



CENTRAL GEELONG: LOOKING FORWARD

Structure Plan

July 2007



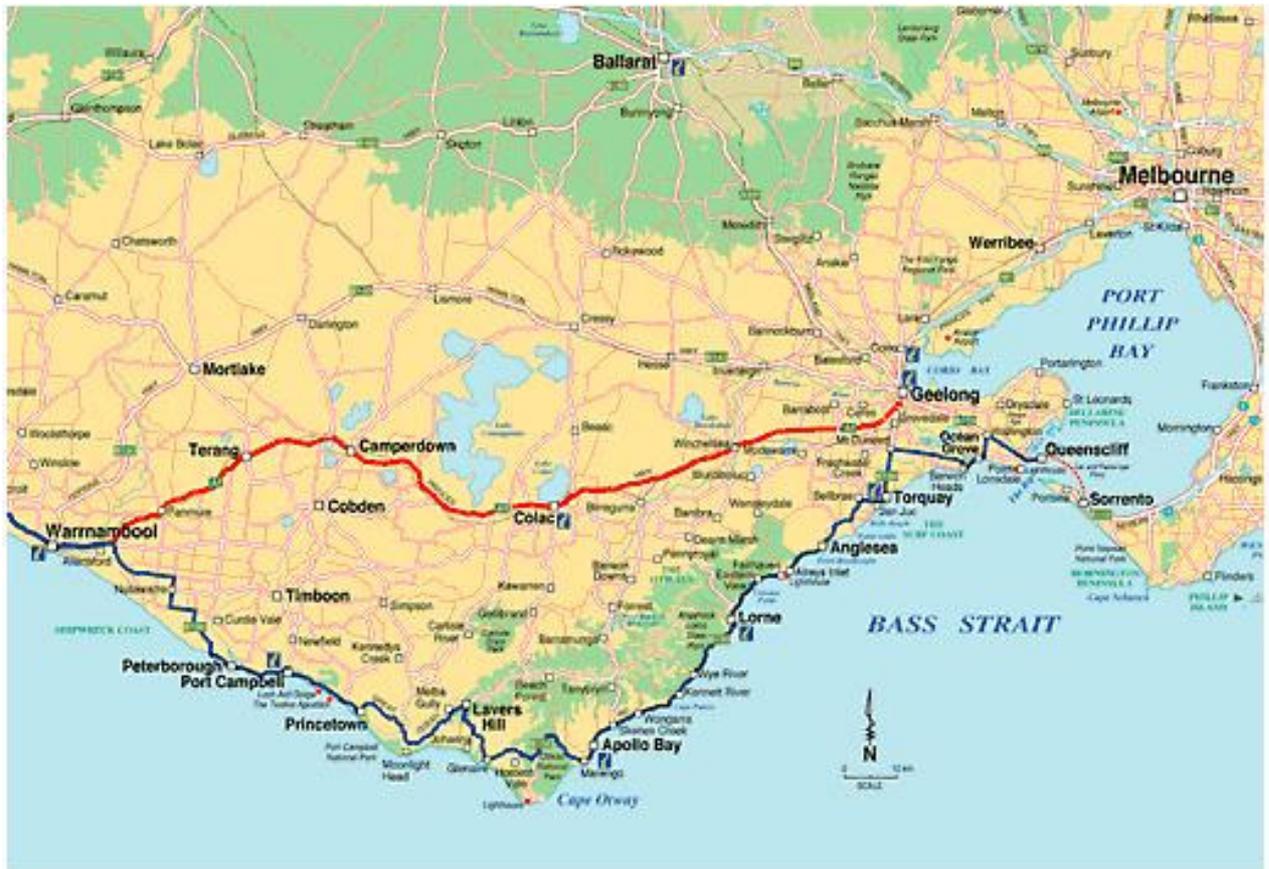


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PART A: STRUCTURE PLAN

1 INTRODUCTION

The Central Geelong Structure Plan has been prepared to provide a planning and design framework for the city for the next 20 years. It is intended to provide the foundation for a significant urban revitalisation project of Central Geelong in line with Council objectives and State Government policy and supporting initiatives including the Transit City program.

The Structure Plan is intended to be a catalyst for urban growth and renewal by defining the preferred direction of future growth and articulating how this change will be facilitated and managed.

The Structure Plan has been informed by a comprehensive analysis of existing conditions, opportunities and constraints. It responds to these by setting a vision and strategic directions that will see Central Geelong reach its potential as a Waterfront city of international renown. The Structure Plan is supported by a implementation plan and review process to ensure it is translated into tangible outcomes.

1.1 Purpose of the Structure Plan

The Department of Sustainability and Environment (DSE) defines structure planning as the process of developing an integrated framework for the development of an activity centre. The Structure Plan should give effect to the policies and objectives for activity centres as set by State Government and Council.

According to DSE's General Practice Note: "Structure Planning for Activity Centres" the integrated performance criteria for activity centres is to: .

Social

- ⇒ improve the liveability (safety, convenience, comfort, aesthetics) of the area
- ⇒ increase opportunities for social interaction and provide a focus for the community
- ⇒ contribute to the area's natural, cultural and historical heritage
- ⇒ make a wide range of services and facilities more accessible to all
- ⇒ relate well to surrounding development, land uses and landscapes
- ⇒ meet the needs of all segments of the population
- ⇒ maintain or improve transport choice for all
- ⇒ maintain or improve public health

Economic

- ⇒ contribute to economic competitiveness of the network of centres that provides wide community benefit
- ⇒ promote urban forms that minimise overall land and transport requirements
- ⇒ ensure more efficient use of land and provision of infrastructure
- ⇒ improve freight movement and business logistics
- ⇒ improve business and employment opportunities

Environmental

- ⇒ encourage the development of urban transport systems that will limit pollution from fossil fuels and reduce greenhouse gas emissions
- ⇒ improve energy-efficient building design and layout
- ⇒ limit the amount of waste generated for disposal off-site
- ⇒ increase water conservation, including water-sensitive urban design
- ⇒ control noise emissions to achieve reasonable levels near sensitive uses.

Activity centres must be planned and developed to maximise their potential to create opportunities for investment, economic development and population growth. This of course needs to be balanced with the protection and enhancement of valued elements of the existing centre and the concerns and aspirations of the local community.

1.2 Plan Components

The Central Geelong: Looking Forward Structure Plan comprises three parts of the wider **Looking Forward Strategic Plan**. **Part A** “Structure Plan,” **Part B** “Implementation and Review” and **Part C** “Background Report.”

Part A contains the Structure Plan, which includes specific objectives and strategic directions in response to the key issues identified in the Background Report. These are presented under the following themes:

- Land Use & Function
- Built Form and Urban Design
- Accessibility & Integration
- Environment & Community

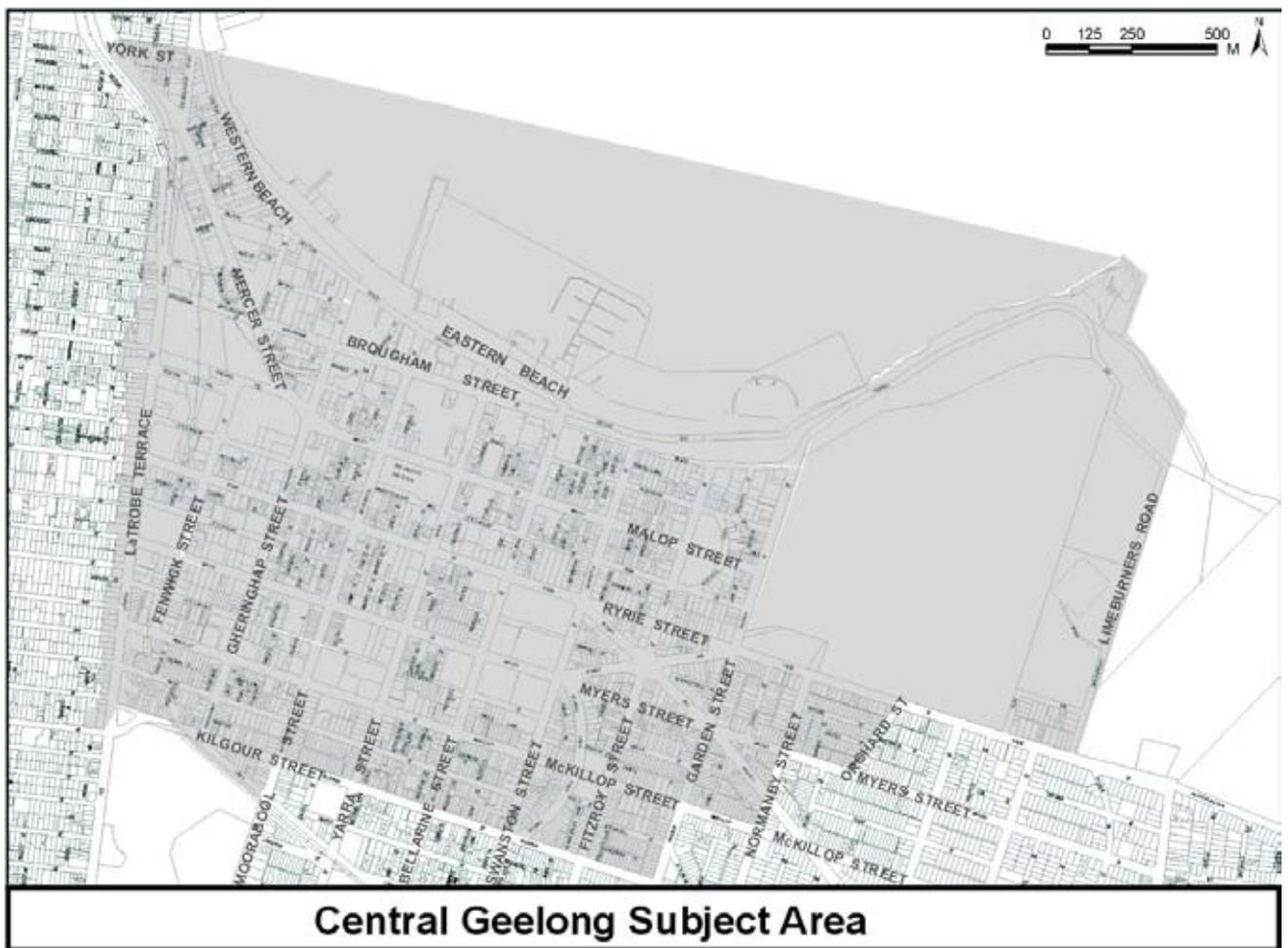
Part B contains a program for implementing the Structure Plan including details relating to the review of existing planning policies and controls and the undertaking of further strategic work, including review of this Structure Plan.

Part C provides the foundation and contextual information for the Structure Plan and identifies the key issues, opportunities and constraints facing Central Geelong.

Parts D and E of the **Looking Forward Strategic Plan** comprise the Design and Development Guidelines and the Place Management Strategy which are yet to be developed.

1.3 The Subject Area

The subject area for the Central Geelong Structure Plan is shown in the figure below. It applies to the inner city district bounded by Corio Bay, rear of York Street properties, rear of properties facing La Trobe Terrace, Carr Street, Moorabool Street, Kilgour Street, Garden Street, McKillop Street, Normanby Street, Myers Street, Orchard Street, Portarlington Road and Limeburners Road. This includes Eastern Park, the Western Wedge, the waterfront including immediate bay area, the retail and commercial core and surrounding transitional areas to residential areas. This area was selected because it takes in the key land uses and activities that define Central Geelong, and it is the focus of Geelong's business, cultural and educational, and leisure activities. The boundaries are logical geographic boundaries and generally accord with Australian Bureau of Statistics Census Collection District boundaries to enable the collection and analysis of data.



2 VISION STATEMENT AND DEVELOPMENT POTENTIAL

The vision for Central Geelong has been set with a 20-year timeframe in mind. The vision has emerged through workshops convened by Council and attended by councillors, local business people, community representatives and government agencies.

The vision for Central Geelong is:

“Geelong is an international Waterfront city. It has world-class facilities and is a highly desirable place to be.”

The Structure Plan has the following high level objectives:

- Strengthen Central Geelong as the regions primary location for retail, professional and business services, employment, tourism, cultural, entertainment and medical activities.
- Consolidate, strengthen and protect the strategic land use precincts and support the incremental expansion of the medical health and the arts, culture and education clusters of activity.
- Increase the range of visitor activities on the waterfront and enhance its visual appearance as Central Geelong’s most iconic feature.
- To encourage innovative and contemporary architecture, that complements the existing heritage and waterfront character, retains and shares key views, and incorporates ecologically sustainable design principles.
- To maximise the overall intensity of development, including increased business activity and employment, mixed use development and residential densities, while providing required community infrastructure and protecting residential amenity.
- Encourage intensification of people-based activity and activation of street edges, particularly on identified key pedestrian routes and linkage opportunities.
- Develop a movement network within Central Geelong that is efficient, legible and convenient, while promoting public transport use and prioritising pedestrian comfort and safety.
- Ensure an attractive, active and safe pedestrian environment that strengthens the visual and functional linkages from the retail core to the waterfront and to Geelong Station.

During 2005 Council worked with VicUrban and other State Government departments to establish a set of development targets to guide the urban renewal project for Central Geelong under the Transit City program.

	Current State (2005) (approx.)	End State (2025)
Residential population	3,993 persons	8,000 persons
Workers	12,000 persons per day	18,000 persons per day
Visitors*	20,000 persons per day	30,000 persons per day
Overnight stays	300 persons per night	500 persons per night
Station usage	2,600 persons per day	5,000 persons per day

* Note: the term ‘visitors’ has its broader meaning and includes local and regional visitation for the use of retail and other services/activities. It is hoped in future to undertake a greater level of analysis to determine local and non-local based visitations.

The Structure Plan provides a framework for the growth and development of Central Geelong over the next 20 years and beyond. It is consistent with the development targets and the vision that has been set for Central Geelong.

To facilitate this outcome a clear strategic direction is required to facilitate development. The current planning control regime needs to be reviewed to better facilitate mixed use development in Central Geelong and provide key stakeholders (the Council, community, developers and investors) with a high degree of certainty and clarity about the approvals process for projects that are consistent with the vision and objectives for Central Geelong as described in the Structure Plan. Of course, this must be subject to the demonstration of design excellence. As part of the implementation of the Structure Plan, a range of policies, zoning and overlay control mechanisms will be developed to promote and facilitate preferred development.

Clear strategic direction is required to guide and facilitate preferred development in all areas of Central Geelong. However, informed by developer interest, some areas appear to have greater development potential than others. Central Geelong contains a number of significant sites that have high level of development opportunity, these include sites that provide:

- Intensification of people-based activity and activation of street edges as a priority.
- The opportunity to accommodate a building of substantial scale (subject to compliance with design criteria).
- Access to good public transport and the main road network.
- Convenient access to shops, restaurants and parkland.
- The ability to capture views to Corio Bay without compromising view sharing from other sites.
- Opportunities to enhance existing uses and quality of buildings.
- Consolidated ownership patterns.

Such sites are the city's most outstanding opportunities for larger scale redevelopment and include (but are not limited to) sites identified as strategic sites as shown on the Nominated Strategic Sites plan. Development opportunities still exist on other sites in Central Geelong and will be considered on their merits in accordance with planning policies and controls.

In the short to medium term, the locations most favoured for development will be those close to the Waterfront and within the Western Wedge (north-west area of Central Geelong centered on Mercer Street).



3 OBJECTIVES AND STRATEGIC DIRECTIONS

Specific objectives and strategic directions have been prepared to provide guidance on four important themes associated with the revitalisation of Central Geelong.

3.1 Land Use and Function

3.1.1 Land Use and Function Overview

The Structure Plan supports the introduction of new land uses and activities providing opportunities to create better linkages and connectivity between the important nodes within Central Geelong: the core retail area, the Waterfront, the Western Wedge and station; and the education and cultural arc (as shown on the Structure Plan). The Structure Plan establishes a framework where Central Geelong can develop as a series of loosely defined mixed use precincts that function as a coherent whole.

To achieve the desired outcomes for Central Geelong it is essential to concentrate people-intensive land uses in locations where they can benefit from existing facilities, infrastructure (particularly public transport) and amenities. To attract major new residential and commercial development it is imperative that opportunities be created in locations that will be attractive to investment capital and the market. Major new development projects will be encouraged in locations where they will deliver most benefit in relation to factors such as public transport usage; attraction of visitors; activations of street frontages and the creation of business clusters.

As identified in the Background Report and the Urban Design Guidelines, the majority of buildings are below three storeys and there are numerous undeveloped sites including at grade car parking in business areas. It appears that Central Geelong has adequate land to be developed or buildings to be redeveloped, what is required is the intensification of the use of the land and consolidation and strengthening of existing land use precincts.

As outlined in the background report, existing land use, recent development approval and other strategies such as the Western Wedge Framework and the Retail Strategy has informed the preferred land use for Central Geelong.

3.1.2 Land Use and Function Overall Objectives

The key overall objectives for the land use are:

- Consolidate and strengthen existing land use precincts and encourage the expansion of activity clusters as defined in the Strategic Land Use Plan.
- Encourage and protect the primary function of each land use precinct.
- Encourage intensification of people-based activity and activation of streets and building frontages on identified key pedestrian streets and linkage opportunities as a priority.

3.1.3 Core Retail Precinct Objectives

- Strengthen the core retail precinct of Central Geelong as the regions primary location of retail, business and entertainment facilities.

3.1.4 Core Retail Precinct Strategic Direction

- Support retail development serving the local community and the wider region, including supermarkets, department and discount department stores, and specialty retail shopping.

- Support entertainment facilities including entertainment based retail, cinemas, nightclubs/bars and the provision of food and drink premises including restaurant dining.
- Support office and other employment uses where they have an active street frontage and complement surrounding retail land uses.
- Support accommodation uses above ground floor in new and refurbished buildings where it complements surrounding land uses and includes measures to protect the amenity of its residents.
- Support active frontages that provide for pedestrian interaction/access between the street and businesses, while minimising inactive uses, activities and operations.

3.1.5 Commercial Living Precinct Objectives

- Strengthen the Commercial Living precinct of Central Geelong as the primary area of office and employment activity with complementary accommodation and secondary retail uses.

3.1.6 Commercial Living Precinct Strategic Direction

- Support office and business activity including professional and business services and other employment uses.
- Support accommodation uses, including student accommodation, above ground floor in new and refurbished buildings.
- Support secondary retail functions where they do not undermine the role of the core retail area, including local convenience, bulky goods retailing, trade supplies and showroom uses.

3.1.7 Transition Precinct Objectives

- Allow in the Transition Precinct a mix of uses to transition from the residential to business based precincts while supporting the role and amenity of the other precincts.

3.1.8 Transition Precinct Strategic Direction

- Support medical/health related uses
- Support accommodation uses
- Support uses that retain a reasonable residential amenity
- Consider uses that do not undermine the role of other precincts

3.1.9 Waterfront Precinct Objectives

- Strengthen the Waterfront precinct of Central Geelong as a tourist and leisure destination.

3.1.10 Waterfront Precinct Strategic Direction

- Support speciality retail uses.
- Support accommodation uses on upper floors
- Support tourist, lifestyle and entertainment activities
- Support café and restaurant dining uses
- Ensure development over water maintains and enhances public access

3.1.11 Residential Precinct Objectives

- Strengthen the Residential Precinct of Central Geelong as a location of inner city living.

3.1.12 Residential Precinct Strategic Direction

- Support residential uses.
- Support medium density housing, to take advantage of the proximity of employment, shopping and recreational facilities.
- Support the retention of residential amenity and character.
- Limit non-residential uses that would have an adverse impact on residential amenity or that are encouraged and are more suitable in other precincts.

3.1.13 Eastern Park Precinct Objectives

- Protect and enhance Eastern Park as a high quality inner urban park environment, having heritage significance and critical connection with the residential, business and waterfront areas of Central Geelong.

3.1.14 Eastern Park Precinct Strategic Direction

- Ensure the protection of identified heritage features, buildings and landscapes.
- Support community based activity and attractions.
- Support improved access and use of the park.
- Support leisure facilities that increase the use of the park
- Limit development that would conflict with the use of the land as a park and/or dominate the landscape setting.

3.1.15 Medical Health Activity Cluster Objectives

- Strengthen and expand the Medical Health Activity Cluster of Central Geelong as the regions primary location of Medical/Health and related facilities.

3.1.16 Medical Health Activity Cluster Strategic Direction

- Support medical/health uses, including patient treatment, medical based retail and research facilities.
- Support uses that provide allied and directly related services where they do not undermine the function or future expansion of the primary Medical/Health facilities.
- Support medical/health uses within the area between the two distinct clusters of activity.

3.1.17 Arts, Civic and Education Activity Cluster Objectives

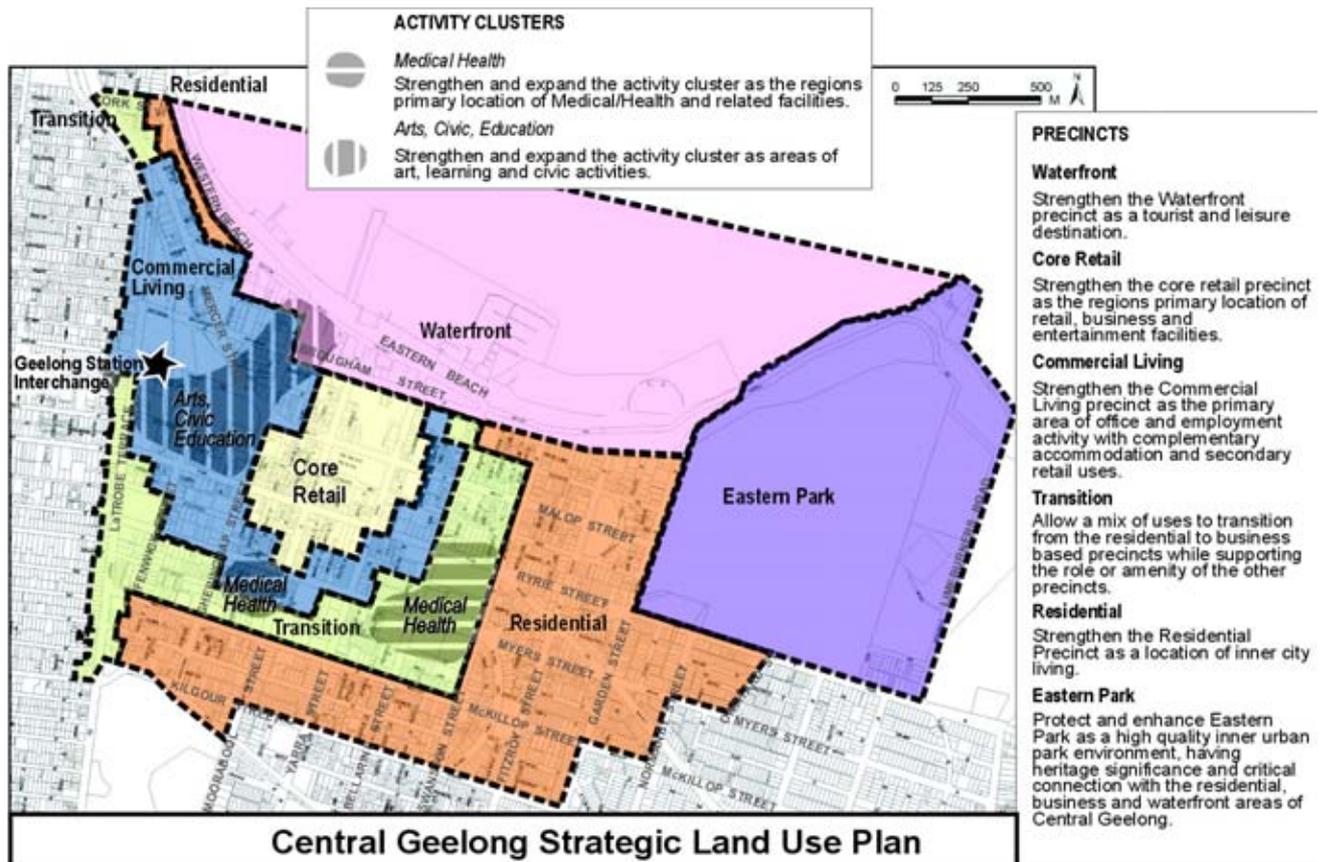
- Strengthen and expand the Arts, Civic and Education activity cluster of Central Geelong as areas of art, learning and civic activities

3.1.18 Arts, Civic and Education Activity Cluster Strategic Direction

- Support culture based activities, including the development and exhibition of art

- Support and consolidate civic functions that serve the local and regional community
- Support education, training and learning uses.
- Support retail and office uses that are associated with the art and education function
- Support auditorium facilities for public gatherings, including a convention centre.
- Prepare and implement the Geelong Cultural Precinct Masterplan.

The preferred land uses by precinct and clusters are identified below in the Central Geelong Strategic Land Use Plan:



As the above plan demonstrates the general structure of Central Geelong is a central retail core that includes enclosed shopping centres, street based retail stores and food retailing. This is surrounded on most sides by office and secondary retail uses. Further to the south, east, south-west and north-west is a transition area that includes mixed uses and institutional buildings, before the outer areas which are predominantly residential areas. Eastern Park, including the Geelong Botanic Gardens is at the eastern edge of Central Geelong. The waterfront precinct, including the water and adjacent land, is a key destination and icon that forms the northern edge of Central Geelong.

The plan also recognises the clustering of like activities, in the Medical/Health cluster and the Arts, Civic and Education cluster. These sit above and transcend the underlying land use for each precinct.

3.2 Built Form and Urban Design

3.2.1 Built Form and Urban Design Overview

Central Geelong is characterised by its low-scale built form which generally has a height of 2-3 stories in business areas, occasionally punctuated by a taller office and medical buildings. For Central Geelong to fulfil its potential as a Waterfront city of international standing, and to meet the growth targets set as part of the urban revitalisation aspirations, it will be necessary to accommodate a number of larger scale buildings in appropriate locations. The location and design of new buildings should contribute positively to the Central Geelong skyline, respect existing heritage elements and improve amenity, and not have unreasonable impacts in terms of overshadowing and wind effects. The redevelopment and revitalisation project in Central Geelong should enable the sharing of views over Corio Bay in particular.

It is also important that new development adds to the quality of the street by having active frontages and appropriate scale. Architecture should be contemporary and respectful of existing heritage buildings.

3.2.2 Built Form and Urban Design Objectives

- To encourage innovative and contemporary architecture and design that incorporates ecologically sustainable design principles.
- To encourage new buildings to complement the existing heritage and waterfront character.
- To maximise the overall intensity of development and the retention and creation of viable development sites, while discouraging under development.
- To ensure built form retains and shares key views from within Central Geelong and from external vantage points and maintains the general step down of built form to Corio Bay.
- To protect residential amenity, including access to sun-light and views, noise attenuation and useable private open space.
- To increase pedestrian permeability and spaces.
- To require built form to facilitate preferred land use and activity.
- To require built form to facilitate preferred accessibility and integration.
- To ensure attractive, active, comfortable and safe streets and building frontages, including the retention of sun-light to key pedestrian streets and linkage opportunities.

3.2.3 Built Form and Urban Design Strategic Direction

- Prepare a Central Geelong Design and Development Guidelines document and introduce this into the Greater Geelong Planning Scheme, to provide for greater certainty and consistency in development outcomes in Central Geelong, including preferred built form and height outcomes.
- Until the Central Geelong Design and Development Guidelines are developed, be guided by existing documents including the Waterfront Geelong Design and Development Code 1996, the Geelong Western Wedge Framework, April 2005 (updated September 2005), Guidelines for Higher Density Residential Development, Department of Sustainability and Environment (2004) and the Safer Design Guidelines for Victoria, Crime Prevention Victoria and Department of Sustainability and Environment (2005).
- Encourage verandahs on new buildings and the reinstatement of verandahs consistent with the *Geelong Verandah Study 2006*.

- Use the established Urban Design Advisory Board to provide advice on design excellence on key projects.
- Ensure greater consideration of the existing urban context by requiring an Urban Context Report to be prepared for all significant development projects. This is to include:
 - A spatial analysis of the location.
 - Detail of the inter-relationship of the subject site to it's surrounding buildings.
 - The predominant landscape and building form.
 - Development form and rhythm.
 - Amenity and functional relationships and opportunities between the subject site and adjacent areas.
 - The proposed building in computer based 3 dimensional model.
- Ensure applications are considered against the Structure Pan by requiring as appropriate:
 - A description of how the design objectives are met.
 - For applications for any building or other structure with a finished height greater than 15 metres above natural ground level, diagrams showing the proposed building in 3 dimensional form within the context of the surrounding development, with particular reference to demonstrating how the proposal complies with the objectives of this schedule.
 - A wind assessment for development greater than 15 metres above natural ground level.
 - A report that demonstrates the use of innovative, best practice, urban design and building techniques that incorporate ecologically sustainable design principles.
 - A report that demonstrates how the new development will address environmental sustainability including response to local climate and microclimate conditions, and layouts that support good solar orientation in new buildings.
 - A report that identifies any heritage restoration works.
 - A report that demonstrates architectural design quality.
 - A report that demonstrates improvement of safety and the perception of safety by applying principles of crime prevention through environmental design.

3.3 Accessibility and Integration

3.3.1 Accessibility and Integration Overview

Access in Central Geelong is generally very good by virtue of the regular grid-based road layout. There are problems however with east-west traffic movements through the city and, in particular, the negative impact of freight vehicles and through traffic on the amenity of key retail streets, pedestrian amenity and business opportunities.

Central Geelong is also highly car dependent. A range of measures are needed to make walking and cycling more attractive and safer.

There is also a need to provide additional “intra-block” pedestrian connections to strengthen the physical and functional relationships between various activity nodes in Central Geelong to improve its legibility and navigability.

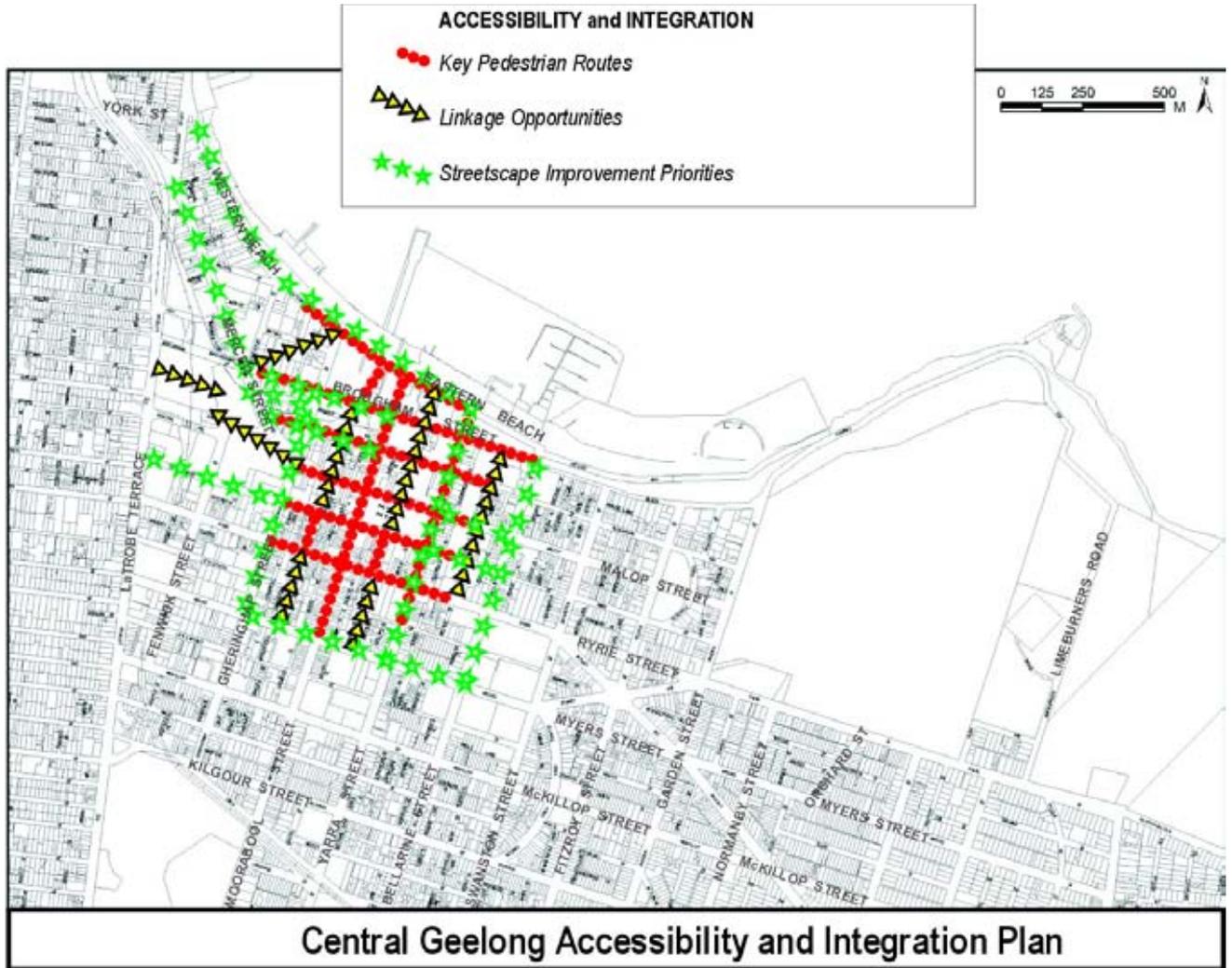
3.3.2 Accessibility and Integration Objectives

- Ensure accessibility and streetscape objectives are achieved in accordance with the Accessibility and Integration Plan.
- To develop a vehicle, pedestrian and bicycle network that provides efficient movement to and within Central Geelong while prioritising pedestrian comfort and safety.
- To encourage visitors to access views to the waterfront and key landmarks.
- To provide and promote a legible, safe and convenient access network.
- To encourage the use of public transport, walking and cycling.
- To minimise the occurrence and impact of through traffic.
- To provide for intimate and interesting pedestrian accessways.
- To increase pedestrian permeability and spaces.

3.3.3 Accessibility and Integration Strategic Directions

- Support Geelong Train Station as the regions primary train station and travel interchange.
- Designate primary movement networks for each modal type, which responds to topography, land uses, destinations, safety etc.
- Through signage, line marking, information sharing etc assist way finding by providing and promoting a legible, safe and convenient primary movement network.
- Encourage pedestrian movements to have priority within the core retail area.
- To ensure movement networks connect key destinations and precincts, including Geelong Train Station, core retail precinct and the waterfront.
- Attain mid block pedestrian connections, extending existing laneways and access through buildings particularly large enclosed shopping centres.
- To reduce through vehicle traffic through the waterfront and core retail precinct.
- Manage traffic volumes to avoid conflict between through traffic and associated amenity impacts.
- Improve pedestrian environment along Mercer Street, particularly between Brougham Street and Railway Terrace.

- Improve pedestrian linkages between the Gordon TAFE and Johnstone Park by reducing the traffic function of Fenwick Street.
- Improve pedestrian linkages between the Geelong Station and the Gordon TAFE and Johnstone Park by reducing the traffic function of Railway Terrace.
- Strengthen east-west pedestrian connectivity between the Geelong Station and the core retail area through the enhancement of Brougham St, Bayley Street and Corio Street.
- Establish and improve north-south bicycle connections through Central Geelong including the development of a primary north-south route linking the bay and the river as well as improving links between key nodes
- Differentiate pedestrian and vehicle streets through appropriate traffic calming treatments.
- Reorientate and signalise the Mercer Street, Gheringhap Street and Malop Street intersection and provide signalised pedestrian crossings.
- Provide access to new car parking off main vehicle routes to preserve amenity of local, more pedestrian-orientated streets.
- Encourage convenient access for people of limited mobility, including matching footpath and building levels.
- Provide for bus interchanges and stops that are legible, convenient and of high amenity.
- Improve the functionality of bus-bus interchanges within Central Geelong
- Provide for the convenient and timely change of travel modes.
- Encourage and input directly to the preparation of the Geelong Station Masterplan by the State Government.
- Prepare a Parking Precinct Plan for Central Geelong that is based on parking consolidation.
- Reduce levels of freight traffic through Central Geelong by promoting use of the following routes for this purpose:
 - Fyans Street, Carr Street, Bellarine Highway; and
 - Breakwater Road, Fellmongers Road, Boundary Road.
- Undertake a range of local traffic works to mitigate congestion and improve amenity, including:
 - Modify Mercer Street with widened lanes and improved pedestrian access;
 - Improve right-turn phasing at Gheringhap Street and Ryrrie Street for north-east movements;
 - Improve the turning movements at Ryrrie Street and Latrobe Terrace;
 - Re-orientate the Ryrrie Street, Sydney Parade and Swanston Street intersection to promote through movements;
 - Improve access to Bellarine Highway at Myers Street and Ormond Road intersection;
 - Installation of 7am to 7pm clearway (Mon to Sun) in Latrobe Terrace between Mercer Street overpass and Noble Street / Kilgour Street; and
 - The conversion of Gheringhap Street, north of Corio Street, to two-way traffic.



3.4 Environment and Community

3.4.1 Environment and Community Overview

Central Geelong's parklands and public spaces are one of the city's greatest assets and will be pivotal to the urban renewal project. To best maximise the inherent amenity attributes to attract investment and development it is necessary to provide residential and employment opportunities in close proximity and to ensure development enhances these assets.

Central Geelong is fortunate to have a wide range of community and recreation facilities to serve the needs of the local and regional population. This is an opportunity to enhance Geelong's standing as a centre for culture and the arts. This would further increase the attractiveness of the city as a place to live and visit.

Population growth in Central Geelong will generate demand for new and additional facilities. It is important that these needs are understood and responded to in a timely way.

3.4.2 Environment and Community Objectives

- Promote ease of access between key sites, and responsive infill development to create a highly walkable, safe, and active place.
- Strengthen Central Geelong as a place for culture and the arts.
- Increase the profile of Central Geelong as a place to live, work, visit and recreate.
- Ensure that adequate community infrastructure is in place to meet the changing and emerging needs of the City.
- Reinforce the sense of place in Central Geelong through promoting development that builds on the history and culture of the City.
- Maximise the Waterfront living and working opportunities.

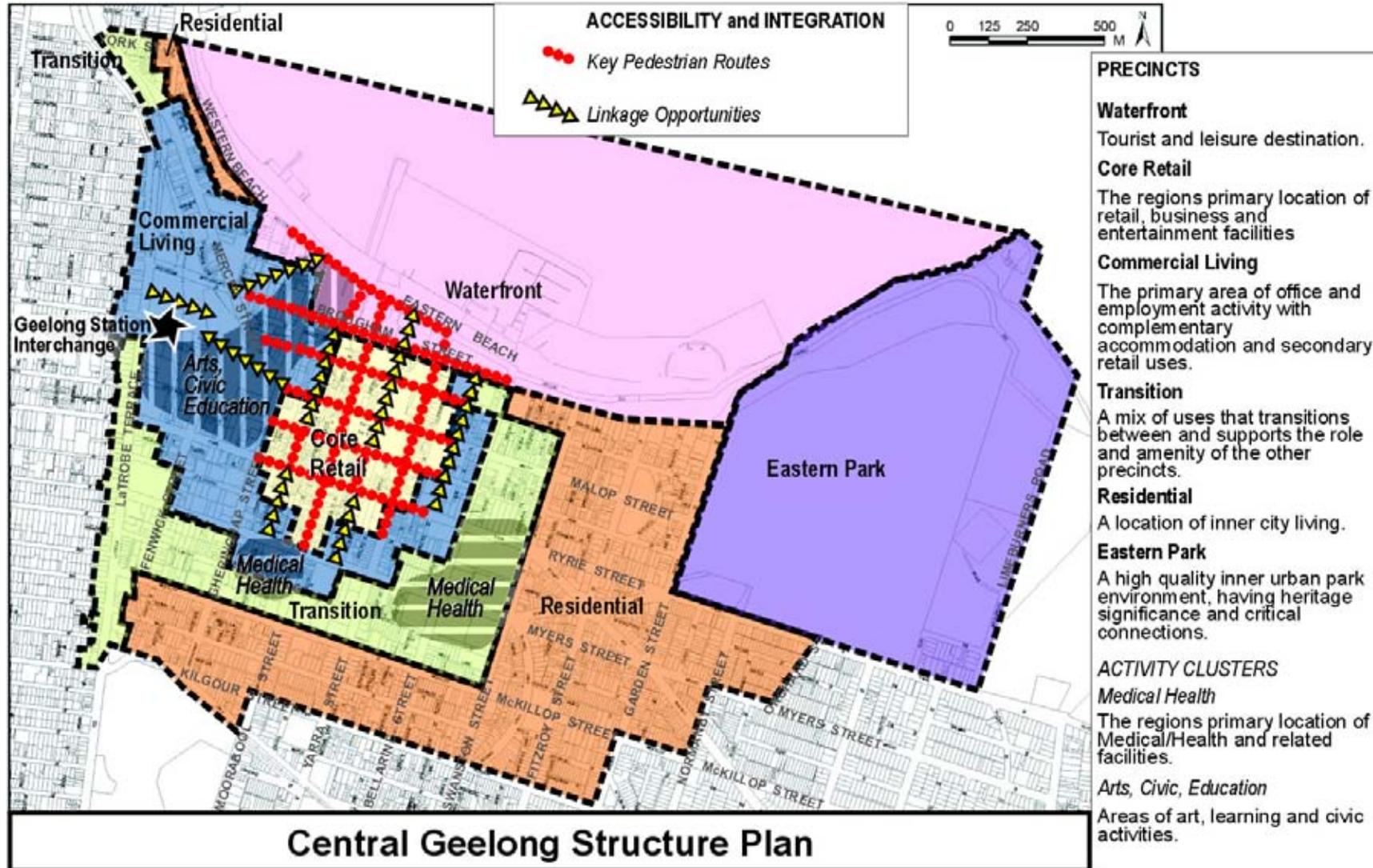
3.4.3 Environment and Community Strategic Directions

- Establish strong gateway treatments at key arrival points to Central Geelong through urban design and landscape treatments.
- Urban design streetscape works on Mercer Street to enhance the arrival experience to Central Geelong from the north-east.
- Pursue a marketing and promotional campaign to raise Geelong's profile as a place to live and visit.
- Improve the level of activation and streetscape condition of key pedestrian streets, including Brougham, Yarra and Cunningham Streets.
- Develop public places that are flexible for a diverse range of large and intimate public events and activities.
- Celebrate and enhance Geelong's heritage buildings and places.
- Encourage the refurbishment and appearance of frontages of retail/commercial buildings on key streets including reinstatement of verandahs consistent with the Geelong Verandah Study 2006.
- Continue to reinforce Geelong's indigenous and cultural heritage through public art.
- Redevelop the arts/civic precinct focussed around Johnstone Park and to further enhance and build on the status of Central Geelong as a centre for arts and culture.
- Plaques telling of cultural and historic significance and public artworks, performances, celebrations and events to provide shared cultural experiences.

- Redevelop the Yarra Street pier in a way that enables public access and increases the attractiveness of the Waterfront for recreation and leisure.
- Encourage and support sustainable approaches to development, including ESD initiatives and infrastructure to be incorporated in new buildings and urban development, water sensitive urban design, and giving priority to non car based modes and design.

4 CENTRAL GEELONG STRUCTURE PLAN

The below Structure Plan is the graphic representation of key objectives and strategic directions.



PART B: IMPLEMENTATION AND REVIEW

5 OVERVIEW

Implementation is a critical component of the Central Geelong Structure Plan and requires the coordinated commitment of key government stakeholders, particularly Council, State Government including DSE, as well as agencies with more specific interest in matters such as transport, infrastructure or community facilities.

The Structure Plan will be implemented through a range of measures set out in the Action Plan below, including:

- Changes to planning policy and controls to give statutory weight to the Objectives and Strategic Directions.
- Key initiatives, programs and projects for Council, State Government and the private sector to assist in realising the vision and objectives for Central Geelong.
- Marketing and promotion campaigns to attract investment by raising awareness of the exceptional opportunities presented by Central Geelong as a place to live, conduct business, invest or simply visit.
- Detailing the timing and funding of specific capital works projects that flow from various Strategic Directions.

6 IMPLEMENTATION PLAN

The revitalisation of Central Geelong in accordance with the vision contained in the Structure Plan will require a facilitative and enabling planning policy and control regime. This has been addressed in part through Amendment C124 which introduces a new suite of zone and overlay controls to land in the Western Wedge.

In addition to the planning control changes introduced by Amendment C124, implementation of the Structure Plan may require some further planning policy and control changes to provide strategic direction and encourage high quality development outcomes. The nature and scope of these changes will become apparent following the completion of a 'Central Geelong Design and Development Guidelines' document to be introduced in the Greater Geelong Planning Scheme.

<p>Using policy and the exercise of discretion</p>	<ul style="list-style-type: none"> • Introduce a local policy in the LPPF that reflects the objectives and strategic directions of Part A of the Central Geelong Structure Plan. • Incorporate the Central Geelong Structure Plan in the Greater Geelong Planning Scheme. • Include the Parking Precinct Plan as an incorporated document in the Planning Scheme. • Include the Geelong Verandah Study 2006 as a reference document in the Planning Scheme.
<p>Applying Zones and Overlays</p>	<ul style="list-style-type: none"> • Apply new Zone and Overlay controls for the Western Wedge area in accordance with the adopted Amendment C124. • Remove DDO14 from residential areas within Central Geelong (as defined by Structure Plan area) to facilitate medium density housing

	<ul style="list-style-type: none"> • Review all zone controls in Central Geelong (as defined by Structure Plan area) to ensure preferred land use is facilitated. • Review all overlay controls in Central Geelong (as defined by Structure Plan area) following the completion of the proposed 'Central Geelong Design and Development Guidelines' and to include appropriate reference to the Geelong Verandah Study 2006.
<p>Undertaking further strategic work</p>	<ul style="list-style-type: none"> • Prepare a new policy document, Central Geelong Design and Development Guidelines, which are to apply to the Central Geelong Structure Plan area. Introduce this in the Greater Geelong Planning Scheme. This document is to be used as a basis for reviewing existing local policies relating to Central Geelong, reviewing the application and content of Design and Development Overlay Schedule 2 (DDO2) • Prepare the Geelong Cultural Precinct Masterplan. • Realise the Yarra Street Pier proposal. • Develop a computer based 3-D model of Central Geelong.

7 REVIEW

The Central Geelong Structure Plan has been prepared to guide urban growth and development over the next 20 years. Over this period, the plan will need to undergo regular review and adjustment to ensure it remains responsive to changing conditions and unforeseen circumstances.

The Structure Plan should be reviewed every 3 – 5 years following its introduction into the Planning Scheme. The review should do the following:

- Assess the appropriateness of the Vision and Objectives that underpin the Plan.
- Measure achievement against the objectives.
- Assess progress on the delivery of specific actions as contained in the Action Plan.
- Report and map (as appropriate) measurable outcomes delivered under the Structure Plan.

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