CENTRAL GEELONG

21.09-1 Key issues and influences

Central Geelong is the focus of commerce, arts and culture, hospitality, entertainment, education, health and institutional activity in the City of Greater Geelong. Central Geelong includes Eastern Park, the Western Wedge, the Waterfront, the City’s retail and commercial core and surrounding transitional areas.

The Geelong Western Wedge has been identified as an area for substantial change and redevelopment (see Clause 21.10).

The topography of the City allows exceptional views and vistas, both within the City and towards the City from external vantage points.

There is a need to attract new investment and urban renewal while maintaining conservation and heritage values.

It is anticipated that Central Geelong will need to accommodate a substantial increase in the number of temporary and permanent residents by 2025.

Central Geelong is identified as a Key Development Area to accommodate future housing demand.

There is a need to effectively manage traffic and pedestrian movement through the City, including provision of public transport.

There is a need to provide a centre based approach to car parking provision in Central Geelong.

21.09-2 Objectives

- To support development of Central Geelong as an international waterfront city with world class facilities that is a highly desirable place to live.
- To ensure the land use precincts are strengthened in accordance with their identified roles in the Structure Plan map at Clause 21.09-4.
- To ensure the activity clusters are strengthened and support their expansion in accordance with their identified roles in the Structure Plan map at Clause 21.09-4.
- To encourage appropriate high density housing development within Central Geelong.
- To encourage innovative and sustainable design outcomes whilst maintaining overall intensity of development and discouraging the under development of sites.
- Ensure new development appropriately responds to identified heritage values.
- To retain shared key views to Corio Bay from within Central Geelong and external vantage points.
- To encourage activation of streets and building frontages on key pedestrian routes and linkage opportunities as detailed in the map at Clause 21.09-4.
- To maintain and enhance public access to the waterfront.
- To support the development of a safe and efficient pedestrian environment, public transport system and cycling network.
- To provide an efficient supply of car parking in Central Geelong that is conveniently located and well designed.
- To encourage the refurbishment of retail/commercial building frontages on key streets.
Strategies

- Within each of the land use areas of the Central Geelong Structure Plan map at Clause 21.09-4, strengthen key activities and appropriate ancillary activities, such that the land use areas support and complement each other and reinforce and strengthen the primacy of Central Geelong as the business and cultural centre for the Geelong region.
- Encourage the reinstatement of verandahs in Central Geelong in accordance with the Geelong Verandah Study 2006.
- Maintain the Geelong Railway Station as the region’s primary travel interchange and encourage its enhancement.
- Extend existing laneways and identified linkages through buildings where appropriate to enhance the permeability of Central Geelong.
- Ensure car parking access is designed and located so as to not impact on the functionality of key pedestrian routes.
- Support the provision of appropriate car parking for new use and development.
- Support the enhancement of public access and recreation and leisure activities on the Waterfront, including through the redevelopment of the Yarra Street Pier.
- Ensure built form steps down towards Corio Bay.
- Encourage development of the Central Geelong Key Development Area as defined in the Incorporated Document ‘Key Development and Increased Housing Development Areas July 2009’, as an area for medium and higher density housing consistent with the activity centre focus of Central Geelong.

21.09-3 Implementation

These strategies will be implemented by:

Using policy and the exercise of discretion


Using the Discretionary Uses in Residential Areas Policy at Clause 22.01.

Using the Sexually Explicit Adult Entertainment Venues, Adult Sex Bookshops and Adult Cinemas Policy at Clause 22.02.

Using the relevant Heritage Policies at Clause 22.

Further Work

Implement the Urban Design Guidelines for Central Geelong including a review of the Waterfront Geelong Design and Development Code 1996.

Support the preparation of a detailed Master Plan for the Geelong Station precinct.

Prepare a detailed Master Plan for the Arts and Culture precinct.

Investigate the consolidation of civic buildings and functions in Central Geelong.

References

Greater Geelong Planning Scheme

Geelong Verandah Study, Authentic Heritage Services P/L and Wendy Jacobs 2006.

Geelong Western Wedge Framework as updated September 2005.


Waterfront Geelong Design and Development Code, Keys Young, July 1996.
GREATER GEELONG PLANNING SCHEME

21.09-4 Central Geelong Structure Plan map

TRATEGIC STATEMENT - CLAUSE 21.09  PAGE 4 OF 4

PRECINCTS
Waterfront
Tourist and leisure destination.
Core Retail
The region's primary location of retail, business and entertainment facilities.
Commercial Living
The primary area of office and employment activity with complementary accommodation and secondary retail uses.
Transition
A mix of uses that transitions between and supports the role and amenity of the other precincts.
Residential
A location of inner city living.
Eastern Park
A high quality inner urban park environment, having heritage significance and critical connections.

ACTIVITY CLUSTERS
Medical Health
The region's primary location of Medical Health and related facilities.
Arts, Civic, Education
Areas of art, learning and civic activities.