

**21.09**03/03/2016  
C333**21.09-1**28/01/2010  
C129(Part 1)**CENTRAL GEELONG****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**13/11/2014  
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- 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 Central Geelong Precincts 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 Central Geelong Precincts 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 Central Geelong.
- 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 Precincts 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 in accordance with the Geelong Station Precinct Plan.
- 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 Clause 21.06, as an area for medium and higher density housing consistent with the activity centre focus of Central Geelong.

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### Implementation

These strategies will be implemented by:

#### Using policy and the exercise of discretion

Using the Waterfront Geelong Design and Development Code 1996 Incorporated Document where appropriate.

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.

Using Schedule 1 to the Activity Centre Zone.

#### Further Work

Continue to implement the Master Plan for the Arts and Culture precinct.

Support the Department of Transport in preparing a transport requirement study to identify any surplus land along the rail corridor.

Review the Residential Growth Zone areas in Central Geelong to implement urban design guidelines.

#### References

*Central Geelong: Looking Forward, Part A - Structure Plan, City of Greater Geelong, July 2007.*

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

*Geelong Western Wedge Framework as updated September 2005.*

*City of Greater Geelong Housing Diversity Strategy, alphaPlan, David Lock Associates and the City of Greater Geelong, 2007.*

*Waterfront Geelong Design and Development Code, Keys Young, July 1996.*

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

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Central Geelong Precincts Map

