for loading and service vehicles to create a pedestrian priority zone.

Create as much pedestrian real estate as we can without compromising the buses.

Create a super stop (like on Swanston Street) with raised platforms to enable easier access to buses an island bus stop will also separate waiting people from other pedestrians which will improve function and use of pedestrian areas.

Provide smart technology passenger information displays, this means people have a better understanding on waiting times.

Ensure DDA compliance and investigate how visual and tactile elements can be incorporated in the design of the public realm to improve wayfinding.

Disclaimer: Relocation of bus interchange to the median, and closure of Moorabool St to private vehicles in a concept only that is subject to further traffic modelling and Moorabool Streetscape Masterplan and Council and DPT approvals.

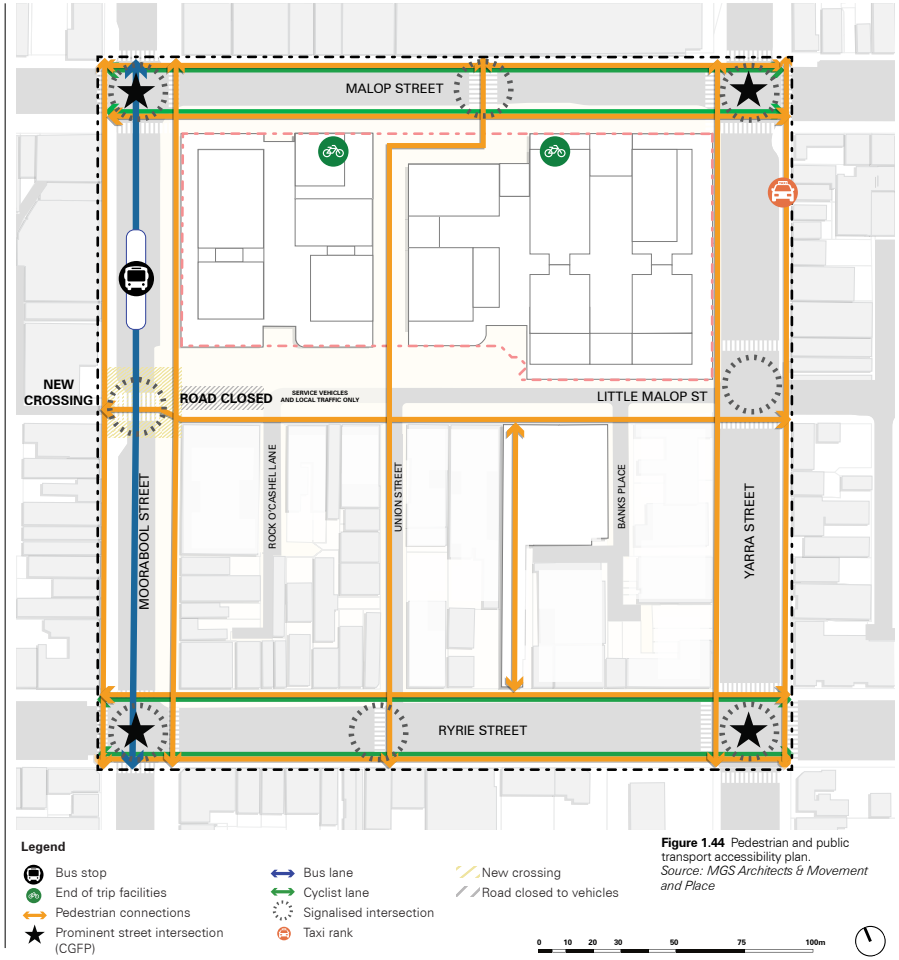


Figure 1.44 Pedestrian and public transport accessibility plan.
Source: MGS Architects & Movement and Place

4.5 Objectives and strategies Connections and access: Vehicles

The Quarter will have a consolidated approach to parking, servicing, loading and waste management while ensuring a safe pedestrian experience with slow vehicle movement.

OBJECTIVES

To simplify parking, delivery and collection experience and reduce conflict with other modes thereby improving safety and reliability for all road users.

To ensure that car parking is available for all residents, employees and visitors to share.

To ensure access to parking is safe and easy for all road users, including pedestrians walking to or from their car.

STRATEGIES

Improve vehicle flow around the Quarter

Simplify the intersection of Little Malop and Yarra Streets by relocating the existing car park entrance around 50 metres to the north and make it a left-in/left out entrance.

With the closure of Moorabool Street to vehicles, upgrade the signalised crossing at Little Malop Street and Moorabool Street to ensure pedestrians and cyclist have priority.

Future proof servicing and loading

Ensure continued access to the site by delivery vehicles as the site develops.

Facilitate service and delivery access along Little Malop Street during specific hours that do not conflict with peak pedestrian demands.

Whilst primary vehicular movement is along Little Malop and Union Street, adequate access to Rock O'Cashel Lane and Banks Place is still required for loading and servicing, especially waste collection.

Ensure safe and appropriate access to parking

Refer to Planning Scheme requirements to determine car parking numbers, aiming to minimise road congestion while providing reliable parking options for those accessing the quarter by car.

Consider retention of all on-site parking in common ownership to ensure it remains accessible to the public. This would maximise the utility of the parking facility for the broader community at all times of the day and week.

Ensure that basement is accessible for loading and deliveries, providing an important precedent for other projects.

Ensure that Little Malop and Union Streets only provide access to private parking and loading, providing no additional on-street parking.

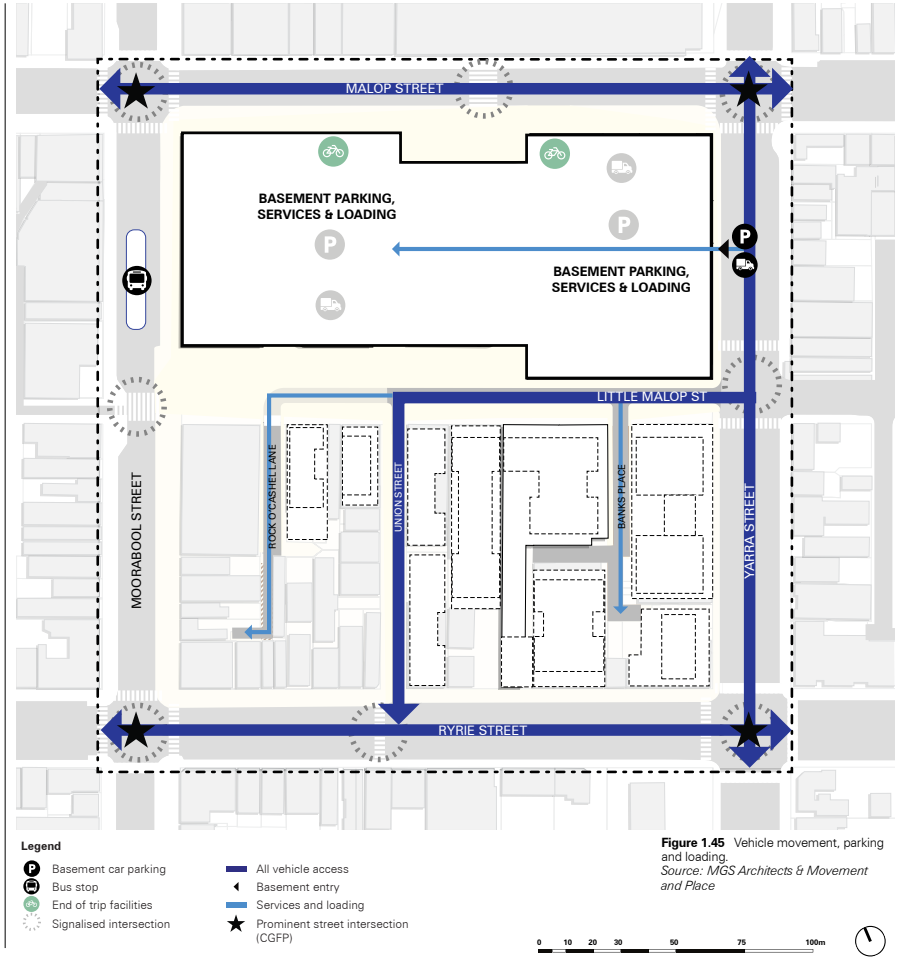


Figure 1.45 Vehicle movement, parking and loading.
Source: MGS Architects & Movement and Place

4.6 Objectives and strategies Public realm: Overview

Market Square has always been a place to meet, gather and connect. The quality of the public realm will play a critical role in the success of the Quarter with improved safety, visibility and flexibility to cater to significant events a priority.

OBJECTIVES

To create a public realm that is a regional destination showcasing the unique and diverse cultures and connection to surrounding precincts.

To provide pedestrian safety, passive surveillance and accessibility through the Quarter 24 hours a day.

To improve pedestrian connections/flow through and interfaces with bus interchange.

To provide multiple uses for wider range of populations such as youth, seniors and families alike as well as other groups such as designers, artists and musicians.

To prioritise pedestrians over vehicles.

To reinforce visual connection along Little Malop Street to west and eastern precincts, drawing people across from Little Malop Street West, Yarra and Moorabool Streets.

To create green space reflective of story of place and provides seasonal respite/use.

To connect pedestrians from Malop Street to Ryrie and beyond at all times of day.

To retain and enhance fine grain activation of Ryrie Street.

STRATEGIES

Continue to work with the Wadawurrung Traditional Owners Aboriginal Corporation to identify projects in the public realm for celebration of Wadawurrung Country.

Celebrate Water Country on site in collaboration with Indigenous designers.

Create views to the You Yangs and Corio Bay from rooftop and podium gardens that connect to Sky Country in collaboration with indigenous designers.

Provide a mix of spaces throughout the Quarter catering for active, comfortable, sheltered, inviting and vibrant destinations.

Enhance and encourage north-south connections through the site between Malop to Ryrie Street and Union Street.

Provide spaces for larger gatherings, events, screenings and pop-up activities.

Introduce planting along Yarra Street that reinforces sight lines to the bay and establishes a sense of place.

Create public north south link that is open-to-sky, connecting Malop Street to Union Street and Little Malop Street.

Close the intersection of Moorabool and Little Malop St and upgrade public realm at the western end as a key arrival point to the quarter.

Maximise plantings and landscaping to link into the greening of Yarra Street including WSUD rain gardens to soften future facade.

Embed ecological and sustainability principles in the landscape including WSUD, favouring indigenous landscapes and facilitating urban habitat corridors.

Reconfigure the bus interchange, removing glazed barriers and provide seating east-west to improve pedestrian flow and conflicts between commuters and pedestrians or consider the relocation of bus interchange to the centre of Moorabool Street.

Ensure signage, lighting design and contemporary public art is integrated into the overall character of the Quarter.



Figure 1.46 Celebrating water, geology, story and Country.
Source: Yagan Square, Aspect studios and Peter Bennetts



Figure 1.47 Pop up activities as alternative activation of the street scape.
Source: Fish Lane, Brisbane, Concrete Ground



Figure 1.48 Lush planting with pockets of detail around seating.
Source: Loftus Lane, Aspect Studios and Florian Groehn



Figure 1.49 Open permeable transport interchange for better flow.
Source: Adelaide Trams, Taylor Cullity Lethlean and Andy Rasheed



Figure 1.50 Lighting, passive surveillance supporting safety.
Source: Domino Park, NYC



Figure 1.51 Diverse and vibrant public space and landscapes.
Source: Greville Street, Rush Wright and John Gollings

4.7 Objectives and strategies Public realm: Planting palette

The planting and landscape in the Market Square Quarter will reintroduce native vegetation of the local area into the heart of Geelong and connect the site to its past, celebrating plants of significance and value to Wadawurrung culture and identity.

GRASSY WOODLANDS CANOPY TREES
Create opportunities to reinstate native canopy trees along green links and within public open spaces.

SHRUBS AND UNDERSTOREY
Ensure diversity of street planting by including a variety of native plants.

CONNECTING TO WATER COUNTRY
There is the opportunity to include features which celebrate water country in the Little Malop Street open space. Consider play landscape which integrate water play as well as interactive water features.

A WADAWURRUNG LEARNING LANDSCAPE
Explore opportunities for learning landscapes which help to reveal elements of Wadawurrung culture and native landscapes.

SUPPORTING URBAN ECOLOGY
Promote biodiversity and sustainability in the heart of Geelong by exploring opportunities for native planting, green roofs, and urban agriculture.



Figure 1.52 Acacia implexa - Lightwood.
Source: Aspect studios and Peter Bennetts.



Figure 1.53 Banksia marginata - Silver Banksia.
Source: Aspect studios and Peter Bennetts.



Figure 1.54 Eucalyptus Leucoxylon ssp Connata, Yellow Gum.
Source: Concete Ground.



Figure 1.55 Acacia acinacea Gold Dust Wattle.
Source: Aspect Studios and Florian Groehn.



Figure 1.56 Callistemon Sieberi - River Bottlebrush.
Source: Aspect Studios and Florian Groehn.



Figure 1.57 Microseris Lanceolata, Murnong Daisy.
Source: Taylor Cullity Lethlean and Andy Rasheed.



Figure 1.58 Enchylaena Tomentosa, Ruby Saltbush.
Source: Aspect Studio.



Figure 1.59 Dianella Revoluta, Black Anther Flax Lily.
Source: Aspect Studio.



Figure 1.60 Wahlenbergia Stricta, Austral Bluebell.
Source: Rush Wright and John Gollings.

4.8 Objectives and strategies Interfaces and activation

The masterplan is designed to promote the Quarter's activation, enhancing pedestrian experience and safety while buildings upon the area's unique identity.

OBJECTIVES

To activate, improve pedestrian safety, passive surveillance and strengthen the existing uses of the lane ways and public spaces throughout the Quarter.

To ensure lane ways continue to provide necessary loading and servicing access to allotments.

To consolidate access to future developments where possible to support laneway activation.

To identify future linkages where appropriate to improve pedestrian permeability.

To identify different types and locations of active laneways in the Quarter.

STRATEGIES

Ensure activation is facing key public spaces and laneways to improve safety and passive surveillance in both day and night.

Create levels of both high and medium activation through the Quarter.

Ensure view lines to key entrances are maintained and CPTED principles are considered.

Design access to future development in Banks Place and promote laneway as servicing, loading and local access only.

Continue to enhance the pedestrianisation and urban greening of Union Street as a north-south green link between Little Malop Street Central and Ryrie Street.

Investigate opportunities to revise the street profile in Union Street to further pedestrianise the street, including introducing kerbless street profiles and additional planting.

Support ground floor employment uses and creative spaces along Yarra Street to build an 'innovation' character.

Redevelopment of key sites within the southern block should have opportunities to improve activation, while adaptively reusing existing structure and heritage elements.



Figure 1.62 Denny's Place laneway breakthrough, Geelong



Figure 1.63 One sided lane way activation preserving service access, Angel place, Sydney.



Figure 1.64 Night-time activation, Spinningfields, Manchester.

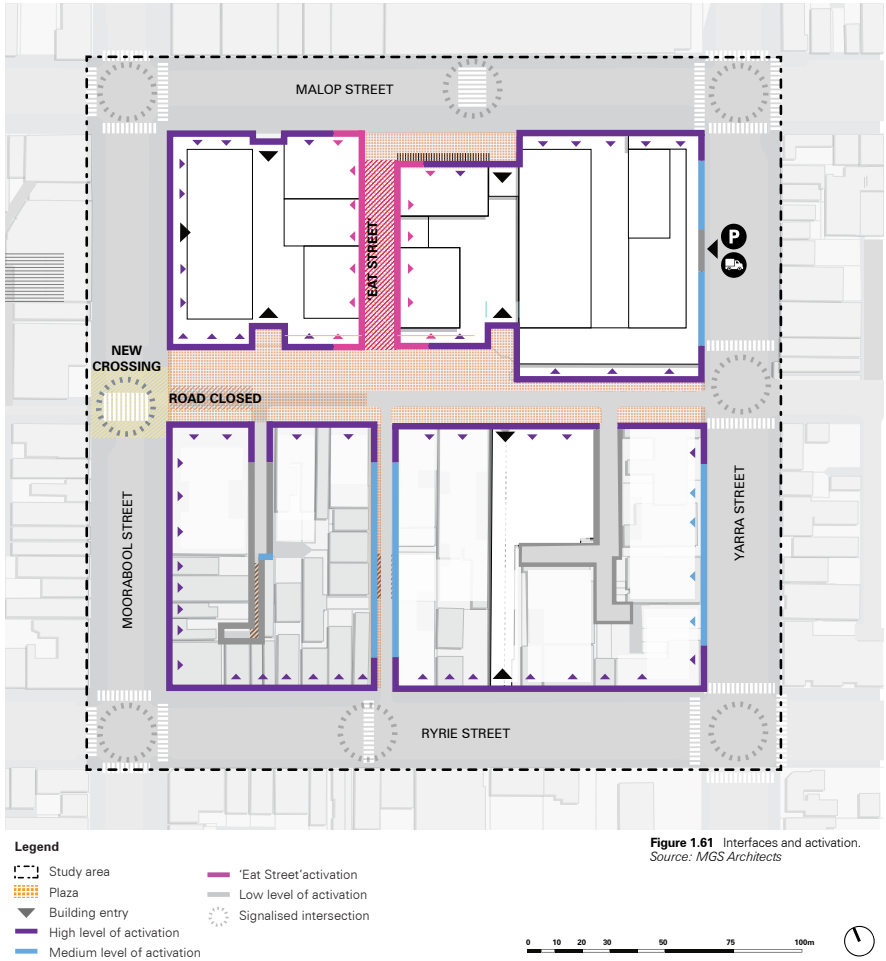


Figure 1.61 Interfaces and activation.
Source: MGS Architects

4.9 Objectives and strategies Uses

Fundamental to a successful, vibrant and thriving urban quarter is a mix of uses that support visitors and the local community in living, working and playing in a safe, accessible and sustainable environment. By instilling appropriate programming, services and amenities, Market Square Quarter will support local businesses and communities to create a high-quality 20-minute neighbourhood hub that embodies the best of urban living and responds to the needs of the local community.

OBJECTIVES	STRATEGIES
To create a vibrant, mixed-use hub in Central Geelong.	Design public spaces that encourage social interaction, such as plazas and parks.
To create a sense of community to draw people to the Quarter.	Create an event space to enable community events, such as markets, festivals, and concerts, to bring people together.
To support local business and the local community to help activate the Quarter.	Create a mix of commercial spaces, such as shops, restaurants, and cafés, that offer a range of services and amenities and provide opportunities for people to come together and stay in the Quarter.
To provide a range of housing options to support 24-hour activity within the Quarter.	Provide incentives and encourage collaboration for creative industries, small businesses and start-ups to establish themselves in the neighbourhood to encourage diversity and provide different job opportunities.
	Incorporate mixed-income housing developments that include affordable housing options.
	Provide opportunities for artists and designers to showcase their work in public spaces.
	Encourage collaboration between local businesses and community organisations to promote innovation and growth.
	Adopt a human-scale of development with active ground planes to create safe, welcoming environments where people want to spend time.
	Create an enhanced sense of place by using a mix of typologies, heights, materials and forms to ensure diversity and gender equity.



Figure 1.65 20 minute neighbourhood catchment
Source: MGS Architects



Figure 1.66 Higher density framing public urban spaces.
Source: QV Quarter, Melbourne



Figure 1.67 Slender tower forms above a clear street wall.
Source: Westerdok, Amsterdam



Figure 1.68 High quality active interfaces at ground level.
Source: James Street, Brisbane



Figure 1.69 Retaining and supporting creative industries in the quarter.
Source: Sydney School of Entrepreneurship



Figure 1.70 Extended hours activation and nigh life.
Source: Miami Marketta, Brisbane



Figure 1.71 Heritage retention and interpretation in high density context.
Source: Adelaide Central Market Redevelopment, Adelaide

4.10 Objectives and strategies Sustainability: Overview

Consideration of the resource and material inputs of our urban environment is critical in reducing carbon emissions and minimising environmental impacts. Connectivity also plays a role, whether by improving transport connections to minimise car travel, or by creating shared and communal solutions for businesses.

OBJECTIVES	STRATEGIES
To encourage buildings to provide a minimum 40 per cent total surface area as green cover.	Apply green cover requirement as built form control to new development on northern development sites, noting equivalence could be achieved through significant facade greening if horizontal cover of 40% cannot be achieved.
To reflect an ecology of the local area reflected in the quarter landscape design through use of indigenous flora species.	Detailed specification of Little Malop Street and new laneway borrows from Malop Street landscape palette.
To support a comfortable local micro climate supported through selection of light coloured ground level surfaces, such as the plaza hard-scaping.	New surface treatments in Malop Street and new laneway to meet minimum requirements operational resource efficiency influenced in future private building development through incentives and/or planning controls.
To support sustainability elements such as green infrastructure, rainwater reuse, all-electric infrastructure and operational resource efficiency in future private building development.	Building-based green infrastructure must be at least 40% of the building footprint (or equivalent as demonstrated by Green Factor tool).
	100% of hard-scaped public realm areas to meet Green Star Solar Reflectance Index (SRI) requirements.
	All-electric buildings (no gas connection) with a commitment to 100% renewable in operation – Non-residential: 5 Star Green Star Buildings certified rating. – Non-residential (offices): 5.5 Stars NABERS commitment agreement. – Residential: Energy efficiency ratings (NatHERS) must achieve an average of at least 7.5 stars across multiple dwellings, and a minimum of 6.5 stars for each dwelling.



Figure 1.72 Communal bin solution for consolidated waste collection point.
Source: www.streetspacegroup.co.uk



Figure 1.73 Recycled plastic drainage pipes used in Victoria's Big Build.
Source: www.bigbuild.vic.gov.au



Figure 1.74 Shared pedestrian zones in Greville Street, Prahran, Melbourne.
Source: John Gollings



Figure 1.75 End-of-trip cycling facilities at University of Melbourne.
Source: John Gollings



Figure 1.76 171 Collins Street development demonstrated high levels of operational performance, achieving 6 Star NABERS ratings for Energy, Waste and Indoor Environment.
Source: Charter Hall and Cbus Property



Figure 1.77 Renewable electricity sources supporting zero emission operations, such as Crowlands Windfarm near Ararat which caters to aggregated demand from participants in Melbourne Renewable Energy Project 2.
Source: www.melbourne.vic.gov.au

4.11 Objectives and strategies Sustainability: Urban greening

The redevelopment of Market Square Quarter will unlock ecological and liveability potential, particularly in the public realm. This will benefit the natural environment as well as residents, workers and visitors to Quarter.

OBJECTIVES	STRATEGIES
To significantly re-green (both canopy and understorey vegetation) of Little Malop Street with additional shade and places to dwell.	Achieve re-greening through upgrading of public realm throughout Little Malop St. Preference given for less formal landscape, instead creating shade for a range of different activities.
To celebrate water in the landscape through incorporation of water sensitive urban design such as rain gardens replacing existing subsurface drainage along Little Malop Street.	Through upgrade to Little Malop Street, optimise water within public realm to demonstrate water flows through the western section of Little Malop Street.
To consolidate resource recovery for businesses through communal waste collection points, with allowance for sufficient access and space.	Consolidate precinct waste collection through redevelopment of north east site, with updated access and increased spatial allowance to allow for non-core streams to be collected. Further opportunity to consolidate through a future upgrade to Banks Pl.
To support a circular economy through materials specifications for public realm works such as recycled content drainage pipes, concrete & asphalt etc.	Public realm upgrades for Little Malop Street to specify recycled pavers and upgrades to infrastructure using recycled content in drainage pipes etc.
To support active transport through the inclusion of an end-of-trip cycling facility near Malop Street to create a secure and comfortable rider experience.	Reconfiguration to western end of Malop Street to support lockers and secure bicycle storage.
To encourage buildings to minimise environmental impacts through the selection of building materials, design, and ongoing management.	Assess built form applications based on ability to reduce both embodied and operational carbon (recommend 20% reduction in embodied carbon and 100% all electric and renewable for operation).
To maximise urban greening by providing canopy trees, ground cover, vertical and roof top vegetation.	Achieve 40% reduction in embodied carbon and 25% tree canopy cover by 2045.



Figure 1.78 Vegetated street scape in Acton Precinct, Canberra.
Source: Nick Chester.



Figure 1.79 Meandering path through landscaping in nearby Malop Street.
Source: Nick Chester.



Figure 1.80 Rain garden in Dawson Street, Brunswick, Melbourne.
Source: Merri-bek City Council.



Figure 1.81 Apartment building green facade in Fitzroy, Melbourne.
Source: Nick Chester.



Figure 1.82 Planted cycle path on Southbank Boulevard, Melbourne.
Source: Nick Chester.



Figure 1.83 Green roof bicycle shelters in North Greenwich, London.
Source: Stuart Connop.

Options

In order to develop a compelling vision for how Market Square Quarter could be re-imagined, the project team established three options, each proposing a different programmatic mix and spatial layout. These options were measured against a set of criteria and a recommendation was established.

5



Artist's impression, looking through Union Street to Little Malop Street.

5.1 **Options** Overview

In order to develop a compelling vision for how Market Square Quarter could be re-imagined, the project team established three options, each proposing a different programmatic mix and spatial layout. All options respond to the constraints and opportunities laid out in the Central Geelong Framework Plan.

OPTION 1

Malop Heart

At the heart of Option 1 is a north-south pedestrian 'Eat Street' creating an important extension of Union Street through the site. This option creates a new plaza on Malop Street that benefits from northern light. The building massing is varied to create a village of buildings that opens up views to the sky.

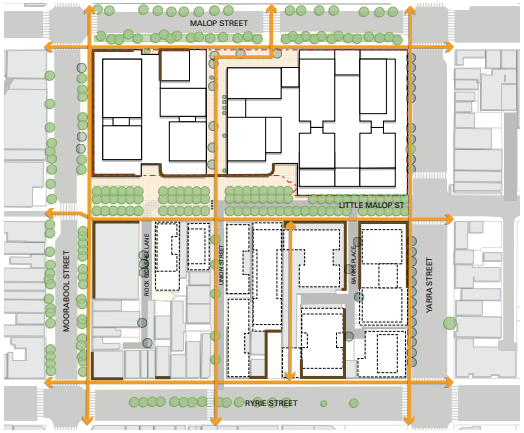


Figure 1.84 Malop Heart, Option 1 Plan.
Source: MGS Architects.

OPTION 2

Malop West Market

Option 2 reinstates former road connections through the site, helping frame The Block facade to the south. Having more connections provides more opportunities for buildings to have their own street address, but makes it harder to achieve the anticipated yield as per the Central Geelong Framework Plan.

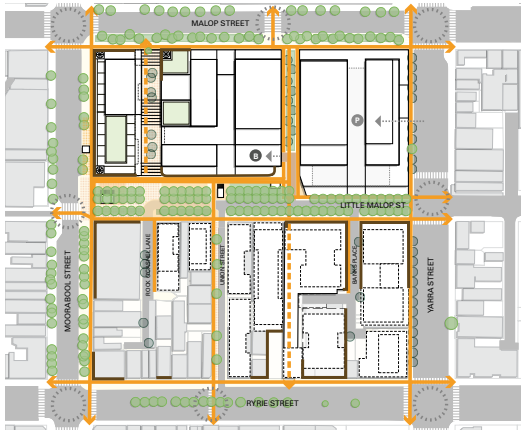


Figure 1.85 Malop West Market, Option 2 Plan.
Source: MGS Architects.

OPTION 3

Market Village

Option 3 also creates a single new north-south connection as an extension of Union Street. The southern part of the block is given back to the street to create a wider, continuous Little Malop Street, although this increased open space provides little benefit relative to the yield lost.

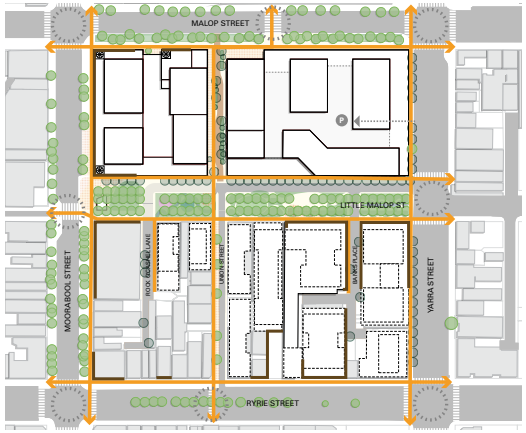


Figure 1.86 Market Village, Option 3 Plan.
Source: MGS Architects.

5.2 **Option 1** Malop Heart

Entertainment and leisure activates the heart of the precinct with a new north-south eat-street connecting Union Street to Malop Street and the western end of Little Malop Street Central upgraded to a major public open space.

KEY ATTRIBUTES

1. North-facing plaza to Malop Street Green Spine.
2. An activated north-south pedestrian 'Eat-Street' with outdoor dining.
3. Retention of The Block facade with central opening.
4. An adaptable central open space to support outdoor events and markets.
5. Welcome to Country plaza to be designed in collaboration with Traditional Owners.
6. 5-12 storey development in western block retaining heritage façades and clock tower.
7. 5-12 storey development above sleeved podium parking with potential to include a fresh food (super) market.
8. Closure of traffic to Moorabool Street and conversion of Little Malop west of Union Street to slow-speed shared zone for access to Rock O'Cashel Lane.
9. Street planting improvements along Moorabool and Yarra Streets as per future streetscape masterplans.
10. Upgrade bus stop to centre of the road and improve place values around the bus stop in Moorabool Street.
11. Conversion of Union Street to slow speed kerbless street and public realm greening improvements.
12. Centrepoint Arcade redevelopment with 5-6 storeys to Little Malop Street and fine grain development to Ryrie Street.
13. Public realm improvements to Bank Place and potential future link to Yarra Street.

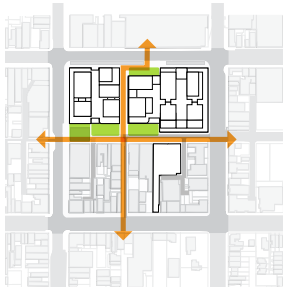


Figure 1.88 Access and open space.



Figure 1.89 Heritage.

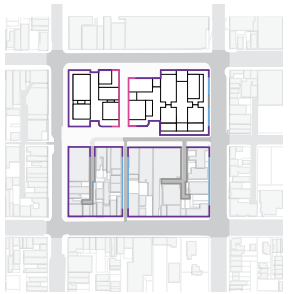


Figure 1.90 Active interfaces.
High activation
Medium activation
Eat Street

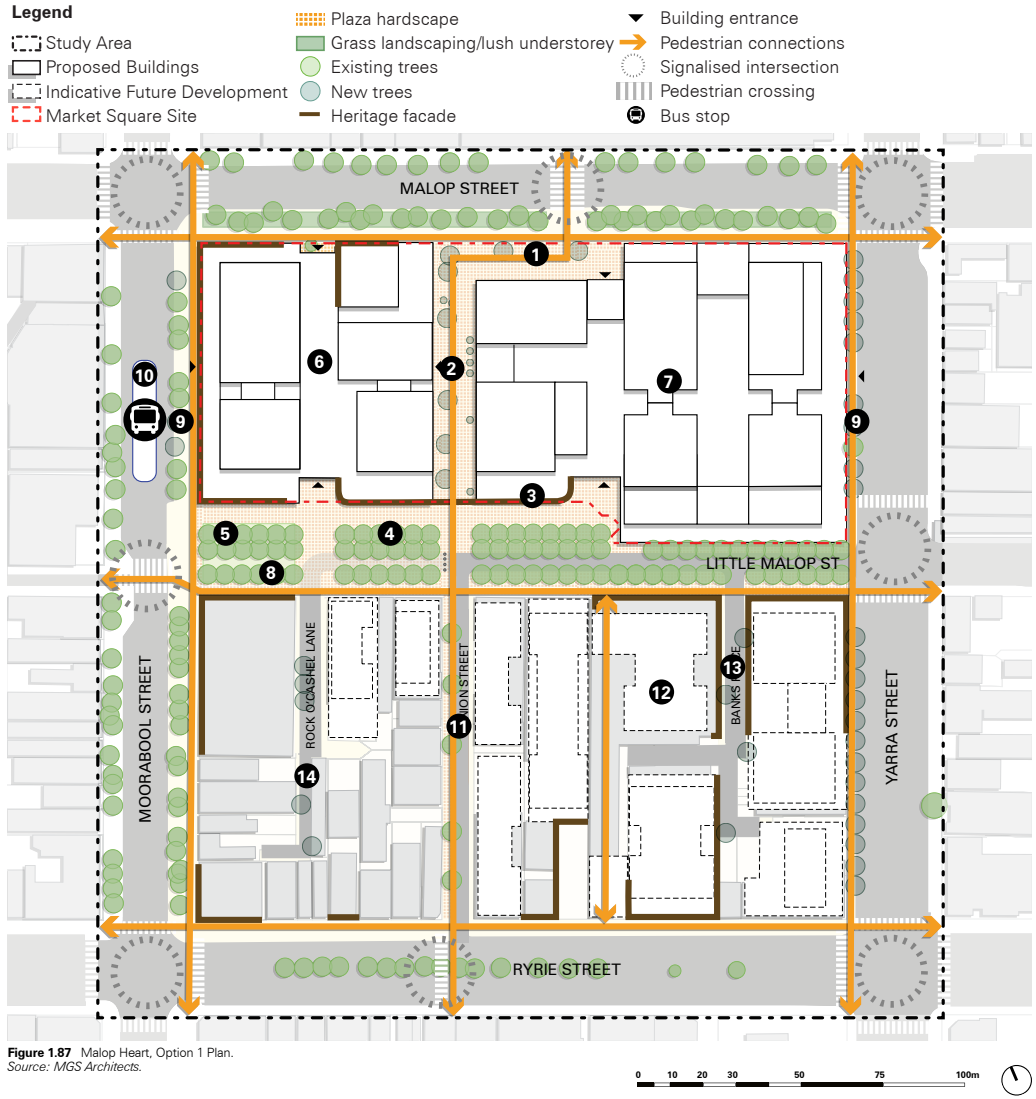


Figure 1.87 Malop Heart, Option 1 Plan.
Source: MGS Architects.

5.3 Option 2 Malop Market

Engaging with heritage elements, the historic street network is reinstated with a vibrant market and food precinct to the west transitioning to higher density mixed use work-living in the east.

KEY ATTRIBUTES

1. Solomon's Building facade retained and building retrofitted as fresh food market anchoring western end.
2. New gated 'market-street' adopts historic line of Jacobs Street.
3. CML building retained as part of heritage hotel with tower behind.
4. 5-12 storey development in western block above single storey retail podium.
5. 5-12 storey development in eastern block above 4 storey parking podium sleeved with active uses at ground level and residential above.
6. Closure of traffic to Moorabool Street and conversion of Little Malop west of Union Street to slow-speed shared zone for access to Rock O'Cashel Lane.
7. Upgrades to Little Malop Central to cater for major events.
8. Public north-south link along the historic line of McCann Street.
9. Public realm improvements to Rock O'Cashel Lane to support night-life, lane way festival, etc while retaining service access.
10. Conversion of Union Street to slow speed kerbless street and public realm greening improvements.
11. Centrepoint Arcade redevelopment with 5-6 storeys to Little Malop Street.
12. Public realm improvements to Bank Place and potential future link to Yarra Street.

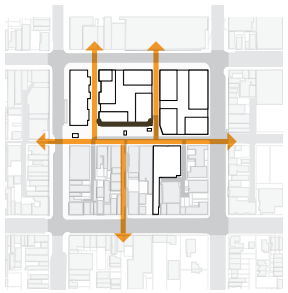


Figure 1.92 Access and connections.



Figure 1.93 Open space.

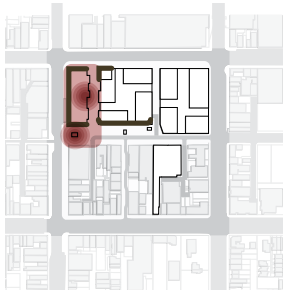


Figure 1.94 Heritage.

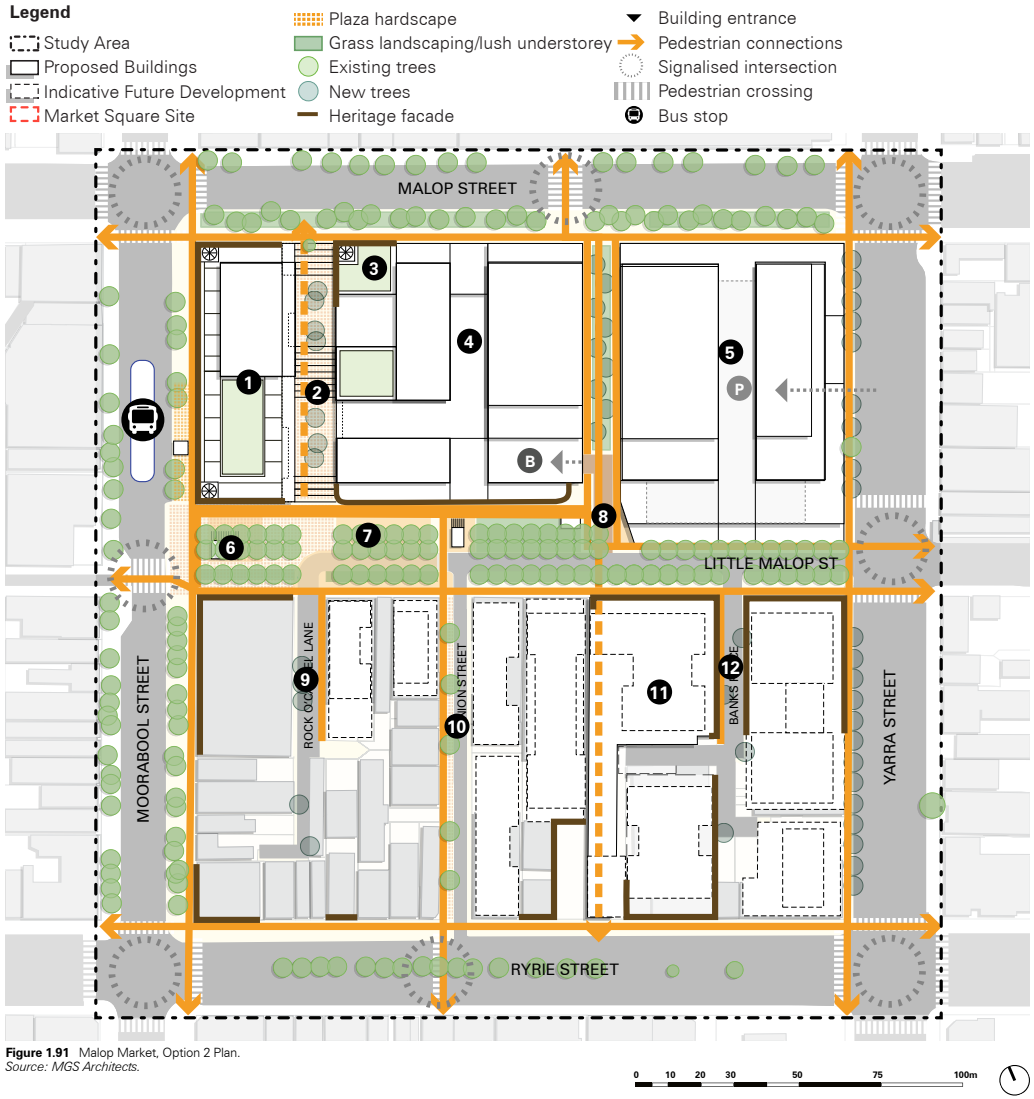


Figure 1.91 Malop Market, Option 2 Plan.
Source: MGS Architects.

5.4 **Option 3** Market Village

Reinforcing a direct north-south connection and pushing the road north along Little Malop Street creates a sun-filled public open space for a mixed use living precinct.

KEY ATTRIBUTES

1. North-facing forecourt to Malop Green Spine.
2. North-south slow-speed street to Malop Street.
3. Little Malop Street widened and road relocated to consolidate public open space to the south.
4. Linear park along Little Malop with outdoor dining, active and passive recreation, Water and Sky Country opportunities.
5. Closure of traffic to Moorabool Street and upgrades to bus interchange and arrival area.
6. 5-12 storey development in western block retaining heritage façades and clock tower.
7. 5-12 storey development above sleeved podium.
8. Outdoor dining opportunities along southern edge of Little Malop Street Central.
9. Public realm improvements to Rock O'Cashel Lane to support night-life, lane way festival, etc while retaining service access. Prioritise eastern side of lane for pedestrians.
10. Conversion of Union Street to slow speed kerbless street and public realm greening improvements.
11. Centrepoint Arcade redevelopment with 5-6 storeys to Little Malop Street.
12. Public realm improvements to Bank Place and potential future link to Yarra Street.

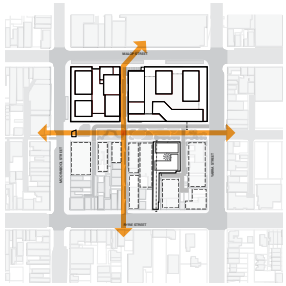


Figure 1.96 Access and connections.



Figure 1.97 Open space.



Figure 1.98 Heritage.

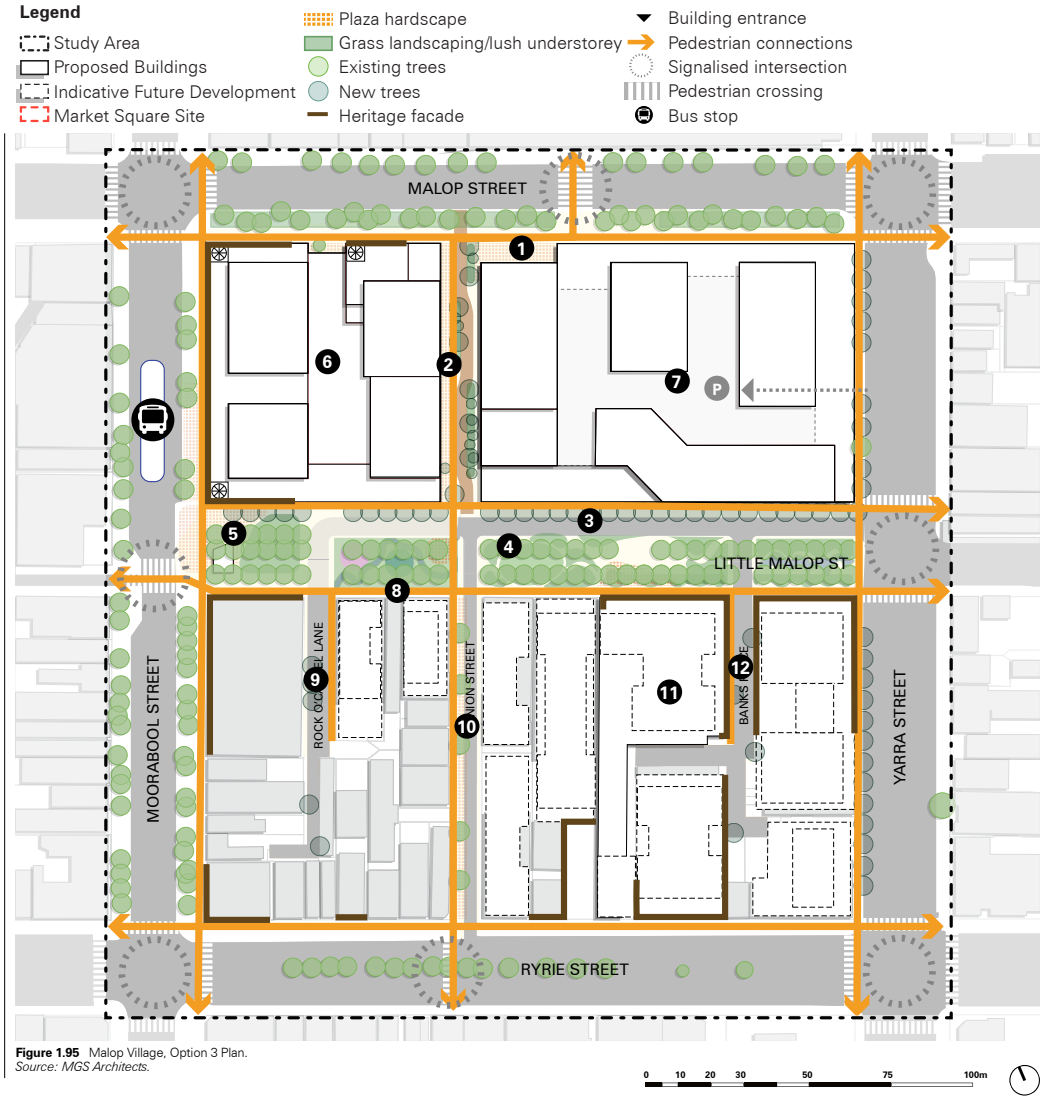


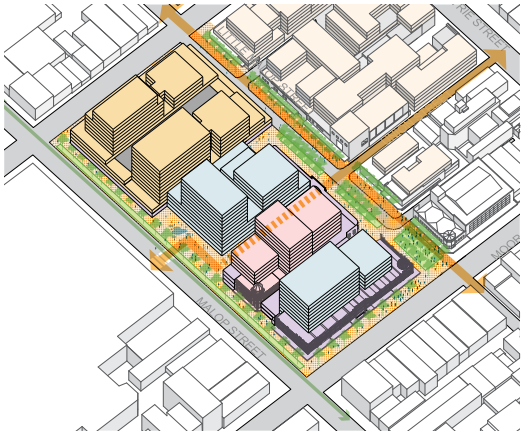
Figure 1.95 Malop Village, Option 3 Plan.
Source: MGS Architects.

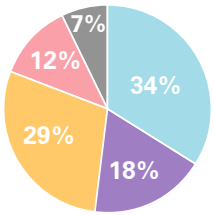
5.5 **Options** Summary

The vision for this quarter is to create a mixed use precinct that brings life into the heart of Central Geelong. In order to bring economic vitality and activation, a mix of uses is required. Each of the options proposes a mix of uses, but each with its own emphasis.

OPTION 1
Malop Heart

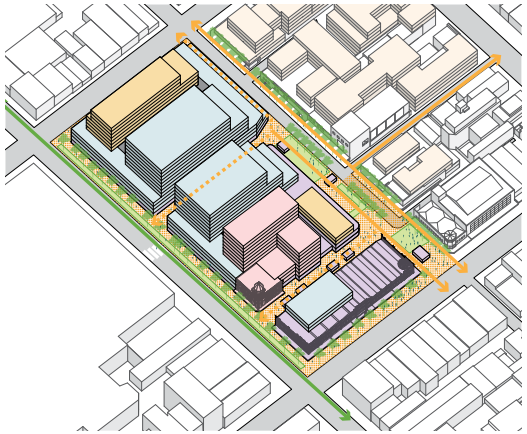
Option 1 provides the greatest mix of uses, with a similar amount of residential and office supported by hotel and retail. This variety of uses creates more activation night and day, and creates a more economically resilient proposal.

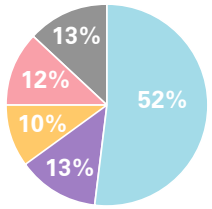




OPTION 2
Malop West Market

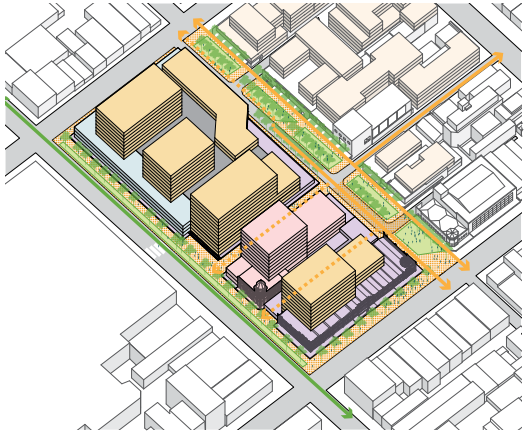
Option 2 focuses on employment, with office space as over 50% of the floor area. While providing considerable office space in Central Geeolng, there is a risk of unbalance provision of housing and office space which may not match current demand.

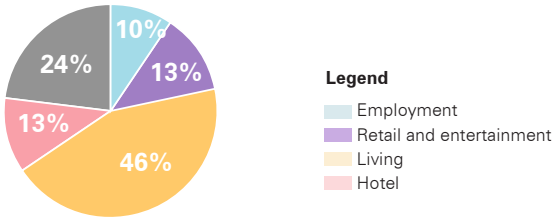




OPTION 3
Market Village

Option 3 proposes a residential focused neighbourhood. With over 200 apartments possible, this could be an option for build to rent providers, providing much needed housing in the core of the city centre. However it may be difficult to achieve this much demand in one place and limits the opportunity for office space.





5.6 **Options** Measures of success

In order to evaluate the strengths and weaknesses of each option, a set of assessment criteria have been established which looks at cultural, community, public realm and feasibility benefits. This analysis allows for the selection of an option that is the most viable and delivers the best outcomes for Central Geelong.

Legend
- Excellent
- Good
- Poor

Criteria	Option 1	Option 2	Option 3	
Indigenous and Cultural Heritage				
WATER COUNTRY Strengthening the presence of water | Reconnecting the site to the landscape.	Good	Excellent	Good	Option 2 has two pedestrian connections, creating more opportunities to introduce water into the public realm.
SKY COUNTRY Opening up key views to places of significance | Connection from sky to ground.	Excellent	Good	Good	Option 1 has smaller building footprints and building setbacks to open up more opportunities for views to the sky.
A PLACE OF GATHERING A place to gather, collect resources, connect and socialise.	Excellent	Excellent	Good	Option 1 and 2 have more space for public realm which allows for gathering.
A PLACE OF PLENTY Celebrate Wadawurrung knowledge and resources | A mix of uses with a hospitality and retail focus.	Excellent	Good	Good	Option 1 has the greatest mix of uses and highest proportion of retail and hospitality supporting its role as a place of plenty.
Built Form and Character				
PRESERVING HERITAGE Preserving, enhancing and reinstating heritage buildings and structures.	Good	Excellent	Good	Option 2 reinstates the former street network, while all 3 options retain some heritage assets of significance.
PLACEMAKING Quarter character and vibrancy | Celebrating Geelong's unique character | Creating new destinations and places that attract people.	Excellent	Good	Good	Option 1 has a playful response to heritage and the site creating new framed open spaces for gathering and a new identity for Central Geelong.

5.6 **Options** Measures of success

Legend
- Excellent
- Good
- Poor

Criteria	Option 1	Option 2	Option 3	
Public Realm				
INCLUSION AND ACCESSIBILITY Increased north south permeability through the site.	Excellent	Excellent	Excellent	All three options increase north-south permeability through the site.
CONNECTIONS Connectivity to existing movement network | Encouraging active transport.	Excellent	Excellent	Excellent	All three options connect into the existing movement network and encourage the use of active transport through providing end of trip facilities.
SAFETY AND ACTIVATION Opportunity for active frontages to key public spaces | Passive surveillance | A variety of high and low activation areas.	Excellent	Good	Excellent	Options 1 and 3 have only one north-south connection through the site (rather than two) which concentrates activity and activation.
ESD				
SUSTAINABILITY AND ECOLOGY Greener and more biodiverse | Natural streetscape elements | Climate resilience | Efficient resource recovery | Circular economy principles |Improved active transport | High operational performance.	Excellent	Excellent	Excellent	All three options have the potential to be energy efficient, incorporate urban greening and support circular economy principles.
Feasibility				
ECONOMIC VIABILITY Economic development | Stageability | Project risk | Constructibility.	Excellent	Good	Poor	As per the CKC report, Option 1 is the most economically viable option given its mix of uses.
IMPLEMENTATION Planning Risk | Alignment with the objectives of the Central Geelong Framework Plan | Ability for stageable implementation | Complexity .	Good	Good	Good	All three options respond to the objectives of the Central Geelong Framework Plan and would benefit from being delivered in one stage.

5.7 **Options** Recommendation

The design team recommends Option 1 Malop Heart as the preferred direction for the masterplan. This option strongly aligns with the Central Geelong Framework, being the most commercially attractive and delivers best practice urban design and built form outcomes.

Charter Keck Cramer were engaged to produce an Urban Renewal Options Evaluation on the three masterplan options. The analysis profiles the emerging property market dynamics of Central Geelong and assesses the commercial attractiveness of Market Square Quarter renewal. The analysis concluded that Option 1 Malop Heart would be the most commercially attractive.

Option 1 Malop Heart provides a mix of uses that incorporates a range of activation and destination interventions that are likely to stimulate tenant demand and visitor interest. The option is deemed to be the most commercially attractive due to its:

- relatively lower construction costs (which is influenced by its car parking outcome)
- potential speed to market.

Apart from the office component, the option does not require disproportionate market support to succeed.



Figure 1.99 Summary Radar Diagram.
Source: Charter Keck Cramer

As one of the City's most prominent commercial sites, it is conceivable that Market Square could successfully secure a commercial tenant to occupy the identified commercial floor space which might also attract health and education uses. The option most strongly aligns with the vision for Central Geelong as a dense mixed use location that supports the convergence of uses and activity. The option most closely aligns with the structure of approved and constructed development benchmarks and trends in the redevelopment of self contained shopping centres into dense mixed use facilities.

FLOOR AREA RATIO

Although the site has a preferred Floor Area Ratio of 5.5:1 there were a series of factors which meant the option was only able to achieve Floor Area Ratio of 5.2:1 while meeting the other requirements of the Central Geelong Framework Plan and basic principles of good design. These included:

- Preferred maximum height of 42m for the Market Square site
- Overshadowing controls to Little Malop, Malop and Yarra Streets.
- Maximum floor plate limits (1000m^2 for each tower)
- North-south pedestrian walk (a wider path than required by the Framework Plan was included to enable the 'Eat Street')
- Protection and enhancement of heritage facades and towers.

OPTION 1
Malop Heart

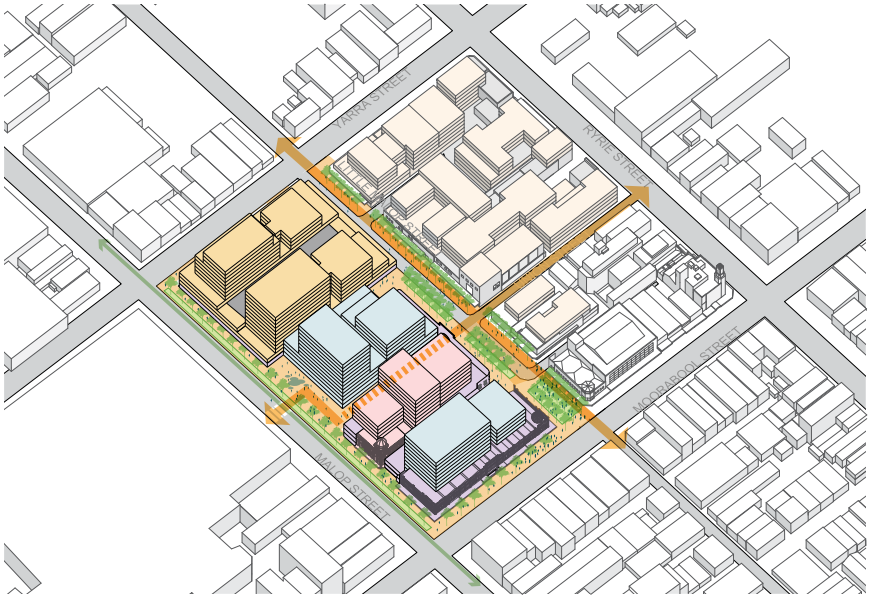


Figure 1.100 Malop Heart, Option 1 Axonometric.
Source: MGS Architects.

Gross Floor Area achieved: 94,500m^2
Floor Area Ratio: 5.2:1

Legend

- Plaza hardscape
- Soft landscaping
- Future development
- Car parking
- Employment
- Retail and entertainment
- Living
- Hotel

Masterplan

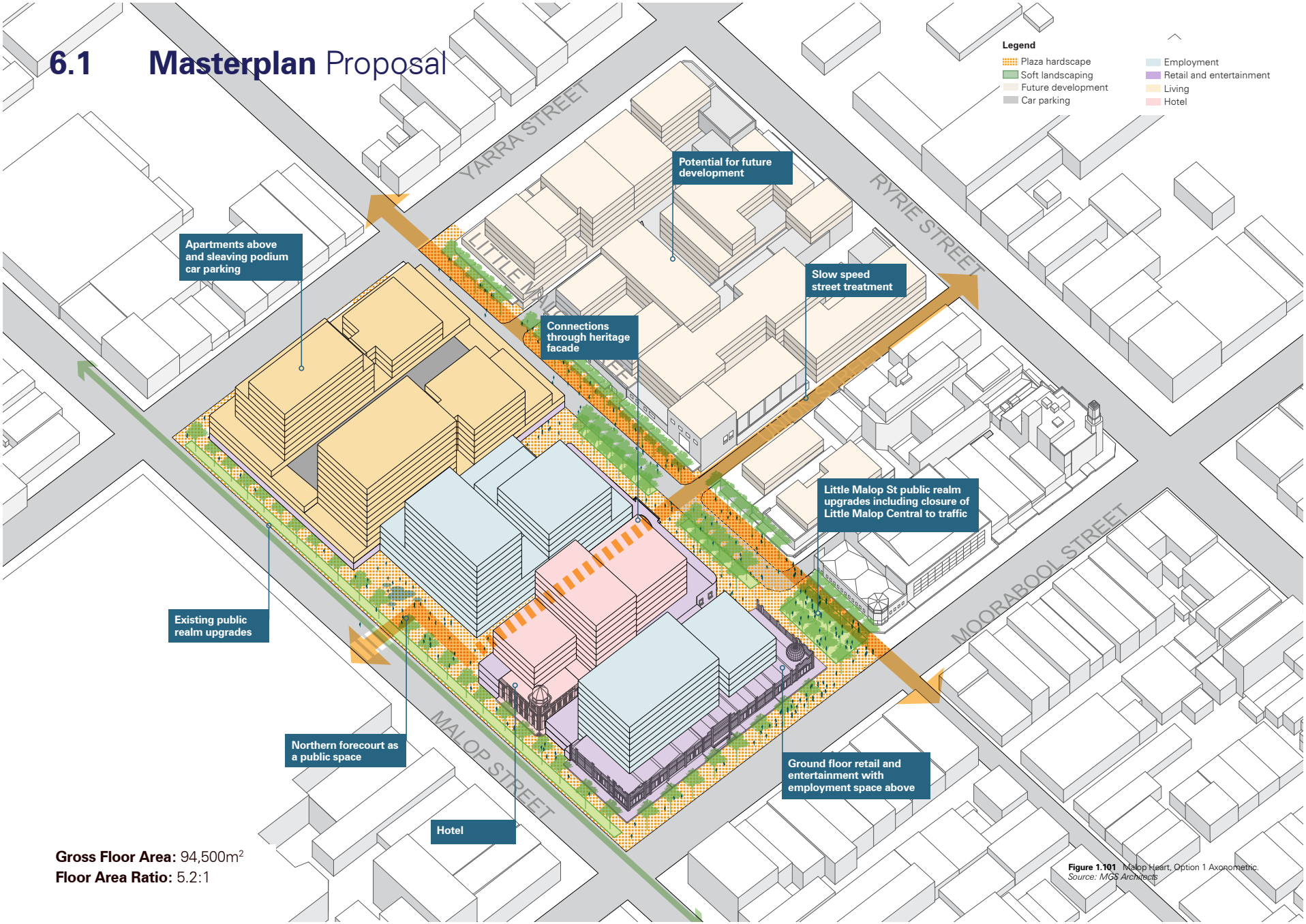
With a preferred option selected, this chapter outlines in more detail the main design components of this option, providing greater detail regarding how the public realm could be upgraded.

6

Artist's impression, looking at corner of Little Malop Street and Yarra Street.



6.1 Masterplan Proposal



Gross Floor Area: 94,500m²
Floor Area Ratio: 5.2:1

Figure 1.101 Malop Heart, Option 1 Axonometric.
Source: MGS Architects

6.2 Masterplan Built form

Market Square Quarter will become a vibrant village, with a mix of uses and high amenity ground plane creating a safe and enjoyable precinct.

KEY ATTRIBUTES

1. 5-12 storey development in western block retaining heritage façades and clock tower.
2. 5-12 storey development above sleeved podium parking with potential to include a fresh food (super) market.
3. Entrance to basement carparking, loading and service under development.
4. Maintain heritage elements of 'The Block facade, with cut out creating permeability through the site.
5. Development above heritage overlay buildings to be respectful of the existing built form.
6. Centrepoint Arcade redevelopment with 5-6 storeys to Little Malop Street and fine grain development to Ryrie Street.

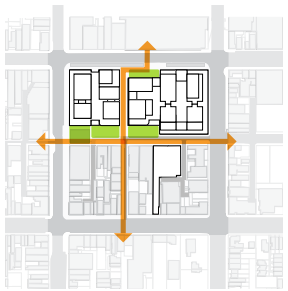


Figure 1.103 Access and open space.



Figure 1.104 Heritage.

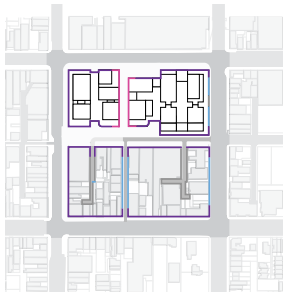


Figure 1.105 Active interfaces.
High activation
Medium activation
Eat Street

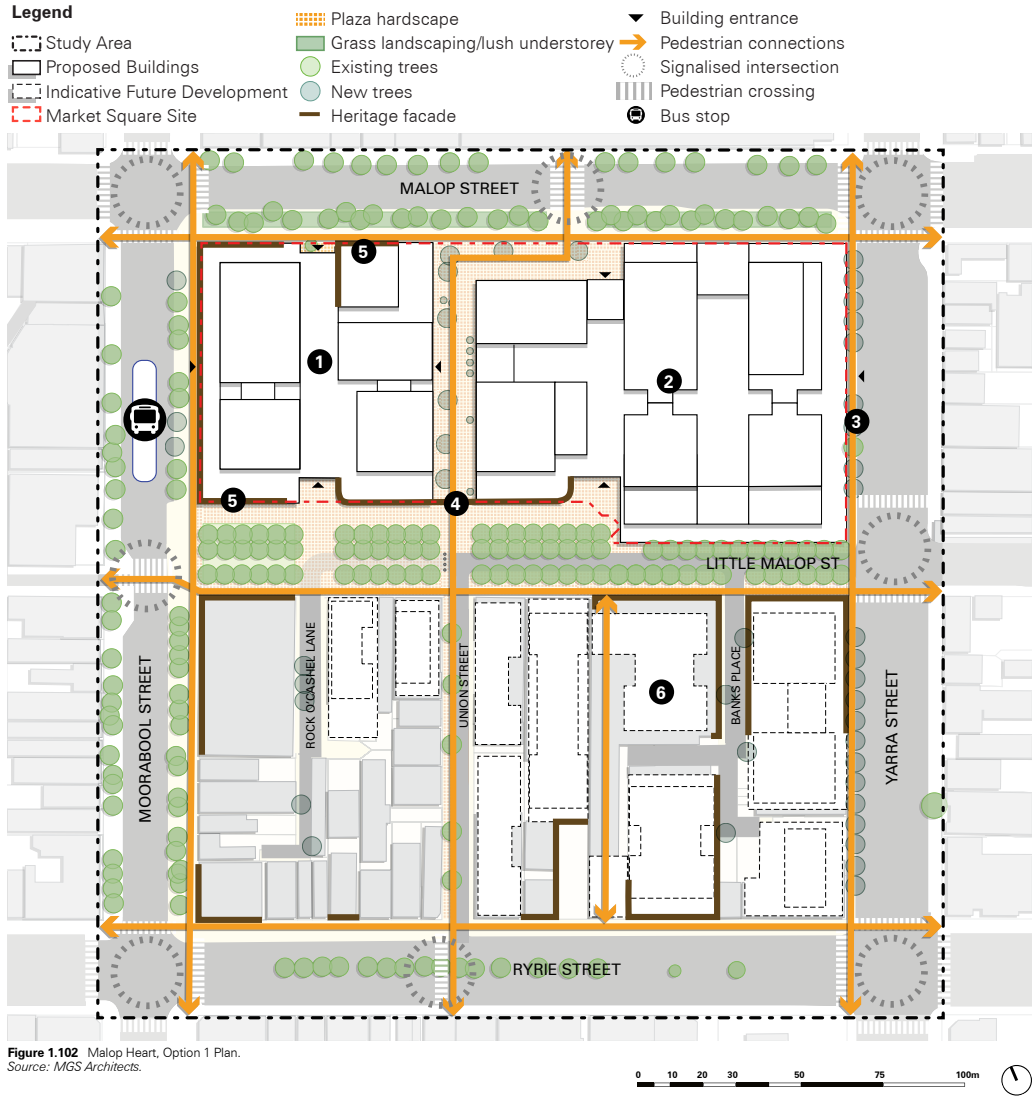


Figure 1.102 Malop Heart, Option 1 Plan.
Source: MGS Architects.

6.3 **Masterplan** Public realm

Little Malop Street Central will become a safe, activated pedestrian environment, with flexibility to support markets, events, and informal gathering, while celebrating Country. A new connection will be made linking Union Street with Malop Street to the north.

KEY ATTRIBUTES

1. Welcome to Country space designed in collaboration with Traditional Owners, such as public art acting as a gateway. Space to include raised grassy plinths with associated seating for gathering. Planting to include Indigenous species such as Banksia marginata, Acacia implexa, Eucalyptus Leucoxylon Bellarinensis, Allocasuarina Verticillata.
2. Space for permanent or temporary nature play space/ climbing elements for children to be designed in collaboration with Traditional Owners.
3. An adaptable central open space for community gatherings and events including outdoor markets.
4. An activated 'Eat Street' paved with an articulated ground plane and space for outdoor dining. Planting of largely deciduous trees with a lush understorey.
5. A public open space with waterplay elements to capture the exposure to the northern sunlight, reflecting this site's connection to water, which could be developed in collaboration with an artist.
6. Greening of the Yarra Street Streetscape including WSUD raingardens to soften the future façade.
7. New street lighting to provide improved safety and passive surviellance throughout the precinct.
8. Upgrade street furniture throughout the precinct to provide additional places of rest.
9. Additional tree planting to replace space of existing bus stop
10. Banks Place to consist of green walls and deciduous canopy trees such as Melia 'Seedless'
11. Union Street planted with pockets of lush planting and deciduous trees with conversion to slow speed kerbless street and public realm greening improvements.
12. Maintain services access to Rock O'Cashel Lane to have kerbless controlled paved roadway access, green walls and understorey painting.



Figure 1.107 Plaza in Pitt Street, Sydney.



Figure 1.108 Reconciliation Garden, University of Queensland



Figure 1.109 Nature play elements, Rocks on Wheels. *Source: Mike Hewson.*

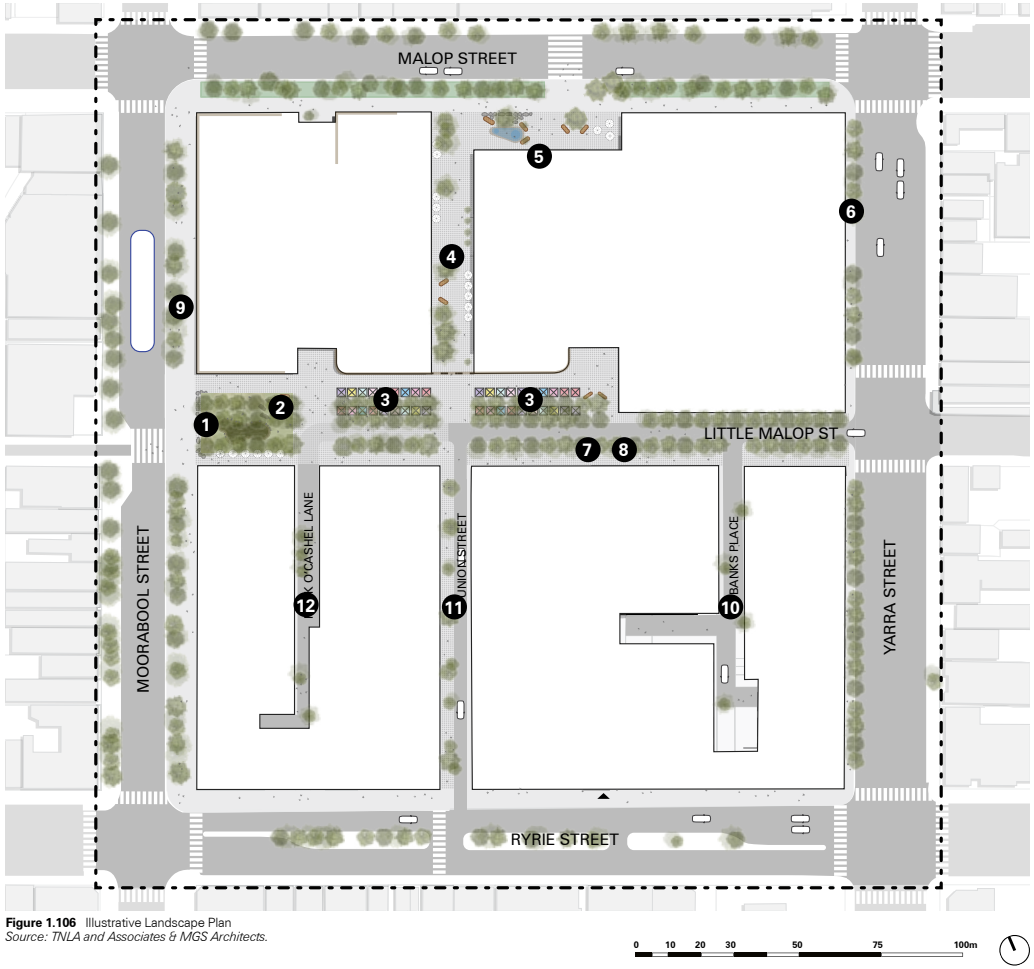


Figure 1.106 Illustrative Landscape Plan
Source: TNLA and Associates & MGS Architects.

6.4 **Masterplan** Gateway section

Little Malop Street Central welcomes visitors with an inviting gateway that showcases an Indigenous gateway artwork with trees gracefully embracing the entry creating a captivating atmosphere.

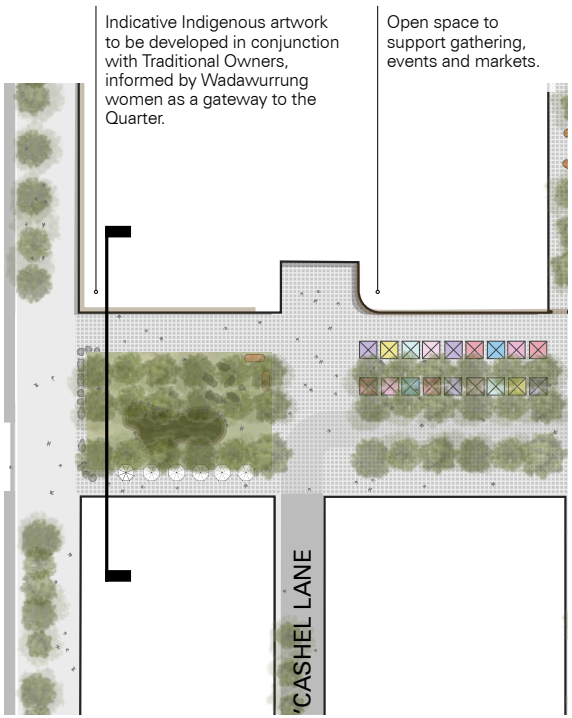


Figure 1.110 Malop Heart Gateway Plan.
Source: MGS Architects & TNLA and Associates.



Figure 1.112 Darling Quarter Playground, Sydney.



Figure 1.113 Water rill and street furniture through Sovereign Square, UK



Figure 1.114 Nature play elements/street furniture elements.

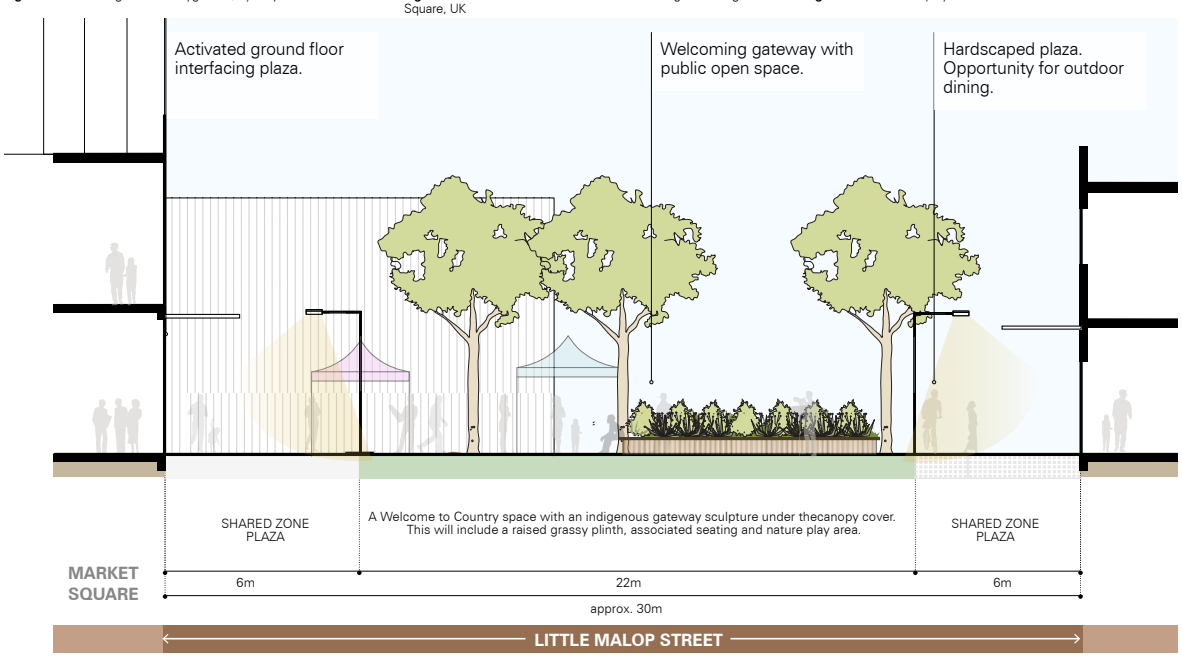


Figure 1.111 Illustrative Landscape Section.
Source: MGS Architects & TNLA and Associates.

6.5 **Masterplan** Central open space section

A flexible central open space to support markets and events. Pedestrians will be prioritised through slow speed treatment along Little Malop Street.

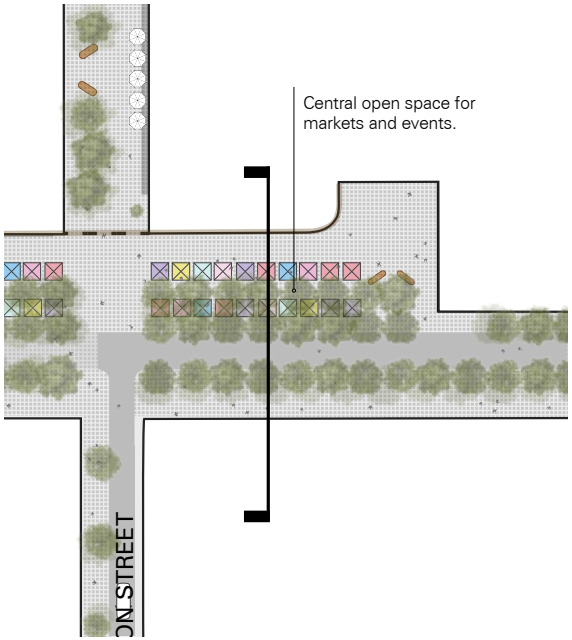


Figure 1.115 Malop Heart Open Space Plan.
Source: MGS Architects & TNLA and Associates.



Figure 1.117 Open air market among existing plaza, Manly, NSW.



Figure 1.118 Timber seating among planting.



Figure 1.119 Street lights along pedestrian way with alfresco dining.

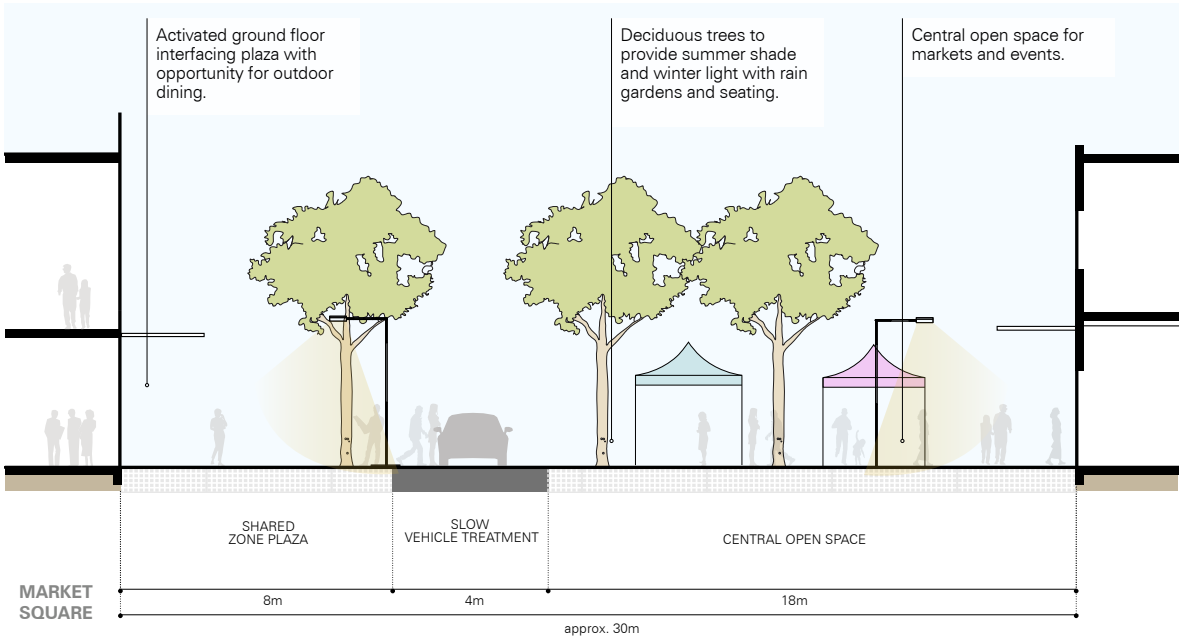


Figure 1.116 Illustrative Landscape Section.
Source: MGS Architects & TNLA and Associates.

6.6 **Masterplan** Union Street section

Union Street should be planted with pockets of lush planting and deciduous trees over to consist of Melia 'Seedless' and Jacaranda to provide season colours and change. Kerbless roadway ground plane to provide linkage to 'Eat street' to the north and clearly reinforcing the connection between Malop Street and Ryrie Street.



Figure 1.124 Vegetated shared streetscape. Acton Precinct, Canberra.



Figure 1.122 Native planting surrounding pedestrian footpath sides.



Figure 1.123 Little Malop Street, West.

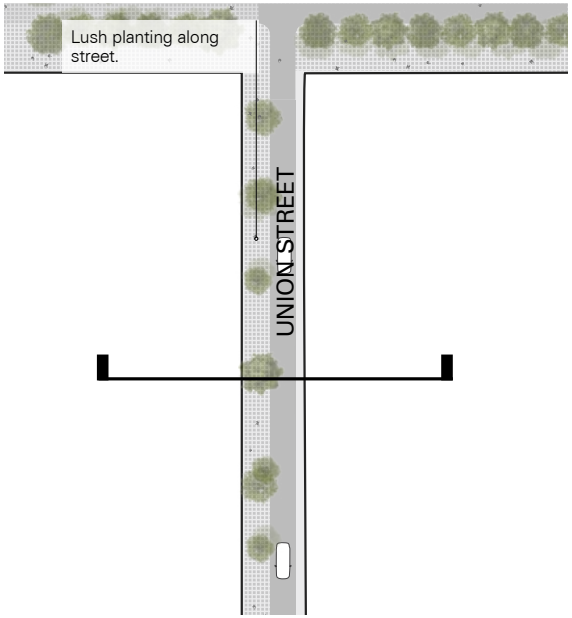


Figure 1.120 Union Street Plan.
Source: MGS Architects & TNLA and Associates.

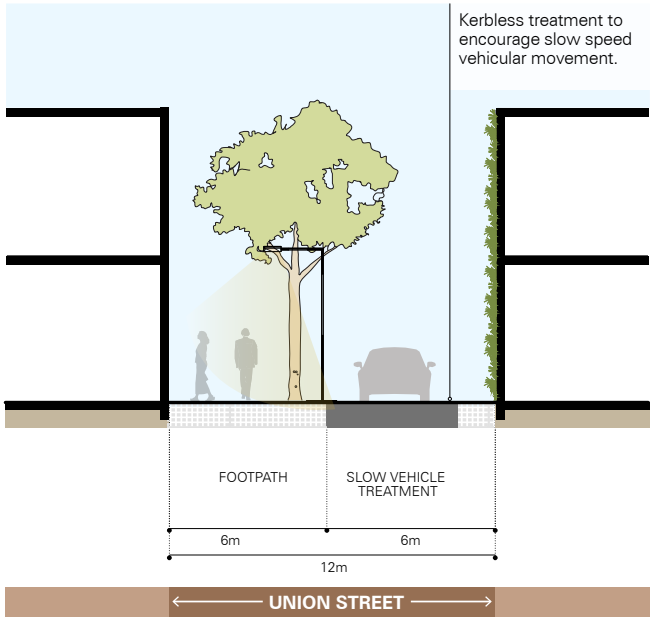


Figure 1.121 Illustrative Landscape Section.
Source: MGS Architects & TNLA and Associates.

6.7 **Masterplan** Moorabool Street section

Collaborate with State Government to improve Moorabool Street bus interchange by relocating the bus interchange to the centre of the road reserve and removing access to private vehicles.

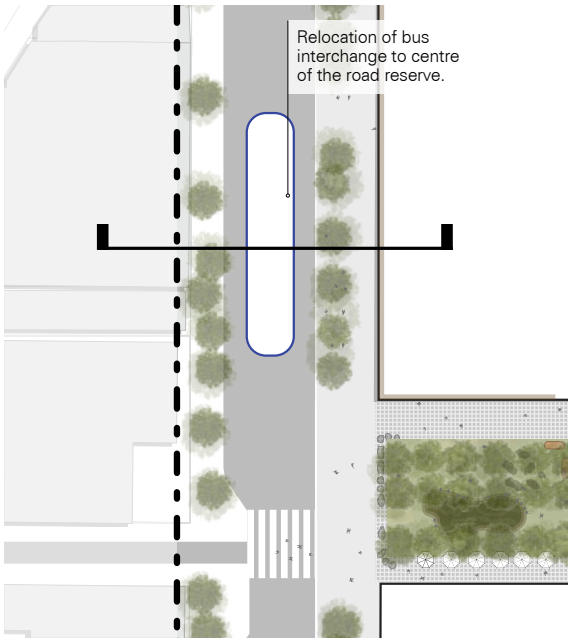


Figure 1.125 Moorabool Street Bus Interchange.
Source: MGS Architects & TNLA and Associates.

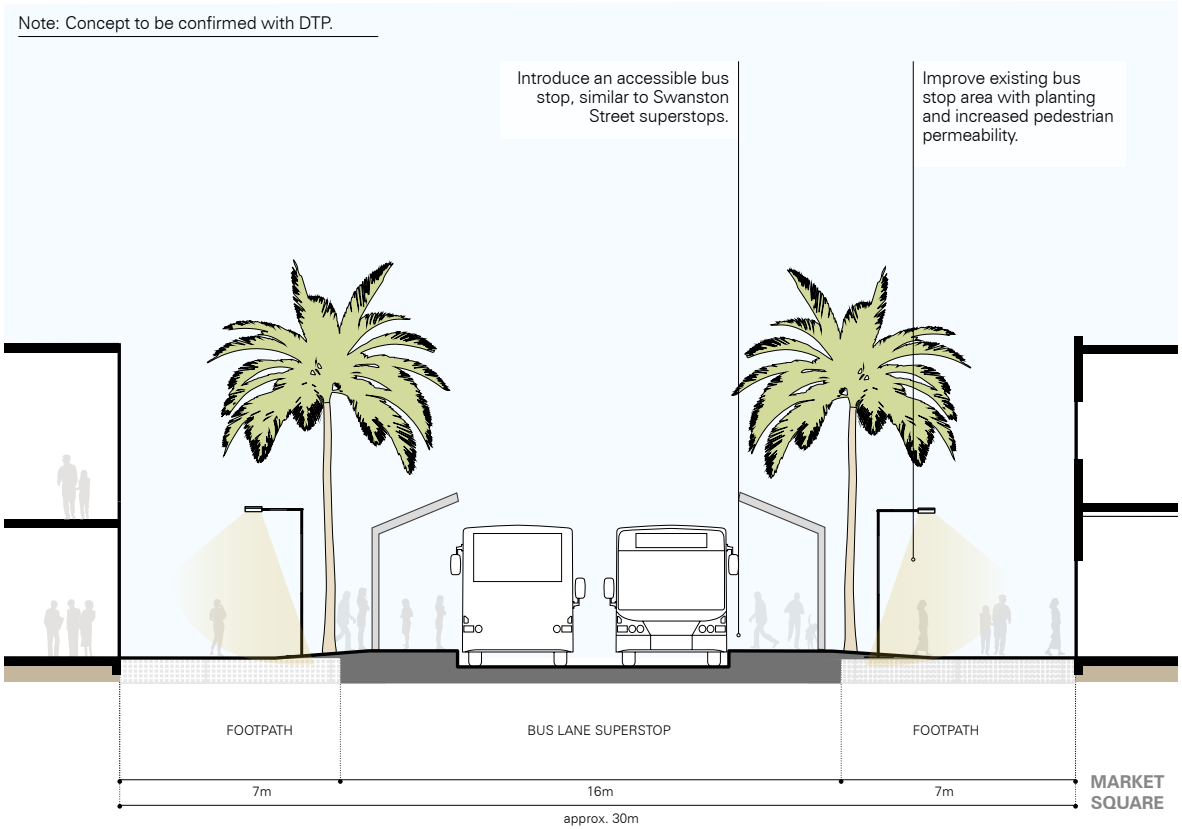


Figure 1.126 Illustrative Landscape Section.
Source: MGS Architects & TNLA and Associates.

Implementation

This chapter looks at the stages for implementation of the masterplan over time and the next steps involved to achieving transformation in Central Geelong.

7

7.1 Implementation Staging

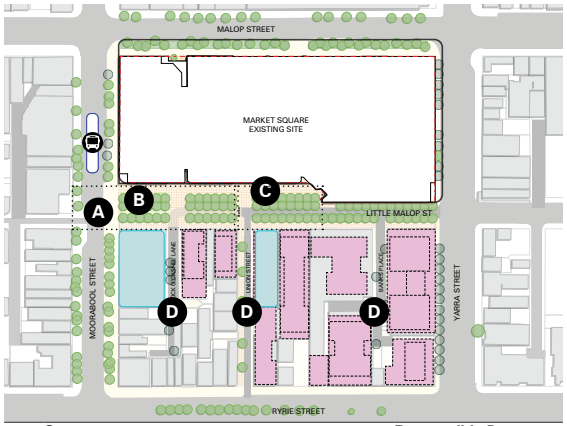
Legend

- Proposed staging boundary
- Projects with an approved permit
- Sites with greater potential to transform over time

Market Square Quarter will be implemented over time, with different authorities and private landholders responsible for its delivery. Project Delivery can be achieved through existing planning scheme controls. This plan will function as the masterplan under the DPO, if approved by Minister for Planning.

STAGE 1
Little Malop Street and Union Street

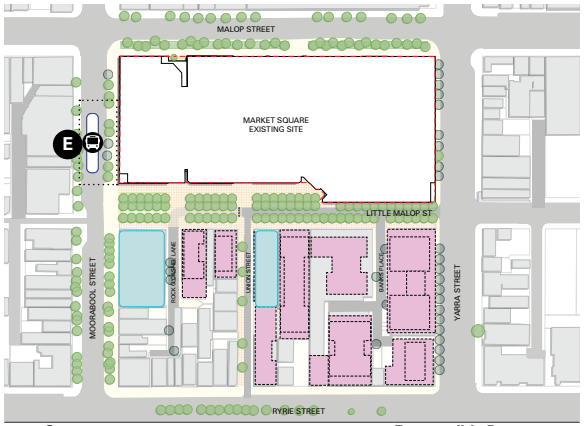
There is potential for Little Malop Street to be re-imagined ahead of the Market Square site, given the time it takes for such a major renewal. These projects can be delivered separate to any development and are subject to funding.



	Outcome	Responsible Party
A	Closure of Little Malop Street west and upgrade pedestrian intersection with Moorabool Street. Service and loading access retained to Rock O'Cashel Lane.	City of Greater Geelong
B	Upgrade gateway with a Welcome to Country space. Potential for new seating and nature play space.	City of Greater Geelong
C	Upgrade open space to support markets and events.	City of Greater Geelong
D	Public realm upgrades to Union Street, Rock O'Cashel Lane and Banks Place.	City of Greater Geelong

STAGE 2
Bus stop and surroundings

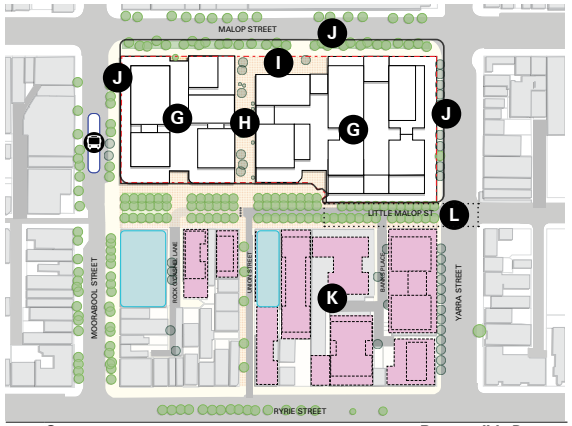
Upgrades to the bus stop and surrounds is a priority give antisocial behaviour, and can happen independently from the other upgrades, depending on input from the Department of Transport and Planning.



	Outcome	Responsible Party
E	Closure of Moorabool Street to cars and Bus stop to be upgraded to median strip to be informed by the future Moorabool Street masterplan.	Department of Transport and Planning

STAGE 3
Market Square site

The Market Square site is likely to be developed entirely at one time, given that construction access and vehicular access will be from Yarra Street. Upgrades to the public realm of Yarra Street, and ensuring the repair of any damage to Little Malop and Malop Street public realm will happen at this time.



	Outcome	Responsible Party
G	Demolish existing built form with respect to heritage and incorporate basement parking and new built form above.	Developer
H	Provide public realm connections through to north as 'Eat Street' plaza with appropriate landscape.	Developer
I	New forecourt plaza with appropriate landscape including a water play space.	Developer
J	Reinstatement and upgrade works to public realm as a result of development.	Developer
K	Slow transition over time due to diverse landownership.	Developer
L	Upgrade of intersection Little Malop Street and Yarra Street and Little Malop Street Central area up to Union Street once current access to parking is removed. This will be informed by the future Yarra Street Masterplan.	Developer / City of Greater Geelong

7.2 Next steps

The Market Square Quarter Masterplan outlines a bold vision for the transformation of the 'heart' of Central Geelong. This vision helps realise the strategic and economic potential of this location, aligned with the requirements of the Central Geelong Framework Plan and the aspirations of community members, the Wadawurrung Traditional Owners, City of Greater Geelong and other key stakeholders.

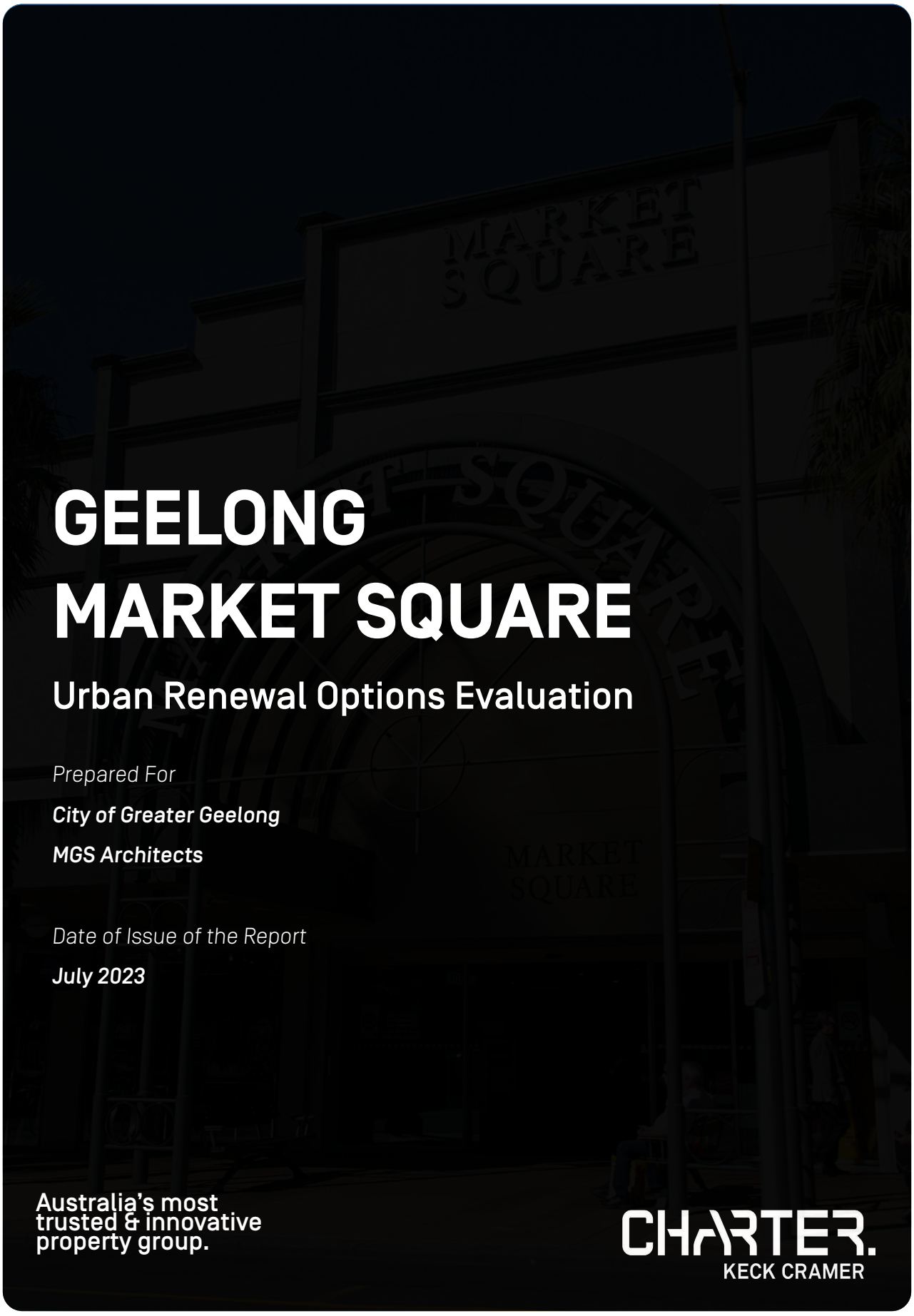
To realise this vision requires partnerships between landowners, developers, local and state government, Traditional Owners and the broader Geelong community. The City of Greater Geelong is committed to helping achieve this vision and will continue to advocate for and support its realisation.

NEXT STEPS

- Continue to meet with landowners to discuss the opportunities for key sites, and how they support this vision.
- Advocate for any future Development Plan to be prepared in alignment with the ambitions of this masterplan.
- Assess any potential developments in line with the ambitions of this masterplan.
- Partner with state government to deliver an upgrade to the bus interchange and surrounding area.
- Progress the upgrade of the public realm, especially of Little Malop Street to support the broader vision.




MARKET SQUARE
TOYWORLD



GEELONG MARKET SQUARE

Urban Renewal Options Evaluation

Prepared For

City of Greater Geelong

MGS Architects

Date of Issue of the Report

July 2023

Australia's most trusted & innovative property group.

CHARTER. KECK CRAMER

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About This Report

The approval of the Central Geelong Framework Plan in March 2023, coupled with the ongoing demographic and economic transformation of Greater Geelong, establishes the pre-conditions for the renewal of major redevelopment sites in Central Geelong including Market Square.

Property investment is driven by confidence that regulatory, economic, household and price factors justify property development. Market Square is one of the most significant renewal sites in Central Geelong with the potential to catalyse land uses and investment in the heart of the City.

About this study:

The following provides a property market assessment which:

Part 1: Profiles the emerging property market dynamics of Central Geelong

Part 2: Assesses the commercial attractiveness of Market Square renewal options taking into account the findings of part 1.

Instructions:

Instructing Party	Katherine Sunderman MGS Architects
Charter Keck Cramer Reference	Charter Contact Simon Micmacher Report Author: Simon Micmacher Jimmy Zhang Anirudh PJ

Executive Summary

Market Context

- The conditions for major renewal of Geelong's central city are rapidly emerging.
- The combination of infrastructure investment, population growth, the ongoing clustering of knowledge economy uses and the continued growth and diversification of Greater Geelong's visitor economy establish the underlying economic conditions for the renewal of Geelong's Central City.
- Geelong's Central City is now subject to an extensive pipeline of major renewal projects totaling $1.2 billion in value that in general incorporate mixed use development schemes combining accommodation, hospitality, residential and commercial uses.
- The combined delivery of private and public investment is set to transform the role and function of Geelong's Central City into a Live Play Work environment where the activities of increasing numbers of residents, workers and visitors converge in a vibrant environment.

Key factors that will transform Greater Geelong's Central City are detailed as follows:

Driver	Status	Central City Impact
Infrastructure	$6 billion pipeline of public infrastructure investment including transport, health, cultural and recreational investment.	• Geelong Fast Rail: Expands City Centre employment accessibility to broaden and deepen employer access to workers including workers in Melbourne's west. • Geelong Convention Centre, Arts Precinct and art gallery: Diversifies and expands Central City visitor destinations and helps achieve an all year round visitor economy. • Barwon Women's and Children's Hospital: Further cements the role of the City Centre in regional health provision attracting ancillary health providers and visitation.
Population	At 2021, Greater Geelong's population was 270,000 residents having grown by 31,000 residents over the 2016 to 2021 period. Greater Geelong's population is projected to grow by a further 125,000 residents to 2041. Greater Geelong is projected to add significant numbers of young adults in prime home builder and family forming stages.	• A growing population will require an additional 57,000 dwellings to 2041 along with accompanying health and education services. • The Central City is positioned to deliver diverse housing options for key workers, students, retirees and young adults. • There is currently 14 apartment projects either proposed or mooted within the Central City with the potential to deliver over 850 apartments. • Residential prices, rents and vacancy rates establish favourable market conditions for apartment investment.
Economy	Greater Geelong's economy is growing. At 2021, the City's Gross Regional Product was over $15 billion up by $2.5 billion since 2016 (NIEIR). White collar jobs and related businesses are growing. The City's white collar workforce has nearly doubled since 2011. Over the past decade Greater Geelong has added over 62,000 sqms of high quality large format office space.	• The clustering of major insurance, health and education uses in Geelong Central City is driving economic activity and transforming the historic focus of Geelong's economy from manufacturing to knowledge work. • If the Central City maintains its current share of municipal jobs the Central City is projected to grow its employment base to 38,500 jobs to 2050 (from 22,000 jobs at 2020). • The Central City is positioned to continue to agglomerate insurance, health and education investment and jobs driving ongoing demand for commercial office floor space.

Driver	Status	Central City Impact
Visitor	Greater Geelong's visitor economy is rebounding following the adverse impacts of Covid isolation.	• The new gallery, convention centre and arts Precinct create overlapping and complimentary visitor destinations that will drive accommodation demand and expenditure. • Demand for between 16,000 and 41,000 sqms of new accommodation space is projected in the Central City to 2050 (SGS).
Land Use Settings	Approval of the Central Geelong Framework Plan in March 2023	• Central City land use settings now support the comprehensive renewal of the City Centre and the expansion of floor space to deliver a new mixed use Live Work and Play economy.

Market Square Renewal Evaluation

MGS has developed 3 distinct renewal visions for Market Square. Each vision incorporates a range of urban interventions and preferred land uses that further integrate Market Square with surrounding uses and destinations and stimulate new destinations within the site:

Option 1 Malop Heart: Envisages a balance between commercial, accommodation, residential and retail uses including a new eat street while emphasising activation and the creation of opportunities for public gathering.

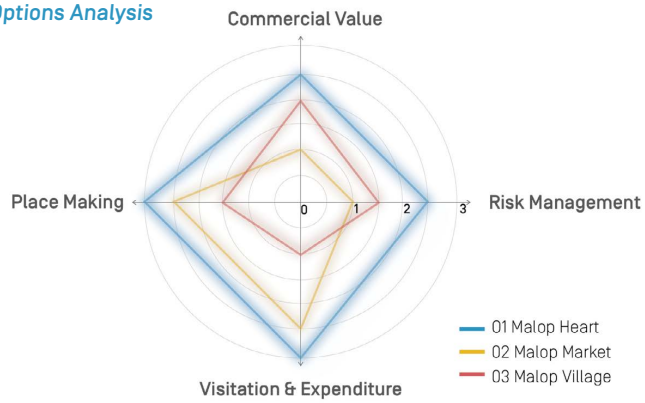
Option 2 Malop Market: Envisages the re-creation of historic uses and connections including the recreation of a fresh food market. The option re-imagines Market Square as the City's central office node with over 50,000 sqms of new commercial office space signalling the growth and solidification of the City's knowledge economy.

Option 3 Malop Village: Envisages substantial new residential floor space in the heart of Central Geelong and a resulting new residential community of over 900 residents. The option includes extensive passive recreation space and amenity for the new community and visitors.

- **The analysis identifies Option 1 Malop Heart as the preferred commercial option.** The scheme most closely meets market dynamics while minimising development risk.

- The Malop Heart vision identifies a dense mixed use location that supports the convergence of uses and activity in line with the *Central Geelong Framework Plan* 2023. The option similarly aligns with trends in the redevelopment of self contained shopping centres into dense mixed use facilities that promote economic development through attractive and curated Live Work Play environments.

Renewed Options Analysis



PART 1: GEELONG PROPERTY MARKET OVERVIEW

CHARTER. KECK CRAMER

1.1 A Changing City of Greater Geelong

Converging demographic growth and change, economic expansion, infrastructure investment and supportive land settings set the conditions for the transformation of the City of Geelong and its Central City.

This section overviews the infrastructure, demographic, visitor, economic and land use drivers set to transform Central Geelong over the next two decades. Insights and data detailed in this section establish the property market context and metrics for the evaluation of Market Square renewal options in part 2 of this report.

Figure 1: Historical Population and Employment Growth

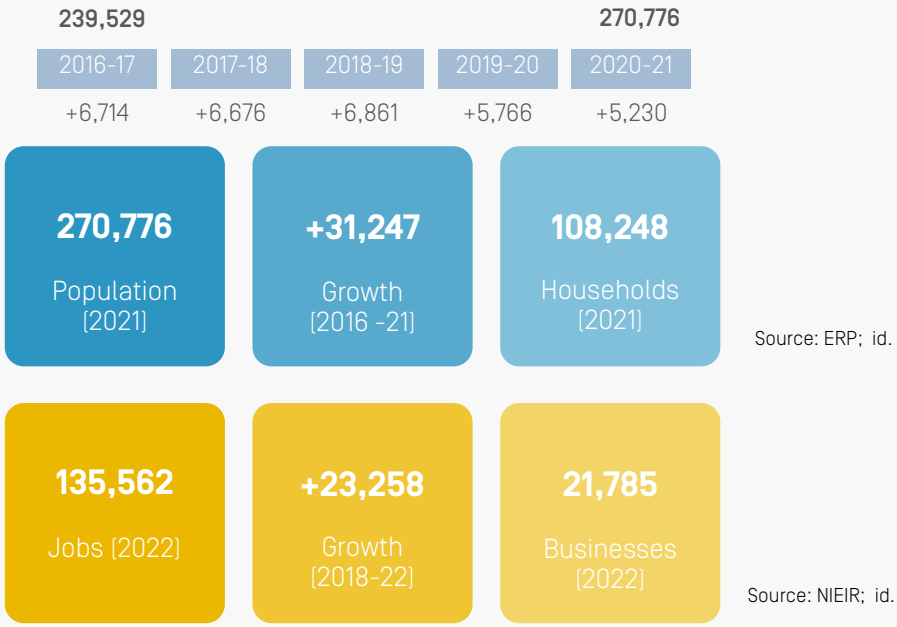
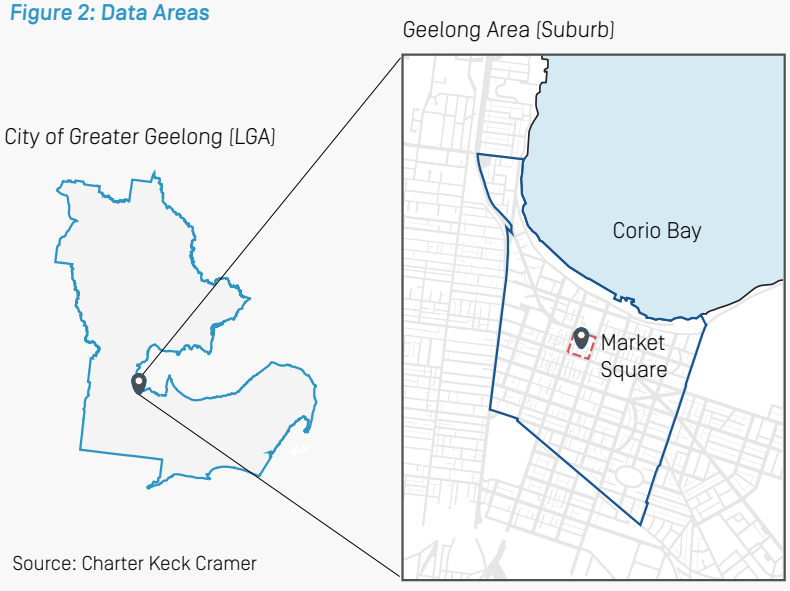


Figure 2: Data Areas



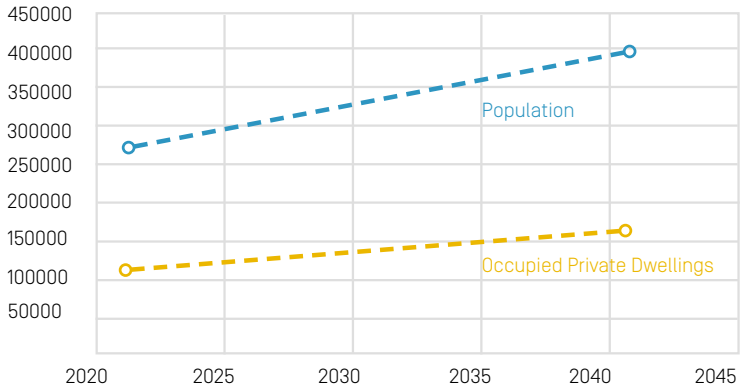
A Growing Population

From a population point of view, the City of Greater Geelong is Victoria's largest regional municipality. In 2021, the City's population was 270,776.

Since 2015, Greater Geelong has added an average of 6,130 residents per annum and is expected to add a further 125,000 residents by 2041 spurring demand for a further 57,000 dwellings (Forecast ID). By 2041, the City's population is expected to reach 396,000.

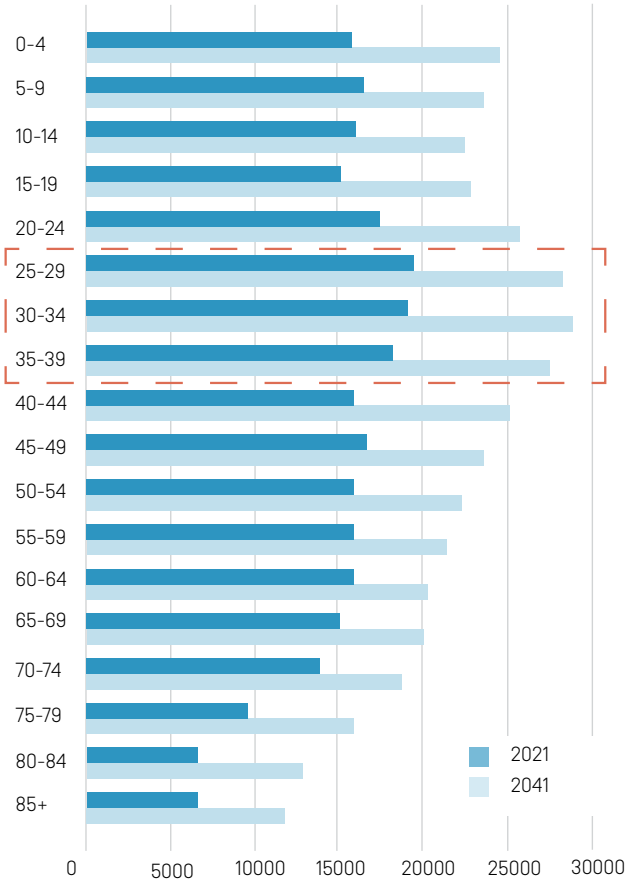
To 2041, Greater Geelong is expected to support increasing numbers of young workers and parent/homebuilder cohorts (25-39 year olds). Older age cohorts will also increase as the City continues to attract migrants to its coastal locations.

Figure 3: Forecast Population and Dwelling Growth



Source: Charter Keck Cramer; id.

Figure 4: Forecast Age Structure 5 Year Age Groups 2021-2041



Source: Charter Keck Cramer; id.

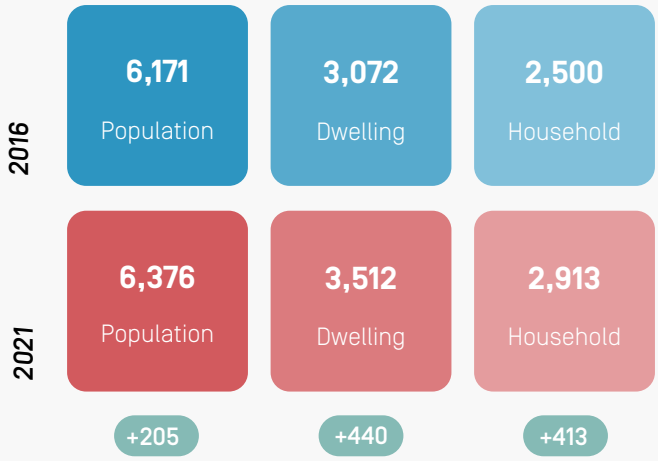
1.2 A Changing City of Central Geelong

Geelong's City Centre is Victoria's second largest city and largest regional city. The Central City is the municipality's services, entertainment, education, health, and cultural heart.

The ongoing transformation of Greater Geelong's economy into a services and visitor economy, combined with the need to diversify the municipality's housing options underpin a major pipeline of public and private plans to revitalise and renew the City into a dense mixed-use environment.

The Central City incorporates a range of aged and underutilised commercial and industrial sites that are now subject to highly transformative development plans that cumulatively will see the emergence of a fundamentally different Central City.

Figure 5: Population, Dwelling and Household Change 2016-2021



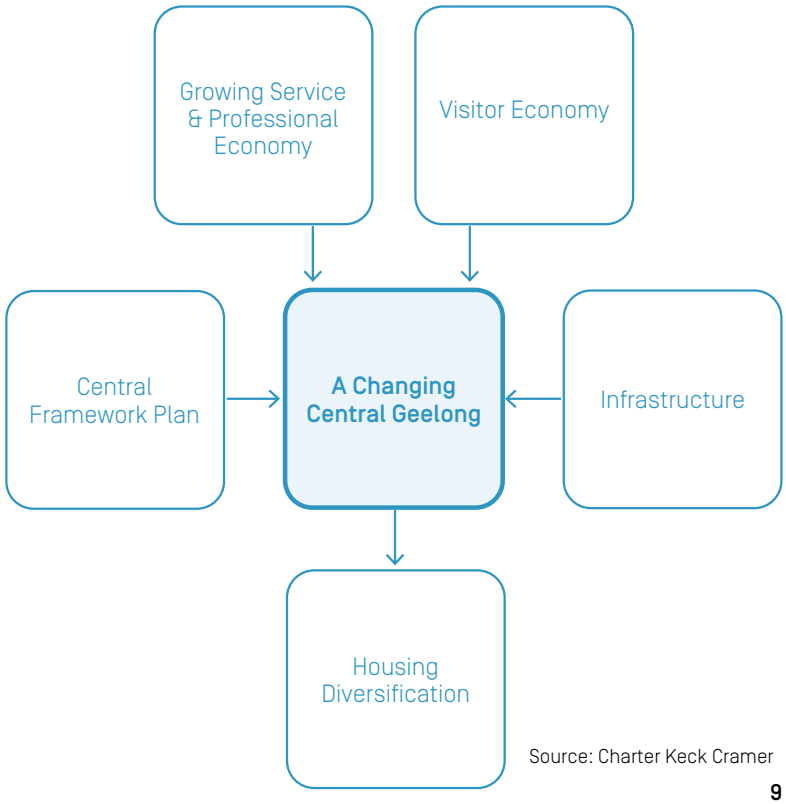
Source: .id , Charter Keck Cramer

1.3 Catalysts for Change

The convergence of favourable regulatory, economic and housing factors are set to catalyse change in the heart of Geelong. These include:

- a supportive land use framework that provides for comprehensive renewal and change;
- a growing services economy in tune with a 21st century knowledge economy and workforce;
- a diverse visitor economy that is able to attract visitors throughout the year;
- diversification of the centre's housing.

Figure 6: Population, Dwelling and Household Change 2016-2021



Source: Charter Keck Cramer

1.4 Central Geelong Framework Plan

The approval of the *Central Geelong Framework Plan* in March 2023 is an important milestone in the evolution of the City, establishing the land use settings for comprehensive change and growth.

The Plan delineates 9 precincts that by 2050 aims to encompass 1.67 million sqm of new floorspace supporting 16,000 residents and 60,000 jobs. The vision states:

Figure 7: Central Geelong Framework Plan Vision

> *"By 2050, Central Geelong is home to 16,000 people and 60,000 jobs. It is the heart of Djilang (Geelong), Victoria's second largest city, with strengths in health, services, education and events. People are connected to its waterfront, high amenity lifestyle and clever and creative culture."*

Source: Department of Transport and Planning, Central Geelong Framework Plan

The Plan recognises Market Square's role as a site with 'great potential' given its geographic centrality, as well as its historical importance as Geelong's central marketplace. The Plan creates the land use settings and clear strategic intent for the renewal of Market Square enabling the site to more than double its gross floor area. The opportunity to renew Market Square is, moreover, seen to provide new options to boost pedestrian accessibility and embed a 'thriving laneway culture' into the heart of Central Geelong.

The Plan envisages a renewed public realm in which residential, commercial, health, education and tourism overlap and interact to create a vibrant core. Given its geographic advantages, Market Square is ideally positioned to both catalyse and leverage from this change.

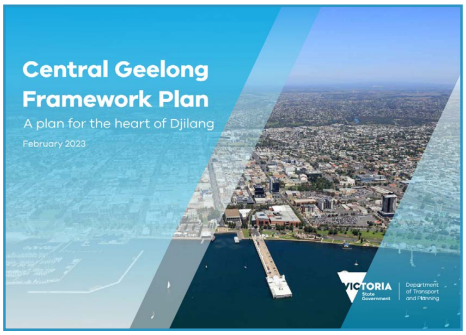


Figure 8: Central Framework Plan



Legend

- Study Area
- Activity Centre Zone Extent
- Ferry Terminal
- Major Bus Interchange
- Train Station
- Major Redevelopment Site
- Hospital

Source: Charter Keck Cramer

Health
A designated health precinct anchored by University Hospital and St John of God Private Hospital. The Precinct is expected to support ancillary consulting suites, short-term accommodation and key worker housing.

West Village
This is primarily a residential Precinct with a diverse range of living options, including affordable housing, build-to-rent and home offices.

Retail Core
The retail core is envisaged to become a more accessible and mixed use Precinct that combines traditional fine grain shops with self contained shopping centres, offices and housing. This area includes Market Square.

Station
The upgraded train station Precinct is expected to support high-density apartments, mixed-use buildings and short-stay accommodation. A new active station Precinct is intended to provide a mix of retail, hospitality and other complementary commercial uses.

Knowledge and Enterprise
Envisaged as the business heart of Geelong, the Precinct is intended to support the development of land for commercial offices for the City's growing knowledge and service economy. The Precinct is already home to a major cluster of institutional head office facilities including Work Safe Victoria, the Transport Accident Commission, and the National Disability Insurance Agency. The Precinct is expected to leverage creatives and innovation through proximity to the future Geelong Convention and Exhibition Centre and Deakin University.

Waterfront
This is a premier tourist and visitor destination supported by upgrades to local infrastructure and amenity.

York
This is a medium to high density residential Precinct on the city's edge, with a maximum development height of 16m

Bayview Village
This is a key visitor destination along the Geelong Waterfront, that will incorporate short-stay accommodation, restaurant, bars and hotels.

Cultural
Creative arts, public gardens, town hall events and activities. Johnstone park is intended to function as the green sanctuary for the central city.

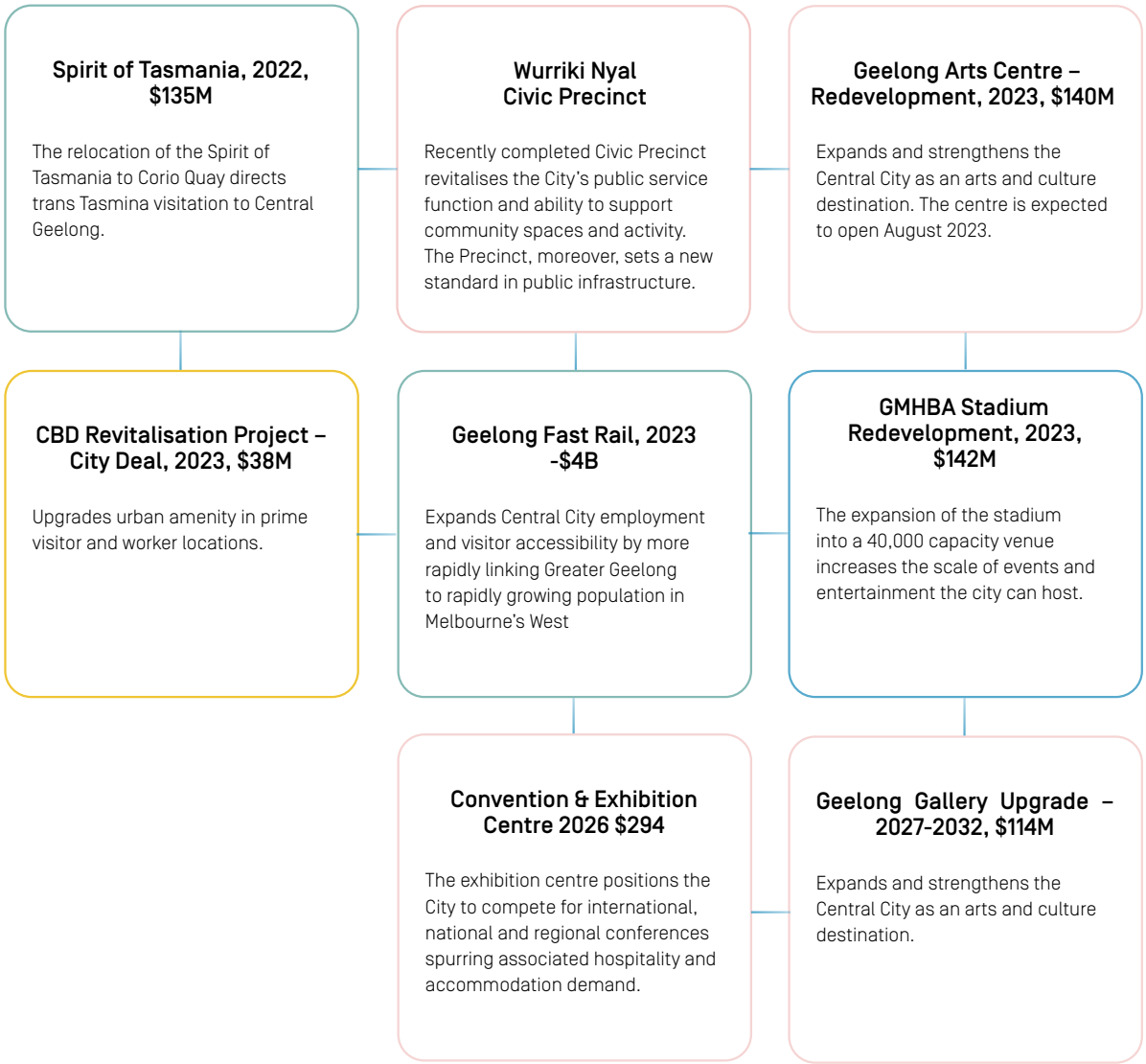
1.5 Infrastructure Pipeline

The City of Geelong is currently subject to an extensive ($6 Billion) pipeline of infrastructure projects that collectively promise to reshape the City's accessibility, visitor economy and institutional capacity.

Within the Central City regionally significant health, education, transport and cultural investment will further strengthen the role of the City's inner core in the provision of services, knowledge work and visitor attraction. Geelong Fast Rail will, for instance, support workers and students to commute to and from Melbourne's west, while the delivery of the Geelong Convention Centre combined with the redevelopment of the Geelong Arts Centre will stimulate an all year round visitor economy. Likewise, the delivery of the Barwon Women's and Children's Hospital will anchor and attract complimentary health uses.

Public infrastructure investment establishes the conditions for complimentary private sector investment. The Central City vision and associated public investment is increasingly matched by a range of approved, proposed and, in some instances, recently completed private sector development projects that at present represent approximately $1.23 billion of investment.

Figure 9: Infrastructure Pipeline Projects



1.6 Visitor Economy

The City of Geelong is a major tourist destination which attracted 8.9M domestic and international visitors in 2019, contributing over $859M in direct expenditure into the City's accommodation, food services and tourism operations (Tourism Research Australia, 2019).

Since the return to normal settings following the end of the Covid-19 isolation period in 2021, the City's visitation rebounded to 6M visitors in the 2021-22 financial year. According to the City's *Sustainable Destination Management Plan* the cumulative impact of new accessibility and infrastructure within the City is projected to see visitation double by 2032 under a baseline scenario. Accordingly, direct visitor spending is expected to grow to $1.6 billion in a baseline scenario and $2 billion in a high growth scenario over the same period.

After two decades of dormant investment, visitor economy growth has triggered the interest and investment of major national and international hotel chains resulting in a series of accommodation proposals in the Central City including proposals by Quest, Novotel, and the InterContinental Group.

Figure 10: Major Hotel Pipeline Developments



Holiday Inn - Intercontinental Group - 40 Ryrie St



Quest Geelong Central



Cunningham Place - 35 Corio Street

1.7 Property Market Snapshots

Property market dynamics determine the feasibility of redevelopment options. In reimagining Market Square as a renewed location with a renewed role in a changing Central City, it is critical that floor space decisions are guided by market factors.

The following provides a market snapshot that establishes the market context for reimagining Market Square as a more dense and diverse location.

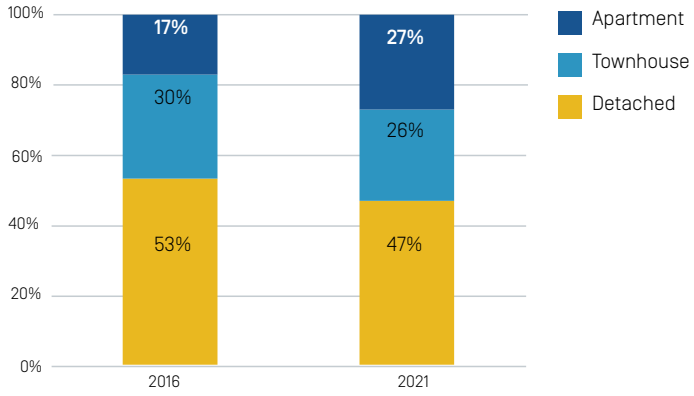
1.7.1 Residential Market Overview

Greater Geelong's housing market is both growing and diversifying in response to household growth, student and worker housing demand and the ongoing attractiveness of the City as a migration destination.

The popularity of Greater Geelong and the broader region is fuelling significant housing demand and market growth which since 2010 has resulted in increasing property values, sales volumes and rents. The City's natural amenity, services, jobs growth and relative housing affordability is helping to both attract new residents and retain residents that in the past may have migrated elsewhere to pursue education and careers. The Covid period, in particular, resulted in significant price appreciation brought on by insatiable coastal demand combined with growing acceptance of remote work.

While separate detached housing in Greater Geelong's growth areas and coastal regions continues to dominate housing production and demand, a new urbanised community of residents is also emerging in Geelong's Central City. Within the suburb of Geelong apartments represent an increasing share of Central City housing growing by just under 400 apartments in the 2016 to 2021 period.

Figure 11: Dwelling Composition Suburb of Geelong 2016 and 2021



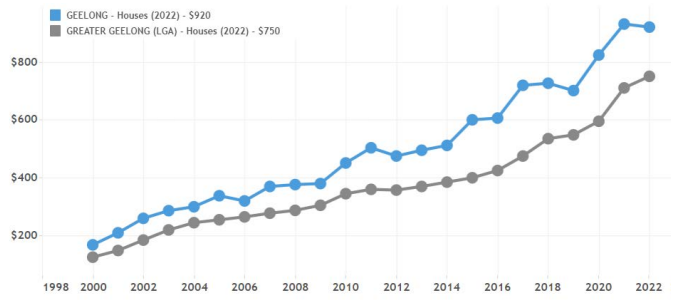
Source: ABS, Charter Keck Cramer

The Central City is currently subject to 15 approved or proposed apartment projects that are mooted to deliver approximately 850 new apartments many in mixed use settings in which retail, hospitality and accommodation uses are combined with residential living. The recently completed Mercer apartment development at 53 Mercer Street Geelong exemplifies what might be considered the City's first wave of apartment development. The development provides extensive views over Corio Bay as well as high standards of internal amenity.

Median House Price

The pre-conditions for viable apartment development are established in relation to the local median single detached house price which at 2023 had grown to $750k for Greater Geelong and $920k in the suburb of Geelong. For the 2013 to 2023 period, Central Geelong experienced average annual house price growth of 6.8% while Greater Geelong experienced annual growth of 7.7%.

Figure 12: Median House Price 2022

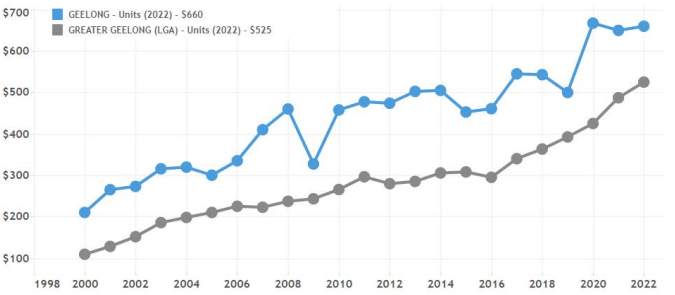


Source: Pricefinder, Charter Keck Cramer

Median Unit Prices

Unit prices, which combine prices for townhouses and apartments, have also seen sustained growth increasing by 9.7% in the suburb of Geelong and 10.2% in the Greater Geelong region over the 2019 to 2023 period.

Figure 13: Median Unit Price 2022

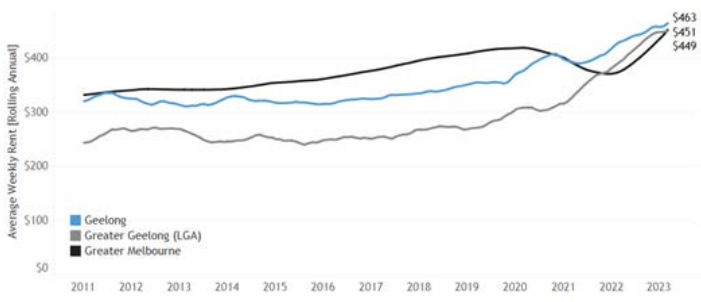


Source: Pricefinder, Charter Keck Cramer

Unit Rents

For existing and new residents seeking to rent dwellings, vacant dwellings are now very limited and rents are rising. Within Greater Geelong, rental prices for units have grown at an annual rate of 10.8% over the past 5 years (and 13.4% over the last 3 years). Similarly, in the suburb of Geelong, unit rental prices grew at 6.5% annually over the past five years and 7.3% annually in the past 3 years. Unit rents across Greater Melbourne, Greater Geelong and the suburb of Geelong are now highly comparable.

Figure 14: Median Unit Rent 2023, Average Annual Rolling

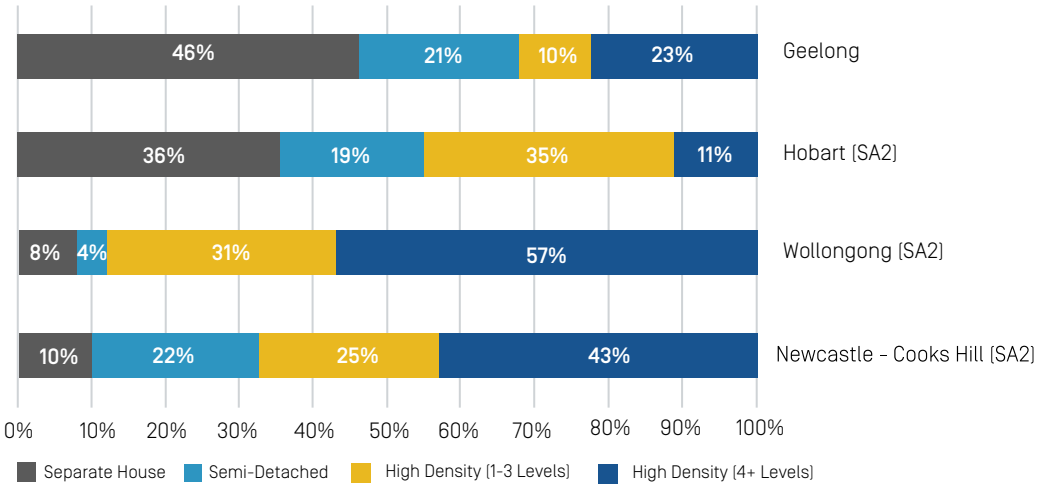


Source: SQM, Charter Keck Cramer

Dwelling Composition

Geelong's apartment market when compared with other major regional centres such as Newcastle and Wollongong can be considered at an incipient stage of evolution. The central areas of Newcastle and Wollongong are home to significant resident populations and significant numbers of apartments that at 2021 comprised over 75% of dwelling stock. Over time, the residential structure of Central Geelong will more closely resemble those of Newcastle and Wollongong in which the city centre is a more intense mixed use recreation, residential and commercial location. The price, rental and vacancy fundamentals to support apartment development are discussed as follows.

Figure 15: Dwelling Composition Comparison, Geelong, Hobart, Wollongong, Newcastle - Cooks Hill

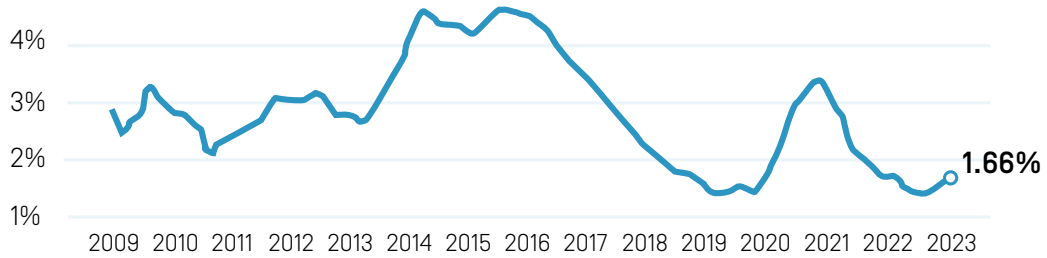


Source: ABS, Charter Keck Cramer

Rental Vacancies

At 2023, the suburb of Geelong recorded a vacancy rate of 1.6% which is well below what is considered market equilibrium of 3%. Fundamentally, the Central City's existing rental stock is likely to face significant challenges in accommodating further increases in demand be it from workers, students and existing residents without new housing supply.

Figure 16: Vacancy Rates, Rolling Average



Source: SQM, Charter Keck Cramer

Residential Pipeline

Extremely tight vacancy, rising prices, supportive land use conditions and a changing Central City has seeded the conditions for Central City apartment growth.

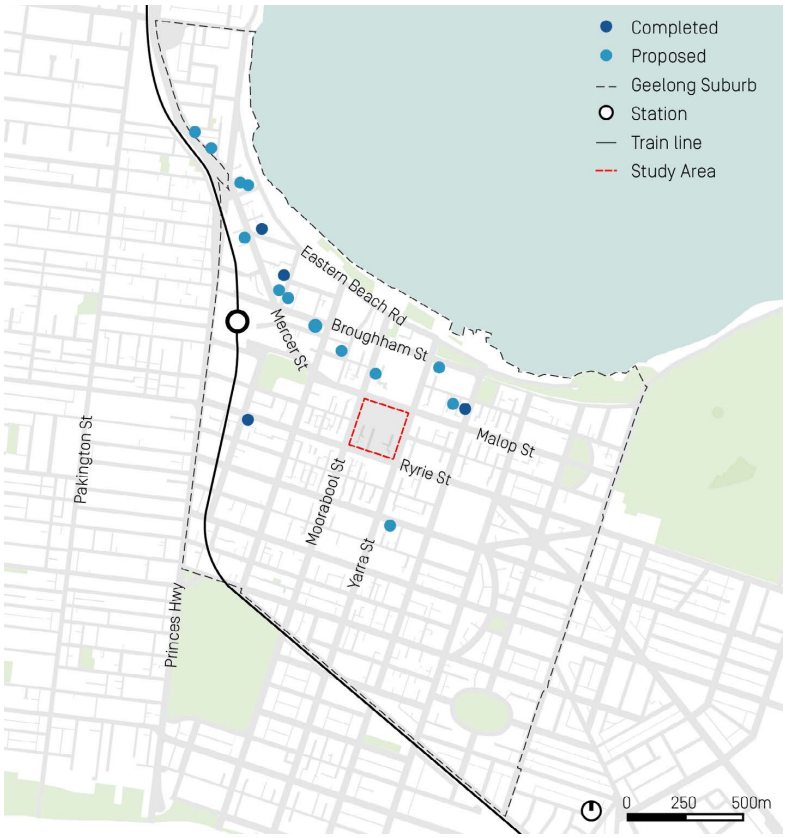
Over the past 3 years the City has seen the ongoing sale of existing apartments and off the plan apartments within the Central City at values ranging between $480k to $ 3 million.

Table 1: Median apartment prices Geelong 2021 to 2023

Type	Median	Rate ($/sqm)	Size
1 Bed + 1 Bath	$ 476,000	$ 9,954	60
2 Bed + 1 Bath	$ 570,000	$ 8,198	64
2 Bed + 2 Bath	$ 740,000	$8,589	88
3 Beds	$ 1,215,000	$ 9,192	121

Relatively high square metre value rates have created favourable conditions for apartment development as is evident in the City's existing pipeline of apartment supply. The Central City residential development pipeline now incorporates approximately 850 proposed and approved apartments in 15 projects. The steady delivery of these projects will ultimately further establish apartment living in Central Geelong while spurring hospitality and service demand.

Figure 17: Residential Development Pipeline

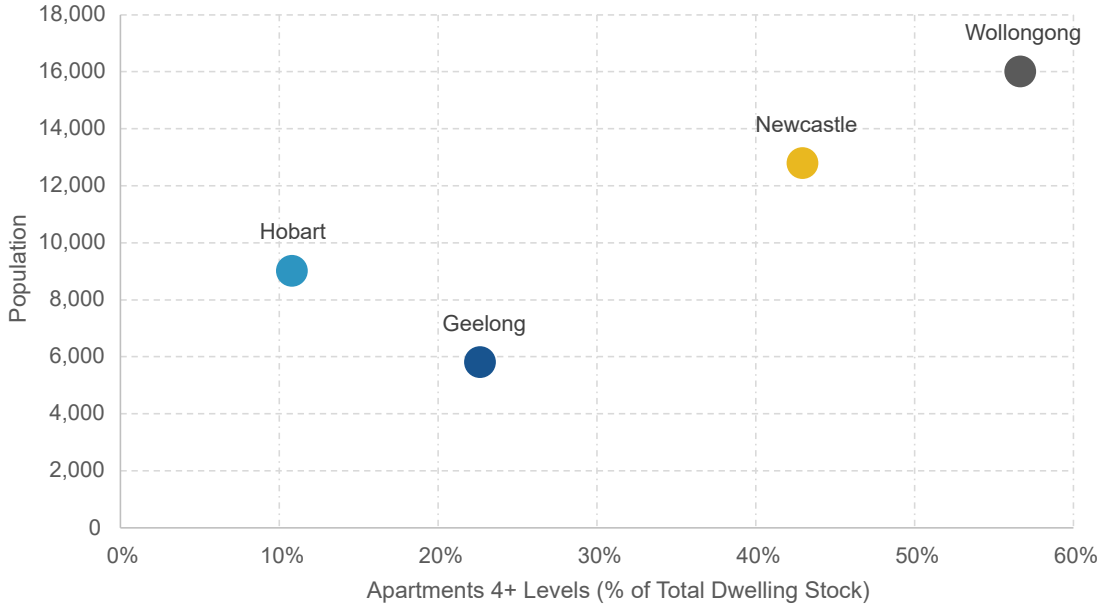


Source: Charter Keck Cramer

Over the long term as the City of Geelong and its Central City grows, the number of households living in apartments will grow in accordance with comparable cities. The Central Geelong Land Use and Market Assessment (SGS Planning and Economics) provides housing and population projection scenarios for the Central City. According to the market assessment, under base case assumptions the Central City is project-ed to experience demand for a further 2040 dwellings to 2050 and approximately 4200 dwellings under high growth assumptions. Base case projections equate to average annual dwelling growth of 93 dwellings per annum while high growth assumptions equate to 140 dwellings per annum. A high proportion of these dwelling will be delivered as apartments.

A key risk for residential demand is competition provided by nearby Northern and Western Growth Areas which as single detached housing markets are able to compete for households based on space and price. House price, population, student and employment growth in Greater Geelong, however, establish the conditions for a more diverse housing market that includes a variety of detached, semi-detached and apartment dwellings for a range of households as has occurred in equivalent regional cities such as Wollongong and Newcastle.

Figure 18: Apartment maturity



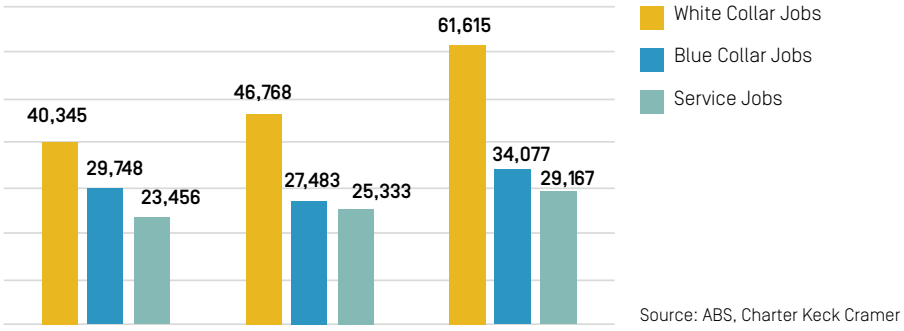
1.7.2 Commercial Market Overview

Greater Geelong is home to a growing health, public service, construction, insurance and advanced manufacturing sectors which for workers and young families elevates the City's attractiveness as a location to prosper. A decade after the decline of the City's heavy industry sector following the closure of Ford's manufacturing facility in 2013 and Alcoa in 2014, the City's economy has adapted via the agglomeration of new social service and insurance industries and the growth of population focused services and construction.

Greater Geelong's growing knowledge and service economy is exemplified by local white collar jobs growth which over the last decade has led the City's employment growth. At 2021 there were near on 61,500 white collar jobs across the City up by 32% since 2016 and 53% since 2011.

White collar jobs growth has been propelled by the attraction and growth of major institutions in and around Central Geelong which is now home to Deakin University, Barwon Health, and the head office operations of the Traffic Accident Commission (TAC), Worksafe, the National Disability Insurance Authority (NDIA), and GMHBA. The clustering of insurance activities in Greater Geelong is helping attract a range of ancillary professional and social service providers to establish services in the city. For the 2017 to 2021 period, the number of professional service businesses in the City grew by over 360 businesses to 2,317 businesses.

Figure 18: Employment by Sector 2011-2021



Source: ABS, Charter Keck Cramer

It follows that the expansion of the City's professional sector has been concurrently supported by the expansion of the City's commercial office sector which over the past decade has added over 62,000 sqms of A-Grade office space primarily for state and federal government tenancies.

Figure 19: Government Head Precincts in Geelong



NDIS - 15,000 sqm (2019)



Worksafe - 15,000 sqm (2017)



TAC-10,000 sqm (2019)



GMHBA - 10,000 sqm (2022)

To date, government investment has spurred Central City office investment and associated employment growth. A key risk and opportunity for the growth of office market demand is the attraction of private sector tenancies which may require smaller floor plates than public sector tenancies and greater market incentives. The current pipeline of proposed office development generally focuses on mixed use development that includes smaller commercial floor areas. It is also important to note that as part of the growth of the Central City, substantial demand for health and education floor space is projected some of which will inevitably require dedicated office space underpinning Central City office demand.

At present, the Central City is subject to 9 proposed or approved development proposals that include the addition of commercial office floor space. Many of these proposals are within mixed use settings in which office, retail and a range of other uses including community, childcare, accommodation and residential uses are proposed.

Figure 20: Office Supply Pipeline



Source: Charter Keck Cramer

Future Outlook

According to The *Central Geelong Land Use and Market Assessment* (SGS) at 2020 Central Geelong supported 22,900 jobs representing 19% of jobs across the municipality. The market assessment projects employment growth for the Central City under both base case and upside conditions to 2050. Under base case conditions the assessment anticipates that the Central City maintains its share of municipal employment into the future which results in Central City employment growing to 38,500 jobs to 2050. The high growth scenario anticipates that the Central City will grow its share of employment to approximately 20% of municipal jobs resulting in Central City employment growing to 49,000 jobs by 2050. The base case projection to 2050 entails average annual jobs growth of 520 jobs per annum while the upside scenario entails growth of approximately 870 jobs per annum.

In all scenarios the projections anticipate an increase in the absolute number of health care, finance and insurance, public sector and education jobs in the Central City which aligns with the Central City's existing employment mix and recent jobs growth trends.

The Central Geelong Land Use and Market Assessment (SGS) translates projected jobs growth into floor space demand for a broad range of asset classes including retail, accommodation and office. Under the base case scenario, demand for an additional 47,000 sqm of office floor space is projected in the Central City to 2050 while under high growth assumptions demand for an additional 139,000 sqm of office space is anticipated. The Central City currently supports over 268,000 sqms of floor space for office uses.

Table 1: Office Floorspace Projections

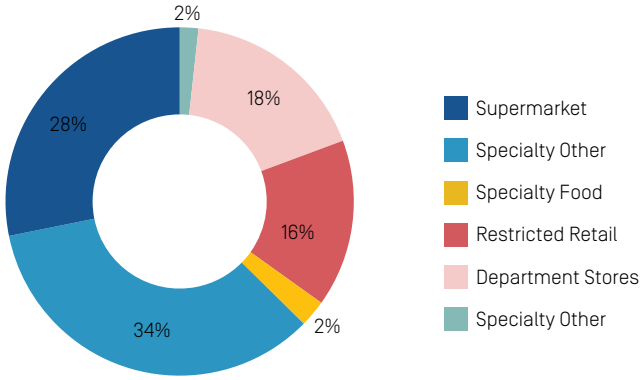
Projections	Total Floorspace (2020)	Base Case (2050)	Upside (2050)	Optimistic (2050)
Office	53,280	+92,180	+139,432	+160,129

Source: SGS Economics and Planning, Central Geelong Land Use and Market Assessment

1.7.3 Retail Market Overview

Retail Floorspace

Figure 21



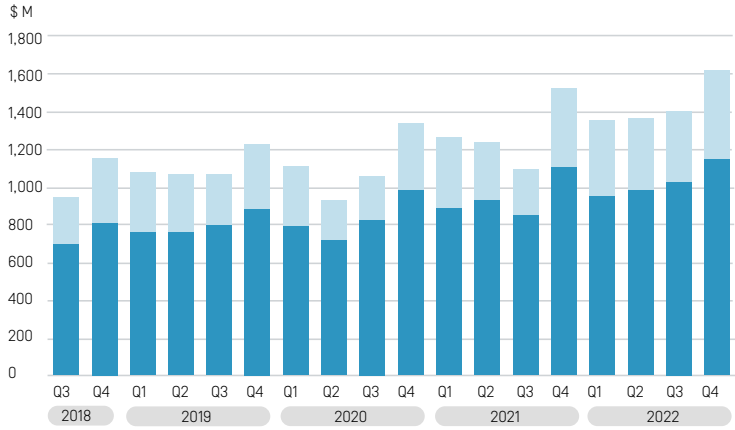
Source: City of Greater Geelong Retail Strategy

The Central City has traditionally functioned as the City's core retail Precinct. Changes in household expenditure patterns and competition from other potentially more convenient locations however has seen the retail role of the Central City undergo significant change.

At 2018 the Central City supported approximately 187,000 sqm of retail floor space of which 14% (25,985 sqms) was vacant.

Retail Expenditure Growth

Figure 22



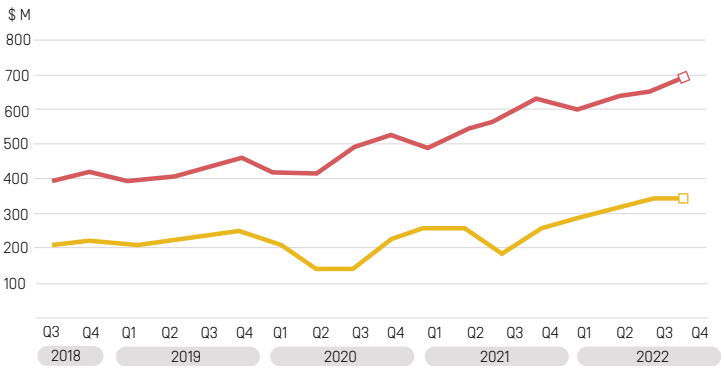
Source: Stats Centre – Expenditure Data City of Greater Geelong; Spendmapp by Geografia

The City recorded a total of $1.6 Billion retail exependiture in December 2022 an increase of 5.9% compared with 2021. Residents contributed 70% of expenditure within the municipality, whereas visitation contributed 30%.

Overall, the trendline indicates a growing expenditure market, as population and employment continues to grow, the expenditure pool will grow simultaneously attracting new businesses, housing and employment.

Online Disruption

Figure 23



Source: Stats Centre – Expenditure Data City of Greater Geelong; Spendmapp by Geografia

Residents spent $697.9 million online in the December 2022 period, resulting in an annual increase of 10.7 percent.

As online retailing continues to expand, physical retailing must personalise and create an interactive and immersive experience for in-person shopping. This means placing emphasis on urban design, streetscape amenity and in-store experiences to attract physical presence. Destination appeal will be key in attracting in-store visitation.

Experience Retail

The growth of online shopping and big box retail centres is disrupting the historic role of city centres and self contained shopping centres. Shopping precincts and centres such as Geelong's City Centre need to change in order to provide a compelling reason to attract visitors and local consumers.

Globally and nationally, major retail locations are focused on integrated mixed use development as a means of creating retail environments that incorporate multi-layered experiences for a range of budgets. In practical terms, the development of mixed use precincts generally entails the incorporation of office, dining, residential, meeting, recreation, entertainment and service uses in an environment in which the sensation of consumption is emphasised over physical possession.

For retailers responding to the impact of online and out of centre retailing, careful curation of mixed use locations in a vibrant LIVE WORK PLAY environment aims to deliver economic benefits by:

- **Increasing the frequency and length of stay:** Diversifying attractions and uses aims to encourage longer and more frequent visitation contributing to overall expenditure growth. Diversity may also enable greater night and weekend trading.

- **Broadening markets:** Multi-layered environments enable consumers to fulfill multiple needs in the same location in the same visit. Additionally, more diversity encourages more diverse consumers and thereby spending across a greater range of retail and service categories at different budgets.

- **Facilitating a positive trading atmosphere:** By curating a more immersive and multi-dimensional experience through well designed spaces and events, mixed use environments can facilitate a positive atmosphere that entices consumers to spend more and return more often while also boosting the number of future visits to a location.

For major retail landlords and investors the creation of vibrant Live Play Work environments in previously single dimension shopping precincts is increasingly an overarching aim. Notably, the shopping centre group Vicinity currently allocates 85% of its development capital to the development of major mixed-use opportunities exemplified by the recent completion of the Social precinct in the Chadstone shopping centre. The Social Precinct is a new dining and entertainment precinct that further diversifies Chadstone shopping centre which now incorporates hotel and commercial office uses and may ultimately include residential uses. Other examples of new mixed use precincts include Elizabeth Quay in Perth, Bowen Hills Regeneration Project in Brisbane and Canberra's Majura Park, Quay Precinct Towers in Sydney.

Future Outlook

The Central City currently supports a significant agglomeration of national and international retailers. Nonetheless, there is potential for expansion as the City, at present, does not include a number of major retailers including David Jones, H&M, Uniqlo, and electronic providers such as Apple and Samsung.

The Central Geelong Land Use and Market Assessment (SGS) anticipates ongoing retail growth within the Central City as detailed in the table below.

Table 2: Retail Floorspace Projections

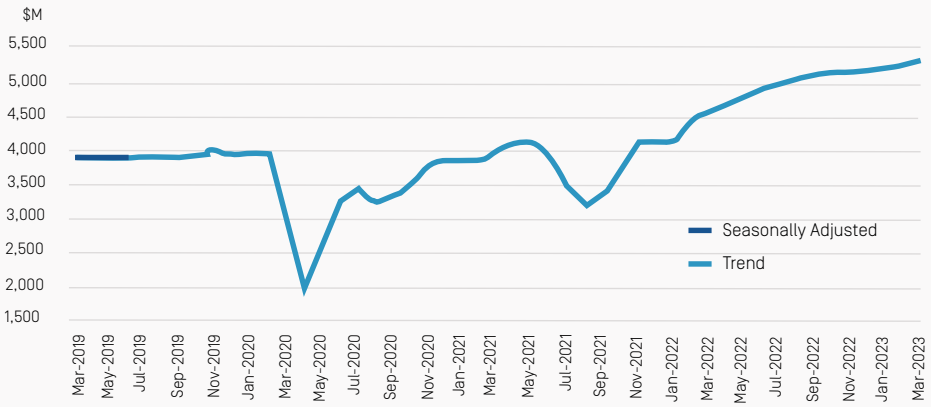
	Total Floorspace (2020)	Base Case (2050)	Upside (2050)	Optimistic (2050)
Retail (sqms)	161,231	+34,170	+78.200	+83,200

Source: SGS Economics and Planning Central Geelong Land Use and Market Assessment

The Food Economy

A critical anchor of emerging mixed use shopping precincts is the focus on food as both an essential but also leisure consumption activity. While consumption in other retail categories have flat lined or declined in the post Covid era hospitality expenditure has continued to grow as a seemingly ingrained component of national consumer culture.

Figure 24: Cafe, food and takeaway services



Source: ABS, Retail Trade, March 2023

The development of Live Play Work environments seek to replicate the format and atmosphere of leading eat streets and destinations such as Degraves Street and Centre Place in Melbourne's CBD, Vardon Avenue in Adelaide's CBD and Riverside Market in Christchurch, each of which are leading consumer and visitor experience destinations. The Quay Precinct Tower redevelopment in inner Sydney, for instance, will introduce new laneways to support fine grain retail and hospitality uses activating the ground plane of a comprehensive mixed use development.

As the City's visitor economy and population grows the depth of consumer demand for hospitality uses will inevitably grow creating the expenditure drivers to expand the City Centre's growing eat street culture that has already taken root along Little Malop Street. After food and grocery, restaurant/café/takeaway expenditure is the second largest retail expenditure category in Greater Geelong with an estimated per capita spend of $1,708 in 2016. According to *The City Of Greater Geelong Adopted Retail Strategy (2020)* resident restaurant/café/takeaway is projected to grow to $2,188 by 2036. As a result, restaurant, cafe and take away expenditure is expected to grow by over $360 million per annum to 2036.

Food and grocery consumption, like hospitality expenditure, is proving resilient in changing economic conditions. Food and grocery expenditure is Greater Geelong's largest retail category which was estimated at $3,415 per person in 2016 and is expected to grow to $4,164 per person by 2036. As the Central City evolves the expenditure pool for food and groceries by the City Centre's in situ population, visitors, students and workers is also projected to expand, underpinning potential fresh and packaged food focused floor space expansion in the Central City. According to the retail strategy current food and grocery expenditure will grow to $1.46 billion per annum in 2036 from $810 million in 2016. Notably, a high proportion (38%) of projected retail expenditure is projected to occur in Central Geelong equating to $554 million spent on food and groceries in the City Centre by 2036.

Developing a Food and Hospitality Precinct

The growth of food and hospitality culture and associated projected pre capita expenditure growth mean that food and hospitality is increasingly the anchor point of contemporary shopping centres.

Successful food precincts curate an eat, shop and explore environment that attracts a high density of people day and night. The essence of successful precinct entails:

- Placemaking: successful food experiences need exceptional placemaking which includes a visually appealing location that invites repeat visitation
- Hospitality mix: the mix of restaurants and cafés needs to be curated to ensure night and day activation and an offering that is compelling and on trend for consumers
- Sustainable floor space: the developer needs to define a sustainable volume of food and hospitality floor space to ensure high levels of occupancy and activation (and conversely limited vacancy).

A fresh food market might be part of the overall mix of a future food and hospitality precinct. The Queen Elizabeth, South Melbourne, and Adelaide Markets have each been trading for over 100 years. These markets are both tourist destinations and, for a cohort of local residents, an essential weekly food shopping destination. Over time these markets have reinvigorated and expanded the market concept to include a curated blend of fresh food, produce, dining offers, cooking classes and programmed events.

As will be seen shortly, Market Square redevelopment option 2 includes the recreation of Market Square's historic role as a fresh food market. This option anchors the renewal of Market Square in the food and hospitality economy where, as discussed above, food is central to urban lifestyles. Within the option, the merger of events space, dining and fresh food provides for overlapping experiences of night markets, holiday events and seasonal promotions for visitors and residents to drive the local economy.

The concept of reintroducing a fresh food market, however, entails both risks and benefits as detailed below.

Challenges	Benefits
• Establishing a new network of diverse market stallholders and suppliers that appeals to residents and visitors will take time and significant curation and management. • The market will need to be of sufficient scale to support a diverse mix of traders to appeal to a breadth of customers while not so big as to result in numerous vacant stalls. • The initial phase of the market is likely to be challenging as the market builds credibility in the eyes of stallholders and customers. • Experienced, committed and long term management will be required to carefully curate stallholders and programme experiences and ensure high standards of visual presentation.	• Over time the market will attract highly committed regular customers as is evident in other markets. • The successful delivery of a market enables the potential to overlap events, dining and fresh food experiences. • A new market would, moreover, establish a new visitor destination in the city comparable to the function of other major markets.

1.7.4 Hotel Market Overview

Prior to the COVID-19 pandemic, visitation to Greater Geelong was increasing at an annual average rate of 5%. Lockdown isolation measures disrupted the City's visitor market. In the 2021/22 financial year, there were 2.6 million domestic day trips, 3.3 million domestic overnight stays and 93,000 international visitors.

Following the elimination of restrictions visitation numbers have begun to rebound. Over the next two decades, supported by the City's unprecedented private and public infrastructure pipeline, the City is forecast to double visitation spurring hotel and short stay demand. Notably, the City's *Sustainable Destination Master Plan 2022* identifies a lack of quality 4-5 star accommodation as a key impediment to tourism growth as well as the capacity of the City to attract and house key workers in its tourism sector.

The *Central Geelong Land Use and Market Assessment (SGS)* provides a projection of accommodation demand. At 2020 the study identifies approximately 29,300 sqms of accommodation space in the Central City. Under base case assumptions demand for an additional 16,000 sqm of accommodation space is projected in the Central City to 2050 (approximately 260 rooms) while under high growth assumptions a further 41,500 sqms of accommodation space is projected (approximately 675 rooms).

In the recent past 2 new accommodation facilities were delivered in the Central City adding approximately 300 new hotel rooms which are said to represent the first new accommodation facilities within the Central City in over 20 years (Accommodation News 4 May 2017). At present there are 4 proposals in the Central City that include proposed high quality hotel accommodation that have the potential to provide in excess of 300 new hotel rooms. This suggests demand has exceeded existing projections.

Figure 25: Greater Geelong Visitation

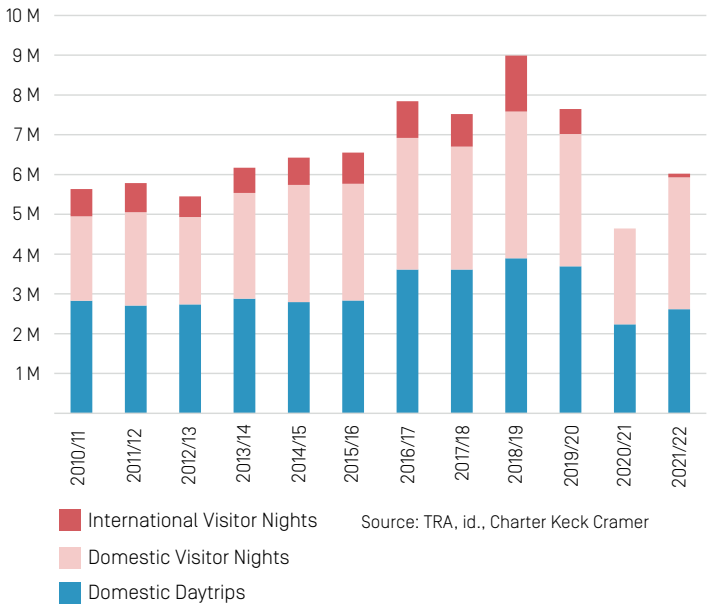


Figure 26: Hotel Supply Pipeline



Table 2: Hotel Supply Pipeline Central Geelong

Name	Address	Status	Description
Holiday Inn	38-44 Ryrie Street	Completed	Development of a multi storey (52 metre) building comprising of basement car parking, retail, 109 apartment dwellings and residential hotel. Hotel to be operated by the Holiday Inn group and will incorporate 180 rooms, as well as sky lobby, pool, gym, restaurant, bar café
R Hotel Geelong	10 Bellarine Street Geelong	Completed	Self-contained dwellings and hotel experience with a total of 128 rooms and apartments. It has a 4 1/2 star rating.
Quest Geelong Central	71-77 Gheringhap Street Geelong	Under Construction	Development of a 14-storey building plus 3-level basement, comprising ground level retail, 46 serviced apartments and 63 dwellings and reduction in car parking requirements.
Unknown	20-22 Bellarine Street, Geelong	Approved Permit (Works not commenced)	Development of a multi-storey building with serviced apartments (number not specified).
Novotel Geelong	10 Eastern beach Road, Geelong	Approved Permit (Works not commenced)	Existing 109 hotel rooms will be upgraded with an extra floor extension of 22 rooms.
Cunningham Place	35 Corio Street, Geelong	Approved Permit (Works not commenced)	Construction of a 19 storey building to be used for 46 dwellings, 168 hotel rooms, office, childcare centre, medical centre, place of worship, supermarket and retail.

Source: Charter Keck Cramer

PART 2: MARKET SQUARE RENEWAL ASSESSMENT

CHARTER. KECK CRAMER

28

2.1 Market Square Central Geelong's Most Significant Opportunity Area

The approval of the Central Geelong Framework Plan in March 2023, coupled with the ongoing demographic and economic transformation of Geelong City establishes the pre-conditions for the renewal of major redevelopment sites in Central Geelong.

Market Square is one of the most significant renewal sites in Central Geelong with the potential to catalyse land uses and investment in the heart of Geelong City. MGS has developed a series of renewal options for Market Square that demonstrate the urban uplift and transformation potential of Market Square under newly introduced land use planning controls and the broader vision for Central Geelong as articulated in the Central Geelong Framework Plan.

The following assessment evaluates the underlying commercial merit of the MGS Market Square renewal options. The analysis focuses exclusively on the subject area indicated in the map below.

The 1.7 hectares Market Square site might be considered to be Central Geelong's most significant redevelopment site in its scale, location and its potential to leverage and catalyse change and growth in the heart of Geelong.

The approval of *the Central Geelong Framework Plan* on March 2023 establishes the planning framework to renew the central city as a vibrant mixed use residential, service, recreation and visitor destination in accordance with the ongoing growth of Geelong City as one of Australia's leading regional cities and Victoria's second largest city.

Figure 28: Subject Site



Source: Charter Keck Cramer

The Framework establishes the land use planning conditions and built form settings for Market Square to be re-imagined as a more active and diverse location in tune with the Central City's growing commercial office, residential, tourism, health and education uses. A re-imagined Market Square has the potential to include:

• Land mark buildings – that create visual prominence, honour the site's built heritage and represent a high standard of design in a changing urban context.

• Institutional and innovation uses - the site has the potential to support high quality large format commercial floor plates that have the potential to attract new institutional uses to the heart of Geelong supported by transport accessibility.

• A new residential community – the site incorporates the scale and amenity to diversify the City's housing choice, particularly for its burgeoning younger households, key workers and aging households. Market Square encompasses the scale of redevelopment land to deliver a unique high amenity, high density community.

• A visitor destination – an intensive mixed use community encompassing a large in situ residential community, a commercial office workforce, high quality hospitality infrastructure and enterprises and hotel accommodation has the potential to become a new node in the City's visitor economy.

The following explores how the above have been translated into a series of Market Square renewal options.

Market Square Redevelopment Options

The underpinning cultural, environmental and physical history of Market Square and its potential to support the reinvigoration of Central Geelong through its physical transformation into a retail, visitor, service and residential destination has been depicted in three distinct renewal options guided by an overarching renewal vision:

Market Square Quarter will be the thriving heart of Geelong as it grows into the future, with Malop Central reinvigorated as an accessible, vibrant urban square that celebrates Wadawurrung culture where all residents and visitors feel welcome and safe.

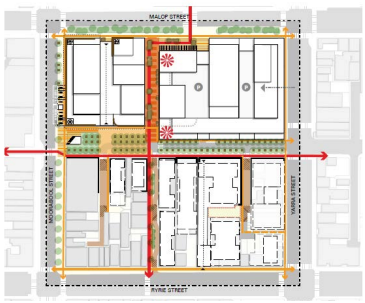
The renewal options share a number of underlying similarities and key differences. Specifically, each option comprehensively reimagines Market Square as a transformed location with a greatly increased gross floor area that supports a far wider variety of land uses then is currently the case. Each option, nonetheless, provides a different reimagining of public space, economic and residential land uses, cultural heritage, physical connections, and pedestrian priority.

Urban Design Outcomes

Each renewal option envisages a vastly improved public realm that to varying degrees incorporate built form outcomes that:

- Introduce new north south accessibility via new lane way connections
- further activate Little Malop Street as a public place of gathering and activity
- prioritise pedestrian mobility
- enhances light penetration
- pacify vehicle movements
- create a more permeable location that leverages the gravitional north south pull of major retail assets to the site's north and public infrastructure to the site's south and west.

01 Malop Heart



The option is distinguished by its relative balance of commercial, residential and retail uses and its emphasis in activating the western portion of the site through a new lane way connection, the introduction of an eat street and the introduction of public realm infrastructure to support public gatherings and performance.

Union Street is extended to Malop Street via the delivery of a new north-south connection between Little Malop and Malop Streets resulting in a continuous north-south connection between Ryrie and Malop Streets.

The new north-south laneway connection is identified as a food and hospitality street (Eat Street) at the foot of new accommodation, residential and office uses.

New performance space infrastructure is introduced at the intersection of Little Malop Street and the new north-south lane way.

New performance space and hospitality space concentrates activity and movement at the western end of the site.

A new forecourt is introduced at the intersection Malop Street, the new eat street lane way and the central pedestrian crossing.

Taller forms bookend the site at both its western and eastern edge while a mixture of buildings of different footprints and scales are proposed throughout the site's centre.

02 Malop Market



This option is distinguished by its focus on the recreation of historic uses and connections, and the delivery of an extensive office sector in the heart of Central Geelong.

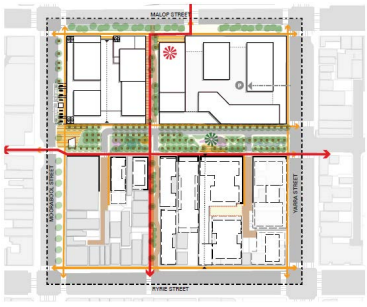
The option recreates the historic market role of Market Square to reintroduce a fresh food market into the heart of Geelong supported by high density commercial, residential and accommodation development.

The renewal includes two new north-south connections that restore historic north south streets. This includes a new connection at the western portion of the block that replicates the historic form of Jacobs Street and a connection towards the eastern portion of the site that revives the historic route of McCann Street. Option 2 is therefore the most permeable option at the ground plane.

The option includes the introduction of entertainment infrastructure along Little Malop Street along with renewed landscapinig in the public realm.

Larger building footprints and greater mass are proposed to the east of the site while the west of the site achieve's a lower rise fine grain outcome in and around the proposed fresh food market.

03 Malop Village



This option is distinguished by its introduction of a new and substantial residential community in the heart of Central Geelong while creating passive recreation space and amenity for the new community and visitors.

The option extends Union street to Malop street through the creation of a new north-south laneway link whilst also expanding the eastern portion of Little Malop Street resulting in a green corridor between Moorabool and Yarra streets.

The option creates sun filled passive leisure space in the centre of the site whilst creating new north south accessibility.

The option locates taller buildings toward Malop Street with height and massing stepping down toward Little Malop Street to facilitate high levels of light penetration.

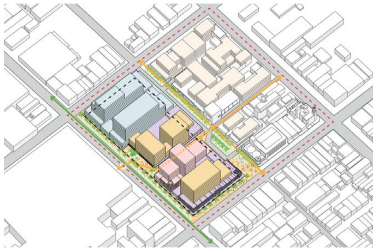
As per option 1 this option introduces a forecourt along Malop Street in proximity to the intersection of the central pedestrian crossing and the new laneway.

The option includes two extensive podium structures limiting options for staging.

Land Uses Outcomes

The renewal options result in approximately the same gross floor area of 96,800 sqms. The role of future floor space in supporting commercial and residential uses differs by option. All options include a similar hotel accommodation floor space of approximately 11,000 sqms.

01 Malop Heart

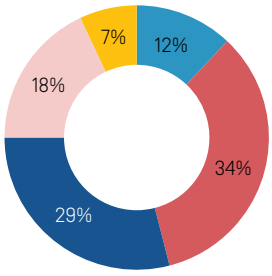


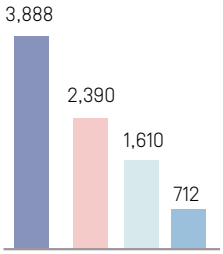
This option is distinguished by its relative balance between commercial, retail and residential floor space uses.

The mixture of buildings proposed for the western and central parts of the site are identified for residential and hotel / accommodation uses, helping to activate the new eat street laneway connection.

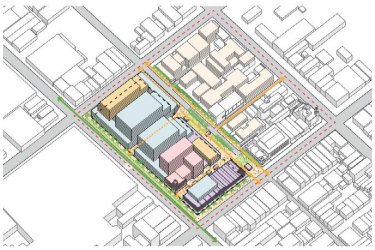
The large format buildings at the eastern edge of the site are nominated for commercial office uses enabling the creation of a new office precinct in the heart of Central Geelong.

Figure 29: Malop Heart Metrics





02 Malop Market

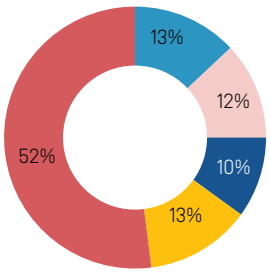


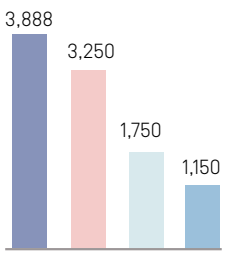
The option is distinguished by its focus on the revival of the site's former role as a fresh food market as well as its focus on the introduction of extensive commercial office uses within Market Square, which comprises over 50% of potential floor space.

The option establishes commercial office throughout the core of the precinct. Residential uses occupy the western edge of the site.

Heritage built form is retained to support hotel uses and Solomon's building at the corner of Malop and Moorabool Streets is retrofitted into a fresh-food market.

Figure 30: Malop Market Metrics





03 Malop Village



This option is distinguished by its focus on residential uses, which are anticipated to occupy approximately 46% of potential floor space.

Residential built form is anticipated throughout the site including supportive car parking. Extensive passive recreation space will support the site's new residential community.

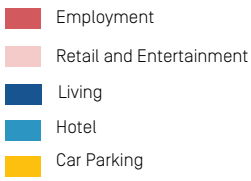
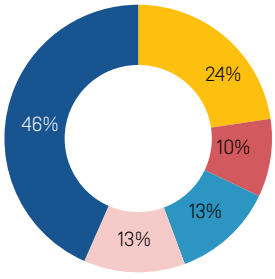
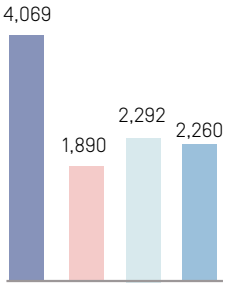
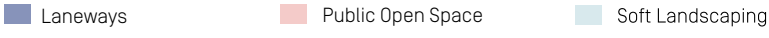


Figure 30: Malop Village Metrics







2.2 Commercial Evaluation Methodology

The following outlines the methodology applied to evaluate the underlying commercial merit of the Market Square renewal options.

As discussed, the scale and location of redevelopable land within Market Square represents a unique renewal opportunity in the context of both the transformation of Geelong City and Central Geelong. The renewal options provide a physical and land use vision for the strategic re-emergence of Market Square as a municipal and regionally significant commercial, services, visitor economy and residential hub.

The commercial attractiveness of each option is determined by evaluating the scale, quality, timing and form of change outlined in each option and the resulting financial benefits that, in turn, might accrue to investors and landholders. To do so, the evaluation seeks to determine the extent to which redevelopment options engender outcomes that increase underlying financial value, frequency of visitation and expenditure and accord with the commercial direction of renewing self contained shopping centres.

For the development to succeed commercially, the developer needs to ensure that future floor space will be absorbed by the market in a timely manner as time is a key influence on financing and holding costs. For developers this typically entails structuring the development form to attract future tenants and purchasers as rapidly as possible. Tenant attraction, the potential absorption of floor space, revenues and financing costs are thus deeply intertwined. As such, in considering the commercial merit of the renewal options the evaluation considers the attractiveness of the renewal options in relation to the priorities of a future developer and the needs of future tenants, investors and owner occupiers.

In this evaluation each option is rated against a series of development objectives:

Commercial Value	Managing Risk	Visitation and Expenditure	Place Making and Development Synergies

Each option is rated against the above objectives. Ratings are indicated by a score of between 0 to 3 with 0 representing limited commercial merit and 3 representing a higher level of merit. The development objectives used to evaluate the options are described as follows:

Table 3: Commercial Evaluation Methodology

Objective	Target	Criteria	Evaluation	Score
Commercial Value	Developer and landholder	Can the cost of developing the renewal option be funded by commercial returns within a reasonable time frame? Does the renewal option maximise commercial returns? Does the renewal option leverage the commercial uplift provided by the Central Geelong Framework Plan?	A high-level residual land value (RLV). A RLV is a land valuation method to assess the maximum price a developer is willing to pay to deliver a commercially viable development. This is used to provide an indication of commercial attractiveness. Commercial Scheme Review Review of comparable schemes in Central Geelong from the past two years Construction costs at 2022	0-3
Managing Risk	Developer and landholder	Can the floor space identified in the option be absorbed by the market within a commercial time frame? Does the option incorporate flexibility to enable management of financial and construction risks? Does the option rely on attracting a disproportionate market share?	Evaluation of historic commercial and residential floor space absorption Projected floor space demand as per the Central Geelong Land Use and Market Update (SGS) and implied annual absorption rates	0-3
Visitation and Expenditure	Future commercial tenants, owner occupiers and investors	Does the renewal option facilitate a new commercial identity and create a new urban destination that invites expenditure and visitation? Does the option support increasing volumes of activity and visitation? Does the renewal option integrate the site with surrounding destinations enabling the site to leverage from activity and events in nearby destinations and the broader evolution of Geelong's Central City ?	In situ resident, visitor and workforce projections Activation and destination creation initiatives Opportunities for multi-directional movement and urban linkages	0-3
Place Making and Development Synergies	Future commercial tenants, owner occupiers and investors	Does the renewed environment signal a new standard in high density living and amenity in Central Geelong? Does the renewal option support the workforce amenity and a new sense of address for a future workforce, industry and tenants? Does the renewal option support the diversification and clustering of new uses? Does the renewal option support capital and value growth for investors and future owner occupiers ?	Review of place making and amenity initiatives Review of proposed location and blend of uses Review of attributes that will support increased land and floor space values	0-3

Source: Charter Keck Cramer

2.3 Market Square Renewal Options - Commercial Evaluation

The following evaluates the commercial implications of each of the Market Square renewal options based on the above methodology.

Option 1: Malop Heart

Malop Heart is distinguished by its relative balance of commercial (31,000 sqm), residential (240 apartments) and retail uses and its emphasis on activation and the creation of opportunities for public gathering.

Table 4: Malop Heart Evaluation

Objective	Criteria	Evaluation	Score
Commercial Value	Can the cost of developing the renewal option be funded by commercial returns within a reasonable time frame? Does the renewal option maximise commercial returns? Does the renewal option leverage the commercial uplift provided by the Central Geelong Framework Plan?	The option is deemed to be the most commercially attractive due to its relatively lower construction costs (which is influenced by its car parking outcome) and its potential speed to market. The option aligns with the form and structure of approved and constructed benchmark development. The option is the lowest cost development option. The option incorporates a mixture of floor space that, in most cases, does not overly rely on attracting disproportionate shares of future floor space demand. Based on high level feasibility analysis the option is considered to be potentially feasible to develop.	2.5
Risk Management	Can the floor space identified in the option be absorbed by the market within a commercial time frame? Does the option incorporate flexibility to enable management of financial and construction risks? Does the option rely on attracting a disproportionate market share?	The mix of uses proposed for the site is in keeping with approved redevelopment schemes. The mix of uses relies on a blend of absorption from different sectors without disproportionally drawing on projected demand for any one land use. The mix therefore is likely to enable the most timely delivery of development when compared with the other development options. The office component represents a risk and relies on the site attracting a significant share (over 50%) of projected Central City Commercial Office demand. Notwithstanding this: as one of the City's most prominent sites, the site is well positioned to a attract a major foundational tenant, the site is well positioned to attract education and health uses, the structure of employment floor space in the eastern portion of the site could support staged commercial office development. The introduction of an eat street is relatively low risk initiative with demonstrated commercial viability in a wide variety of inner urban locations and settings within Australia and New Zealand.	2.5

Visitation and Expenditure	Does the renewal option facilitate a new commercial identity and create a new urban destination that invites expenditure and visitation? Does the option support increased volumes of activity and visitation? Does the renewal option integrate the site with surrounding destinations enabling the site to leverage from activity and events in nearby destinations and the broader evolution of Geelong's Central City ?	The introduction of new dinning, performance and gathering space along with the anticipated dense mixture of office, retail, residential and visitor establishes conditions for the convergence of uses and more frequent visitation and expenditure. The option creates an in situ worker force, resident community and visitor economy of greater than 2,200 people which in itself represents a major in situ market and expenditure pool to boost floor space investment, tenant attraction and day and night time expenditure. The eat street creates a potential day and night economy destination that can draw in visitation from before and after nearby major events and locations. Curated performance spaces likewise will attract visitation.	3
Place Making and Development Synergies	Does the renewed environment signal a new standard in high density living and amenity in Central Geelong? Does the renewal option support the workforce amenity and a new sense of address for a future workforce, industry and tenants? Does the renewal option support the diversification and clustering of new uses? Does the renewal option support capital and value growth for investors and future owner occupiers ?	The renewal option includes significant place making initiatives that will signal a more engaging and active economic and urban identity. The renewal option creates the greatest potential commercial appeal by creating a distinct office, hotel, retail and residential podiums in a dense cluster that are likely to invite focused institutional investment.	3

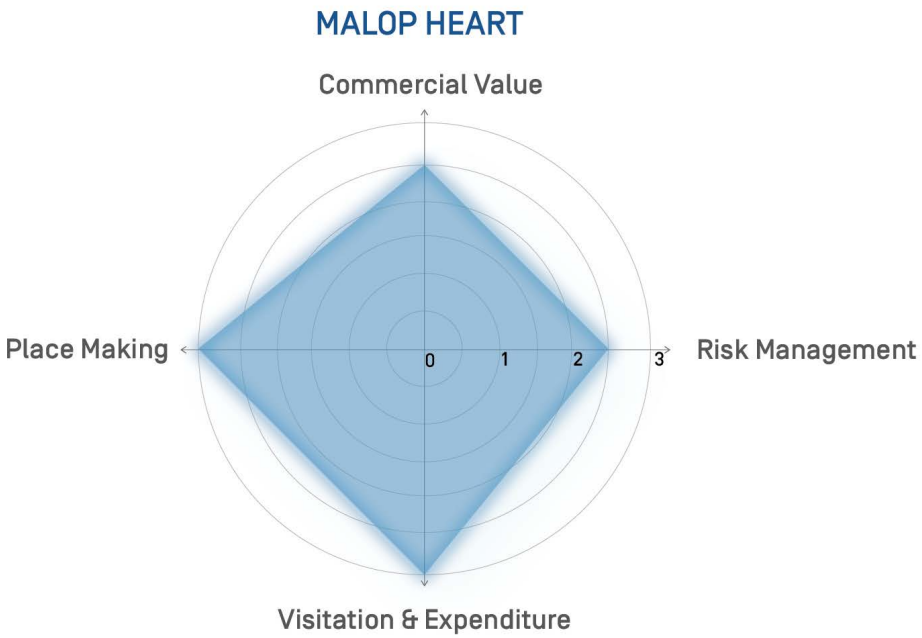
Evaluation Summary Option 1

The option focuses on activation via the introduction of hospitality uses, gathering spaces and the convergence of complimentary commercial land uses.

The option:

- Is the most viable development option based on construction costs, limited car parking, potential revenues resulting from its mixture of uses and potential time to market.
- The option most closely aligns with benchmarked development specifically the mixture of uses align with delivered, approved and under development projects in Central Geelong.
- The project achieves high levels of activation and linkages that are likely to support tenant attraction and investment.
- The project provides a basis to manage risk by not drawing disproportionately on projected Central Geelong market demand.
- Identified office space presents a project risk as it relies on the attraction of a significant proportion of projected future office demand. Notwithstanding this, Geelong has now established a major commercial hub for government services and insurance uses. It is therefore conceivable that the site is well positioned to attract a prominent anchor office tenant given the site's centrality and accessibility.

Figure 31: Malop Heart Radar Diagram



Source: Charter Keck Cramer

Option 2: Malop Market

This option is distinguished by its focus on the re-creation of historic uses and connections including the re-creation of a fresh food market. The option re-imagines Market Square as the City's central office node with over 50,000 sqms of commercial office space signaling the growth and solidification of the City's knowledge economy. The option also includes the development of approximately 90 apartments.

Table 5: Malop Market Valuation

Objective		Evaluation	Score
Commercial Value	Can the cost of developing the renewal option be funded by commercial returns within a reasonable time frame? Does the renewal option maximise commercial returns? Does the renewal option leverage the commercial uplift provided by the Central Geelong Framework Plan?	This option entails the least attractive commercial outcome based on high construction costs, potential revenues and the potential timing entailed in delivery. The option is the most expensive option to deliver. The scheme is unproven in the context of Central Geelong and future floor space demand projections.	1
Risk Management	Can the floor space identified in the option be absorbed by the market within a commercial time frame? Does the option incorporate flexibility to enable management of financial and construction risks? Does the option rely on attracting a disproportionate market share?	The option includes 50,000 sqms of commercial office space. *The Central Geelong Land Use And Market Assessment Update* identifies demand for 47,000 sqms of commercial office space to 2050. As such, the floorspace mix proposed in the option therefore entails significant development risk in relation to the timing and scale of office demand. The projected commercial floor space also greatly exceeds delivered benchmark office development including the new GMHBA office facility (10,000 sqms) and NDIS (13,000 sqms). We note that The Central Geelong Land Use And Market Assessment Update upside scenario identifies demand for 139,000 sqms of office floor space. Current office market sentiment is unlikely to support the scale of office expansion anticipated in the upside scenario. The establishment of a fresh food market entails commercial risk. As discussed, establishing a new network of diverse market stallholders that appeals to residents and visitors will take time and significant curation and management commitment. The market will need to be of sufficient scale to support a diverse mix of traders to appeal to a breadth of customers while avoiding high levels of vacancy. The initial phase of developing the market is likely to be challenging as the market builds credibility in the eyes of stallholders and customers.	1

Visitation and Expenditure	Does the renewal option facilitate a new commercial identity and create a new urban destination that invites expenditure and visitation? Does the option support increased volumes of activity and visitation? Does the renewal option integrate the site with surrounding destinations enabling the site to leverage from activity and events in nearby destinations and the broader evolution of Geelong's Central City ?	The option creates an in situ worker force, resident community and visitor economy of greater than 2,450 people which in itself represents a major in situ market and expenditure pool to give confidence to floor space investment and retail tenant attraction. Given the emphasis on the commercial office sector the option is likely to improve day time activity and expenditure within the site. The option signals a new urban setting largely related to the office workforce. As such, much of the site is likely to be dormant on weekends and at night. The introduction of the fresh food market has the potential to activate the western portion of the site. The operation of the market might coincide with other events to generate convergence and more frequency of visitation and expenditure including a night time economy. This option provides greater accessibility and permeability than option 1. Unlike option 1 this option does not seek to concentrate pedestrian movement to facilitate gathering.	2.5
Place Making and Development Synergies	Does the renewed environment signal a new standard in high density living and amenity in Central Geelong? Does the renewal option support the workforce amenity and a new sense of address for a future workforce, industry and tenants? Does the renewal option support the diversification and clustering of new uses? Does the renewal option support capital and value growth for investors and future owner occupiers	The option creates a new urban identity that honors the past while signaling the creation of a major knowledge worker economy in Central Geelong. Long term commitment may see the emergence of a vibrant market sector and significant local and visitor destination.	2.5

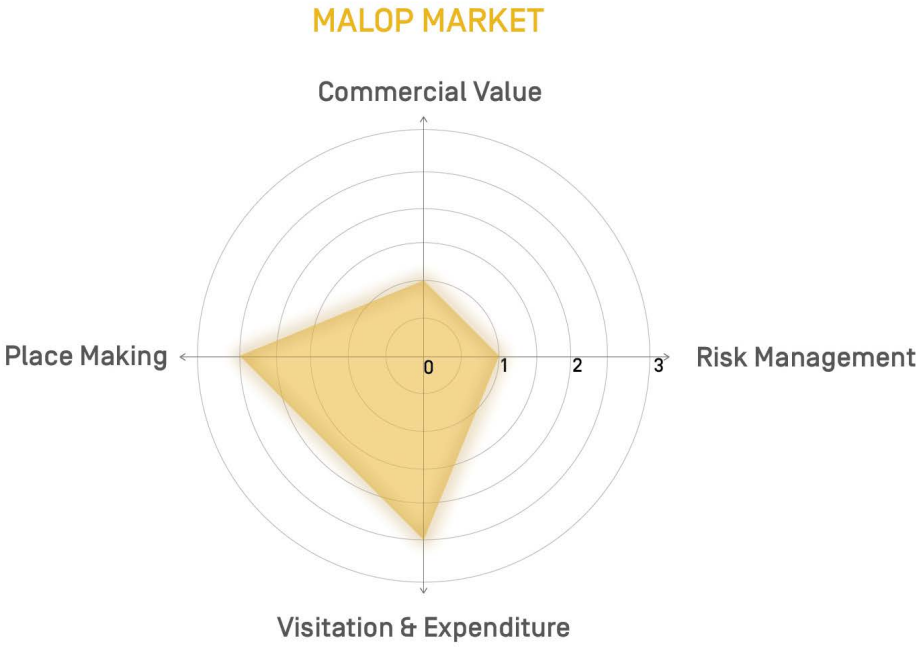
Evaluation Summary Option 2

The option creates a new urban identity that honours the past while signaling the creation of a major knowledge worker economy in Central Geelong.

The option:

- is the least viable development option based on construction costs, car parking provision, potential floor space revenues and potential time to market.
- the scale of commercial floor space anticipated in the option exceeds SGS base case forecast office demand. This creates potential investment risk and potential issues in relation to time to market.
- achieves high levels of activation and linkages that are likely to support retail tenant attraction and investment particularly via the introduction of a major in situ well paid knowledge worker workforce.
- the underlying scheme informing the option is unprecedented in Central Geelong when evaluated against recent approved and delivered development.
- seeks to reestablish Market Square as a major fresh food destination. The successful delivery of a market entails numerous benefits including the potential to overlap events, dining and fresh food experiences. A new market would establish a new visitor destination and over the long term cultivate a loyal and committed customer base. This however will entail long term management commitment to the curation and development of a successful market culture.

Figure 32: Malop Market Radar Diagram



Source: Charter Keck Cramer

Option 3: Malop Village

This option is distinguished by its introduction of substantial new residential floor space (approximately 380 apartments) into the heart of Central Geelong and a resulting new residential community of over 900 residents. The option includes extensive passive recreation space and amenity for the new community and visitors.

Table 6: Malop Market Valuation

Objective		Evaluation	Score
Commercial Value	Can the cost of developing the renewal option be funded by commercial returns within a reasonable time frame? Does the renewal option maximise commercial returns? Does the renewal option leverage the commercial uplift provided by the Central Geelong Framework Plan?	Malop Village generates the second highest economic return. Potential economic returns are limited by relatively high construction costs, substantive car parking and a potentially lengthy development time frame. A developer or build to rent investor that can hold and develop the site over a five to seven year period may be attracted to this option. The underlying economics of the option may also be improved via reduced car parking scheme. While the volume of apartments may be attractive to build to rent development, Geelong's Central City is yet to support large numbers of young high income professionals able to support above market rents typically needed to underpin build to rent investment. It is nonetheless possible that superannuation funds associated with Geelong's insurance and finance sector may be attracted to the site for key worker housing.	2
Risk Management	Can the floor space identified in the option be absorbed by the market within a commercial time frame? Does the option incorporate flexibility to enable management of financial and construction risks? Does the option rely on attracting a disproportionate market share?	The mix of uses proposed for the site is weighted toward residential uses and the creation of a new in situ residential community. The quantity of apartments proposed in the mix significantly exceeds benchmark sites and may entail between 3 to 5 years of marketing to accrue sufficient presales to trigger development. This will therefore require the developer to hold the site for an extensive period. The option entails risk as this scale of apartment demand in Central Geelong is untested. Moreover, other nearby sites with views over Corio Bay are better positioned to attract residential demand. The remainder of the uses proposed in the option represent a relatively low commercial risk.	1.5

Visitation and Expenditure	Does the renewal option facilitate a new commercial identity and create a new urban destination that invites expenditure and visitation? Does the option support increased volumes of activity and visitation? Does the renewal option integrate the site with surrounding destinations enabling the site to leverage from activity and events in nearby destinations and the broader evolution of Geelong's Central City ?	The option entails relatively less activation and destination outcomes than the other options. The option facilitates a new residential community. The option includes accompanying public open space to support passive recreation for the new local community. The option creates an in situ worker force, resident community and visitor economy of greater than 1,700 people which relative to the other options is the most limited in situ head count. The option does not incorporate major activation initiatives or potentially new places of interest or gathering. Comparably, the option therefore entails more limited uplift in visitor frequency. The new in situ community is, nonetheless, of a sufficient scale to support a local retail and night time economy. This option provides greater accessibility and permeability than option 1. Unlike option 1 this option does not seek to concentrate pedestrian movement to facilitate gathering.	1
Place Making and Development Synergies	Does the renewed environment signal a new standard in high density living and amenity in Central Geelong? Does the renewal option support the workforce amenity and a new sense of address for a future workforce, industry and tenants? Does the renewal option support the diversification and clustering of new uses? Does the renewal option support capital and value growth for investors and future owner occupiers ?	The renewal option represents a relatively homogeneous land use option and thereby an option with more limited opportunities for commercial convergence. The largely residential focus of the scheme will ultimately shift the role of the site and provide for greater commercial and retail activation related investment to support the new community.	1.5

Source: Charter Keck Cramer

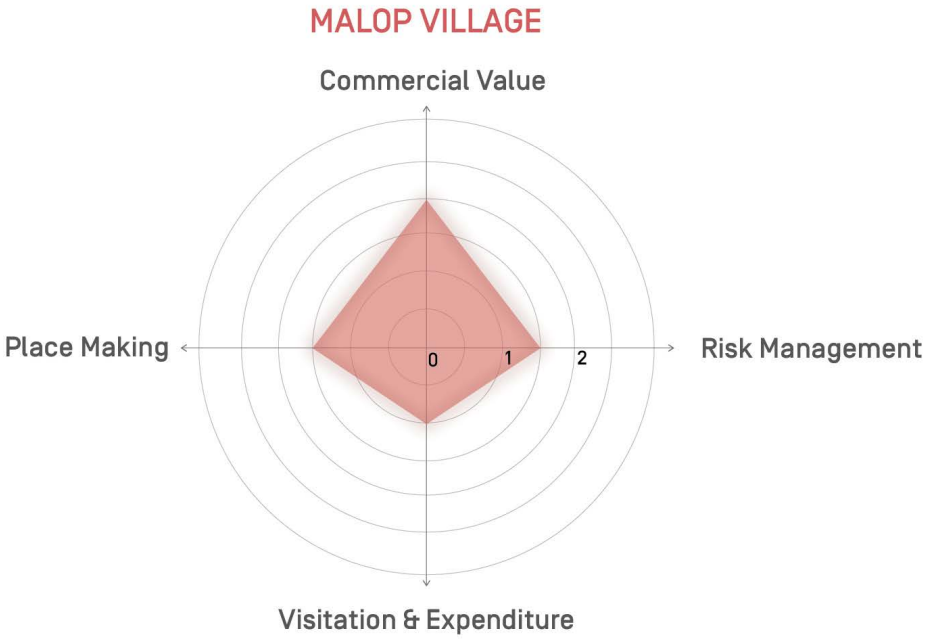
Evaluation Summary Option 3

The option establishes a new residential community in the heart of Geelong with accompanying residential amenity along Little Malop Street.

The option:

- The option is potentially attractive to a developer that is able to hold the land for an extended period and negotiate more favourable car parking outcomes.
- The option includes 380 private market apartments which in the context of Central Geelong is likely to require a relatively lengthy sales and marketing period.
- The scheme may be attractive to a build to rent developer however the underlying metrics to support build to rent in Central Geelong are not yet evident which typically include a growing cohort of young high income professional households able to pay above market rents. This may, however, change as the Central City continues to emerge as a major employment and service centre. Alternatively, the local insurance industry may be attracted to the site for key worker housing.
- The option is unlikely to result in the same level of activation and destination creation as the other options.

Figure 33: Malop Village Radar Diagram



Source: Charter Keck Cramer

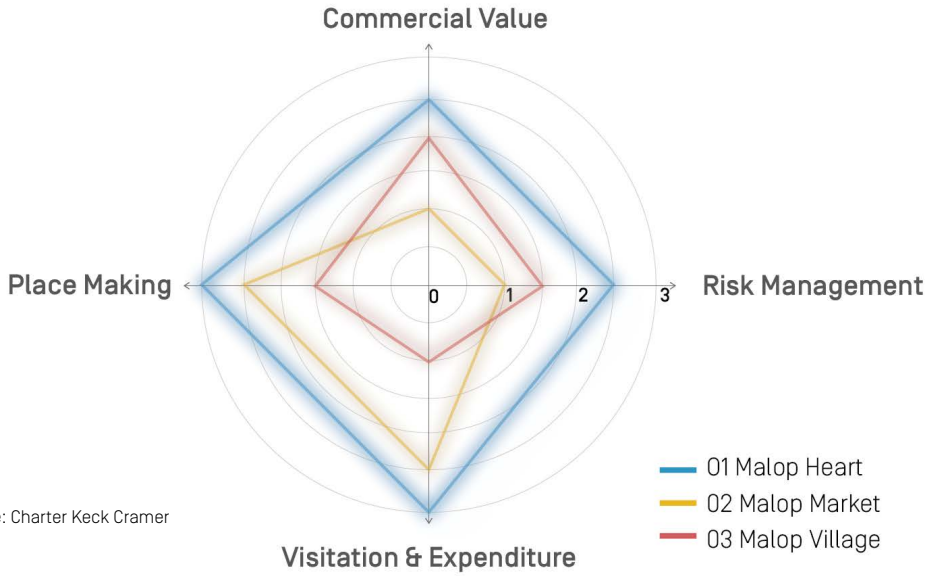
2.4. Evaluation Conclusion

Option 1 Malop Heart: Provides a mix of uses that combine with a range of activation and destination interventions that are likely to stimulate tenant demand and visitor interest. The option is deemed to be the most commercially attractive due to its relatively lower construction costs (which is influenced by its car parking outcome) and its potential speed to market. Apart from the office component, the option does not require disproportionate market support to succeed. As one of the City's most prominent commercial sites, it is conceivable that Market Square could successfully secure a commercial tenant to occupy the identified commercial floor space which might also attract health and education uses. The option most strongly aligns with the vision for Central Geelong as a dense mixed use location that supports the convergence of uses and activity. The option furthermore most closely aligns with the structure of approved and constructed development benchmarks and trends in the redevelopment of self contained shopping centres into dense mixed use facilities.

Option 2 Malop Market: Reimagines Market Square as the City's core office node and a fresh food centre. The scheme entails significant risk for a future developer in both time and cost. The option requires the support of a major institutional office tenants and a retail manager committed to facilitating a fresh food market sector. The successful delivery of a market entails numerous benefits including the potential to overlap events, dining and fresh food experiences. A new market would, moreover, establish a new visitor destination in the City comparable to the function of other major markets. Re-establishing a fresh food market will require a long term vision and commitment by a retail manager.

Option 3 Malop Village: Introduces a new residential community into the heart of Central Geelong and is potentially a highly lucrative option. The option however entails timing risk as the scale of apartments identified in the option is likely to require lengthy marketing and sales. The scheme is therefore suitable to a developer that is able to hold the site for an extended period. The scheme may also be attractive to a build to rent developer however the underlying metrics to support build to rent in Central Geelong are not yet evident which typically include a growing cohort of young high income professional households able to pay above market rents. The option may also attract a key worker superannuation investor particularly from surrounding insurance funds. The option is unlikely to result in the same level of activation and destination creation as the other options and thereby may not be as desirable from a strategic perspective.

Figure 34: Summary Radar Diagram



Source: Charter Keck Cramer

APPENDIX

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Evaluation Assumptions

The project methodology follows a series of analytical steps to assess the commercial merit of each redevelopment option by applying assumptions in relation to yield, construction cost, use, activation, potential market demand and risk in relation to time and cost.

Guiding assumptions have been applied as follows:

- Each option is permitted under current planning controls.
- The analysis assumes that the developer will negotiate with Greater Geelong City Council to incorporate affordable housing within the residential component of the development scheme on a cost basis.
- There is a third party developer that is subject to standard financing and commercial development conditions.
- The site is under single ownership.
- The site will not require remediation.
- The current form of Market Square no longer represents the highest and best value of the site particularly following the uplift opportunity arising from the approval of the Central Geelong Framework Plan.
- Each option is developed by a third party developer.
- The developer requires an industry standard 20% profit margin to ensure return on risk.
- An expanded breadth of uses will stimulate activity, frequency of visitation.
- Commercial, retail and residential floor space demand in Central Geelong will grow in line with *Central Geelong Land Use and Market Update* (SGS Economics and Planning) and id population and dwelling forecasts
- The construction cost of identified floor space has been costed according to Rawlinsons 2022.
- Retail, commercial and residential floor space values are based on 2021 to 2022 floor space rates for Central Geelong .
- It is assumed 5% of the proposed residential floor area will be dedicated to social housing and sold to a community housing provider at cost.
- Costs have been developed for the purposes of this project and are indicative only. Ultimately, development costs will reflect an array of decisions in relation to building materials and built form quality that are beyond the scope of this project. The cost of site works and remediation has not been accounted for. Costs assume mid quality outcomes.
- Heritage facades are retained.
- Car parking outcomes are evaluated according to car parking outcomes specified in each option.
- Assumes 80% building efficiency across all asset classes.
- The current landholders were not consulted during the course of this evaluation and their intentions for the site are not currently known.

Worker and Resident Outcomes

As part of the assessment Charter has translated floor space outcomes specified in each into aggregate worker, visitor and resident outcomes. For all outcomes, the study assumes an 80% building efficiency. Guiding assumptions are detailed as follows.

The options incorporate high density residential development. In investigating residential development outcomes the commercial evaluation assumes the following dwelling mix.

Bedrooms	Mix	Size (Sqm)	Option 1	Option 2	Option 3
3 Bed	25%	110	47	18	76
2 Bed	60%	85	147	55	237
1 Bed	15%	65	52	19	84
		Total Apartments	250	95	400
		Floor Space (sqm)	26,112	9,722	42,000
Total Social or Affordable Apartments (5%)			13	5	20
		Private Market	237	90	380

Source; Charter Keck Cramer

Accommodation Mix

Each option also includes hotel accommodation of which the following is assumed.

Bedrooms	Mix	Size (Sqm)	Option 1	Option 2	Option 3
4 bed	5%	120	4	4	4
3 Bed	10%	90	24	26	26
2 Bed	55%	68	71	75	76
1 Bed	25%	40	22	23	24
Studio	5%	20	22	23	24
Total Hotel Rooms			143	150	153
Floor space			10,956	11517	11752

Source; Charter Keck Cramer

Floor Space Assumptions

Each option anticipates the creation of a new in situ workforce. In calculating the resulting scale of the workforce the following industry standard assumptions are applied.

Type	Floor Space per Sqm
Retail worker per sqm	40
Commercial Office	20
Retail and Service Workers	30

Source; Charter Keck Cramer

Resident, Workforce and Visitor Projections

In light of the above assumptions and analysis, Charter assumes the following in situ worker, visitor and resident totals for each option.

Type	Floor Space Vacancy Assumption	Option 1	Option 1	Option 2
Residential	5%	560	208	901
Office	15%	1047	1716	322
Retail and Service workers	10%	403	308	275
Hotel Residents	25%	205	215	220
Total in situ workers, visitors and residents	2,215	2,448	1,718	23

Source; Charter Keck Cramer

Projected Office Demand to 2050

Projection	Base Case 2020 to 2030 (sqms)	Floor Space per Sqm
Projected net additional office floor space demand	47,300	139,400
Implied annual net demand	1,580	4,600

Source; Central Geelong Land use and Market Update

Absorption Assumptions

The timing of development is critical in assessing risk. Fundamentally, development that requires a lengthy time period to attract demand entails inherent financial risk. To understand time risks for the various options Charter has reviewed the size of the market from which Market Square will need to respond.

In relation to future commercial office uses, Charter has reviewed the Central Geelong Land Use and Market Update (SGS Economics and Planning) to identify projected floor space demand. This has in turn been translated into an implied annual net absorption of demand. Projected commercial office demand and absorption is specified below.

Projected years of office absorption

Projection	Base Case 2020 to 2030 (sqms)	Floor Space per Sqm
Projected net additional office floor space demand	47,300	139,400
Implied annual net demand	1,580	4,600

Source; Central Geelong Land use and Market Update

The net absorption of office space has been applied to the various options to identify the potential time entailed in achieving pre-development commitment. In doing so, Charter has assumed that as one of the most prominent redevelopment site's in Central Geelong Market Square is well positioned to attract 50% of annual office demand at its commencement and that 65% pre-commitment by future tenants would be required to trigger development.

Projected years of office absorption

	Option 1	Option 2	Option 3
Projected commercial office floor space (sqms)	30,790	50,474	9,468
Years of theoretical absorption SGS Base Case	25.3	41.5	7.8
Years of theoretical absorption SGS Upside	8.7	14.3	2.7

Source; Central Geelong Land use and Market Update

The Central Geelong Land Use and Market Update (SGS Economics and Planning) incorporates a range of projections for education and health uses which are consolidating in the Central City. It is likely that future commercial floor space is well positioned to attract health and education uses particularly that the Precinct already incorporates similar uses.

Use	Base Case 2020 to 2030 (sqms)	Floor Space per Sqm
Education	53,280	92,180
Health	246,180	258,190

Source: Central Geelong Land Use and Market Update (SGS Economics and Planning

In relation to residential development, the evaluation considers the months needed for pre-sales to achieve a development trigger of 65% of identified floor space. Resulting time scales are detailed below.

	Option 1	Option 2	Option 3
Private Market Dwellings	237	90	380
SGS Base Case to achieve required pre-sales (months)	30.8	11.7	49.4
SGS Upside to achieve required pre-sales (months)	22	8.4	35

Source: Central Geelong Land Use and Market Update (SGS Economics and Planning

Each of the options specify relatively similar quantities of new retail and accommodation floor space. Projected accommodation and retail demand is assumed to support the retail and accommodation outcomes identified in each option. In relation to retail floor space the study assumes a potential net reduction in retail floor space within Market Square.

Retail and Accommodation Floorspace Demand

Use	Base Case 2020 to 2030 (sqms)	Floor Space per Sqm
Retail	34,170	78,800
Accommodation	16,077	41,570

Source: Central Geelong Land Use and Market Update (SGS Economics and Planning)

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2.2. Mercer, Gheringhap and Bayley Streetscape Masterplan

Source: **Planning and Design**
Acting Executive Director: **Joanne Van Slageren**

Purpose

1. To endorse the Draft Mercer and Gheringhap Streetscape Masterplan for public consultation.

Background

2. This is the first of a series of streetscape masterplans proposed in the Central Geelong Framework Plan and in the draft Revitalising Central Geelong Action Plan Refresh.
3. The purpose of the Masterplan is to provide a clear vision and design guidelines for these streets, as well as a framework for on-going management, maintenance, and decision making.
4. The Masterplan will support planning applications, including potential private sector investment, as well as informing future business cases for Council, State and Federal Government funding.

Key Matters

5. The Masterplan covers the entire length of Gheringhap Street, Mercer Street and Bayley Street.
6. Preparation of the Masterplan commenced in October 2021; the first phase of community engagement occurred in December 2021, with stakeholder engagement (including the Department of Transport, Development Victoria, and the Traditional Owners) occurring from January 2022 to October 2022. The latter occurred alongside various technical work.
7. The Masterplan considers access and movement for all modes of transport; footpath and roadway improvements; intersection arrangements; landscaping and water-sensitive urban design; outdoor dining; public art; as well as safety, access and inclusion.
8. The Masterplan aims to contribute to the character and sense of identity of these areas, as well as supporting greening of the city and our focus on design excellence.

RESOLUTION - Item 2.2

Cr Murrihy moved, Cr Moloney seconded -

That Council endorse the Draft Mercer and Gheringhap Streetscape Masterplan for public consultation for a period of no less than six (6) weeks.

Carried

Financial Sustainability

9. The Masterplan aims to contribute to the area's character and sense of identity, supporting local businesses across multiple precincts.

10. The Masterplan will be implemented progressively over 10 to 20 years through a combination of developer contributions, and potential State and Federal Government funding and business cases for Council funding.

11. The estimated value of the proposed streetscape enhancements is $110,729,000. The total cost includes allowances for phasing of works, design contingency, cost escalation, contract contingency, consultant fees, authorities and headworks charges, public art incorporation costs, and the undergrounding of power assets. This estimate will undergo further review during final design phase following community consultation.

Community Engagement

12. Internal consultation for the project includes Project Working Group and internal review of draft documents.

13. External community consultation for the project includes a community engagement process: a total of 647 letters have been sent to landowners and occupiers along the three streets; three print adverts were placed in local papers; a Have Your Say page has been established; as well as social media posts, online surveys, and an online interactive map to enable the wider community to identify specific sites and provide feedback.

14. Key themes from the community engagement included:

    14.1. Desire for footpath improvements (72 per cent); more trees and landscaping (64 per cent); better street lighting (61 per cent); more rubbish bins and recycling bins (51 per cent); more outdoor dining (45 per cent); more public seating (41 per cent); and more historical information about the city (39 per cent); and

    14.2. When asked to imagine how streets in the study may look in the future, participants suggested Gheringhap Street could look like Malop Street, Mercer Street could become more like Malop Street and Bayley Street could become more like Little Malop Street.

15. External stakeholder consultation included:

    15.1. Workshops and meetings with the Department of Transport and Planning, resulting in the commissioning of traffic modelling to consider the impacts on key intersections and bus movements;

    15.2. Workshops and meetings with Development Victoria to consider how the Masterplan will support the proposed Geelong Convention and Exhibition Centre; and

    15.3. Meetings with the Wadawurrung Traditional Owners Aboriginal Corporation, who lead a site walk to inform key themes and direction for the draft Masterplan.

Social Equity and Sustainability

16. The Masterplan proposes increased opportunities for social gathering through public realm improvements.

17. The Masterplan integrates Wadawurrung history through education, representation, and showcasing of indigenous landscape planting and materials.

18. An overarching goal of the Masterplan is accessibility for all users, ages, genders, and abilities. The proposed consultation process will include all relevant Council advisory groups.

19. The Masterplan is informed by and complies with state and local policy including:

    19.1. The Central Geelong Framework Plan 2023 (DEECA);

    19.2. The Central Geelong Framework Plan: Transport Strategy 2023 (DEECA);

    19.3. Urban Forest Strategy 2015–2025 (CoGG);

    19.4. Environment Strategy 2020–2030 (CoGG);

    19.5. Clever and Creative Future 2017 (CoGG);

    19.6. Our Community Plan 2021–2025 (CoGG);

    19.7. Draft Revitalising Central Geelong Action Plan 2023 (DEECA); and

    19.8. Movement and Place in Victoria 2019 (DoT).

Alignment to Community Plan and Vision

20. This report aligns with Our Community Plan 2021-2025 strategic priority:

    A destination that attracts local and international visitors.
    A fast, reliable and connected transport network.
    Development and implementation of sustainable solutions.
    People feel safe wherever they are.
    Sustainable development that supports population growth and protects the natural environment.

Conflict of Interest

21. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

22. Extensive transport network modelling and traffic assessments have been undertaken to identify and mitigate negative impacts on traffic movements.

23. The Department of Transport and Planning have no endorsed plan regarding the future bus network and operating requirements. Therefore, requirements for buses could change as the Department undertake a review of the bus network. Potential changes have been considered in the draft Masterplan and are considered low risk.

Environmental Sustainability

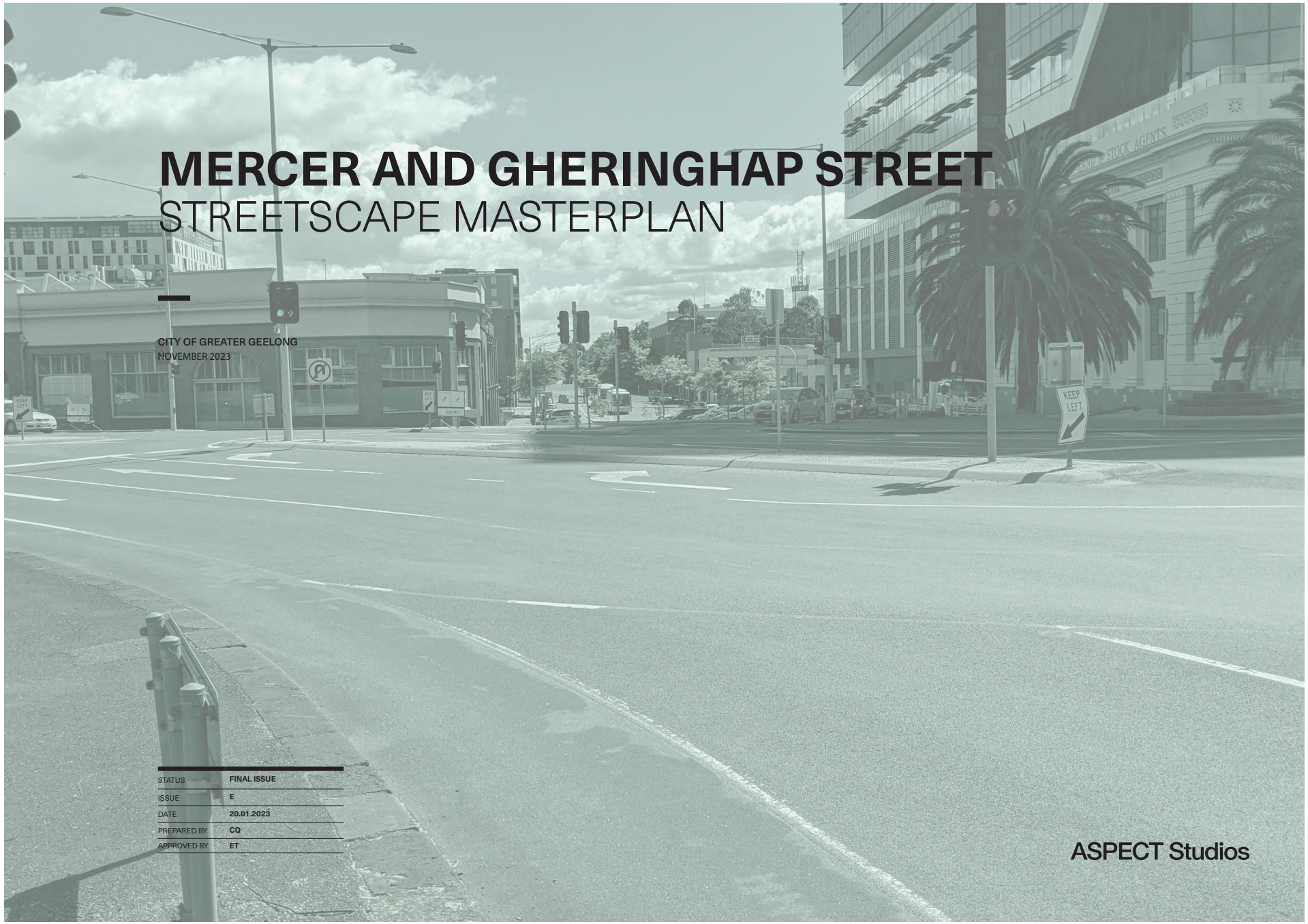
24. The Masterplan aims to transform the streets into places for people and nature, through a focus on urban greening, biophilic design and biodiversity, all of which will help reduce the heat island effect.

25. The Masterplan considers an increased role for public and active transport.

26. The Masterplan considers the incorporation of water within streets is proposed as a means of flood control, passive water irrigation, and treatment.

Attachments

1. Part 1 2 Masterplan Draft web D 23-63550 [**2.2.1** - 16 pages]
2. Part 3 Masterplan Draft web D 23-96713 [**2.2.2** - 26 pages]
3. Part 4 Masterplan Draft web D 23-63333 [**2.2.3** - 13 pages]

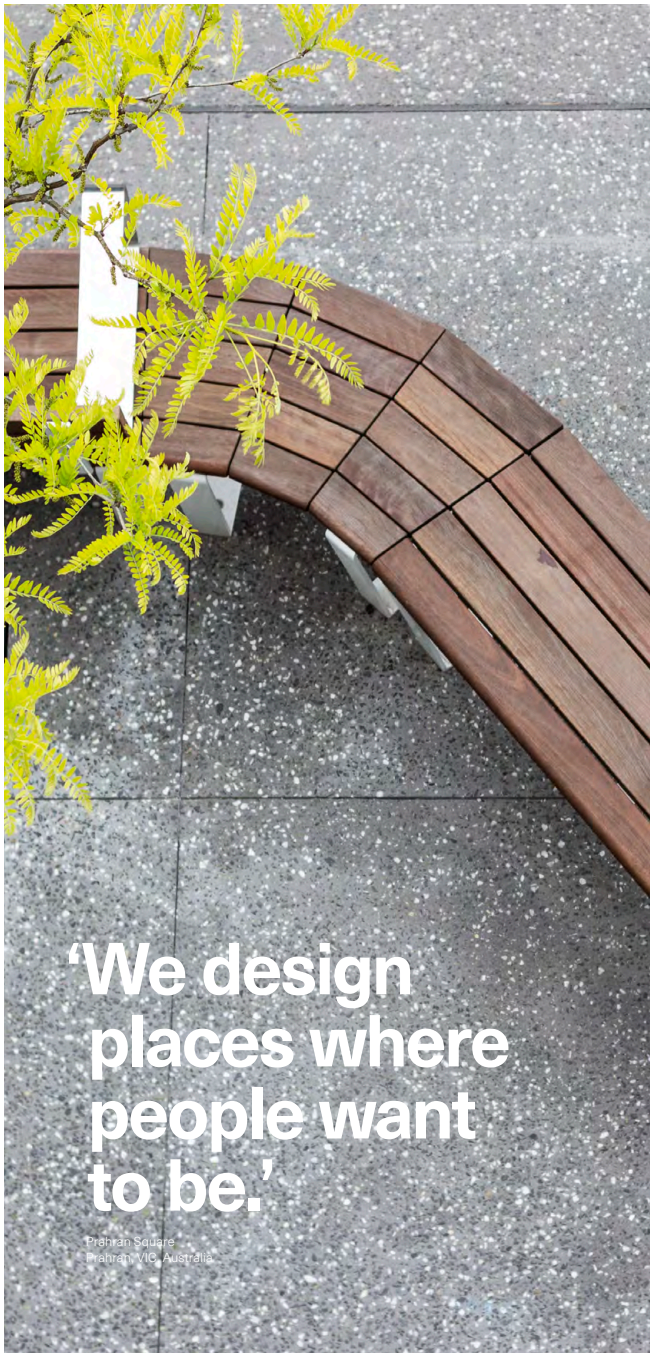


MERCER AND GHERINGHAP STREET
STREETSCAPE MASTERPLAN

CITY OF GREATER GEELONG
NOVEMBER 2023

STATUS	FINAL ISSUE
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ASPECT Studios



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Section 1

Introduction

1.1 Design Statement

The Mercer and Gheringhap Street Streetscape Masterplan is a visionary plan to transform two of Geelong's primary streets into important and compelling arrival streets.

1.1.1 Design Introduction

The Masterplan stitches together existing civic landmarks, public open spaces, and emerging residential and commercial precincts to create a comprehensive vision for the public realm, which can be realised over time.

The masterplan proposes to transform key streets from expansive asphalt, car-dominated environments, to civilised green-spines that are safe for all users and are underpinned by Geelong's rich history including strong indigenous and creative cultural influences.

A suggested focus on microclimate improvements includes increased tree canopy coverage and water sensitive urban design features to respond to future climate and improving health and wellbeing outcomes for growing urban population.



Figure 1.1 Project boundary and linkage to civic landmarks, public spaces and proposed green spines and civic space

1.2 Project Positioning

"The overarching goal of considering Streets as Places is to transform the design and construction of public streets into places that improve the quality of human life and the environment rather than simply move vehicles from place to place."

Project for Public Spaces

1.2.1 Street as Place For All Users

Within the street, considerations need to be given to all users across all forms of street and public realm use. In addition to public transport and private transport modes of travel, these include: active transport users, 24/7 safety at all times, accessibility for all users, ages and abilities; and consideration of daily, weekly, seasonal, and annual use.

1.2.2 Elements of Street as Place

Good streets need the right combination of elements to encourage social occupation of the street. The design must encourage activity throughout different times of day, week and different seasons. The street must also function as a place of social and biological significance embracing a diversity of people, cultures, plants and animals.

Throughout the Masterplan process consideration has been given to:

Microclimate

- Rest,
- Shade,
- Topography,
- Water.

Social

- Individual,
- Group.

Urban

- Landmark,
- Identity,
- Character.

Cultural

- Events,
- Activities,
- Programmable,
- Temporary.

Physical & Temporal Change

- Day / Night,
- Weekend,
- Seasonal
- First Nations Peoples.

Biological

- Habitat,
- Ecosystems.

1.2.3 A City and a Street of Design

As one of UNESCO's Cities of Design, the redevelopment of Mercer and Gheringhap Streets in Geelong provides an opportunity to demonstrate best practice across a range of design and artistic disciplines including but not limited to; landscape architecture, environmental design, wayfinding, integrated design and public art.

The intent is that this Masterplan generates opportunities for these creative professionals to be engaged in the subsequent phases of the project to realise the vision and ambition.

1.2.4 Street as Place For History & Future

Opportunities are to be explored throughout the masterplanning and subsequent phases of the design to interweave historical and future narratives throughout the site. These may be explored through a range of responses including integrated designs and temporary and permanent public art commissions.

1.2.5 Street as Place for Indigenous & Creative Culture

The Masterplan envisages a place that tells the stories of First Nations people. Therefore, genuine, and meaningful engagement with the Wadawurrung Traditional Owners is important as the project progresses.











GEELONG
UNESCO
CITY OF DESIGN



1.3 Masterplan Overview

The City of Greater Geelong (CoGG) appointed ASPECT Studios to undertake the design process to develop an integrated Masterplan for Gheringhap, Mercer, and Bayley Streets.

1.3.1 What is a Masterplan?

A Masterplan articulates a vision for the study area and provides a framework for the ongoing management and decision-making.

This coordinated response is then supported by carefully orchestrated delivery strategies.

1.3.2 Study Area

The scope of the Masterplan includes:

- Mercer Street, between York Street and Gheringhap Street.
- Gheringhap Street, between Western Beach Road and Kilgour Street.
- Bayley Street, between Mercer Street and Gheringhap Street.



Figure 1.2 Study Area

1.4 Key Strategic Documents

A range of strategic documents underpin the Mercer and Gheringhap Street Streetscape Masterplan.

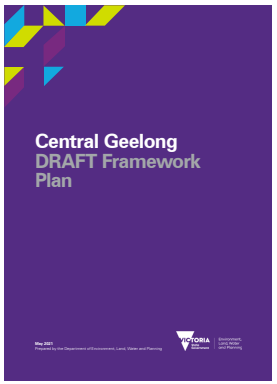
1.4.1 Documents

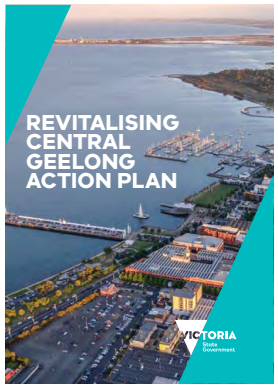
The following key background documents provided by CoGG and sourced on-line have been reviewed (key document extracts and summary of their influence on the Masterplan follow):

- Draft Central Geelong Framework Plan 2021 (DEECA)
- Central Geelong Framework Plan: Transport Strategy 2021 (DEECA)
- Urban Forest Strategy 2015–2025 (CoGG)
- Environment Strategy 2020–2030 (CoGG)
- Clever and Creative Future 2017 (CoGG)
- Our Community Plan 2021–2025 (CoGG)
- Revitalising Central Geelong Action Plan 2016 (DEECA)
- Movement and Place in Victoria 2019 (DoT)

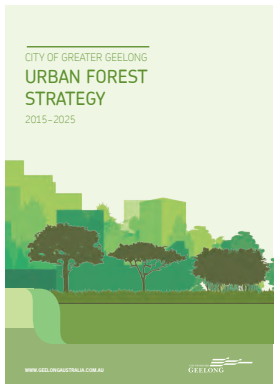
Additional documents have been reviewed for a background understanding of the issues affecting this Masterplan (these have not been specifically referenced but provide strategic, design or technical insights that have informed the process):

- Stormwater Services Strategy - Central Geelong Catchment Management Unit 2020 (CoGG)
- Central Geelong Flood Study 2016 (CoGG)
- Sustainability Framework and Action Plan 2020 (CoGG)
- Draft Climate Change Response Plan 2021–2030 (CoGG)
- Building Better Bike Connections project 2020 (CoGG)
- Geelong Green Spine project 2017 (CoGG)
- Environmentally Sustainable Design (ESD) in planning (updated 2022) (CoGG)
- Sustainable Building Policy 2017 (updated 2020) (CoGG)
- Wadawurrung Country Plan 2020–2030 (WTOAC)
- Arts and Cultural Strategy 2021–2031 (CoGG)
- Public Art Strategy 2017 (CoGG)
- Arts and Culture Precinct Masterplan 2017 (RCG)
- Geelong Arts and Culture Precinct SD Report 2021 (RCG)
- UNESCO Guiding Principles 2022 (UNESCO)

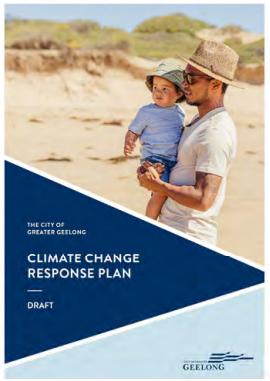




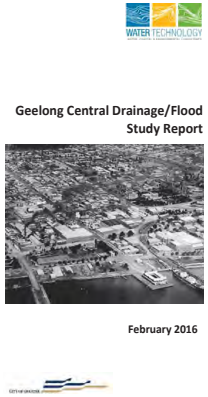












1.5 Key Strategic Document Extracts

1.5.1 Draft Central Geelong Framework Plan 2021 (DEECA)

Connected to Place

- Magnificent landscape setting – Barwon River to Corio Bay waterfront.
- Celebrating Wadawurrung living cultural heritage and values.

A Lifestyle City

- Cycling and walking future.
- Greening Geelong.

Station Precinct

- To enhance the safety, amenity and vibrancy of the public realm to support increased pedestrian activity along Latrobe Terrace (including a landscape setback), Mercer Street and at the entrances of the Station while improving access across the train line to/from Geelong West.

Retail Core

- To prioritise attracting people through businesses, entertainment, services and high pedestrian amenity streets that include wide and sunlit footpaths, landscaping, traffic calming, and accessible public transport.

West Village

- To provide an attractive gateway to Central Geelong.

Strategic Context - Transport and Movement

- Maintaining car dominance will have negative effects on the city as it grows.
- Address the lack of pedestrian navigability between precincts and across the Central Geelong area.
- Encourage people to walk around precincts by creating shortcuts through laneways, providing good tree canopy, and creating interesting places and streets to explore.

Strategic Context - Public Realm and Open Space

- Address the lack of pedestrian permeability and prioritise those seeking to reach the waterfront or Retail Core Precinct.

Built Form - street activation and interfaces

- Provide continuous canopies for weather protection in the Retail Core precinct. These should be designed to allow for street canopy trees.
- Provide canopies that offer continuous and functional weather protection where retail and hospitality uses are proposed. These should be designed to allow for street canopy trees.

Objective 15

- Protect the amenity of key existing and proposed public spaces, streets and laneways from overshadowing and wind impacts.

Objective 21

Action 21.2.1

- Upgrade streets to encourage people to walk around Central Geelong.

Action 21.2.2

- Manage the impacts of vehicles to maintain the amenity of streets in Central Geelong.

Objective 22

- Improve the available walking and bicycle facilities. A high quality pedestrian realm will stitch Central Geelong together helping people who arrive in one part of the city move to other precincts without getting stuck in traffic.

Strategy 22.4.1

- Designating and promoting preferred routes to walk to Central Geelong, when accompanied with upgrades to their amenity, safety, and convenience, will increase the catchment for walking to Central Geelong.

Action 22.5.1

- Update and deliver the Principal Bicycle Network informed by the Central Geelong DRAFT Framework Plan, including the key function of streets.

Action 22.5.2

- Deliver the Strategic Cycling Corridors by providing dedicated and separated cycle lanes.

Objective 23

Create a clear street hierarchy within Central Geelong that connects to key destinations and reduces through traffic.

Strategy 23.3

- Add a north-south Green Spine to complement the east-west Malop Street Green Spine.
- Ensure that Central Geelong has north-south and east-west Green Spines to facilitate connections between key local destinations.

Action 23.3.1

Establish a Green Spine along Gheringhap Street to connect key destinations including:

- Geelong Waterfront.
- Deakin University.
- Geelong Railway Station.
- Johnstone Park.
- Central Geelong's civic buildings.
- Kardinia Park.

Objective 24

- Improve the public realm and preference pedestrian amenity.

Strategy 24.1

- Improve pedestrian links within Central Geelong Improving footpaths and pedestrian links will help people walk within Central Geelong, reducing congestion on the road while activating city streets.

Strategy 24.2

- Improve cycling connections within Central Geelong.
- Improving bicycle infrastructure and connecting routes will help people use bicycles for transport to and within Central Geelong.

Action 24.2.1

- Deliver the Strategic Cycling Corridors to and within Central Geelong and the Principal Bicycle Network.

Action 24.2.2

- Promote bicycle riding as a key mode of transport to access Central Geelong.

Action 24.2.5

- Encourage provision of bike lanes on all streets unless designated as a Strategic Bicycle Corridor (where separated lanes are to be provided), identified as a shared road or shared zone, or where traffic volumes or speed may reduce safety or practicality (e.g. arterial roads).

Strategy 24.7

- Ensure speed limits and intersections reflect the importance of pedestrian and cyclist amenity and safety in Central Geelong.

Action 24.7.3

- Provide more protected and priority pedestrian crossings at intersections and mid-block locations that link key destinations and laneways.

Action 24.7.5

- Reduce roadway widths to their minimum required to meet their role in the road network, including by widening kerbs and providing pedestrian refuges and road medians to protect pedestrians and make it easier to cross the road (one carriageway at a time).

Strategy 24.9

- Improve boulevard treatments.
- Extending tree canopies, median strips, pedestrian improvements and built form controls can all be applied to reinforce the boulevard treatment.
- Action 24.9.1 Investigate introducing a boulevard treatment along Mercer Street.
- Create better streetscapes and 'arrival' indicators on major roads.

Objective 27

Strategy 27.6

- Provide weather protection along primary and secondary pedestrian links, pedestrian priority streets and within public open space

Action 27.6.3

- Provide verandas and canopies, particularly along primary pedestrian links except where it is inconsistent with the preferred setbacks or inconsistent with the heritage of the building as described in the City of Greater Geelong Verandah Study.

Influence:

The Draft Central Geelong Framework Plan 2021 supports the creation of a place beyond simply moving vehicles, to one which accommodates cycling, walking and public transport and improves the pedestrian amenity, shade, shelter and environmental outcomes.

Key Strategic Document Extracts

1.5.2 Central Geelong Framework Plan: Transport Strategy 2021 (DEECA)

Central Geelong

- Increase people traveling to the city by bicycle, walking and public transport.
- Build on existing bicycle lanes to create greater priority and safer connections across Central Geelong.
- Reduce distance to cross roads and make it easier to navigate.
- Comfort - many of the internal roadways are much conveniently and safely cross.
- Encourage people to walk around the city by creating shortcuts through laneways, providing good tree canopy, and creating interesting places and streets to explore.

Station Precinct:

- Improve connections and reduce barriers through new/ upgraded links and crossing points, while improving road conditions that favour pedestrians and bicycle riders.

Knowledge and Enterprise

- Create highly attractive north-south pedestrian connections to the waterfront from Malop Street Green Spine through Gheringhap and Swanston Streets.

Health Precinct:

- Build on existing bicycle lanes to create greater priority and safer connections across the precinct.

West Village

- Build a north-south Green Spine in Gheringhap Street (to complement Malop Street's east-west Green Spine), to connect the city to Kardinia Park, South Geelong Station and the Bellarine Peninsula Rail Trail.
- Facilitate easier access across Gheringhap Street to Johnstone Park that also benefits the Cultural Precinct.
- Improve streetscapes and tree cover along existing streets that enable precinct permeability.

Cultural Core

- Reduce distance to cross roads. Many of the internal roadways are too large precinct particularly at the front of key destinations.

Influence:

The Central Geelong Framework Plan Transport Strategy 2021 supports the prioritisation of active transport, which includes expansion of sidewalks, introduction of mid-block crossings and separated cycle paths.

1.5.3 Urban Forest Strategy 2015–2025 (CoGG)

The provision of, and prioritisation of, increased numbers and diversity of trees within the public realm is underpinned by this Strategy document. Includes the focus on greening gateways into Geelong, the prioritisation of tree planting along bike paths and areas of Central Geelong.

Objective 24

Geelong will be a cool green city for the future. "Geelong's trees have played a key role in the identity and character of the City since 1851".

- Developing tree lined entrances to our city.
- Urban Geelong has a tree canopy cover of 14%, with approximately 7% on private land and 7% on Council land. Council is aiming for a 25% canopy coverage in 30 years time. Peer reviewed literature recommends an optimum urban land use canopy cover of 40% because it delivers the maximum benefits to an urban environment.

Other areas to be prioritised for tree planting opportunities are:

- Creation of boulevards.
- Industrial areas.
- Bike paths.
- Gateways to Geelong.
- Linear open space corridors.
- Waterways.
- Commercial and Retail Zones.
- Central Geelong.
- The Greenway: Ted Wilson bike trail.
- Urban orchards.
- Open space and conservation reserves.
- All new capital works projects in existing open space.

Influence:

The Urban Forest Strategy 2015-2025 supports an increased number and diversity of trees within the public realm. The strategy highlights greening of gateways into the city and prioritisation of tree planting along bike paths.

1.5.4 Environment Strategy 2020–2030 (CoGG)

This Strategy document underpins the transformation of streets into places for people and nature. Includes the focus on the increased greening of and biodiversity within Geelong, the incorporation of water within the streets as a means of flood control, passive irrigation and treatment.

Goal 2: Create Greener Community Spaces

Establish more nature-based green-blue infrastructure solutions. Nature-based green-blue infrastructure refers to natural and constructed assets that are either:

- Land-based (green): trees, gardens, nature strips, parks and open spaces or;
- Water–based (blue): stormwater, drains, wetlands, ponds and waterways

Principle 2.2

Increase adoption of nature-based, green-blue infrastructure solutions.

- Encourage passive irrigation techniques for urban landscapes.
- Integrate green-blue infrastructure into active travel links to provide shaded and biodiverse transport connections.

Principle 2.3

Connect people to Nature:

- Increase the biodiversity levels and ecological health of our urban public spaces.
- Partner with Wadawurrung Traditional Owners to incorporate cultural heritage elements into community spaces.
- Utilise climate resilient flora species that support biodiversity outcomes in community spaces.
- Provide opportunities for active transport, nature play, art and design, and passive and active learning about nature.
- Integrate requirements for greening of community spaces into infrastructure development projects.

Targets

- Increase tree canopy over in urban Greater Geelong to 25 per cent by 2045, with an interim target of 20 per cent by 2030.
- Develop an urban ecology plan by 2025.
- Develop an integrated water management strategy and waterway management plan by 2025.
- Plant one million new trees in Greater Geelong by 2030.

Goal 4: Protect, Enhance And Restore Our Region's Biodiversity

Principle 4.3

Restore biodiversity in modified urban landscapes:

- 1. Integrate biodiversity into urban landscapes through planning and design processes.
- 2. Restore biodiversity to our parks, roadsides, reserves, waterways, streetscapes, coastal and rural landscapes using Ecological Vegetation Classes, natural regeneration techniques and indigenous plants of local provenance.
- 3. Restore habitat into urban landscapes through the establishment of indigenous tree, shrub and understory plantings and other habitat elements.

Goal 5: Better Integrated Water Management Through Planning And Design

Principle 5.2

Sustainable management of drainage and stormwater asset networks:

- Use adaptation programs to reduce stormwater flooding impacts on people, infrastructure, places and the environment.
- Support urban greening by applying integrated water management practices.
- Integrate stormwater reuse into natural and built environments to create multi-functional community spaces.

Influence:

The Environment Strategy 2020-2030 supports the transformation of streets into places for people and nature within the streets through increased greening, biodiversity and the incorporation of water.

Key Strategic Document Extracts

1.5.5 Clever and Creative Future 2017 (CoGG)

Future View

- Makes travel between suburbs easier through a network of pedestrian and cycle paths.
- Excites locals and international visitors who are interested in events, festivals, landscapes and food.
- Is designed to create an active street culture and vibrant public space.

The Greater Geelong Community Values

- Sustainable, connected and networked walking, cycling and public transport services that allow all abilities access into and across the city-region.

The measures of success are:

- Being able to access all parts of Greater Geelong within 30 minutes through a variety of travel options.
- 50 per cent of journeys to work are made by public transport, walking or cycling.

Success Will Be Achieved By:

- A pedestrian and cycling network that covers the whole municipality.
- Diversion of road traffic around urban centres.
- Cycling becomes a credible and safe on-road commuter option.

Influence:

A Clever and Creative Future 2017 supports increased active transportation as a means to facilitate physical, societal and cultural improvements and encourage better use of the streets as a place for people, not just cars.

1.5.6 Our Community Plan 2021–2025 (CoGG)

Strategic Direction 2

Sustainable Growth and environment includes the following indicators to monitor our progress towards this goal:

Municipal Indicator:

- Journeys to work made by public transport, walking or cycling.

City of Great Geelong Indicator:

- Community satisfaction with local streets and footpaths.
- Number of trees planted.
- Our role is to understand local health characteristics and challenges so we can plan preventative health strategies, such as building urban environments that support active transport and tailoring our services to better meet community needs.
- One of the identified wellbeing priorities is Increasing Active Living because Active living is an important factor in maintaining overall health and wellbeing and preventing chronic disease. Providing the community with equitable access to safe environments that promote active living is an ongoing priority.

Influence:

Strategic Direction 2 from Our Community Plan 2021-2025 is used to assess progress of the project against the goals set in the transformation of streets into places for people.

1.5.7 Revitalising Central Geelong Action Plan 2016 (DEECA)

Vision 2

Identified key projects, or catalysts, to transform central Geelong including:

City Arrival:

- Create city gateways for workers, residents, students and visitors.

Inhabiting The City:

- Enhance development to support more people living and working in the city.

Green Spine:

- Develop a civic street spine to create a new hub of jobs and activity that connects the city.

Laneways:

- Invest in street and laneway enhancements to improve city connections and open up new and interesting places for employment, living and services.

Catalyst Projects

Getting Around:

- Highlight city arrival points.

Inhabiting The City:

- Plan for community infrastructure.

Green Spine:

- Plan for improved linkages between the city and waterfront.

Influence:

The Revitalising Central Geelong Action Plan 2012 supports the transformation of Gheringhap Street to become a green spine linking the city to the waterfront and Mercer Street as a key city arrival street which supports more people living and working in the city.

1.5.8 Movement and Place in Victoria 2019 (DoT)

Three Principles Underline the Department of Transport (DoT)'s Approach to Transport Planning

People first:

- We put transport users at the centre of everything we do. Transport enables people to get on with their lives and do business. We need to make sure that we understand what people and business need and respond effectively. We seek to understand how the system is performing from the perspective of different users and ensure that people have input into the design and decision-making process.

Outcomes focused:

- We focus on outcomes that deliver more choice, connections and confidence in our travel. By looking at the outcomes we need to achieve for Victorians, we're understanding the problems and the wider opportunities from every transport decision. However, there is natural tension between outcomes and trade-offs. That is why in designing the future transport system, we need to use and improve on all our tools.

One system:

- We think as one system, not individual projects or modes. This enables us to get the balance right in managing demand, make the most of existing assets, take up new technologies and plan for major infrastructure. It helps us consider future changes and identify options to adapt to changing needs. We consider all transport modes in our planning so that they work in harmony to move people and freight effectively and efficiently. Where modes share the same space, we must ensure they do so in a way that balances the needs of its different users.

The Movement and Place in Victoria Framework takes a future-focused, multi-modal approach to network planning. It takes into consideration the diverse role places play in planning the types of transport modes appropriate to a local road or street. In this new language, roads and streets are defined by the context of a local place and assigned various 'movement' and 'place' classifications.

Influence:

This document provides the technical underpinning of people and active transport within these key streets as part of the Movement and Place in Victoria assessment. Gheringhap Street is a designated Strategic Cycling Corridor (SCC). Mercer Street is on the Principal Bicycle Network (PBN). Physical offsets from traffic and parking for safety are determined through this categorisation.

1.6 Community Engagement Summary

The community were consulted in December 2021, early in the master plan process. The purpose of this engagement was to determine what elements of existing streets should change to make the streets more welcoming, attractive, accessible, safe, and vibrant.

The material provided outlined that the Mercer and Gheringhap Street Streetscape Masterplan process considered bike lane installation / completion as a concept along with other factors such as footpath improvements, potential improvements to intersections, landscaping and microclimate improvements, outdoor dining, public art, and improved safety and accessibility.

More than 330 people engaged with the City on the Masterplan through the on-line engagement opportunities.

The engagement also attracted 278 comments on Facebook.

The key take-aways that have informed the design approach to both Mercer and Gheringhap Streets were:

More trees and landscaping

Mercer Street has more limited opportunities to implement this, with more significant opportunities identified along Gheringhap Street.

Wider footpaths with more seating and outdoor dining opportunities.

There are some areas along Mercer Street where this will be possible, with more opportunities identified along Gheringhap Street.

1.6.1 Community Engagement Summary

Important Footpath Improvements

- More trees and landscaping (64%).
- Better street lighting (61%).
- More rubbish and recycling (51%).
- More outdoor dining (45%).
- More public seating (41%).
- More historical information and history promotion (indigenous and colonial) (39%).
- More public art (36%).

Important Street Improvements

- More even footpaths (72%).
- More pedestrian friendly crossings (48%).
- Wider footpaths (36%).
- Safer bike lanes (34%).
- Quieter streets (29%).
- Slower vehicular movement (27%).

ONE Idea to Make Streets More User-friendly, Welcoming and Attractive

- More trees (14%).
- More parking (9%).
- Improved pedestrian amenity through footpath improvements and lighting (7%).
- Improved bike safety and amenity (5%) .

ONE Idea to Make Streets Safer and More Accessible

- Improved bike safety (12%).
- Improved pedestrian amenity (10%).
- More car parking (7.5%).
- Improved lighting (6%).

Imagine How Streets Within the Study Area May Look In the Future

- Gheringhap St could look like Malop St.
- Mercer St could become more like Malop St.
- Bayley St could become more like Little Malop St.

Section 2

Landscape Analysis, Opportunities and Constraints



2.1 Transport

Mercer and Gheringhap Streets form two of the main movement corridors within central Geelong, catering to public transport, private vehicle and active transport users.

With additional pressures from increasing population and associated vehicle use, a balance is required between achieving additional opportunities to create place within the streetscape while catering to existing vehicle movement and parking. Achieving a balance between these competing factors will be fundamental to any proposed change to the status quo.

Of key importance are the following objectives:

- Consideration of the Department of Transport (DoT) movement hierarchy of people, then cyclists, public transport and private vehicles in urban areas contained within their Movement and Place strategy.
- Achieving a balance between the competing spatial needs of footpaths, existing parking and additional cycling infrastructure when seeking opportunities to increase the public realm of the street.
- Minimising any perceptions of loss of parking or amenity until the appropriate supporting studies are in place, and infrastructure identified.

2.1.1 Parking

Analysis

There is extensive on-street parking within and immediately surrounding the study areas. There are numerous private and public off-street parking facilities, located mainly at-grade.

The Building Better Bike Connections project supported the retention of on-street parking capacity.

Further studies should determine the future numbers and locations of parking to meet anticipated demand for Central Geelong - a draft parking strategy for the City of Greater Geelong is soon to be released to guide this.

Opportunities

Some of the surrounding streets may allow the redistribution of existing parking numbers within the study area.

Further studies will provide more guidance in regards to maintaining parking numbers, especially along Gheringhap Street.



Figure 2.1 Current parking locations and types surrounding the study area

2.1.2 Public Transport

Analysis

Mercer and Gheringhap Streets both play a part in the overall public transport network, particularly around public transport access to Geelong Station.

The Masterplan will need to incorporate the DoT operational requirements of buses on Mercer Street, and if required on Gheringhap Street.

Opportunities

Future bus requirements need to be considered.

Constraints

The city-wide focus on Gheringhap Street being a key active transport corridor reduces its role and capacity to cater to public transport.

Spatial limitations along Mercer Street will require lane sharing to be maintained for buses.



Figure 2.2 Current public transport within the study area

2.1.3 Cycling

Analysis

Gheringhap Street is designated as a DoT Strategic Cycling Corridor (SCC) - C2 category. Separated bike lanes are already implemented for Gheringhap Street as part of the Building Better Bike Connections project but could be improved.

Mercer Street is on the Principal Bike Network (PBN) but bike lanes have incomplete connections, nor physical separation.

Opportunities

Widen existing bike lanes and implement physical separation for bikes on Gheringhap Street to address SCC requirements.

Mercer Street to integrate safer, separated bike lanes.

Constraints

Existing trees, especially along Mercer Street are a constraint to a revised street layout.

Existing angled parking and street trees on Gheringhap Street limits opportunity to establish separated bike lanes.



Figure 2.3 Current cycling provisions within the study area

2.2 Sustainability

Sustainability and environmental performance within the urban environment underpin all new development within central Geelong.

The Mercer and Gheringhap Street Streetscape Masterplan offers many opportunities to increase tree canopy, to improve habitat, to provide shade and reduce Urban Heat Island impacts. New tree planting will increase species diversity and improve resilience and biodiversity. The Masterplan will also provide recommendations on improving the movement and treatment of stormwater through the streets.

The Masterplan outlines particular selection of species that can improve resilience, place character and urban amenity.

Of key importance are the following Council objectives:

- Urban tree canopy coverage target of 25%, and where possible higher.
- Increased diversity of the planting palette to increase resilience in the changing climate.
- Transforming streets into catchments that can actively detain and treat stormwater run-off.

2.2.1 Tree Canopy Coverage

Analysis

Street trees are sporadically located along these two main roads. Some sections along Mercer Street have the best coverage (up to 30%), but coverage is largely inconsistent. Significant parts of Gheringhap Street have little canopy cover (less than 10%). Few sections currently meet Urban Forest targets of 25% tree canopy coverage.

Opportunities

A refresh of the street cross sections increasing available space for trees and increasing canopy coverage.

Constraints

Existing overhead and underground services, competing demands for available space within cross section, and maintaining parking lane sight lines, limit opportunities.



Figure 2.4 Extent of tree canopy coverage.

2.2.2 Ecology / Diversity of Planting

Analysis

Currently there is a limited range of tree species being used along both Mercer and Gheringhap Streets. There is very little other planting, generally limited to functional monoculture planting in WSUD beds.

Opportunities

Continue the approach developed through the Geelong Green Spine project and apply to areas of landscape treatment along both roads. Use a range of species of trees and shrubs to increase diversity of both streets.

Constraints

Sufficient range of suitable species to not overly dominate species proportions, incorporation into maintenance and management regimes and irrigation requirements.



Figure 2.5 Diversity of planting types / species.

2.2.3 Water

Analysis

Considerable parts of the Masterplan study area are impacted by overland flow, especially in periods of prolonged rainfall. Limited measures are in place to use Water Sensitive Urban Design (WSUD) to control and treat stormwater run-off

Opportunities

The proposed streetscape solutions can take water detention and treatment into consideration in order to reduce the impacts of flooding, and improve water quality before it reaches the coast through implementation of WSUD.

Constraints

Road profiles will have limited ability to be modified to redirect stormwater run-off. Capacity of detention will be restricted by the surface area and underlying volume. Underground services will further limit areas of detention and treatment.

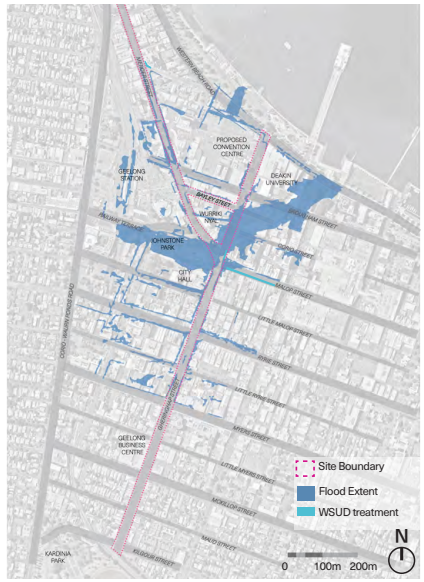


Figure 2.6 Extent of flood zone.

2.3 Cultural Heritage

There is an increasing understanding around, and celebration of, the many layers of culture that have contributed to Geelong's history.

From the first steps of the traditional owners of the land, to the early settlers, the industrial pioneers and the civic and cultural institutions that have contributed to Geelong becoming UNESCO City of Design. There is a rich history that requires recognition, integration and celebration.

Of key importance are the following objectives:

- The respectful incorporation of First Nations thinking and identity into the use and character of the streets.
- The representation of and potential fusion of the many layers of history to further enrich the culture of Geelong.
- The provision of places to engage with history through art, interpretation, design and narrative.

2.3.1 First Nations People

Analysis

Gheringhap Street provides a visual and spatial connection between Geelong and surrounding landscape features of importance to the Wadawurrung community.

A number of identified sites of indigenous significance occur within the study area.

Opportunities

Integration of the First Nations People's history through education, representation, and showcasing the indigenous landscape planting and materials.

Constraints

Cultural limitations on stories able to be revealed.

2.3.2 Civic

Analysis

The area near the intersection of Gheringhap and Mercer Streets houses a significant number of civic and cultural institutions within Geelong. This consolidation provides a strong precinct character to create the civic heart of Geelong.

Opportunities

Consolidate the physical connection between key existing and future civic destinations, particularly along the Gheringhap Street spine.

Constraints

Loss of the General Post Office from core has resulted in dilution of pedestrian activity. This may result in increased vehicular movements between dispersed civic sites.

2.3.3 Social / Cultural

Analysis

Complementing civic institutions is the prevalence of social and cultural facilities, forming a cultural heart that supports creative, educational and hospitality sectors.

Opportunities

Increasing streetscape opportunities for formalised and informal social gathering and outdoor dining will strengthen this precinct.

Constraints

Available space for expansion will be at 'expense' of road carriageway and parking capacity.



Figure 2.7 Existing First Nations' cultural sensitive sites.



Figure 2.8 Existing and proposed civic spaces.



Figure 2.9 Existing and proposed social and cultural locations.

2.4 Shading and Amenity

Streets should create special places to support life in the city. The adjacent public and private realm can also influence the quality of the place and provide comfort to its users.

The scale of the adjacent buildings, and how they impact the public realm determine how attractive, safe and sheltered streets feel. Good quality urban and architectural outcomes have a great influence on the overall success of the street.

Of key importance are the following objectives:

- Increase and where possible connect overhead canopy coverage to provide shade and shelter for pedestrians.
- Use the increased tree canopy and ground cover planting to help connect fragmented open space to create urban habitat and comfortable microclimates.
- Recommend that built form guidelines be adopted to increase street canopy and ground floor activation. Ensure positive contribution to the street through activation, materials, canopies and areas of public gathering.

2.4.1 Shading / Built Form Canopy

Analysis

Intermittent shade and shelter from built canopy is provided along Mercer Street footpaths as amenity for pedestrians.

Dispersed shade and shelter occurs along Gheringhap Street.

Opportunities

Ratify the Framework plan so that the draft guidelines can be incorporated into the Planning Scheme.

Implement canopy coverage requirements in built form guidelines to provide a more consistent and climatically comfortable experience for pedestrians.

Constraints

Hard to retrofit canopy to existing / heritage buildings. Any buildings yet to be approved in planning will require planning mechanism to enforce incorporation of canopies.

New built canopies may impact on existing tree canopy.



Figure 2.10 Current streetscape shading.

2.4.2 Open Space

Analysis

Limited public open space exists within proximity to the streets, with Johnston Park being the largest central open space, with the waterfront parks and Kardinia Park anchoring the northern and southern ends.

Other open space is scattered along both streets, as are areas of improved streetscape.

Opportunities

Increase linkages between areas of open space. Key opportunity for linear street park along Gheringhap Street.

Constraints

Existing built form and infrastructure limits opportunities new open space to be provided.



Figure 2.11 Types of open space present.

2.4.3 Proposed Urban Transformation

Analysis

Mercer Street is undergoing considerable transformation, especially in the northern and central sections.

Opportunities

New development provides opportunities for improved public realm outcomes.

Constraints

Some developments already approved may not accommodate desired changes to streetscapes.

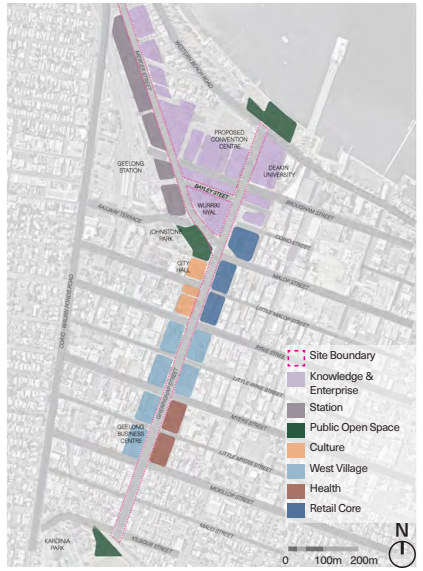


Figure 2.12 Proposed urban transformation and current / projected building use.



Section 3

Objectives, Considerations and Strategies

3.1 Project Positioning

The Mercer and Gheringhap Street Streetscape Masterplan is positioned to deliver a responsive urban environment within the next 20 years.

This project envisages a Geelong that:

- Has adapted its microclimate to address current challenges and respond positively to a more varied future climate.
- Is inclusive of all users, is safe, comfortable, encourages active transport and a range of street uses.
- Is respectful of, and celebrates, the layers of local history.
- Challenges the current modus operandi of two of Geelong's major civic streets, and places the pedestrian, the active transport network user and natural systems front and centre, whilst still accommodating the changing needs of vehicles.

A number of key principles are established for the transformation of Mercer and Gheringhap Streets:

3.1.1 Principle 1 - Street as Place for All Users

Streets strive to balance the needs motorists, cyclists, pedestrians, shoppers and residents, and provide a safe and inviting space at all times.



3.1.2 Principle 2 - Street as Place for History and Future

Streets support the aspirations of UNESCO City of Design policies. They incorporate, and celebrate the historical layers, materials and unique elements, as the springboard for its forward-looking, enterprising and adaptive future.



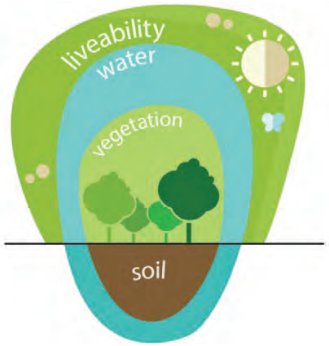
3.1.3 Principle 3 - Street as Place for First Nations and Creative Culture

Streets embrace Wadawurrung Country Culture as a step towards the Healing of Country, implemented through collaborative landscape interpretation, places for creative gatherings and events to occur.



3.1.4 Principle 4 - Street as Place for Vibrant Ecosystems

Streets enhance urban greening, implement water saving, and create biodiverse urban habitats.



3.2 Sustainability Goals

The Masterplan outlines a series of sustainability goals that underpin the plan for an enduring and livable street environment.

As populations become more urbanised and climates change the role of urban forests in creating microclimates in cities has never been more important.

Urban forests have multiple benefits including shade, and reduction of street temperatures, reduction of stormwater runoff and ecosystem benefits.

Incorporating a number of the City's strategies to address trees and the future climate, this Masterplan aims to:

- Maximise opportunities to achieve the Urban Forest Strategy targets within project scope.
- Provide optimal conditions to support the growth of trees and allow them to reach full maturity.
- Utilise stormwater run-off to capture, treat and reuse for the ongoing irrigation of these trees.

A number of goals are outlined for the transformation of Mercer and Gheringhap Streets:

3.2.1 Goal 1 - Urban Forest

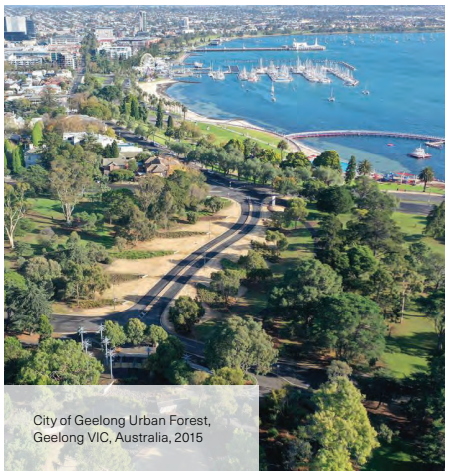
- Maximise tree canopy coverage within project to help council's strategic targets of 25%.
- Maximise diversity of species to achieve targets for biological resilience.
- Increase extent of habitat to encourage fauna diversity.

3.2.2 Goal 2 - Trees in Urban Environment

- Trees first - optimise growing conditions for trees through redesign of streets through adequate soil volumes, innovative technologies, and planning of potentially conflicting infrastructure services.
- Locate trees in proximity to key areas of pedestrian movement and congregation.

3.2.3 Goal 3 - Water / Drainage

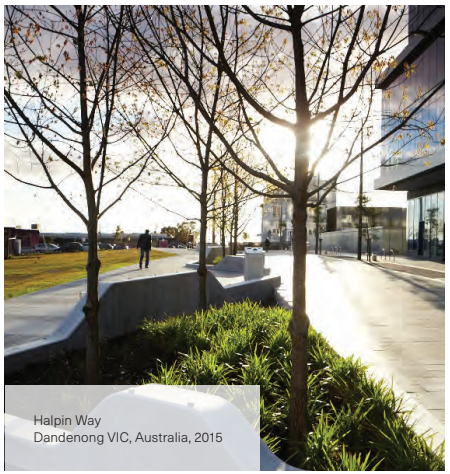
- Maximise permeability of street through reduction of sealed surfaces, replacement with permeable paving systems and soft infrastructure.
- Where there is surface run-off, direct towards planting for passive irrigation through infiltration.
- Seek opportunities to partially detain large-event surface run-off within street profile to reduce downstream impacts.



City of Geelong Urban Forest,
Geelong VIC, Australia, 2015



Barangaroo South, Sydney,
NSW, Australia, 2016



Halpin Way
Dandenong VIC, Australia, 2015

Sustainability Goals

3.2.4 Goal 4 - Services and Infrastructure

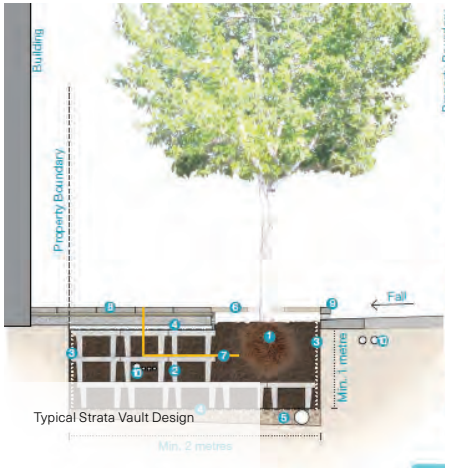
- Work with service authorities to co-locate and strategically position underground services to maximise tree growth.
- Consider sub-surface growing modification - structural growing vaults - to maximise space for roots.

3.2.5 Goal 5 - Transport and Parking

- Reallocate road space and priority in line with Movement and Place classifications, with more priority for active and public transport modes.
- Aim to minimise reduction in parking spaces where possible.
- Consider parking management measures to manage demand, ensure availability of parking and provide access for priority uses (e.g. accessible parking, loading, short term parking for increased turnover).
- Consider staged implementation of long term vision.

3.2.6 Goal 6 - Social and Cultural

- Address needs of all users, especially those who are more vulnerable ie aged, young, families etc.
- Design respectfully of all cultural groups and needs.
- Design to incorporate CPTED principles for safe use 24/7.
- Design for women to help create a sense of belonging and safety.



Typical Strata Vault Design



Signage and Wayfinding integrated with Active Transport


The Kaurna Learning Circle & Karrawirra Parinangku – University of Adelaide Northern Campus Redevelopment – Oxigen

3.3 Masterplan Objectives

Four key objectives underpin the proposed Masterplan.

3.3.1 Linking Kardinia Park to the Coast

- Creates a linear park within street corridor.
- Create a gateway to the south (Kardinia Park)
- Tell the narratives of place and creates places for people.
- Provides a natural connection that addresses sustainability objectives.
- Includes a diversity of vegetation - from exotic to indigenous.
- Addresses water capture and service needs.

3.3.2 Celebrate the First Nations Narrative

- Tells the narratives of place and integrates culturally appropriate outcomes within the urban realm.
- Provides showcase of indigenous vegetation from country.
- Seamless integration with Indigenous Urban Design guidelines.

3.3.3 Strengthening the Active Transport Narrative

- Strengthen northern intersection of Gheringhap and Mercer Streets especially for pedestrians and cyclists.
- Prioritises pedestrian and cycle movement where possible / feasible. Future-proofed to cater to mobility demands of the future with flexible re-allocation of road space.

3.3.4 Strengthening the Mercer Arrival Narrative

- Enhances the gateway into Geelong from north.
- Celebrates cultural and natural histories of Geelong.
- Prioritises pedestrian and cycle movement where possible / feasible.
- Future-proofed to cater to mobility demands of the future.



Figure 3.1 Strengthening linkage between existing open spaces



Figure 3.2 Celebration of First Nations Narrative



Figure 3.3 Strengthening the active transport narrative



Figure 3.4 Strengthening the Mercer arrival narrative

3.4 Strategic Traffic Changes

Mercer and Gheringhap Streets form two of the major circulation routes of Geelong, but in themselves are only a small part of the overall network.

The DoT undertook an holistic overview through a network-wide traffic model simulation to determine the effects of proposed masterplan changes on traffic flows and congestion throughout Geelong based on projected traffic volumes.

The outcomes of this model simulation that impact the design of Mercer and Gheringhap Streets include:

Mercer Street

- Mercer Street carries a large volume of traffic north- and south-bound at many times of the day, especially during weekdays.
- Any reduction in capacity of Mercer Street is likely to cause intersection constraint issues in the short term.
- Traffic volumes north- and south-bound on Mercer Street vary, with the afternoon peak requiring two lanes in both directions to avoid excessive congestion.
- Turn lanes into Brougham Street from Mercer Street (both southbound and northbound) required to maintain intersection capacity in the short term.
- Turn lane from Mercer Street into the station precinct retained in the short term.
- Turn lane into the Police compound maintained from Mercer Street in the short term.
- All other turning movements from Mercer Street into adjacent streets can be undertaken from through traffic lane.

It is recommended as part of this masterplan that this traffic assessment be undertaken again prior to final implementation to determine if any additional road reduction and parking optimisation measures are feasible.

Gheringhap Street

- Gheringhap Street is currently operating under capacity at most times of the day on all days.
- Gheringhap Street has already been modified through the Better Bicycles project with minimal impact on congestion and queuing times at intersection.
- Further modifications will not overly impact the traffic volumes and congestion at intersections.
- The removal of turning lanes at the intersection of Gheringhap Street and adjacent streets in the modeling is possible without increasing congestion to concerning levels.
- All traffic movements (through and turning) can therefore occur from a single lane, allowing for further reduction in roadway widths.
- Traffic movements in Block 1 between Smythe Street and Western Beach Road are low enough to permit a shared zone to be considered between the proposed Convention Centre and Deakin University Campus.

It is recommended as part of this masterplan that parking assessment be undertaken again prior to final implementation to determine if any additional parking optimisation measures are feasible.

Other notes

- Increased usage of Brougham Street may require some attention to cross-section (currently vehicles need to utilise bike lane to undertaken perpendicular parking)
- Throttling back capacity forces route change behaviour (active) vs encouraging alternate route choice through signage (passive)

3.5 Masterplan

An enlarged masterplan is provided at the end of this report



Figure 3.5 Mercer and Gheringhap Street Masterplan overview

3.6 Mercer Street Vision

As the key entrance into Geelong, Mercer Street is to be transformed into a tree lined 'green' street, an environmental showcase of the future of Geelong.

Mercer Street is conceived in three zones, from Corio-Waurn Ponds Road to Brougham Street, Brougham Street to Railway Terrace and Railway Terrace to Malop Street / Gheringhap Street.

These zones relate to public and private transport movement requirements, and their degree of street life relative to their location near the centre of Geelong.

Ultimately, Mercer Street will provide a dynamic street experience that balances vehicle flow and parking with an increase in public space for active transport, tree planting, pedestrian footpaths and outdoor dining and seating.

Place

Along both sides of the road, sidewalks will be widened to offer protected, areas for outdoor dining, seating, planted areas for WSUD treatment and urban greening at the footpath level.

New separated bicycle lanes will provide an additional physical barrier between the sidewalk life and the roadway.

Traffic

With two lanes proposed in each direction, separated by central median, dynamic traffic mode or operation will provide on-street parking during times that clear ways are not in effect. This will ultimately replace the existing dedicated on-street parking bays while retaining similar parking capacity.

Buses share the roadway to help support the public transport network within inner Geelong. Within the southern block, dedicated bus lanes may be required in lieu of on-street parking.

Separated bike lanes will be wide enough to be able to accommodate other micro-mobility vehicles in the future.

Planting

Building on the established Corymbia citriodora trees along the central median on Mercer Street and within the carriageway parking in others, a continuous boulevard treatment using larger native trees is envisaged. This is facilitated through the undergrounding of existing overhead power lines and services infrastructure to allow trees on both sides of the roadway.

The planting will focus on establishing a connected tree canopy along both sides of the street, and where possible, additional planting to the central median to increase tree canopy coverage within the streets for place, visual and microclimate improvements.

Species along Mercer Street will be predominately one species, building upon the existing Corymbia citriodora trees, to create a singular gateway experience.

Materials

The material palette builds on the existing character of Mercer St including extending the use of bluestone kerb and prioritising the use of Geelong Eastern / Heritage Mix as the primary paving type. More information can be found in Section 4 - Palettes



N North Block

C Central Block

S South Block

Figure 3.6 Mercer Street block plan

3.7 Mercer Street Character

Three distinct block characters respond to the priorities of each section of Mercer Street.

Connected by a treed boulevard and separated bicycle lanes, the Mercer Street character will change slightly in each block to address the needs of it's users.

The north block prioritises passive seating and occupation along the edges of the widened sidewalk. These locations will be responsive to the future redevelopment of current land uses.

The central block incorporates wider sidewalks and paved out-stands for seating and potential outdoor dining within planted surrounds where space permits.

In the south block, connections to the adjacent Johnstone Park and Wurriki Nyal Civic precinct are the main focus.

These distinct block characters allow for the modification of paving materials, seating and furniture as well as the ability to stage redevelopment of the blocks over time.

North Block:
Brougham Street to Corio/Waurn Ponds Rd

Character:

- Linear Boulevard
- Water expressed through flow, WSUD opportunities
- Native / Dry landscape
- Standard materials and furniture palette.

Central Block:
Brougham Street to Railway Terrace

Character:

- Linear Boulevard
- Social gathering
- Diurnal character
- Food and Beverage opportunities
- Water (containment)
- Native / Wet landscape
- Quality materials and furniture palette.

South Block:
Railway Terrace to Malop Street

Character:

- Linear Urban Forest at Johnstone Park interface
- Social gathering
- Diurnal character
- Water (containment)
- Indigenous / Wet landscape
- Quality materials and furniture palette.



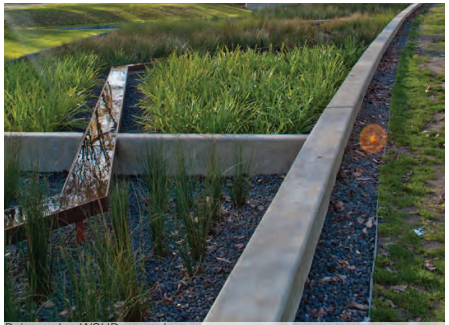
Dry landscape road planting
Constitution Avenue, Canberra, ACT, Australia, 2016



Linear urban forest
Passeig De St Joan Boulevard Barcelona, Spain, 2011



Social gathering spaces
Sovereign Square, Leeds, UK, 2015



Rain garden WSUD example
Edinburgh Gardens Rain garden Melbourne, VIC, Australia, 2012



Indigenous planting
Constitution Avenue, Canberra, ACT, Australia, 2016



Social gathering spaces
New Academic Street VIC, Australia, 2017

3.8 Mercer Street Approach

The dividing up of Mercer Street into different blocks reflects the opportunity for designing unique places relative to street interfaces and traffic capacity.

With the north block operating as a city access route for traffic until its diversion along Brougham Street, the dynamic parking approach balances the need of addressing peak hour flow and non- peak future resident / business parking needs.

Mercer Street forms part of the public transport network, include provision for bus on shared or dedicated lanes, limiting the extent of on-street parking.

The south block features the recently completed Wurriki Nyal Civic precinct on one side, and Johnstone Park on the other.

While the proposed carriageway widths remain relatively constant, the main functional approach is to:

- Create a continuous avenue tree canopy treatment
- Provide separated bicycle lanes.
- Maintain the central median to support tree planting, carriageway separation and signage / infrastructure provision,
- Allocate remaining available space for sidewalk widening allows for additional planting, WSUD opportunities, outdoor seating and dining opportunities.

Where possible, create consistent street cross section of the different movement, parking, vegetation and infrastructure components in between intersections for a coherent approach when traveling along Mercer Street.

North Block:

Priorities:

- Increased place for planting.
- Temporal road use.
- Street as Urban Forest.
- Enhance boulevard / gateway.
- Improve absorptive capacity.

Actions:

- Underground existing overhead powerlines.
- Design trees at appropriate intervals - parallel parking or paved out-stands between.
- Apply a consistent mid-block road cross section
- Implement parallel parking and clearways throughout.
- Parallel parking removed for turning lane at intersections.

Central Block:

Priorities:

- Increased place for people.
- Temporal road use.
- Street as Urban Forest.
- Improve absorptive capacity.
- Enhance boulevard / gateway.

Actions:

- Implement parallel parking.
- Parallel parking removed for turning lane at intersections.

South Block:

Priorities:

- Increased place for people.
- Retain existing median trees.
- Active transport.
- Improve absorptive capacity.
- Incorporate Active transport.

Actions:

- Underground existing overhead powerlines.
- Trees between every 2nd - 3rd parking bay west side.
- Considerable tree canopy on east side.

3.9 Mercer Street North Sections

Please note dimensions are indicative and may vary throughout the length of the street.

Further work will be undertaken in the next phase to consider Activity Centre Zone overshadowing controls.

3.9.1 Summary

Ultimate change of the street section from a four vehicle lanes/two parking lanes to four vehicle lanes integrating dynamic parking allowing the introduction of larger footpaths, bike lanes and planting.



Figure 3.7 Mercer Street north block location plan

3.9.2 Existing Condition

— Four vehicle lanes, central median, two on-street parallel parking lanes with scattered trees between parking bays.

— Overhead electrical west side, intermittent street lighting poles both sides.

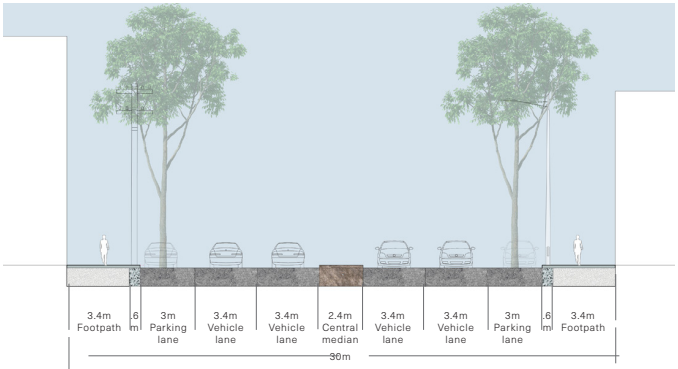


Figure 3.8 Section of Mercer Street north block showing the existing condition

3.9.3 Short Term Proposed Condition

— Four vehicle lanes, central median, parallel parking between trees retained on both sides.

— Lane widths changed in preparation for long term proposal. New central median trees.

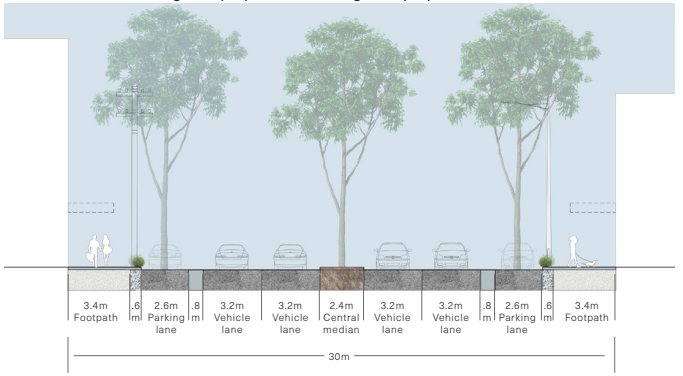


Figure 3.9 Section A-A' of Mercer Street north block showing the short term proposed condition

3.9.4 Long Term Proposed Condition

— Two vehicle lanes each way, with one lane as parallel parking when not operating as clearway during peak times.

— Streetscape upgrade to both sides including lighting and new trees to replace trees within parallel parking bays.

— Separated bike lanes with raised median to traffic.

— Underground electrical to allow new street trees.

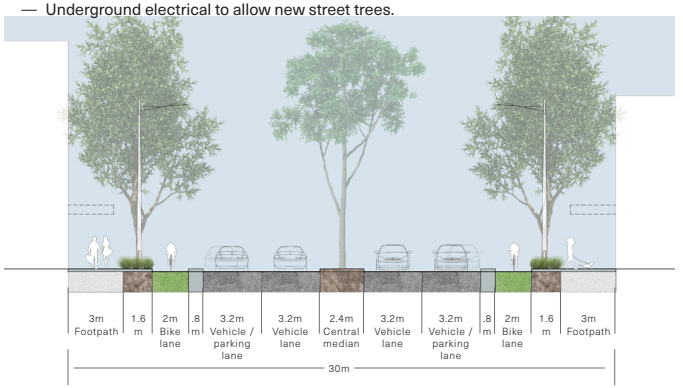


Figure 3.10 Section A-A' of Mercer Street north block showing the long term proposed condition

Section 3 – Strategic Thinking

3.10 Mercer Street North - Short Term Proposed Plan

Please note dimensions are indicative and may vary throughout the length of the street.

Refer to 3.9.3 for sectional information

Footpath

Planting beds

Parking lane

Painted strip as separator

Vehicle lane

Central median (refer to p.45-47 for planting palette)

Kerb offset (refer to p.49 for material)

Vehicle lane

Painted strip as separator

Parking lane

Planting beds

Footpath

Lighting (refers to p.51-52 for furniture selection palette)

Seats (refers to p.51-52 for furniture selection palette)



Bins (refers to p.51-52 for furniture selection palette)

Drinking fountain (refers to p.51-52 for furniture selection palette)

General note – crossovers to be consolidated and minimised with any future development. Locations to ideally allow for maximum tree planting.

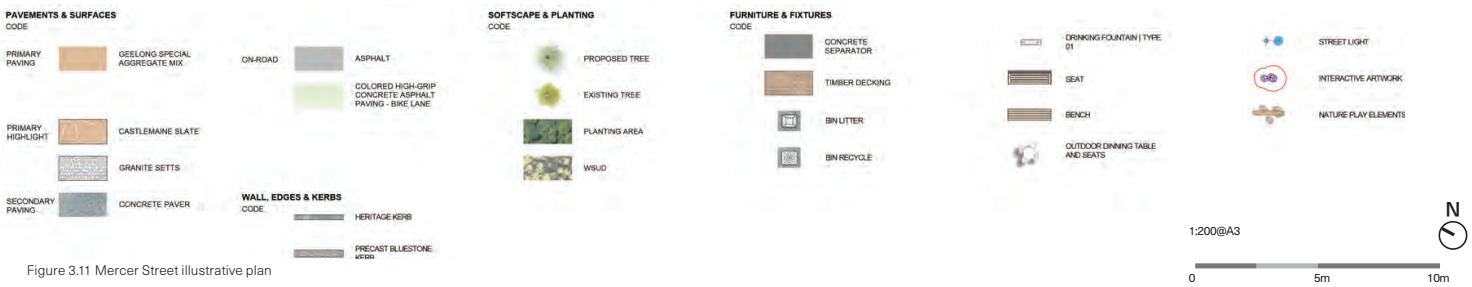


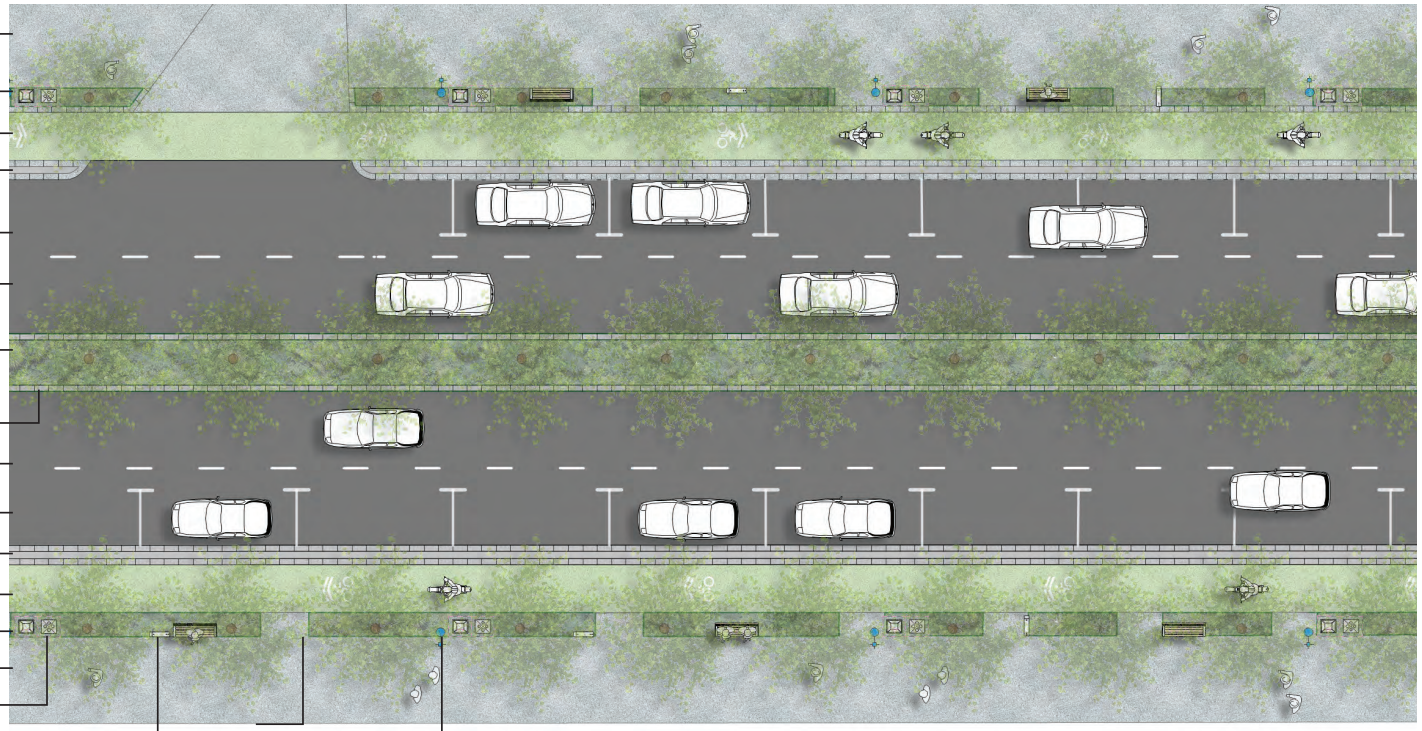
Figure 3.11 Mercer Street illustrative plan

ASPECT Studios

3.11 Mercer Street North - Long Term Proposed Plan

Please note dimensions are indicative and may vary throughout the length of the street.

Refer to 3.9.4 for sectional information



General note – crossovers to be consolidated and minimised with any future development. Locations to ideally allow for maximum tree planting.

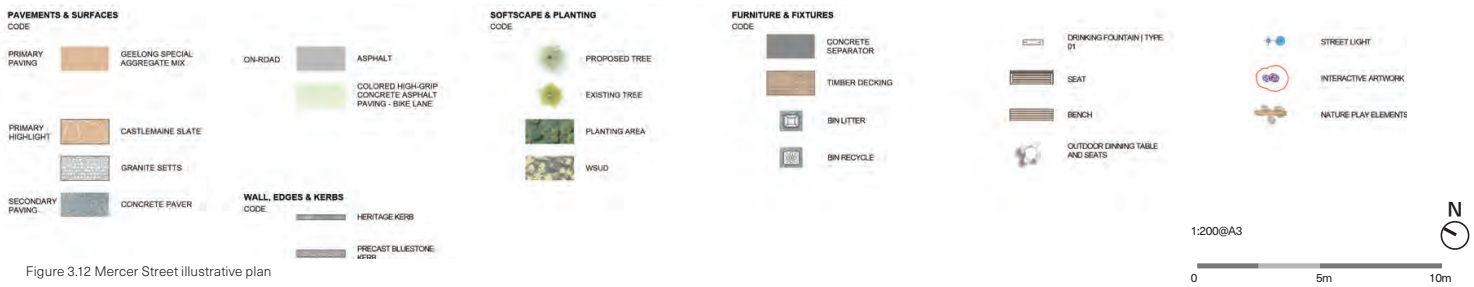


Figure 3.12 Mercer Street illustrative plan

ASPECT Studios

3.12 Mercer Street Central Sections

Please note dimensions are indicative and may vary throughout the length of the street.

3.12.1 Summary

General change of the street section from four vehicle lanes to two vehicle lanes and two parking lanes allowing the introduction of larger footpaths, bike lanes and planting.

3.12.2 Existing Condition

- Four vehicle lanes, one section of on-street parallel parking, on road bike lanes to remaining sections.
- Street light poles either in central median or on west side, overhead electricity east side with occasional pedestrian light poles
- Scattered median trees, occasional trees between parallel parking bays.

3.12.3 Proposed Condition

- Two vehicle lanes each way may be required in this section, pending Department of Transport bus planning process. On-street parking and lane widths may be affected as a result.
- All vehicle lanes to be bus capable.
- Streetscape improvements both sides - separated bike lanes with raised median to traffic, new street trees in footpath planting zone.
- Underground electrical to allow new street trees and service new street lighting.



Figure 3.13 Mercer Street central block location plan

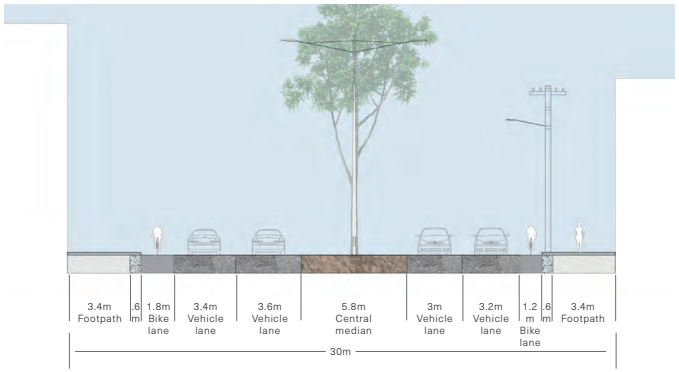


Figure 3.14 Section A-A' of Mercer Street central block showing the existing condition

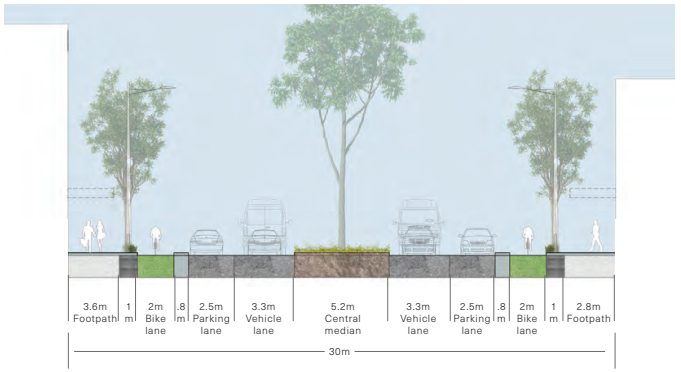


Figure 3.15 Section A-A' of Mercer Street central block showing the proposed condition

3.13 Mercer Street South Sections

Please note dimensions are indicative and may vary throughout the length of the street.

3.13.1 Summary

General change of the street section from a four vehicle lanes to two vehicle and one bus lane as well as a reduction of the southern median planting to allow for bike lanes and car parking.

3.13.2 Existing Condition

- Four vehicle lanes including bus and limited on-street loading area.
- Intermittent on-street bike lanes.
- Partial overhead electrical services on east side (some recently undergrounded), intermittent street light poles central median or either side.
- Central median trees, park trees in Johnstone Park.

3.13.3 Proposed Condition

- Two vehicle lanes and two bus lanes.
- Separated bikes both sides tie in with the Geelong Green Spine project.
- Central median slightly narrowed to still retain existing trees (arborist assessment recommended in future stages of project).
- New street trees on east side where space permits.
- Complete undergrounding of electrical services to allow new street trees and service new street lighting.

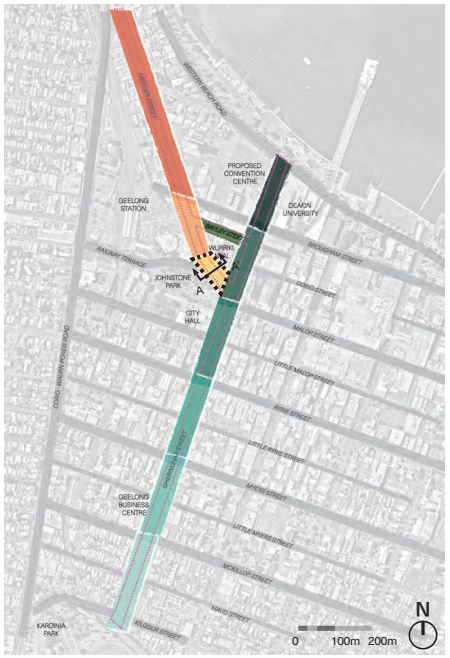


Figure 3.64 Mercer Street south block location plan

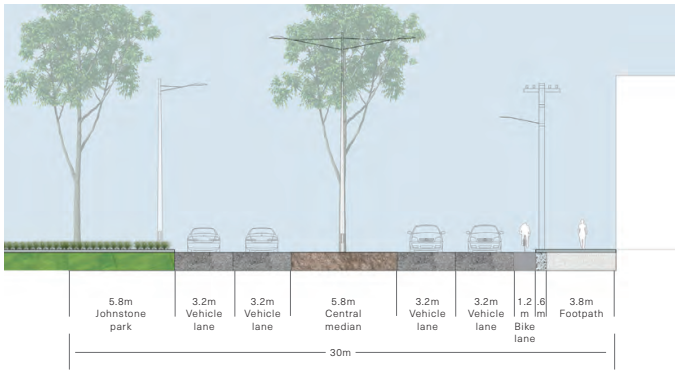


Figure 3.17 Section of Mercer Street south block showing the existing condition

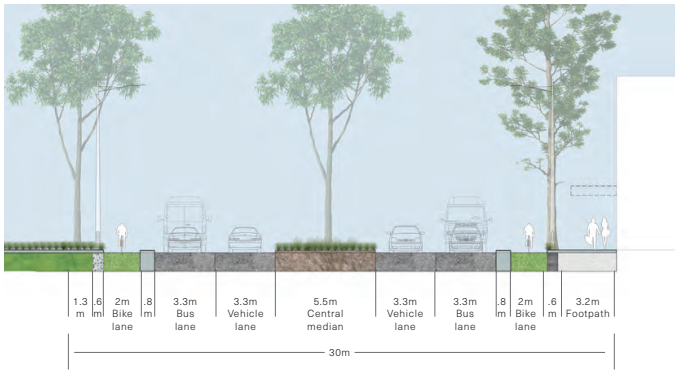


Figure 3.18 Section A-A' of Mercer Street south block showing the proposed condition

3.14 Gheringhap Street Vision

Being a key entrance into Geelong from the south, Gheringhap Street will embrace a strong local landscape narrative and be transformed into a linear park experience for people and active transport users.

Conceived in two spatial zones, from the Waterfront to Mercer / Malop Street, and from Mercer / Malop Street to Kilgour Street, Gheringhap Street will ultimately provide a cultural story expressed through vegetation and water. This will be considered as part of precinct-wide parking management which will include seeking to minimise reduction in parking spaces where possible and using parking management measures to best ensure access for priority uses

With broader views to surrounding mountains, the journey along Gheringhap Street will be akin to a new linear park embracing extensive tree planting, pedestrian footpaths and outdoor gathering opportunities.

Place

The focus of Gheringhap Street will be the linear park on the eastern side of the street. Within this space, a landscape journey will be articulated through a changing expression of water, vegetation and materials.

These will help frame a series of spaces for casual or formal occupation within the linear park, with opportunities for public art and other cultural expression and interpretation interwoven throughout.

The western footpath will not expand other than to capture additional opportunities for planting, with the implementation of the proposed palette linking both sides of the street together.

Traffic

Retaining the two way traffic arrangement, a staged process of parking consolidation and turning lane removal will open up new space in the future for the linear park. This will be undertaken in conjunction with any precinct-wide parking reallocation to ensure minimal disruption.

This staged process will be undertaken over time, with the intent of minimal sacrificial work central to the sustainability objectives of the project.

The existing Building Better Bike Connections cycle lane upgrade will be further enhanced to transform Gheringhap Street into a true Strategic Cycling Corridor.

Planting

Gheringhap Street provides a landscaped journey showcasing the range of plants of Geelong. The intent is to use species more suitable for drier climates on the higher reaches of the Gheringhap Street hill and species more appropriate for wetter environments in the lower areas.

Tree planting will focus on establishing a connected canopy along both sides of the street to increase tree canopy coverage within the streets for place, visual and microclimate improvements. Shrub and groundcovers will complement the approach of dry through to wet.

Species will be selected for their diversity, their future climate resilience, connection to place, habitat value and maintenance requirements.

Materials

The material palette builds on the existing character of Gheringhap Street including extending the use of bluestone kerb and prioritising the use of Geelong Eastern / Heritage Mix as the primary paving type. More information can be found in Section 4 - Palettes.



01 Block 1
02 Block 2
03 Block 3
04 Block 4
05 Block 5
06 Block 6

Figure 3.19 Gheringhap Street block plan

3.15 Gheringhap Street Character

Gheringhap Street is envisaged as a connected series of blocks that gradually transform the character of the street through its relationship with topography, the water and the city.

The landscape story of each part of Gheringhap Street reflects a journey along the street. The elevated parts to the street are expressed through a drier landscape palette where water is a passing element, shedding to lower levels, whilst the lower and depressed parts exhibit a wetter landscape palette and where water is present for a longer duration.

The choice of materials also varies slightly throughout.

The changes between each section are slight, but by the culmination of the journey the expression differs dramatically, much as the character of the surrounding landscape differs too.

Wind mitigation is noted and considered.

Block 1: Western Beach to Brougham Street Character:

- Formal, ceremonial space.
- Opportunity for event road closures.
- Passive occupation.
- Formalised moments of water as spectacle.
- Trees and vegetation to express indigenous coastal / exotic landscape.
- Quality materials and furniture palette.

Block 2: Brougham Street to Mercer Street Character:

- Civic, ceremonial space.
- Express water to link to pre-existing environment.
- Trees and vegetation to express Indigenous / wet landscape.
- Quality materials and furniture palette.



Formal, ceremonial spaces
Precedent: North Terrace, Adelaide, SA, Australia, 2006



Expression of water / wet landscape
Precedent: Broadwater Parklands, Brisbane, Queensland, Australia, 2011



Opportunity for event road closure
Precedent: Darling Harbour, Sydney, NSW, Australia, 2018



Quality furniture palette with indigenous landscape plants
Precedent: Sovereign Square, Leeds City Centre, UK, 2016

Gheringhap Street Character

Block 3: Mercer Street to Ryrie Street Character:

- Creative / cultural zone.
- Celebrate cultural spectacle - spectator focus.
- Consider diurnal character near restaurants and cultural institutions.
- Investigate limited food and beverage opportunities.
- Trees and vegetation to express a native / wet landscape.
- Water expressed in future through contained pools/water sensitive urban design
- Quality materials and furniture palette.

Block 4: Ryrie Street to Myers Street Character:

- Cultural space, social gathering.
- Investigate limited food and beverage opportunities.
- Trees and vegetation to express a native / dry landscape.
- Water expressed through flowing elements.
- Quality materials and furniture palette.

Block 5: Myers Street to McKillop Street Character:

- Cultural and social gathering spaces.
- Highest point on site. Integrate viewlines and gathering spaces down Gheringhap Street.
- Trees and vegetation to express a indigenous / dry landscape.
- Water expressed through ephemeral, pools.
- Standard materials and furniture palette.

Block 6: McKillop Street to Kilgour Street Character:

- Playful / recreation and social gathering.
- Trees and vegetation to express a native / wet landscape.
- Water expressed through flowing bodies.
- Standard materials and furniture palette.



Civic spaces and native planting.
Precedent: North Terrace, Adelaide, SA, Australia, 2006



Native planting.
Precedent: Bunurong Memorial Park, Bangholme, VIC 2019



Ephemeral stormwater pond,
Precedent: Whitehorse City Council, Melbourne, VIC, Australia, 2011



Expressing water through landscape design
Precedent: Park-Snape, Canberra, ACT, 2015



Civic pedestrian area planting and seating
Precedent: Barangaroo South, Sydney, NSW, Australia, 2016



Civic roadside planting and seating
Precedent: Ceremonial Avenue, Canberra



Native planting and shade
Precedent: Macquarie University Courtyard, Sydney, NSW, Australia, 2011



Urban breakout spaces
Precedent: South Boulevard, Copenhagen, Denmark, 2007

3.16 Gheringhap Street Approach

Gheringhap Street is divided into short-term and long-term parking solutions to reflect staged implementation over time.

Blocks 1-2, north of Mercer Street, convey less through-traffic than the rest of Gheringhap Street. As such, there is more provision to establish the final road treatment here from the outset to become a precedent for the remainder of the street.

The existing road geometry entering the Mercer / Malop / Gheringhap Street intersection is also more conducive to an asymmetric road cross section that will form the template for Blocks 3 - 6.

The development of a number of key civic sites within these two blocks allow for a new civic character to be established to support anticipated demand on the public realm - provision for a shared space between the future Convention Centre and the Deakin University Woolstore campus is recommended.

Blocks 3-6 have recently been upgraded to integrate the Building Better Bike Connections project. The treatment of these blocks will take a short-term landscape improvement approach, where opportunities to improve the tree canopy coverage and materials of the streetscape will be implemented now in a manner that does not impact on the longer term approach. Parking numbers will be largely maintained, as will the temporary separation of bicycle lane from parked cars.

The longer term approach involves the transformation into a linear park, with reduction in on street parking allowing the increase of footpath on the eastern side.

The narrowing of the carriageway allows for

- A continuous avenue tree canopy treatment
- The provision of bicycle lanes.
- The remaining available space for footpath widening allows for additional tree and vegetation planting, WSUD opportunities, outdoor seating and dining opportunities.

Short Term Parking Solution

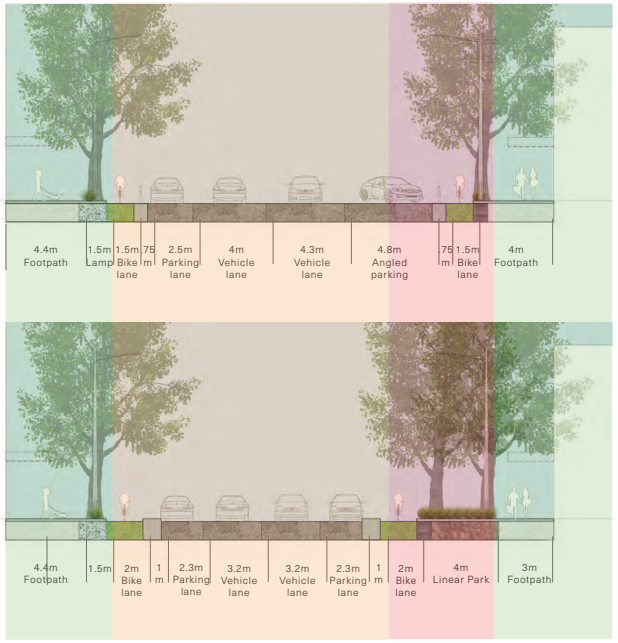
Actions:

- Targeted and strategic improvements to increased place for people with new street furniture palette
- Increase tree planting on west side where opportunities permit

Long Term Parking Solution

Actions:

- Underground existing overhead powerlines
- Create places for range of activities and use of space
- Apply a consistent mid-block road cross section
- Implement parallel parking throughout.
- Parallel parking removed for turning lane at intersections.
- Introduce bicycle lane alongside linear park.
- Relocation of bike lanes.



Minimal to no change

Some changes to profile, marking

Section that will require large change

Minimal to no change

Gheringhap Street Approach

Block 1 Western Beach to Brougham Street

Priorities:

- Increased place for people.
- Enhance active transport.
- Create linear park.

Actions:

- Retain some existing trees within raised bed on east side to offset tree losses on west.
- Incorporate new trees flush with footpath level to create more usable civic / urban space.
- Maximise footpath widths where possible.
- Reconfigure roadway for separated active transport, Implement separated bike lanes.
- Investigate option for shared zone between future Convention Centre and University Campus.
- Consider both short-term and long-term parking approaches using parallel parking.
- Optimise to create as little sacrificial works.
- Aim for a consistent mid-block road cross section.

Block 2 Brougham Street to Malop Street

Priorities:

- Increased place for people.
- Enhance active transport.
- Create linear park.

Actions:

- Continue linear park on east side.
- Reconfigure parking.
- Retain existing older trees whenever possible. When not possible replace with evergreen /indigenous species.
- Consider both short-term and long-term parking approaches
- Implement separated bike lanes.
- Aim for a consistent mid-block road cross section.
- Remove parking for turning lane at intersections.

Block 3-6 Malop Street to Kilgour Street

Priorities:

- Increased place for people.
- Enhance active transport.
- Create future linear park.

Actions:

- Consider both short-term and long-term parking approaches.
- Implement separated bike lanes.
- Optimise to create as little sacrificial works.
- Aim for a consistent mid-block road cross section.
- Remove parking for turning lane at intersections (balance between parking retention and need for turning lanes at intersections to be determined through traffic modeling process).

3.17 Gheringhap Street Block 1 Sections

Please note dimensions are indicative and may vary throughout the length of the street.

3.17.1 Summary

Change of the street section from two lanes and one angled parking to allow for parallel parking and bike lanes.

Linear park on eastern side of street.



Figure 3.20 Gheringhap Street block 1 location plan

3.17.2 Existing Condition

- Two vehicle lanes, mainly angled but some parallel parking
- Street light poles west side, pedestrian light poles east side.
- Trees in raised garden bed east side, in footpath on west side.

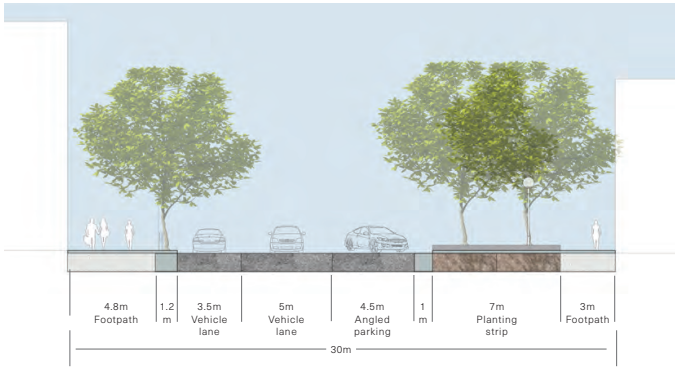


Figure 3.21 Gheringhap Street block 1 showing the existing condition

3.17.3 Proposed Condition - Brougham to Smythe Street

- Two vehicle lanes (shared with bikes) with indented parallel parking to both sides.
- Clusters of existing trees retained in raised beds.

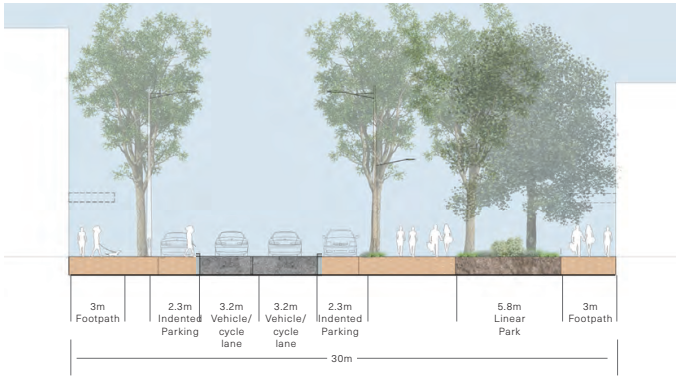


Figure 3.22 Gheringhap Street block 1 section A-A' showing the proposed condition

3.17.4 Proposed Condition - Smythe Street to Western Beach Road Shared Zone Option - Non-events Mode

- Two shared trafficable lanes.
- Short-term parallel parking both sides.

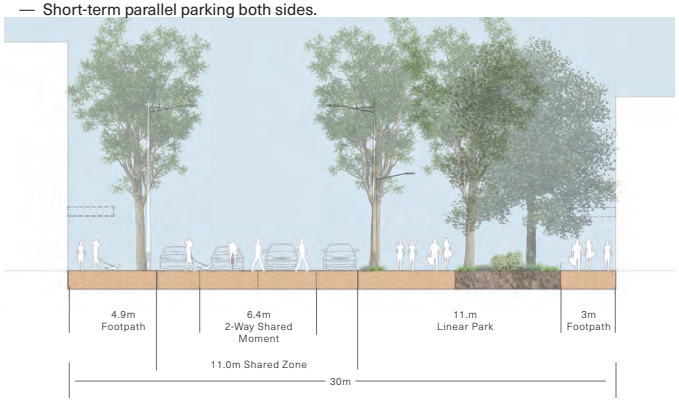


Figure 3.23 Gheringhap Street block 1 showing the proposed condition - non-events mode

3.17.5 Proposed Condition - Smythe Street to Western Beach Road Shared Zone Option - Events Mode

- Continuous flush shared zone.
- Through-traffic and parking excluded.

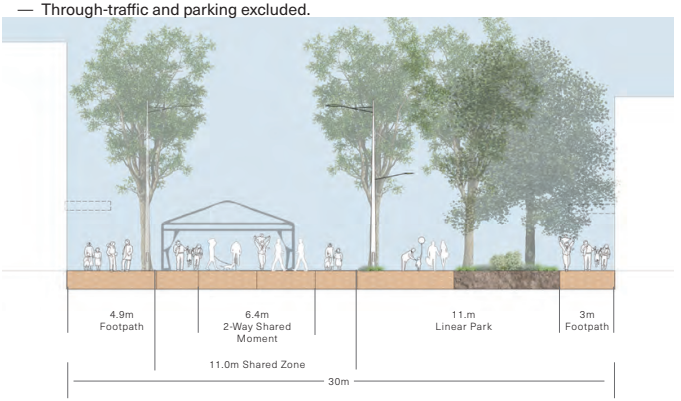
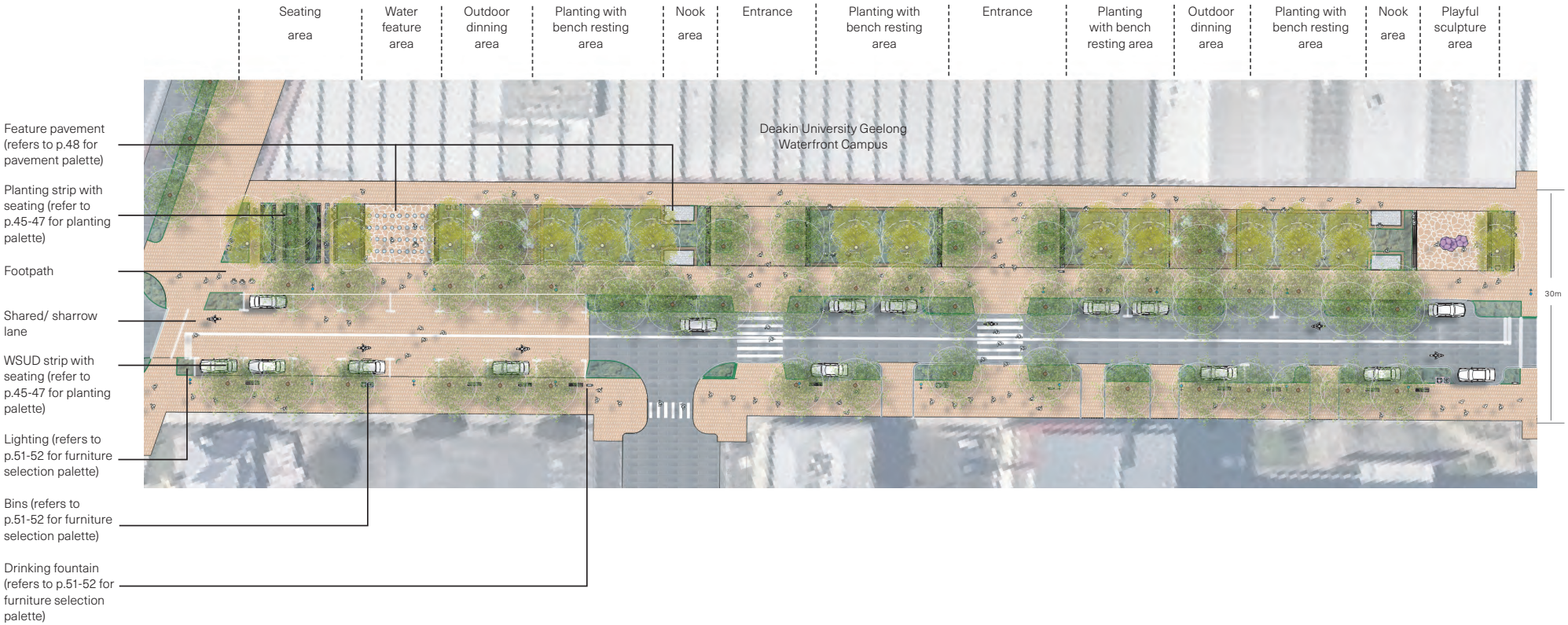


Figure 3.24 Gheringhap Street block 1 showing the proposed condition - events mode

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3.18 Gheringhap Street Block 1 - Proposed Shared Zone Option

Please note dimensions are indicative and may vary throughout the length of the street.



General note – crossovers to be consolidated and minimised with any future development. Locations to ideally allow for maximum tree planting.

Refer to 3.17.4 for sectional information

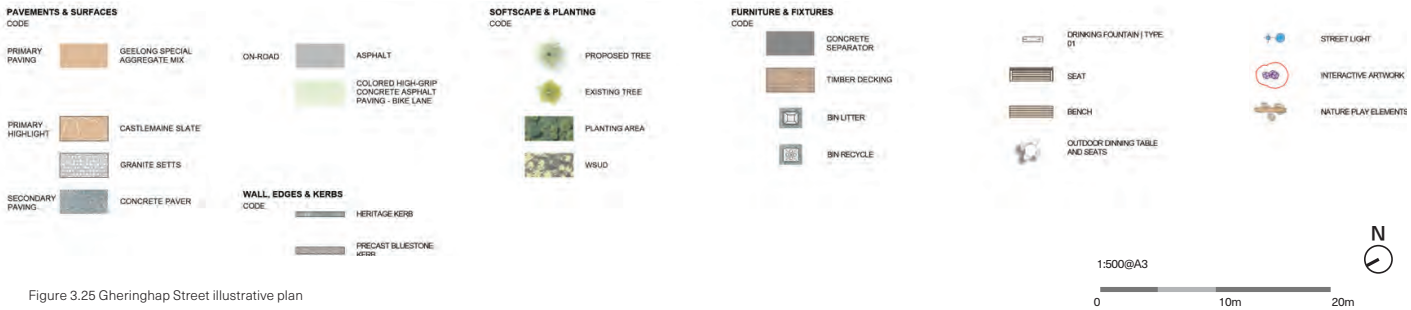


Figure 3.25 Gheringhap Street illustrative plan

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3.19 Gheringhap Street Block 2 Sections

Please note dimensions are indicative and may vary throughout the length of the street.

3.19.1 Summary

Change in street section from large vehicle lanes and bus parking to a smaller road width to allow for wider footpaths and bike lanes.

3.19.2 Existing Condition

- Two vehicle lanes, two parking lanes mainly angled but some parallel parking.
- Bus layover with some perpendicular parking (not shown).
- Street light poles west side, pedestrian light poles east side and central median.
- Scattered trees in footpath east and west side.

3.19.3 Proposed Condition

- Two vehicle lane with parallel parking to both sides.
- Separated bike lanes both sides.
- Replace angle parking east, lane and kerbside west.
- Some trees replaced to in succession planting to create consistent species selection.
- Significant increase in areas of pedestrian occupation, garden and tree planting through a linear park.



Figure 3.26 Gheringhap Street block 2 location plan

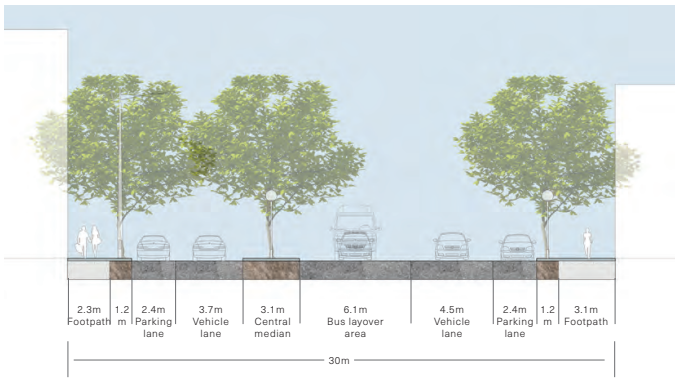


Figure 3.27 Gheringhap Street block 2 section A-A' showing the existing condition

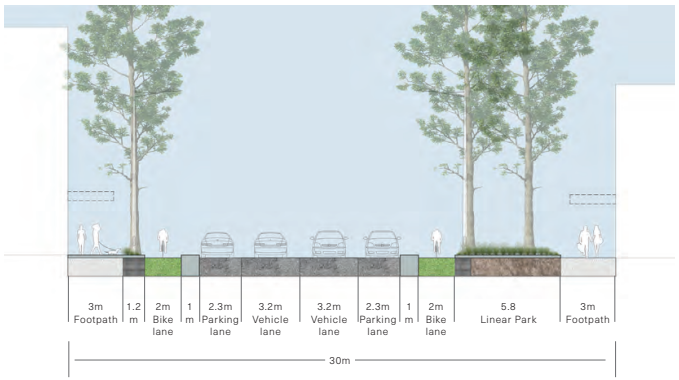


Figure 3.28 Gheringhap Street block 2 section A-A' showing the proposed condition

3.20 Gheringhap Street Block 3-6 Sections

Please note dimensions are indicative and may vary throughout the length of the street.

3.20.1 Summary

General change of the street section from current angled parking to the long term vision of parallel parking to increase available space for a linear green park on the eastern side of the street.



Figure 3.29 Gheringhap Street block 3-6 location plan

3.20.2 Existing Condition

- Two vehicle lanes, with mainly angled and some parallel parking. Temporary separated bike lanes using bollards, line-marking.
- Scattered trees on either sides of the road (infrequent at times).
- Overhead electrical services on east side in blocks 4 - 6 (south of Ryrie Street), scattered lighting on either side of road.

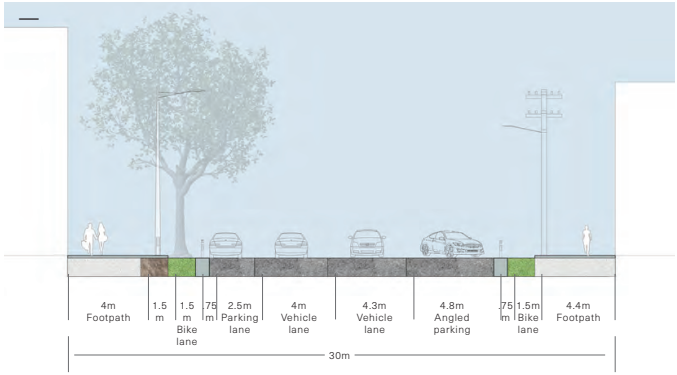


Figure 3.30 Gheringhap Street block 3-6 section A-A' showing the existing condition

Please note the existing parking condition varies between parallel and angled

3.20.3 Short Term Proposed Condition

- Street section remains as is with targeted improvements of widened footpaths, increased greening and opportunities for seating and gathering where possible.
- Temporary separated bike lanes retained.

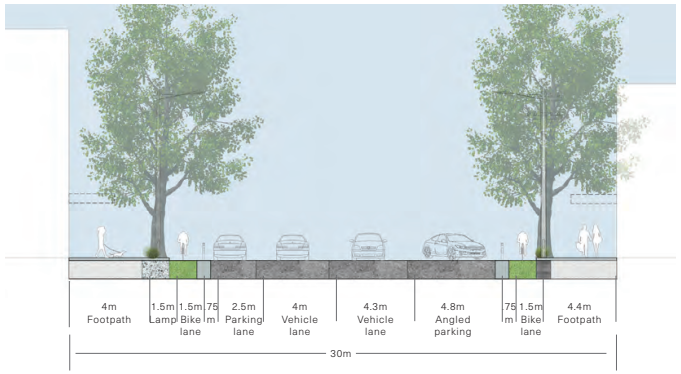


Figure 3.31 Gheringhap Street block 3-6 section A-A' showing the proposed condition

3.20.4 Long Term Proposed Condition

- Two vehicle lanes, with parallel parking to both sides. New permanent separated bike lanes.
- Power undergrounded in remaining blocks to allow better tree canopy.
- Significant increase in areas of occupation, garden and tree planting through a linear park.

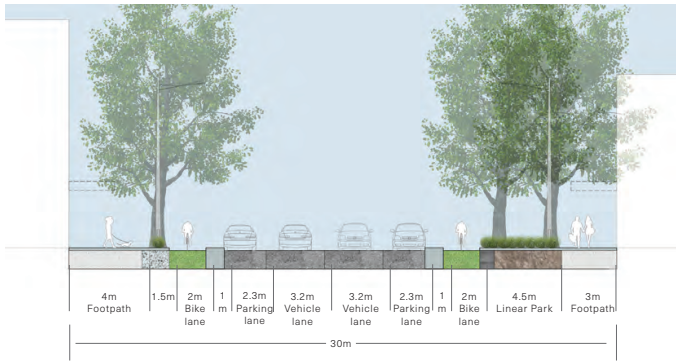


Figure 3.32 Gheringhap Street block 3-6 section A-A' showing the proposed long-term condition

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3.21 Gheringhap Street Block 3-6 - Long Term Proposed Plan

Please note dimensions are indicative and may vary throughout the length of the street.

Refer to 3.20.4 for sectional information

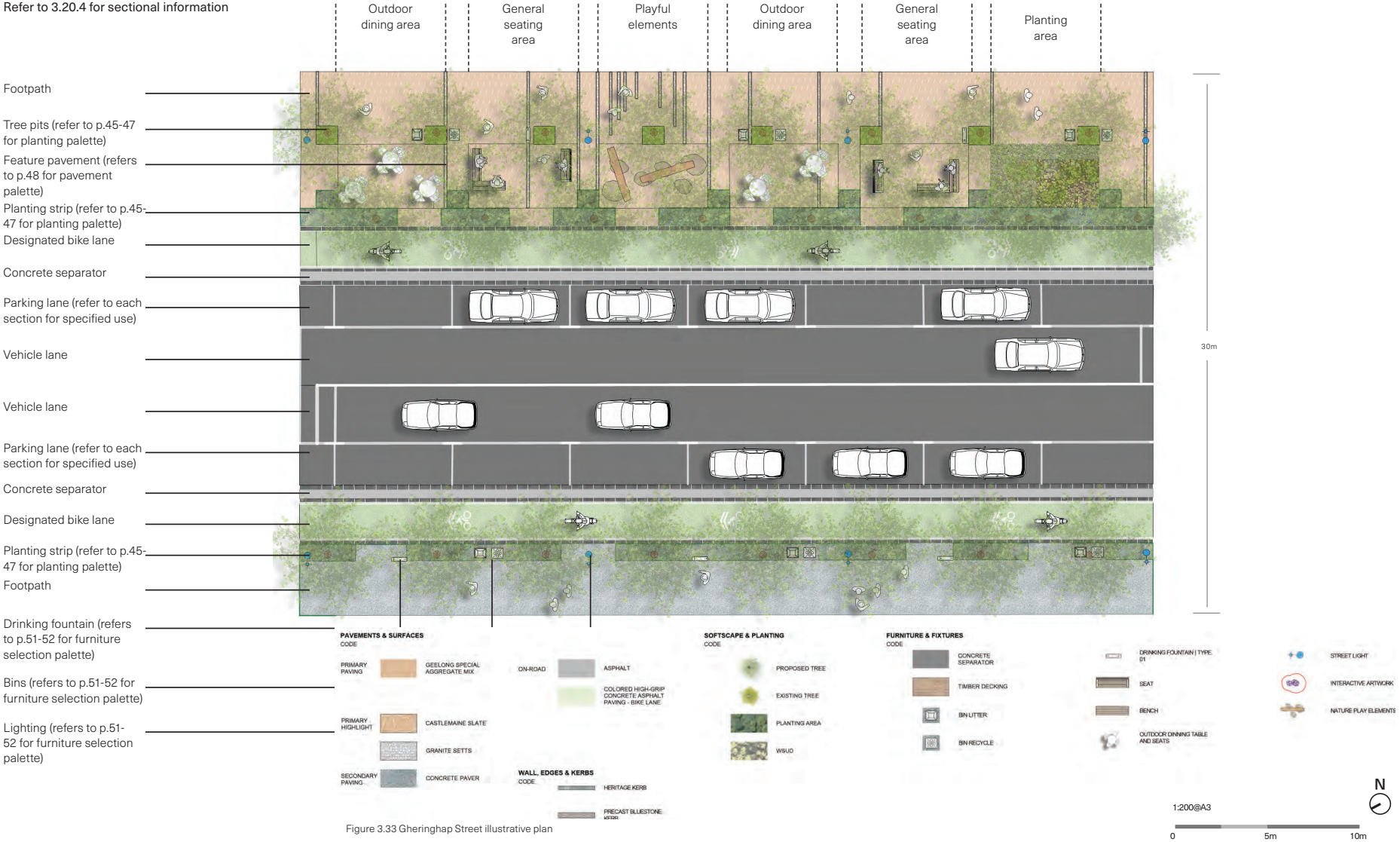


Figure 3.33 Gheringhap Street illustrative plan

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Section 3 – Strategic Thinking

3.22 Bayley Street Sections

Please note dimensions are indicative and may vary throughout the length of the street.

3.22.1 Summary

No change to street section dimensions but a change in demarcating as a slow zone and eventually introducing outstands for additional trees along the street.



Figure 3.34 Bayley Street location plan

3.22.2 Existing Condition

- Two vehicle lanes, intermittent parallel parking both sides.
- Street light poles north side, pedestrian light poles south side.
- Trees in parking north side, in footpath south side.

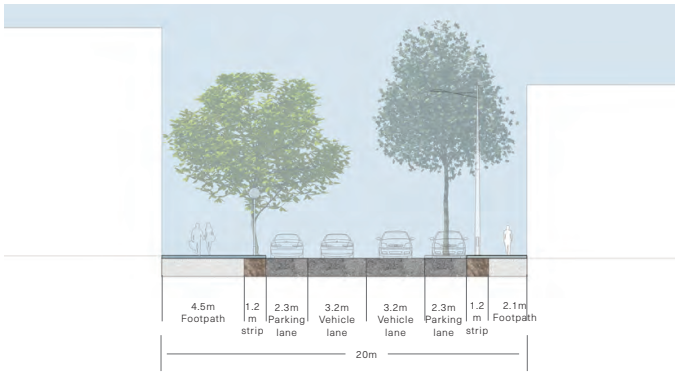


Figure 3.35 Bayley Street section A-A' showing the existing condition

3.22.3 Proposed Condition

- Two vehicle lanes, intermittent parallel parking both sides retained.
- More consistent tree location and spacing to increase greening of the street.
- Consider opportunity for change in surface level and/or materials to further calm traffic and denote a slow zone (not depicted below).

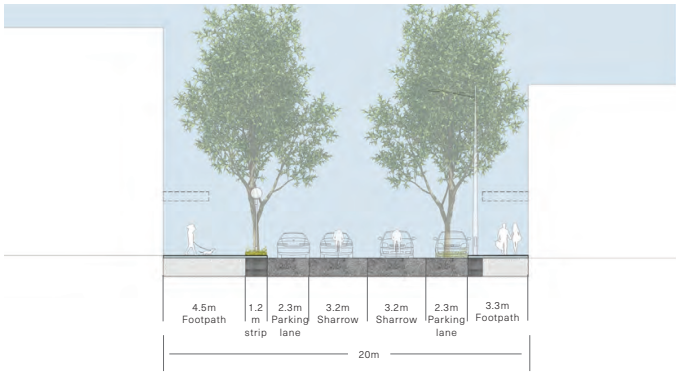


Figure 3.36 Bayley Street section A-A' showing the proposed condition

3.22.4 Proposed Condition

- Intermittent outstands on one/both sides to reduce physical width of road to enhance slow zone feel.
- Additional tree planting where possible in outstands.

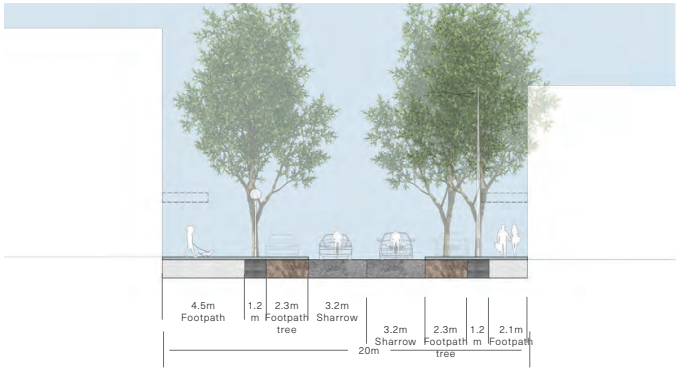


Figure 3.37 (Top) Bayley Street section B-B' showing the proposed long-term condition

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Section 4

Palettes

Section 4 – Palettes

4.1 Existing Street Treatment

The existing material condition and appearance of Gheringhap and Mercer streets has evolved over the years resulting in a collection of different urban conditions as parts of the street were progressively upgraded. This has lead to a variety of material treatments without a holistic direction or oversight.

There is a variety of paving from low quality asphalt to new bluestone paving around new buildings. There are existing kerbs ranging from concrete to historic and new bluestone. Urban furniture has been installed on an as needs basis and is a collection of proprietary and council standard elements.

There are a number of establish and good quality trees within the streets but most are planted in isolated groupings.

Recognising that a consistent materials palette across these streets and the whole Central Geelong may not be feasible, this Mercer and Gheringhap Street Streetscape Masterplan recommends a stitching approach. This allows for areas of variable quality and materials to be tied into an overall unity of elements.



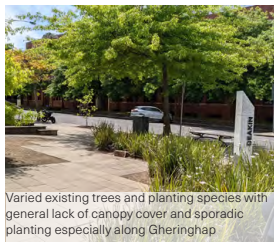

Varied existing paving making consistency difficult to achieve


New bluestone paving around civic buildings


Varied kerbing from historic bluestone to concrete



Existing concrete kerbing


Varied existing trees and planting species with general lack of canopy cover and sporadic planting especially along Gheringhap


Isolated pockets of large significant trees



Urban Furniture and Signage palette a mixture of council standard and proprietary with no holistic coordination.


Council standard bins and bike parking

4.2 Material Palette - Variability and Unity

The material palette uses the concepts of variability and unity to create a distinct set of urban elements that will define the project.

Taking into consideration the varied existing conditions of the site as well as a potentially constrained future budget the material palette intends to focus on the most cost effective elements to unify the project while also looking towards elements that are more suited to a diverse and varied palette.

The material palette highlights both the planting and the paving as elements that can embrace a variable palette. The tree and shrub selection focuses on a ecologically rich and biodiverse indigenous palette.

As the existing paving conditions are varied the material palette builds in flexibility and variety to allow for cost effective and staged solutions to the site's paving treatment. The palette envisages that key areas will be upgraded with high quality paving progressively and other more cost effective 'highlights' can be used in areas that are not of primary focus.



Section 4 – Palettes

4.3 Variability and Unity - Trees and Planting

Trees and planting are to be used to both unify street character and to add variety and biodiversity throughout the Masterplan.

Variability is used throughout the planting palette to achieve an indigenous and ecologically resilient urban habitat. Along the length of Gheringhap Street the palette is divided into thematic bioregions, from Native Wet in the south to Indigenous Coastal to the north. Through these thematic bioregions the planting palette will change and strive to bring as much indigenous biodiversity to the streetscape as possible.

Unity is used in the planting palette predominately through the street tree selection. The aspiration is for Mercer Street, being an important vehicular entrance to the site, to build upon the existing stands of Corymbia citriodora and enhance the 'Gateway' character of the street.

The planting selection prioritises indigenous plants with a proven track record of resiliency and adaptability to changing urban conditions. The palette also includes appropriate native plants for additional variety.



Figure 4.2 Proposed planting zone

PLANTING ZONE SNAPSHOT

Native Wet

Character


Native Trees and plants for WSUD.

Tree example

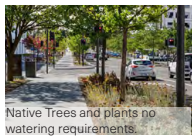

Banksia integrifolia

Shrub example


Acacia retinoides

Native Dry

Character


Native Trees and plants no watering requirements.

Tree example


Corymbia ficifolia

Shrub example


Poa labillardieri

Indigenous Wet

Character


Indig. Trees and plants for WSUD.

Tree example

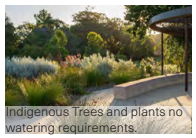

Eucalyptus leucoxylon ssp connata

Shrub example


Muehlenbeckia florulenta

Indigenous Dry

Character


Indigenous Trees and plants no watering requirements.

Tree example


Acacia melanoxylon

Shrub example


Acacia pycnantha

Indigenous Coastal & Exotic

Character


Coastal, Salt tolerant Trees and Plants

Tree example


Banksia marginata

Shrub example


Bursaria spinosa var macrophylla

Section 4 – Palettes

Variability and Unity - Trees and Planting



Gheringhap Street - Variability

Gheringhap Street's planting palette focuses on bringing variety and biodiversity through thematic planting per block

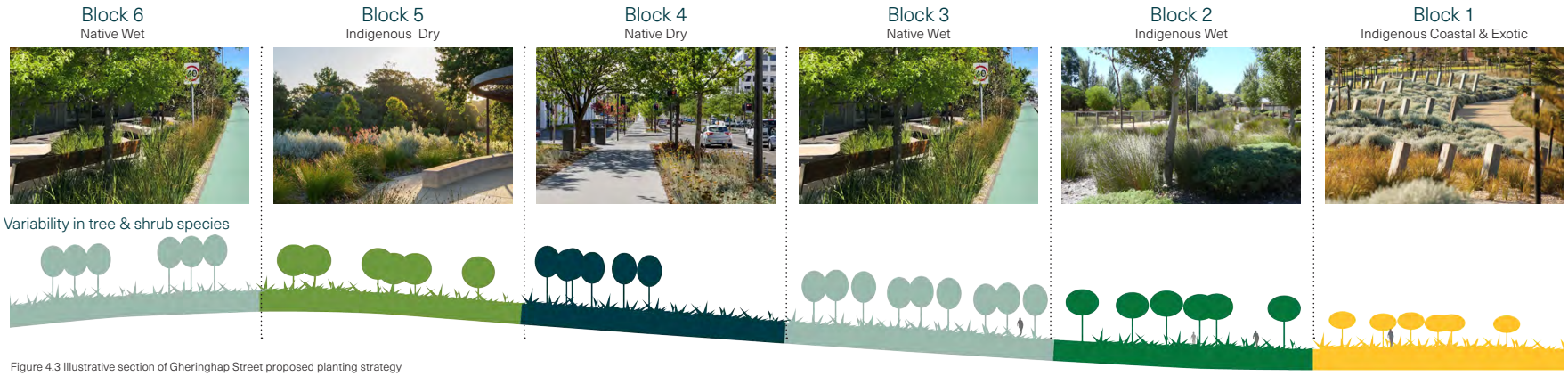


Figure 4.3 Illustrative section of Gheringhap Street proposed planting strategy

Mercer Street - Unity

Mercer Street's planting palette brings unity and a 'gateway' character through planting of Eucalyptus and variety through shrub and groundcover planting





Figure 4.4 Illustrative section of Mercer Street proposed planting strategy

Section 4 – Palettes

4.4 Variability & Unity - Planting Long List

*"Resiliency Rating" is based on previous work undertaken by Aspect and Tree logic for the City of Melbourne. This information is for reference only.

**CoM Future Urban Forest Vulnerability List rates trees from Green to Blue with green being least vulnerable and blue most vulnerable. This table lists trees vulnerability under a Moderate Temperature Scenario. Refer to Appendix for more information.

Plant Name	*Scientific Name*	*Indigenous/Native*	*Geelong EVC (all from EVC 17 & 19)*	**Urban Street Tree Resiliency Rating 0-50*	***CoM Future Urban Forest Vulnerability List (2016)*
TREES					
Weeping Lilly Pilly	Waterhousea floribunda	Native	No	42	Green
Coastal Banksia	Banksia integrifolia	Native	No	43	Green
	Angophora costata	Native	No		Green
Red Iron Bark	Eucalyptus sideroxylon 'Rosea'	Native	No	41	Green
Spotted Gum	Corymbia maculata	Native	No	42	Green
	Corymbia citriodora	Native	No	36	Green
Kurrajong	Brachychiton populneus	Native Vic	No	48	Green
Wilga	Geijera parviflora	Native Vic	No	44	Green
Red Box	Eucalyptus polyanthemos	Native Vic	No	45	Green
White peppermint	Eucalyptus pulchella	Native Tas	No	43	Amber
Willow Myrtle	Agonis flexuosa	Native WA	No	41	Green
Red Flowering Gum	Corymbia ficifolia	Native	No	40	Green
Lightwood	Acacia implexa	Indigenous	Yes		Green
Blackwood	Acacia melanoxylon	Indigenous	Yes		Green
Golden Wattle	Acacia pycnantha	Indigenous	Yes		Amber
Yellow Gum	Eucalyptus leucoxylon ssp connata	Indigenous	Yes	40	Red
Manna Gum	Eucalyptus viminalis	Indigenous	Yes		Amber
She-Oak	Allocasuarina verticillata	Indigenous	Yes	40	Green
Silver Wattle	Acacia dealbata	Native	No		
	Acacia retinodes var. uncifolia	Native	No		
Acacia verticillata	Acacia verticillata ssp. verticillata	Native	No		
SHRUBS, GRASSES,GROUNDCOVERS					
	Bursaria spinosa var macrophylla	Indigenous	Yes		
	Chrysocephalum apiculatum	Indigenous	Yes		
	Maireana aphylla	Indigenous	Yes		
	Stipa species	Indigenous	Yes		
	Poa labillardieri	Indigenous	Yes		
	Leucophyta brownii	Indigenous	Yes		
	Correa reflexa	Indigenous	Yes		
	Dianella revoluta var. brevicaulis	Indigenous	Yes		
	Disphyma crassifolium	Indigenous	Yes		
	Olearia axillaris	Indigenous	Yes		
	Pimelea serphyllifolia	Indigenous	Yes		
	Pomaderris paniculosa ssp. paralia	Indigenous	Yes		
	Grevillea rosmarinifolia	Native	No		
	Westringia fruticosa'grey box'	Native	No		
	Leucadendron Species	Exotic	No		
	Correa species	Native	No		
	Senecio mandraliscae	Exotic	No		
	Grevillia lanigera	Native	No		
	Callistemon viminalis 'Little John'	Native	No		

4.5 Variability - Paving

Paving is to be used as a way to bring a high quality palette to primary focus areas while providing highlights and alternative paving to areas of secondary importance.

The Primary Paving is to be a Geelong Eastern / Heritage Mix and is to be used in the area of the Mercer/Gheringhap intersection as well as the linear green spine proposed along the length of Gheringhap St. The Mix is an aggregate mix created specifically for the CoGG that has been used previously on public realm projects in the city. Employing the Mix rather than bluestone paving is a more cost effective paving solution that is also unique to the region. As Bluestone is an expensive paving options this Mercer and Gheringhap Street Streetscape Masterplan suggests a deviation from the Public Realm Framework.

Primary Paving Highlights are to be used in conjunction with the Primary Paving or in situations where a minimal or more cost effective paving solution is required. Highlight areas have been chosen to be near the Mercer Gheringhap intersection and to be a more cost effective method to increase the variety to paving.

Secondary Paving is to be used in areas outside of the main project area where a cost effective paving solution is required.

Geelong Eastern / Heritage Mix (GEELEASTERNOW32)

(Local Mix)

Material	*Type*
SAND 1	Washed Fine Sand
SAND 2	Ramp Washed Concrete Sand
CEMENT 1	Eco Blend ICL 65/25/10
CEMENT 2	Off White Cement Bulk
STONE 1	7mm Granite
STONE 2	3 – 10mm Red Brick (graded)
STONE 3	7mm White Pebbles
OXIDE	N/A

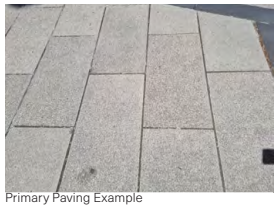


Figure 4.5 Proposed paving zone

Primary Paving - Geelong Eastern/Heritage Mix



Paving Mix - Detailed view of aggregate mix.



Primary Paving Example

Primary Paving - Highlights



Granite setts



Castlemaine slate

Secondary Paving



Concrete pavers - complement primary paving



Asphalt

Section 4 – Palettes

4.6 Unity - Kerb and Channel

The palette proposes a unified and distinct kerb and channel detail that is to be used throughout the project.

As the site has a varied existing and proposed paving palette unity in the project can be expressed in the kerb and channel. A consistent shape and size while allowing for different materials will be an intelligent and cost effective response to a diverse existing condition as well as easily implemented in a staged construction process.

The Primary Kerb is to be a high quality, contemporary bluestone kerb that is unique to the project and the precinct. This is to be used in the area of the Mercer/Gheringhap intersection as well as the linear green spine proposed along the length of Gheringhap St.

The Heritage Kerb is the protection or re-instatement of existing high quality bluestone kerbs of historic value. For example the kerb along Johnstone Park should be protected and integrated with the adjacent Primary Kerbs proposed.

The Secondary Kerb is a cost effective alternative to the Primary Kerb. The dimensions should match those of the Primary Kerb while being either a cheaper stone or concrete material.

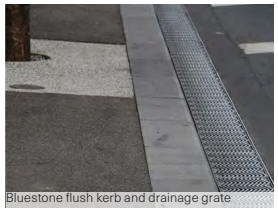


Figure 4.6 Proposed kerb and channel selection

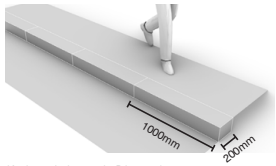
Primary Kerb



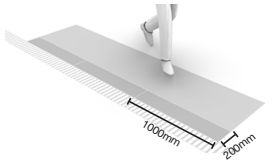
Bluestone kerb and channel



Bluestone flush kerb and drainage grate



Kerb and channel - Dimensions



Flush kerb and drainage grate - Dimensions

Heritage Kerb



Existing heritage kerb on site (Mercer Street)



Proposed heritage kerb and channel

Secondary Kerb



Precast concrete kerb and channel

Section 4 – Palettes

4.7 Unity - Parking

A considered approach to parking can help mitigate the spatial and visual impacts within the street environment.

In the absence of a strategic parking approach to assess demand and opportune location for consolidation of parking, the Masterplan proposes a short-term retention strategy and an ultimate long-term consolidation approach to on-street parking.

The long-term parking recommendation is for all parking to be parallel, and though subtle, this will bring an element of unity throughout the Masterplan.

On Mercer Street, the extent of parallel parking addresses other street capacity requirements through a dynamic parking approach that differentiates between clearway and normal times.

On Gheringhap Street, the ultimate approach is for fixed parallel parking to service the anticipated demand, free up traffic flows and allow excess road corridor to be dedicated to an expanded public realm.



Figure 4.7 Proposed parking

Parallel Parking





Dynamic Parking

Section 4 – Palettes

4.8 Unity - Furniture and Wayfinding

The palette proposes a unified and distinct furniture and wayfinding selection to be used throughout the project.

Precinct defining custom furniture is to be used in the priority area of the Mercer/Gheringhap Street intersection as well as the linear green spine proposed along the length of Gheringhap Street.

Council standard furniture is to be used when a cost effective solution is needed or the area is outside of the central priority area.



Figure 4.8 Proposed defining and council standard furniture location

Precinct Defining Custom Palette





Council Standard Palette





Section 4 – Palettes

Unity - Furniture & Wayfinding

Below is a selection of potential furniture options with their more cost effective council palette equivalent.

Precinct Defining Custom Palette

Precinct defining custom furniture is to developed further during the conceptual design phase of the project. The intention is to use a combination of materials to bring variety and uniqueness to the palette.

Seating

Opportunities to use custom made furniture such as the examples below


Custom seating


Custom seating integrated


Seating/Bar Seating combo.


Art + Seating combo.

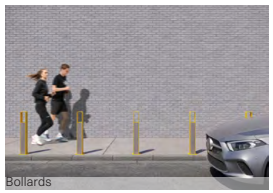
Bins, Drinking Fountains, Bike Racks, Bollards

Opportunities to use high quality proprietary and custom made furniture such as the examples below


Bins


Drinking Fountains


Bike Racks


Bollards

Lighting, Signage, Wayfinding

Opportunities to develop a unique signage and wayfinding palette such as the examples below


Signage



Information Board



Finger Board


Pedestrian Lighting

Council Standard Palette

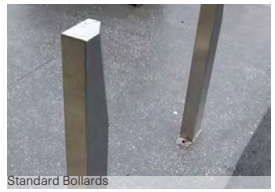
Seating


Standard Seat Back-rest


Standard Bench

Bins, Drinking Fountains, Bollards


Standard Bins


Standard Bollards

Lighting, Signage, Wayfinding


Standard Street Lighting



Existing Signage

4.9 Appendix - City of Melbourne Future Urban Forest Vulnerability List Rating

Key to reading the species list:

Vulnerability rating	Green	Melbourne has a similar temperature to other places where the species is found and the species is not considered vulnerable in this temperature scenario
	Amber	Melbourne is hotter than most (90%) other places where the species is found and the species is considered moderately vulnerable in this temperature scenario.
	Aqua	Melbourne is colder than most (90%) other places where the species is found and the species is considered moderately vulnerable in this temperature scenario.
	Red	Melbourne is hotter than nearly all (97.5%) other places where the species is found and the species is considered very vulnerable in this temperature scenario.
	Blue	Melbourne is colder than nearly all (97.5%) other places where the species is found and the species is considered very vulnerable in this temperature scenario.
	Max/min	The max/min suffix indicates that the rating is due to extreme maximum and minimum rather than mean annual temperatures.
Temperature scenario	Current	Melbourne with a mean annual temperature of 16.4 °C and extreme maximum temperatures are 44 °C.
	Moderate	Melbourne with moderate climate change by 2040 increasing temperatures 0.8 °C and extreme maximum temperatures increase by 0.5 °C.
	Extreme	Melbourne with extreme climate change by 2090 increasing temperatures 3 °C and extreme maximum temperatures increase by 2 °C.



City of Melbourne's Future Urban Forest Vulnerable Tree List (2016)

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2.3. Financial Performance Report Year to Date Ended 30 September 2023

Source: **Strategy, Governance and Corporate**
Chief Financial Officer: **Darren Schultz**

Purpose

1. To endorse the Financial Performance Report Year to Date Ended 30 September 2023.

2. To note that a revised budget is not required for the 2023-24 financial period.

Background

3. On 27 June 2023, the 2023-24 budget was adopted with a recurrent operating surplus of $362,000 and a non-recurrent surplus of $135,047 million resulting in a net surplus of $135,409 million.

4. Financial performance reports will be presented to Council on a quarterly basis, with this report representing quarter 1 for the 2024 financial year (FY2024).

5. Further to the performance, the report provides the forward forecast for FY2024 indicating the budget is likely, as planned, to deliver a small surplus.

Key Matters

6. The recurrent operating result to 30 September is a surplus of $1.8 million favourable to the year-to-date budget. A summary of the year-to-date variances is provided in the attachment.

7. The forecast operating position is $393,000 favourable to the year-to-date budget, primarily driven by financial integrity measures.

8. Capital works expenditure to 30 September 2023 is ($5.7 million) unfavourable to the year-to-date budget. A summary of the year-to-date variances is provided in the attachment.

9. The forecast capital works expenditure position is ($2.1 million) unfavourable to the year- to-date budget, primarily driven by timing variances in Northern Aquatic and Community Hub ($6.7 million) and Armstrong Creek Town Centre Library ($8.9 million).

10. Cash and investment balance as at 30 September 2023 is ($142.5 million) unfavourable to the year-to-date budget, primarily due to the delay in planned borrowings of $70 million. This is intentional and being managed using a portfolio approach to cash and cash equivalents.

11. Cash inflows from Rates and Charges is ($30.5 million) unfavourable to the year-to-date budget due to the timing of the first rates instalment due date.

12. The forecast cash position is ($28.5 million) unfavourable to the year-to-date budget, mostly due to opening cash being $26 million lower than expected. The full year net cashflow position is materially consistent with budget.

13. The current full year forecast is an expected $755,000 operating surplus, which is $393,000 favourable to budget.

14. There were no environmental upgrade agreements entered into for the quarter. There is one existing agreement in place valued at $115,000.

RESOLUTION - Item 2.3

Cr Harwood moved, Cr Aitken seconded –

That Council:

1. **Council endorses the Financial Performance Report Year to Date Ended 30 September 2023.**

2. **Note a revised budget is not required for the 2023-24 financial period.**

Carried

Financial Sustainability

15. As detailed within the attached Financial Performance Report Year to Date Ended 30 September 2023.

16. It has been determined by the Chief Executive Officer a revised budget is not required for the FY2023-24 financial period.

Community Engagement

17. Community engagement was undertaken during the development of the 2023-24 budget. Internal consultation has occurred with managers on the development of the full year forecast. Project managers have been consulted and provided the latest project updates which have been factored into this report.

Social Equity and Sustainability

18. Incomes and expenditures of the City's social equity programs are included in the attached Financial Performance Report Year to Date Ended 30 September 2023.

Relevant Law/Policy/Legal Implications

19. The report is provided in accordance with the requirements under section 97 of the *Local Government Act 2020.*

Alignment to Community Plan and Vision

20. This report aligns with Our Community Plan 2021-2025 strategic priority:
High-performing council and organisation.
Strong local economy.

21. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:

Conflict of Interest

22. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

23. There are no high or extreme risks arising from the subject of this report.

Environmental Sustainability

24. Incomes, expenditure, and investments focus on the preservation and enhancement of the City's commitment to environmental strategies and targets.

Attachments

1. Financial Performance Report - Sep 23 Final - for Council Briefing November 2023 [**2.3.1** - 19 pages]

Financial Performance Report

Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

Year to Date Financial Performance Report – September 2023

Chief Financial Officer **Darren Schultz**
Head of Financial Planning & Analysis **Shaun Owens**

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Financial Performance Report

Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

1. Introduction & Purpose

To present the financial performance from 1 July 2023 to 30 September 2023.

This report is intended to identify any material items in Council's financial performance and those expected in the future by way of forecasts.

2. Financial Performance

a) Summary

Summary	Year To Date			Full Year		
	Actual $000	Budget $000	Variance $000	Forecast $000	Budget $000	Variance $000
Operating						
Income	111,264	111,526 ▼	**(261)**	461,970	458,594 ▲	**3,376**
Expenditure	108,428	110,526 ▲	**2,098**	461,215	458,232 ▼	**(2,983)**
Net Surlpus/(Deficit)	**2,836**	**999** ▲	**1,837**	**755**	**362** ▲	**393**
Capital Works Expenditure	38,276	32,511 ▼	**(5,765)**	198,005	195,885 ▼	**(2,120)**
Cash & Investments	82,394	224,904 ▼	**(142,510)**	113,622	142,162 ▼	**(28,540)**
Loans	124,091	193,310 ▲	**69,219**	184,036	180,924 ▼	**(3,112)**

The operating result is $1.8m favourable to budget, primarily driven by a high level of vacancy and underutilisation of materials and services. Current savings in materials and services mostly relate to timing and are not expected to result in full year savings.

The forecast operating position is $393k favourable to budget, primarily driven by financial integrity measures. This ensures our expenditure is correctly classified and our budget is correctly constructed.

Capital works expenditure is $5.7m unfavourable to budget, primarily driven by timing variances in Northern Aquatic and Community Hub ($4.5m) and Armstrong Creek Town Centre Library ($4.2m).

The forecast capital expenditure position is $2.1m unfavourable to budget, primarily driven by timing variances in Northern Aquatic and Community Hub ($6.7m) and Armstrong Creek Town Centre Library ($8.9m). This is partly offset by a favourable variance for Drysdale Sporting Precinct Masterplan Stage 2 ($6.1m) due to project delays.

The current cash position is $142.5m unfavourable to budget. This is mostly due to a delay in borrowings of $70m. Other items impacting the current cash position are Rates & Charges collection being unfavourable due to timing ($30.5m) and the opening cash balance being lower than expected ($26.0m).

The forecast cash position $28.5m unfavourable to budget, mostly due to opening cash being $26m lower than expected. The full year net cashflow position is materially consistent with budget.

Financial Performance Report

Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

b) Operating Result

Actual Variance to Budget

$1.8m favourable variance between actual results and the budget. The key variances are:

Item	Impact	Comment
Revenue		
Federal Assistance Grant	**($1.3m)**	The funding for FY24 was received in full in FY23, whereas the budget assumed 25% would be received in FY24.
Family Services Grants	**+520k**	Higher than expected utilisation for childcare, which will result in full year favourability. This additional utilisation will also create increased operating costs.
Expenditure		
Salaries, Wages & Labour	**+$848k**	Higher than anticipated vacancies is driving salaries savings for Q1. This is partially offset by spending on supplementary labour.
Consultants	**+$821k**	Largely underutilised by the business. NWGGA is currently $310k favourable to budget due to project delays.
Interest	**+$626k**	Capitalisation of interest costs and delays in borrowing have resulted in operational interest savings of $626k.

Forecast Variance to Actual

$393k favourable variance between actual results and the budget. The key variances are:

Item	Impact	Comment
Revenue		
Leisure & Recreation	**+$2.8m**	Efficiencies from Leisure & Recreation assumed in the budget will no longer occur, resulting in a further $2.8m of revenue being included in the forecast.
Expenditure		
Salaries & Wages	**+$3.5m**	Vacancy and savings in salaries expected to continue for the remainder of the year, but not to the level experienced in Q1.
Leisure & Recreation	**($3.8m)**	Efficiencies from Leisure & Recreation assumed in the budget will no longer occur, resulting in a further $3.8m of expenditure being included in the forecast.
Depreciation	**($2.5m)**	Full year position will be impacted by the depreciation on assets not included in the budget.

Financial Performance Report

Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

c) Capital

Actual Variance to Budget

$5.7m unfavourable variance between actual results and the budget. The key variances are:

Item	Impact	Comment
Project/Program		
Northern Aquatic and Community Hub (Northern Arc)	($4.5m)	Expenditure that was expected to occur in Q4 FY23 has landed in Q1 FY24.
Armstrong Creek Town Centre Library and Learning Hub Design	($4.2m)	Expenditure that was expected to occur in Q4 FY23 has landed in Q1 FY24.
Armstrong Creek land acquisition program	($2.4m)	Purchase of land in Horseshoe Bend occurred earlier than anticipated in the budget.
North Bellarine Aquatic Centre	($1.8m)	Expenditure that was expected to occur in Q4 FY23 has landed in Q1 FY24.

Forecast Variance to Actual

$2.1m unfavourable variance between actual results and the budget. The key variances are:

Item	Impact	Comment
Project/Program		
Northern Aquatic and Community Hub (Northern Arc)	($7.1m)	Expenditure that was expected to occur in Q4 FY23 has landed in Q1 FY24.
Armstrong Creek Town Centre Library and Learning Hub Design	($9.2m)	Expenditure that was expected to occur in Q4 FY23 has landed in Q1 FY24.
Drysdale Sporting Precinct Master Plan Stage 2	+$6.1m	Changes in project scope has resulted in the majority of expenditure being pushed into FY25.
Intersection - Reserve Road - Horseshoe Bend Road - Drews Road	+$3.5m	Project has been delayed with only design costs now expected to be incurred in FY24.
Intersection - Surf Coast Hwy and Boundary Road	+$3.1m	Project has been delayed with only design costs now expected to be incurred in FY24.

Financial Performance Report

Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

3. Balance Sheet

a) Overall

Balance Sheet Summary	Year To Date			Full Year		
	Actual $000	Budget $000	Variance $000	Forecast $000	Budget $000	Variance $000
Current Assets	412,363	502,227 ▼	**(89,864)**	171,103	194,633 ▼	**(23,530)**
Non-Currents Assets	4,760,786	4,342,850 ▲	**417,936**	5,191,809	4,510,073 ▲	**681,736**
Total Assets	**5,173,149**	**4,845,077** ▲	**328,073**	**5,362,912**	**4,704,706** ▲	**658,206**
Current Liabilities	379,272	384,988 ▲	**5,716**	139,911	142,933 ▲	**3,022**
Non-Currents Liabilities	137,851	202,290 ▲	**64,439**	196,198	189,977 ▼	**(6,221)**
Total Assets	**517,123**	**587,278** ▲	**70,155**	**336,109**	**332,911** ▼	**(3,199)**
Net Assets	**4,656,026**	**4,257,798** ▲	**398,228**	**5,026,803**	**4,371,795** ▲	**655,008**
Accumulated Surplus	2,065,377	1,911,453 ▲	**153,923**	2,285,408	2,075,356 ▲	**210,052**
Reserves	2,590,649	2,346,345 ▲	**244,304**	2,741,395	2,296,439 ▲	**444,956**
Total Equity	**4,656,026**	**4,257,798** ▲	**398,228**	**5,026,803**	**4,371,795** ▲	**655,008**
Working Capital Ratio	**1.09**	**1.30** ▼	**(0.22)**	**1.22**	**1.36** ▼	**(0.14)**

With a working capital ratio of 1.09 at period end, there is a sufficient level of liquidity held. This is lower than expected in budget due to delayed cash receipt of the first rates instalment.

b) Trade & Other Receivables

Summary	Year To Date		
	Sep-23 $000	FY23 $000	Movement $000
Rates			
Rates Debtors - Current	259,054	4,396 ▼	**(254,658)**
Rates Debtors - Arrears	11,051	12,337 ▲	**1,286**
Total Rates Debtors	**270,105**	**16,733** ▼	**(253,372)**
Infringements			
Infringements - Parking	10,503	10,340 ▼	**(163)**
Infringements - Animal	2,250	2,197 ▼	**(53)**
Infringements - Other	1,164	1,144 ▼	**(20)**
Total Infringements	**13,917**	**13,681** ▼	**(236)**
Other Debtors	**16,437**	**11,884** ▼	**(256)**
Total Receiveables	**300,459**	**42,298** ▼	**(253,864)**

Our receivables have increased $254m from 30 June 2023. This represents the vast majority of rates for FY24 are still be collected.

Current rates collection of $38.9m is 4.1% down on September last year. However, this gap is likely to narrow during October given the first instalment due date fell on 2nd October (30th September was a

Financial Performance Report

Year to Date Ended 30 September 2023

weekend this year), meaning that many Q1 payments will not be captured in September. The arrears balance is currently $11.1m. Reducing this remains a key focus.

The doubtful debt provision includes Belcher's building ($3.98m), Norris Plant Hire ($0.33m – in liquidation) and Ledge Pty Ltd ($0.18m - 3rd party agreement relating to the Creamery Road Precinct Structure Plan, CoGG's legal team are now involved).

c) Investment Analysis

Summary	Year To Date			Full Year		
	Actual $000	Budget $000	Variance $000	Forecast $000	Budget $000	Variance $000
Cash & Cash Equivalents	41,486	155,164 ▼	**(113,678)**	70,446	98,079 ▼	**(27,633)**
Other Financial Assets	40,908	69,741 ▼	**(28,833)**	43,177	44,083 ▼	**(906)**
Total Cash Balances	**82,394**	**224,904** ▼	**(142,510)**	**113,622**	**142,162** ▼	**(28,540)**
Current Loan Liabilities	13,101	16,138 ▲	**3,036**	13,030	16,138 ▲	**3,108**
Non-Current Loan Liabilities	110,989	177,172 ▲	**66,183**	171,006	164,786 ▼	**(6,220)**
Total Loan Balances	**124,091**	**193,310** ▲	**69,219**	**184,036**	**180,924** ▼	**(3,112)**

The budget assumed that $70m was to be drawn down in August 2023, which impacts both our cash and loan balances. Cash inflows from rates & charges are $30.5m unfavourable due to the timing of the due date of the first rates instalment.

Planned loan drawdowns in FY24 will still occur, although later than planned. Loan balances will be $3m higher than expected. The FY24 loan drawdowns will be interest-only, whereas the budget assumed these would be principal and interest. This is intentional and being managed using a portfolio approach to cash and cash equivalents, a position supported by TCV.

Financial Performance Report

Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

4. Financial Sustainability Measures

Measure	Target	Result	Comment
Operating Result			
Operating Result Ratio	**>0%**	**+$2.8m**	An operating surplus of $2.8m was achieved in Q1.
Capital Investment			
Capital Projects Delivery	**<80%**	**117%**	Capital expenditure for Q1 was 17% higher than budget due to material timing variances.
Asset Sustainability Ratio	**>70%**	**45.9%**	Several renewal programs are behind schedule.
Cash & Borrowings			
Liquidity Ratio	**>1.0**	**1.09**	A healthy level of liquidity currently held.
Indebtedness Ratio	**<60%**	**40.6%**	Loan borrowings budgeted of $70m were not drawn down in Aug-23 as planned in budget.

Financial Performance Report

Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

Appendix A – Operating Statement

Operating Statement	Year To Date			Full Year		
	Actual $000	Budget $000	Variance $000	Forecast $000	Budget $000	Variance $000
Revenue						
Rates & Charges	78,976,844	78,991,988 ▼	**(15,144)**	305,985,326	305,288,258 ▲	**697,068**
Fees, Charges & Other	19,802,677	19,792,304 ▲	**10,373**	88,325,978	85,349,122 ▲	**2,976,856**
Government Grants	12,326,629	12,761,453 ▼	**(434,824)**	67,450,115	67,926,169 ▼	**(476,054)**
Gain/(Loss) on Sale of Property	158,134	(20,000) ▲	**178,134**	208,333	30,200 ▲	**178,133**
Total Operating Revenue	**111,264,284**	**111,525,745** ▼	**(261,461)**	**461,969,752**	**458,593,750** ▲	**3,376,002**
Expenditure						
Salaries, Wages & Employment	48,523,947	49,372,678 ▲	**848,731**	196,180,433	200,660,159 ▲	**4,479,726**
Materials & Services	31,380,532	32,496,107 ▲	**1,115,575**	148,217,908	143,948,645 ▼	**(4,269,263)**
Depreciation	22,236,002	21,812,632 ▼	**(423,370)**	89,743,761	87,250,528 ▼	**(2,493,233)**
Community Support	4,115,048	4,031,158 ▼	**(83,891)**	18,626,774	18,554,187 ▼	**(72,587)**
Utilities	2,130,004	2,389,019 ▲	**259,015**	10,154,555	9,421,821 ▼	**(732,734)**
Total Operating Expenditure	**108,385,533**	**110,101,594** ▲	**1,716,060**	**462,923,431**	**459,835,341** ▼	**(3,088,090)**
Internal Charges						
Internal Charge Allocation	6,199,078	7,498,025 ▲	**1,298,947**	28,906,206	29,928,338 ▲	**1,022,132**
Internal Cost (Recovery)	(6,156,701)	(7,073,317) ▼	**(916,616)**	(30,614,576)	(31,531,591) ▼	**(917,015)**
Total Operating Internal Charges	**42,378**	**424,709** ▲	**382,331**	**(1,708,370)**	**(1,603,253)** ▲	**105,117**
Net Operating Surplus/(Deficit)	**2,836,373**	**999,443** ▲	**1,836,930**	**754,691**	**361,662** ▲	**393,029**
Non-Recurrent Revenue						
Developer Contributions	3,887,356	13,960,823 ▼	**(10,073,467)**	23,101,665	23,830,339 ▼	**(728,674)**
Capital Grants	1,808,338	5,242,157 ▼	**(3,433,820)**	17,869,529	18,480,197 ▼	**(610,668)**
Contributed Assets	-	- ▬	-	110,000,000	90,000,000 ▲	**20,000,000**
Gain/(Loss) on Sale of Property	5,000	(16,500) ▲	**21,500**	(1,694,000)	(1,715,500) ▲	**21,500**
Other Non-Recurrent Revenue	188,445	28,146 ▲	**160,299**	4,681,760	4,512,294 ▲	**169,466**
Tota Non-Recurrent Revenue	**5,889,139**	**19,214,626** ▼	**(13,325,487)**	**153,958,954**	**135,107,330** ▲	**18,851,624**
Net Comprehensive Surplus/(Deficit)	**8,725,512**	**20,214,069** ▼	**(11,488,557)**	**154,713,645**	**135,468,992** ▲	**19,244,653**

Financial Performance Report

Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

Key Variances – Operating Statement

Item	Comment
Operating Revenue	
Rates & Charges	*Budget* • Current result materially on track with budget expectations. *Forecast* • Interest on rates expected to be $650k favourable to budget. Due to uncertainty on the chargeable interest rate when preparing the budget, a conservative approach was taken.
Fees, Charges & Other	*Budget* • Current result materially on track with budget expectations. • Commercial Waste Disposal is $327k ahead of budget due to higher than expected volumes at Drysdale Landfill. • Third party contributions for NWGGA are ($382k) behind budget due to the project being delayed. *Forecast* • The divestment of Leisure & Recreation assumed in the budget will no longer occur, resulting in a further $2.8m of revenue included in the forecast.
Government Grants	*Budget* • Federal Assistance Grant is ($1.3m) unfavourable to budget due to the timing of the FY24 contribution. • Family Services grants are $520k favourable to budget higher than expected utilisation for childcare, which will result in full year favourability. *Forecast* • The timing of the Federal Assistance Grant creates potential risk in FY24. The forecast assumes 75% of the FY25 funding will be paid in FY24, resulting in an unfavourable impact of ($2.4m). • The favourability in Family Services is expected to continue, which offsets part of the risk of the Federal Assistance Grant.
Gain/(Loss) on sale of Property	*Budget* • Gain on sale of our light fleet is $177k favourable to budget. Currently receiving higher than expected prices on second hand vehicles. *Forecast* • Expecting to exceed original budget.
Operating Expenditure	
Salaries, Wages & Employment	*Budget* • Salaries & Wages are $1.8m favourable to budget. There was a high level of vacancy in Q1 driven by strategic recruitment review.

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Year to Date Ended 30 September 2023

	• Supplementary labour is ($754k) unfavourable to budget. This is a partial offset to the favourability in salaries and wages as external labour is used to offset vacant roles. *Forecast* • Vacancy and savings in salaries expected to continue for the remainder of the year, but not to the level experienced in Q1. • This will be partly offset by Supplementary Labour, which his expected to continue as per the current trend.
Material & Services	*Budget* • Capitalisation of interest costs and delays in borrowing have resulted in interest savings of $626k. • Northern and Western Geelong Growth Area (NWGGA) is $487k favourable to budget due to delays in the project. *Forecast* • Efficiencies from Leisure and Recreation assumed in the budget will no longer occur, resulting in a further ($3.8m) of expenditure included in the forecast. • Capitalisation of interest will continue and will create full year savings. • The savings in Q1 for NWGGA will result in full year savings.
Depreciation	*Budget* • In Q4 FY23, a high value of assets were recognised which were not in included in the FY24 budget. This has resulted in an unfavourable variance in depreciation. • Depreciation on Open Space asset is $766k unfavourable as this comprises the largest asset class of recognised assets. *Forecast* • Full year position will be impacted by the depreciation on assets not included in the depreciation budget.
Community Support	*Budget* • Current result materially on track with budget expectations. *Forecast* • No material changes expected between forecast and budget.
Utilities	*Budget* • Gas costs at Kardinia Pool and Splash Down are $121k favourable to budget mostly due to seasonal phasing of the budget. • Street Lighting is $79k favourable to budget mostly due to seasonal phasing of the budget. *Forecast* • Efficiencies from Leisure & Recreation assumed in the budget will no longer occur, resulting in a further ($1.1m) of expenditure included in the forecast.

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Year to Date Ended 30 September 2023

	• This is offset by savings of $220k for a new gas contract for Splashdown and Kardinia which comes into effect on 1 January 2024.
Non-Recurrent Revenue	
Developer Contributions	*Budget* • A Public Open Space Equalisation payment of $8.1m (discounted amount) relating to Armstrong Creek was made earlier than anticipated in the budget. *Forecast* • No material changes expected between forecast and budget.
Capital Grants	*Budget* • Delays in the Drysdale Sporting Precinct project have resulted in a grant of $4m being delayed. *Forecast* • No material changes expected between forecast and budget.
Contributed Assets	*Budget* • Current result materially on track with budget expectations. *Forecast* • Consistent with prior year trend, this number has been forecast upwards.
Gain/(Loss) on Sale of Property	*Budget* • Current result materially on track with budget expectations. *Forecast* • No material changes expected between forecast and budget.
Other Non-Recurrent Revenue	*Budget* • Northern Bellarine Aquatic Centre (NBAC) received a $100k contribution not anticipated in the budget. *Forecast* • The contribution received for NBAC will result in full year favourability.

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Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

Appendix B – Statement of Financial Position

Statement of Financial Position	Year To Date			Full Year		
	Actual $000	Budget $000	Variance $000	Forecast $000	Budget $000	Variance $000
Current Assets						
Cash & Cash Equivalents	41,486	155,164 ▼	**(113,678)**	70,446	98,079 ▼	**(27,633)**
Inventories	1,150	1,702 ▼	**(552)**	1,630	1,627 ▲	**3**
Non-Current Assets Classified As Held For Sale	11,439	18,700 ▼	**(7,261)**	18,700	18,700 ▬	**-**
Other Assets	11,712	6,068 ▲	**5,644**	6,200	6,205 ▼	**(6)**
Other Financial Assets	40,908	69,741 ▼	**(28,833)**	43,177	44,083 ▼	**(906)**
Trade & Other Receivables - Current	305,668	250,852 ▲	**54,816**	30,951	25,939 ▲	**5,012**
Total Current Assets	**412,363**	**502,227** ▼	**(89,864)**	**171,103**	**194,633** ▼	**(23,530)**
Non-Current Assets						
Property, Infrastructure, Plant & Equipment	4,720,067	4,311,083 ▲	**408,984**	5,155,673	4,473,944 ▲	**681,730**
Intangible Assets	11,788	3,059 ▲	**8,729**	8,063	8,063 ▬	**-**
Investments in Associates, Joint Arrangement &	9,629	9,119 ▲	**510**	9,119	9,119 ▬	**-**
Right-Of-Use Assets	6,868	6,964 ▼	**(96)**	5,839	5,839 ▬	**-**
Trade & Other Receivables - Non-Current	12,435	12,626 ▼	**(191)**	13,114	13,108 ▲	**6**
Total Non-Current Assets	**4,760,786**	**4,342,850** ▲	**417,936**	**5,191,809**	**4,510,073** ▲	**681,736**
Total Assets	**5,173,149**	**4,845,077** ▲	**328,073**	**5,362,912**	**4,704,706** ▲	**658,206**
Current Liabilities						
Interest-Bearing Liabilities - Current	13,101	16,138 ▲	**3,036**	13,030	16,138 ▲	**3,108**
Lease Liabilities - Current	975	1,347 ▲	**372**	1,374	1,374 ▬	**-**
Prepaid Income	250,272	248,756 ▼	**(1,516)**	22,271	22,273 ▲	**3**
Provisions - Current	41,460	42,039 ▲	**579**	43,638	43,637 ▼	**(1)**
Trade & Other Payables - Current	28,600	32,952 ▲	**4,352**	45,294	45,200 ▼	**(94)**
Trust Funds & Deposits	44,863	43,756 ▼	**(1,107)**	14,304	14,311 ▲	**7**
Total Current Liabilities	**379,272**	**384,988** ▲	**5,716**	**139,911**	**142,933** ▲	**3,022**
Non-Current Liabilities						
Interest-Bearing Liabilities - Non-Current	110,989	177,172 ▲	**66,183**	171,006	164,786 ▼	**(6,220)**
Lease Liabilities - Non-Current	6,132	5,844 ▼	**(288)**	4,814	4,814 ▬	**-**
Provisions - Non-Current	20,730	19,274 ▼	**(1,456)**	20,379	20,378 ▬	**(1)**
Total Non-Current Liabilities	**137,851**	**202,290** ▲	**64,439**	**196,198**	**189,977** ▼	**(6,221)**
Total Liabilities	**517,123**	**587,278** ▲	**70,155**	**336,109**	**332,911** ▼	**(3,199)**
Net Assets	**4,656,026**	**4,257,798** ▲	**398,228**	**5,026,803**	**4,371,795** ▲	**655,008**
Equity						
Accumulated surplus	2,065,377	1,911,453 ▲	**153,923**	2,285,408	2,075,356 ▲	**210,052**
Reserves	2,590,649	2,346,345 ▲	**244,304**	2,741,395	2,296,439 ▲	**444,956**
Net Assets	**4,656,026**	**4,257,798** ▲	**398,228**	**5,026,803**	**4,371,795** ▲	**655,008**

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Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

Key Variances – Statement of Financial Position

Item	Comment
Currents Assets	
Cash & Cash Equivalents, Other Financial Assets	*Budget* • The budget assumed that $70m was to be drawn down in August 2023, which impacts both our cash and loan balances. • Cash inflows for Rates and Charges are $30.5m unfavourable due to the timing of the due date of the first rates instalment. • Variance in opening cash position in budget of $26.0m. *Forecast* • The full year net cashflow position is materially consistent with budget, majority of variance relates to the opening variance.
Trade & Other Receivables – Current	*Budget* • Cash inflows from Rates & Charges are $30.5m unfavourable due to the timing of the due date of the first rates instalment, resulting in a higher than expected debtors balance. *Forecast* • A higher receivables balances is being forecast due to the lower than expected cash inflow of rates.
Non-Current Assets	
Property, Infrastructure, Plant & Equipment	*Budget* • In Q4 FY23, a high value of assets were recognised that were not in included in the FY2024 budget. This has resulted in a higher than expected asset balance against the budget. *Forecast* • The current variance will be a permanent impact, resulting in a higher than expected PP&E full year value. • Consistent with prior year trends, Contributed Assets and Asset Revaluations have been forecast upwards which will leader to higher PP&E values.
Intangible Assets	*Budget* • A position was formed in FY23 that the spend on the financial system was to classified as an intangible asset. This was not included in the budget, and has resulted in a higher than expected asset value against the budget. *Forecast* • The current variance will be a permanent impact, resulting in a higher than expected intangible asset full year value.

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Current Liabilities	
Interest Bearing Liabilities – Current	*Budget* • Delay in planned borrowings of $70m has resulted in lower than anticipated loan repayments. *Forecast* • With planned borrowings of $70m being interest only, there will be lower than anticipated loan repayments.
Non-Current Liabilities	
Interest Bearing Liabilities – Non Current	*Budget* • Delay in planned borrowings of $70m has resulted in lower than anticipated loan balances. *Forecast* • Loan balance will be higher than budget due to intentional portfolio debt management approach by using interest only borrowings in FY24.

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Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

Appendix C – Statement of Cashflows

Statement of Cashflows Inflow/(Outflow)	Year To Date			Full Year		
	Actual $000	Budget $000	Variance $000	Forecast $000	Budget $000	Variance $000
Cashflow from Operating Activities						
Rates & Charges	48,484	78,951 ▼	**(30,467)**	299,711	305,131 ▼	**(5,420)**
Fees, Charges & Other	13,688	18,023 ▼	**(4,335)**	84,223	81,384 ▲	**2,839**
Grants - Operating	12,327	12,761 ▼	**(435)**	67,450	67,926 ▼	**(476)**
Grants - Capital	1,808	4,620 ▼	**(2,812)**	17,870	18,480 ▼	**(611)**
Contributions - monetary	3,887	176 ▲	**3,711**	27,418	28,283 ▼	**(865)**
Interest Received	1,219	990 ▲	**229**	4,330	4,270 ▲	**60**
Employee Costs	(51,073)	(51,014) ▼	**(59)**	(202,701)	(207,330) ▲	**4,629**
Materials, Services & Community Support	(45,025)	(37,299) ▼	**(7,725)**	(175,492)	(169,949) ▼	**(5,543)**
Cashflow from Operating Activities	**(14,685)**	**27,209** ▼	**(41,894)**	**122,808**	**128,195** ▼	**(5,387)**
Cashflow from investing activities						
Property, Plant & Equipment	(37,091)	(32,772) ▼	**(4,319)**	(205,822)	(203,618) ▼	**(2,204)**
Proceeds from Sale	262	1,790 ▼	**(1,528)**	7,071	7,160 ▼	**(90)**
Cashflow from investing activities	**(36,829)**	**(30,982)** ▼	**(5,847)**	**(198,751)**	**(196,457)** ▼	**(2,294)**
Cashflow from financing activities						
Finance Costs	(918)	(1,349) ▲	**430**	(4,990)	(6,049) ▲	**1,059**
Proceeds from Borrowings	-	70,000 ▼	**(70,000)**	70,000	70,000 ▬	**-**
Repayment of Borrowings	(2,969)	(3,752) ▲	**783**	(11,994)	(16,138) ▲	**4,144**
Repayment of Lease Liabilities	(310)	(389) ▲	**79**	(1,555)	(1,555) ▬	**-**
Cashflow from financing activities	**(4,197)**	**64,511** ▼	**(68,708)**	**51,461**	**46,259** ▲	**5,203**
Net Cash Inflow/(Outflow)	**(55,710)**	**60,738** ▼	**(116,449)**	**(24,481)**	**(22,003)** ▼	**(2,478)**
Opening Cash Balance	**138,104**	**164,166** ▼	**(26,062)**	**138,104**	**164,166** ▼	**(26,062)**
Closing Cash Balance	**82,394**	**224,904** ▼	**(142,510)**	**113,622**	**142,162** ▼	**(28,540)**

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Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

Key Variances – Statement of Cashflows

Item	Comment
Cashflow from Operating Activities	
Rates & Charges	*Budget* • Cash inflows for Rates and Charges are $30.5m unfavourable due to the timing of the due date of the first rates instalment. Because the due date (30th September) was a Saturday, the major cash inflow did not begin to occur until Monday 2nd October. *Forecast* • Current data suggests collection rate will be lower than expected, resulting in unfavourable cash inflows from rates.
Cashflow from Investing Activities	
Property, Plant & Equipment	*Budget* • Cash outflows from Property, Plant & Equipment is $4.3m unfavourable due to Capital Expenditure exceeding budget. *Forecast* • With unfavourability expected in the capital program for FY24, cash outflows will also be unfavourable.
Cashflow from Finance Activities	
Proceeds From Borrowings	*Budget* • The budget assumed $70m was to be drawn down in August 2023, which impacts both the cash and loan balances. *Forecast* • No material changes expected between forecast and budget, with planned borrowings of $70m still anticipated at a later stage this financial year.

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Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

Appendix D – Statement of Capital Works

Statement of Capital Works	Year To Date			Full Year		
	Actual $000	Budget $000	Variance $000	Forecast $000	Budget $000	Variance $000
Property						
Land	3,288	1,385 ▼	**(1,902)**	36,660	40,006 ▲	**3,346**
Buildings	20,158	11,185 ▼	**(8,973)**	57,026	35,567 ▼	**(21,459)**
Heritage Buildings	43	13 ▼	**(31)**	2,143	2,050 ▼	**(93)**
Total Property	**23,489**	**12,583** ▼	**(10,906)**	**95,829**	**77,623** ▼	**(18,206)**
Plant & Equipment						
Plant, Machinery & Equipment	510	1,358 ▲	**848**	5,981	5,432 ▼	**(549)**
Fixtures, Fittings & Furniture	4	123 ▲	**118**	8,426	8,954 ▲	**528**
Computers & Telecommunications	155	1,850 ▲	**1,694**	385	490 ▲	**105**
Total Plant & Equipment	**670**	**3,330** ▲	**2,660**	**14,792**	**14,877** ▲	**85**
Infrastructure						
Roads	4,173	6,008 ▲	**1,834**	24,515	29,496 ▲	**4,981**
Bridges	1	75 ▲	**74**	234	301 ▲	**66**
Footpaths & Cycleways	1,840	1,049 ▼	**(791)**	6,544	8,833 ▲	**2,290**
Drainage	835	100 ▼	**(735)**	5,948	6,019 ▲	**71**
Recreational, Leisure & Community Facilities	601	423 ▼	**(177)**	2,403	- ▼	**(2,403)**
Waste Management	324	535 ▲	**211**	2,339	2,229 ▼	**(110)**
Parks, Open Space & Streetscapes	4,002	4,312 ▲	**309**	29,133	33,328 ▲	**4,195**
Other Infrastructure	2,341	4,096 ▲	**1,755**	16,268	23,180 ▲	**6,912**
Total Infrastructure	**14,117**	**16,598** ▲	**2,480**	**87,384**	**103,386** ▲	**16,001**
Total Capital Expenditure	**38,276**	**32,511** ▼	**(5,765)**	**198,005**	**195,885** ▼	**(2,120)**
Represented by:						
New Asset Expenditure	28,078	17,976 ▼	**(10,102)**	125,665	129,352 ▲	**3,687**
Asset Renewal Expenditure	7,460	12,687 ▲	**5,227**	54,118	52,618 ▼	**(1,500)**
Asset Upgrade Expenditure	2,738	1,848 ▼	**(890)**	18,222	13,915 ▼	**(4,307)**
Total Capital Expenditure	**38,276**	**32,511** ▼	**(5,765)**	**198,005**	**195,885** ▼	**(2,120)**

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Year to Date Ended 30 September 2023

CITY OF GREATER GEELONG

Key Variances – Statement of Capital Works

Item	Comment
Property	
Land	*Budget* • Armstrong Creek Land Acquisition Program is ($2.4m) unfavourable due to a purchase of land in Horseshoe Bend that occurred earlier than anticipated in the budget. *Forecast* • New Station Land Development is expected to be $3.7m favourable due to project delays.
Buildings	*Budget* • Armstrong Creek Town Centre Library and Learning Hub Design is ($4.19m) unfavourable to budget due to Expenditure that was expected to occur in Q4 FY23 has landed in Q1 FY24. • Northern Aquatic and Community Hub is ($4.53m) unfavourable to budget due to Expenditure that was expected to occur in Q4 FY23 has landed in Q1 FY24. *Forecast* • The current unfavorability will impact the full year result due to timing variances in Northern Aquatic and Community Hub ($6.7m) and Armstrong Creek Town Centre Library ($8.9m).
Plant & Equipment	
Computers and telecommunications	*Budget* • Core Program - IT Asset Replacement is $900k favourable due to delay in spend against budget assumptions. • Digital Modernisation is $680k favourable due to delays in the project. *Forecast* • No material changes expected between forecast and budget.
Infrastructure	
Roads	*Budget* • Gravel Resheeting - Core Program is $590k favourable to budget due to project delays. • Federal Roads Prog (R2R) is $530k favourable to budget due to project delays. *Forecast* • Intersection - Reserve Road - Horseshoe Bend Road - Drews Road is expected to be $3.5m favourable due to project delays.

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Year to Date Ended 30 September 2023

	• Intersection - Surf Coast Hwy and Boundary Road is expected to be $3.1m favourable due to project delays.
Other Infrastructure	*Budget* • Revitalising Central Geelong City Deal Green Spine Block 1 is $1.9m favourable due to delay in the project. *Forecast* • LED Lighting and Smart Control Delivery is expected to be $2.1m favourable due to project delays. • Boundary Road and Baanyip Boulevard Traffic Signals is expected to be $2.7m favourable due to project delays.

2.4. SRV Local Sports Infrastructure Fund

Source: **Customer, Community and Economy**
Acting Executive Director: **Tennille Bradley**

Purpose

1. To approve the Winter Reserve Netball Court Duplication project (priority project) for submission to the 2023-24 Sport and Recreation Victoria (SRV) Local Sports Infrastructure Fund program; and

2. Approve a pre-commitment for the 2024-2025 budget towards the Belmont Lions Sports Club for the purposes delivering the project.

Background

3. The state government has recently opened the annual Local Sports Infrastructure Fund (LSIF), with the applications for the program due 13 December 2023.

4. Developing infrastructure that supports increased participation in disadvantaged communities and by under-represented groups, while driving local economic activity are priorities for the Victorian Government.

5. All applications require co-contributions as per SRV funding ratio, SRV providing $1.5 to LGA $1 funding contribution.

6. There are currently no eligible projects with Council funding.

7. A number of sports clubs have put their projects forward to be considered as part of an expression of interest (EOI) process.

8. Any financial contribution needs to be confirmed by Council prior to any application and projects must commence construction within six months of executing the funding agreement.

9. Projects in all streams must be completed within 24 months of the signed grant agreement.

Key Matters

10. The LISIF program includes three streams of available funding including community facilities (up to $300,000), community sports lighting (up to $250,000 and planning up to $40,000).

11. Due to limited affordability, the following two options have been identified:

    11.1. Not applying as there are no current eligible projects with allocated funding in the budget; or

    11.2. Council to approve funding to be able to apply for identified priority project.

12. The third option is to run an EOI process for sports clubs that could potentially meet the co-contribution requirement has been considered but ruled out based on:

12.1. The need for projects to be strategically aligned especially in current financial environment; and

12.2. Previous experience with EOI process creating increased financial risk for the City and greater inequity amongst our clubs.

13. An assessment of known projects has been undertaken against SRV funding criteria. Officers have consulted with SRV and peak sporting bodies (Netball Victoria) to seek feedback on the identified priorities.

14. Based on the above-mentioned assessment, there is one priority project that has been identified as suitably meeting the funding criteria, as well as being shovel ready with up-to-date designs, quantity survey and requiring limited Council investment.

15. The priority project proposed is the Winter Reserve – Netball Court Duplication under the community facilities funding stream. The total cost of the project is estimated at $545,000 with an estimated contribution from Council of $245,000.

RESOLUTION - Item 2.4

Cr Wilkinson moved, Cr Nelson seconded -

That Council:

1. **approve a pre-commitment for the 2024-2025 budget of $245,000 towards the Belmont Lions Sports Club;**

2. **approve the submission of an application to the Sport & Recreation Victoria Local Sports Infrastructure Fund for the Winter Reserve – Netball Court Duplication project; and**

3. **note if Council does not approve the pre-commitment contribution, an application will not be submitted in the 2023-2024 LSIF program.**

Carried

Financial Sustainability

16. The maximum funding amounts available for community facilities program stream is $300,000 with SRV providing $1.5 to LGA $1 funding contribution.

17. Council is required to commit funding to be made available within the 2024-25 budget to meet co-contribution requirements as part of the application.

18. High level preliminary costings have been obtained for the Winter Reserve – Netball Court Duplication project that indicate a cost estimate of $545,000.

Community Engagement

19. Officers have consulted with, and obtained letters of support from the following stakeholders:

    19.1. Netball Victoria; and

    19.2. Belmont Lions Sports Club.

Social Equity and Sustainability

20. Winter Reserve located at 44B Kidman Avenue, Belmon,t has a number of identified gaps in facilities that when addressed will help facilitate, foster and retain participation to comparable facilities within the region. One of the key infrastructure gaps is the single netball court. Netball Victoria's Facilities Manual identifies that a minimum number of two floodlights courts for football netball clubs is preferred.

21. The single court only limits participation opportunities, programmability and opportunities to improve financial viability. Duplicating the court at Winter Reserve will address core facility gaps, and support participation outcomes for people of all genders, abilities and backgrounds.

Relevant Law/Policy/Legal Implications

22. There are no known legal or statutory impediments to the arrangement proposed in this report.

Alignment to Community Plan and Vision

23. This report aligns with Our Community Plan 2021-2025 strategic priority:
    Healthy, caring and inclusive community.

24. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:
    An inclusive, diverse, healthy and socially connected community.

Conflict of Interest

25. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

26. The risk to Council may be that the existing preliminary costs obtained for the project may change/increase as detailed design and construction is complete. If this were to occur Council would be required to increase its contribution to deliver the project.

27. Not applying for any projects could be poorly received by State Government, sports clubs that have expressed an interest for their projects to be considered and the wider community.

Environmental Sustainability

28. There are no known environmental implications.

Attachments

Nil

2.5. Council Meeting Dates 2024

Source:	**Strategy, Governance & Corporate**
Chief Legal, Governance & Risk Officer:	**Vesna Allan**

Purpose

1. To seek Council endorsement of the schedule of Council meeting dates for 2024.

Background

2. Council must establish an appropriate schedule of meetings to ensure the business of Council is completed effectively.

3. Council establishes the schedule of meeting dates, so the community is aware of the upcoming dates and times of these decision-making forums of Council and also to ensure arrangements are made to conduct each meeting.

Key Matters

4. The schedule of 2024 Council meetings which are to be held monthly is attached (**Attachment 1**).

5. The schedule shows that Council Meetings in 2024 are:

    5.1. Generally planned for the fourth Tuesday of each month. Exceptions to this are:

        5.1.1. The January meeting which is held on the fifth Tuesday of the month;

        5.1.2. The September meeting which is held on the third Tuesday of the month; and

        5.1.3. The December meeting which is held on the second Tuesday of that month.

6. Council Meetings are set to commence at 6:30pm at the Council Chambers, City Hall, Geelong or off-site, at locations to be determined and advertised.

7. Meetings will continue to be live streamed and recorded providing public access to meetings.

8. The Council plans to bring its meetings to the community by holding meetings at alternative venues throughout the municipality three times in 2024.

9. As well as holding off-site meetings, Council will continue to meet with members of the community in their wards in different ways throughout 2024, including ‘Listening Posts’ where residents will be invited to ask questions and hear from Councillors and City officers on issues that relate to their local community. These events will be advertised and communicated in the new year.

RESOLUTION - Item 2.5

Cr Sullivan moved, Cr Aitken seconded –

That Council endorse the schedule of Council meeting dates for 2024 listed in Attachment 1.

Carried

Financial Sustainability

10. Costs associated with conducting meetings, such as live streaming, or venue or equipment hire at remote locations, are included in the Council budget.

Community Engagement

11. Provision of meetings at locations other than City Hall together with the live streaming of Council meetings will enhance community participation in Council's decision-making processes.

12. Information in relation to Council meetings is available on the Geelong Australia website and will be advertised in local media.

Social Equity and Sustainability

13. The proposal continues to provide for improved access for community participation in the decision-making processes of Council.

Relevant Law/Policy/Legal Implications

14. This proposal complies with the provisions of the *Local Government Act 2020,* Public Question and Submission Time Policy, the Governance Rules and the Election Period Policy.

15. The proposed meeting schedule aligns with the commitment to transparency made by the Council in its Public Transparency Policy adopted in 2020.

Alignment to Community Plan and Vision

16. This report aligns with Our Community Plan 2021-2025 strategic priority: High-performing council and organisation.

Conflict of Interest

17. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

18. There are no significant risks associated with the matter under consideration.

Environmental Sustainability

19. There are no environmental implications identified for the subject of this report

Attachments

1. Council Meetings Dates - 2024 [**2.5.1** - 1 page]

Schedule – City of Greater Geelong 2024 Council Meetings

MEETING	TIME	LOCATION
Tuesday 30 January 2024	6.30 pm	City Hall
Tuesday 27 February 2024	6.30 pm	Off Site Council Meeting
Tuesday 26 March 2024	6.30 pm	City Hall
Tuesday 23 April 2024	6.30 pm	Off Site Council Meeting
Tuesday 28 May 2024	6.30 pm	City Hall
Tuesday 25 June 2024	6.30 pm	City Hall
Tuesday 23 July 2024	6.30 pm	Off Site Council Meeting
Tuesday 27 August 2024	6.30 pm	City Hall
Tuesday 17 September 2024	6.30 pm	City Hall
Tuesday 22 October 2024	6.30 pm	City Hall
Tuesday 26 November 2024	6.30 pm	City Hall
Tuesday 10 December 2024	6.30 pm	City Hall

At the discretion of the Mayor and Chief Executive Officer off-site meetings may be relocated to City Hall.

Council will enter caretaker period from 24 September – 26 October 2024.

2.6. T2300070 Public Lighting Electrical Services

Source: **Strategy, Governance and Corporate**

Chief Financial Officer: **Darren Schultz**

Purpose

1. To award Contract C2300070 Public Lighting Electrical Services to both Geelong Electrical improvements t/a Lifestyle Electrical Geelong (ABN 82 701 233 587) and LGE Electrical Services ATF The Trustee for L.G.E. unit Trust (ABN 39 953 089 233) as a panel of contractors for the submitted schedule of rates.

Background

2. The City is responsible for the maintenance of lighting for public spaces throughout the municipality. This includes some street lighting, lighting in carparks, playgrounds, and open spaces.

3. The Contract will be managed in line with the Council's public street lighting policy which aims to manage the provision of public lighting "to allow for and promote visual amenity, a sense of place, leading and practical urban design, cultural activities, the safe effective movement of vehicular, cycling and pedestrian traffic at night and the discouragement of illegal and anti-social acts (crime prevention)".

Key Matters

4. There is currently no contract in place specific to public lighting however having a dedicated panel of contractors specific to public lighting was considered the best way to meet the needs of the City now and into the future.

5. The Procurement Services unit administered an open tender process on behalf of the City Works team to find suitable contractors qualified and experienced with these works.

6. Before the evaluation was completed the Panel met and decided the appropriate Contractor Panel size was between 2-3 Contractors. This would ensure availability when it was needed, while at the same time keeping the panel small enough to be able to share the works as equally as possible between Contractors.

7. Subject to Council awarding the contracts the services will start in December 2023 and conclude in December 2026, with three (3) 12-month options to extend.

RESOLUTION - Item 2.6

Cr Aitken moved, Cr Harwood seconded –

That Council:

1. **Award Contract C2300070 Public Lighting Electrical Services to Geelong Electrical improvements t/a Lifestyle Electrical Geelong (ABN 82 701 233 587) and LGE Electrical Services ATF The Trustee for L.G.E. unit Trust (ABN 39 953 089 233) for the tendered schedule of rates; and**

2. **Authorise the Chief Executive officer to execute Contract number C2300070 and any other documents required by or to give effect to the terms of the contract on behalf of Council.**

Carried

Financial Sustainability

8. The estimated annual cost for this contract is expected to fall within the allocated budget for this service.

Community Engagement

9. No community engagement was required for this contract as it is a continuation of current electrical services.

10. No opportunities for collaboration were available at this time.

Social Equity and Sustainability

11. This is a standard electrical services arrangement and no social equity or sustainability opportunities were available at this time.

Relevant Law/Policy/Legal Implications

12. This tender was advertised in accordance with the requirements of section 109 of the *Local Government Act 2020* and the tender process has been conducted in accordance with the Council's Procurement Policy

Alignment to Community Plan and Vision

13. This report aligns with Our Community Plan 2021-2025 strategic priority:
    High-performing council and organisation.
    Strong local economy.

14. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:
    A leader in developing and adopting technology.
    Development and implementation of sustainable solutions.

Conflict of Interest

15. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

16. The tender evaluation process involved the assessment of work, health and safety policies, procedures, and risk assessment documents. Any other risks associated with the acceptance of this tender will be managed through the contract conditions.

Environmental Sustainability

17. In line with the Council's public street lighting policy, public lighting will be maintained and upgraded with cost effective, environmentally sustainable, and appropriate fittings.

Tender Details

Contract Details

18. T2300070 Public Lighting Electrical Services

Invitation to Tender

19. The City issued an invitation to tender on 25 August 2023 seeking to appoint suitable contractors for the electrical services for all public lighting throughout the municipality.

Table 1 Invitations to Tender

Medium	Date Advertised
eProcure	25 August 2023
Print Media	1 September 2023

Tender Evaluation Panel

20. The Tender Evaluation Panel consisted of the following staff

Table 2 Tender Evaluation Panel

Position Title	Panel role
Procurement Services Officer title	Chair
Coordinator Maintenance	Voting Member
Technical Services Officer	Voting Member
Senior City Safe Officer	Voting Member

Tender Submissions

21. Tenderers were required to meeting minimum OH&S standards as determined by the City; and

22. At tender close the City received ten (10) submissions.

Table 3 Tender Submissions Received

Tender		Conforming tender
A	LGE Electrical Services	Yes
B	Lifestyle Electrical Geelong	Yes
C	Tender C	Yes
D	Tender D	Yes
E	Tender E	Yes
F	Tender F	Yes
G	Tender G	Yes
H	Tender H	Yes

I	Tender I	Yes
J	Tender J	No

Tender Evaluation

23. Of the ten (10) submissions, nine (9) were conforming with one failing to meet minimum OH&S standards.

Table 4 Comparative Criteria Weighting

Comparative Criteria	Weighting %
Quality and audit systems	10%
Economic & Local Content contribution	10%
Proposed project resourcing	10%
Risk Management (systems and identification & mitigation)	20%
Methodology	20%
Capability and Experience	30%

Tender Evaluation Scores

24. At the conclusion of the qualitative evaluation the tender were ranked as shown in the table below. The pricing of the top two tenders was assessed and considered reasonable and determined to be the best Value for Money

Table 5 Tender Evaluation Scores

Tender		Rank
Delete or add rows as required. For panel contracts, record 'recommended or not recommended' in the ranking column – delete this row		
A	LGE Electrical Services	Recommended
B	Lifestyle Electrical Geelong	Recommended
C	Tender C	Not recommended
D	Tender D	Not recommended
E	Tender E	Not recommended
F	Tender F	Not recommended
G	Tender G	Not recommended
H	Tender H	Not recommended
I	Tender I	Not recommended
J	Tender J	Not recommended

Post Tender Contact

25. No contact was required with the tenderers after the evaluations were finalised as all details required had been provided by the recommended tenderers in their initial submissions.

Probity

26. No probity issues were identified.

3. RECORD OF INFORMAL MEETINGS OF COUNCILLORS

Source:	**Strategy, Governance and Corporate**
Chief Legal Counsel, Governance & Risk Officer:	**Vesna Allan**

Summary

1. The Governance Rules of the City of Greater Geelong require the tabling of records of informal meetings of Councillors at the next convenient Council meeting and that their record be included in the minutes of that Council meeting.
2. A summary of the informal meetings of Councillors is attached.

RESOLUTION - Item 3.1

Cr Hathway moved, Cr Harwood seconded –

That Council receive the summary of the informal meetings of Councillors for the period to 28 November 2023.

Carried

INFORMAL MEETINGS OF COUNCILLORS
(Council Meeting 28 November 2023)

Informal Meeting Details	Councillor Attendance/Apology	Officer Attendance	Agenda Items	Conflict of Interest Disclosures
Strategic Session **8 November 2023**	Crs Aitken, Harwood, Mason, Moloney, Murrihy, Nelson, Wilkinson *Apology: Cr Cadwell* *Leave of Absence: Cr Kontelj*	A Wastie (CEO) R Stevens (EXEC DIR) D Greaves (A/EXC DIR) D Schultz (Chief Financial Off) A Mowlam (MGR) A Gaskill (CO ORD) A Miller (MGR) J Douglas (A/MGR) *Also Present:* *Peter Dorling: Municipal Monitor*	*Presentations:* • Finance Budget Update • Emergency Management Briefing	• Nil
Councillor Briefing **14 November 2023**	Crs Sullivan, Aitken, Cadwell, Hathway, Harwood, Mason, Moloney, Murrihy, Nelson, Wilkinson *Leave of Absence: Cr Kontelj*	A Wastie (CEO) J Van Slageren (A/EXEC DIR) D Greaves (A/EXEC DIR) R Stevens (EXEC DIR) D Schultz (Chief Financial Off) F Bolitho (CO ORD) *Also Present:* *Prue Digby, Municipal Monitor*	*Presentations:* • 26 January Update and Discussion • Council Budget Runway – Community Engagement Approach • North Geelong Warriors Football Club – Response to Notice of Motion (Confidential) *Reports:* • Draft Market Square Quarter Masterplan • Mercer, Gheringhap and Bayley Streetscape Masterplan • Financial Performance Report Year to Date Ended 30 September 2023 • T2300070 Public Lighting Electrical Services • Council Meeting Dates 2024 • North Geelong Warriors Football Club - Response to Notice of Motion (Confidential) • 2023-24 Community Grants (Confidential) • Council Business Report (Confidential)	• Nil

4. PLANNING DELEGATIONS

Source: **Planning and Design**
Acting Executive Director: **Joanne Van Slageren**

Purpose

1. To provide the schedule of planning permit applications determined under delegation since the last report.

Background

2. Section 11 of the *Local Government Act 2020* and section 188 of the *Planning and Environment Act 1987* empower Council to delegate its powers, duties and functions under relevant legislation to members of Council staff.

3. Section 63 of the *Local Government Act 2020* and section 188 of the *Planning and Environment Act 1987* allow Council to establish a delegated committee with the power to determine planning permit applications.

4. Council to Staff Instrument of Delegation allows staff to determine planning permit applications where there are less than 6 objections lodged.

5. The Planning Committee's terms of reference provide for determination of planning permit applications where there are 6 or more objections lodged.

6. The City is required by Council to provide information on planning permit applications determined under delegation.

Key Matters

7. The Schedule attached to this report provides information on the planning permit applications determined under delegation since the last report.

RESOLUTION - Item 4.1

Cr Mason moved, Cr Moloney seconded -

That Council receive the information in the Schedule entitled Planning Decisions Report for October 2023

Carried

App No	Location	Application Type	Decision Date	Description	No of Objectors/ Authority Description
PP-1414-2022	4 Valda Crescent, OCEAN GROVE VIC 3226	Construction of Two (2) Dwellings above 7.5m in height	5/10/2023	NOD - Delegate	3
PP-1433-2022	8 Cairns Avenue, NEWTOWN VIC 3220	Construct Two (2) Dwellings and Two (2) Lot Subdivision	3/10/2023	NOD - Delegate	1
PP-186-2023	131 Aberdeen Street, NEWTOWN VIC 3220	Partial Demolition and Extension to an Existing Dwelling in a Heritage Overlay	23/10/2023	NOD - Delegate	1
PP-297-2023	55A The Parade, OCEAN GROVE VIC 3226	Buildings & Works Associated with an Addition greater than 7.5 metres in height to an Existing Dwelling	16/10/2023	NOD - Delegate	2
PP-332-2023	65 Carr Street, BARWON HEADS VIC 3227	Construction of Two (2) Dwellings and a Two (2) Lot Subdivision	19/10/2023	NOD - Delegate	2
PP-349-2022	83-89 Murradoc Road, DRYSDALE VIC 3222	Construction of Sixteen (16) Warehouses and Twenty-Three (23) Stores, Reduction of Car Park Requirements, Removal of Native Vegetation, Access to a Transport Zone Category 2 and Thirty-Nine (39) Lot Subdivision	12/10/2023	NOD - Delegate	3
PP-415-2023	32 Deakin Street, BELL PARK VIC 3215	Construction of Four (4) Dwellings	27/10/2023	NOD - Delegate	1
PP-466-2023	49 Villamanta Street, GEELONG WEST VIC 3218	Partial Demolition, Construction of a Fence, Alterations and Additions to Dwelling and Garage	10/10/2023	NOD - Delegate	1
PP-471-2023	90 Refinery Road, CORIO VIC 3214	Use and Development of the land for a Service Station (Hydrogen Refuelling) & Industry (Hydrogen production), Display of Business Identification Signage and Access & Alteration to a road in a Transport Zone 2	11/10/2023	NOD - Delegate	1
PP-474-2023	13 Elizabeth Street, ST ALBANS PARK VIC 3219	Construction of Two (2) Additional Dwellings and a Three (3) Lot Subdivision	19/10/2023	NOD - Delegate	1

PP-600-2023	22 Patern Street, HIGHTON VIC 3216	Construct Two (2) Dwellings and a Two (2) Lot Subdivision	11/10/2023	NOD - Delegate	1
PP-672-2022	3 Quebec Avenue, CORIO VIC 3214	Construction of Four (4) Dwellings	12/10/2023	NOD - Delegate	3
PP-72-2023	58 Regent Street, BELMONT VIC 3216	Demolition of Existing Dwelling, Buildings and Works Associated with the Construction of Two (2) Dwellings and a Two (2) Lot Subdivision	27/10/2023	NOD - Delegate	2
PP-732-2022	70 Bellarine Highway, NEWCOMB VIC 3219	Construction of Five (5) Three Storey Dwellings and Alteration of Access to a Transport Zone Category 2	12/10/2023	NOD - Delegate	1
PP-766-2023	41 Hope Street, GEELONG WEST VIC 3218	Partial Demolition, Alterations and Additions to a Dwelling in a Heritage Overlay	16/10/2023	NOD - Delegate	1
PP-867-2023	18 Geelong Road East, BARWON HEADS VIC 3227	Variation to Liquor Licence - Increase to area that liquor is allowed to be consumed or supplied.	17/10/2023	NOD - Delegate	1
PP-935-2023	29A Bluff Road, ST LEONARDS VIC 3223	Alterations & Additions to a Dwelling	26/10/2023	NOD - Delegate	1
PP-95-2023	9 Lupton Street, GEELONG WEST VIC 3218	Partial Demolition Including Alterations and Additions to a Dwelling in the Heritage Overlay (including dwelling relocation)	20/10/2023	NOD - Delegate	1
PP-998-2022	30 Swan Parade, ST LEONARDS VIC 3223	Construction of Two (2) Dwellings and Two (2) Lot Subdivision	5/10/2023	NOD - Delegate	5
PP-1022-2019	21 Minerva Road, HERNE HILL VIC 3218	Buildings and Works Associated with the Construction of Two (2) Shops, Use and Development of Four (4) Apartments and Reduction of Car Parking Requirements	2/10/2023	Extended Planning Permit	Delegated Authority
PP-1281-2022	18 Iona Avenue, BELMONT VIC 3216	Construction of a second dwelling, and 2 lot subdivision	5/10/2023	NOD - Planning Permit	Decision Making Committee
PP-1550-2021	125 Heales Road, CORIO VIC 3214	Multi Lot Subdivision	25/10/2023	Grant a Planning Permit	Delegated Authority
PP-284-2022	16 Donax Road, CORIO VIC 3214	Construction of Eight (8) Dwellings	3/10/2023	Grant a Planning Permit	Delegated Authority

PP-285-2022	3 Dorset Court, CORIO VIC 3214	Construction of Ten (10) Dwellings	16/10/2023	NOD - Planning Permit	Decision Making Committee
PP-662-2023	29 Evans Street, BELMONT VIC 3216	Use and Development of Land for a Convenience Shop and Take Away Food Premises (Drive-Thru Coffee) and Reduction in Car Parking Requirements	13/10/2023	DMC Refusal	Decision Making Committee
PP-691-2020	39-45 Gordon Avenue, GEELONG WEST VIC 3218	Buildings and works, including demolition, to construct a 8 to 9 level building (plus part enclosed roof top terraces) to be used as a residential hotel together with mixed uses including office, shop, and restricted recreation facility; Use and Development for a Residential Hotel, Shop, Restricted Recreation Facility, Car Park; Variation to an Easement; Reduction of Carparking.	23/10/2023	Extended Planning Permit	Delegated Authority
PP-769-2022	240 Roslyn Road, HIGHTON VIC 3216	Use and Development of a Childcare Centre, Construct and Display Business Identification Sign	12/10/2023	NOD - Planning Permit	Decision Making Committee
PP-9-2023	2 Morven Court, HIGHTON VIC 3216	Construction of Nineteen (19) Dwellings, Nineteen (19) Lot Subdivision (Plus Road Reserve) and Removal of Native Vegetation	30/10/2023	Grant a Planning Permit	Delegated Authority

5. CONFIDENTIAL

Council will close the meeting to the public in accordance with the provision of section 66(2) of the *Local Government Act 2020* to consider the following items:

5.1. North Geelong Warriors - Response to Notice of Motion (Confidential)

Source: **Community Service Delivery**
Executive Director: **Robyn Stevens**

CONFIDENTIAL

RESOLUTION - Item 5.1

Cr Harwood moved, Cr Nelson seconded –

Recommendation That Council consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer for the purposes of sections 3(1) and 66(5) of the Local Government Act 2020, the information contained in this report is confidential because it contains private commercial information, which if released, would unreasonably expose the business, commercial or financial undertaking to disadvantage. This section is applicable because it contains sensitive information on the Club's financial position

Carried

5.2. Community Grants (Confidential)

Source: **Strategy, Governance and Corporate**
Chief Financial Officer: **Darren Schultz**

CONFIDENTIAL

RESOLUTION - Item 5.2

Cr Wilkinson moved, Cr Mason seconded –

Recommendation That Council consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer for the purposes of sections 3(1) and 66(5) of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable because the agenda item contains a level of detail which if released would diminish the organisation's capacity to compete in a commercial environment.

Carried

5.3. 2023 AFLW Series - Geelong Based Activity (Confidential)

Source: **Customer, Community and Economy**
Acting Executive Director: **Tennille Bradley**

CONFIDENTIAL

The Chief Executive Officer advised Report 5.3 – 2023 AFLW Series – Geelong Based Activity (Confidential) had been withdrawn from the evening's agenda.

That Council consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer for the purposes of sections 3(1) and 66(5) of the *Local Government Act 2020*, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable because it may impede Council's ability to negotiate for contracted service provisions.

5.4. Council Business Report (Confidential)

Source: **Customer, Community and Economy**
Acting Executive Director: **Tennille Bradley**

CONFIDENTIAL

RESOLUTION - Item 5.4

Cr Aitken moved, Cr Harwood seconded -

That Council consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer for the purposes of section 3(1) and 66(5) of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable because the agenda item concerns recommendations that would, if prematurely released, be prejudicial to the Council's decision on the recommendations.

Carried

CLOSE OF MEETING

Cr Nelson moved, Cr Wilkinson seconded -

That the meeting be closed to the public.

Carried

The meeting was closed to the public at 7.56pm

Cr Nelson moved, Cr Aitken seconded -

That the meeting be re-opened to the public.

Carried

The meeting was re-opened to the public at 8.24pm

As there was no further business the meeting closed at 8.24pm on Tuesday 28 November 2023.

Signed: _____

Cr Trent Sullivan (Mayor)

Date: _____