

21.10 GEELONG WESTERN WEDGE

09/05/2013
C223

21.10-1 Key issues and influences

28/01/2010
C129(Part 1)

The Geelong Western Wedge is located between Geelong's Central Activities Area, Geelong West and the Corio Bay foreshore. The area has been identified for the potential to undergo substantial change and redevelopment.

Six distinctive precincts have been identified within the Geelong Western Wedge as detailed in Clause 21.10-4, which seek to:

- Create an exciting inner city area linking the commercial heart, waterfront and transport hub, which extends and connects educational, cultural and business assets as a focus for design and technology and place to meet and do business.
- Encourage higher buildings to maximise the overall intensity of development in the Western Wedge, while sharing key views, respecting heritage areas and protecting the amenity of public spaces.

21.10-2 Objectives

09/05/2013
C223

- To rejuvenate underutilised sites within the Geelong Western Wedge.
- To encourage complementary and compatible mixed uses.
- To ensure that central Geelong is maintained as the primary retail area.
- To provide an atmosphere attractive to 'creative' businesses and supporting activities.
- To achieve diversity of uses without fragmenting the continuity of active frontages at street level.
- To promote excellence in architecture for public and private development.
- To increase development densities whilst protecting heritage areas and the amenity of public spaces.
- To ensure that new buildings give a sense of human scale and interest to the streetscape.
- To ensure higher buildings are located and oriented to enable sharing of views towards Corio Bay.
- To maximise the overall intensity of development throughout the Geelong Western Wedge.
- To ensure that new buildings respond to major site influences of the Geelong Western Wedge.
- To encourage greater use of sustainable transport through the clustering of uses relating to transport services around the station and maximising the intensity of activities in areas accessible to the station.
- In the **Geelong Station Precinct** 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.
- In the **Inner Wedge Precinct**:
 - Achieve a cosmopolitan mixture of intensive uses with a design and technology focus that integrates university activities into the city fabric.
 - Create a neighbourhood of dense buildings permeated by a fine network of pedestrian routes, squares and courtyards that characterise a mix of street level activity.
- In the **Mercer St Precinct** develop a lively boulevard with active street frontages with a mixture of service, sales and hospitality with residential and accommodation above and behind.

- In the **Latrobe Terrace Precinct** promote high quality highway frontage development and ensure development allows for the easy movement of people between Geelong West, Geelong Station, Central Geelong and the foreshore.
- In the **Western Beach Precinct** maintain the residential foreshore character and contributory buildings and manage incremental changes to buildings.
- In the **Civic and Cultural Precinct** reinforce the focus of cultural and institutional uses and buildings around Johnstone Park.

Strategies

- Avoid retail uses that compete with the main retail area in the Central Geelong Activity Centre.
- Ensure building heights throughout the Western Wedge maximise the overall intensity of development, minimise overshadowing of the pedestrian streets, parks and other public places and facilitate the sharing of views to Corio Bay.
- Encourage higher density development in areas separate from sensitive heritage precincts, the residential precinct of Western Beach and the residential area of Geelong West to the west of the Latrobe Terrace Precinct.
- Ensure new buildings have active frontages at ground level to provide passive surveillance.
- Set buildings to the front property boundary except where setbacks are specifically required as detailed in the Design and Development Overlay Schedule 17 and the Activity Centre Zone Schedule 1.
- Ensure the setback and design of upper building levels provide interest and an attractive streetscape.
- In the **Geelong Station Precinct**:
 - Encourage businesses complementary to the central transport function of the multi-modal transport hub and contributing to the intensity of uses and development around the Geelong Station.
 - Encourage uses that capitalise on the high accessibility of the site.
- In the **Inner Wedge Precinct**:
 - Encourage a mixture of uses including commercial, education, leisure and residential to provide variety and to generate synergies and activity at all times.
 - Encourage a ‘vertical mix’ of uses, with the uses at ground level providing active frontages to streets and other public spaces.
 - Locate education, office and residential uses above uses with active street frontages.
- In the **Mercer Street Precinct**:
 - Encourage food, drink and entertainment uses to promote evening time activities and to take advantage of the close proximity of Geelong Station, education institutions and the foreshore.
 - Manage the mix of uses to avoid potential amenity conflicts within the precinct and with adjoining precincts.
- In the **Latrobe Terrace Precinct**:
 - Encourage a mixture of commercial, with showrooms frontages that respond to the main road frontage.
 - Ensure use and development provides an appropriate interface to protect the amenity of the residential areas located to the west of the precinct.
 - Encourage uses that complement the central transport function of the multi-modal transport hub.
 - Improve pedestrian links.

- In the **Western Beach Precinct** encourage uses that retain and conserve the residential foreshore character and heritage of the precinct.
- In the **Civic and Cultural Precinct**:
 - Ensure uses maintain the precinct's role as the region's principal location for arts, culture and civic activities.
 - Ensure that new development along the Mercer Street frontage has a civic focus which complements the existing civic buildings surrounding Johnstone Park.
 - Require new development to complement existing civic buildings and uses that provide a civic service.

21.10-3 Implementation

24/03/2011
C238

- These strategies will be implemented by:

Using policy and the exercise of discretion

- Assess applications in the Geelong Station Precinct against the Geelong Station Precinct Framework Plan.
- Encourage Site Development Briefs to be prepared for key redevelopment sites within the Geelong Station Precinct.
- Using local policy to retain significance of the Woolstores Industrial Heritage Area (HO1638: Woolstores Industrial Heritage Area, Clause 22.29).
- Using local policy to retain and protect heritage residential areas and associated religious institutions (HO1639: City Fringe Heritage Area, Clause 22.30).
- Using local policy to maintain the concentration of Geelong's civic buildings near Johnstone Park and the Railway Station (HO1640 Civic Centre Heritage Area, Clause 22.31).

References

Geelong Western Wedge Framework, Planisphere and Jones & Whitehead Pty Ltd April 2005 (updated September 2005).

Geelong Transit City Station Precinct Urban Design Framework, Hassell, Parsons Brinckerhoff and Charter Keck Cramer, 2008.

21.10-4 Geelong Western Wedge Precinct Plan map

28/01/2010
C129(Part 1)

