

THE CITY OF
GREATER GEELONG

WEST FYANS-FYANS STREET

PRECINCT STRUCTURE PLAN

JULY 2026 – DRAFT FOR CONSULTATION



Photo: Bird's eye view of the West Fyans - Fyans Street Precinct and surroundings

ACKNOWLEDGMENT OF COUNTRY

The City of Greater Geelong acknowledges the Wadawurrung People as the Traditional Owners of this land. We pay our respects to their Elders past and present and acknowledge all Aboriginal and Torres Strait Islander peoples who are part of the Greater Geelong community today.

The West Fyans/Fyans Street Precinct is located on Wadawurrung Country and forms part of a broader cultural landscape with enduring cultural, historical and spiritual significance to the Wadawurrung People.

The precinct's proximity to the Barwon River and surrounding landscapes reflects thousands of years of continuous connection to Country. The City recognises the importance of protecting and respecting Aboriginal cultural heritage and acknowledges the ongoing role of the Wadawurrung People as the Traditional Owners and custodians of this place.

ACCESSIBILITY

The City of Greater Geelong is committed to universal access and inclusion. This includes access to information, participation in community engagement and consultation and access to our places and spaces .

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Image: Artist's illustration of the eastern side of the West Fyans - Fyans Street Precinct along with Kardinia Park

An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with numerous buildings, streets, and green spaces. The image is overlaid with a semi-transparent blue filter. In the bottom left corner, a circular track or stadium is visible.

PART A

INTRODUCTION & BACKGROUND

This part provides the background to the development of the West Fyans – Fyans Street Precinct Structure Plan.

It includes an overview of the study area, the policy and physical context of the Precinct, an exploration of issues and opportunities and identification of the technical studies and investigations that have supported the development of the Structure Plan.

1.0

INTRODUCTION

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1.1 WHAT IS A STRUCTURE PLAN?

This Structure Plan has been prepared to help shape the continued development and renewal of the West Fyans – Fyans Street Precinct and to create a strategic vision to guide change within the Precinct.

A Structure Plan provides guidance for the future land use and development of a particular area and how it should change over time.

The core purpose of a Structure Plan is:

- To establish a clear overall vision for future land use and development.
- To define guiding principles for development.
- To create a practical framework to direct all future use and development within the defined study area.

Structure Plans are forward looking documents that plan for future population growth, change and community needs to set an overall direction for the future of a place supported by local actions and initiatives. They typically comprise strategic objectives, strategies, and actions to guide land use and development outcomes.

As a long-term visioning document, a Structure Plan can provide mechanisms to direct investment and renewal in an area while guiding future development outcomes.

In infill locations like the West Fyans – Fyans Street Precinct, structure plans focus on making efficient use of existing resources. They leverage established social and physical infrastructure, such as parks, playgrounds, roads and public transport networks, to create functional and vibrant places for people to live, work and enjoy.

The Structure Plan supports state, regional and local strategies, such as Plan for Victoria and the Greater Geelong Settlement Strategy, as well as the strategic priorities identified in the Council Plan 2025-2029.

1.2 THE WEST FYANS – FYANS STREET PRECINCT

The West Fyans – Fyans Street Precinct is located approximately 1.5 kilometres south from Central Geelong.

The West Fyans – Fyans Street Precinct study area comprises an area of 118 hectares, which follows the Barwon River to its southern boundary and is bounded by Shannon Avenue in the west, West Fyans Street and Fyans Street in the north and Swanston Street in the east.

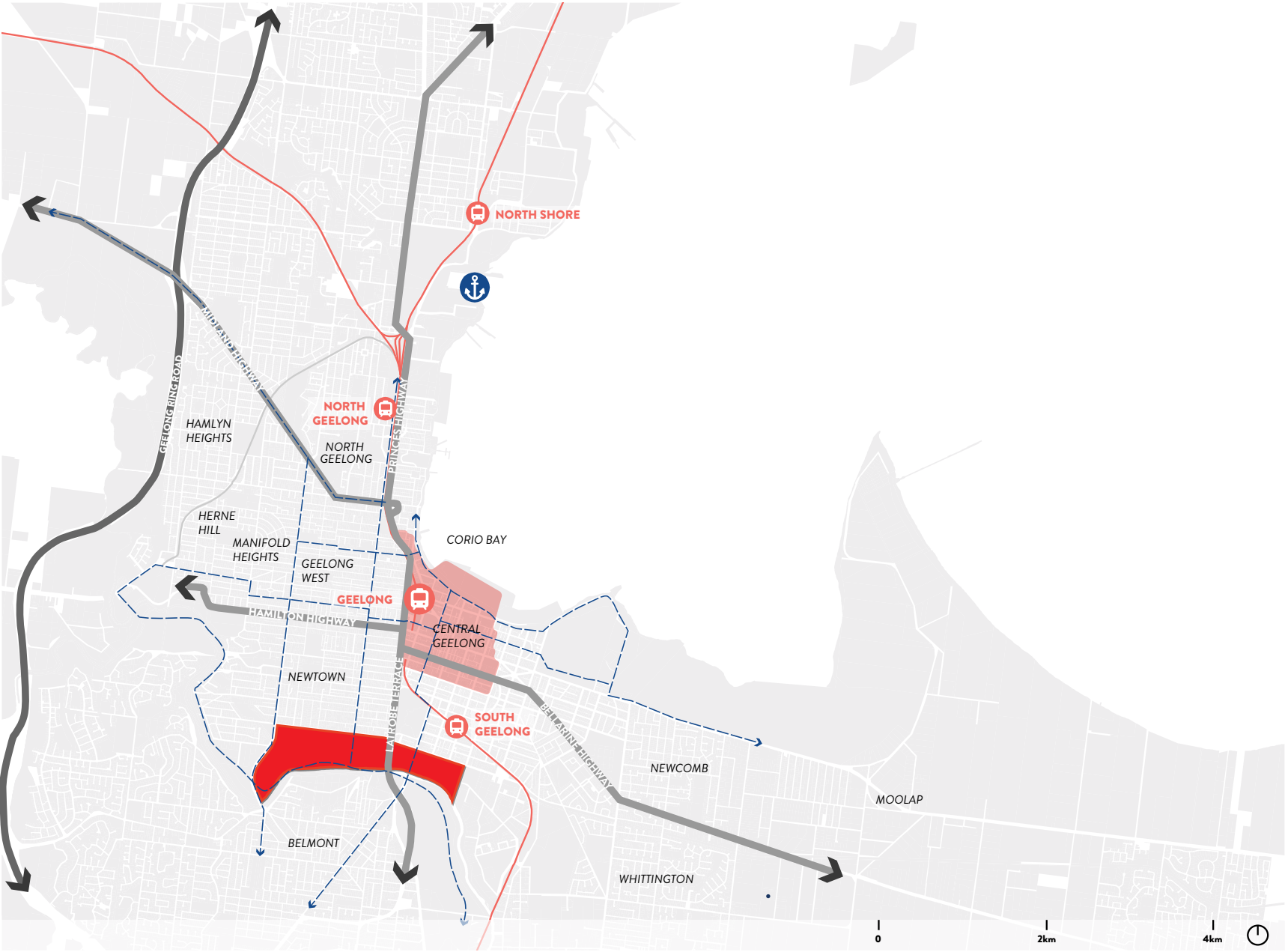
The study area formed part of Geelong's early settlement in the 19th Century as an industrial hub, with particular prominence in the wool industry. The retention of historic woollen mills and other significant industrial and residential built form are key examples of the City's early economic activity and reflect its change over time.

Today, the Precinct comprises primarily commercial and industrial activity, and functions as an inner urban automotive showroom, large format retail, service and light industrial area. There are some pockets of conventional residential development, particularly in proximity to Frier Reserve. Recent planning permit activity has included mixed-use development proposals, although most are yet to commence construction.

The Barwon River corridor along the southern edge of the project area has played an important role in shaping the area's historical settlement patterns, landscape character and recreational network. Today, it provides a significant environmental, landscape and open space corridor that is highly valued by the community.

The West Fyans-Fyans Street Precinct includes part of Newtown and South Geelong. The Precinct is within proximity of Belmont and Highton located on the other side of the Barwon River.

P1. REGIONAL CONTEXT



P2. CADASTRAL PLAN

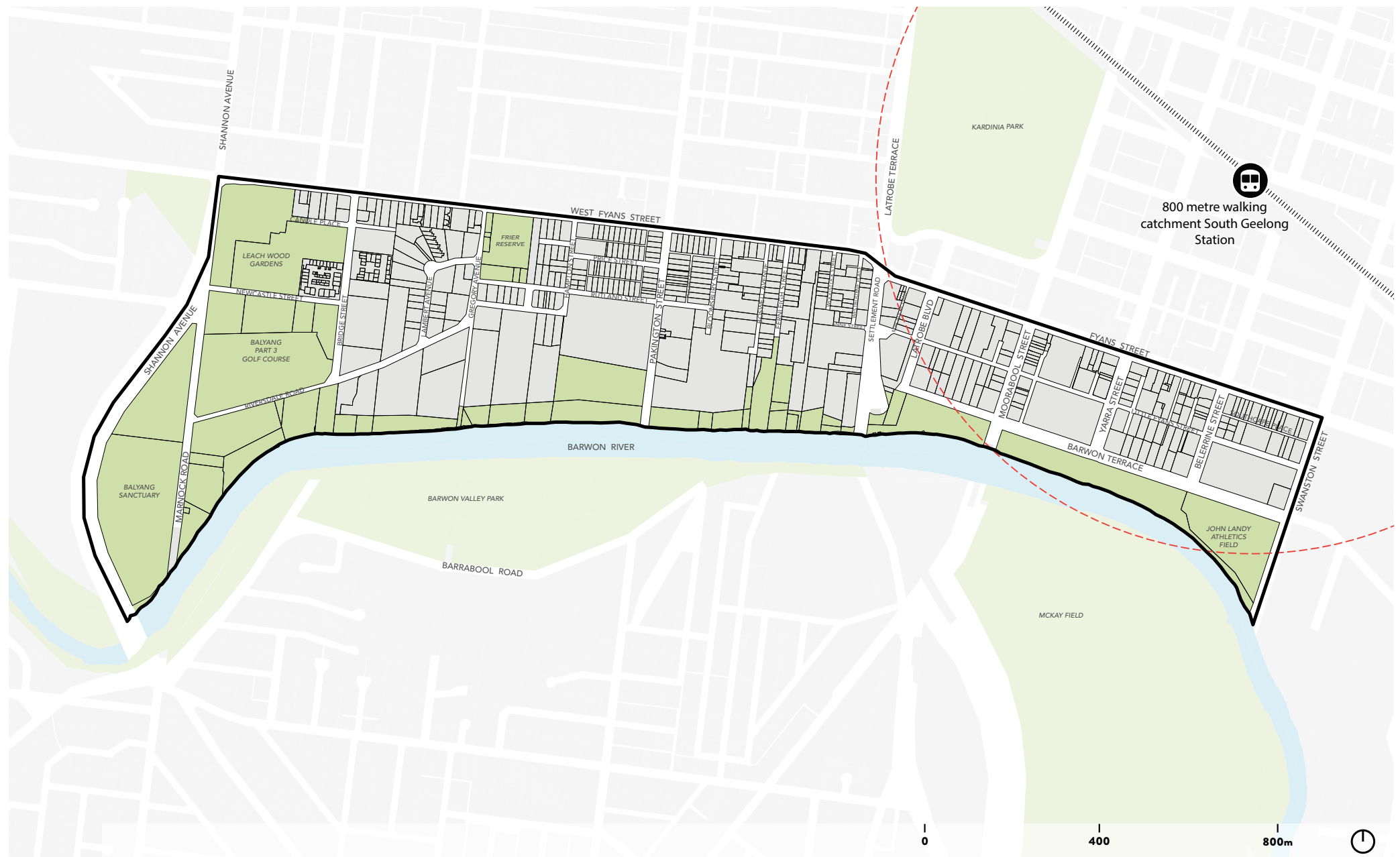




Photo: Bird's eye view of the eastern side of the West Fyans - Fyans Street Precinct looking west

2.0

CONTEXT

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2.1 POLICY ALIGNMENT

The 2009 Structure Plan established the current vision for the West Fyans – Fyans Street Precinct, which is to

“Accommodate a diverse range of quality living and working environments, in a way that reconnects the precinct with the Barwon River and celebrates its industrial heritage.”

As part of the development of this Structure Plan, the vision has been reviewed and generally reflects the desired future for the precinct. However, there are opportunities to build on this current vision and establish an enhanced aspiration for the Precinct and future community.

PLAN FOR VICTORIA

Plan for Victoria is the Victorian Government’s statewide planning strategy. It sets out the long-term framework to guide how Victoria will grow and change towards 2051.

Structured around five pillars:

- Self-determination and caring for Country.
- Housing for All Victorians.
- Accessible jobs and services.
- Great places, suburbs and towns.
- Sustainable environments.

Plan for Victoria introduces housing targets for each local government area and provides a new planning framework for directing growth in the City of Greater Geelong. This municipal area will accommodate the highest numbers of new homes in the state outside of metropolitan Melbourne.

The City of Greater Geelong’s housing capacity target is 128,600 new dwellings by 2051, of which 77,500 new dwellings will be accommodated within the existing urban area and 51,100 new dwellings in greenfield locations. The housing capacity target reflects that Greater Geelong municipality is one of the fastest-growing regions in Victoria.

Policy at Clause 16.01-1S of the Greater Geelong Planning Scheme requires planning authorities to ensure zones and overlays deliver sufficient realisable development capacity to achieve housing targets.

Providing for residential development in the West Fyans – Fyans Street Precinct will allow Council to deliver housing that meets community needs and assists in achieving the housing capacity target.

2.1 POLICY ALIGNMENT

VICTORIA'S HOUSING STATEMENT

Victoria's Housing Statement is the Victorian Government's plan to accommodate population growth and sets a target to build 800,000 homes in the state in the decade between 2024-2034.

The Housing Statement, along with Plan for Victoria, identify a range of planning reforms to improve housing supply and deliver planning certainty.

G21 REGIONAL GROWTH PLAN

The *G21 Regional Growth Plan* is a regional strategy developed by the Victorian Government to plan for the development of the G21 region, which includes the City of Greater Geelong, Surf Coast Shire, Golden Plains Shire, Colac Otway Shire and the Borough of Queenscliffe.

The Regional Growth Plan identifies Geelong as the highest order settlement within the region. Relevant to this Structure Plan, it supports the growth of Geelong with a focus on infill housing opportunities that reinforce its role as Victoria's second largest city.

The West Fyans – Fyans Street Precinct provides a significant opportunity to achieve infill housing growth in line with the aspirations of the Regional Growth Plan.

COUNCIL PLAN 2025-2029

The *Council Plan 2025-2029* is a medium-term strategic plan that sets out Council's focus for the four-year Council term. It sets out the specific strategies and initiatives that Council will deliver.

A major initiative identified in the Council Plan is to accelerate planning for housing, employment land and major infrastructure development in response to Plan for Victoria. The delivery of updated structure planning for the West Fyans-Fyans Street Precinct is consistent with this initiative.

GREATER GEELONG: A CLEVER AND CREATIVE FUTURE

Greater Geelong: A Clever and Creative Future is a 30-year vision that guides all levels of government, community organisations, businesses and people seeking to contribute to the Geelong city-region. The Strategy sets out a community vision for Greater Geelong, which is:

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

The vision is supported by nine community aspirations. The most relevant aspiration for planning in the West Fyans – Fyans Street Precinct is *"sustainable development that supports population growth and protects the natural environment"*.

GREATER GEELONG SETTLEMENT STRATEGY 2020

The *City of Greater Geelong Settlement Strategy (2020)* provides a framework and gives clear direction on where growth and development should occur, to ensure the City can meet the needs of the municipality by 2036 in a sustainable, planned, logical, integrated, efficient and cost-effective way. The Settlement Strategy seeks to increase the role of urban consolidation as part of Geelong's overall housing supply.

The Strategy seeks to facilitate infill development to increase its housing supply contribution to 50 per cent by 2047.

The West Fyans – Fyans Street Precinct is identified within the Settlement Strategy as a location where high-density housing growth is directed. The western part of the Precinct (west of Settlement Road) is identified as a Key Development Area, that has the potential to accommodate substantial amounts of new medium and higher density housing, including housing as part of mixed-use developments.

GREATER GEELONG SOCIAL HOUSING PLAN

The *Greater Geelong Social Housing Plan 2020-2041* seeks to increase the supply of social housing across the City to 13,500 social housing units by 2041.

To achieve this target, the Plan outlines a series of actions, including to amend the planning scheme to require the inclusion of social and affordable housing in new developments based on need.

GREATER GEELONG RETAIL STRATEGY

The *City of Greater Geelong Retail Strategy (2020)* provides direction for the City's activity centres and commercial development towards 2036.

The Retail Strategy classifies parts of the West Fyans / Fyans Street Precinct as "dispersed restricted retail centres". This means that they are not major retail hubs, but areas which offer some limited retail.

The Precinct is identified within the Strategy as being home to car showrooms, trade supplies and light industry, as well as vehicle storage and some light retail activity. The Retail Strategy promotes transition of the Precinct to provide increased mixed-use and residential development activity.

DRAFT URBAN FOREST STRATEGY

The City's *Urban Forest Strategy* guides the strategic expansion of Greater Geelong's urban forest to increase canopy cover, improve urban cooling and strengthen biodiversity, water management and community wellbeing outcomes. The Strategy supports the integration of trees and green infrastructure into urban development.

The City seeks to reach an ambitious target of improving Geelong's tree canopy cover from 14% to 25% over a thirty-year period.

ENVIRONMENT STRATEGY 2020-2030

The City's *Environment Strategy 2020-2030* details the environmental and sustainability goals that guides planning, decision making and actions to improve the health of our local environment, reduce our environmental footprint and protect the lifestyle our community enjoys.

CLIMATE CHANGE RESPONSE PLAN 2021-2030

The City's *Climate Change Response Plan 2021-2030* details how the City will support coordinated and collective action to achieve net zero community emissions by 2035 and increase the resilience of our region to the impacts of climate change.

The Plan includes seven principles to respond to climate change. Of most relevance to this Structure Plan are the following principles:

- **Principle 2:** Increase Energy Efficiency and Renewable Energy Production.
- **Principle 3:** Switch to Sustainable Transport and Cleaner Fuels.
- **Principle 4:** Reduce Non-Energy Emissions and Increase Carbon Storage.
- **Principle 5:** Increase Awareness and Understanding of Climate Change Impacts.
- **Principle 6:** Build Climate Action into Decision-Making.

The directions set out within the Structure Plan seek to support the City's commitment to net zero emissions by 2035 and build a sustainable and resilient precinct.

2.1 POLICY ALIGNMENT

OPEN SPACE STRATEGY (DRAFT)

The City of Greater Geelong Draft Open Space Strategy provides a strategic framework to guide the planning, provision and management of public open space across the municipality, with a focus on delivering a high-quality, accessible and equitable network of spaces for current and future communities. The Strategy recognises that, while overall provision may be sufficient, there are disparities in access, quality and functionality of open space—particularly within established urban areas—requiring a stronger emphasis on improving connectivity, upgrading existing spaces and addressing gaps in access.

In the context of the West Fyans – Fyans Street Precinct, the Strategy supports a shift away from a purely quantitative approach to open space provision toward a more place-based and access-focused network. This includes improving connections to existing assets such as the Barwon River corridor, strengthening walkable catchments, and integrating public and communal open spaces within redevelopment sites to support a well-connected and functional open space network.

RIVERS OF THE BARWON / BARRE WARRE YULLUK ACTION PLAN

The Rivers of the Barwon / Barre Warre Yulluk Action Plan establishes a long-term framework to protect and enhance the Barwon River catchment as a significant environmental, cultural and community asset. The Action Plan recognises the waterways as a connected and living system of rivers, creeks and landscapes, and emphasises the central role of Traditional Owners as custodians and partners in planning and decision-making. The plan identifies a series of strategic directions to improve waterway health, amenity and resilience, including strengthening planning controls, improving stormwater management, enhancing biodiversity and riparian corridors, and increasing community access and connections to waterways. It also responds to growing pressures from urban development and climate change, reinforcing the importance of integrating land use planning, environmental protection and waterway management.

In the context of this Structure Plan, the Action Plan supports a strong and coordinated approach to the Barwon River corridor, including appropriate setbacks, improved urban interfaces, protection and enhancement of biodiversity values, and the delivery of high-quality public access aligned with broader catchment outcomes.

2.2 POPULATION & ECONOMIC PROFILE

POPULATION & HOUSING

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

In 2026, the City of Greater Geelong's population was estimated at 306,814 people and is forecast to increase to 441,984 by 2046, representing growth of 44.1 per cent over the period. This equates to an average annual population growth rate of 1.98 per cent across the 2021-2046 forecast period. (Source: Forecast.id, City of Greater Geelong Population Forecast).

The West Fyans – Fyans Street Precinct is identified as a substantial housing change area that can accommodate some of the expected population growth within the municipality and is a preferred location for infill development.

In 2023, the Precinct was home to a population of 215 people and comprised 189 dwellings. The average dwelling occupancy of 1.1 persons per dwelling is unusually low and suggests a high proportion of lone person households within the precinct.

The 2009 Structure Plan anticipated that 1,000 new dwellings would be delivered in the Precinct to support a future population of 2,200 people. At the time the 2009 Structure Plan was developed, the precinct was home to a population of 240 people across 120 dwellings. This data suggests that the number of houses has slightly increased over time, but that the population has declined.

While growth in Greater Geelong has predominantly been directed to growth areas on the urban fringe, the City is densifying over time. However, demand for medium and high density dwellings is constrained by the availability and affordability of greenfield growth area land and housing opportunities in nearby coastal towns on the Bellarine Peninsula.

Despite these challenges, population forecasts by Charter Keck Cramer (West Fyans 2024 Population, Housing and Economic Update) support residential renewal within the West Fyans – Fyans Street Precinct.

2.2 POPULATION & ECONOMIC PROFILE

ECONOMIC DEVELOPMENT

The West Fyans – Fyans Street Precinct is one of the City's largest inner urban employment areas. It supports approximately 4,400 jobs, which comprises 4 per cent of the City of Greater Geelong's total employment, based on analysis prepared by Charter Keck Cramer (West Fyans 2024 Population, Housing and Economic Update).

The main economic drivers within the precinct are car showrooms, trade supplies, car storage and car parks. These uses require large land areas to suit their operational needs, which results in a relatively low employment density of between 19 and 21 jobs per hectare.

The economic activity of the Precinct can generally be divided into three distinct sub-regions (as identified on the map [P3. Economic Sub-Region of the Precinct](#)):

The Eastern Economic Area (east of Latrobe Terrace)

Supports large format automotive sales, showrooms and home and hardware uses.

The Central Economic Area (between Latrobe Terrace and Hampton Street)

Comprises an eclectic mix of heritage industrial built form that contains emerging new economy commercial uses. This area has been the focus of diversification within the Precinct within recent years and comprises professional services and food and drink premises. It also contains large, underutilised parcels that are used for vehicle storage.

The Western Industrial Area (west of Hampton Street)

Contains longstanding heavy industry and more contemporary warehousing and business park office space.

The Precinct is expected to experience significant economic change in the coming years, as older industrial and car sales uses transition out of the precinct or adopt smaller footprints. This presents a significant opportunity to reimagine economic activity and the structure of the precinct as a whole.

P3. ECONOMIC SUB-REGION OF THE PRECINCT



LEGEND

- Central Renewal Area
- Western Economic Area
- Eastern Economic Area

2.3 PLANNING CONTEXT

The role of the West Fyans – Fyans Street Precinct is described in Clause 02.03-1 as:

The West Fyans – Fyans Street Precinct is located 1.5 kilometres south of Central Geelong on the northern banks of the Barwon River. The area has a diverse range of land uses including industrial, commercial and residential together with buildings of historical significance and a strong visual relationship with the Barwon River corridor. The area has also been identified as a key housing development area with the potential to undergo substantial change and redevelopment over time.

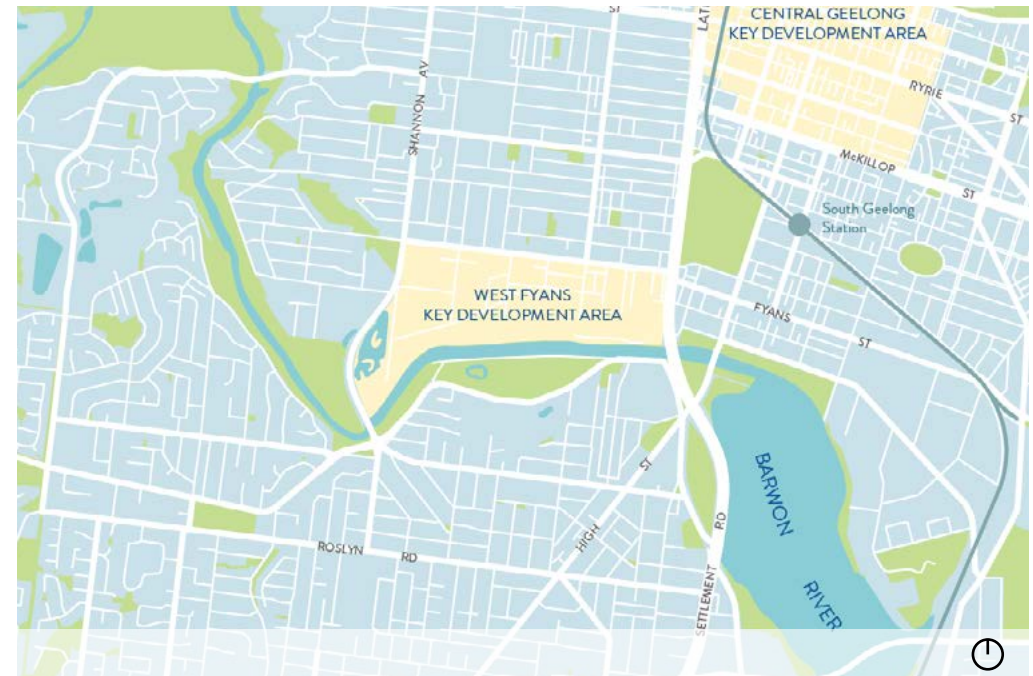
The West Fyans Precinct (west of Latrobe Terrace) is identified in the Housing Framework Plan at Clause 02.04 and in the City of Greater Geelong Settlement Strategy as a **key development area – major redevelopment high density housing**.

Strategic directions within the Municipal Planning Strategy seek to:

- Facilitate a mixed use environment incorporating a complementary range of residential and employment activities including commercial, light manufacturing and service industrial uses, with good access to facilities and connections to open space.
- Support a range of medium to high density residential development.
- Encourage development that enhances streetscapes and provides visual interest, amenity and public safety.

The local policy at Clause 11.03-6L-04 'West Fyans – Fyans Street' provides specific local guidance for the Precinct, which is based on the directions outlined in the 2009 Structure Plan.

P4. WEST FYANS KEY DEVELOPMENT AREA



LEGEND

Key Development Area as identified in the Settlement Strategy 2020

2.3 PLANNING CONTEXT

ZONING

The West Fyans – Fyans Street Precinct contains a mix of zones.

The Mixed Use Zone

Applies across a large extent of the precinct. It seeks to provide for a range of residential, commercial, industrial and other uses and to provide for housing at higher densities.

The Mixed Use Zone areas within the precinct support a range of commercial, industrial and residential activities. Recent development in these parts of the precinct have delivered mixed use development

The Commercial 2 Zone

Applies centrally and to the business area bounded by Gregory Avenue and Bridge Street in the west of the Precinct. It seeks to encourage commercial uses, including manufacturing and industries and prohibits residential activities.

The Commercial 2 Zone supports a range of warehousing, office and showroom type uses within the Precinct.

The Industrial 1 Zone

applies to land south of Riversdale Road and east of Gregory Avenue. It seeks to provide for manufacturing industries and the storage and distribution of goods.

Land within the Industrial 1 Zone is used for traditional industry and warehousing activity. A Business Park has been approved on the south side of Riversdale Road more recently.

The Industrial 3 Zone

applies to land east of Bellerine Street. The Zone seeks to provide a buffer between mixed use land and existing industrial activity east of Swanston Street.

The Public Use Zone 1 – Service and Utility

Applies to a discrete utility installation operated by Barwon Water. The Public Use Zone seeks to allow Barwon Water to undertake its operations with minimal planning intervention.

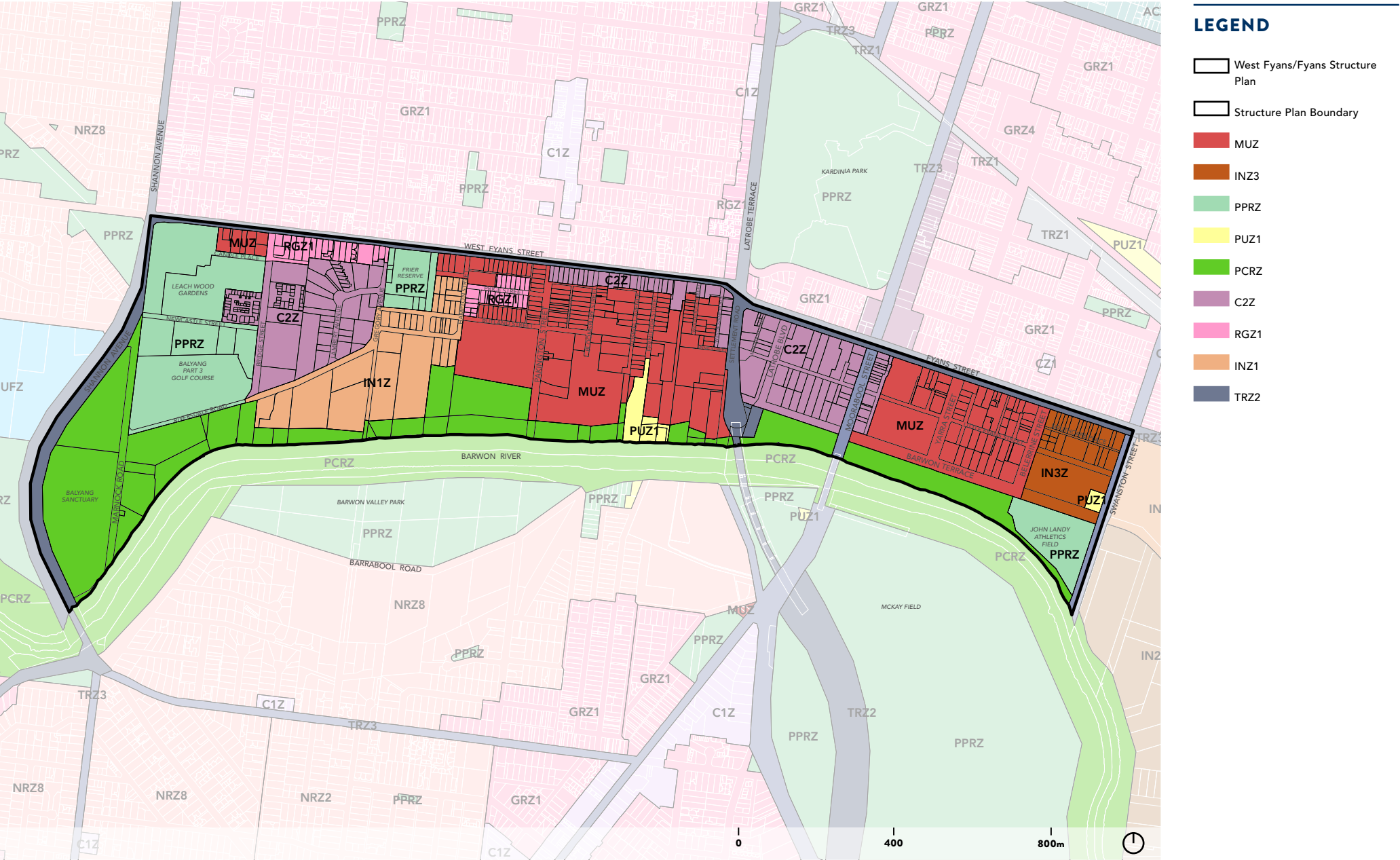
The Public Conservation and Resource Zone

Seeks to preserve the environmental function of the Barwon River corridor and Balyang Sanctuary.

The Public Park and Recreation Zone

Applies to Frier Reserve, Landy Field, the Balyang Par 3 Golf Course and The Hill Mountain Bike Park. The zone seeks to recognise areas for public recreation and open space and protect and conserve areas of significance where appropriate.

P5. EXISTING ZONING



2.3 PLANNING CONTEXT

OVERLAYS

The Precinct is affected by a number of overlays.

Built form is generally guided by **Design and Development Overlay – Schedule 20 (DDO20)**, which applies to land in the industrial zones and **Design and Development Overlay – Schedule 26 (DDO26)**, which applies to all other private land within the Precinct.

DDO20

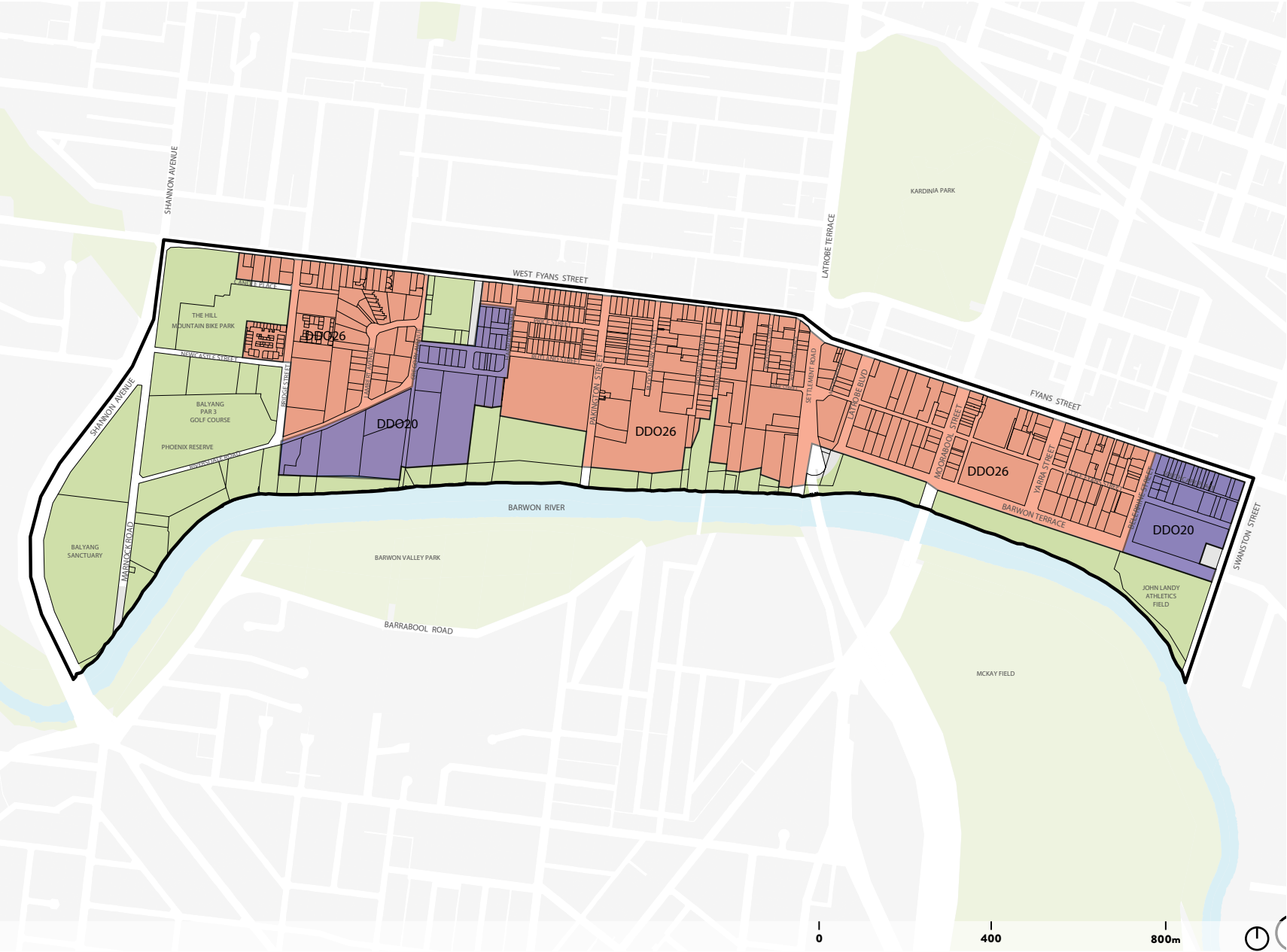
Applies to all industrial zoned land in Geelong and provides general guidance about development improving the visual appearance and image of industrial areas.

DDO26

Specifically relates to the West Fyans – Fyans Street Precinct and implements the relevant built form directions from the 2009 Structure Plan.

The two separate overlays result in a disjointed approach to built form controls within the Precinct, with the commercial and industrial precincts affected by DDO20 generally having a lower level of built form guidance. There are opportunities as part of the Structure Plan implementation to consolidate built form directions for the precinct into one overlay schedule.

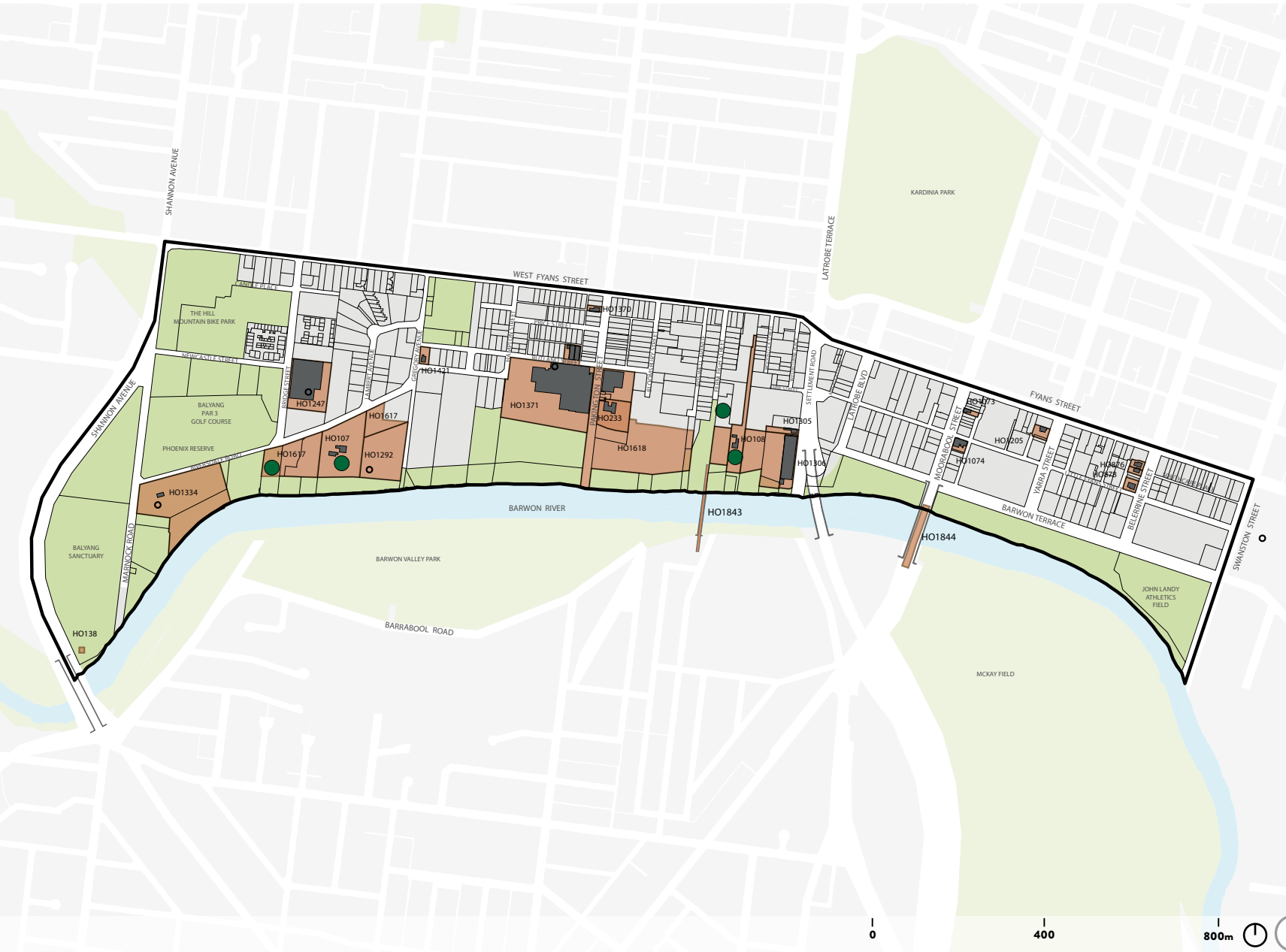
P6. DESIGN & DEVELOPMENT OVERLAY



LEGEND

- Structure Plan Boundary
- DDO26
- DDO20

P7. HERITAGE OVERLAY



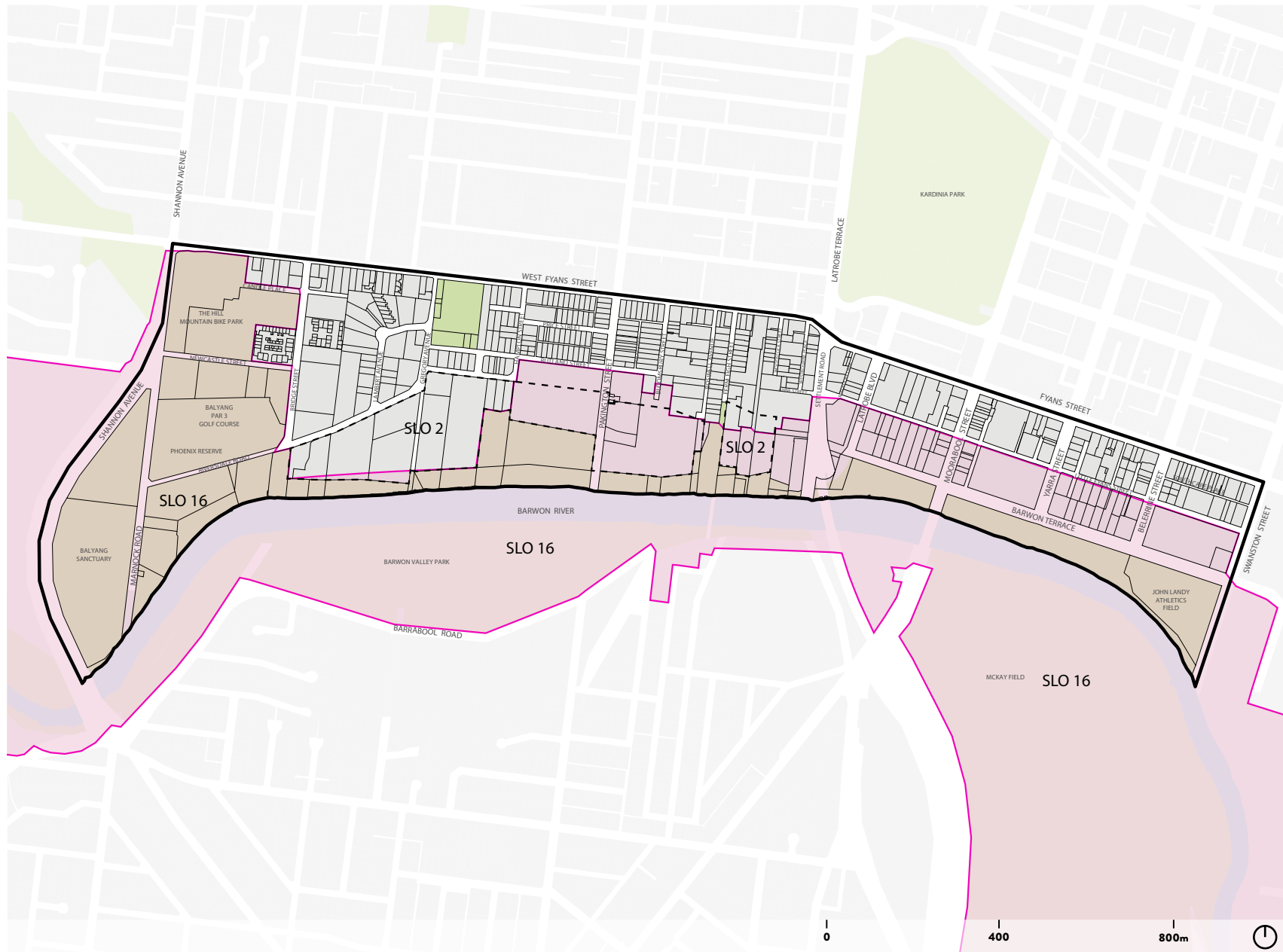
The Heritage Overlay

Applies to a number of properties that are identified as containing buildings or sites of heritage significance in the local and state context.

LEGEND

- Structure Plan Boundary
- Geelong Heritage Overlay
- State Listing
- Heritage Buildings
- Historic Chimneys

P8. SIGNIFICANT LANDSCAPE OVERLAY



The Significant Landscape Overlay – Schedule 2 (SLO2)

Applies to land along the Barwon River escarpment. The overlay seeks to protect the visual significance of the escarpment and minimise the visual impact of buildings and works.

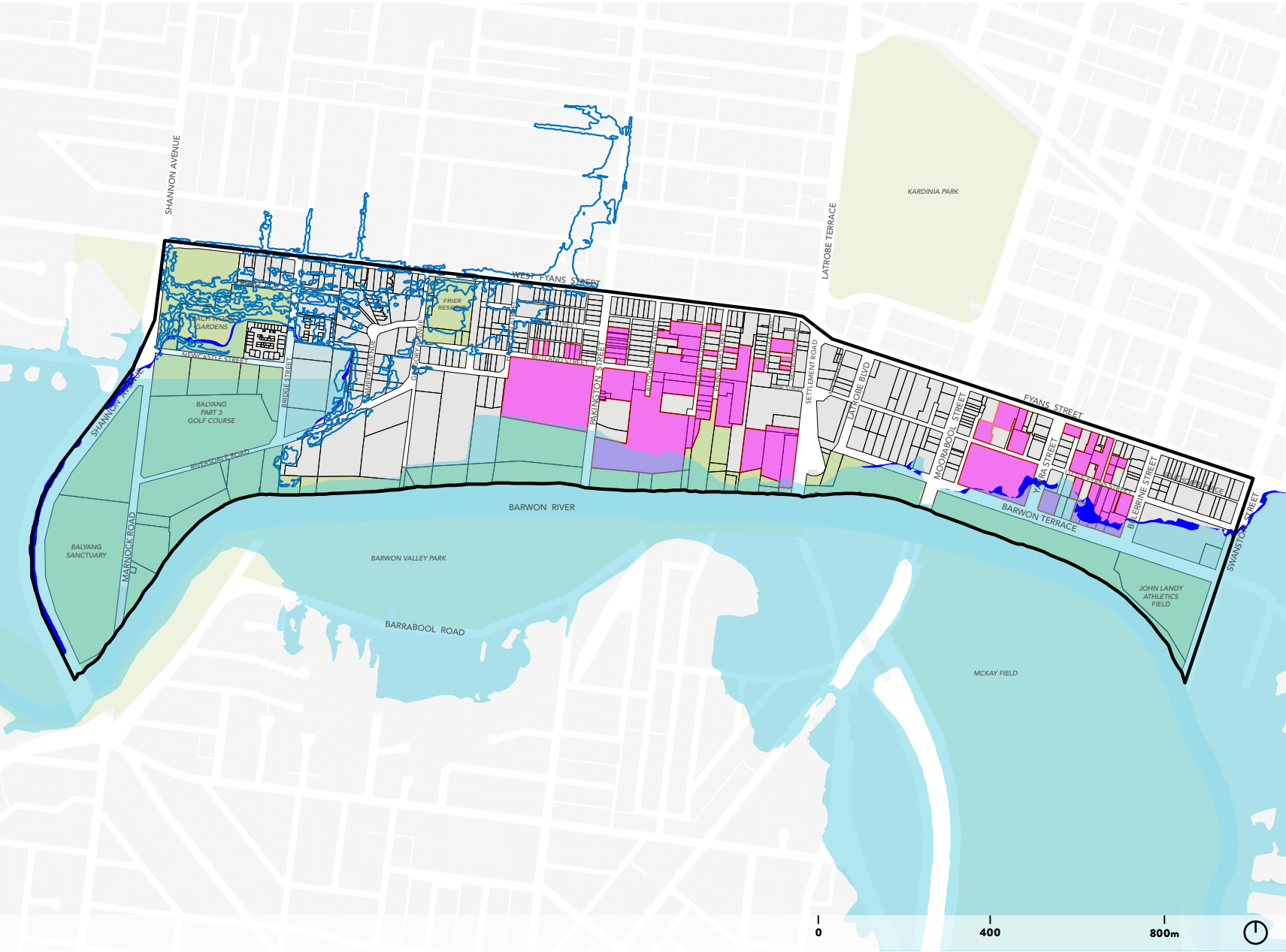
The Significant Landscape Overlay – Schedule 16 (SLO16)

Applies along the Barwon River corridor and seeks to enhance the role of the waterway as an integrated and continuous landscape corridor.

LEGEND

- Structure Plan Boundary
- SLO 2
- SLO 16

P9. FLOODING & ENVIRONMENTAL AUDIT OVERLAYS



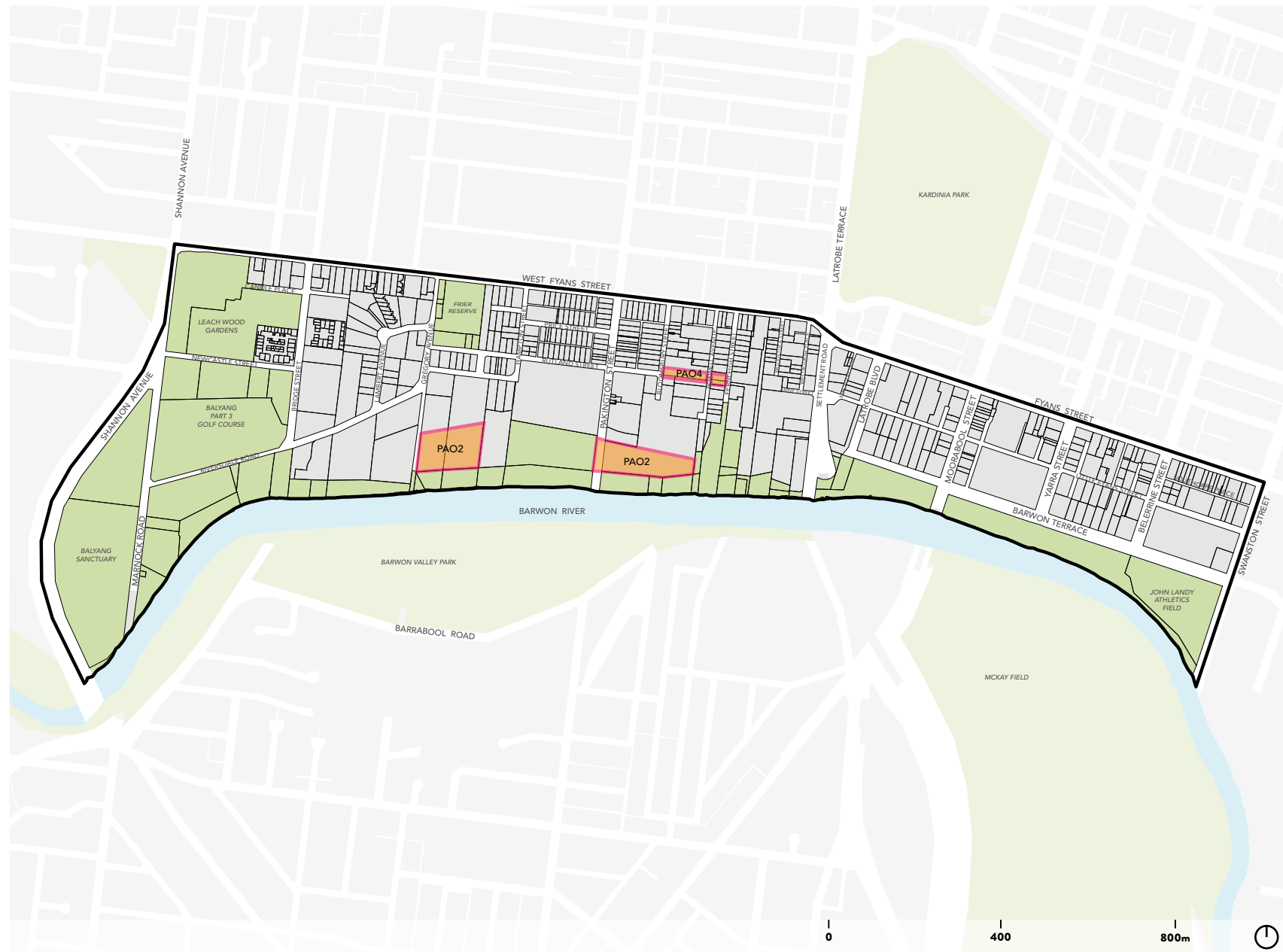
The precinct is vulnerable to flooding inundation and the application of the

Floodway Overlay (F0) & Land Subject to Inundation Overlay (LSIO) identify parts of the precinct that will be inundated in the 1 per cent Annual Exceedance Probability (1 in 100 years) flood event. Land in the east of the precinct adjacent to Barwon Terrace is particularly vulnerable to these impacts. Some land in the west of the precinct is subject to overland flows from the stormwater network, where the **Special Building Overlay (SBO)** applies.

The Environmental Audit Overlay (EAO) Applies to sites that were formerly within the Industrial 1 Zone and require an environmental audit to ensure their suitability for sensitive uses.

- LEGEND**
- Structure Plan Boundary
 - EAO
 - LSIO
 - FO
 - SBO

P10. PUBLIC ACQUISITION OVERLAY



The Public Acquisition Overlay (PAO)

Applies to three areas within the precinct and reflects historic planning intentions to secure land for public purposes, including transport and open space outcomes. One PAO relates to the future extension of the local road network (particularly the Rutland Street connection), aimed at improving east-west connectivity and overall movement within the precinct. The remaining PAOs were applied to facilitate the potential acquisition of land for public open space. These overlays were introduced as part of previous strategic planning work (including the 2009 Structure Plan) to ensure critical infrastructure and open space opportunities could be secured over time as redevelopment occurs.

LEGEND

-  Structure Plan Boundary
-  PAO

2.4 ISSUES & OPPORTUNITIES

As part of the development of the Structure Plan, Council undertook a detailed analysis of the issues and opportunities for the West Fyans – Fyans Street Precinct, which were documented in the *West Fyans – Fyans Street Precinct Issues and Opportunities Paper*.

These issues and opportunities are summarised as follows:

ISSUES

- Lower than expected population growth.
- Lack of development activity and change consistent with the 2009 Structure Plan.
- Resolution of the 'Stage 2' industrial area.
- Height limits and built form controls affecting development feasibility.
- Built form controls not establishing a clear character or supporting the area's heritage.
- A lack of capacity within the existing urban stormwater system.
- Limited permeability and connectivity in the road network and to the Barwon River.
- Car parking and traffic management.
- Poor pedestrian and cycling infrastructure and connectivity.
- Flooding and inundation, particularly in the east of the Precinct.
- Buffer distances required from existing industrial uses.
- Potentially contaminated land.

OPPORTUNITIES

- Capitalise on growing demand for housing and encourage housing diversity.
- Leverage new and complementary commercial and industrial opportunities.
- Maximise development potential through collaborative strategies and higher density.
- Adaptively reuse heritage buildings and celebrate the history of the area.
- Protect, enhance and improve connection to the Barwon River corridor.
- Encourage landscaping and to strengthen biodiversity, local character and amenity.
- Strengthen urban connectivity.
- Improve pedestrian and cycling connectivity.
- Built form that supports community climate resilience.
- Development that maximises sustainability performance and contributes to Victoria's emissions reductions targets.
- Capitalise on proximity to South Geelong Station.
- Embed the cultural significance of the Barwon River within the landscape.

These identified issues and opportunities formed the basis of targeted community consultation with landowners and other stakeholders in 2025 and have led to the development of a series of technical studies to inform the land use and development directions articulated in this Structure Plan.

TECHNICAL STUDIES & INVESTIGATIONS

The preparation of this Structure Plan has been informed by the following technical studies and investigations:

- West Fyans 2024 Population, Housing and Economic Update (Charter Keck Cramer, November 2024)
- West Fyans Structure Plan – Heritage Assessment (Extent Heritage, July 2024).
- West Fyans Urban Design Framework Post Contact Heritage Review (City of Greater Geelong, March 2026).
- Fyans – West Fyans Precinct Structure Plan Parking and Traffic Study (GTA Consultants, September 2019).
- West Fyans/Fyans Street Precinct Structure Plan Bicycle and Car Parking Assessment (Institute for Sensible Transport, May 2026).
- Barwon River Urban Renewal Area Implementation Plan (Tract, December 2022).
- Fyans – West Fyans Precinct Drainage Report (Water Technology, September 2018).
- West Fyans – Fyans Street Precinct Structure Plan Drainage Report Review (Water Technology, May 2026).
- West Fyans Adverse Amenity Impact Assessment (GHD, December 2024).
- Newtown Closed Landfills Revised Buffer Distance Assessment (Tonkin+Taylor, May 2023).
- South Geelong Landfill Further Assessment of Landfill Gas Risk in Relation to Buffer and Planning Controls (Tonkin+Taylor, May 2023).
- West Fyans – Fyans Street Precinct Structure Plan Social Infrastructure Needs Analysis (City of Greater Geelong, April 2026).
- West Fyans – Fyans Street Precinct Structure Plan Social and Affordable Housing Need (City of Greater Geelong, April 2026).

An aerial photograph of a city, likely Chicago, showing a mix of residential and commercial buildings, streets, and green spaces. The image is overlaid with a semi-transparent blue filter. The text 'PART B' is prominently displayed in the center in a large, white, sans-serif font.

PART B

VISION & FRAMEWORK

This part provides the vision to guide the transformation and change within the West Fyans – Fyans Street Precinct towards 2041.

The vision is supported by directions, objectives and strategies that set out how the vision for the study area will be delivered.

The directions, objectives and strategies are arranged thematically.

This part of the Structure Plan helps set a framework for decision-making and investment in the Precinct.

3.0

VISION

3.1	Vision	37
3.2	Key Directions	38
3.3	Framework Plan	38

3.1 VISION

The 2009 Structure Plan established the current vision for the West Fyans – Fyans Street Precinct, which is to

“Accommodate a diverse range of quality living and working environments, in a way that reconnects the precinct with the Barwon River and celebrates its industrial heritage.”

As part of the development of this Structure Plan, the vision has been reviewed and generally reflects the desired future for the precinct. However, there are opportunities to build on this current vision and establish an enhanced aspiration for the Precinct and future community.

By 2041, the West Fyans – Fyans Street Precinct will be home to 2,500 – 5,500 residents and support 2,500 workers.

The Precinct will play a significant role in delivering Greater Geelong’s housing and employment objectives by accommodating a substantial proportion of infill housing growth within an established urban area. Future development will make efficient use of existing infrastructure, services and community facilities while supporting a more compact, connected and sustainable urban form. The vision for the West Fyans – Fyans Street Precinct is that in the future:

West Fyans – Fyans Street will be an innovative, connected and walkable precinct, delivering diverse housing, job opportunities, high quality design and a strong open space network that celebrates heritage, culture and its relationship to the Barwon River.

The vision sets the longer-term aspiration for the West Fyans – Fyans Street Precinct and underpins the land use and development directions set out in this Structure Plan.

The relationship between the Precinct and the Barwon River is central to the realisation of the future vision. The Barwon River is highly valued by the community for its scenic landscape and recreation qualities. The River also performs important environmental functions in supporting biodiversity and flood conveyance.

3.2 KEY DIRECTIONS

The vision is supported by seven key directions, that have guided the development of the objectives and strategies for the Precinct.

These key directions are:

- A Mixed Use Residential and Creative Industries Precinct.
- Heritage Responsive Urban Renewal and Local Character.
- Housing Diversity and Design Excellence.
- A Connected and Walkable Precinct.
- A River Integrated Urban and Environmental Network.
- A High Quality Public Realm and Open Space Network.
- A Leading Environmentally Sustainable and Climate Resilient Precinct.

These key directions guide the land use and built form outcomes within the Structure Plan and are explored in detail in the following chapters.

BENEFITS FOR THE COMMUNITY

The transformation of the West Fyans-Fyans Street Precinct will deliver a range of benefits for existing and future residents, workers and visitors, including:

- Increased housing choice in a well-connected location with affordable and social housing opportunities.
- Improvements to walking, cycling and public transport infrastructure with public realm and open space outcomes.
- Enhanced access to and connections with the Barwon River and environmental improvements.
- Protection and adaptive reuse of heritage places.
- New jobs and business opportunities.
- Investment in drainage, flooding and infrastructure upgrades.

Together these outcomes will create a more livable, sustainable and vibrant mixed-use precinct.

3.3 FRAMEWORK PLAN

The Vision, Key Directions and Framework Plan collectively establish the long-term direction for the West Fyans–Fyans Street Precinct and should be read together.

The Objectives and Strategies set out within this Structure Plan provide the basis for implementing the Vision, Key Directions and Framework Plan and guide how the desired outcomes for the Precinct will be achieved .

P11. FRAMEWORK PLAN



4.0

LAND USE FRAMEWORK

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4.3	Zoning	44
4.4	Objectives & Strategies	4

4.0 LAND USE FRAMEWORK

KEY DIRECTION 1

A MIXED USE RESIDENTIAL AND CREATIVE INDUSTRIES PRECINCT

The West Fyans – Fyans Street Precinct will transform into a vibrant mixed-use precinct that combines increased housing with creative and innovation-led employment.

Key industrial sites will act as catalyst for renewal areas, delivering diverse housing alongside flexible workspaces and creative industries.

The Precinct will support housing growth, encourage enterprise and activate the area throughout the day and night to build a resilient local economy.

The West Fyans – Fyans Precinct is an area that is under transition. Land use change is already under way as new professional services enterprises emerge and large industrial sites transition to residential and mixed use activity that reflects the changing role of the Precinct.

The planning settings for the West Fyans – Fyans Street Precinct have encouraged extensive renewal and transition of the Precinct to a mixed use precinct that focuses on delivering increased housing and supporting diverse commercial activity. While the vision from the 2009 Structure Plan is yet to be fulfilled, the overarching land use directions of this Structure Plan confirm that the Precinct will transform into a vibrant mixed use area.

The Precinct has significant potential to accommodate a wider mix of uses, with a particular focus on residential uses that increase the local resident population and benefit from the proximity to primary and secondary schools, South Geelong Station and Central Geelong.

Recent planning permit activity within the Precinct supports the overarching land use vision. Planning permit for larger sites within the Precinct have approved residential towers supported by mixed use activity at ground floor level and within the development.

Renewal of the Precinct will be a steady, long-term process. In the short term, land use and built form change is expected to be more incremental. Over time, as industry transitions, the pace of change is expected to increase as the Precinct becomes more attractive and affordable for residential activity.

The renewal of the Precinct requires investment that encourages people to live, work and play locally. This Structure Plan is forward-looking and acknowledges that the Precinct is well positioned to change over the next 15 years.

4.1 HOUSING

The Housing Diversity Strategy, the 2009 Structure Plan and the Settlement Strategy all identify the West Fyans – Fyans Street Precinct as a location for intensified residential development. The Precinct is well located at the fringe of the Geelong Central Business District and along the Barwon River to accommodate infill redevelopment in an attractive environment that provides connection with nature and high quality open space.

By 2041, the West Fyans – Fyans Street Precinct will be home to 2,500 – 5,500 residents, across 1,500 - 2,500 new dwellings.

New housing within the precinct will comprise a diverse mixture of townhouse and mid to high rise apartment development in a range of configurations to support housing growth and housing diversity that meets community needs.

Increased housing density and diversity will be a strong focus in the area between Latrobe Terrace and Swanston Street, which is within 800 metres of the South Geelong Train Station.

SOCIAL AND AFFORDABLE HOUSING

Social and affordable housing contributes to our urban infrastructure, just like transport, integrated water management, open space, health, education and other community infrastructure. They are all essential infrastructure necessary to support sustainability, health and economic productivity of the West Fyans – Fyans Street Precinct and the Greater Geelong community more broadly.

In 2050, the Geelong community will require approximately 11,000 social housing dwellings, which is approximately 14 per cent of the total dwellings to be delivered in the City. One third of these, or 3,700 units could reasonably be expected to be delivered through planning and development approval processes across the municipality.

Within the Geelong and Newtown Statistical Area 2 (SA2) catchments which include the Precinct, approximately 10 per cent of households are experiencing rental stress, living in social housing or are families experiencing homelessness.

The West Fyans – Fyans Street Precinct is well located to respond to housing affordability and social inclusion objectives given its accessibility, infrastructure capacity and proximity to employment.

In providing for future housing growth and diversity that meets community needs, the Precinct will accommodate more social and affordable housing units, in line with the established demand.

Large redevelopment sites provide the greatest opportunity to deliver affordable and social housing as part of mixed-use renewal projects. Council will encourage affordable housing outcomes through planning processes, partnerships with housing providers and the delivery of housing diversity across all precincts.

4.2 COMMERCE & INDUSTRY

Commercial and industrial activity in the Precinct currently focuses on large format restricted retail, car showrooms and car yards and warehousing, with an emerging pocket of professional services and cafes around the Pakington Street and Rutland Street node.

The Precinct also accommodates a diverse range of recreation, leisure and community activities that contribute to its role as an important destination within Greater Geelong. These include the Barwon River corridor and associated rowing and canoeing facilities, the Geelong Golf Club, mountain bike facilities, athletics and cricket grounds, as well as indoor recreation and sporting facilities such as Rollerway, The Rock Adventure Centre, YMCA recreation facilities and a range of private fitness and gym operators.

Together, these commercial, industrial, recreational and community uses contribute to a diverse mixed-use environment and support the Precinct's transition to a more vibrant and active urban area.

Over time, commercial and industrial activity within the Precinct is expected to transition away from car showrooms and traditional industrial uses, reflecting a continuing decline in the density of this activity. This land use transition will unlock large sites that are underutilised. The Precinct will leverage its growing professional services cluster to emerge as a creative and innovation-led employment hub that facilitates diverse commercial activity, and is supported by cafes, restaurants, retail and other uses that activate the area and provide for the growing residential community.

Future employment activity is expected to become more diverse and intensive over time through the growth of professional services, creative industries, technology-enabled enterprises, hospitality, health services, education-related activities and small-scale commercial activity. These sectors are more compatible with a mixed-use urban environment and will support the creation of a vibrant employment ecosystem that complements Central Geelong.

Creative and knowledge-based industries will be encouraged within Precincts 1 and 5, which are already emerging as leaders in this land use change. Commercial activity along key nodes in Precincts 2 and 3 will focus on providing retail and services that support the Precinct's residential community. (refer to Part C – Precincts and Places for more information)

4.3 ZONING

As identified in Section 2 of this Structure Plan, there are a range of zones that currently apply throughout the study area. These zones have been analysed and considered in the context of the vision and strategic directions outlined within this Structure Plan. In some parts of the study area, the existing zoning will need to change in order to facilitate appropriate and orderly land use and development outcomes within the study area.

As land use change occurs, with traditional industry and showroom uses transitioning out of the study area, the application of the Industrial 1 Zone and the Commercial 2 Zone no longer reflect the vision for the Precinct.

The Industrial 1 Zone area (south of Riversdale Road and Rutland Street) was identified in the 2009 Structure Plan and subsequent planning scheme amendment as an area that required further review and consideration about the most appropriate planning controls to guide future land use and development. This precinct will promote creative industries, while transitioning to a more mixed-use and residentially focused part of the study area. The achievement of residential development is not possible under the Industrial 1 Zone.

The application of the Commercial 2 Zone within the centre of the study area also prohibits the use of land for residential purposes. The zoning and current land use activities within this Precinct limit the ability to achieve intensified residential activity in an area that is well located to shops, open space and transport, consistent with the Structure Plan's vision and aspirations.

In order to refocus the study area as a preferred location for housing, the Mixed Use Zone and Residential Growth Zones will be applied across an expanded area, to encourage housing at higher densities.

The Residential Growth Zone and Mixed Use Zone are the preferred zones to encourage residential development at higher densities, consistent with the Purpose of each zone. These zones do not have any mandatory garden area or mandatory height limit requirements, which will facilitate more intense built form outcomes.

The Residential Growth Zone will be applied centrally within the study area and within the 800 metre walkable catchment of South Geelong Station to clearly signal this area as a focus for predominantly residential activities.

The Mixed Use Zone will be expanded throughout the study area to include land currently within the Industrial 1 Zone and along Moorabool Street to support housing and mixed-use activity. Non-residential uses will be encouraged at ground floor level, with residential development above at higher densities.

Alongside these changes, it will be necessary to consider the potential for land contamination and whether the land is suitable for sensitive uses such as residential that will be allowed in the Mixed Use Zone. The Planning Practice Note 30 (PPN30) sets out how to assess the potential for contamination and the appropriate level of response at the time of a planning scheme amendment and planning permit application consideration. Use of the Environmental Audit Overlay (EAO) is a likely tool to apply as part of planning scheme implementation of this Structure Plan.

To deliver the land use framework and preferred future outcomes for each sub-precinct, some land within the Precinct will be rezoned to better reflect the most appropriate land use mix.

Map [*P12. Proposed Zoning*](#) outlines the proposed zoning changes.

4.4 OBJECTIVES & STRATEGIES

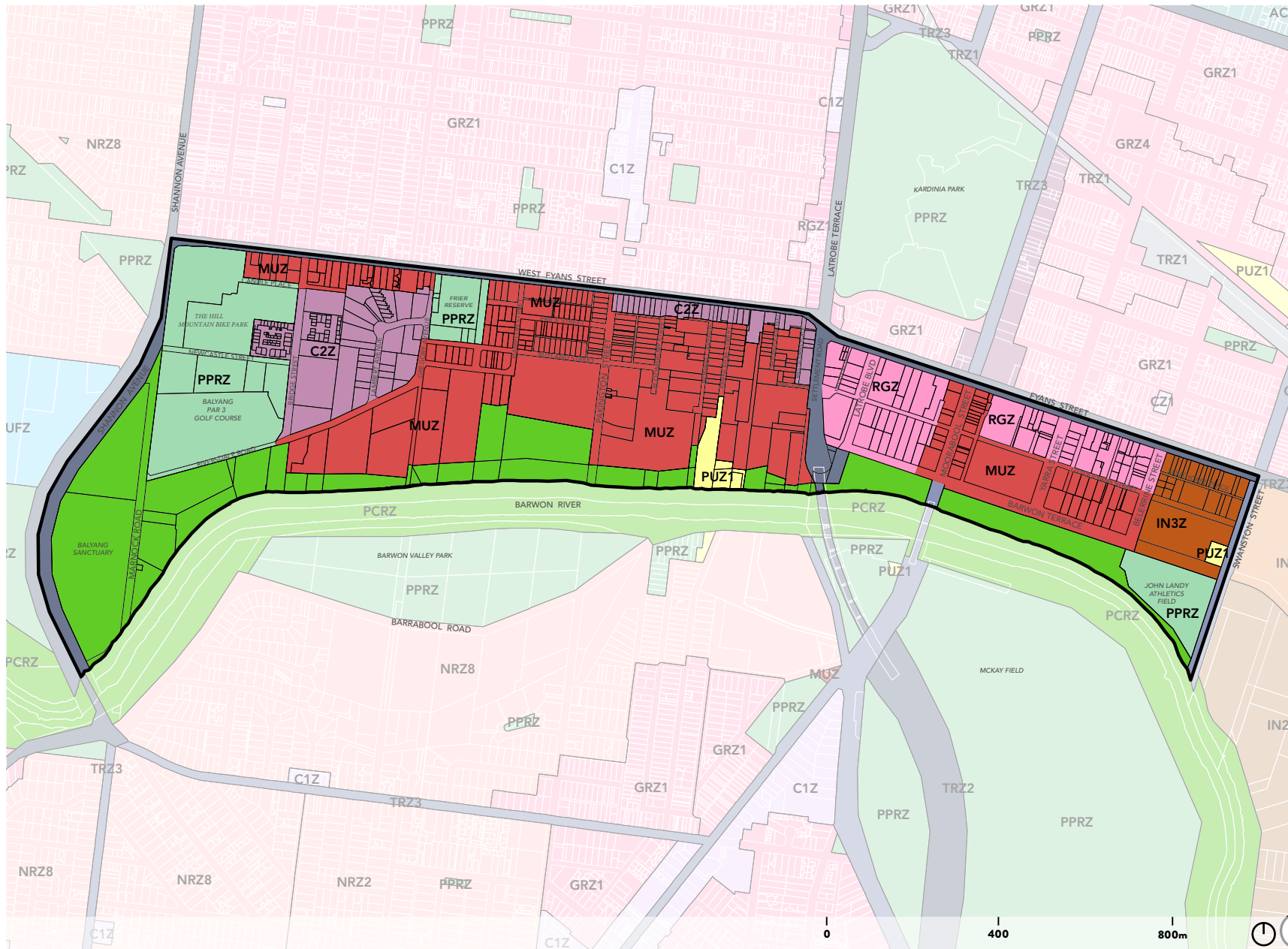
OBJECTIVE

To transform the West Fyans – Fyans Street Precinct into a vibrant, mixed use neighbourhood with increased housing opportunity and a diverse range of retail, commercial and innovation-led activity.

STRATEGIES

- Facilitate a diverse range of housing types that enable people to live in the West Fyans- Fyans Street Precinct.
- Seek a minimum 10 per cent contribution towards affordable and social housing from development with a residential component.
- Support the creative and innovation-led commercial activity to establish within the Precinct.
- Support a diverse range of retail, hospitality and service uses that complement nearby businesses, activate the Precinct and support the growing residential community.
- Support small-scale offices and professional service businesses.
- Provide ground floor employment uses in mixed use areas.
- Ensure that new development is designed to appropriately manage and attenuate potential amenity impacts arising from existing lawful commercial, industrial, entertainment and other established uses. Development should not unreasonably constrain the ongoing operation of existing businesses through the introduction of new land uses
- Promote the Precinct as an attractive location for investment and business growth through economic development initiatives, marketing and business attraction activities.

P12. PROPOSED ZONING



LEGEND

-  Structure Plan Boundary
-  MUZ
-  INZ3
-  PPRZ
-  PUZ1
-  PCRZ
-  C2Z
-  RGZ1
-  INZ1
-  TRZ2



Photo: View of the existing Commercial 2 Zone and Industrial 1 Zone with parts of Balayang Sanctuary and Friers Reserve

5.0

BUILT FORM, URBAN DESIGN & HERITAGE

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5.0 BUILT FORM, URBAN DESIGN & HERITAGE

KEY DIRECTION 2

HERITAGE RESPONSIVE URBAN RENEWAL AND LOCAL CHARACTER

‘The West Fyans – Fyans Street Precinct will recognise its deep Aboriginal cultural connections to the Barwon River with development that protects, enhances and celebrates Wadawurrung Country and First Nations People.’

The Precinct’s industrial built form heritage will be celebrated through adaptive reuse of significant buildings and retention of valued fabric.

Heritage will guide built form and public realm outcomes, ensuring new development respects the area’s cultural and environmental significance while delivering contemporary, place-specific design.

KEY DIRECTION 3

HOUSING DIVERSITY AND DESIGN EXCELLENCE

The West Fyans – Fyans Street Precinct will support increased housing density and a diverse mix of dwelling types to expand housing choice.

Medium and higher density development will be located in well-connected areas close to public transport, services and activity corridors, as well as on large strategic redevelopment sites that have a greater capacity to deliver new housing.

Built form within the Precinct will prioritise design excellence, sustainability and a contextual response, with height and scale carefully managed to respect heritage, strengthen key corridors and enhance the public realm.

5.1 HERITAGE RESPONSIVE URBAN RENEWAL

The West Fyans – Fyans Street Precinct includes several places of historic significance in the local, regional and State context. These places provide important historical context about the growth and development of industry and business in Geelong and tell a story about our past.

The Precinct's rich heritage fabric includes remnant bluestone drainage swales and laneways. Significant heritage buildings predominantly reflect the establishment of mansion estates, such as Barwon Grange and Sladen House, and industrial development, such as the EP Robinson Mill and the former Returned Sailors and Soldiers Woollen Mill.

Change within the Precinct will be guided by heritage responsive urban renewal, that celebrates the Precinct's rich history and development.

The City has undertaken a detailed heritage investigation and the Structure Plan recognises that current Heritage Overlays may be updated in the in the West Fyans – Fyans Street Precinct.

5.2 PROTECTING & ENHANCING CULTURAL CONNECTION

The Wadawurrung people are the traditional owners of the land on which the study area is located. The Wadawurrung people have strong connections to the Barwon River and its environs within the Precinct.

The City has undertaken preliminary engagement with the Wadawurrung Traditional Owners Corporation on how cultural values can be incorporated into the future use and development of the Precinct.

Key cultural values and aspirations for the Precinct include recognition of the remnant landscape, waterways and flows of the Barwon River, developing an interconnected cultural landscape and caring for Country.

There are opportunities for the Structure Plan to align with the *Kitjarra-Dja-Bulk Bullarto Langi-Ut Master Plan* and the *Rivers of the Barwon (Barre Warre Yulluk)* Action Plan to ensure the Structure Plan aligns with detailed planning already undertaken for the River corridor.

Key recommendations for protecting and interpreting cultural heritage include:

- Ensure the existing features now protected through the SLOs should be retained and respected.
- Prioritise the retention of existing remnant vegetation throughout the study area, particularly on the northern bank of the Barwon River.
- Provide for the use of native vegetation in new residential developments and/or green spaces, including nature strips.
- Encourage remediation, re-naturalisation and encouraging ways of use in existing active and passive open spaces.

- Provide an appropriate open interface between Barwon River and new development.
- Encourage integration of Cultural Narratives and interpretation elements as part of public realm design and/or along the Barwon River.
- The City will seek to ensure that appropriate consultation with relevant landowners, developers and agencies is undertaken where development may impact the Barwon River environs and interface.

P13. PROPOSED HERITAGE TRAIL





5.3 HOUSING DIVERSITY & DESIGN EXCELLENCE

Housing diversity will be encouraged throughout the Precinct, with a range of townhouses, apartments, as well as mixed-use development delivered.

Different housing types will be suited to different parts of the Precinct, as set out by the preferred character and building typologies for each area. It will be important that new housing provide a diverse mix of layouts, bedrooms and features to ensure that the housing within the Precinct reflects the diverse housing needs of our community, and allow access to all people, including opportunities to age in place.

There is an opportunity to maximise developable land through site amalgamation and planning to create large sites that better facilitate development and can deliver larger scale buildings.

The eastern part of the Precinct is within an 800 meter walkable catchment to South Geelong Station and provides a key opportunity to leverage access to this significant station to deliver transit-oriented development. The Residential Growth Zone and Mixed Use Zone will be applied to land in this part of the Precinct to support residential development at higher densities.

5.4 THE APPROACH TO BUILDING HEIGHTS, SETBACKS AND SCALE OF DEVELOPMENT

The proposed building height and setback controls for the West Fyans – Fyans Street Precinct have been prepared to support its transition into a more intensive, walkable and mixed use precinct that takes advantage of its location along the Barwon River corridor and close to Central Geelong.

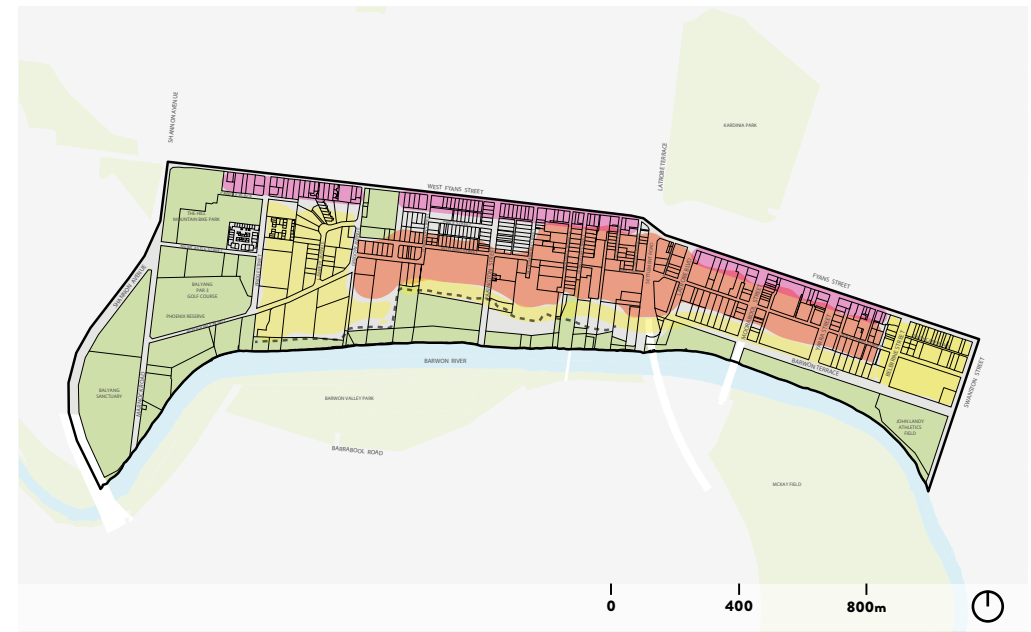
The approach to built form controls has been grounded in an overarching urban design vision that supports sensitivity to heritage and cultural context, whilst also recognising opportunities for a connected, walkable precinct with diverse housing options and high-quality built form.

Built intensity has been modulated across the precinct to achieve the urban design vision and the key directions - heritage responsive urban renewal and housing diversity and design excellence. Areas of increased intensity have been identified where more compact urban form can be concentrated enhancing place quality through street activation and renewal of key sites. Distinct character areas inform varied approaches to height across the precinct. A detailed analysis of viewlines has informed the proposed building heights ensuring a sensitive transition to interfacing suburbs, open space and the River corridor.

This approach has generated a height control plane where the greatest concentration and intensity of development occurs within the central parts of the precinct. This then transitions to lower scale development along the Barwon River corridor and with neighbouring suburbs to the north.

P14. HEIGHTS CONCEPT DIAGRAM

These key moves are represented in the conceptual diagram P14 Heights Concept:



LEGEND

HEIGHT CONCEPT

Area of most built form intensity

Transition to Interfaces

Transition to West Fyans/Fyans St

Escarpment line

The integration of the Precinct and the Barwon River corridor has been central to the plan. In the western part of the precinct, the escarpment is to remain the dominant visual element, when viewed from the public realm on the River corridor. The overarching aim is to preserve visual connections from the Barwon River and the broad canopy vegetation along the escarpment, where present. This has resulted in a moderation of heights along the interface to the River corridor, given its sensitivity and significance. North of the escarpment the land becomes a plateau with higher forms able to be accommodated and not visible from the River corridor. Further to the West, lower heights are recommended as the precinct transitions to open space reserves, commercial zoning and lower scale neighbourhoods to the north.

In the eastern part of the precinct, the regular grid provides an urban structure of uniform blocks with both wide and 'little' streets.

This structure allows considerable density to be accommodated while maintaining site and street amenity. With a more gradual topographic rise from the River, development can be tiered from the parkland interface at Barwon Terrace, allowing sharing of views. Proposed built form at Moorabool Street extends the scale provided under the South Geelong Urban Design Framework. Further East between Yarra and Swanston street lower heights are recommended in response to heritage items, industrial zoning and the need to transition to lower scale neighbourhoods.

Greater height is allowed on the eastern edge of Settlement Road where the context supports higher built form scaled to this wider road and providing the opportunity for landmark buildings. The taller forms located centrally on urban blocks reflect the high predominance of large strategic redevelopment sites which are capable of delivering higher, centralised building forms that limit their offsite amenity and visual impact from outside the Precinct. These height limits provide the opportunity for increased site yields that can support provision of more affordable and diverse housing products.

Overall, the proposed heights reinforce a mid-rise urban form, suited to the location of this Precinct along the Barwon River but close to Central Geelong. Additional heights above what is proposed would impact views from the River corridor while also requiring tower-podium forms more appropriate to Central Geelong.

Proposed setbacks align with the future character of each precinct. Where there is a commercial street edge envisioned the ground level setback is to be 0 to provide for shopfronts and other active commercial frontages. In streets where a predominately residential character is desired there will be landscape setbacks of between 3 and 4.5 metres to allow deep soil tree canopy zones and buffer ground floor residential from the street.

Upper-level setbacks are also proposed to ensure adequate sunlight to key streets and open space as well ensuring appropriately scaled street walls. Where there is an existing setback pattern related to heritage character, this is maintained. An additional setback has been provided from the Escarpment to ensure built form is recessive from this topographic edge and to create space for the proposed clifftop shared path (see P17).

The approach to building heights, setbacks and scale has been further refined to achieve the vision through the incorporation of design strategies to achieve design excellence and high levels of amenity. The range of strategies reflect the diverse urban structure of the precinct with a mixture of large strategic sites as well as development sites along key transport corridors.

To ensure that the proposed building height and setback controls for development achieve the principles and key influences set out above, built form testing through 3D visualisations has been undertaken.

5.5 OBJECTIVE & STRATEGIES

OBJECTIVE

To deliver a high-quality, place-based design which enhances and celebrates its cultural significance, connection to country and industrial built heritage.

To deliver a high-quality urban environment and built form that provides a diversity of housing product and achieves design excellence.

STRATEGIES HERITAGE AND CULTURAL VALUES

- Maintain heritage fabric within the Precinct for its intrinsic value and contribution to place.
- Implement a Barwon Terrace heritage walking trail tying the historical landmarks in the precinct together, interspersed with thematic nodes and outlooks, to interpret the historical development of West Fyans Precinct and communicate shared cultural values with the Wadawurrung.
- Update existing local heritage protections in the study area to better convey the importance of local historical landmarks.
- Support and protect the historical character of the precinct's built form by managing the materiality and heights of new buildings so as to maintain clear views and sightlines to historically important landmarks, like smoke stacks or the Barwon River.
- Support the adaptive reuse and creative interpretation of heritage and character buildings and structures as part of any redevelopment proposal.
- Recognise, celebrate and interpret cultural heritage and storytelling in the design of public spaces and River interface. Use local Wadawurrung language and names in public spaces in consultation with Traditional Owners who hold language as a non-tangible cultural asset.
- Collaborate with Traditional Owners to identify and restore areas of Country in need of healing, promoting decision-making that respects the principles of self-determination.

STRATEGIES BUILT FORM

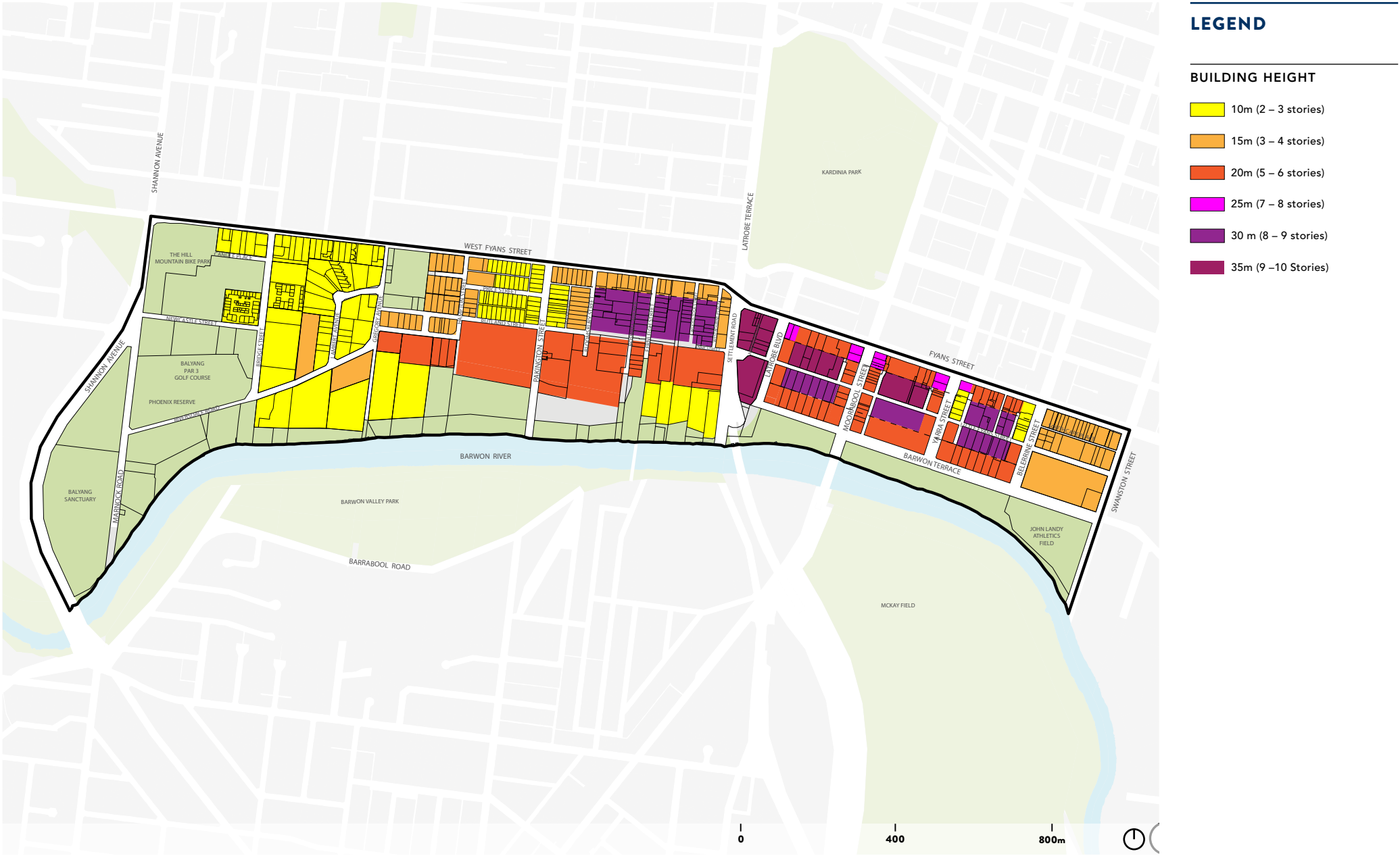
- Facilitate development that is in accordance with the building heights and setbacks shown below in Figure X and Figure X and delivers high quality living and working environments for residents, visitors and workers.
- Protect the River and escarpment corridor from excessive visual intrusion of built form. Ensure equitable sharing of views to the Barwon River and escarpment environment.
- Provide for a medium-density, mid-rise urban form with diverse building and housing types.
- Ensure large sites are broken up into multiple building forms with adequate building separation that delivers a high level of amenity. Prevent a continuous wall of built form to River corridor.
- Where taller built form addresses streets directly, provide a distinction between the lower building levels and the upper building levels through changes in form, details and materials that create visually recessive upper levels.
- Ensure development provides distinctive built form at landmark and corner sites that reinforce precinct character.
- Ensure that development provides a high level of activation and passive surveillance at ground floors through fine-grain retail frontages, dwelling entrances, windows and minimises the impact of services and vehicle entrances.
- Ensure that the scale of new development transitions to sensitive interfaces including heritage and low-scale buildings.
- Promote innovative design responses that respect heritage and character context and ensure high-quality architecture, materials, and detailing.
- Maintain solar access to open space reserves at the winter solstice. Maintain solar access to identified streets between 11am and 2pm at the spring equinox.
- Provide for increased yields on development sites when off-site impacts are limited, to support housing affordability and diversity.

P15. VIEW LINE ANALYSIS



- LEGEND**
- Structure Plan Boundary
- SLO VIEW POINTS**
- 2 East Site from Belmont Commons
 - 5 Site from Belmont near Bridge
 - 6 Seaview Park (East)
 - 7 Seaview Park (West)
 - 9 East from Canoe Club
 - 11 Site Next to New Development
 - 14 Mackenzie Street

P16. PROPOSED PREFERRED MAXIMUM BUILDING HEIGHTS



P17. PROPOSED SETBACK & INTERFACE



6.0

PUBLIC REALM, ENVIRONMENT, OPEN SPACE & INFRASTRUCTURE

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6.0 PUBLIC REALM, ENVIRONMENT, OPEN SPACE & INFRASTRUCTURE

KEY DIRECTION 4

A RIVER INTEGRATED URBAN AND ENVIRONMENTAL NETWORK

The Barwon River corridor is central to the West Fyans – Fyans Street Precinct's identity and is a key environmental, landscape and cultural asset.

The river frontage will transform into a vibrant public destination, strengthening physical, visual and ecological connections through green corridors, open space and active links.

This integrated approach will enhance biodiversity, support urban cooling and ensure accessible, high-quality public spaces that celebrate the river's significance

The Precinct will manage flood risk and improve drainage through an integrated, multi-scale approach that protects and responds to waterway and floodplain values..

KEY DIRECTION 5

A HIGH QUALITY PUBLIC REALM AND OPEN SPACE NETWORK

A cohesive and well connected public realm will support the precinct's long-term livability.

Streets, open spaces and civic areas will be designed as safe, inclusive and adaptable places that foster community life and wellbeing.

The open space network will be enhanced. Development will integrate green infrastructure and promote environmental resilience and urban cooling, while supporting shared street environments where appropriate.

6.1 THE BARWON RIVER CORRIDOR

The Barwon River is the defining landscape, environmental and cultural feature of the Precinct. Future renewal will be guided by a river-first approach that protects and enhances the health, accessibility, biodiversity and visual prominence of the corridor.

The Barwon River has intrinsic spiritual connections and living cultural heritage significance to Traditional Owners.

The Precinct's connection to and relationship with the Barwon River corridor is central to the development of this Structure Plan. The built form directions have been guided by a strategic impetus to protect and enhance the landscape and environmental significance of the River and its environs.

There is an opportunity to enhance the environmental and biodiversity values within the precinct as part of urban renewal. Opportunities to retain existing canopy trees and remnant and indigenous vegetation and to provide new landscaping as part of development or public land management should be encouraged. New landscaping should provide a layered landscaping approach, incorporating understorey, mid-storey and canopy tree planting and deliver habitat features such as stags, rocks or hollow logs.

The Barwon River corridor is to be protected, enhanced and restored for its biodiversity, waterway health and connectivity functions. The Barwon River forms a key habitat corridor within Geelong supporting of diversity of flora and fauna including species of Commonwealth, Victorian state and regional significance. The corridor is managed by multiple agencies, but the primary land manager is the Corangamite Catchment Management Authority.

The Significant Landscape Overlay – Schedule 2 and Significant Landscape Overlay – Schedule 16 apply to the river environs and to development within the Precinct. There is some overlap in the requirements of these controls and there is an opportunity to consider updating the mapped extents of the controls and aligning their direction for

development with the directions of this Structure Plan. This includes consideration of their mapped extent relative to the floodplain, escarpment, land topography and key view lines.

As the West Fyans–Fyans Street Precinct transforms, the connection between the Precinct and the Barwon River corridor will be strengthened through improved visual links, public spaces and pedestrian and cycling connections. The Barwon River will remain a defining landscape feature and important destination for recreation and community activity. Future development will reinforce the river's prominence within the Precinct and provide a sensitive response that maintains and enhances its landscape, environmental and recreational values.

The biodiversity, flood conveyance and waterway health functions of the river will be supported, with low-lying development on the northern side of Barwon Terrace providing a sensitive interface.

In the western part of the precinct, development below the escarpment will not be supported in order to protect the environmental functions of the river corridor and support the conservation of its biodiversity values.

6.2 PUBLIC OPEN SPACE HIERARCHY

Public open space serves many important functions, including opportunities for sport and active recreation, as well as places that provide access to nature and allow for social gathering.

The West Fyans – Fyans Street Precinct contains a variety of open spaces and current and future residents will generally be within a 400 metre walkable catchment of public space.

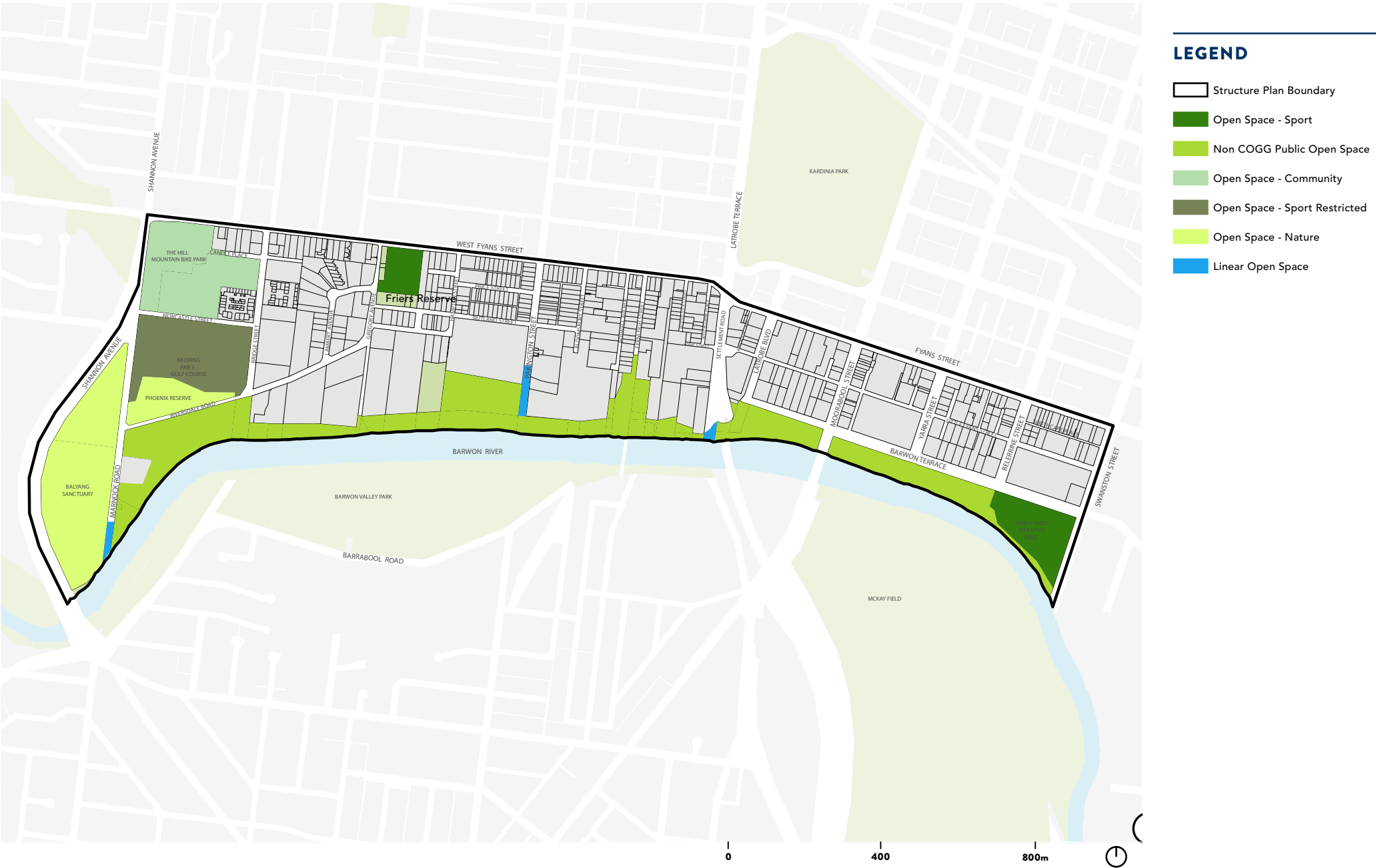
The Barwon River corridor forms the largest area of open space in the Precinct. In addition to serving as an active open space corridor for walking, cycling and on-water activities. The Barwon River corridor will be a key focus for recreation and future planning should incorporate opportunities to improve accessibility.

The Balyang Sanctuary is a wetland reserve adjacent to the Barwon River corridor and is a popular picnic and gathering space. It also has significant ecological value, particularly to avifauna supporting a diversity of species including threatened species recognised by Commonwealth and Victorian state legislation.

Landy Field and Frier Reserve serve as formal active open space areas that support community and school sport programs. The Hill Mountain Bike Park is the only dedicated mountain bike path in Greater Geelong outside of the You Yangs. These facilities are highly valued, and the development and implementation of park upgrades and master plans will ensure they continue to meet community needs. While fees are required for use, the Balyang Golf Course adds to the diversity of open space recreational offerings in the Precinct. There are opportunities to strengthen connections between the Precinct and these recreation and open space assets.

While the Precinct benefits from its proximity to significant regional open space assets, opportunities remain to improve local access to smaller neighbourhood-scale open spaces and gathering places within areas experiencing substantial residential growth. Strategic redevelopment sites will play an important role in delivering a connected and accessible open space network across the Precinct. New development should contribute through the provision of publicly accessible open space, land contributions, monetary contributions, or a combination of these mechanisms, having regard to the scale of development and identified accessibility gaps. Open space outcomes should support recreation, urban cooling, biodiversity, community gathering and improved connectivity throughout the Precinct. Public realm improvements, strategic redevelopment sites and expanded river access will assist in strengthening the open space network over time.

P18. EXISTING OPEN SPACE



6.3 DRAINAGE & FLOODING

The West Fyans – Fyans Street Precinct is located within the South Geelong drainage catchment. The Precinct is vulnerable to inundation from riverine flooding associated with the Barwon River and overland flows from the urban stormwater network during high rainfall events.

The 2009 Structure Plan identified a need to investigate drainage infrastructure upgrades, particularly within the western part of the precinct. As part of the preparation of this Structure Plan, the City has undertaken detailed analyses of the existing drainage infrastructure, including to account for the impact of climate change and sea level rise to 2100.

The drainage investigations identified that drainage infrastructure within the Precinct is varied, comprising some open spoon and bluestone drains, underground drains and large mains outfalls. There are sixteen outfalls that discharge untreated stormwater directly into the Barwon River, which results in high pollution loads entering the River and affecting water quality. Key parts of the urban stormwater system in the Precinct are at or close to capacity under existing development conditions and are not performing adequately under current flood events. Large areas of hardstand within the western part of the precinct contribute to overland flow.

These legacy drainage constraints are expected to be further stressed by climate change and sea level rise.

The forecast population change and development delivered under this Structure Plan are expected to result in minor increases in peak flow rates and stormwater volumes within the study area. While the overall impact of future development is expected to be negligible, augmentation is required to the drainage system in order to improve existing capacity constraints and address flood and drainage impacts expected as a result of climate change.

New and upgraded infrastructure will be required and there is a need to adopt a multi-scale approach to improving drainage capacity and performance, as well as improving

water quality in the Barwon River. Precinct-wide measures and end-of-line infrastructure upgrades will be supported by localised on-site detention, streetscape upgrades and water sensitive urban design. The introduction of gross pollutant treatment will be essential to improving the water quality and health of the Barwon River. To improve stormwater management and flood mitigation, the following measures are recommended by the drainage investigations:

Precinct / Catchment-wide

- Gross pollutant treatment of existing untreated outfalls.
- Lambert Avenue diversion and Friers Reserve flood detention.
- Pakington Street diversion and enhanced treatment wetlands.
- Balyang Golf Course stormwater treatment and harvesting wetlands.

Streetscape

- Provision of new and upgrade of existing pits and pipes.
- Raising of kerb / road pavements.
- Streetscape water sensitive urban sensitive urban design enhancement, including passively irrigated street trees and raingardens.

Private realm

- Provision of rainwater harvesting tanks for non-potable use.
- On-site detention tanks for flood mitigation.

These opportunities are shown on the maps [*P19. Stormwater Management Opportunities.*](#)

The provision of gross pollutant treatment and the Lambert Avenue diversion and Friers Reserve flood detention are identified as high priority interventions that should be implemented in the short term.

Development contributions and other funding opportunities should be explored to assist with the delivery of new and upgraded stormwater infrastructure.

P19. STORMWATER MANAGEMENT OPPORTUNITIES



LEGEND

- Precinct Boundary
- Existing Pipes

COMBINED IWN OPPORTUNITIES

- Untreated Outfall (GPT)
- Storage Tank
- Kerb Raising
- New Pipes
- Pipe Upgrades
- Constructed Wetlands



LEGEND

- Precinct Boundary
- Existing Pipes
- Road Regrading

COMBINED IWN OPPORTUNITIES

- Untreated Outfall (GPT)
- Flood Road Closure Signs
- Kerb Raising
- New Pipes
- Pipe Upgrades
- End of Line Bioretention Opportunities
- Street Raingardens
- Passively Irrigated Street Trees

6.4 SOCIAL & COMMUNITY INFRASTRUCTURE

Social and community infrastructure, such as education, child care, community and cultural spaces and health and emergency services are critical to the functioning of all communities.

As part of the preparation of the Structure Plan, the City has undertaken a detailed investigation of the provision and adequacy of existing social and community infrastructure (West Fyans – Fyans Street Precinct Structure Plan Social Infrastructure Needs Analysis, April 2026).

The investigation has reviewed all social and community infrastructure within a 1.5 kilometre catchment of the Precinct. Within the Precinct itself, the provision of social and community infrastructure is generally limited to recreation facilities and open space. Within the 1.5 kilometre catchment, there is a reasonable provision of early years education, community spaces and cultural facilities. There are benchmark shortfalls for neighbourhood scale community spaces and local arts and cultural facilities.

The analysis identifies that existing infrastructure is sufficient to meet forecast population and demand towards 2041. Existing social and community infrastructure provides a strong foundation for future growth. As the resident population increases, the focus will be on improving access to existing facilities, supporting upgrades to community infrastructure, and encouraging multipurpose and shared-use community spaces that can respond to changing community needs over time.

It is expected that the shortfall in provision of neighbourhood scale community spaces and cultural facilities can be effectively addressed through optimisation of existing facilities, supporting adaptable and multipurpose use of community spaces and leveraging planned upgrades of existing infrastructure.

Instead, the future development of the Precinct should focus on enhancing access and connectivity between the Precinct and existing infrastructure, particularly by sustainable and active modes of transport.

Public Realm Upgrades

The public realm network will connect key destinations throughout the Precinct, including South Geelong Station, Pakington Street, Moorabool Street, Frier Reserve, heritage landmarks and the Barwon River corridor.

Streets, public spaces and pedestrian connections will be designed as an integrated network that supports walking, social interaction, recreation and community life. Public realm improvements will prioritise:

- pedestrian comfort and safety;
- street tree planting and shade;
- heritage interpretation;
- cultural recognition and storytelling;
- public art;
- opportunities for gathering and recreation.

Creation of Public Realm Master Plan is identified as a further work action and will be undertaken in the future.

6.5 OBJECTIVE & STRATEGIES

OBJECTIVE

- To enhance the Barwon River corridor.
- To manage flood risk and drainage through an integrated, multi-scale approach that maximises the retention and reuse of stormwater, responds to waterway and floodplain values and minimises damage to properties.
- To create compact neighbourhoods that improve accessibility and connectivity to community and social infrastructure.

STRATEGIES

- Strategic redevelopment sites are expected to contribute to the delivery of a high-quality public open space network. Contributions may comprise land, monetary contributions, or a combination of both, generally within the range of 5-10 per cent of developable site area. Open space outcomes should support increasing residential populations, enhance climate resilience and urban cooling, and create an interconnected network of parks, civic spaces, green links and recreational corridors across the precinct.
- Investigate and deliver open space opportunities integrated with public realm spaces that incorporate recreation opportunities (such as play) and contribute to the character or the precinct
- Enhance connectivity to the Barwon River to strengthen nature access for residents, while providing connectivity to a network of walking and cycling links.
- Provide complementary informal recreation opportunities, such as a walking loop/or connected walking trails, and tree planting.
- Improve walkability and access to public open space by providing new pedestrian and cycling connections in areas with limited connectivity, particularly the Barwon River.
- Ensure development includes appropriate landscaping incorporating indigenous species, particularly on sites that adjoin the Barwon river corridor.
 - Where appropriate and feasible broaden the river corridor and ensure appropriate setback of development.
 - Establishing appropriate and sympathetic interfaces between urban land uses and the river corridor and its associated biodiversity values.
 - Establishing diverse habitat corridors to support the movement and connection of native flora and fauna.
 - Providing a layered landscaping approach, incorporating understorey, mid-storey and canopy tree planting.
 - Prioritising locally indigenous and/or native species.
 - Delivering habitat features such as stags, rocks or hollow logs.
- Integrate flood mitigation measures into the urban structure, ensuring development responds to flood risk while enhancing environmental outcomes.
- Ensure that infrastructure delivery occurs in an orderly sequence and is coordinated with development of the Precinct.



Photo: Walking Trail along the Barwon River

7.0

TRANSPORT & MOVEMENT

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7.0 TRANSPORT & MOVEMENT

KEY DIRECTION 6

A CONNECTED AND WALKABLE PRECINCT

The Precinct will establish a strengthened street network that reinforces **Pakington Street and Moorabool Street as key north-south corridors, while improving links to South Geelong Station, the Barwon River, open spaces and local destinations to support safe, convenient access and reduce car dependence.**

The West Fyans – Fyans Street Precinct is well located to central Geelong and the Barwon River corridor provides a key east-west pedestrian and bike riding route to neighbouring communities and the Geelong CBD.

Its location provides access to various life amenities, including schools, healthcare, shopping and services and the eastern part of the Precinct is within an 800-metre walkable catchment of South Geelong Station.

The redevelopment of the Precinct presents a significant opportunity to support modal shift towards more active and sustainable transport options by taking advantage of the Precinct's location.

The City has an aspirational target outlined in Creative and Clever Geelong of achieving a modal shift to 50 per cent of all trips to active and sustainable transport options across the municipality. It is expected that the West Fyans-Fyans Street Precinct will achieve a higher proportion of sustainable transport trips because of its increased density and proximity to the Geelong CBD and the Barwon River.

The current street network constrains opportunities to achieve increased active and sustainable transport mode shift because of perceived poor levels of safety along West Fyans – Fyans Street and limited through connectivity on the existing street network within the Precinct.

To support this modal shift, the transformation of the Precinct will deliver improved pedestrian priority throughout the Precinct, with streets upgraded to include pedestrian, bike riding and safety as the key focus.

7.1 STREET & MODAL HIERARCHY

The existing street network within the Precinct is varied. The eastern half of the Precinct reflects a grid layout that is consistent with the Hoddle Grid. This layout achieves good connectivity and movement for vehicles and pedestrians along north-south and east-west routes.

In the part of the precinct west of Latrobe Terrace, permeability and movement is poor. The presence of several no through roads restrict efficient flow of vehicle and bicycle traffic. On some streets, there is no provision for a footpath and street widths are narrow. This limits vehicle movement and the ability to achieve modal shift to sustainable transport options.

With the exception of signalised intersections, there are limited opportunities for pedestrians to cross West Fyans Street and other arterial and collector roads safely.

To address these issues and support a modal shift to sustainable transport, the Precinct will adopt a clear modal hierarchy across all streets, where pedestrian and bike riding movements will be prioritised. The future road network will provide permeable access to both pedestrians and bicycle riders through improved connections to the Barwon River.

All streets within the Precinct will be pedestrian friendly, low speed environments, with private vehicles treated as secondary users.

Rutland Street will be extended to Fernleigh Street, through acquiring land affected by the existing Public Acquisition Overlay and will investigate opportunities to make Rutland Street 'one way' between Hampton Street and Fernleigh Street.

This approach will be reinforced by a clear street hierarchy.

Primary Active Main Streets

(Pakington Street and Moorabool Street): The primary pedestrian street and economic spine. These streets will serve as key connector roads that accommodate large traffic volumes and provide separated bicycle lanes. There will be footpath priority and kerbside flexibility with trading, loading and short stay parking.

Secondary Active Main Streets

These streets provide neighbourhood scale permeability through the precinct and function as pedestrian priority connectors linking residential areas to mixed use and activity streets. Secondary active main streets will serve a local collector and distributor role, serving pedestrians, bicycle and vehicles movement.

Residential Access Streets

These streets provide local access to residential properties. They accommodate low speed vehicle movement some visitor car parking. On-street parking will be retained where required.

Link Streets

These streets distribute traffic within the precinct and act as internal connector roads. They will provide a continuous footpath on both sides of the street, with controlled loading and servicing to minimise footpath and traffic impacts.

Access Laneway

These streets provide for servicing, waste collection and parking access for redevelopment sites. They improve block permeability and enable active and pedestrian-friendly frontages on primary and connector roads.

Open Space Interface Streets (Barwon Terrace)

Barwon Terrace will provide a transition between the urban precinct and the Barwon River landscape. It will be highly pedestrianised and accommodate vehicle access without functioning as a key movement corridor.

On all local streets, a 30 kilometre per hour speed limit or lower will be adopted, with shared street treatments allowing bicycles to mix with local traffic in a low speed environment.

PRIORITY INTERVENTIONS

- To support the achievement of this street and modal hierarchy, there is a need to deliver crossing and intersection upgrades in the following locations as a high priority:
- A signalised pedestrian crossing to Gregory Avenue and Hampton Street.
- Little Fyans Street / Moorabool Street.
- Fernleigh Street / West Fyans Street.
- Investigation of 'left in, left out' treatments and pedestrian crossings along West Fyans Street. This will require advocacy and engagement with the Department of Transport and Planning.
- Acquiring land to support the extension of Rutland Street and investigating making part of Rutland Street one way in vehicle operation.

7.2 PUBLIC TRANSPORT ACCESSIBILITY & SERVICE FREQUENCY

The West Fyans – Fyans Street Precinct is predominantly serviced by bus services which run along Moorabool Street between the Geelong Central Business District and Waurin Ponds Shopping Centre (via various routes), as well as two bus routes which run along West Fyans Street. There are no bus services serving the Precinct east of Moorabool Street and there is an opportunity to address this gap in the bus network.

The South Geelong Railway Station provides regular regional trains services to Melbourne and Warrnambool.

Announcements from the State Government in relation to bus reform for the region are expected in the second half of 2026. These reforms may lead to service frequency improvements or alterations to the existing route network.

In the interim, the City continues to advocate for increased service frequency on existing routes and to investigate opportunities for bus priority on arterial roads.

7.3 PARKING DEMAND MANAGEMENT FRAMEWORK

The West Fyans – Fyans Street Precinct provides time restricted and unrestricted on-street parking in both formalised (line marked) and informal parking bays.

There is a high demand for car parking within the Precinct under current land uses, particularly in the western half of the Precinct. This demand also results in a large amount of non-compliant parking, on the verge or over footpaths. This non-compliant parking limits the City's ability to manage parking in the precinct and ensure it is operating in a way that will support its transition to a functioning mixed-use precinct.

There are opportunities to address parking demand through the introduction of more short-term parking restrictions, addressing non-compliant parking and providing a precinct-based approach to the provision of car parking.

It will be expected that new development will provide sufficient car parking for its land uses on site, in a manner that is consistent with the strategy to encourage a significant mode shift towards active and sustainable transport options.

These measures could be introduced through a Parking Overlay schedule.

This will be considered in tandem with the introduction of increased bicycle parking in residential development to support sustainable transport mode shift.

7.4 OBJECTIVE & STRATEGIES

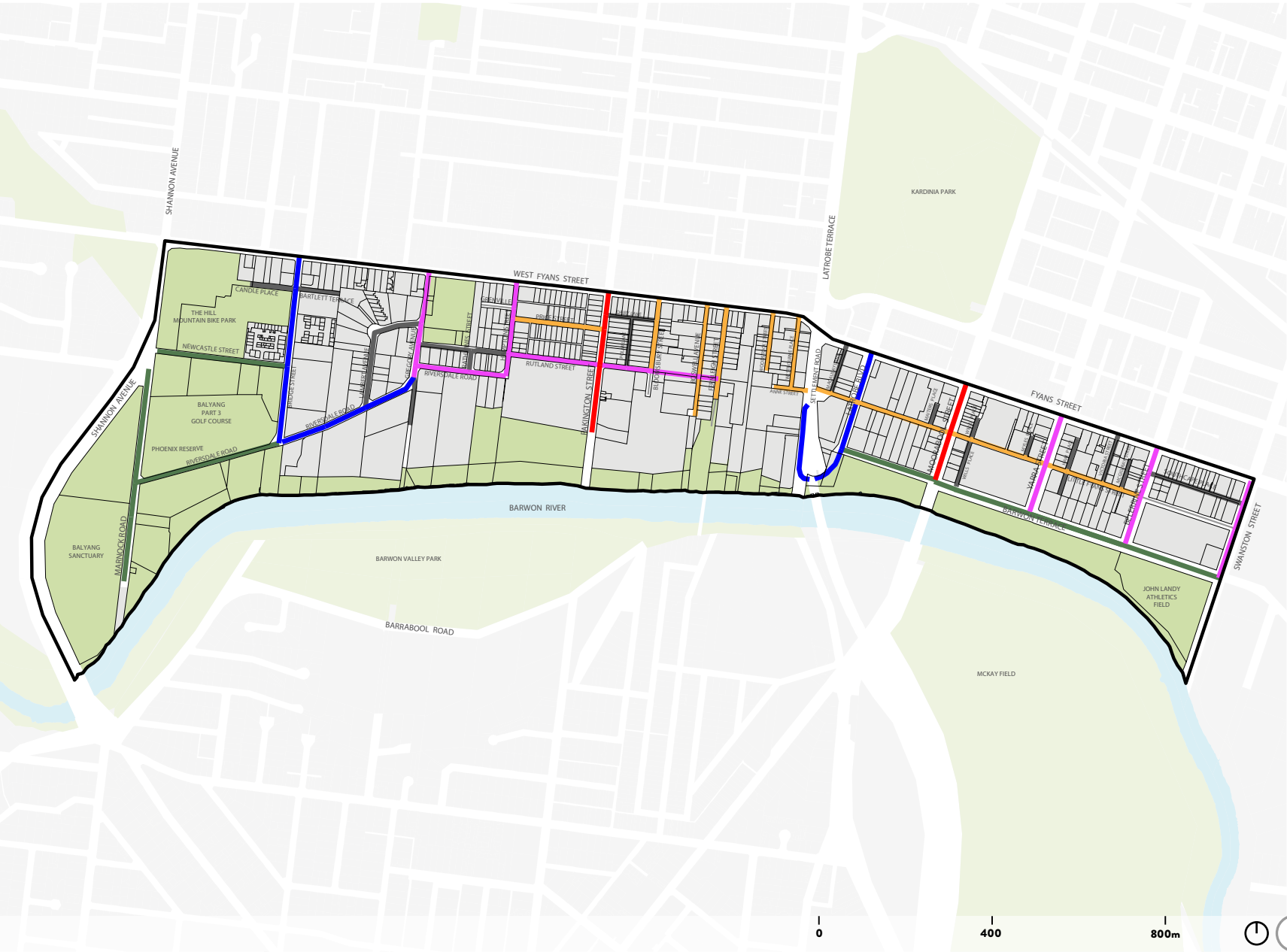
OBJECTIVE

To promote the priority, safety and amenity of pedestrian, bicycle and public transport networks that delivers a greater than 50 per cent modal shift to active and sustainable transport and improves accessibility and connectivity for all users.

STRATEGIES

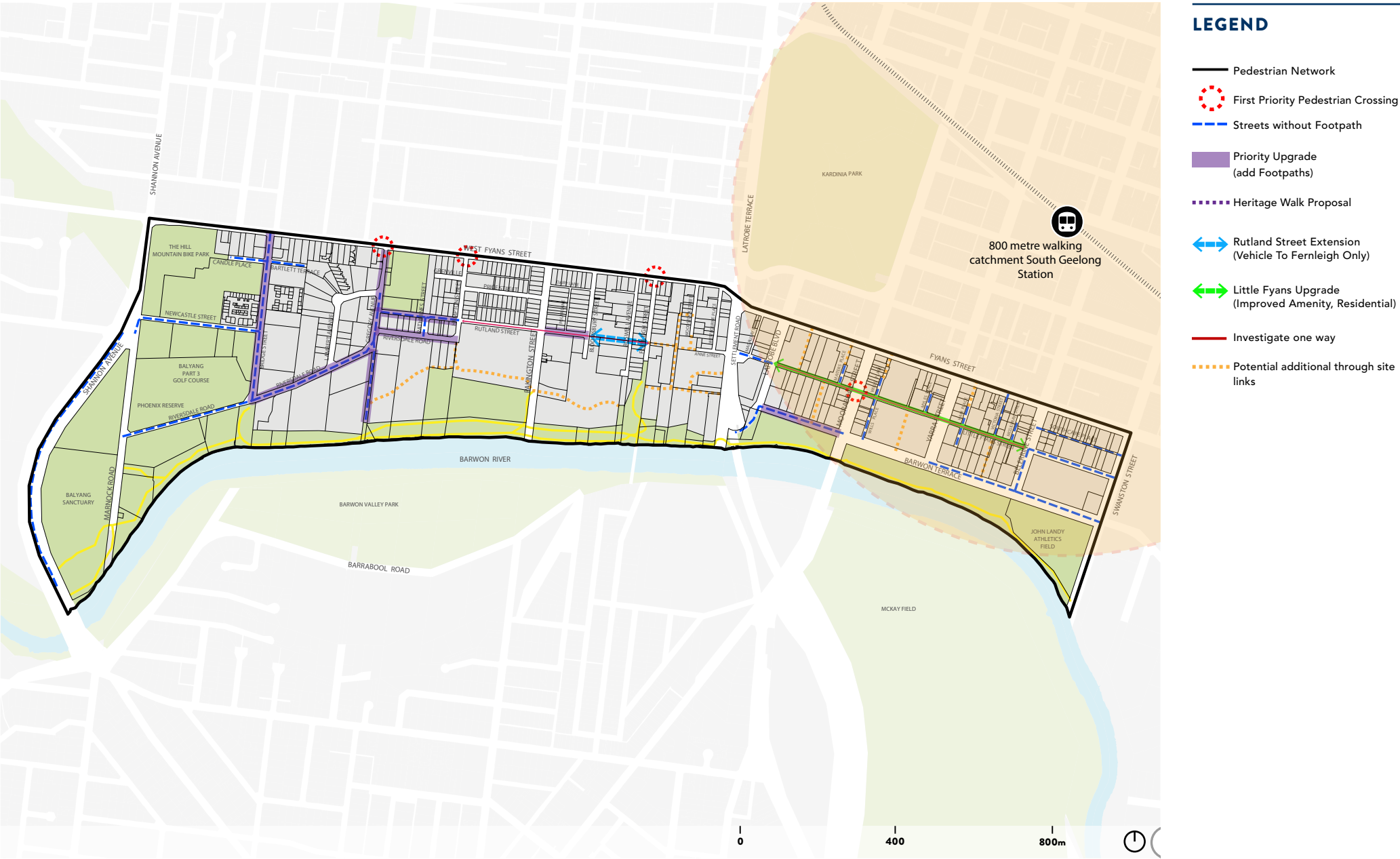
- Improve access and connections for pedestrians to and within the Precinct to facilitate more trips on foot and by wheeling.
- Provide enhanced bicycle network infrastructure, including dedicated lanes, to improve rider safety and encourage more people to ride a bicycle for local trips.
- Design all streets to prioritise pedestrian, bicycle and public transport movements, over private vehicles.
- Ensure that residential development provides bicycle parking at 1 space per bedroom for each dwelling.
- Investigate opportunities for precinct parking and implement a Precinct wide parking plan.
- Investigate the introduction of a Parking Overlay to achieve appropriate car parking rates within the Precinct.
- Support the extension of Rutland Street and investigate making part or all of Rutland Street one way in vehicle operation.
- Investigate making Little Fyans street one way in vehicle operation.
- Consider introducing more short-term parking to manage demand.
- Advocate to the Department of Transport and Planning to introduce improved pedestrian crossing opportunities and safety improvements to West Fyans Street.
- Advocate to the Department of Transport and Planning to improve bus services to and within the Precinct and upgrades to bus infrastructure.
- Provide electric vehicle charging infrastructure.

P20. STREET HIERARCHY



- LEGEND**
- 1. Primary Active Main Street
 - 2. Secondary Active Main Street
 - 3. Residential Access Street
 - 4. Link Street
 - 5. Access Laneway
 - 6. Open Space Interface

P21. PROPOSED TRANSPORT FRAMEWORK



P22. PROPOSED BICYCLE NETWORK

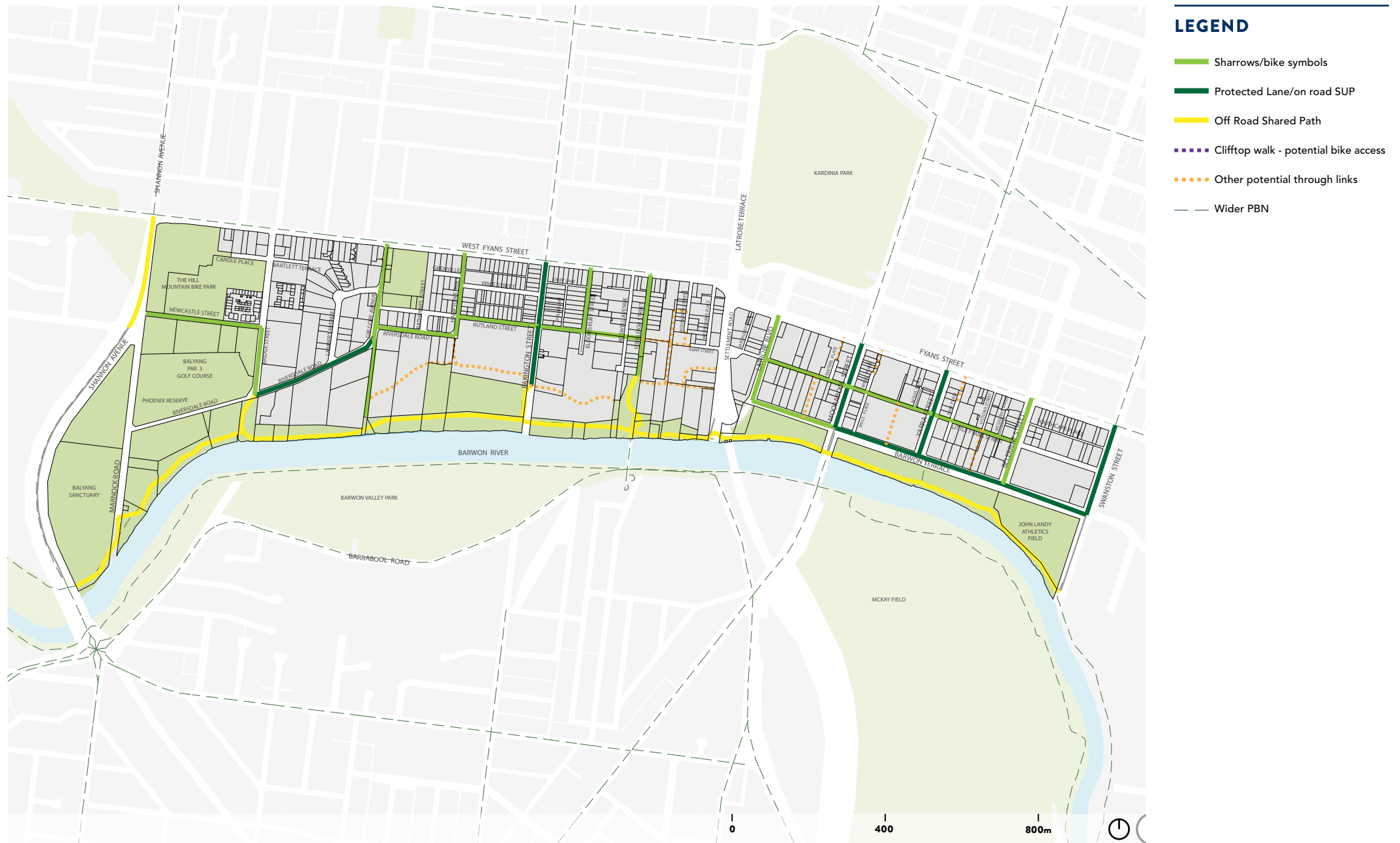




Photo: Cyclists riding on Moorabool Street

8.0

SUSTAINABILITY & RESILIENCE

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8.0 SUSTAINABILITY & RESILIENCE

KEY DIRECTION 7

A LEADING ENVIRONMENTALLY SUSTAINABLE AND CLIMATE-RESILIENT PRECINCT

The West Fyans - Fyans Street Precinct will be an environmentally sustainable and climate resilient Precinct.

Development will be all electric and will facilitate renewable energy generation and storage.

Built form will implement best practice Environmentally Sustainable Development (ESD) to support long-term community climate resilience.

Urban greening will be prioritised to enhance biodiversity and reduce the urban heat island effect.

Integrated Water Management (IWM) will support precinct drought and flood resilience.

Greater Geelong is anticipated to experience a warmer future climate with further increases to average temperatures and more frequent and intense hot days. High-impact climate hazards including floods, heatwaves and drought are projected to exacerbate in a warming climate.

Designing for climate change is important, considering the potential changes to climate will ensure that the built environment remains comfortable and resilient to weather extremes.

The City has an obligation to consider climate change and embed climate resilience in the planning of the West Fyans – Fyans Street Precinct. This Structure Plan presents an opportunity to plan, design and develop a Precinct that is sustainable and climate resilient.

Through best-practice ESD, the City seeks to ensure new development reduces emissions, strengthens climate resilience, responds to climate risks, enhances liveability, and delivers positive outcomes for biodiversity and the natural environment

8.1 URBAN COOLING

Heat causes major liveability and resilience issues with critical impacts to human health, infrastructure, emergency services and the natural environment.

Climate change and urbanisation will increase the vulnerability of the West Fyans-Fyans Street Precinct to the impacts of urban heat. Integrating design responses in the planning and development of the Precinct will assist in reducing urban heat while supporting community health, comfort and wellbeing.

The Precinct will deliver increased canopy coverage and greening to support urban cooling and biodiversity. In addition, the use of permeable paving and heat reflective materials will also assist in reducing the impacts of the urban heat island effect.

8.2 NET ZERO EMISSIONS INTEGRATED WATER MANAGEMENT

The Climate Action Act 2017 legislates net zero greenhouse gas emissions by 2045. The City's Climate Change Response Plan 2021-2030 includes a key target for our municipality to reach net zero community emissions by 2035.

Urban planning and precinct design plays an important role in decarbonising the built environment. Given the scale of renewal that is expected with the Precinct over the life of this Structure Plan, there is a significant opportunity to decrease material consumption and reduce greenhouse gas emissions.

The West Fyans-Fyans Street Precinct will facilitate development that supports net zero greenhouse gas emissions through measures such as optimising passive design, maximising energy efficiency, on site renewable energy generation and storage and delivering electric vehicle charging infrastructure.

8.3 INTEGRATED WATER MANAGEMENT

The West Fyans – Fyans Street Precinct is defined by its interface with the Barwon River. The river is of significant biodiversity and cultural value to the community

Integrated water management provides a holistic approach to water management that considers the interactions of all elements of the water cycle, including drinking water, rainwater, stormwater, recycled water and groundwater.

Urban development in the Precinct will increase stormwater run-off, integrated water management is to be implemented to avoid any negative downstream impacts to the Barwon River. The adoption of integrated water management will ensure greater Precinct resilience to flooding and drought.

8.4 OBJECTIVE & STRATEGIES

OBJECTIVE

To establish environmentally sustainable and climate-resilient precincts that support urban greening and net zero outcomes.

STRATEGIES

Urban Cooling

- Ensure that development incorporates urban cooling measures to at least 75 per cent of the total site area through a combination of:
 - Green cover / vegetation.
 - Roof and shading structures with cooling colours and finishes that have a Solar Reflectance Index (SRI) of:
 - For roofing with a pitch of less than 15 degrees, a three-year SRI of minimum 64.
 - For roofing with a pitch of greater than 15 degrees, a three-year SRI of minimum 34.
 - Hardscaping materials with SRI of minimum 34.
 - Permeable paving.
 - Renewable energy.
- Each precinct is to achieve an overall minimum 30 per cent canopy coverage target (excluding open space areas dedicated to nature i.e. Barwon River corridor and Balyang Sanctuary).
- Ensure that tree planting maximises the shading of paved surfaces to enable safe pedestrian navigation during warmer months.
- Select appropriate indigenous plant species that are suitable to local conditions, are climate resilient and improve ecological connection with the Barwon River corridor.

Zero Carbon

- Require residential development to be all electric in operation.
- Support commercial and industrial development to be all electric in operation.
- All buildings should be designed to result in net zero emissions in operation.
- Support the inclusion of renewable energy, battery and other energy storage systems, including neighbourhood scale solutions, within development to improve energy resilience and reduce greenhouse gas emissions.
- Design car parking to include electric vehicle chargers and other infrastructure, in accordance with the following:
 - Provide electric vehicle charging infrastructure to at least 5 per cent of all off-street vehicle spaces.
 - Ensure that development can adapt to provide increased electric vehicle charging to at least 20 per cent of all off street car parking spaces.

Integrated Water Management

- Incorporate passive irrigation or other water sensitive urban design techniques in landscaping, including street tree planting.
- Implement blue green infrastructure to mitigate flooding and improve water quality outcomes.
- Support the installation of water tanks to support on-site green cover, increase rainwater harvesting and re-use and contribute to stormwater volumetric reduction to avoid downstream impacts on the Barwon River waterway.
- Support recycled water servicing, where available, to reduce potable water demand and support sustainable water management.

Circular Economy

- Incorporate waste minimisation, reuse and recycling in the construction and development of new buildings and civil infrastructure.
- Retain and adaptively reuse existing building materials where practicable.
- Use recycled and low impact materials to reduce embodied carbon and material consumption.
- Encourage the adaptive reuse of existing buildings and structures to reduce embodied carbon and retain the character and identity of the Precinct.
- Support green roofs, green walls and innovative building greening measures where appropriate, particularly on larger redevelopment sites.

An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape. A river, possibly the Los Angeles River, flows through the center of the image. The city is characterized by a mix of residential areas with small houses and larger commercial or industrial zones with big warehouse-like buildings. A major highway, likely the 10 Freeway, is visible on the left side of the image. The overall tone of the image is blue and monochromatic.

PART C

PRECINCTS & PLACES

In this part of the document, you will find specific directions for the five precincts within the West Fyans - Fyans Street Precinct Structure Plan study area, as well as the identified strategic redevelopment sites.

9.0

PRECINCT

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9.0 PRECINCT

A PRECINCT-BASED APPROACH

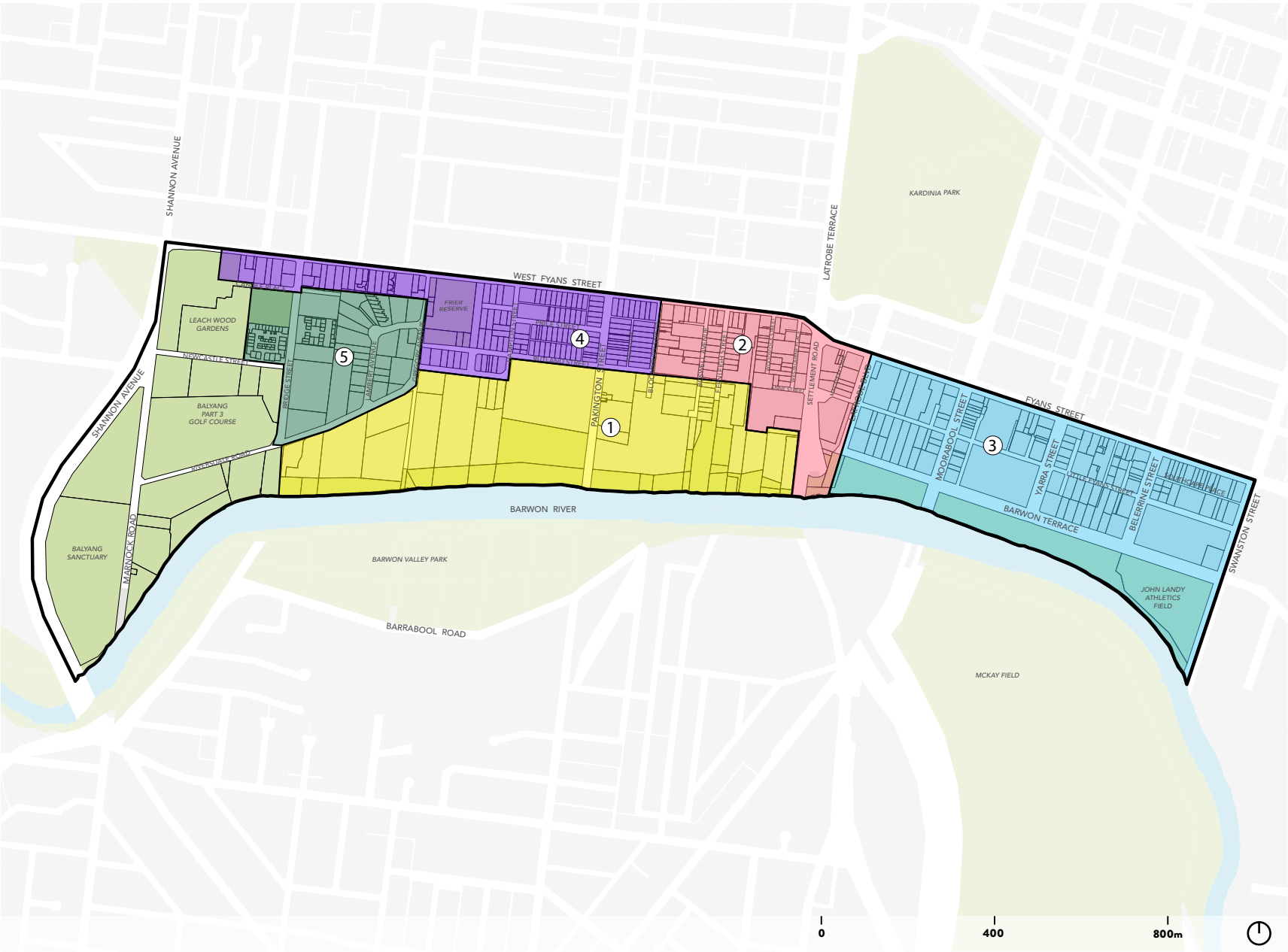
The West Fyans – Fyans Street Precinct study area is divided up into five distinct precincts, which are defined by their unique characteristics and attributes, as well as the aspirations that guide their change over time.

The land use and built form directions set out across this Structure Plan adopt a precinct-based approach to the development of each precinct, guided by the desired future precinct statements set out below.

Each precinct has been analysed in detail to translate the overarching vision and key ideas into a clear and implementable land use and built form direction that ensures a coordinated outcome, whilst responding to the specific context of each precinct.

The Precincts are shown on the map below [*P23. Proposed Precinct.*](#)

P23. PROPOSED PRECINC



LEGEND

- Structure Plan Boundary
- Precinct 1 - Escarpment
- Precinct 2 - Central
- Precinct 3 - Barwon
- Precinct 4 - Frier
- Precinct 5 - Robinson

9.1 PRECINCT 1: ESCARPMENT

The Escarpment Precinct sits prominently on the Barwon River escarpment extending from Pakington Street to Bridge Street. The escarpment is a valued landscape feature and environmental asset that forms a strong natural edge which provides the dominant visual backdrop that contributes to the Precinct's sense of place and character.

The Escarpment Precinct is defined by a large format former industrial parcels typically exceeding 5,000 m². Along its southern edge, the precinct addresses the Barwon River corridor.

This escarpment currently operates as a significant physical and visual barrier, limiting both pedestrian and vehicular connectivity to the riverfront and resulting in a discontinuous public realm interface. The absence of a consistent setback or built edge along the river boundary contributes to an irregular urban form, with building footprints and lot configurations exhibiting considerable variation in depth, orientation, and spatial definition.

VISION & DESIRED FUTURE CHARACTER

The Precinct is expected to retain its established mix of innovative and creative industries while transitioning to a predominantly residential precinct with an evolving character that will foster a vibrant, mixed-use environment where employment and living co-exist.

Pakington Street and Rutland Street form primary activity nodes and will be the focus of mixed-use activity and a vibrant, pedestrian-focused environment.

The redevelopment of large strategic redevelopment sites will create a series of distinct residential nodes that offer river views and a diverse mix of housing organised around internal open spaces, while providing opportunities for creative and small-scale enterprises.

9.1 PRECINCT 1: ESCARPMENT

PREFERRED BUILDING TYPOLOGIES & STREETSCAPE

The Escarpment Precinct is suited to predominantly medium density apartment development, complemented by lower scale townhouses and some commercial activity along Pakington and Rutland Streets. Commercial activity will be encouraged at ground floor level, with residential apartments above, ideally in a 25:75 ratio of commercial to residential activity.

The visual dominance of the natural escarpment from the southern bank of the Barwon River and other public viewpoints will be maintained, with development adopting a 10-metre minimum setback as shown in the [P24. Precinct 1: Escarpment](#), and a sensitive design response that enhances the landscape and environmental qualities of the interface.

Development of the Former Mills Sites will respond to their industrial past with adaptive reuse and sensitive and innovative design.

Pakington Street will be transformed into a vibrant main street that is characterised by street trees, wide footpaths with outdoor dining on both sides and active frontages from development at ground floor level. Buildings located on a corner should address both street frontages to reinforce street activity and passive surveillance.

Rutland Street will serve as a secondary street that is extended to the east to enhance connectivity.

PREFERRED BUILDING HEIGHTS & RATIONALE

The proposed building heights and design response for Precinct 1 have been heavily influenced by the relationship between the Precinct and the Barwon River corridor and escarpment. The core objective is to protect and maintain the visual dominance of the escarpment when viewed from public realm view corridors on the southern side of the River corridor.

Development within this precinct must protect this important view corridor and ensure that the Barwon River is the most important and prominent visual element.

Preferred building heights will range between 3-6 storeys (up to 20 metres given its sensitive riverfront setting).

This graduated transition reduces perceived bulk when viewed from across the river, while still enabling increased density in visually sensitive areas.

Overall, the proposed 3–6 storey height range reflects a balanced response to environmental sensitivity, visual amenity, and development capacity, ensuring the built form supports both the precinct character and the broader urban design vision.

STRATEGIES

Land Use

- Support residential land uses, interspersed with an ongoing mix of innovative and creative knowledge industries.
- Encourage large developments to incorporate spaces for small-scale creative businesses and retail.
- Foster an active local economy, including night-time uses, activated corners, and café/restaurant opportunities.

Built Form, Urban Design and Heritage

- Adaptively reuse former mill sites through sensitive and innovative design.
- Maintain visual connections to, and the prominence of, the escarpment.
- Ensure development maintains the visual prominence of the river environment, including the escarpment.
- Encourage the use of brick and industrial materials to reflect local character.
- Ensure development provides a sensitive interface and maintains connection where possible and enhances biodiversity values of the Barwon River corridor.
- Improve and reinforce connections to Barwon Grange, enhancing its visibility and integration within the precinct.

Public Realm, Environment, Open Space & Infrastructure

- Deliver a clifftop shared path along the escarpment (between Hampton Street and Fernleigh Street) with strong visual connections to the river.
- Create a pedestrian access and visual connections to the river via Gregory Avenue
- Enhance pedestrian access from the Barwon River to Barwon Grange via Fernleigh Street, improving connectivity and wayfinding.

- Ensure new development balances urban integration with environmental values by minimising visual prominence from key viewpoints along the Barwon River, while maintaining outlooks and river views.
- Ensure appropriate development, building heights and setbacks adjacent to the Barwon River corridor to maintain a sensitive and high-quality river interface.
- Ensure new development addresses the Barwon River corridor and includes landscaping to blend private and public areas.
- Support the provision of publicly accessible open space, green links and pedestrian connections within strategic redevelopment sites to strengthen local access to the Barwon River corridor, clifftop walk and broader open space network. Contributions may include land, monetary contributions, or a combination of both, having regard to the scale of development, surrounding open space provision and the opportunity to address gaps in open space accessibility and connectivity.

Transport & Movement

- Strengthen east–west connections to South Geelong Station, including Rutland Street and a clifftop shared path on sites 403 Pakington Street and 30 Bloomsbury Street (between Hampton Street extension to Fernleigh Street).
- Upgrade pedestrian environments along Riversdale Road, Fernleigh Street, and Rutland Street.
- Extend Rutland Street to the East through utilising existing PAO in order to improve connectivity.
- Reinforce Pakington Street as a vibrant, walkable north–south mixed-use corridor.
- Improve the Riversdale Road streetscape.
- Enhance bike riding connections to the east along the river.

P24. PRECINCT 1: ESCARPMENT





Image: Artist's illustration of the western side of the West Fyans - Fyans Street Precinct along the Escarpment

9.2 PRECINCT 2: CENTRAL

The Central Precinct is anchored at the south-western corner of Settlement Road and West Fyans Street. It is characterised by a fragmented and underutilised urban structure that contains predominantly low scale and functional buildings with limited architectural diversity.

VISION & DESIRED FUTURE CHARACTER

Through land amalgamation and redevelopment, the Central Precinct will transform to accommodate one or more residential nodes that support high-density living. Commercial uses will continue along West-Fyans Street, which will be defined by a consistent built form edge, reinforcing its role as a key activity corridor. Small-scale shops and services within the precinct will support the growing community.

Thoughtfully designed architecture will deliver a distinctive built form at key locations, with buildings arranged to frame and activate communal open or public space.

Bloomsbury Street and Fernleigh Street will become attractive, walkable connections that incorporate street tree planting and formalised parking. Tree canopy coverage will be significantly increased to contribute to a greener, cooler and more liveable environment.

PREFERRED BUILDING TYPOLOGIES & STREETScape

The Central Precinct will provide medium to higher density apartment development throughout the precinct. In the area west of Settlement Road, apartment activity will be complemented by lower scale townhouses in some locations.

Commercial development will be limited to West Fyans Street and along Settlement Road, with limited showroom-type uses and residential uses above.

Barwon Grange is a significant historic place within the Precinct that is not expected to undergo any significant change. Development within the Precinct should reinforce the significance of the heritage place, by enhancing its visibility and integration with the Precinct.

Bloomsbury and Fernleigh Streets will serve as pedestrian oriented streets that deliver a high level of amenity.

PREFERRED BUILDING HEIGHTS & RATIONALE

Preferred building heights will range from 4 storeys along West Fyans Street, increasing to 8-9 storeys within the centre of the precinct and up to 9-10 storeys along Settlement Road.

The approach to built form within this precinct is heavily influenced by two large strategic sites, which are envisioned for consolidation into a cohesive micro-neighbourhood and activity node that supports a mix of uses and higher quality residential development.

These strategic sites are well positioned to accommodate increased building heights of up to eight storeys, as they do not directly abut the Barwon River and are unlikely to impact key view corridors. The setback of built form from the more sensitive West Fyans Street interface, where the prevailing character, particularly on the northern side, is low-scale residential, further supports this outcome.

The built form along Settlement Road and Latrobe Terrace is identified as the most appropriate location to accommodate the tallest buildings within the study area, with heights of up to 10 storeys serving as a landmark. As a major arterial route that divides the precinct into eastern and western areas, Settlement Road also serves as a key gateway to central Geelong coming from the south, with several sites offering strong landmark potential.

Settlement Roads's scale, width, and strategic role support a more intensive built form outcome. Increased height can be accommodated without obstructing key views, enabling a prominent yet contextually appropriate built form along this corridor. This also creates an opportunity for landmark gateway elements that reinforce the identity of the precinct.

The corridor is well-suited to active and adaptable uses, including showroom or display-style ground floor tenancies with the potential for residential development above. With clearly defined setback requirements, appropriate transitions in built form, and careful consideration of solar access, taller development can be integrated sensitively, contributing to a well-designed and vibrant node that aligns with the precinct's long-term vision.

9.2 PRECINCT 2: CENTRAL

STRATEGIES

Land Use

- Support residential land uses and maintain a diverse mix of land uses, including retail and supporting services, particularly along West Fyans Street and Settlement Road.
- Support mixed use activity within large sites.

Built Form, Urban Design & Heritage

- Encourage innovative architectural design in the western part of the precinct to enhance visual identity and support a mix of uses, while ensuring the eastern side of Settlement Road delivers high-quality residential apartment design with a strong focus on amenity and built form excellence.
- Ensure development provides a sensitive interface and maintains and where possible enhances biodiversity values of the Barwon River corridor.

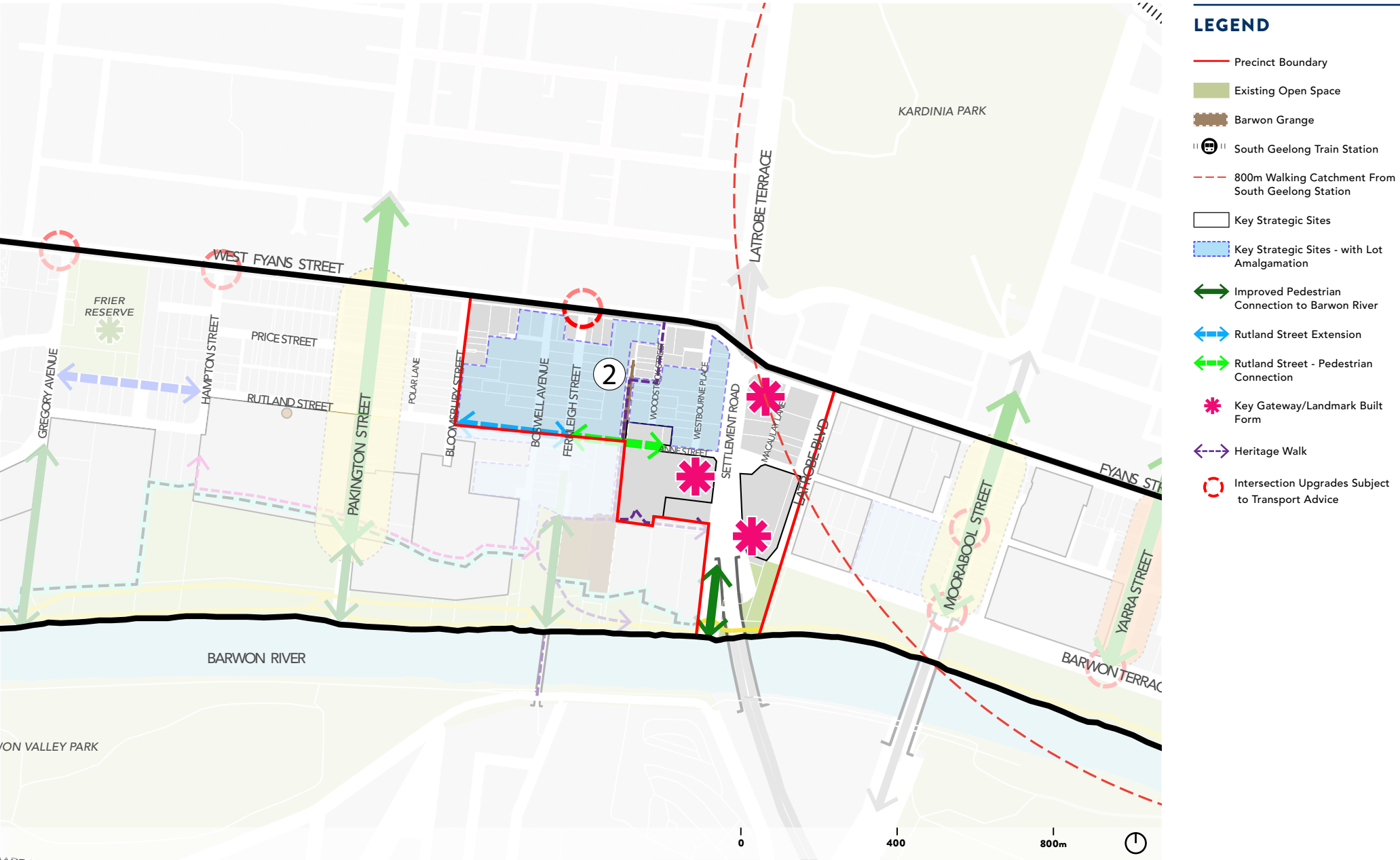
Public Realm, Environment, Open Space & Infrastructure

- Strengthen the Fernleigh Street connection to the river, improving both access and legibility.
- Support the delivery of publicly accessible open spaces, gathering places, green links and pedestrian connections within strategic redevelopment sites to strengthen local amenity and address identified gaps in open space accessibility. Contributions may include land, monetary contributions, or a combination of both, having regard to the scale of development, surrounding open space provision and the opportunity to improve access to open space for future residents.
- Ensure the setback of development from the river corridor maintains an appropriate minimum river corridor width.

Transport & Movement

- Explore making parts of Rutland Street one-way for vehicle traffic.
- Extend Rutland Street connecting with Fernleigh Street and Bloomsbury Street to improve circulation and accessibility

P25. PRECINCT 2: CENTRAL



9.3 PRECINCT 3: BARWON

The Barwon Precinct is defined by its interface with the Barwon River to the south. It is located between Latrobe Boulevard and Swanston Street and has a transitional character, shifting from established residential neighbourhoods to the north to a mixture of commercial, light industrial and large format retail uses to the south.

Built form is low-rise, with a varied urban grain ranging from some fine-grain residential streets to large, consolidated commercial parcels. Site coverage varies significantly, from high coverage on bulky goods sites to low coverage where land is used for storage, reinforcing a fragmented and vehicle-oriented character. Buildings are typically setback, with parking and servicing dominating street frontages.

Fyans Street functions as a key arterial corridor, prioritising vehicle movement. Moorabool Street forms a central spine with a more traditional main street character, including heritage buildings, active frontages, and important public transport and cycling infrastructure. Little Fyans Street runs as an internal service axis, providing access to the rear of larger sites.

VISION & DESIRED FUTURE CHARACTER

The Precinct will undergo significant transformation to a high-density transit-oriented residential community, leveraging its position within an 800-metre walkable catchment of South Geelong Railway Station, high-quality open space and close to commercial activity along Moorabool Street and the Central Business District. Moorabool Street will form a key, walkable mixed-use spine, with commercial uses at ground floor level, while Yarra Street and Bellarine Street present opportunities to strengthen connections to the Station through medium density housing and improved streetscapes.

The Barwon River presents opportunities for well-designed residential development that capitalises on river views and access. Development along this interface will need to considerate and where possible enhance biodiversity values and respond to flood constraints while enhancing the quality and character of the river edge.

Land within the Industrial 3 Zone will continue to provide a buffer between areas identified for residential activity within the precinct and the Industrial 1 Zone on the opposite side of Swanston Street. The site will support employment diversity and flood-resilient design.

PREFERRED BUILDING TYPOLOGIES & STREETSCAPE

The Barwon Precinct will accommodate higher density residential development in the form of apartments to deliver increased population within the walkable catchment of South Geelong Station.

Development will be designed to be flood resilient and provide a sensitive interface with the Barwon River corridor.

PREFERRED BUILDING HEIGHTS & RATIONALE

The precinct has a strong strategic position and urban structure. Located within an 800 metre walkable catchment of South Geelong railway station, the precinct is well suited to transit-oriented development and higher residential densities as per current State Planning Policy

Its proximity to the central Geelong, particularly via Moorabool Street as a primary north-south corridor, further reinforces its strong connection with central Geelong. The original grid layout (Hoddle Grid) was intended to link the Bay with the River via a strong street layout. It establishes a clear spatial logic and enables the application of established central Geelong planning principles such as solar access, street amenity, and block configuration to guide a cohesive built form outcome. At the same time recognising that this area is different from central Geelong due to its location and context which is reflected in the proposed built form.

The precinct will adopt development of up to 6 storeys along Fyans Street (7-8 on corners), increasing to 8-10 storeys within the centre of the precinct and stepping down to 3-4 storeys along the eastern section of the precinct between Bellerine Street and Swanston Street.

Building heights and envelopes are carefully structured to balance increased density with environmental and amenity considerations. Development is designed to maintain solar access to streets and avoid additional overshadowing of the Barwon River frontage, especially during the winter solstice. Principles from the South Geelong UDF are extended across key corridors including Moorabool Street, Yarra Street, and La Trobe Boulevard, ensuring a consistent and coordinated approach.

Further east, between Bellerine Street and Swanston Street, lower heights are anticipated in response to the industrial character and zoning, allowing for a gradual transition in scale across the precinct. Along Fyans Street, building heights are generally 5-6 storeys, with prominent corner sites accommodating up to 7-8 storeys. This reinforces key intersections and creates a legible, activated corridor aligned with the broader principles set up in South Geelong Urban Design Framework.

9.3 PRECINCT 3: BARWON

STRATEGIES

Land Use

- Support residential land uses and maintain a diverse mix of land uses, including retail and supporting services, alongside existing businesses.

Built Form, Urban Design & Heritage

- Encourage an active built interface along Barwon Terrace that capitalises on views to the Barwon River frontage.
- Ensure development enhances and strengthens connections to the Barwon River.
- Public Realm, Environment, Open Space & Infrastructure
- Ensure development responds to the identified flood risk .

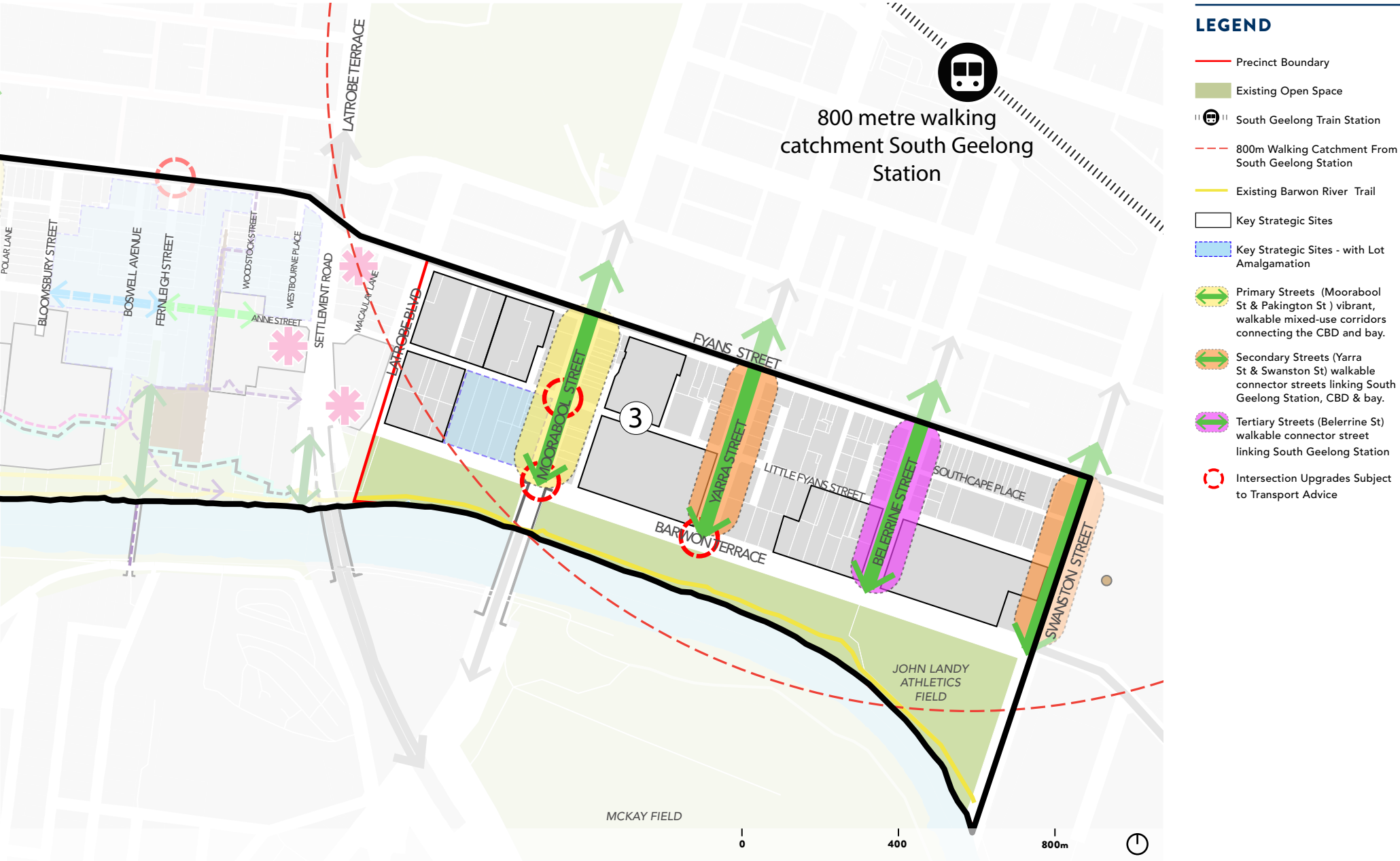
Public Realm, Environment, Open Space & Infrastructure

- Enhance the role of Bob Morrell Reserve as a neighbourhood open space destination by improving its integration with the Barwon River Trail and corridor through upgraded pedestrian and cycling connections, river access points, wayfinding, shade, seating and landscaping, creating an accessible and well-connected open space asset for existing and future residents.
- Increase tree canopy coverage across streets, particularly Moorabool Street, Little Fyans Street, public spaces, and strategic development sites.
- Enhance pedestrian facilities throughout the precinct to support a safe, accessible, and walkable environment.

Transport & Movement

- Strengthen north–south pedestrian connections from Moorabool Street, Yarra Street, and Bellarine Street to the Barwon River, with improved crossings of Barwon Terrace that prioritise pedestrian access to the river edge.
- Upgrade Moorabool Street, Yarra Street, and Bellarine Street to prioritise walkability and wheeling, creating pedestrian friendly corridors that strengthen connectivity to South Geelong Station.
- Upgrade pedestrian connectivity at the intersection of Barwon Terrace and Moorabool Street, where access is currently limited to a single underpass, to provide safer, more direct, and convenient crossing options.
- Investigate making Little Fyans street one way in vehicle operation.

P26. PRECINCT 3: BARWON



9.4 PRECINCT 4: FRIER

The Frier Precinct is anchored by Frier Reserve, which is a valued open space asset that contributes to local amenity. The Precinct is defined by a fine-grain subdivision pattern, with small lots that accommodate a mix of residential uses with some commercial activity along Pakington Street. Uses along West Fyans Street are typically commercial in nature, comprising small-scale businesses, offices and showrooms.

The Precinct benefits from well-established canopy planting, both within streets and private lots, giving it a greener and more mature character compared to other parts of the study area and its surrounds.

Topographically, the precinct sits on a ridgeline, with land falling away steeply to the south toward the river corridor. This gradient constrains accessibility and connectivity from the southern interface, contributing to a fragmented movement network, particularly toward industrial and open space areas.

Frier Reserve would benefit from the preparation of a master plan to consider recreational needs with increased demands from a growing population, parking, landscaping and stormwater management .

VISION & DESIRED FUTURE CHARACTER

The Precinct will act as a transitional neighbourhood between higher density redevelopment areas and established residential areas to the north. Future development will reinforce its leafy character, fine-grain subdivision pattern and strong relationship with Frier Reserve.

The Precinct is expected to experience incremental change. It will retain its fine-grain structure and predominantly low-rise character that represents a transition in scale to the established neighbourhoods to the north.

Pakington Street will continue to develop as a key mixed-use corridor, supporting more diverse retail, commercial and residential uses, with opportunities for redevelopment and activation. West Fyans Street will accommodate a broader mix of land uses with active commercial frontages at ground floor level and residential uses above.

Rutland Street will evolve into a high-quality public realm spine, strengthening east-west connections through the precinct. Frier Reserve will be upgraded with improved infrastructure. Development fronting Frier Reserve presents an opportunity for more mixed-use outcomes that capitalise on outlook and amenity.

Improved street tree planting will be provided throughout the precinct.

PREFERRED BUILDING TYPOLOGIES & STREETScape

Development along West Fyans Street will incorporate an active and mixed-use environment that provides a transition in built form from the residential areas to the north.

Pakington Street and Rutland Street form key nodes for activity and small scale commercial uses with medium density housing and apartments above are encouraged. On all other streets, townhouse development is encouraged to respond to the area's places of historic significance and character, reflecting the area's lower scale of change.

PREFERRED BUILDING HEIGHTS & RATIONALE

The precinct is comparatively lower-scale precinct than the rest of the study area, reflecting its predominantly smaller finer grain lot pattern and resulting in a more modest overall development intensity.

The preferred heights for the precinct are 2-4 storeys along West Fyans Street, increasing up to 6 storeys within the internal areas of the Precinct flanking Frier Reserve.

Along West Fyans Street, particularly between Gregory Street and Shannon Boulevard, the built form is intentionally limited to 2–4 storeys to match neighbourhoods to the north. This responds to and the adjoining suburban residential interface to the north and position on a ridgeline, ensuring a scale that sits comfortably within its context. With a new heritage precinct identified around Price Street, building heights along Price Street are kept to 2–3 storeys to respect the heritage precinct and maintain the existing character of Rutland and Pakington Streets.

In contrast, area east of Frier Reserve, up to Hampton Street is identified for a moderate increase in height, generally in the range of 3–4 storeys. This area is suited to a more mixed-use character, predominantly residential with small-scale commercial or active ground floor uses. The uplift in height has been carefully considered to avoid overshadowing the reserve while enabling increased density in a highly accessible and desirable location. This approach supports opportunities for outlook and passive surveillance of the reserve, contributing to a more activated edge while maintaining amenity.

STRATEGIES

Land Use

- Promote innovative and diverse small to medium density residential activity.
- Built Form, Urban Design & Heritage
- Preserve the heritage fabric of Price Street in accordance with recommendations from the heritage report, ensuring new development respects and complements the area's historic character.

Public Realm, Environment, Open Space & Infrastructure

- Upgrade Rutland Street to increase tree canopy coverage and extend it to Gregory Avenue, creating a more consistent and unified streetscape.
- Increase tree planting along Hampton Street, Greville Street and Bloomsbury Street to enhance shade, amenity, and visual appeal.
- Prepare and implement a Frier Reserve Master Plan to enhance recreation opportunities, landscaping, accessibility, pedestrian connections, stormwater outcomes and community use, ensuring the reserve continues to meet the needs of existing and future residents.

Transport & Movement

- Improve pedestrian, cycling and streetscape connections to Frier Reserve from surrounding neighbourhoods and redevelopment areas, particularly via Rutland Street, Hampton Street and key east-west movement corridors.

P27. PRECINCT 4: FRIER





Photo: View of Rutland Street between Pakington Street and Bloomsbury Street

9.5 PRECINCT 5: ROBINSON

The Robinson Precinct comprises a mix of large and medium sized sites that accommodate significant employment and recreational uses. The former EP Robinson wool scouring mill, which the Precinct is named after, serves as a key landmark and heritage asset that contributes strongly to the Precinct's identity and character.

Along Bridge Street, smaller strata office developments support a diverse mix of uses, while larger semi-industrial and commercial activities are generally located around Lambert Avenue. Built form is typically low-rise, with high site coverage across many lots, reinforcing a utilitarian and fragmented urban form.

Streetscape conditions are generally poor, with limited footpath provision and inconsistent pedestrian infrastructure. Where footpaths do exist, they are often compromised by informal parking. Tree canopy is sparse across the precinct, with only occasional remnant trees contributing to landscape character.

VISION & DESIRED FUTURE CHARACTER

The Robinson Precinct will evolve as a distinctive employment and heritage destination that celebrates its industrial past while supporting a contemporary mix of commercial, creative and service-based industries. Adaptive reuse of heritage assets will reinforce a unique identity that is unlike any other employment precinct within Greater Geelong.

The Robinson Precinct comprises a mix of large and medium sized sites that accommodate significant employment and recreational uses. The former EP Robinson wool scouring mill, which the Precinct is named after, serves as a key landmark and heritage asset that contributes strongly to the Precinct's identity and character.

The Precinct is expected to continue to serve predominantly as a commercially focused area that accommodates a more diverse range of employment and service-based uses to support the growing residential population in surrounding areas and provide local employment opportunities.

The former EP Robinson mill site presents a unique adaptive reuse opportunity like other projects in Geelong, such as Federal Mills and Little Creatures Brewery, both former woollen textile manufacturing mills. Retaining and conserving key heritage fabric will be central to any future mixed use or commercial development. Opportunities for publicly accessible space and site interpretation should also be explored.

Change within the Robinson Precinct will occur incrementally and deliver a higher-quality built form. Streetscapes will be progressively upgraded to create more walkable and cycle-friendly environment. Key corridors including Bridge Street and Riversdale Road will be improved through the provision of continuous footpaths on both sides of streets, supported by consistent street tree planting to establish a stronger canopy and enhance amenity.

PREFERRED BUILDING TYPOLOGIES & STREETScape

The Robinson Precinct is expected to deliver medium-scale business activity, through well-designed typologies such as creative industries, business parks, offices and small scale retail.

Development should prioritise strong street interfaces with active ground floor uses, ensuring buildings address the public realm and contribute to a more engaging streetscape, with high quality landscaping and on-site planting to soften built form.

Development of the EP Robinson Mill site will protect its heritage fabric and maintain key view lines to the chimney form from surrounding development.

PREFERRED BUILDING HEIGHTS & RATIONALE

The precinct has a fine-grain pattern of existing small-scale businesses and is expected to transition gradually over time.

There is a preferred 2-3 storey height limit across the precinct, with the potential for slightly greater height at the EP Robinson mill site.

This height range is based on the following urban design rationale:

- In line with the proposed Commercial 2 Zone and the likelihood of development occurring on individual lots, building heights are generally kept low at 2–3 storeys. This approach supports incremental change while maintaining the established character and flexibility of the precinct.
- Slightly greater heights may be accommodated on selected sites, including the E.P. Robinson site, where development of up to 3–4 storeys is appropriate depending on the proposed use and site context.
- As the precinct is located away from the escarpment edge, the proposed built form will not impact key view lines identified in the view lines analysis, allowing for modest intensification without affecting broader landscape or visual considerations.

9.5 PRECINCT 5: ROBINSON

STRATEGIES

Land Use

- Support maintaining a diverse mix of land uses, with a focus on creative industries, local services, and small scale recreational activities that complement and support the surrounding residential community.

Built Form, Urban Design & Heritage

- Retain and conserve bluestone drainage infrastructure on Bridge Road (where practical) and investigate opportunities to adapt as part of a water sensitive urban design approach.
- Facilitate the adaptive reuse of the EP Robinson Mill, protecting its heritage fabric and maintaining key view lines, particularly to the chimney from surrounding development.

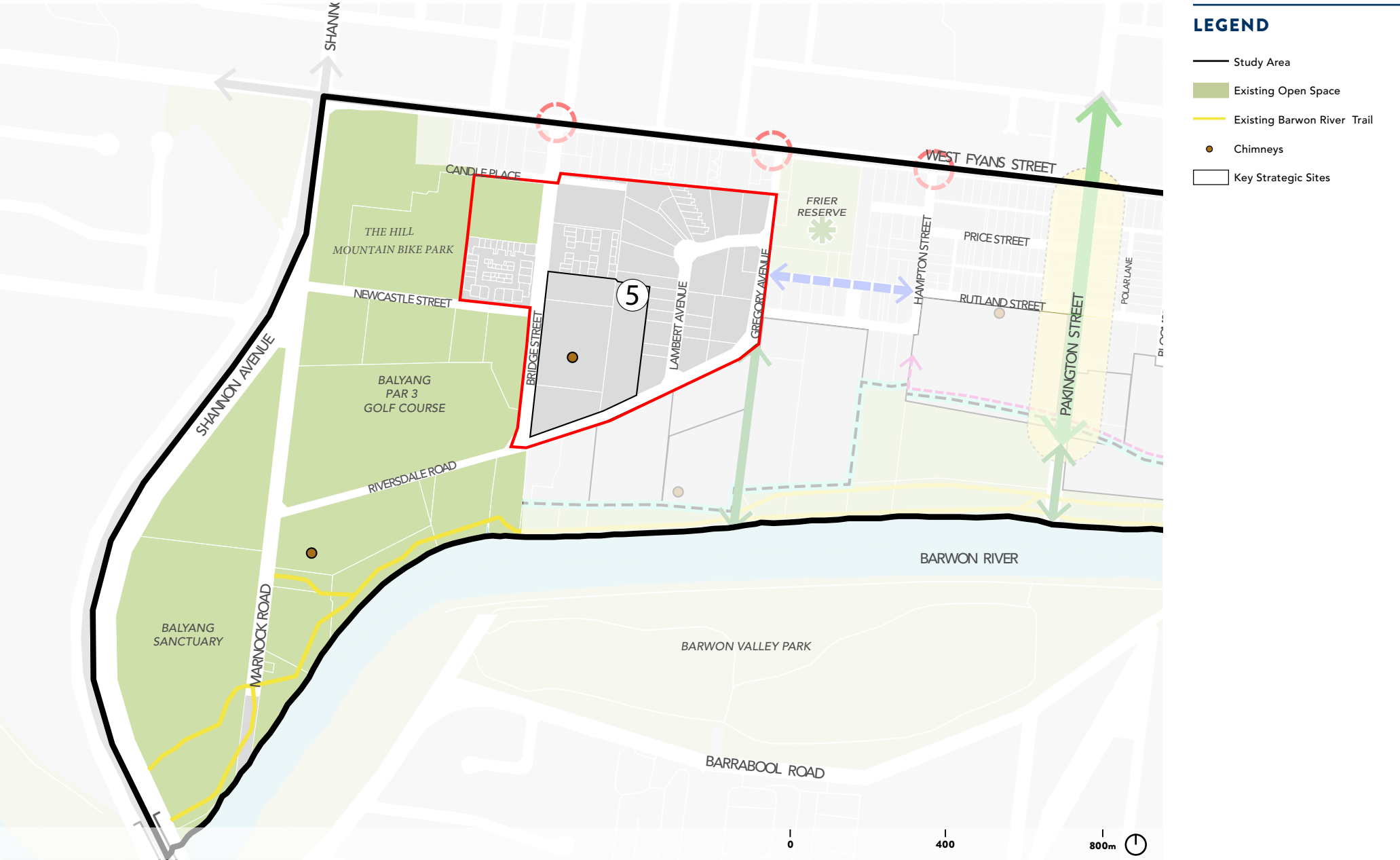
Public Realm, Environment, Open Space & Infrastructure

- Explore opportunities to extend and enhance Bridge Street, creating a more legible connection to the Barwon River.
- Integrate additional green space, tree planting, and publicly accessible open areas within the redevelopment of the EP Robinson Mill site to enhance amenity, visual character, and ecological outcomes.
- Support the provision of publicly accessible open space, landscaped gathering spaces, green links and pedestrian connections within strategic redevelopment sites to improve local amenity and strengthen connections to surrounding open space assets. Contributions may include land, monetary contributions, or a combination of both, having regard to the scale of development, surrounding open space provision and the opportunity to address gaps in open space accessibility and connectivity

Transport & Movement

- Prioritise upgrades to pedestrian infrastructure along Bridge Street, particularly along the EP Robinson site.
- Enhance pedestrian safety and amenity along Riversdale Road and ensure new development is oriented to engage positively with the street frontage.

P28. PRECINCT 5: ROBINSON



10

STRATEGIC REDEVELOPMENT SITES

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10.0 STRATEGIC REDEVELOPMENT SITES

There are a number of large commercial and industrial sites within the Precinct that are expected to transition over time. The renewal of underutilised land is central to the delivery of the transformation of the Precinct.

The City has identified 20 strategic redevelopment sites within the study area. The selection of these sites has been based on the following criteria:

- Sites that are greater than 0.5 hectares in area.
- Sites that are under single ownership or comprise multiple properties with a single owner or shared management.
- Sites that have the potential for future redevelopment, excluding public land, heritage sites and recently developed properties.
- Sites that are defined by clear boundaries, such as streets and lanes, or are a transition in zoning or character area.

The 20 strategic redevelopment sites that fit within this criteria are identified on Map [*P29. Strategic Development Sites*](#) overleaf.

These key strategic redevelopment sites will experience significant land use change and act as catalyst urban renewal areas, that will support increased housing and new and innovative industries.

Large strategic redevelopment sites will incorporate a range of uses that support mixed use-neighbourhoods and allow future residents to live and work locally.

Some strategic redevelopment sites will require land to be consolidated in order to achieve development potential.

Development of these sites should respond to the design principles and deliver the identified precinct outcomes. Development should maximise the strategic potential of the site and avoid outcomes that underutilise land or constrain future redevelopment opportunities, compromising the long-term vision for the area .

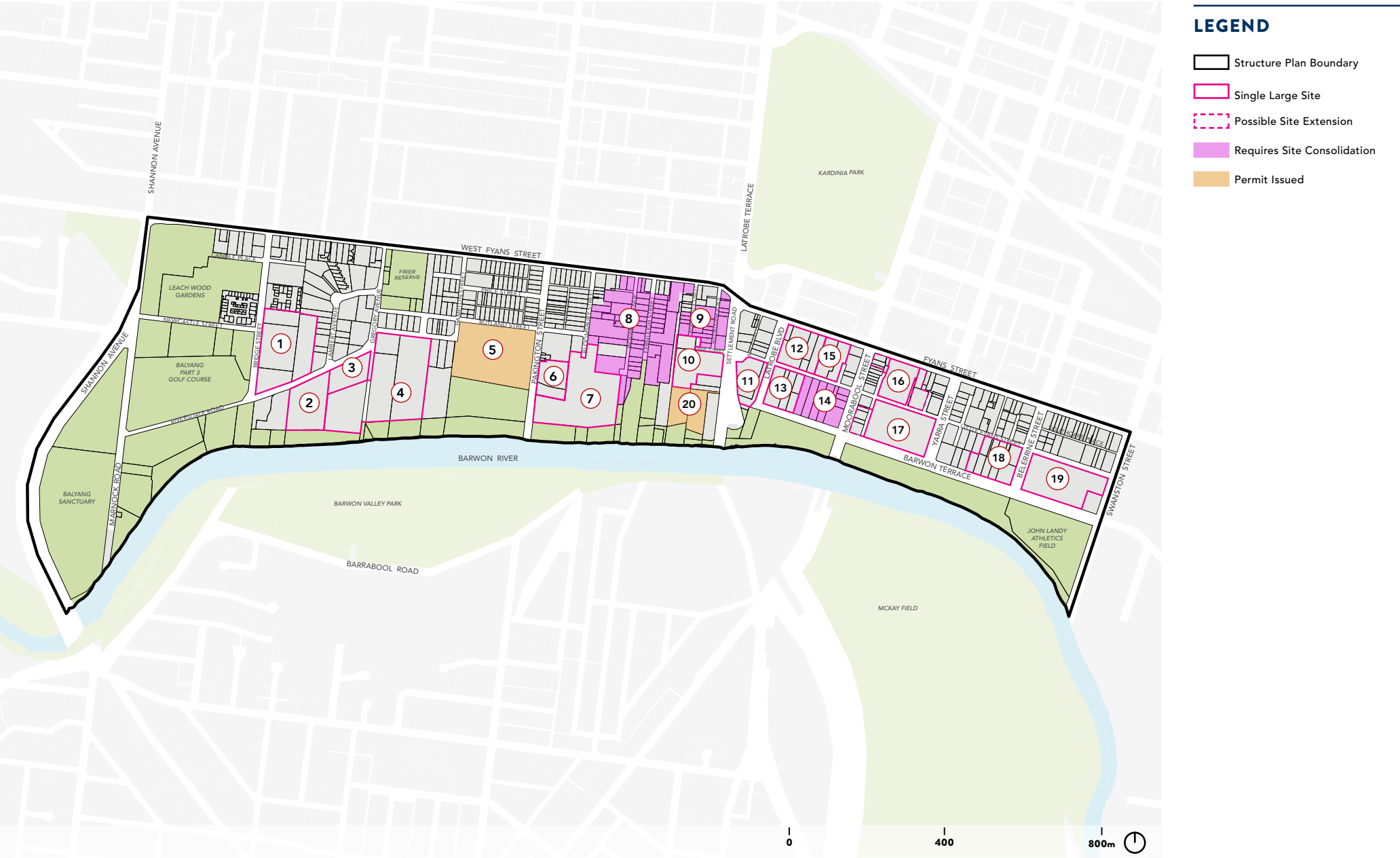
Strategic redevelopment sites are also expected to contribute to the delivery of publicly accessible open space, improved pedestrian connectivity and urban greening outcomes, having regard to the scale of development, surrounding open space provision and identified accessibility gaps.

POPULATION GROWTH AND PRIORITY STRATEGIC SITES

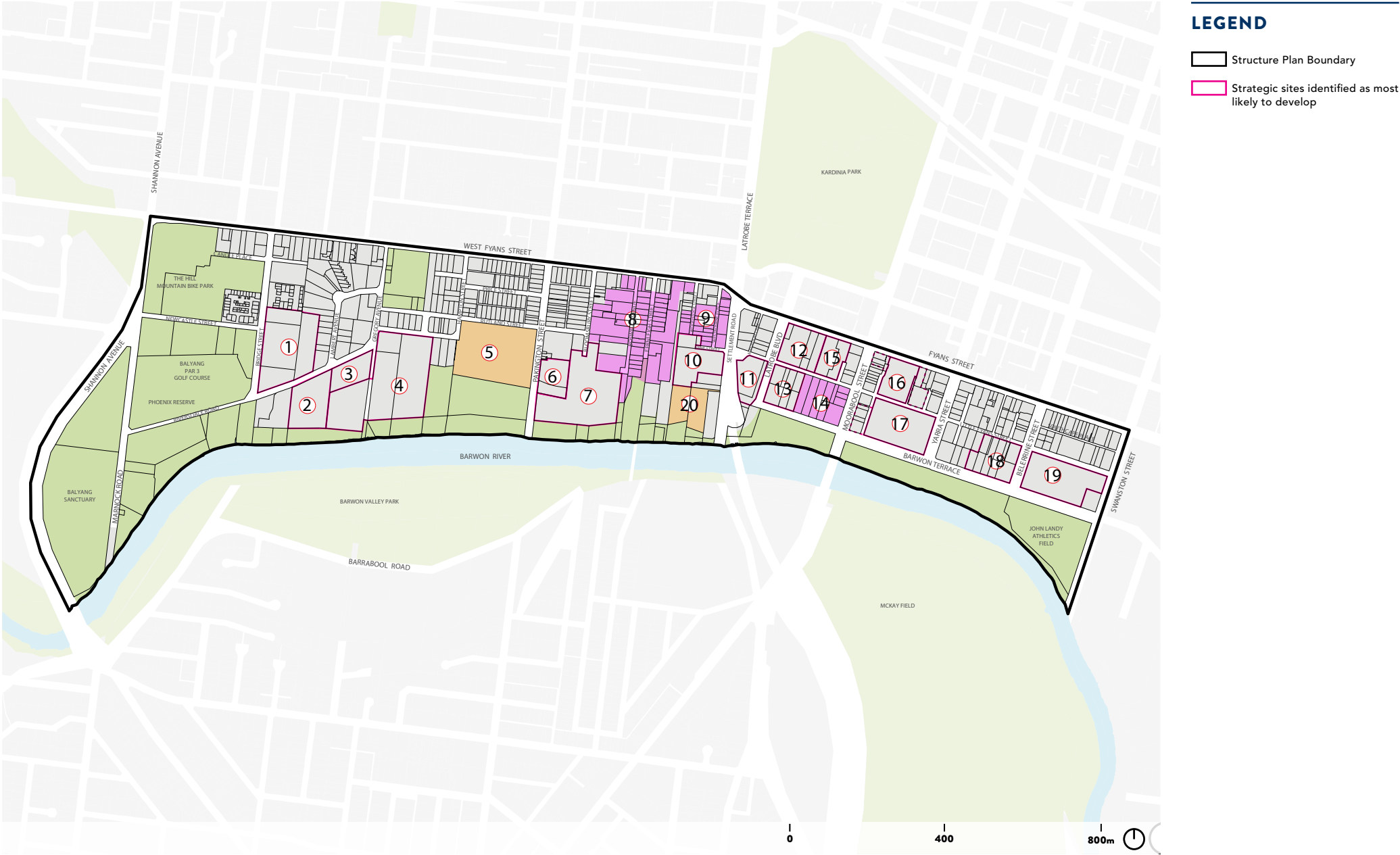
While 20 strategic redevelopment sites have been identified across the study area, a subset of nine priority strategic sites has been identified as having the greatest likelihood of redevelopment over the life of this Structure Plan. These sites were selected based on factors including site size and ownership, redevelopment feasibility, existing planning activity, landowner intent and strategic importance to the future vision of the precinct.

While additional development is anticipated on other sites throughout the precinct, the Structure Plan population target of 2,500–5,500 residents by 2041 has been informed by the redevelopment potential of these priority sites, reflecting their greater likelihood of redevelopment and their capacity to accommodate a significant proportion of future growth. Additional development capacity exists across the broader precinct and may contribute to further population growth should redevelopment occur more extensively over time.

P29. STRATEGIC DEVELOPMENT SITES



P30. STRATEGIC SITES LIKELY TO DEVELOP WITHIN THE NEXT 15 YEARS



10.1 DESIGN PRINCIPLES

Given their size, profile and locational context, these strategic sites require additional design principles to the overarching precinct guidance.

The following design principles have been prepared to guide future development on these sites and should be applied in conjunction with the overall built form directions outlined within the Structure Plan.



Photo: Bird's eye view of the Precinct looking south

10.2 PRECINCT 1: ESCARPMENT

There are seven strategic sites identified within this precinct.

The following design principles apply to all sites.

BUILT FORM CONFIGURATION, SITE COVERAGE & MASSING

- Development should have a site coverage that ensures adequate solar access, permeability, and spatial amenity.
- Strategic sites must deliver a legible urban structure which frames central open spaces through a coordinated built form arrangement.
- Built form massing should be varied in length and volume across the site to ensure visual interest and avoid overshadowing of communal spaces.

OPEN SPACE CONTRIBUTION & TREE CANOPY TARGETS

- Strategic redevelopment sites should contribute to the delivery of a connected and accessible open space network across the precinct. Contributions may include publicly accessible open space, land contributions, monetary contributions, or a combination of both, having regard to the scale of development, surrounding open space provision and the opportunity to address gaps in open space accessibility and connectivity.
- Site layouts should incorporate publicly accessible open spaces, green links, landscaped gathering areas and pedestrian connections that improve walkability, support recreation and strengthen connectivity to surrounding open space assets. Open space outcomes should respond to the scale and context of development and contribute to urban cooling, biodiversity and community wellbeing.
- Deliver increased urban greening outcomes through a target of 30 per cent tree canopy cover, achieved through deep soil planting, large-canopy tree species and integrated green infrastructure within each strategic redevelopment site

CAR PARKING INTEGRATION

- Integrate car parking within built form through basement or consolidated off street precinct parking solutions.
- Prioritise pedestrian movement, active frontages and landscape outcomes before at-grade parking.

BUILT FORM ARTICULATION & VIEW CORRIDORS

These directions are applicable to Sites 2, 4, 5, 7 and 20 only.

- Development must incorporate building separation, articulation, and view corridors to maintain visual permeability.
- Development along the river edge must avoid continuous linear massing and monotonous built form.
- Ensure appropriate development, building heights and setbacks adjacent to the Barwon River corridor to maintain a sensitive and high-quality river interface.

STREETSCAPE IMPROVEMENT

This direction is applicable to Sites 2, 3 and 4 (Riverdale Road) and 5 (Rutland Street and Pakington Street) only.

- Development of a strategic site must deliver streetscape improvements to all directly abutting public interfaces, including upgrades to pedestrian and vehicle access, street tree planting, and enhancements to the public realm.

DELIVERY OF CLIFFTOP SHARED PATH

This direction is applicable to Sites 5 and 7 only.

- Development of Strategic Sites 5 and 7 must deliver the section within their site of the continuous clifftop shared path extending from Hampton Street to the eastern edge of Strategic Site 7, as identified in the Framework Plan, with strong visual connections to the Barwon River.

DELIVERY OF GREGORY AVENUE PEDESTRIAN PATH TO THE RIVER

This direction is applicable to Site 4 only.

- Development of Strategic Site 4 must provide a pedestrian connection to the Barwon River via the existing Gregory Avenue alignment, to facilitate public access to the river.

ESCARPMENT INTERFACE

These directions are applicable to Sites 2, 4, 5 and 7 only.

- Development adjacent to the escarpment must respond sensitively to topography, maintaining a defined setback (as specified in the proposed building setback plan) to protect its visual and environmental significance.
- Built form must minimise visual dominance when viewed from the river corridor and surrounding public vantage points.
- All development must respond to the requirements of the Significant Landscape Overlay (SLO), ensuring that siting, massing, and landscape treatments respect identified landscape values, key viewlines and environmental sensitivities.

BARWON RIVER INTERFACE & BUILT FORM ORIENTATION

These directions are applicable to Sites 2, 4, 5, 7 and 20 only.

- Built form should positively address the Barwon River corridor, maximise visual engagement and outlook while reinforce the river's environmental and landscape values.
- Development on Strategic sites with a direct interface to the river and escarpment should be oriented to capture views and provide passive surveillance of the public realm.

A MIXED USE RESIDENTIAL CHARACTER

This direction is applicable to Sites 5 and 7 only.

- Strategic Sites may incorporate communal facilities, retail, and service uses that support the creation of vibrant, integrated residential nodes. These residential nodes should not operate as gated communities. While land may remain under private ownership, public access should be maintained to support permeability for pedestrians and cyclists, including access through and to common open space areas.

HERITAGE CONTEXT

These directions are applicable to Site 5 only.

- Strategic Site 5 must support the adaptive reuse of former mill sites through sensitive and innovative design that responds to the industrial heritage and character of the area.
- New development should retain and integrate significant heritage elements where feasible and provide a respectful interface through appropriate building scale, setbacks, materiality, and architectural expression.

10.3 PRECINCT 2: CENTRAL

There are four strategic sites identified within this precinct.

The following design principles apply to all sites.

BUILT FORM CONFIGURATION, SITE COVERAGE & MASSING

- Development should have a site coverage that ensures adequate solar access, permeability, and spatial amenity.
- Strategic sites should adopt a coordinated built form arrangement that frames central open spaces and supports a legible urban structure.
- Built form massing should be varied in length and volume across the site to ensure visual interest and avoid overshadowing of communal spaces.
- Strategic Site 10 & 11 should encourage innovative architectural built form that establishes a landmark presence and reinforces the site's visual prominence as a key gateway to the study area and a landmark crossing the river from the South.

OPEN SPACE CONTRIBUTION & TREE CANOPY TARGETS

- Strategic redevelopment sites should contribute to the delivery of a connected and accessible open space network across the precinct. Contributions may include publicly accessible open space, land contributions, monetary contributions, or a combination of both, having regard to the scale of development, surrounding open space provision and the opportunity to address gaps in open space accessibility and connectivity.
- Site layouts should incorporate publicly accessible open spaces, gathering areas, green links and pedestrian connections that improve local access to open space and support the growing residential population.
- Deliver increased urban greening outcomes through a target of 30% tree canopy cover, achieved via deep soil planting, large-canopy species, and integrated green infrastructure within each strategic site.

CAR PARKING INTEGRATION

- Integrate car parking within built form through basement or consolidated off street precinct parking solutions.
- Prioritise pedestrian movement, active frontages and landscape outcomes before at-grade parking.

HERITAGE CONTEXT

These directions are applicable to Sites 8, 9 and 10 only.

- Development on Strategic Sites 8, 9 and 10 must provide a sensitive interface with neighbouring heritage buildings, particularly 403 Pakington Street and Barwon Grange.
- New development should respond to the scale, form, setbacks, materiality, and landscape setting of adjoining heritage assets to ensure their prominence and cultural significance are retained and enhanced.

STREETSCAPE IMPROVEMENT

This direction is applicable to Sites 8 (Bloomsbury Street, Boswell Avenue and Fernleigh Street) and 9 (Woodstock Street and Westbourne Place) only.

- Development of a strategic site must deliver streetscape improvements to all directly abutting public interfaces, including upgrades to pedestrian and vehicle access, street tree planting, and enhancements to the public realm.

EXTENSION AND IMPROVEMENT OF RUTLAND STREET

These directions are applicable to Site 8 only.

- The site must facilitate the extension of Rutland Street between Bloomsbury Street and Fernleigh Street, with consideration given to the potential removal of Boswell Avenue to improve vehicle movement and network connectivity.
- The site must provide a pedestrian connection linking Fernleigh Street to Anne Street, connecting through to La Trobe Terrace/Settlement Road.

A MIXED USE RESIDENTIAL CHARACTER

These directions are applicable to Sites 8, 9 and 11 only.

- Strategic Site 8 may incorporate communal facilities, retail, and service uses that support the creation of vibrant, integrated micro-neighbourhoods. These micro-neighbourhoods should not operate as gated communities. While land may remain under private ownership, public access should be maintained to support permeability for pedestrians and cyclists, including access through and to common open space areas.
- Strategic Site 9 & 11 should encourage the retention and integration of existing businesses within new built form and site design.

10.4 PRECINCT 3: BARWON

There are eight strategic sites identified within this precinct.

The following design principles apply to all sites.

BUILT FORM CONFIGURATION, SITE COVERAGE & MASSING

- Development to adopt a site coverage that supports permeability, tree canopy, communal open space and building separation.
- Strategic sites should adopt a coordinated built form arrangement that frames central open spaces and supports a legible urban structure.
- Built form massing should be varied in length and volume across the site to ensure visual interest and avoid overshadowing of communal spaces.
- Strategic Site 12 should encourage innovative architecture and landmark-built form at key corners to reinforce their visual prominence.

OPEN SPACE CONTRIBUTION & CANOPY TREE TARGETS

- Strategic redevelopment sites should contribute to the delivery of a connected and accessible open space network across the precinct. Contributions may include publicly accessible open space, land contributions, monetary contributions, or a combination of both, having regard to the scale of development, surrounding open space provision and the opportunity to address gaps in open space accessibility and connectivity.
- Site layouts should incorporate publicly accessible open spaces, green links and pedestrian connections that strengthen access to the Barwon River corridor and surrounding open space assets.
- Deliver increased urban greening outcomes through a target of 30% tree canopy cover, achieved via deep soil planting, large-canopy species, and integrated green infrastructure within each strategic site.

CAR PARKING INTEGRATION & VEHICLE ACCESS

- Integrate car parking within built form through basement or consolidated off street precinct parking solutions.
- Prioritise pedestrian movement, active frontages and landscape outcomes before at-grade parking.
- All strategic sites must provide vehicle access to the development from Little Fyans Street.

A MIXED-USE RESIDENTIAL CHARACTER

- Strategic sites should ensure non-residential uses directly address public streets or are easily accessible via a clear direct internal pedestrian network.
- Strategic sites may incorporate communal facilities, retail, and service uses that support the creation of vibrant, integrated residential nodes. These residential nodes should not operate as gated communities. While land may remain under private ownership, public access should be maintained to support permeability for pedestrians and cyclists, including access through and to common open space areas – Applicable to Strategic Sites 12,13,14, 17 & 18
- Strategic Site 12 should encourage the retention and integration of existing businesses within new built form and site design.

HERITAGE CONTEXT

- Development on strategic sites adjoining the Lakebrea Heritage Precinct must provide a sensitive interface that responds to the precinct's established character, scale, landscape setting, and residential amenity.
- New development should incorporate appropriate setbacks, building transitions, landscaping, and design measures to minimise visual and amenity impacts.

BUILT FORM ARTICULATION & VIEW CORRIDORS

These directions are applicable to Sites 13, 14, 17, 18 and 19 only.

- Development must incorporate building separation, articulation, and view corridors to maintain visual permeability and avoid continuous linear massing.
- Ensure appropriate development, building heights and setbacks adjacent to the Barwon River corridor to maintain a sensitive and high-quality river interface.

BARWON RIVER INTERFACE & BUILT FORM ORIENTATION

These directions are applicable to Sites 13, 14, 17, 18 and 19 only.

- Built form should positively address the Barwon River corridor, maximise visual engagement and outlook while reinforce the river's environmental and landscape values.
- Development on Strategic sites with a direct interface to the river should be oriented to capture views and provide passive surveillance of the public realm.
- Development fronting Barwon Terrace should provide a landscaped building setback to contribute to streetscape amenity, landscape character, and pedestrian experience.

10.5 PRECINCT 5: ROBINSON

There is one strategic site within this precinct.

The following design principles apply.

BUILT FORM CONFIGURATION, SITE COVERAGE & MASSING

- Development to adopt a site coverage that supports permeability, tree canopy, communal open space and building separation.
- Strategic site should adopt a coordinated built form arrangement which supports a legible urban structure, and which frames the existing heritage fabric and combines it with central open space.
- Built form massing should be varied in length and volume across the site to ensure visual interest and avoid overshadowing of communal spaces.

OPEN SPACE CONTRIBUTION & CANOPY TREE TARGETS

- Strategic redevelopment sites should contribute to the delivery of a connected and accessible open space network across the precinct. Contributions may include publicly accessible open space, land contributions, monetary contributions, or a combination of both, having regard to the scale of development, surrounding open space provision and the opportunity to address gaps in open space accessibility and connectivity.
- Site layouts should incorporate publicly accessible open spaces, landscaped gathering areas, green links and pedestrian connections that improve local amenity, support urban greening outcomes and reinforce the heritage character of the precinct.
- Deliver increased urban greening outcomes through a target of 30% tree canopy cover, achieved via deep soil planting, large-canopy species, and integrated green infrastructure within each strategic site.

CAR PARKING INTEGRATION

- Integrate car parking within built form through basement or consolidated off street precinct parking solutions.
- Prioritise pedestrian movement, active frontages and landscape outcomes before at-grade parking.

STREETSCAPE IMPROVEMENT

- Development must deliver streetscape improvements to all directly abutting public interfaces, including upgrades to pedestrian and vehicle access, street tree planting, and enhancements to the public realm.

HERITAGE CONTEXT

- Development must support the adaptive reuse of the former E.P. Robinson Mill through sensitive and innovative design that respects the site's heritage and character values.
- New development should provide a carefully considered interface with the historic built form through appropriate building scale, setbacks, materiality, and architectural expression, ensuring that additions and alterations complement and do not dominate the heritage fabric.



Photo: Bird's eye view of the Precinct looking south

An aerial photograph of a city, likely New York City, showing a mix of residential and commercial buildings, streets, and green spaces. The image is overlaid with a semi-transparent blue filter. At the bottom of the image, there is a white geometric pattern consisting of a series of triangles pointing upwards.

PART D

IMPLEMENTATION, MONITORING & REVIEW

In this part of the document, you will find the implementation actions and monitoring and review framework.

11

**IMPLEMENTATION,
MONITORING &
REVIEW**

11.0 IMPLEMENTATION

The West Fyans – Fyans Street Precinct Structure Plan will be implemented through a range of statutory and non-statutory measures to ensure that the vision, objectives, strategies and actions are achieved.

STATUTORY IMPLEMENTATION

Statutory implementation of the Structure Plan will involve the preparation of planning scheme amendments to implement the relevant land use planning directions.

Some of the statutory implementation measures identified in this Structure Plan are able to be implemented in the immediate term, while others will require further strategic work or may be subject to Council's strategic work program before being implemented.

NON-STATUTORY IMPLEMENTATION

In addition to the statutory implementation, the Structure Plan also identifies a range of actions that will be implemented outside of the Greater Geelong Planning Scheme. These measures require further investigation, funding and partnership with other stakeholders, including the Victorian State Government, infrastructure and utility service providers, the Wadawurrung Traditional Owners Aboriginal Corporation, landowners and other stakeholders.

11.0 IMPLEMENTATION

SUMMARY OF IMPLEMENTATION ACTIONS

A summary of the implementation actions is set out below.

Planning Scheme Amendment Implementation Actions:

- Prepare a planning scheme amendment to implement the land use and built form directions of the Structure Plan by:
 - Rezoning land in accordance with the directions outlined in Section 3.
 - Amending Design and Development Overlay – Schedule 26 to implement the height, setback and other built form directions of the Structure Plan and applying the Schedule to all land within the study area. Controls to include performance-based provisions to guide building height, siting, setbacks and visual impacts along the Barwon River corridor, ensuring development responds appropriately to the landscape character and visual significance of the river environment.
 - Deleting Design and Development Overlay – Schedule 20 from land within the study area.
 - Applying the Environmental Audit Overlay to land being rezoned from the Industrial 1 Zone to the Mixed Use Zone.
 - Amending the local policy at Clauses 02.03 and 11.03-6L-04.
 - Deleting the Public Acquisition Overlay for Open Space located at the end of Gregory Avenue.
 - Updating the Incorporated document at clause 72.04
 - Updating the schedule to Clause 74.02 Further strategic work to delete the further work on the West Fyans Fyans Street Precinct Structure Plan.
 - Deleting and applying updated heritage overlays and heritage citations.
 - Reviewing of the Significant Landscape Overlay – Schedule 2 and Significant Landscape Overlay – Schedule 16 to reduce repetition and ensure that the controls reflect the relevant directions of the Structure Plan.
 - Applying a Parking Plan and Parking Overlay.
- Investigate application of other built form overlays for strategic redevelopment sites.

Other Actions:

- Prepare a Shared Infrastructure Plan (to be included in the Planning Scheme Amendment) to deliver required infrastructure upgrades including:
 - Streetscape drainage system upgrades and water sensitive urban design enhancements.
 - Lambert Avenue diversion and Friers Reserve flood detention.
 - Pakington Street diversion and enhanced wetland treatments.
 - Balyang Golf Course stormwater treatment and harvesting wetlands.
 - Gross pollutant treatment of existing untreated outfalls.
 - End of line bioretention basins on untreated catchment outfalls.
- Intersection upgrade projects:
 - A signalised pedestrian crossing at Gregory Avenue and Hampton Street.
 - Little Fyans Street / Moorabool Street.
 - Fernleigh Street / West Fyans Street.
- Extend Rutland Street to the East through acquiring existing PAO to improve connectivity.
- Investigate making part or all of Rutland Street one way in vehicle operation.
- Investigate making Little Fyans street one way in vehicle operation.

Delivery of key infrastructure, public realm improvements and community facilities will require contributions from the development industry through a shared infrastructure plan, as well as advocacy for State and Federal Government grant funding. Given Council's finite financial resources, the timing and extent of implementation actions will be influenced by the availability of external funding, development sequencing and broader infrastructure investment priorities.

Actions Requires Further Work:

- Develop Precinct-wide public realm framework plan that includes wayfinding signage and public art opportunities, particularly along the Barwon River corridor.
 - Consult with the Wadawurrung Traditional Owners Aboriginal Corporation to identify opportunities for cultural heritage interpretation for streetscape upgrades, renewal projects, wayfinding signage and public art.
- Prepare and implement a Frier Reserve Master Plan to guide future upgrades to recreation facilities, landscaping, accessibility, stormwater management and community infrastructure.
- Prepare and implement a Bob Morrell Reserve Improvement Plan to enhance accessibility, amenity and connections to the Barwon River Trail and surrounding neighbourhoods.
- Advocate to the Department of Transport and Planning for the investigation of 'left in, left out' treatments and pedestrian crossings along West Fyans Street.
- Advocate to the State Government for improved bus services to and within the Precinct.
- Liaise with the CCMA to improve pedestrian access to the Barwon River parkland.

Monitoring and Review

Council will monitor the progress of the Structure Plan implementation and review its effectiveness at regular intervals. Key indicators include:

- Number of new dwellings delivered.
- Number of affordable and social housing dwellings delivered.
- Population growth.
- Employment growth.
- Tree canopy coverage.
- Delivery of open space improvements.
- Delivery of drainage and infrastructure upgrades
- Delivery of walking and cycling infrastructure.
- Modal share for active and sustainable transport.

The Structure Plan should be reviewed after five years to assess implementation progress and determine whether any updates are required.

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