



GLOSSOP

# Amendment C433ggee

(Pakington Street, Geelong West)  
Greater Geelong Planning Scheme  
Planning Panels Victoria

John Glossop, Director  
Glossop Town Planning

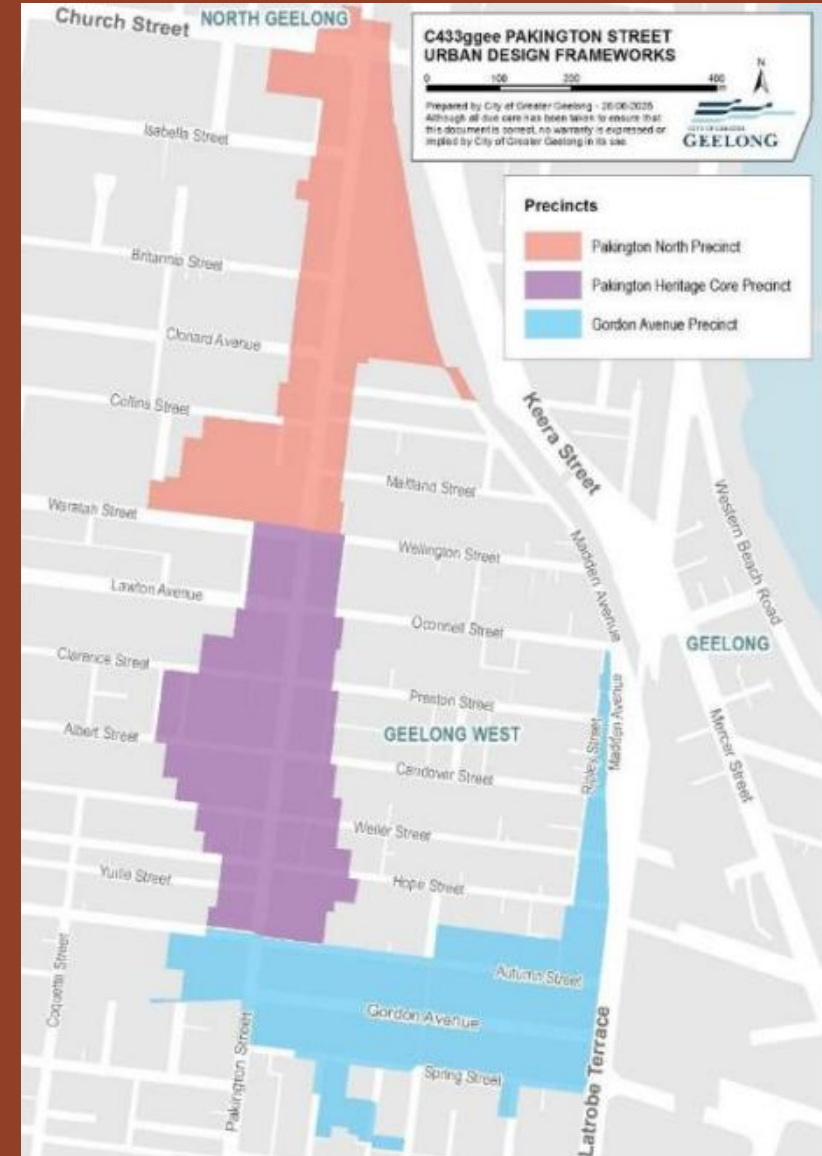


# Amendment C433ggee

The Amendment concerns land in and around Pakington Street, West Geelong

It implements the Pakington Street and Gordon Avenue Urban Design Framework (May 2024) and the Pakington North Urban Design Framework (May 2024) by:

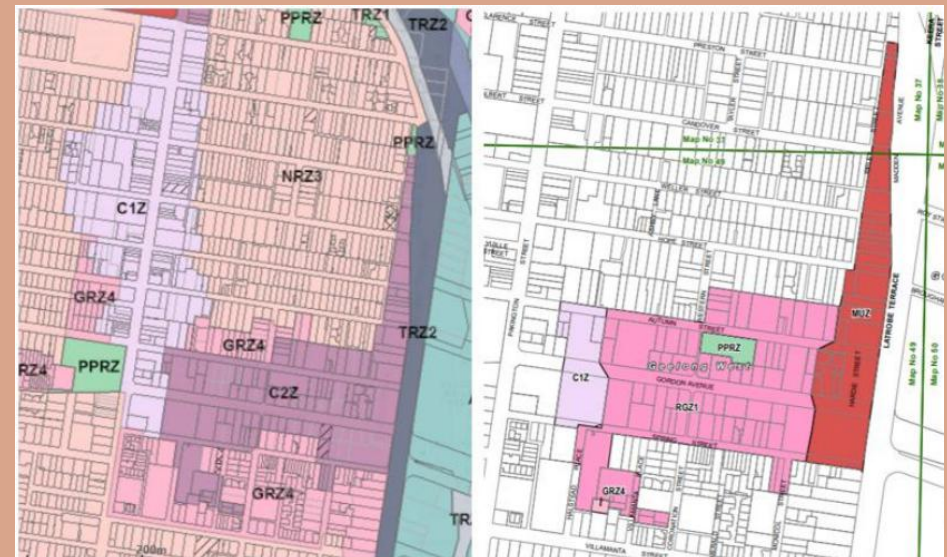
- Rezoning land
- Applying DDO56 and DDO57 (and deleting DDO17 from the study area)
- Applying the EAO
- Modifying policy



# Pakington South

Comprises:

- The Heritage Core (not subject to the Amendment)
- The Gordon Avenue and Latrobe Terrace commercial areas, which are to be:
  - Rezoned from C2Z to C1Z, RGZ, MUZ
  - Subject to DDO56



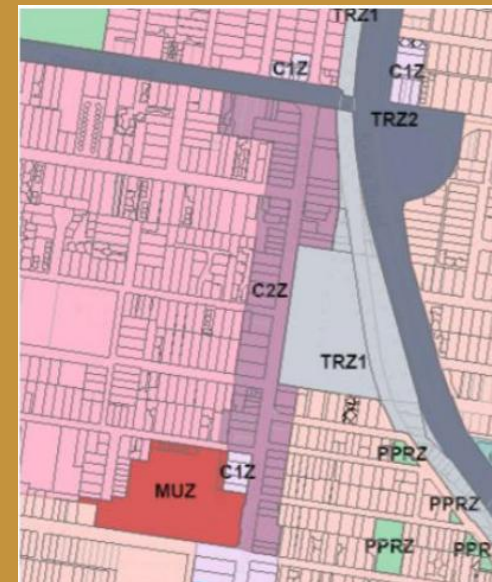
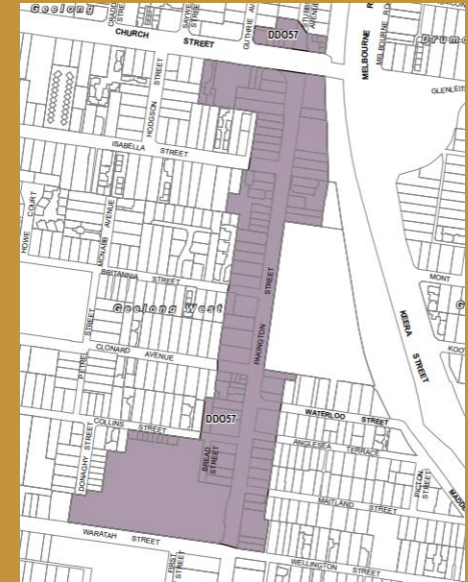
# Pakington North

Comprises the commercial and residential land facing Pakington Street and Church Street north of Waratah Street (including Pakington Strand).

Outside of Pakington Strand land will be rezoned from the C1Z / GRZ to the C1Z.

Pakington Strand will remain in the MUZ.

All of Pakington North will be subject to DDO57.



# My Instructions

On 5 December 2025, I received instructions from Harwood Andrews acting on behalf of Greater Geelong City Council to review the Amendment and advise whether I supported the Amendment as exhibited or with changes.

My office was involved in reviewing earlier drafts of the two proposed DDOs between July 2024 and September 2024.



# Is the Amendment strategically justified?

- Geelong is a Major regional centre (Clause 11.01-1 (Settlement))
- The municipality has the highest new dwelling target in Victoria at 128,600 by 2050 (Clause 16.01-1S (Housing supply))
- Of these, 77,500 new dwellings are sought as urban infill in established areas (Clause 16.01-1S (Housing supply))
- Pakington Street is a Specialised Activity Centre (SAC), sitting between 'sub-regional' and 'town' centres within the local retail hierarchy (Clause 02.03-1 (Settlement))
- The Planning Scheme directs growth into:
  - Key Development Areas (such as Central Geelong and Waurn Ponds) (Clause 16.01-1L-01))
  - Integrated Housing Diversity Areas (around existing activity centres, including the Pakington Street SAC) (Clause 16.01-1L-02)
  - The North Geelong, Western Geelong and Armstrong Creek Growth Areas



# Is the Amendment strategically justified?

The Retail Strategy 2020–2036 (adopted August 2020) identifies:

- A municipal-wide undersupply of retail floor space by 2036 of 418,200sqm including 256,600sqm within the Central sub-precinct (generally the existing Geelong area)
- Within the Pakington Street SAC there will be an additional demand for 18,700sqm retail floor space by 2036
- A need to consider additional land for rezoning for retail purposes within the Pakington Street SAC
- An opportunity to reconsider and transition the Gordon Avenue precinct into a more mixed use area

The Amendment provides new commercial and residential opportunities in an appropriate location.



# Is the rezoning of land strategically appropriate?

The proposed rezonings offer the following benefits:

- Urban consolidation and more efficient use of well-connected, inner urban land
- Expansion of the retail area to service an identified demand
- Well-located residential opportunities – within an activity centre, immediately proximate to the Geelong Railway Station and Central Geelong
- More diverse housing opportunities (noting 85% of local housing is detached (Clause 02.03-6 Housing))
- Increased street activity and improved local safety and amenity
- Improved built form outcomes and enhancement of the local streetscapes (together with the proposed DDOs)



# Are the proposed built form controls appropriate?

- The application of DDOs to the land is appropriate to implement the UDFs' built form recommendations
- The built form parameters included in the DDOs reflect the UDFs' directions
- I have recommended various drafting changes in Appendix D of my statement of evidence.
- I also make various other recommendations through the body of my report (summarised in my conclusion)
- With these modifications, I support the built form controls and the proposed DDOs



# Is the other ordinance appropriately drafted?

I generally support the changes proposed to Clause 11.03 (Planning for Place), Clause 15.01 (Built Environment) and Clause 16.01 (Residential Development) subject to some minor wording changes, as set out in my evidence.



# Conclusions

My conclusions are summarised below:

- The Amendment is required to implement the Pakington North Urban Design Framework (2024) and the Pakington Street and Gordon Avenue Urban Design Framework (2024).
- The Amendment is strategically justified.
- The use of the CIZ, MUZ, RGZ, GRZ and DDO are appropriate in the circumstances.
- I support the changes made to the Planning Policy Framework.

