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1.1 SCOPE

The scope of this Framework Plan is to:

- Analyse the existing urban design qualities of the Precinct and the potential for change.
- Assess and provide for public transport requirements.
- Address public access to and from the Station Precinct.
- Identify potential development areas.
- Provide clear and concise development guidelines that will encourage high quality development that is financially viable and which will contribute to a successful and vibrant City centre, and
- Provide a physical plan showing the proposed layout of the precinct, its facilities, related developments and linkages to key activity nodes within the Transit City.

1.1.1 THE TRANSIT CITIES PROGRAMME

The Transit Cities Programme seeks to revitalise key suburban and regional centres through high quality mixed use development by the private sector. This will be supported through:

- Revitalising urban centres through improved infrastructure, urban design and quality of places.
- Active facilitation of private investment development and greater planning certainty.
- Improving sustainable transport usage and the integration of transport services.
- Encouraging higher density housing at strategic development sites in and near nominated centres.
- Improving access to services and stimulating greater local employment opportunities.
- Providing a range of housing types including more affordable housing in and near Transit Cities.
- Reducing social disadvantage through urban renewal, and
- Prioritising limited resources to areas of greatest strategic, metropolitan or regional importance.

Specifically, the Geelong Transit City Programme aims to:

- Attract high quality private sector investment, consistent with the Transit City objectives.
- Create a sense of arrival at the Waterfront.
- Activate the Waterfront to generate greater activity.
- Decrease through-traffic and focus arrivals and activities on the Waterfront.
- Enhance the function of the retail core.
- Maximise opportunities for additional residential development which will attract additional people and activities to enliven Central Geelong.
- Strengthen north-south linkages to visually and functional connect Central Geelong to the Waterfront.
- Integrate the Station Precinct with surrounding land uses and establish better connections (functional, visual and pedestrian) between key activity nodes, and
- Enhance streetscapes and amenity, retaining valued heritage and cultural assets and fine grained urban forms.
1.2 AIMS
The primary aim of this Study is to develop an Urban Design Framework for the Geelong Railway Station Precinct, to stimulate positive change and to provide input into the Business Case for implementation funding as part of the Geelong Transit City Project. The Urban Design Framework Plan will set out the long term redevelopment, layout and uses for the Station Precinct and the immediate surroundings.

1.2.1 THE URBAN DESIGN FRAMEWORK
A Framework Plan is an urban design tool that provides the conceptual basis for the re-development of a place over a set period of time. It is inherently a flexible document that seeks to marry workable proposals with contextual constraints and is formulated specifically to provide reasoned guidance for rational expenditure. The aim is to promote the creation of built outcomes that will contribute positively to the urban fabric.

The establishment of a Framework Plan represents an important stage in the development of the Station Precinct as it identifies opportunities that can accelerate change and thus encourage the area to reach its full potential.

The Geelong Railway Precinct Framework plan should therefore be regarded as a highly significant turning point in the history of the Precinct, and if fully implemented, could become the catalyst for improvement that this area so desperately needs.

The Urban Design Framework will synthesise the combined conceptual input of the Stakeholders, the Urban Designer, the Architect, the Landscape Architect, the Transport Planner and the Development Feasibility expert.

The Plan will:

ANALYSIS
- Look at all aspects that make up the Precinct, including people, context, history, built form, urban space, retail and commercial use, transport modes, safety issues and landscape.
- Determine the existing character, contextual importance and heritage significance of the Station Precinct.
- Review existing transport and access conditions.
- Review the commercial and mixed use opportunities, and
- Define the potential for change.

VISION
- Review existing issues surrounding identity and legibility, constraints and potential opportunities to create an integrated public place.
- Compare and contrast alternative options for the Precinct.
- Establish a new Vision for the Precinct, and
- Aim to achieve a solution that encourages ownership from the people of Geelong.

DEVELOPING THE PLAN
The Plan will aim to:
- Define a Preferred Option.
- Promote sustainable outcomes.
- Provide a Plan that is affordable, enduring and memorable.
- Create an environment of quality that is both safe and pleasant to be in.
- Improve the ‘legibility’ of the Precinct, particularly by enhancing connectivity, both internally and externally.
- Create a sense of ‘arrival’ into Geelong.
- Provide innovative resolutions to transport problems.
- Resolve conflicts at the ‘edges’.
- Identify a clear direction for new development, urban activators and uses.
- Identify potential commercial opportunities and beneficial outcomes, and
- Provide indicative costings.
1.3 CONSULTATION AND STEERING
The Project was conducted over a period of 12 weeks, commencing in September 2007, with the Draft Framework Plan completed by early November 2007. A number of options were developed covering development potential, built form, transport linkages and a renewed public realm which were debated in a series of three workshops at which all Stakeholders were represented. The Preferred Option evolved, by common agreement, from these workshops.

1.3.1 THE PROJECT TEAM

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Landscape Architect
Landscape Architect
Planner

Principal Transport Planner
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Director Strategic Research

1.4 A GREAT OPPORTUNITY
The Geelong Railway Station Precinct has long been identified as a major opportunity for change in the Greater City of Geelong. It is Geelong’s hub for state, regional and local transport systems and is ideally located to act as a focus for the western edge of the CBD. It sits strategically between La Trobe Terrace and Mercer Street, two of Geelong’s major inner links, and is close to the Civic and Justice Precincts, Deakin University and the Geelong Waterfront.

It is generally acknowledged that the Station Precinct is beset by serious issues of connectivity which, to date, have militated against any serious attempt at up-grade. However, future changes to rail stabilising requirements and the potential option to bridge the railway line for pedestrians means that such barriers that exist can be lessened or in some cases removed. This has the added bonus of opening up the Precinct to much-needed re-vitalisation.

1.5 APPLYING THE DESIGN FRAMEWORK
The application of this document has been carefully considered so as to provide clear guidance for future development of the Precinct.

The Existing Framework (Section 3.0) outlines the research and investigation that has been undertaken. This work provides the basis from which the Vision and the Strategies have been developed. The Vision (Section 4.0) outlines the workshop process whereby a series of Options were debated to arrive at the preferred conceptual design. The Vision Statement offers the conceptual rationale for the Preferred Option. While Section 5.0 presents the Preferred Option for development over a 15 year period.
1.6 ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

Environmentally Sustainable Development aims to meet our existing needs without diminishing the worth of our natural resources for generations to come. It demands a positive commitment from all to minimise waste, use renewable energy resources and provide optimum design solutions that will reduce long term demand for energy.

The opportunity exists for the Geelong Rail Precinct to become a front-runner in the active application of Environmentally Sustainable Design and Development techniques. In the context of this, the following Principles of Sustainability were established at the outset of this Project, to act as a philosophical overlay to all design decisions. Every attempt has been made, during the development of this Framework Plan, to adhere to these Principles.

1.6.1 PRINCIPLES OF SUSTAINABILITY

- Respect the history of the site.
- Acknowledge, respect and respond to its context.
- Design for people as the primary user.
- Create communities which function positively and which people will enjoy to live in.
- Emphasise the predominant role of public transport within the Precinct.
- Promote pedestrian and cycle use.
- Promote safe, legible and direct access both within the site and to surrounding areas.
- Aim for design excellence in all spheres of transport, built form and the public realm, and
- Maximise energy efficient programmes, where possible.

1.7 PREVIOUS STUDIES

Reference was made to the following studies during the development of this Framework Plan:

Central Geelong: Looking Forward, July 2007, City of Greater Geelong.
Geelong Western Wedge Framework, April 2005, prepared by the City of Greater Geelong.
Geelong Western Wedge- Geelong Station Precinct Plan 2006, prepared by the City of Greater Geelong.
One Justice Precinct, 2007, prepared by BKK Architects and Taylor Cullity Lethlean.
Meeting our Transport Challenges, Connecting Victorian Communities, prepared by the Department of Infrastructure.
Central Geelong, Parking Study and Strategy, June 2007, prepared by the City of Greater Geelong.
Parking Precinct Plan June 2007, prepared by the City of Greater Geelong.
Geelong Region Rail Stations and Facilities Planning study, May 2007, prepared by the Department of Infrastructure.
Geelong Central Area Bus Modelling and Network Design study, Baseline Report, (Draft) August 2007, prepared by Parsons Brinckerhoff.
Geelong Cultural Precinct Master Plan, July 2007 (Draft), prepared by Biruu.
2.1 SUMMARY OF ISSUES
The following is a summation of the principle issues that affect the Geelong Station Precinct at present:

- There is an obvious need for a strong east west connection from La Trobe Terrace to Mercer Street that establishes the Station building as its pivotal focus.
- There is also a desire line to the northeast, leading to Mercer Street and feeding Deakin University and the Waterfront, but the link is ill formed at present.
- Another important desire line exists to the southeast, towards the City, across Railway Terrace.
- The Station has no legible frontage to La Trobe Terrace.
- The existing heritage buildings need to be assessed and upgraded.
- The Bus Station presents a visual block to the Station buildings.
- Safety concerns exist with regard to pedestrian access to the busses and across the forecourt.
- Car-parking is critical to a modal interchange such as this, but concern has been expressed at the numbers of non-commuters making use of the car-park to the west of the Station.
- There are insufficient pedestrian linkages and gathering spaces within the Precinct.
- The access problems via the underpasses of Brougham Street and Gordon Avenue need to be resolved.
- The Precinct is inactive for most of the day, outside of peak hours.
- The redevelopment opportunities of the Precinct need to be determined.
- The role of the newly developed Precinct within Geelong needs to be assessed, and
- The sequence for future land development needs to be determined.

2.2 THE VISION
The new image of Geelong Station Precinct will be vastly different from the one that exists at present. Rather than an open swathe of asphalt punctuated by a few stand alone buildings, it will offer a much more mature identity, one that has the potential to become as much a signature for Geelong as the Waterfront;

- It will be a place full of people, known for its own intrinsic qualities as a destination, rather than just as a means of accessing the Station.
- It will boast a range of uses, with development starting in the east and gradually moving to the west.
- It will be fully developed with tall buildings at its perimeter which respectfully lower in height as they reach towards the Station.
- Its buildings will be refined and elegant, creating a style immediately identifiable with the Precinct.
- Major new landmark buildings will be located at the focal points of the site.
- The heritage Station buildings will be renovated.
- The relocated bus station will offer convenience, with comfort and a greater degree of safety.
- There will be ease of access for vehicles, pedestrians and cyclists, both north/south and east/west.
- In the short term, a new bridge will be built over the rail tracks, at the southern end of the Station, with another to follow to the north when the Precinct reaches its full potential, and
- The precinct will be fully landscaped, to a standard equivalent to the Geelong Waterfront.
3.1 PHYSICAL FRAMEWORK

3.1.1 CITY OF GREATER GEELONG

The City of Geelong, Victoria’s largest regional City, is located some 75 kilometres west of Melbourne. It has a population of approximately 200,000, which is expected to rise to 250,000 by 2021. It is a major focus for retail and commercial activity and is the home of Deakin University, the Gordon TAFE College, museums, art galleries, the Geelong Performing Arts Centre, the magnificent Geelong Waterfront and Premiership winning Australian Rules football teams.

Its business is centred on Moorabool and Malop Streets, which provide traditional retail and commercial facilities, while streets such as Little Malop Street and Pakington Street provide additional niche shopping opportunities, similar to the best found in Melbourne.

It is a City of wide streets laid out originally by Hoddle, in the classic grid pattern. Alignment is roughly east-west, north-south with the latter streets leading out to the shores of Corio Bay, reflecting the need of the early settlers have unencumbered access to the water.

It is a place of grand and historic architecture, glorious parklands and stunning vistas, particularly of the Bay.

3.1.1 GEELONG STATION PRECINCT

The Precinct is located at the western edge of the Geelong Central Business District, notionally between the major arterials of La Trobe Terrace and Mercer Street and the smaller cross streets of Brougham Street and Gordon Avenue/Railway Terrace, (see Figure 2). Covering an area of six hectares it contains the Station buildings, Bus Station, Geelong Magistrates Court and Police Station, Railway Institute Community Hall and the Kia Motors dealership. It also provides parking for both commuters and local businesses, mainly in the open areas to the west and north-east.

Strategically, it lies at the heart of Geelong’s ‘Western Wedge’, a new development Precinct designed to ‘showcase integrated and intensive mixed use development around a transport hub, with links to the foreshore and Geelong’s Centre’.

According to the Western Wedge Framework, published in 2005, the Vision for the Western Wedge includes:

- An exciting inner city quarter linking the commercial heart, waterfront and transport hub.
- A ‘clever’ quarter that extends and connects educational, cultural and business assets as a focus for design and technology and a place to meet and do business.
- A lively urban environment with uses spilling onto a network of attractive walkways, creating public spaces for mingling, meeting and creative expression.
- Higher buildings encouraged in locations that share bay views and maximise the overall intensity of development throughout the quarter.
- Improved access from surrounding areas to the Station, with adjacent intensive activities complementing its high accessibility.
- Incremental transition along Mercer Street and La Trobe Terrace corridors intensifying buildings and businesses to a scale respecting their context.
- Seamless relationships between the Western Wedge and inner city, with new uses and development complementing established facilities, providers and heritage places.
- New development that integrates and is respectful of heritage places and areas.

3.1.2 PHYSICAL CONTEXT

The Study Area is situated within a crescent landform sloping down to Corio Bay. The Precinct grades gently from the south-west to the north-east. There is a change in level across the site of 4 metres north-south and 1 metre east-west.
3.1.3 GEOLOGICAL CONTEXT
The expected geology in the area of the site is based on the Geological Survey of Victoria maps. The site is within an area where the newer volcanic sequences are generally found close to the surface although the thickness of the volcanic layer is unknown. Moorabool Viaduct Sands are likely to be found underlying the newer volcanics. The volcanics are a series of Quaternary age basalt flows which are variously weathered, sometimes degraded to a soil (basaltic clay).
3.2 HISTORICAL CONTEXT

The Geelong and Melbourne Railway Company commenced the construction of the Geelong to Melbourne Railway in 1853, replacing the coach services that operated between the cities. Lieutenant Governor La Trobe attended the turning of the first sod and laid the foundation stone at Geelong Station the same year. A plaque commemorating this event is located on Platform 1.

As part of the construction of the rail link, a pier was built (where Cunningham Pier now stands) to enable direct delivery of imported rails, engines, sleepers and other materials. In July 1856, the project engineer Edward Snell reported the iron roofs over the passenger platforms at Geelong Station were complete, the passenger platforms were nearing completion, and the engine house (capable of holding 12 engines) and a coke shed were also finished. Works continued apace and the line from Geelong to Melbourne was officially opened on the 25th June 1857.

In 1874 building commenced on the rail tunnel that now links Geelong and South Geelong Stations. The tunnel was constructed as part of the rail connection to the Western District. Prior to the construction of the tunnel, there was wide debate regarding the route, with strong support for the rail to be directed along the waterfront area and even moving Geelong Station to the bay end of Moorabool Street. The present location of the tunnel was eventually chosen, although its construction removed a large portion of Johnstone Park.

The opening of the railway line to the Western District in 1877 prompted the redevelopment of the Geelong Station area. A goods shed originally occupied the space where the Station building now stands, however, railway engineers insisted that the new Station needed to align with the recently completed rail tunnel, so the old goods shed was demolished in 1879 to allow the construction of the Station building. Whilst the Government of the day made promises to build an impressive station for Geelong, this did not eventuate, and a single storey building was constructed between the existing passenger platform and the newly constructed goods sheds. This first stage of the Station buildings was heavily criticized, particularly the building’s unimpressive frontage to Railway Terrace (where the bus terminus now stands) and the open face to the west which exposed passengers to severe westerly winds.

In 1881, and following further criticism, the Government obtained designs to improve the Geelong Station buildings. Improvements included widening the platforms from 18 feet to 29 feet, and building a second storey on the building at the Railway Terrace frontage which was to be used as the Station Master’s residence. Below this residence a new booking lobby was proposed. The refreshment room was increased in size from 52 x 16 feet to 72 x 19 feet and the platforms were designed to accommodate both arrivals and departures to avoid change platforms. A footbridge from the refreshment room to Platforms 2 and 3 and the corrugated roof over the Station platforms were also proposed at this time.

The redeveloped Station opened in May 1883. In 1885 the platforms were tar paved, and in 1887 the pedestrian subway was constructed at Brougham Place - this link still exists but is now closed to the public. Local historian, W Brownhill, described the alterations and additions to the Station buildings as follows.

- “Additions, demolitions, alterations, a bit of painting, and other efforts to keep pace with requirements have been practised ever since; but nothing that has ever been done has provided Geelong with a Railway Station of warmth and architectural attractiveness”. (Brownhill, 1955, p446)

In later years, underpasses were constructed at Gordon Avenue and Brougham Street, and a bus station and taxi rank added near the Ticket Hall. The main Station buildings themselves were refurbished in the 1980’s but no attempt was made to upgrade the remaining buildings. The new Courts and Police Station were added to the Precinct in 1991, and the bus station area redevelopment in 2003.
FIGURE 32 EARLY PHOTOGRAPHS
3.3 PLANNING

An overview of the relevant planning policies and controls affecting the Geelong Railway Precinct follows and provides a brief explanation of the primary controls on the land. The statutory planning controls pertaining to the site are found in the Greater Geelong Planning Scheme which is the statutory instrument for use, development and protection of land within the Geelong municipality.

The site of the Geelong Railway Precinct is subject to a number of State and Local Policies, zone and overlay requirements and particular provisions under the Scheme. The main controls on the site, pertaining to planning approval are the Priority Development Zone (PDZ- Schedule 1), Design and Development Overlay (Schedule 17), Heritage Overlay (Schedules 215, 962 and 1640) and Environmental Audit Overlay.

3.3.1 ZONE PRIORITY DEVELOPMENT ZONE

The land is subject to the Schedule 1 to the Priority Development Zone (PDZ) - Geelong Western Wedge - Geelong Station Precinct. This schedule applies to the Geelong Western Wedge - Geelong Station Precinct identified in Clause 21.39 of the Greater Geelong Planning Scheme. The land includes the Geelong Railway Station and surrounding railway land to the north, the east side of La Trobe Terrace, the Police Station and Law Courts located to the east of the railway station and land on the south west corner of Mercer Street and Brougham Street.

Higher buildings are encouraged to maximise the overall intensity of development in the Western Wedge, whilst sharing key views, respecting heritage areas and protecting the amenity of public spaces.

The objective and strategies for the Geelong Station Precinct are as follows:

- Develop intensive uses around a sustainable multi-modal transport hub that fully utilises the highly accessible location and takes advantage of the capacity for growth.
- Encourage businesses complementary to the central transport function of the multimodal transport hub and contributing to the intensity of uses and development around the Geelong Station. (i.e. Encourage uses that have synergies with the Station and contribute to an intensively used precinct at all times), and
- Phase out non-essential uses in favour of those that capitalise on the high accessibility of the site. (i.e. investigate the potential to relocate the train servicing yards and long stay commuter car park elsewhere along the rail corridor to make sites around the Station available for higher-order uses).

The Geelong Western Wedge - Geelong Station Precinct Plan (dated November 2006) is the incorporated plan for this land. This plan expires on 30 June 2010. The plan identifies Council’s vision for the Geelong Station Precinct as one of the important precincts within the Geelong Western Wedge. It also outlines the issues and opportunities for the Precinct which provides a context for future regeneration and redevelopment.

Objectives and Strategies for the Precinct, under this plan, are identified under specific headings of Activities, Public Spaces and Access and Buildings. Built Form Principles are also outlined to ensure that new buildings respond to the major site influences within the Geelong Station Precinct.

Preparation of the Geelong Station Precinct Master Plan (i.e. the current Geelong Transit City Project) is intended to inform this Precinct Plan.

Reference documents include the Geelong Western Wedge Framework (prepared by Planisphere and Jones & Whitehead Pty Ltd, April 2005, updated September 2005), and Guidelines for Higher Density Residential Development (Department of Sustainability and Environment, dated 2004).

The purpose of the Priority Development Zone is to (amongst other things):

- Maximise development and intensity of uses centred on the Geelong Railway Station.
- Encourage uses that have synergies with the Station and contribute to an intensively used precinct at all times.
- Ensure that short term uses do not preclude future higher-order development.
- Improve vehicular access to the Station, especially for buses and taxis, and reduce conflicts between various types of traffic.
- Enhance the visibility of the Station as a focal point of the Geelong Western Wedge.
- Reinforce the pattern of buildings provided with front and side landscaped setbacks along the east side of La Trobe Terrace, to integrate development with heritage buildings, and to address traffic impact.
- Create attractive frontages onto streets approaching the railway underpasses, and
- Ensure a mix of accommodation, business and offices, education, food and drink premises, and other complementary uses, including retail where it supports.
FIGURE 4 GREATER GEELONG PLANNING SCHEME ZONING MAPS NO. 49 & 50

Subject site
Schedule 1 to the Priority Development Zone (PDZ) allows land uses such as food and drink premises and offices (subject to condition) and transport related uses to be as-of-right, with other uses such as supermarket and department stores prohibited to avoid conflicting with surrounding activity centres, primarily the Geelong City Central Area. Accommodation, other forms of shops, restricted retail premises and place of assembly (subject to conditions) are discretionary uses under PDZ1. The Table of Uses included in the Schedule to the zone outlines which land uses require or do not require planning approval, and which land uses are prohibited on the land.

The planning permit provisions and requirements for land use, subdivision and buildings and works under the zone are located in Appendix 1.2.

A permit application under any provision of this scheme which is generally in accordance with the incorporated plan is exempt from nominated notice, decision requirements and review rights of the Act, other than for use. Under Schedule 1 of the zone, an application to use land is not exempt from the nominated notice requirements, decision requirements and the review rights of the Act.

The application of the PDZ to the subject site allows for the appointment of a Priority Development Panel (if deemed necessary, under the discretion of the City of Greater Geelong, pursuant to Sections 153 and 155 of the Planning and Environment Act 1987) to consider and advise on significant and complex applications associated with the Geelong Railway Station land.

3.3.2 OVERLAYS
A number of Overlays affect the subject land.

Heritage Overlay
As shown in Figure 5, the subject site is affected by three different heritage overalys as follows:

HO1640 (Civic Centre Heritage Area)
HO1640 is of local significance and affects the eastern portion of the subject site. The objectives of HO1640 are to (amongst other things):
- Maintain the concentration of Geelong’s major civic buildings within the Johnstone Park and the Railway Station area.
- Protect and enhance the strong visual relationship of the buildings, including monumentality and uniformity of siting, and the scale, massing and construction of the buildings within the area.
- To retain the diverse historic and architectural character of the area and mixture of institutional, transport, civic and government building types which form the civic centre of Geelong.
- Protect architecturally important examples of civic buildings dating from the early 1850s and including representative development from the nineteenth and twentieth centuries.
- Encourage the contemporary interpretation of traditional building design within the area, and
- Encourage the use of traditional construction materials in the area.

Where a permit is required for a proposal on any land subject to HO1640 Clause 22.42 of the Scheme should also be considered. The policy of Clause 22.42 under the Scheme relates to preferred architectural design characteristics and building heights and setbacks of development (refer to Appendix 1.3).

Buildings and works for commercial and civic buildings should comply with the ‘Geelong City Urban Conservation Study Volume One – Restoration and Infill Guidelines: Commercial and Civic Buildings’. Refer to Appendix 1.4 for an extract from the Geelong City Urban Conservation Study – Volume 3 Significant Areas, with information relating to the above civic centre heritage area. The heritage citation relating to HO1640 is included in Appendix 1.6.

HO962 (Victorian Railway Institute)
HO962 is of local significance and affects the south-western portion of the subject site (including the Victorian Railways Institute building located at 195 La Trobe Terrace and its immediate surrounds).

The heritage citation relating to HO962 is included in Appendix 1.5.

HO215 (Greater Railway Station)
HO215 affects mostly to the central portion of the subject site (i.e. Geelong Railway Station and its immediate surrounding land), as shown in Figure 5.

Geelong Railway Station is also of State significance and included in the Victorian Heritage Register (H1604). The extent of registration H1604 is identified as being:

‘all the station buildings known as the Geelong Railway Station, including the main station building, and its associated platforms (B1), bluestone steps with lamp frame and wrought iron palisade fence (B2), ‘B’ signal box (B3), ‘A’ signal box (B5), bluestone retaining wall (B6), as marked on plan 603569 held by the Executive Director, being part of Crown Land vested in Victorian Rail Track’.

(Refer to Figure 6)

Refer to the attached heritage citation located at Appendix 1.6 for further details relating to H1604 and the historic information pertaining to the Geelong Railway Station respectively.

The planning permit provisions under the Heritage Overlay are located in Appendix 1.7.
Design and Development Overlay
The site is affected by Schedule 17 of the Design and Development Overlay.

(Refer to Figure 7)

The design objectives relating to DDO17 are located in Appendix 8.1. The requirements for buildings and works, including building heights, setbacks for any development affected by the DDO17 is located in Appendix 1.8. A permit may be granted to vary these requirements provided that the proposal meets the design objectives of this Schedule.

As per the requirements of DDO17, built form on the subject site should allow for the provision of access links, pedestrian routes and spaces in accordance with the Geelong Western Wedge Public Space and Access Plan (refer to Map 5), and Table 2 to DDO17 located in Appendix 1.8.

(Refer to Figure 8)

It should be noted that there are also other design and development guidelines relevant to the future development of the subject site under Schedule 17 to the Design and Development Overlay.

Environmental Audit Overlay
The site is affected by an Environmental Audit Overlay.

The application of this overlay on the subject site is the result of the potential of this site to be contaminated due to its former use for railway related activities. Certain requirements need to be met under the overlay, prior to the commencement of sensitive uses. Refer to Appendix 1.9.

(Refer to Figure 9)
3.4 MOVEMENT
Change is now beginning to happen throughout the Station Precinct, after many years of seeming stagnation. Proposals exist for the railway stabling facilities to be relocated and the redundant tracks removed from the west of the Station. It is also now realised that the location of the bus station creates safety concerns by requiring the public to cross the path of the busses whilst also blocking views of the Station. Furthermore many of the pedestrian linkages throughout the Precinct are recognised as dysfunctional and require a significant overhaul.

3.4.1 RAIL
On average, 56 rail services operate on a weekday at Geelong Station, with 19% of total average monthly boardings and alightings occurring at this Station, in comparison to Lara, Corio, North Shore, North Geelong, South Geelong and Marshall. During morning peak hour, approximately 70% of rail passengers board at Geelong Station and then return to Geelong Station in the afternoon.

3.4.2 BUS AND COACH SERVICES
Parallel to this Study a Bus Review was undertaken to assess the local (or City) bus services, which included modelling of bus movements within the Geelong Town Centre. The final recommendation from this report suggests that the majority of bus routes should be routed via Malop Street and that bus routes should operate via the Station, where feasible, in order to increase patronage. This finding has been considered throughout this study and has resulted in the redevelopment of the preferred option.

Existing services include:
V/Line coaches
The rail services are supported by four V/line coach services; Melbourne-Apollo Bay-Warrnambool; Melbourne-Warrnambool; Geelong-Ballarat; and Melbourne-Hamilton-Casterton (via Geelong).

Local Bus Services
Local and Bellarine Peninsula bus services in Geelong are operated by McHarry’s and Benders Busways, which is owned by Kefford Corporation. A map of the bus services operating in Geelong and details of the local bus services are shown in the Traffic and Transport Study in Appendix 2. The major bus routes are shown in Figure 11.

Geelong Station has a high number of services with low average bus frequencies, due to the fact that a number of the services cover a section of the same route, e.g. 70 – 74.
FIGURE 10 RAIL

FIGURE 11 MAJOR BUS ROUTES
3.4.3 PEDESTRIANS

Pedestrian movement within the Precinct is primarily focused on access to the Station, the Bus Station, the Law Courts, Police Station and to access parked cars as shown in Figure 12. Circulatory movement also occurs around the edge of the Precinct but is mainly directed to again obtaining access to these facilities. North south access is limited and often requires the traversing of steep stairways, while east west access across the Precinct is barriered by either the railway or by properties such as the Kia Motors site, and the Law Courts, Police Station and associated secure parking. A number of conflict points occur both around and within the Precinct as shown on Figure 13. These are mainly related to the difficulty experienced in traversing the Brougham Street and Gordon Avenue underpasses, and the steep access stairs from both these streets. As noted previously, safety concerns exist adjacent to the Bus Station where pedestrian access conflicts with bus flow.

Finally, access to Platform 2 is available by stairs only, with access for the disabled possible only via an electric buggy across the rail tracks.

A pedestrian survey was carried out on Wednesday, 18 September 2007 between 07:00 and 08:30, to complement the survey already undertaken as part of the Western Wedge Development Plan. Figure 14 illustrates that the highest flow of pedestrians occurred between the southern entrance to the western car park and the Station entrance. In addition, a high proportion of pedestrians continued toward the City Centre via Malop Street, Corio Street and Brougham Street. In addition, a significant number of pedestrians were recorded between the northern entrance of the western car park and La Trobe Terrace.
FIGURE 12 ENTRANCES

FIGURE 13 PEDESTRIAN CONFLICT

FIGURE 14 AM PEAK PEDESTRIAN FLOW
3.4.4 CYCLISTS

Geelong Station is a key cycle trip generator for this area, with the assumption being that cyclists leave bikes at the secure parking facilities and continue their journey by train.

There are no existing cycle routes serving the Station Precinct, however, to the west of the Station, Gordon Avenue does contain an existing on-road cycleway which terminates at its junction with La Trobe Terrace. Currently Brougham Street is dedicated as a through cycle route; although it is inhospitable and unsafe.

For the future, the VicRoads Principal Bicycle Network (PBN) proposes a priority route along Mercer Street and local routes along Brougham Street and Malop Street. These local routes would provide important cycle links between the residential areas to the west of La Trobe Terrace/railway line and the City Centre. The proposed layout of new cycle routes to and from the City Centre (as determined by the PBN) is shown on Figure 15.

Cycle access both around and within the Precinct is generally poorly catered for. The aim of this Study is to improve access throughout by rationalising existing external bicycle routes and providing dedicated internal cycle ways.

3.4.5 PARKING

Parking Provision throughout the Precinct is shown in Figure 16.

A total of 480 parking spaces are available for Station patrons, the majority of which are located in the main parking area to west of the railway Station, and not in close proximity to the main entrance. Pedestrian access to the Station from the major parking area is via the underpasses of Brougham Street and Gordon Avenue, while vehicular access is via a single entrance on La Trobe Terrace. The pedestrian access routes are unattractive and are not DDA compliant.

Approximately 75 parking bays are provided at the main entrance to the Station, where provision is also made for Kiss and Ride and disabled parking. The remainder of parking spaces in that area (approximately 150 spaces) are reserved for the Police and Law Courts complex. These are clearly demarcated. Of these, the police has some parking spaces that are accessed via a secure gated access from Mercer Street.

As part of this study a parking and pedestrian survey was undertaken to determine the number of people using the car park to access train services or nearby facilities and to identify pedestrian flows around the Station. This data was calculated by recording the number of people leaving the western car park, walking along either Brougham Street or Gordon Avenue and re-entering the Station main entrance. It was assumed that these people would be entering the Station in order to commute by train. Pedestrians who walked in any other direction were assumed to be accessing other surrounding facilities. The survey was conducted on Wednesday, 18 September 2007 between 07:00 and 08:30 in order to capture the morning peak flow.

In addition the number of vehicles entering the car park during the study period was noted, including the number of vehicle occupants. Detailed results from the survey are included in Appendix 3. Visual observations were also undertaken within the car park to identify whether the area was used for car pooling.

Before the commencement of the survey a vehicle count was undertaken in the western car park to establish the number of vehicles already parked there. The recorded number of vehicles in the car park before the survey was 132. The recorded number of vehicles at the end of the survey was 343, a difference of 211.

A total of 235 cars were observed entering the car park during the survey period. Of these:
- 217 (92.3%) vehicles had single occupancy, only.
- 18 (7.7%) vehicles had one passenger.
- No vehicles were observed to have more than two occupants.

A total of 24 vehicles left the car park during the course of the survey. This is supported by on-site observations of tradesmen leaving the Station car park.

There was only one observed incidence of car pooling which occurred at 7:19am. Two separate vehicles parked and one left carrying both occupants.

A maximum of 253 persons were counted arriving at the car park by car. A further 19 were observed entering the car park on foot. It is likely that these pedestrians were using the Station car park as a short cut between La Trobe Terrace and Gordon Avenue. Thus a total of 272 people entered the western car park, a total of 269 pedestrians being observed leaving the western car park as follows:
- 184 pedestrians exited the car park onto Gordon Avenue.
- 57 pedestrians exited the car park onto Brougham Street.
- 28 pedestrians exited via the main vehicular entrance onto Railway terrace.

Note that railway staff were also observed leaving the Station and car park which may cause a discrepancy in the number of people entering and exiting the car park.
At the southern pedestrian access to the Station, 134 pedestrians were observed entering the Station Precinct having walked from the Gordon Avenue exit to the western car park. 63 pedestrians accessed the Station from the Brougham Street access to the north. This indicates that of the 253 pedestrians who left vehicles in the car park, 197 (77.9%) people used the car park to access the Station. Thus, 56 (22.1%) pedestrians left vehicles in the car park and accessed other local areas and facilities.

Taking the ratio of car occupancy into account, it can be assumed that approximately 183 vehicles entered the car park for the purpose of ‘Park and Ride’.

The issue of parking provision is critical to this Study. Questions need to be asked whether parking spaces in the western area should be allocated for rail use only, whether parking numbers are adequate or over-provided for and whether parking should be undergrounded, particularly in the east. Future parking provision for the Courts and for the Police must also be accommodated.

3.4.6 ROAD NETWORK
La Trobe Terrace and Ryrie Street, respectively, lie to the west and south of the Station and provide direct access to a network of highways with links to Melbourne, the Bellarine Peninsula, south-western Victoria, Ballarat and Bacchus Marsh. Figure 17 illustrates the road network in relation to the Station Precinct, while Figure 18 indicates the major conflict points between vehicles and pedestrians.

Vehicular access to the Precinct is almost exclusively for car parking at present, and the opportunity exists to encourage through traffic where possible, with a view to activating the area with both daytime and night time use.

3.4.7 STABLING
Stabling facilities exist at Geelong Station and are currently located towards the west of the Station building. See Figure 19.

The existing area was not originally intended as a train stabling facility and consequently presents some serious inefficiencies in train operations. Possible sites for the new Stabling Facilities include Morrak, Pettavel, Anglesea Road and Grovedale. However further research is required to determine the exact location, and investigations into this are beyond the scope of this study.

3.4.8 FUTURE TRANSPORT REQUIREMENTS
Passenger rail operations
Patronage growth is largely a function of population and employment growth within the Station catchment area and ongoing changes in mode choice. It is anticipated, through the Western Wedge Framework and Transit Cities Program, that rail patronage will grow steadily at Geelong Station. For the purpose of this study, rail patronage growth for Geelong Station was based on factors derived from patronage forecasting for the Geelong corridor provided by V/Line; see Table 1. The expected patronage for Geelong Station and the corridor is shown in Figure 20.

3.4.9 BUS AND COACH SERVICES
Design criteria provided for this study indicated that provision should be made, in future, for eight (8) bus stops for the V/Line coach services and two (2) bus stops for City services. Subsequently, the Bus Review Study recommended that bus stops should be provided for two way movements and should be positioned on either side of the road. It was decided that the allocation of local bus stops should be increased from two (2) to four (4) to provide more flexibility.

3.4.10 TAXI, ‘KISS AND RIDE’ AND PARKING FOR THE DISABLED
As per the design criteria provided during the study, five (5) taxi spaces would be required, as well as a minimum of ten (10) ‘Kiss and Ride’ spaces. In addition, five (5) disabled parking spaces are needed, based on one space per 100 parking places.

Movement throughout the area is not easy and the access ways are by no means legible to all. Much of the access is also not DDA compliant.

Dysfunctionality, created by tortuous linkages, barriers to movement and numerous safety hazards (particularly for pedestrians and cyclists) must be resolved if the Precinct is to change its image as an inaccessible, unsafe and unattractive place for people.
FIGURE 17 VEHICULAR LINKS

FIGURE 18 VEHICULAR CONFLICT

FIGURE 19 STABLING

FIGURE 20 RAIL PATRONAGE GROWTH FACTORS

<table>
<thead>
<tr>
<th>Patronage base</th>
<th>Patronage Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-07</td>
<td></td>
</tr>
<tr>
<td>Normalised forecast</td>
<td>Based on internal forecast including fare reduction, marketing initiatives and background growth rates.</td>
</tr>
<tr>
<td></td>
<td>Based on population growth projections provided by Pathfinder Solutions.</td>
</tr>
<tr>
<td></td>
<td>Based on growth rates provided by DOI.</td>
</tr>
<tr>
<td>2007-08 to 2009-10</td>
<td>7.1% - 17.4%</td>
</tr>
<tr>
<td>2010-11 to 2012-13</td>
<td>2.09%</td>
</tr>
<tr>
<td>2013-14 to 2030-31</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

TABLE 1 RAIL PATRONAGE FORECAST 2007-2031
3.5 EXISTING LAND USE

3.5.1 LAND USE WITHIN THE PRECINCT
Currently, there are a limited number of land uses within the Precinct itself, these are:

- Public transport / transit uses associated with the Station and the adjoining bus interchange (for local bus routes as well as regional coaches) to the east of the Station.
- Car parking for Station staff (primarily to the east of the Station) and commuters (primarily to the west). A significant part of the car park area to the east is excised for exclusive use of the adjoining Courts and Victoria Police facilities. It is understood that a significant portion of the car park to the west is also utilised by non-commuters such as students from the adjacent Gordon Institute of TAFE.
- Community uses associated with the Victorian Railways Association building to the south-west corner of the site. This timber hall is understood to be used intermittently for community activities;
- Vehicle showroom use associated with the “Kia site” which is at the north-east corner of the Precinct. This use relates to the long-standing concentration of similar uses along Mercer Street and has no relationship with the balance of the Station Precinct.

3.5.2 LAND USE OUTSIDE THE PRECINCT
Externally the land uses are much more varied, and it is important that the context established by surrounding uses is carefully considered, along with the interface this creates with the Station Precinct, (see Figure 21). These uses include:

- Vehicle showrooms, restricted retail and other commercial uses to the west of the Precinct along La Trobe Terrace, and
- Vehicle showrooms, restricted retail and other commercial uses along Mercer Street.

Given the significant exposure to high volumes of passing trade, these types of uses are well suited to properties with La Trobe Terrace or Mercer Street frontages. These types of uses generally require large land areas with some (low-value) built form improvements. From an economic perspective they generate relatively low local economic benefits with respect to employment generation and associated impacts for associated industries.

3.5.3 POTENTIAL LAND USES
In relation to the Precinct, such uses (as listed below) could initially be considered as the highest and best uses over the short-medium term for the large car park to the west side of the Station. The requirement however to incorporate replacement car parking for V-Line commuters within any new development would therefore dictate that the financial returns relative to costs of development would deem that these uses would not be feasible. Furthermore, these low-intensity uses would be incompatible with the railway Station and its designation as a Transit City.

On the east side of the Station, the current development forms and land use patterns along Mercer Street are likely to evolve in response to the redevelopment of the Precinct, and particularly if the Kia corner site is redeveloped as an office building.

Other potential uses include:

- Educational / Institutional uses: These occur at the southern boundary of the Precinct along Gordon Avenue. These include the Geelong Police and Law Courts Complex as well as the Gordon Institute of TAFE and Johnstone Park which leads to the Cultural and Civic Precinct, to the south.

Institutional uses within the Precinct
In relation to the Precinct, the potential for inclusion of institutional uses (including Governments as tenants of a commercial office building) is considered complimentary to the public nature of the Station itself and its highly visible location. It is understood that there are currently various requirements from Governments (at all tiers) and their agencies in Geelong to both increase the quantum and quality of their accommodation. Reasons for these requirements include building obsolescence, increasing cost of maintenance, the need for consolidation from several sites and to provide leadership and environmental best practice in minimising impact from their activities.

Offsetting these factors however is the differential between existing rents (or costs of ownership) relative to the costs associated with new accommodation given the significant difference between prevailing market rents and the higher economic rents required to induce supply. The incorporation of further institutional uses in the Precinct may act as an important catalyst to attracting broader interest and investment activity in the precinct from the private sector.

Industrial and commercial uses
These occur along the streets running off Mercer Street to the north and east of the Precinct (generally within the Western Wedge).

These areas are undergoing transition from their historic role in Geelong’s heavily industrialised economy (and relative adjacency to the port of Geelong) to a fringe location relative to the emerging service-oriented activities of the Geelong CBD.

Many of the existing building forms, especially the red-brick warehouses (for wool and other commodities), have inherent character and are suitable for adaptation to alternative uses (including residential, retail, mixed use). Similarly, there are a high number of underutilised sites with buildings that add little value. The large number of redevelopment opportunities however implies that progressive redevelopment will be dispersed and take considerable time before it begins creating its own momentum and having a noticeable positive impact upon surrounding uses.

Mercer Street
In relation to the subject site, the current development forms and land use patterns along the Mercer Street corridor are likely to evolve in response to the redevelopment of the Precinct rather than the Precinct respond to the existing land use pattern.
3.5.2 URBAN FORM
At the City-wide scale, Figure 22 indicates the existing patterning of urban grid forms in this western Geelong area—the City Centre Grid itself, the slightly offset grid beginning and stretching westwards from La Trobe Terrace, and the Grid formed by Mercer Street and its feeder roads which penetrates into the two main grid forms from the north.

The Geelong Railway Station Precinct forms the nexus between the three grid systems.

Any redevelopment of the Precinct must take into account the significance of this contextual grid patterning and respond in a positive manner to its important influence.

3.6 BUILT FORM
There are relatively few buildings within the Station Precinct, as shown by the Figure Ground Plan, (Figure 23). The existing area occupied by the Station facilities, the Victorian Railway Institute building, the Station Courts/Police and Kia dealership covers only a small proportion of the Precinct; with the remaining area being dominated by access ways and parking.

The Station is a linear string of 1 and 2 storey brick buildings dominated by the original 2 storey Victorian Ticket Hall which lies at the southern end of the complex, facing east. Immediately to the north of the Ticket hall is another 2 storey Victorian building which, paradoxically, faces westwards towards the rail lines, juxtaposing its rear façade against the Ticket Hall’s elegant face. North of this building lies a separate, and narrow, single storey Victorian building, with a poor 1960’s copy as infill between it and the older buildings, with a similar copy to its north.

Originally located at the eastern front of the Ticket Hall, the Station entrance was relocated to the southern side of the building during refurbishment in the 1960’s, when other modifications were undertaken, such as the re-organisation of the internal layout and the lowering of the internal ceilings.

To date no Conservation Study has been undertaken but it is obvious that the buildings have fallen into disrepair, with poorly executed and disrespectful refurbishments undertaken in an ad hoc manner over a number of years. Under-utilised space is evident throughout and signs of borer are apparent in much of the internal joinery. Paint work is faded and dilapidated.

The Court and Police Station complex was built in 1991 at the south-eastern corner of the Precinct. As the termination point of the axis formed by Fenwick Street and located in such a strategic location, this facility could have made a very positive contribution to its urban context. However this complex of 2 storey brick buildings provides only one active frontage – that to Railway Terrace - while its eastern side is virtually a blank wall to Mercer Street. Its northern edge acts as its ‘back-of-house’ and is inaccessible to the general public but nevertheless visible from many nearby vantage points.

The Victorian Railway Institute Building is a single storey timber structure fronting onto La Trobe Terrace. Apart from its historical credentials it possesses limited architectural merit.

The remaining buildings within the Precinct are the signal boxes, which have some heritage value and the commercial buildings associated with the Kia dealership; again of little architectural merit. There are also a number of blue-stone walls associated with the earlier days of the railway.

Probably the most dramatic built forms are located outside of the Precinct (see Figure 24). To the north is the elegant spire of St Paul’s—probably the first of the gateway buildings of central Geelong, while next to it lies the visually imposing, but dour, concrete slab of the Silos. To the east lies the Terminus Hotel and the Sir Charles Hotham Hotel at the corner of Brougham Street and Mercer Street, and to the south-east can be seen, through the trees, the Pavilion in Johnstone Park, the Art Gallery, and to the south-west, the Gordon Institute of TAFE and the second of the two ‘gateway’ spires, adorning St Georges.

It is vitally important that any development that is undertaken within the Precinct respects the importance of the views to surrounding ‘markers’, and responds to them.
3.7 LANDSCAPE
Attractive and comfortable public open space within the Precinct is negligible, with no dedicated walkways where people can feel comfortable and no stopping places for people to rest - away from the movement of internal bus and car traffic. There is also very little in the way of vegetation cover, with the only soft elements being the occasional and isolated ‘planting strip’, together with the few trees scattered throughout the car parks. At approximately 1 tree per 500 m², there is far too little tree cover to create any significant effect, (see Figure 25).

In landscape terms the Railway Precinct is a relative wasteland with very little open space (Figure 26). Serious consideration should be given to introducing new public spaces and walkways together with additional trees with larger canopies to provide shade. The Precinct is in sore need of a Landscape Master Plan to be undertaken, to provide detailed direction on layout, street furniture, planting and materials.

3.8 ECONOMIC ACTIVITY
The direct economic activity generated by the current development within the Precinct is relatively minimal given that the only retail function is the kiosk contained within the Station building, which offers a limited range of food and beverages, newspapers and other ancillary items. The indirect economic benefits generated by the Station however are far more significant and are summarised as follows:

- Accessibility to employment, education, services and facilities via public transport services (train and bus) for a wide range of users including those that may otherwise have restricted opportunity. This includes students, the elderly, unemployed and low-wage earners.
- Reduced reliance upon private car transport given the availability of a relatively efficient fixed-rail service between Geelong and Melbourne. This has considerable environmental benefits including less reliance on car transport resulting in reduced greenhouse gas emissions.
- Time savings for commuters given the interconnectivity between train and buses within the Precinct.
- Positive economic benefit for surrounding privately-owned properties, particularly those being redeveloped, which would benefit from proximity to major public capital investment.

The possible economic benefits associated with future development include jobs created through new construction, but perhaps more importantly, long-term employment in the services sector through Government investment in establishing, or relocating, its facilities to the Precinct. Other economic benefits may also include efficiencies gained through higher quality buildings that have lower running and maintenance costs and are consequently more environmentally sustainable.

3.9 POPULATION GROWTH
The City of Greater Geelong (CoGG) has an Estimated Resident Population of around 206,000 as at June 2006¹. The population has grown from 194,500 in 2001 at an average rate of 1.2% p.a. which was somewhat higher than the Regional Victoria average growth rate of 0.8% p.a. over the same period. Population growth has been supported in recent years due to strong employment growth, especially in service industries, and increased demand for housing in coastal resort areas.

Based upon population forecasts prepared by the State Government’s Department of Sustainability and Environment (DSE) in Victoria In Future (2004), it is estimated that the population will increase to approximately 221,000 in 2011 and 234,000 by 2016 which equates to average annual growth rate of around 1.2% pa.

It should however be noted that Victoria In Future (2004) estimated the 2006 population to be 208,000 which is slightly higher than the latest available estimates which suggest around 206,000. Therefore, the above forecasts may be considered to be on the higher side of expectations but certainly within an acceptable range for a long term estimate given that the more recent occurrences of increased international migration (migration programme target was revised in 2007-08 to 153.00 persons as compared to assumptions based on 114,000 persons in 2003-04) and stabilisation of fertility rates (compared to previous assumptions of continued decline).

Notwithstanding these statistical considerations, it is still expected that the CoGG will continue to experience robust population growth over the long term. With specific regards to the Geelong TC area, it is estimated that there was a usual resident population of around 1,470 persons as at the 2006 Census². This figure represents an increase in population of approximately 110 persons since 2001³.

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¹ ABS CATALOGUE NUMBER 3218.0 (JULY 2007) – 2006 FIGURES ARE CONSIDERED TO BE PRELIMINARY BASED ON 2006 CENSUS RESULTS. FINAL ERP FOR JUNE 2006 TO BE RELEASED IN MID-LATE 2008.
² DPCD CUSTOMISED DATA ANALYSIS
³ IBID
FIGURE 25 TREE COVER

FIGURE 26 OPEN SPACE
3.10 IMAGE AND IDENTITY

The Geelong Railway Station Precinct has long been a place dominated by railway infrastructure. It gets its limited identity as a Precinct mainly from the presence of the Station, the Law Courts and the Police Station and by the strong edges set by La Trobe Terrace, Mercer Street, Brougham Street and Gordon Avenue/Railway Terrace. Once again, the more impressive character is to be seen in the urban form that lies outside of the Precinct.

Its current image is one of a fairly characterless landscape, dominated by large swathes of asphalt into which are set a relatively few buildings, the attractive Station buildings and the less imposing the Law Courts and Police Station complex.

Figure 27 demonstrates this existing lack of internal character. The best views are outward away from the Precinct, and towards the major buildings on the horizon and also to the sea - in glimpses down Cavendish Street. The most important views within the Precinct are of the Station, itself, and to a lesser extent, the front façade of the Law Courts and the occasional detail such as the wrought iron fencing around the steps.
FIGURE 27 MAJOR VIEWS
3.11 Surrounding Links

The surrounding streets demonstrate greater vitality and interest than found within the Station Precinct itself, at present. Pakington Street is an attractive shopping thoroughfare, while Bayley Street offers considerable potential for development as a 'café' precinct. Brougham Street (east) is relatively wide and possesses a nascent boulevard character, while Fenwick Street has a more civic aspect. Gordon Avenue, where it becomes an underpass, is visually acceptable as the railway bridge is elevated and allows light to penetrate to the road below. The Avenue is also lined by mature trees on either flank.

The Brougham Street underpass, however, is far less attractive and demonstrates the worst characteristics of an underpass – narrow passageways with low ceilings and a pervasive feeling of dark insecurity.

La Trobe Terrace, west of the Station Precinct, is also a disappointment and is surprisingly plain and featureless for so strategic a route.

Needless to say, views of the Bay would be truly majestic from any future building with a height above 10 metres.

Gordon Avenue (West) (Figure 28)

Notwithstanding its obvious importance as the major linkage to Pakington Street from the Station, Gordon Avenue is the least attractive of the access roads surrounding the Precinct. Treeless, open and lined with bulky goods retail buildings of little architectural merit, it is a road that is journeyed through rather than one in which to linger.

However, with the upgrade of the Station Precinct and the increasing importance of Pakington Street as a shopping strip, the potential exists for the Avenue to become more important as a thoroughfare between destinations, particularly for pedestrians and cyclists.

A Framework Plan should be developed for the Avenue, to give it a strategic direction for the future. Opportunities that could be identified by this Plan include:

- Widening and re-paving of the footpaths of the Avenue.
- Creation of dedicated cycle-ways.
- New street furniture.
- Tree planting - linked to that found on the underpass section.
- Potential for cafe/restaurants and outdoor eating, particularly at both 'ends', and
- Encouragement to improve the architectural quality of the buildings.

Bayley Street (East) (Figure 29)

Bayley Street (East) is a significant contrast to Gordon Avenue (West), with its older buildings and more varied streetscape character. In particular, the street offers more attractive architecture than Gordon Avenue and is lined with mature paperbarks. However, the retail mix is similar.

The creation of a potential new link from the Station through to Mercer Street will reinforce the strategic importance of Bayley Street as an access to the Waterfront and Deakin University. The opportunity exists for the Street to become a focus for cafes and retailing geared towards the increase in pedestrian traffic. Other opportunities include:

- Reinforcement of the street tree planting.
- New street furniture.
- Re-paving of the footpaths, and
- Creation of dedicated cycle-ways.
Cavendish Street (Figure 30)
The most important aspects of Cavendish Street is the long views to the sea it offers from the junction with Mercer Street, and the access it provides to the Waterfront. Although quite a grand avenue, and lined with avenue trees, the buildings are less significant than on Bayley Street.

The upgrading of the Station Precinct will increase the importance of Cavendish Street as a thoroughfare between important destinations.

Opportunities for improvement include:
- Undergrounding of the power lines on the western side.
- Reinforcement of the Street trees.
- Dedicated cycle ways, and
- New street furniture.

Fenwick Street (Figure 31)
Fenwick Street is one of Geelong’s major civic access ways from the Station. It begins with the magnificent Gordon TAFE building on its western flank and Johnstone Park on its east, and then moves past the curious and overtly modern State Government Offices (otherwise known as the ‘upside down’ building).

It is a grand street in the Victorian tradition, with mature Plane trees and a wide grassed median, also used for car-parking.

Fenwick Street has the potential to become a major pedestrian link between the CBD, the Gordon TAFE and the new Station Precinct, especially if the Master Plan proposals to increase the linkage between the TAFE and Johnston Park, are enacted.

Other opportunities for improvement include:
- Widening of the footpaths.
- Reinforcement of the street tree planting, and
- New street furniture.

Johnstone Park (Figure 32)
Although not a formal street linkage, Johnstone Park offers a considerable opportunity to link the Station with the Cultural Precinct.

Johnstone Park is emblematic of Victorian Geelong – grand, sophisticated and elegant. Visually beautiful, its enduring character is one of ‘buildings in the park’, with the Art Gallery and the Rotunda nestled easily amongst the fine mature trees.

The link between the Station and the Cultural Precinct will become much more important as both the Station and the Cultural Precincts are developed. However, rather than over-emphasizing this link, it should be treated subtly, with a small building or feature placed at the corner of Fenwick street and Gordon Avenue, to create an entry to the Park from the Station and link with the architectural character of the new Station buildings. This building will then act as the ‘marker’ for the Cultural Precinct.
FIGURE 32. JOHNSTONE PARK
4.0 Vision

The Visioning process involved the development of a range of options for debate within the Workshops. These Options identified overall site usage, potential built form and its location, the development of an active public realm, alternative transport treatments and landscape character, all utilising the Principles of Sustainability established at the commencement of the Study, and all to be enacted within a 15 year period.

4.1 STAGE 1: IDENTIFICATION OF URBAN DESIGN PARAMETERS

As the number of options that could be assessed in this way is considerable for a precinct of this size and importance, the Workshop Process was employed to focus the decision-making in the early stages of the project. This was accomplished by firstly identifying a list of parameters that were regarded by the participants as prerequisites for a successful redevelopment of the area. These are paraphrased as follows:

Heritage
- Undertake a Conservation Study of the Station Facilities to determine the future potential for the listed Victorian buildings, as soon as possible, and
- Arrest the physical decline of the Station buildings as a matter of urgency.

Planning
- Identify, review and consider the planning context of the precinct, including strategic planning work completed to date, to guide future use and development of this Framework Plan.

Movement
- Construct a pedestrian bridge across the railway tracks, linking the east side with the west.
- Provide pedestrian access from the bridge to the platforms.
- Diminish the barrier effect of the four boundary roads.
- Remove the stabling yards in the short term, if possible.
- Create a new street from the Station direct to Mercer Street.
- Develop legible pedestrian and cycle ways that allow freedom of access throughout the Precinct.
- Create links between Pakington Street and the Precinct.
- Establish a link between the Geelong Waterfront, Deakin University and the Precinct via Bayley Street.
- Relocate the existing Bus Station to enhance pedestrian access and improve safety, and
- Design for less conflict between transport modes and greater safety for pedestrians and cyclists.
Land Use
- Seek to follow the principles established as part of the Geelong Transit City framework.
- Seek to diminish the division between the east and west sectors of the Precinct by building an overpass across the rail.
- Create commercially viable development parcels.
- Be prepared to extend the Precinct beyond the confines of its ‘edges’ restraints.
- Design for active night-time use.
- Link ‘internal’ land-uses with existing ‘external’ uses where possible, and
- Encourage a range of commercial and residential mixed uses that establishes a unique presence and vitality for the Transit City Precinct.

Built Form
- Re-focus attention on the original Victorian Ticket Hall.
- Resolve the inadequacy of the layout of the existing Station facilities to cater for increasing rail patronage.
- Introduce greater height into the built form.
- Create active frontages to all new streets.
- Recognise the importance of reinstating the Station building in the round.
- Encourage the potential for a unique identity as a Transit City Precinct.
- Integrate with adjacent precincts, functionally and through permeable linkages.
- Aim for all new building elements to have multiple addresses and active frontages, and
- Eliminate ‘dead zones’ and maximise safety.

Landscape
- Create comfortable places for people to walk in, sit and enjoy.
- Identify new civic places within a strongly defined public realm.
- Design for safety, and
- Introduce more extensive tree planting.

Economic Activity
- Improve the economic importance and relevance of the Station Precinct by ensuring that it is integrated into the broader Geelong Central Activities Area.
- Ensure that future economic activity on the site is sustainable over the long-term and is driven by meeting the fundamental underlying needs of users rather than through speculative development without commitment by end-users.
- Ensure diversity of economic activity by the establishment of various complimentary land uses and development forms (commercial office, retail).
- Encourage private sector investment (by developers and occupiers) in response to initial infrastructure and other “seed” investment by Government, and
- Encourage developments forms and uses that take advantage of a near-Station location.

Image and Identity
- Ensure that the Station Precinct is distinct in both its massing and character, creating a landmark presence and gateway to Geelong.
- Employ techniques that allow the Station to become more visible.
- Create a single Precinct with a well defined core image.
- Focus on the Station as the ‘Heart’ of the Precinct.
- Reinforce the visual identity of all major frontages along La Trobe Terrace, Gordon Avenue and Mercer Street.
- Reinforce visual identity and legibility within the Precinct particularly in response to its role as a transport hub.
- Reduce the impact of the railway corridor as a major land division, and
- Emphasise the links from within the Precinct to external focus points.
4.2 STAGE 2: DEVELOPMENT OF OPTIONS

Following the establishment of the above general design parameters, it became obvious during the workshop process that the creation of three distinct and ‘stand-alone’ options for this site would not benefit the debate, as the project was mainly divided into two strands of investigation: one covering land use and the other, transport.

It thus proved more useful to assess the various options for uses, development areas, and the development of a public realm, separately from the options for vehicular transport re-modelling. To facilitate the merging of the two strands later in the Study, it was agreed that each of the Development Options would be designed so as to accommodate whichever transport option was finally preferred, thus allowing much greater flexibility overall.

Once these two strands of the Visioning process had been debated fully, the development of a Preferred Option could then be considered, by merging the results for each.

4.2.1 PHASE 1: DEVELOPMENT OF OPTIONS FOR POTENTIAL USES, DEVELOPMENT PARCELS AND THE PUBLIC REALM

The future intention is for the entire Precinct to read as one entity, with much less of a differentiation between its east and west sides. Consequently the assessment of potential land uses looks only initially at the east and west sides of the rail lines as two distinct entities, as is the case at present, and then makes recommendations for the ‘merging’ of the two to create one, more unified, Precinct.

Land Use

From a land use and property perspective there are a number of issues to consider with respect to the Vision for the Geelong Railway Station Precinct, as follows:

- The potential creation of a large development parcel to the north-east corner of the Precinct incorporating the Kia site and part of the current car park that is notionally capable of accommodating a commercial building of significant scale and height.
- The establishment of an east-west link through the site which will create an opportunity for a retail component to be incorporated within the development.
- The creation of a series of large development parcels on the west side of the Station in various configurations, and
- The potential to capture additional underutilised land to the north along La Trobe Terrace so as to act as a gateway to Geelong.

Relevant issues to be considered with respect to this Vision include the following:

Suitability of Development Types

- The primary land uses that are considered to be most suited over time to the Precinct are a mix of commercial offices, convenience retail, residential apartments and Station related facilities.

Further to these uses there are a range of alternative institutional, educational, civic and other non-private uses that are potentially suitable but unlikely to be delivered by the private sector.

Readiness of the market to accept new development

There has been a notable increase in property development activity in central Geelong over recent years across the commercial, retail and residential apartment segments which suggests the existence of momentum from both the demand and supply sides of the development equation. In relation to the Precinct, the key issue however relates to the underlying depth of demand which exists at a price that is required to deliver supply (from the private development sector’s financial perspective). In relation to the office market, it is clear that there is a significant difference between prevailing market rents which are still somewhat lower than the rents required by a developer to profitably deliver a project (alternatively expressed as the economic rent). As such, unless subject to particular circumstances, users requiring new office accommodation will have to pay an above-market rent in order to secure such accommodation, as occurred with the TAC building which is now under construction.

Despite the underlying need from various users for higher-quality and new-generation office accommodation, there are very few users in the Geelong office market with an office space requirement (other than for Federal, State or Local Government and their agencies) that is large enough to underpin the construction of new, higher quality office buildings. It is likely, therefore, that the only method for delivery of new office stock to the Geelong office market is through Government users providing a pre-commitment to a building that can then be delivered with additional capacity provided to meet the needs of smaller private tenants also requiring higher quality accommodation.

Scale and Quantum of Development

The most likely occupiers of a potentially large new office building in Central Geelong will be either the State, Local or Federal governments (or their respective agencies). It is anticipated that the collective demand from these existing users of office space in Geelong, as well as a number of small private sector occupiers, over the medium term would be in the order of 20,000 – 30,000 m². The timing of these various requirements however will be staggered over this period depending upon lease expiries in current accommodation, budgetary considerations and various other factors. Assuming that these various requirements could be correctly aligned and that there is a preparedness to pay the required economic rents to have the buildings delivered, there is an underlying potential for 2 large office buildings, similar in scale to the TAC Building which is now under construction, to be delivered in Central Geelong over the short to medium term.

It is considered that the Precinct has the potential to accommodate one of these buildings and that the most suitable location is at its north-east corner, at the site of the existing Kia dealership. There is a much lesser likelihood that such a building, or a second building, would be built on the west side of the Station until at least the longer term (10+ years) given the availability of other well located sites closer to the commercial centre of Geelong.

If an office building at the north-east corner of the site is delivered in the short-term it will similarly imply that the development of a large residential building, which could notionally also be built on this site but for a lesser return from a financial feasibility perspective, would be prevented. Residential development would then be forced to occur on the less-suitable west side of the Precinct which will therefore delay its development.
Public Realm

To overcome the long-standing barriers to movement that dog the Precinct, access and legibility should be improved throughout, to allow people to move more freely, both east-west and north-south.

North-south this can be achieved by linking Roy Street (West) to the Gordon TAFE, and Roy Street (East) to the Railway Terrace entrance, by new pedestrian and cycle links. Potentially these links could then be extended further north to link with La Trobe Terrace and Ginn Street.

The east-west barrier to movement could also be substantially reduced by constructing at least one pedestrian bridge across the tracks, linking the following desire lines, and as shown on Figure 33:

- **Option 1** Autumn Street to Brougham Street (northern Station link)
- **Option 2** Gordon Avenue to Bayley Street (mid Station link)
- **Option 3** Gordon Avenue to Bayley Street (southern Station link)

**Option 1** is considered a possible link, particularly as it would be highly feasible to construct a bridge over the tracks at this point, but this is unlikely in the short term as demand is currently focussed at the southern end of the Station.

**Option 2** would require the bridge to penetrate the top of the heritage listed western wall of the Station complex. This is not recommended from either a heritage or architectural point of view.

**Option 3** is the preferred solution of the three, whereby the new east-west link would easily satisfy the existing demand for access between the main Station buildings and Bayley Street and Gordon Avenue, while any new pedestrian bridge could be accommodated in the space available.

Following from this, the potential linkages for pedestrians and cyclists were assessed for the Precinct as a whole. Figure 34 illustrates the new east west links, at the northern and southern ends of the Station, together with additional links running north-south, on either side of the railway lines. The opportunity to achieve this is very much allied with the removal of the stabling yards and by re-dedicating the railway bridge across Gordon Avenue as a pedestrian way giving direct access to Gordon TAFE.
Figure 35 simplifies these potential new linkages in the form of ‘flow lines’, connecting the Precinct to the broader City context. It is obvious from the drawing that, if these changes were made, the Station would change from being inaccessible to potentially highly accessible, in what could be a relatively short timeframe.

**Development Parcels**

The ‘flow lines’ indicate where movement could be developed within the Precinct, and help define the areas more suited for establishment as ‘development parcels’. To help determine the layout of these ‘parcels’, it was prudent at this stage in the Visioning process to refer once again to the wider Geelong context.

It has been noted previously that the Station lies at the nexus between a number of urban grids, and consequently the opportunity exists to reflect the merging of these grids in the patterning of the urban forms of the Precinct. Figure 36 illustrates these grids at the more local level. Thus, for any future design to reflect this contextual patterning, the new access way from the Station to Mercer Street should follow the orientation of Roy Street (east), while the new access way from Gordon Street to the Station should follow the orientation of Roy Street (West). Other forms can then reflect whichever grid system is most suitable.

By accepting this patterning and incorporating the needs of public access and land use development, three Options could then be produced so as to parcel the available land into manageable areas for development. The three Options are illustrated on figures 37-39.

All Options maintain the Station buildings and the Law Courts and Police buildings as fixed assets, although it was agreed that the latter could potentially require an additional 1383 m², over 3 levels, for future expansion. This would need to be accommodated immediately to the north of the existing complex. Also, all three options propose the introduction of a much-needed Public Plaza directly in front of the old Ticket Hall.

NB. Note that at this stage in the process, the original Study Area boundaries were deemed to be incorrectly positioned and were expanded to include the ‘boundary’ streets themselves, the potential pedestrian access across the redundant railway bridge to Gordon TAFE, Roy Streets (East and West) and the triangular parcel of land to the north of Roy Street (West).
**Option 1**

Option 1 acknowledges that the existing Station facilities are dysfunctional and proposes a totally new Station building to the south of the original Ticket Hall. This could be a major landmark building, which given height, would be visible for some distance. It would link across the tracks with a pedestrian bridge that would also provide access to the platforms. The landing on the western side would be marked by a smaller ‘foyer’ building that would echo the character of the main building.

Access to the footbridge would be via new streets from both Gordon Street and Bayley Street, and development parcels would emerge at the Kia site, and in place of the Railway Institute building, with a much larger parcel available to the north of Gordon Street (east).

Option 1 would require the removal of the shelter immediately south of the old Ticket Hall, and the relocation of the existing bus station.
Option 2
Option 2 proposes a more modest extension to the Ticket Hall, with two new footbridges constructed to the north and south of the existing Station. The development parcel proposed for the Kia site would be smaller than that proposed for Option 1, thus freeing up more land for the Courts/Police Court expansion. To the west an additional street would be developed opposite Autumn Street, which, together with an ‘extension’ to Gordon Avenue would subdivide the land into smaller parcels, whilst also allowing views through from La Trobe Terrace to the heritage Station wall.

Under this Option the existing bus station would again require relocation.
Option 3
Option 3 pushes the Gordon Avenue / Bayley Street pedestrian bridge further to the south and avoids removing the existing shelter near the Ticket Hall. In this case, there would be no new Station building and the pedestrian bridge would be a more simple ‘stand-alone’ structure.

Access ways would remain the same as Option 1 but a major new development parcel to the north would straddle the railway line.

With this Option, the existing bus-station would remain in its current location.

The major difference between these Options lies in the location and size of the development parcels; the exact location, staging and type of footbridge(s) required and the potential redevelopment of the Station ticketing facilities.
Built Form
The following Built Form Options represent a further refinement of each of the three options for Development Parcels as described above, illustrating, in particular:

- Form.
- Height.
- Massing, ranging from major landmark forms to broader low scale massing.
- Visual and physical links to help integration.
- Integration of the precinct edges with the urban surroundings, and
- Potential correlation with surrounding uses.

Note that additional development parcels are also discussed, located at the northern most railway wedge along Madden Avenue, and at the vacant corner allotment at the Gordon Institute of TAFE. Although not included as part of the original Precinct area, as briefed, it is felt that the development of these sites offers considerable potential benefit.

The opportunity to realise multiple frontages is an important factor in each of the Options, encouraging a comprehension of all built elements “in the round”. This, in turn, formally addresses the need to develop active frontages for all elevations, to reinforce the public realm and enhance pedestrian connections by avoiding “dead” or unsafe zones at the ground plane.

The development opportunities also assume a high degree of transparency to maintain visibility across development sites and throughout the precinct.

The framework for Built Form presupposes a high quality architectural and environmental response. Achieving sustainable design for both the social and physical investment would be an integral part of achieving this quality response.
Option 1 represents an intense development scenario.

La Trobe Terrace forms a landmark edge for the Precinct along its western length, and has the potential to become the perceived ‘Gateway’ for the Transit City development and the Geelong CBD, with 360 degree views. La Trobe Terrace is also considered in this context as a ‘hard’ edge, with a more formal address to be offered by the adjacent built form.

An 80m height limit is proposed for this Option, which equates to roughly 20 to 25 floors, housing commercial and hotel uses and possibly a government tenancy. Floor plates of around 1200 – 1500m² are assumed as the largest possible in this study context.

Development would ‘scale down’ toward the east, to serve as an active podium for commercial or retail use and to encourage a more sympathetic scale facing the nearby railway buildings.

The Mercer Street development parcel provides the opportunity for a strong corner anchor to the transit hub facing the Station, and a presence along Bayley Street (West). The scheme shows a height of 80m, with the potential for showroom and commercial tenants at lower levels with mixed use residential, hotel or serviced apartments above.

A lower scale building is positioned to the front, with direct address to Bayley Street (West). This is shown as a 6m podium with a number of mixed retail and studio office opportunities on all sides that will activate the Station hub at street level.
Option 2
If development parcels are considered as larger singular allotments, a different massing and form is possible. Option 2 shows the potential for a broader, lower development which can accommodate a number of mixed uses. The “skyline” could be more varied, allowing for a rise to 50m at the corners, as anchors, cascading down to 30m or less, “internally”.

Along La Trobe street, the site could be understood as an recreation/entertainment and education precinct where the form articulates a more dynamic mixed use outcome with larger ground floor public areas and foyers along La Trobe Terrace and through to the Station. The majority of the western site footprint would be occupied by a single building such as a sports centre, convention centre or Gallery, public recital hall, or library. It is also possible that a number of uses can be “laminated” together to provide a variety of activity and function.

The eastern site at Mercer Street shows a similar massing to demonstrate the impact of a larger 50m built form at the corner of the Station hub.

FIGURE 42 OPTION 2 - PLAN

FIGURE 43 OPTION 2 - PERSPECTIVE
Option 3

Option 3 considers the notion of spanning the railway with a deck. This deck would appear as a continuation of the ground plane to ensure legibility and connection between the east and west sides of the Precinct.

We envisage this to be an occupied building form with public and commercial facilities including soho office, recreation, and retail opportunity. This would also link into adjacent buildings with public circulation between ground floor and upper floor foyer spaces. The majority of the area west of the Station site would accommodate a campus office for government, education, research or a combination of these.

The built form shown for this Option is generally around 30m, with two tower 50m elements located at the site corners (La Trobe Terrace/ Gordon Avenue and Mercer Street/ Brougham Street) forming a diagonal landmark relationship across the whole precinct.
4.2.2 PHASE 2: DEVELOPMENT OF TRANSPORT OPTIONS
Because of the importance of the site as a transport hub, the development of Transport Options looks at the various transport modes that operate within the Station Precinct, their potential for change and makes recommendations for preferred outcomes.

Bus Interchange Layouts
For buses to effectively service the Station and to provide a functioning interchange facility buses should access the Station Precinct and pass as close to the Station building as possible.

V/Line and Bellarine buses currently access the Station via the main entrance on Gordon Avenue before entering a sheltered parallel depot style forecourt. The buses then use the roundabout to turn around before exiting via Gordon Avenue. Local buses enter and stop in linear stops farther to the south before continuing through the forecourt and exiting onto Gordon Avenue via the roundabout.

Although the current layout as shown in Figure 46, is satisfactory in terms of bus operations, it is highly deficient in terms of pedestrian safety and amenity for passengers using the regional services. Currently passengers are required to access buses by walking in front of or behind buses within the bus station forecourt itself. This results in an unacceptable risk of conflict between passengers and buses.

In order to reach an adequate compromise between bus operations and passenger safety and amenity, bus routes may be subject to slight increases, with a resultant increase in operating costs and running times. The aim of this study is to minimise such negative impacts while improving pedestrian and passenger amenity.

Modelling of interchange layout options
In 2007 the Department of Infrastructure commissioned Parsons Brinckerhoff to conduct a study of bus operations in the Geelong Area. There were two main components to the study:
- Bus review and network design, and
- Central area bus modelling study.

The main goal for the central area Bus Modelling Study was to develop a workable solution for the operation of buses within Central Geelong that would be supported by DOI, Council and bus operators.

As defined, the Central Area covers the main activity area of Central Geelong including the Station Precinct within this Precinct. Three different options were assessed as shown in Figures 47-49:
- Option 1 - access using the Station Plaza connection towards Bayley Street
- Option 2 - one-way access using the Roy Street connection
- Option 3 - two-way access using the Roy Street connection

These options were assessed based on their impact on bus route distances and travel times, with the two Roy Street options being compared with the Station Plaza option:
- Option 2 - the 1-way Roy Street option adds on average 1 km to each bus service using the Station and adds on average 3.5 minutes to each service travel time
- Option 3 - the 2-way Roy Street option adds about 700 m extra distance and 2.2 minutes extra travel time per service

Applying rates to the additional bus travel distances and times, as well as additional passenger travel times, gives an estimate of the impact of the two Roy Street options:
- Option 2, the 1-way Roy Street adds an additional cost of $1 million per annum
- Option 3, the 2-way Roy Street adds an additional cost of $0.7 million per annum

In addition to these direct attributed costs, there would also be an impact on the passenger perception of the bus services - it is likely that passengers would be frustrated by a more circuitous approach to the Station.

Based on these results it was concluded that the Roy Street options would have a significant impact on Central Area bus operations and, if implemented, would undermine improvements achieved elsewhere.

Local buses
In order to accommodate the bus operations from the CBD, it is recommended that two-way movements through the Station Precinct are planned for.

Based on the modelling results, it is proposed that local buses will travel in both directions through the Station Precinct between Gordon Avenue and Mercer Street. To achieve this, buses will use the southern section of the Roy Street Extension and also Bayley Street (West).

The bus stops at the southern end of the Station Precinct will be utilised by city bus services, as they lie within close proximity to the Station entrance.

Four bus stops (two on each side of the Roy Street extension) will be provided at the southern end of the Station Precinct. Local buses will enter and exit the Station Precinct either from the existing main entrance or from Mercer Street and will travel in either direction along Bayley Street (West).

For this option parking on Bayley Street (West) will be restricted to the southern side only, due to the two way bus flow.
FIGURE 46 - EXISTING STATION PRECINCT

FIGURE 47 - OPTION 1
ACCESS USING STATION PLAZA CONNECTION

FIGURE 48 - OPTION 2
ONE-WAY ACCESS USING ROY STREET EXTENTION

FIGURE 49 - OPTION 3
TWO-WAY ACCESS USING ROY STREET EXTENTION
Regional buses (V/Line and Bellarine services)
Bus stops for regional services will be provided on the northern section of the Roy Street extension. This area is well suited to use by regional services as they often wait for passengers for extended periods of time. The allocated spaces would allow the buses to wait without causing obstructions to other bus services. In addition, the additional distance negotiated by regional buses accessing Mercer Street from the original Roy Street extension has less impact on their operations.

On the basis of the above three individual layout options were identified with regard to all bus operations within the Station Precinct. These are discussed below:
(Please note: For buses that travel north/south past the Station Precinct bus stops will be provided on Mercer Street, in close proximity to the pedestrian crossing).

Option 1 – Bayley Street (West)
This option provides for four bus stops (two on each side of the Roy Street extension) at the southern end of the Station Precinct. Local buses will enter and exit the Station Precinct either from Gordon Avenue or Mercer Street and will travel in either direction along the Bayley Street (West) extension as shown in Figure 50.

Benefits
- The relocation of regional services to the northern section of the Roy Street extension will allow sufficient space for buses waiting for passengers.
- The proposed waiting area/public plaza will be retained.
- More space is available for the development of additional station buildings, and
- The standard junction arrangement allows for pedestrian crossing to be provided reducing the risk of conflict.

Disbenefits
- Provision for Kiss and Ride spaces will not meet the design criteria unless taxis are marshalled away from the western end of Bayley Street (West) only during peak hours, and
- Buses turning into Bayley Street (West) from Mercer Street may be delayed by traffic on Mercer Street.
An additional signalised junction on Mercer Street may also have an impact on traffic flow.

Option 2 – Roundabout at the Bayley Street (West) / Roy Street extension junction
This option makes provision for four bus stops (two on each side of the Roy Street extension) at the southern end of the Station Precinct. Local buses will enter and exit the Station Precinct by using the existing Station entrance on Gordon Avenue as shown in Figure 51. Buses will use a roundabout at the junction of the Roy Street extension and Bayley Street (West) to turn around and exit the Station Precinct. Parking on Bayley Street (West) will be retained on both sides of the carriageway as shown in Figure 51.

Benefits
- The relocation of regional services to the northern section of the Roy Street extension will allow sufficient space for buses to wait for passengers.
- The proposed waiting area/public plaza will be retained.
- More space is available for the development of additional station buildings.
- Parking provision will meet the design criteria, and
- Buses accessing the Station Precinct will not be delayed by traffic as they retain natural priority throughout the precinct due to the road layout.

Disbenefits
- The roundabout will reduce the area available for pedestrian crossings, and
- The roundabout will create more conflict between vehicles and pedestrians.
FIGURE 50 - OPTION 1
BAYLEY STREET (WEST)

FIGURE 51 - OPTION 2
ROUNDABOUT - BAYLEY STREET (WEST) / ROY STREET EXTENTION JUNCTION

FIGURE 52 - OPTION 3
ROUNDABOUT AT THE GORDON AVENUE ENTRANCE
Option 3 – Roundabout at the Gordon Avenue entrance
This option provides two bus stops at the southern end of the Station Precinct at the locations where local bus stops presently exist. Local buses will enter and exit the Station Precinct by using the existing Station entrance on Gordon Avenue as shown in Figure 52. Buses will use a roundabout in the southern section of the Station Precinct to turn around and exit the Station Precinct. Parking on Bayley Street (West) will be retained on both sides of the carriageway.

Benefits
- The relocation of regional services to the northern section of the Roy Street extension will allow sufficient space for buses to wait for passengers.
- Parking will meet the design criteria.
- Buses accessing the Station Precinct will not be delayed by traffic as they retain natural priority throughout the precinct due to the road layout, and
- The offset roundabout will increase the area available for pedestrian crossings.

Disbenefits
- The waiting area / public plaza will be lost, and
- Less space is available for development.

ASSESSMENT AND RECOMMENDATIONS

Whilst Option 2 has scored very highly in the matrix assessment (Figure 53), it is not recommended due to the likely increase in pedestrian conflict within the Station Precinct as it would be difficult to provide adequate crossing facilities at the roundabout. The matrix does not indicate the likely severity of this increased risk of conflict.

Option 2 provides the best transport solution; however, this is at the cost of the provision of developable land and pedestrian amenity. Therefore it is not recommended.

Option 1 is recommended as it is a workable solution that does not impact on the development opportunities for the site. Option 1 is considered the best compromise between transport needs and development needs, at this concept stage. This is subject to further analysis by Department of Transport (DOT) of pedestrian, bus and traffic movements and public transport impacts.
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<th>Assessment Attributes</th>
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<th>Option 2</th>
<th>Option 3</th>
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<td>RELOCATION ALLOWS ADEQUATE WAITING SPACE FOR BUSES</td>
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**FIGURE 53** BUS OPERATION, LAYOUT OPTIONS: ASSESSMENT AND RECOMMENDATIONS
Bus Access onto Mercer Street
Four options are proposed for the entry and exit of buses onto Mercer Street. (Note that it is envisaged that any entrance/exit would make use of existing road and rail infrastructure and would not require extensive acquisition of private land).

Option 1 – Brougham Street service road
Option 1 provides an access using the existing Brougham Street service road. This would entail the closure of the existing Brougham Street service road and the removal of associated parking. The access would join Mercer Street via the existing service road entry/exit; however a bus priority signal phase would need to be provided at the intersection.

Under this option the east-west link on Brougham Street would be retained to provide access between La Trobe Terrace and Mercer Street and an access to a proposed underground car park beneath the Station Precinct area. This entrance would be accessed from both La Trobe Terrace and from Mercer Street. Figure 54 shows the proposed layout of Option 1.

Benefits
- The east west access across Brougham Street is maintained.
- A bus priority phase can be implemented at the junction of Brougham Street / Mercer Street to aid bus journey time reliability.
- The proposed underground car park can be accessed from both La Trobe Terrace and Mercer Street.

Disbenefits
- The existing complexity of the junction limits bus travel on the ramp to one way only.
- The Brougham Street service road and associated parking is lost.

Due to the existing complex intersection at Brougham/Mercer Streets, this option should be employed in conjunction with a one way northbound bus circulatory route only.
Option 2 – Brougham Street and Brougham Street Service Road

Option 2 provides an access onto Mercer Street using the eastern section of Brougham Street and the Brougham Street service road. This would entail the closure and infill of the eastern section of Brougham Street and the closure of the existing Brougham Street service road. The access would ramp down from the Station Precinct and join Mercer Street via the signalised junction present at the intersection.

Whilst not essential, it would be highly beneficial to provide a bus priority signal phase at the intersection.

Under this option, the western section of Brougham Street would be retained as an access to an underground car park beneath the Station Precinct area. This entrance from La Trobe Terrace would be left-in-left-out only. Figure 55 shows the proposed layout of Option 2.

Benefits
- A bus priority phase can be implemented at the junction of Brougham Street / Mercer Street to aid bus journey time reliability.
- No amendments to the Brougham Street / Mercer Street junction phasing will be needed.
- The direction of bus travel on the ramp can either be one way or two way, and
- Additional space is available on the bus ramp and can be used for bus layovers / taxi marshalling.

Disbenefits
- The east west access across Brougham Street would be lost.
- The proposed underground car park can only be accessed via a left in/left out access on La Trobe Terrace, and
- The Brougham Street service road and associated parking would be lost.

Due to the ample width of the eastern Brougham Street bus ramp, this option can be used in conjunction with a two way bus circulatory route. In addition, the greater width may provide an area for bus layovers or taxi marshalling, if needed.
**Option 3 – Roy Street**

Option 3 extends the bus route north to provide an access onto Mercer Street using Roy Street. Access to the rear of the properties between Roy Street and Brougham Street would be maintained, however, the section of road between Roy Street and the Station Precinct would be restricted to buses and other authorised vehicles only. The junction of Mercer Street and Roy Street would be signalised and a bus priority phase introduced.

For the extension to be undertaken, an existing bluestone wall at the western end of Roy Street may need to be dismantled and removed. This will require further investigation during the detailed design phase.

The east-west link on Brougham Street would be retained as an access between La Trobe Terrace and Mercer Street and also as an access to an underground car park beneath the Station Precinct area. This entrance would be accessed from both La Trobe Terrace and from Mercer Street. Due to the ample width of Roy Street, two way bus movements can be accommodated. In addition, the additional width may provide an area for bus layovers or taxi marshalling if needed. Figure 56 shows the proposed layout of Option 3.

A preliminary study suggests that the ramp could be positioned to the south of the junction of the Roy Street extension and the existing section of Roy Street. This would allow the bluestone retaining wall to be relocated to the rear of the carriageway. The bluestone retaining wall is listed under Heritage Victoria overlay HO215 and any demolition or alterations to this wall would require approval.

**Benefits**
- The proposed underground car park can be accessed from both La Trobe Terrace and Mercer Street.
- The east west access across Brougham Street is maintained.
- A bus priority phase can be implemented at the junction of Roy Street / Mercer Street to aid bus journey time reliability.
- No amendments to the Brougham Street / Mercer Street junction phasing will be needed.
- The direction of bus travel on Roy Street can either be one way or two way, and
- Additional space is available on the bus ramp and can be used for bus layovers / taxi marshalling if needed.

**Disbenefits**
- Buses have to travel farther and negotiate an additional junction when travelling south, and
- The heritage listed wall at the western end of Roy Street may need to be dismantled.

**FIGURE 56 OPTION 3 - BUS EXIT VIA ROY ST**
Option 4 – Bayley Street (West)

Option 4 provides an access onto Mercer Street using the Bayley Street (West) access. The proposed route would be two way and could be shared with general traffic. Buses will exit onto Mercer Street via a signalised intersection. In addition an opportunity exists to provide bus priority measures at this proposed junction as well as crossing facilities for pedestrians and possible cyclists.

The east-west link on Brougham Street will be retained as both an access between Latrobe Terrace and Mercer Street and an access to an underground car park beneath the Station Precinct area. This entrance would be accessed from both Latrobe Terrace and from Mercer Street. Due to the ample width of Bayley Street (West), this option can accommodate two way bus routes. Figure 57 shows the proposed layout of Option 4.

Benefits
- The proposed underground car park can be accessed from both Latrobe Terrace and Mercer Street.
- The east west access across Brougham Street is maintained.
- A bus priority phase can be implemented at the junction of Bayley Street (West) / Mercer Street to aid bus journey time reliability.
- The direction of bus travel on Bayley Street (West) can either be one way or two way, and
- The impact on bust journey times and operating costs is minimal.

Disbenefits
- Amendments to the Brougham Street / Mercer Street junction phasing will be needed, and
- The mixing of bus traffic and general car traffic may lead to congestion on Bayley Street (West).

ASSESSMENT AND RECOMMENDATIONS

Following an assessment of figure 58, we recommend a combination of Option 3 and Option 4, where city buses would use the Bayley Street access and regional coaches the Roy Street access. The proposal retains an important east-west link between Latrobe Terrace and Mercer Street along Brougham Street. It could provide buses with good, unrestricted access onto Mercer Street at two separate locations with the use of bus priority signals. Also the bus bays required as part of the Brief are accommodated more effectively under this proposal.
<table>
<thead>
<tr>
<th>Assessment Attributes</th>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
<th>Option 4</th>
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<td>THE EAST WEST ACCESS IS LOST</td>
<td>THE EAST WEST ACCESS IS MAINTAINED</td>
<td>THE EAST WEST ACCESS IS MAINTAINED</td>
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<tr>
<td>BROUGHAM STREET / MERCER STREET JUNCTION</td>
<td>THE JUNCTION MAINTAINS SIX ARMS</td>
<td>THE NUMBER OF ARMS ON THE JUNCTION IS REDUCED TO FIVE</td>
<td>THE JUNCTION MAINTAINS SIX ARMS</td>
<td>THE JUNCTION MAINTAINS SIX ARMS</td>
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<td>UNDERGROUND CAR PARK ACCESS</td>
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<td>THE CAR PARK CAN BE ACCESSED FROM BOTH LATROBE TERRACE AND MERCER STREET</td>
<td>THE CAR PARK CAN BE ACCESSED FROM BOTH LATROBE TERRACE AND MERCER STREET</td>
<td>THE CAR PARK CAN BE ACCESSED FROM BOTH LATROBE TERRACE AND MERCER STREET</td>
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<tr>
<td>BROUGHAM STREET SERVICE ROAD</td>
<td>THE SERVICE ROAD IS LOST</td>
<td>THE SERVICE ROAD IS LOST</td>
<td>THE SERVICE ROAD IS MAINTAINED</td>
<td>THE SERVICE ROAD IS MAINTAINED</td>
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<tr>
<td>BUS ACCESS FLEXIBILITY</td>
<td>THE BUS RAMP CAN ONLY BE USED IN ONE DIRECTION</td>
<td>THE BUS RAMP CAN BE USED IN BOTH DIRECTIONS</td>
<td>THE BUS RAMP CAN BE USED IN BOTH DIRECTIONS</td>
<td>THE ACCESS ROAD CAN BE USED IN BOTH DIRECTIONS</td>
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<td>BUS OPERATIONS</td>
<td>OPERATING KMS WILL INCREASE TO ACCESS BROUGHAM STREET</td>
<td>OPERATING KMS WILL INCREASE TO ACCESS BROUGHAM STREET</td>
<td>OPERATING KMS WILL INCREASE TO ACCESS ROY STREET</td>
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<td>-2</td>
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**Figure 58:** Bus access on to Mercer Street: Assessment and recommendation.
Car circulation
While it is intended to retain the Station Precinct as primarily a public transport interchange, some private vehicle access is required in order to activate the Precinct. Three options have been considered in order to provide access for private vehicles without causing congestion, undue delay to bus operations and ‘rat-running’ between Gordon Avenue and Mercer Street.

Option 1 – One way traffic northbound
Option 1 allows general vehicular access to the Station Precinct from the main entrance on Gordon Avenue. Traffic would travel north before turning right into Bayley Street (West) prior to exiting left only onto Mercer Street. Right turns into Mercer Street from Bayley Street (West) would not be permitted. Figure 59 illustrates the layout of Option 1.

Benefits
- General traffic would be granted access to the Station Precinct, and
- Routing traffic one-way would not require as much road width thus maximising developable land space.

Disbenefits
- General traffic would mix with buses in the southern section of the Roy Street extension which may result in delay to bus operations.
- Traffic turning right into Bayley Street (West) may cause delays to bus operations if this option is implemented in conjunction with the two way bus circulation option, and
- The entire movement may be attractive to motorists wishing to avoid queues on Gordon Avenue. Subsequently this route could become a ‘rat run’ between Gordon Avenue and Mercer Street.

Option 2 – One way traffic southbound
Option 2 allows general vehicular access to the Station Precinct from Bayley Street (West), then southwards into the Roy Street extension. Left only access from Mercer Street to the Precinct would be permitted under this Option. Traffic would exit onto Gordon Avenue via the Railway Terrace entrance. Figure 60 shows the layout of Option 2.

Benefits
- General traffic would be allowed access to the Station Precinct.
- Routing traffic one-way would not require as much road width thus maximising developable land opportunities.
- The left turn from Bayley Street (West) into the Roy Street extension grants priority to buses travelling southbound along the northern section of the Roy Street extension.
- If used in conjunction with the one way bus circulation option additional space will be available on the southern section of the Roy Street extension. This additional space could be used for further Kiss and Ride / taxi facilities if needed, and
- The proposed anti-clockwise manoeuvre does not provide a short cut for motorists between Mercer Street and Gordon Avenue.

Disbenefits
- None apparent at this stage in the process.
**Option 3 – Two way traffic**

Option 3 provides traffic with full access to the southern end of the Roy Street extension and the whole length of Bayley Street (West) in both directions. Traffic would be able to enter and exit the Station Precinct from Gordon Avenue in all directions but would be limited to left in left out access at the junction of Mercer Street and Bayley Street (West). Figure 61 shows the layout of Option 3.

**Benefits**
- General traffic would be allowed access to the Station Precinct, and
- Additional parking could be provided as both sides of the road could be utilised.

**Disbenefits**
- A bi-directional thoroughfare with associated parking would require additional carriageway width which would reduce the developable area.
- General traffic would mix with buses in the Roy Street extension which may result in delays to bus operations.
- Traffic turning right into Bayley Street (West) at its junction with the Roy Street extension may delay buses if this option is implemented in conjunction with the two way bus circulation option, and
- The entire movement may be attractive to motorists wishing to avoid queues on Gordon Avenue. Subsequently this route could become a ‘rat-run’ between Gordon Avenue and Mercer Street.

**ASSESSMENT AND RECOMMENDATIONS**

Following evaluation of Figure 62, **Option 2** is recommended in order to minimise the impact of general traffic on bus operations.
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<th>Assessment Attributes</th>
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<th>Option 3</th>
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<td>TRAFFIC ACCESS WOULD BE GRANTED FOR THE PRECINCT</td>
<td>TRAFFIC ACCESS WOULD BE GRANTED FOR THE PRECINCT</td>
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<td>LESS ROAD WIDTH WOULD BE REQUIRED FOR A ONE WAY SYSTEM</td>
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<td>CARS WAITING TO TURN RIGHT INTO THE BAYLEY STREET WEST EXTENSION WOULD DELAY BUSES</td>
<td>BUSES WOULD HAVE PRIORITY BY CONTINUING ALONG THE ROY STREET EXTENSION. VEHICLE ENTERING WOULD HAVE TO WAIT.</td>
<td>CARS WAITING TO TURN RIGHT INTO THE BAYLEY STREET WEST EXTENSION WOULD DELAY BUSES</td>
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<td><strong>IMPACT ON GENERAL TRAFFIC</strong></td>
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<td>NO IMPACT ON GENERAL TRAFFIC</td>
<td>NORTHBOUND ACCESS WOULD BE ATTRACTIVE TO RAT RUNNERS WISHING TO AVOID JUNCTIONS ON GORDON AVENUE AND MERCER STREET</td>
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</table>

**FIGURE 62 TRAFFIC FLOWS: ASSESSMENT AND RECOMMENDATIONS**
5.0 Strategies: The Preferred Option

5.1 PHYSICAL FRAMEWORK
The major recommendation regarding the Physical Framework of the Precinct is for its boundaries to be re-defined to include the surrounding roads, the railway bridge over Gordon Avenue and the triangular parcel of land to the north, to the north of Roy Street (West).

Also, it is important that any consideration of the future built form within the Precinct should respond to the topographical context of the Precinct and of the surrounding area, especially leading into the Precinct from the west and away from it to the east.

5.2 HISTORICAL CONTEXT
The Geelong Railway Station complex is a significant heritage asset for the City of Greater Geelong. A full Conservation Study should be undertaken as a matter of urgency to catalogue its history and determine the heritage value of individual buildings and building components.

Also, repair works should be undertaken to the heritage listed buildings, as soon as possible.

5.3 MOVEMENT
Figure 63 illustrates the proposed movement patterns within the Precinct.

5.3.1 BUS CIRCULATION
As raised previously, the workshop assessment of the 3 options for bus circulation and interchange layout within the precinct, yield Option 1 (Figure 64) as the preferred option.

5.3.2 TAXIS AND KISS AND RIDE FACILITIES
As part of the design brief for this Study, it was stated that five (5) taxis bays and a minimum of ten (10) Kiss and Ride places should be provided.

Due to the introduction of two way bus flows along Bayley Street (West), parking is possible on the southern side of Bayley Street (West) only. Five taxi bays and eight Kiss and Ride spaces can be provided at this location.

To increase the available Kiss and Ride capacity during peak hours it is proposed to relocate taxis to the northern section of the Roy Street extension. During off-peak hours taxis will be able to marshal in Bayley Street (West).

Providing taxi and Kiss and Ride facilities on the western side of the railway was investigated. However it was deemed to be undesirable due to safety concerns and the need for taxis and Kiss and Ride passengers to be located closer to the Station.
5.3.3 GENERAL PARKING

Parking on the southern side of Bayley Street (West)
Due to the introduction of two way bus flow along Bayley Street (West), on-street parking is limited to its southern side. Five taxi bays and eight Kiss and Ride spaces could be provided at this location.

To increase the available Kiss and Ride capacity during peak hours it is proposed to relocate taxis to the northern section of the Roy Street extension. During off-peak hours taxis will be able to marshal in Bayley Street (West).

Parking to the west of the Station
Providing taxi and Kiss and Ride facilities on the western side of the railway was investigated. However it was decided that taxis and Kiss and Ride passengers should be located close to the Station entrance.

Commuter parking
Currently 480 parking spaces are available within the Station Precinct for commuters, the majority of which are located on the main car park on the western side of the precinct. Only approximately 75 spaces are provided at the main entrance to the Station, where provision is also made for Kiss and Ride, disabled and V/Line staff parking. The remainder of the parking spaces in this area are reserved for the police and law court complex.

The existing commuter parking on the western side of Geelong Station will be retained in the short term. In the future, and as the Western Precinct is developed, underground parking beneath the Station Precinct could be provided with access from Brougham Street.

Police and law court parking
Currently approximately 150 spaces exist within the Station Precinct for exclusive use by the police and law court complex. Some police parking is accessed by a secure gated entrance on Mercer Street.

During the period of construction, secure police parking will be provided at grade adjacent to the existing building. This area will be under cover and accessed by the existing secure entrance from Mercer Street.

General parking for visitors to the police complex and law courts will be provided in the developable area prior to development along with secure parking for V/Line staff and drivers. Once construction of the underground car park is underway, additional parking can be provided for the complex using a phased construction approach.

Disabled parking
Under the requirement to one disabled space for every 100 parking spaces it is proposed to provide five (5) disabled parking spaces within the Station Precinct. These will be located to the north of the proposed bus stop area in close proximity to a proposed northern access to the station platforms. Figure 65 shows the proposed location of disabled parking. Vehicles accessing the disabled parking area will be exempt from traffic restrictions preventing normal private vehicles accessing the Roy Street extension.

Staff parking
The Roy St extension will require the acquisition of land currently used for staff parking. In the short term staff parking will be allowed within the developable area as this area will be unused and it is unlikely that the underground car park will be constructed before the construction of the Roy Street extension. Once the underground car park and associated development is constructed, parking for staff can be provided in a secure section of the car park. It is also envisaged that when the stabling is moved to another location, the parking needs for staff will decrease considerably.
FIGURE 65 PROPOSED DISABLED PARKING
5.3.4 PEDESTRIANS

North-south pedestrian access across the Geelong Station Precinct

In future, it will become possible to walk from Roy Street (West) southwards, past the heritage Station buildings and across the redundant rail bridge (now pedestrian walkway) to the Gordon TAFE complex.

Similarly the opportunity will exist to walk from Roy Street (east) southwards through the new commercial developments on the eastern side of the Station, and exit onto Railway Terrace.

East-west pedestrian access across the Geelong Station Precinct

East-west access will be significantly improved by the linking of Gordon Street with Bayley Street via the new pedestrian bridge (see Figure 66) at the southern end of the Station and the new east-west street, known as Bayley Street (West), which will stretch from the junction of Bayley Street and Mercer Street directly to the main Station buildings.

In future a second pedestrian bridge could be built over the tracks at the northern end of the Station, allowing easier movement between Autumn Street and Brougham Street. Pedestrian bridges would be provided with DDA compliant lifts to allow ease of access for the disabled.

Bayley Street (West)

Figure 67 illustrates the potential configuration of Bayley Street (West) with respect to circulation within the preferred Option 1.

Roy Street Extension

Figure 68 details the proposed road layout for the Roy Street extension north of its junction with Bayley Street (West).
FIGURE 67 OPTION 1 BAYLEY ST WEST

FIGURE 68 PROPOSED BUS ZONE ROY ST EXTENSION
Pedestrian Crossings
Figure 69 shows the envisaged pedestrian/vehicle conflict points within the Station Precinct, of which there could be eight in number. Pedestrian crossings are proposed at these locations to minimise risk. A number of different crossing types are proposed:

Mercer Street
A large pedestrian movement is anticipated between the Station and Bayley Street, and on to the CBD, the Waterfront and Deakin University. Whereas pedestrians currently cross at the junction of Mercer Street and Brougham Street, a new pedestrian and cycle crossing will be provided in close proximity to the junction of Bayley Street and Mercer Street, as shown in Figure 70.

Due to the existing traffic speeds and levels on Mercer Street, a signalised pedestrian crossing would need to be provided. It would then be possible to link this crossing to the signals at the junctions of Mercer Street / Brougham Street and Mercer Street / Railway Terrace to minimise the impact on traffic flow.

La Trobe Terrace
The existing pedestrian facility at the junction of La Trobe Terrace and Gordon Avenue will be retained for use by pedestrians.

Bayley Street (West) junction with the Roy Street extension
Large numbers of pedestrians will potentially need to cross at the Roy Street extension to access Bayley Street (West) before continuing to the CBD. However, due to low traffic speeds in the area, uncontrolled pedestrian crossings would be sufficient.

A raised table is proposed as well as a narrowing of the road width at the crossing sites to calm traffic speeds further. Figure 71 shows the indicative layout of the precinct area. Please note that the hatched area denotes an area of level grade. Providing the carriageway, cycleway and footway at the same grade will encourage road users to be more aware of other road users, and hence create a safer environment.
5.3.5 CYCLISTS

A dedicated east west cycle link will be provided between the existing route along Gordon Avenue from La Trobe Terrace to Mercer Street. In this proposal the existing eastbound left turn only lane on Gordon Avenue will be replaced with a bus and cycle only lane as shown in Figure 72.

An additional cycle path will be provided within the Station Precinct Linking Gordon Avenue and Mercer Street with a dedicated two way contra flow cycle facility at Bayley Street (West) on the northern side of the carriageway. The cycle route will exit onto Mercer Street via a pedestrian and cyclist signal controlled crossing.

Westbound cyclists would follow this route in return and be provided with a mandatory cycle lane heading west along Gordon Avenue. Cycle advanced stop lines will be provided at all signalised intersections to allow cyclists to safely pull away in advance of traffic. Figure 73 is an example of a cycle advanced stop line.

An opportunity also exists to provide a crossing facility for cyclists wishing to turn right for Bayley Street (West) onto Mercer Street.
5.4 LAND USE

Geelong Station Precinct should display a wide range of uses, in keeping with its status as the major focus of Geelong Transit City. These uses should be chosen to maximise the potential for interplay across and through the Precinct, and should encourage people to actively participate in the newly created streets.

Uses should be chosen that unite both the east and west sides of the Precinct, albeit that the eastern side is likely to be developed first.

Matrix of Potential Land Uses

Figure 74 illustrates the Matrix of Potential Land-Uses for both the east and west sides of the Station Precinct, based on an assessment of the potential for the site itself and for the site to develop in the context of the economic reality of the City of Geelong as a whole. The Matrix looks at development in 5 years stages within an overall time period of 15 years.

The most obvious feature of the Matrix is the differing potential between east and west. The eastern side of the Precinct offers a number of possibilities for development while the western side offers very little, with some potential developing over time.

Note that the likelihood of development happening is also closely aligned with any improvements made by Government that would be designed to improve functionality and stimulate growth within the Precinct. Most important of these would be the re-structuring of the bus interchange, the building of a pedestrian bridge across the railway and the removal of the stabling facilities.

5.5 BUILT FORM

5.5.1 DESIGN DRIVERS:

The following Design Drivers are identified to supplement the list of Urban Design Parameters listed in Section 4.1.

- Consolidate the existing Station building to suit new entry and waiting areas for train, V-Line buses and local buses, and
- Remove the external shed structures and poorly executed additions, to re-establish the identity and reading of the original Station in the round.
- Create new canopies and links that integrate with the original Station building.
- Encourage new architecture and urban design elements that are strong and contemporary in both quality and form.
- Aim to consolidate the bus infrastructure to improve Station amenity and pedestrian zones/plaza areas
- Avoid large bulky goods and showroom entities.
- Respect the existing heritage context by allowing more complimentary public, elemental or monumental treatment of scale and transition that responds to strong linear form of the Station.
- Aim for taller more slender elements rather than broad large massing to create a clearer dialogue in scale and form, and
- Encourage singular gestures that encourage a strong identity to showcase the Precinct as an exciting area.

East Side development

The potential exists for some commercial development to occur in the short term, becoming more likely within the medium term of 6-10 years. Allied to this influx of office workers the opportunity also exists for some retail development to occur, mainly cafes, convenience shops and personal service shops such drycleaners, hairdressers etc. Interesting opportunities also occur for low rent studio, gymnasium, child care facilities and a Tourist Information Centre. There is little potential for residential development on this eastern side.

The following uses are suggested for the area to the east of the Station:
- Studio.
- Offices.
- Tourist information.
- Artist/commercial spaces/gallery opportunity.
- Retail.
- Recreation.
- Hotel.

West Side development

The potential for development between the railway and La Trobe Terrace within the next five years is low. Some potential exists for retail and residential development in the medium term, while the potential for a wider range of development becomes much stronger in the longer term.

The following uses are suggested for the area to the west of the Station:
- Mixed-use commercial development.
- Entertainment, e.g. cinema, recreation.
- Sports Centre.
- Education/learning/research facility.
- Office campus.
- Government facility.
- Hotel linked to conference facilities.
## DEVELOPMENT AND LAND USE MATRIX - STATION EAST PRECINCT

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<thead>
<tr>
<th>Station East Precinct</th>
<th>Development Timing / Staging</th>
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</tr>
<tr>
<td>Office suites</td>
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<tr>
<td>Gymnasium / Fitness centre</td>
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<td>Child care centre</td>
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<td>Hotel</td>
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## DEVELOPMENT AND LAND USE MATRIX - STATION WEST PRECINCT

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<td>Child care centre</td>
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<td></td>
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<tr>
<td>Personal services</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## FIGURE 74 MATRIX OF POTENTIAL LAND USES

### Residential
- Owner-occupied apartments
- Investor apartments
- Affordable apartments
- Student accommodation (Managed)
- Townhouses
- Independent Living (Seniors)
- Tertiary education campus
- Specialised education / college
- Indoor sport / recreation centre
- Health / Medical facility

### Civic / Community / Institutional
- Tourist / Community information centre
- Tertiary education campus
- Specialised education / college
- Indoor sport / recreation centre
- Health / Medical facility

### Unlikely / Likely / Assumed to be Already Achieved
- Likely
- Possibility
- Unlikely
- Assumed to be Already Achieved
5.5.2 PREFERRED BUILT FORM OPTION

In reviewing the previous Options as part of the Workshop Process we have arrived at a preferred outcome for built form. This Option would be developed in two stages, echoing for the short term potential of the Precinct’s east sites, and the more, longer term potential for the west.

As discussed previously, the Precinct has a number of landmark opportunities. In the preferred scheme (Figures 75-77) the site is seen as a triangular constellation of three primary landmark anchors which define the Precinct at its corner locations (La Trobe Terrace/Brougham Street, La Trobe Terrace/Gordon Street, Mercer Street/Brougham Street) and a subordinate series of markers that cross the site to inform pedestrian connection from Johnstone Park through to the railway entry points along Gordon Avenue and into Bayley Street (West). The building on Mercer Street would be around 50m in height at the corner and around 12m at Bayley Street (West), say 3 to 4 levels depending on a generous ground floor frontage.

An agglomeration of uses to the west along La Trobe Terrace represents a new kind of public and commercial facility. It would house a series of uses similar to that outlined in Option 2, but oriented to offer open space and access to both east and west, with a possible urban garden and large public foyers linking office and mixed education or entertainment facilities at the northern and southern ends. Again the height increases toward the north and south and falls toward the centre of the Precinct.

A buffer space along La Trobe Terrace is included to slow traffic at the point of arrival into this site. The building form is well set back to ensure a landscaped forecourt ‘arrival’.

Pedestrian links are provided to new Station “pavilions” enabling access over the railway and down to the platform. However the potential exists to provide above ground links to the north and underground links to the Station at a later stage as the western side of the Precinct develops in the future.

It is also proposed that the Station building should be reviewed for use consolidation to suit new entry and waiting lounge configurations and its reinstatement to its former stature. As part of this, the western wall could accommodate new openings to create a regular series of view fenestrations and to create visual connection between the east and west sides of the Precinct and to and from the Station platforms, while maintaining the heritage integrity of the station wall. Figures 78–80 illustrate the proposed built form.

5.6 LANDSCAPE

The public realm of the newly developed Precinct, as illustrated in Figure 81, will be a far cry from that which exists at present. It will be a place where people can walk more freely and with a much greater degree of safety. It will be a place of enhanced activity, both day and night, with shop frontages facing directly onto the newly created streets, with people dining on the footpaths outside the new cafes. It will be a place where piazas front the main Stations entries, and give access to the dramatic new pedestrian bridge that will link the east and west, while throughout there will be places for people to stop and rest in the shade.

The public realm will be paved in high quality materials throughout, and the street furniture will be elegant, modern, and eye-catching.

A series of grand steps will descend from the main Station plaza to Gordon Avenue.

There will be extensive tree cover throughout the entire Precinct, with species chosen for their scale, and dramatic effect, such as the Ficus macrocarpa and Oaks to link with the CBD planting on Ryrie Street and Little Malop Street, and for their suitability to the Geelong context, such as Araucarias to link with the Waterfront.

Bayley Street (West) will be the major new street of the Precinct, offering people the opportunity, for the first time, to walk directly from the Station to Mercer Street, and then on via Bayley Street to the University and the Waterfront. Cars, taxis, pedestrians and cyclists will be able to share the same low-speed environment.
5.7 ECONOMIC ACTIVITY
The most likely development scenario in the short-medium term will be for a commercial office building that would be substantially leased to a Government tenant (or tenants from the Federal, State or Local Government sectors) with ancillary office suites and convenience-retail facilities. The most appropriate site for such a project is considered to be at the north-east corner of the Precinct at the intersection between Mercer and Brougham Street.

A preliminary feasibility assessment (Discounted Cash flow analysis) has been undertaken relating to a notional A grade, 5 Star Green rated office building of approximately 18,000 sq.m. (gross) and ancillary retail floor space. It is further assumed that the office component would be 80% leased to a Government agency with the balance taken by smaller, private users. The assumed lease term would be 15 years with the building to be sold upon completion. Commercial assumptions about land values, construction and delivery costs and developer’s required profit margin were adopted.

It was found that in order for a private sector developer to deliver such a requirement, a pre-commitment net rent of $350 p.s.m. (excluding GST) would be required from the anchor Government tenants. This economic rent level is somewhat higher than the highest non-Government rents of up $250 p.s.m. for Harrison Place (currently under construction), being paid elsewhere in Geelong but comparable with the upper end of the range of what is anticipated to be the cost of the TAC Building.

The preferred built form option is therefore initially considered to be feasible from a commercial perspective subject to further detailed investigations relating to more detailed design and cost estimates.

5.8 IMAGE AND IDENTITY: THE VISION FOR GEELONG STATION PRECINCT

5.8.1 VISION STATEMENT
The new image of the Geelong Station Precinct will be vastly different from the one that exists at present. Rather than an open swathe of asphalt punctuated by a few stand alone buildings, it will offer a much more mature identity, one that has the potential to become as much a signature for Geelong as the Waterfront:

- It will be a place full of people; known for its own intrinsic qualities as a destination, rather than just as a means of accessing the Station
- It will boast a range of uses, with development starting in the east and gradually moving to the west
- It will be fully developed with tall buildings at its perimeter which respectfully lower in height as they reach towards the Station
- Its buildings will be refined and elegant, creating a style immediately identifiable with the Precinct
- Major new landmark buildings will be located at the focal points of the site
- The heritage Station buildings will be renovated to their former glory
- The relocated bus station will offer convenience, with comfort and a greater degree of safety
- It will provide ease of access for vehicles, pedestrians and cyclists, both north/south and east/west
- In the short term, a new bridge will be built over the rail tracks, at the southern end of the Station, with possibly another to follow to the north when the Precinct reaches its full potential
- It will be fully landscaped, to a standard equivalent to the Waterfront
- Its physical layout will echo its strategic location at the meeting point of Geelong’s city grids
- Its landscape will be refined and designed for people to enjoy
- It will be Geelong’s emblematic Transit City Station.
FIGURE 78 NEW STATION BUILDINGS

FIGURE 79 NEW FOOTBRIDGE