

AMENDMENT C433G GEE

PAKINGTON ST & GORDON AVE URBAN DESIGN FRAMEWORK
PAKINGTON NORTH URBAN DESIGN FRAMEWORK



OVERVIEW

The Pakington North Urban Design Framework and the Pakington Street & Gordon Avenue Urban Design Framework (the UDFs) are strategic planning documents developed by the City of Greater Geelong to guide future development in Geelong West. The UDF's aim to balance growth, heritage, and sustainable outcomes. Together, they identify three distinct precincts. Pakington North Precinct, Heritage Core Precinct and Gordon Avenue Precinct.

PAKINGTON NORTH PRECINCT

The Pakington North Precinct is a key area for urban renewal with a vision to become a vibrant, mixed-use neighbourhood. It supports mid-rise development with shops, services, and community uses at ground level and diverse housing above. The framework emphasises high-quality public spaces, greener streets, and better walking and cycling connections. Key redevelopment sites, Pakington Strand (current) and Rail Sidings Yard (future), offer opportunities to deliver new housing, public open space, and local economic activity.



PAKINGTON HERITAGE CORE PRECINCT

The Pakington Heritage Core Precinct is characterised by its strong historical identity and fine-grain streetscape. The framework seeks to protect and enhance the existing heritage character while accommodating modest growth. Local policy prioritises retaining and enhancing the areas valued built form, heritage, and cultural character while encouraging high-quality public realm upgrades that support walkability, safety, and amenity.

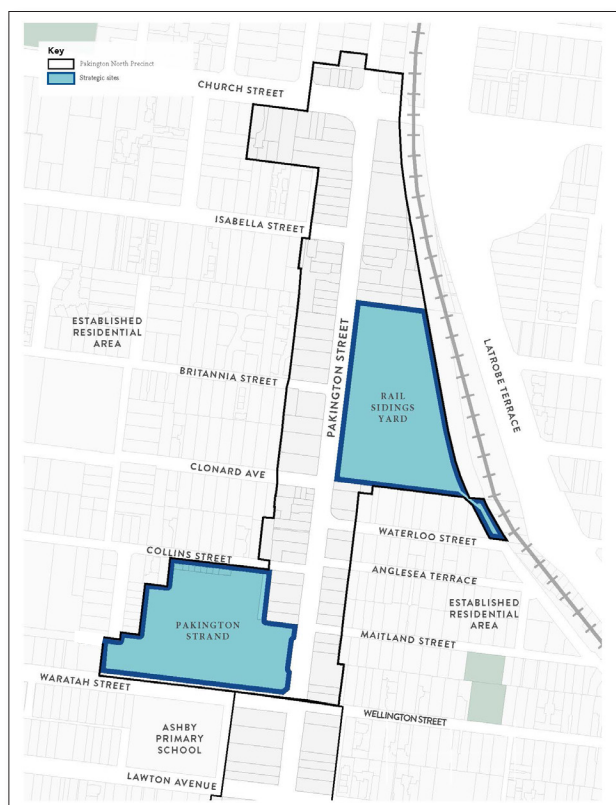
GORDON AVENUE PRECINCT

Gordon Avenue provides a transition between lower density housing and the growing Central Geelong area. The UDF supports mid-rise, mixed-use development with a variety of housing, office space, and local services. Built form guidance promotes active frontages, improved laneway connections, and high-quality interface treatments. The precinct also addresses transport needs, including pedestrian safety, public transport access, and traffic calming.

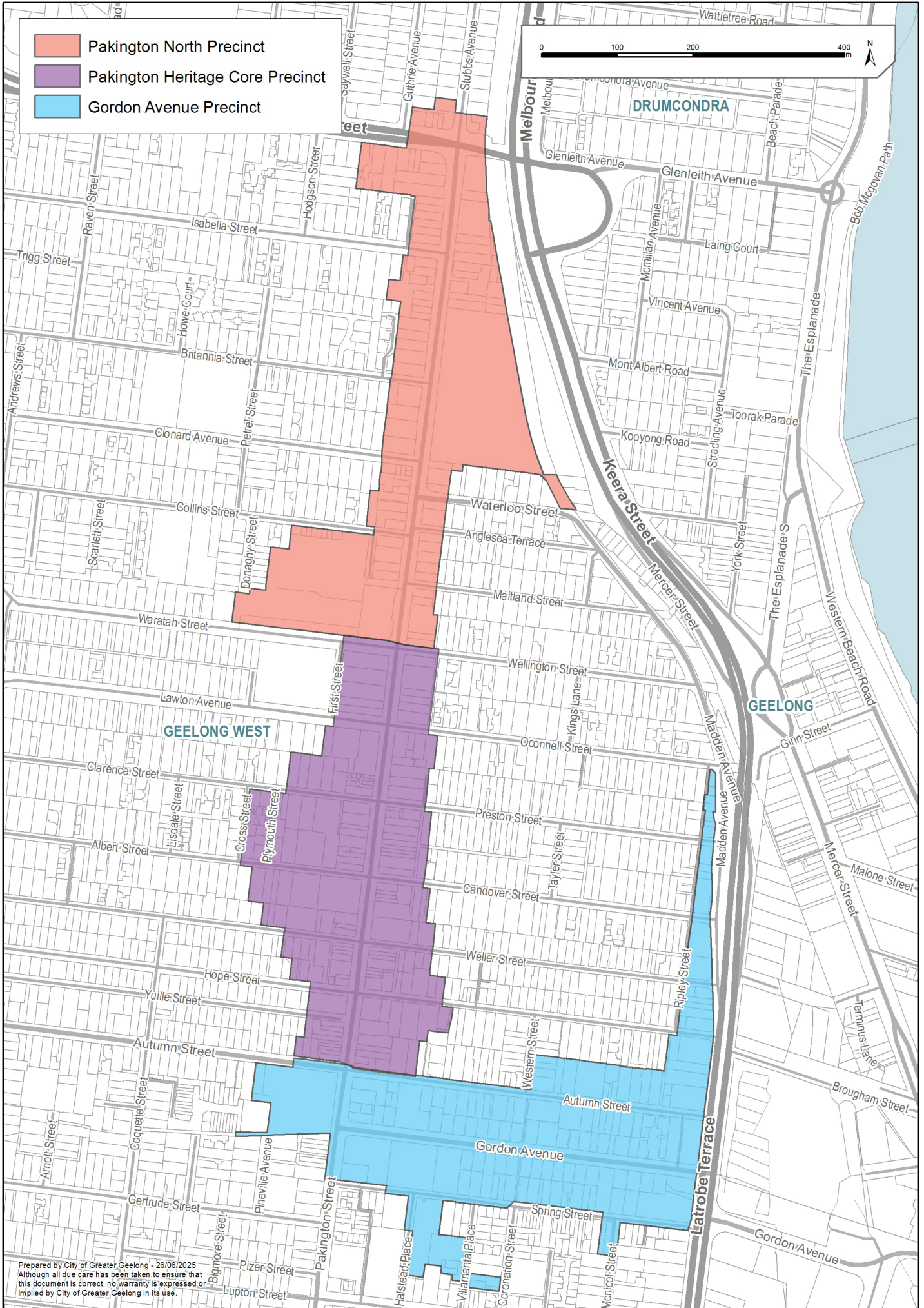
To see what changes Amendment C433gee proposes for each precinct, head to [City of Greater Geelong website](https://www.geelong.vic.gov.au)

or visit

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Geelong West Town Library 153A Pakington St, Geelong
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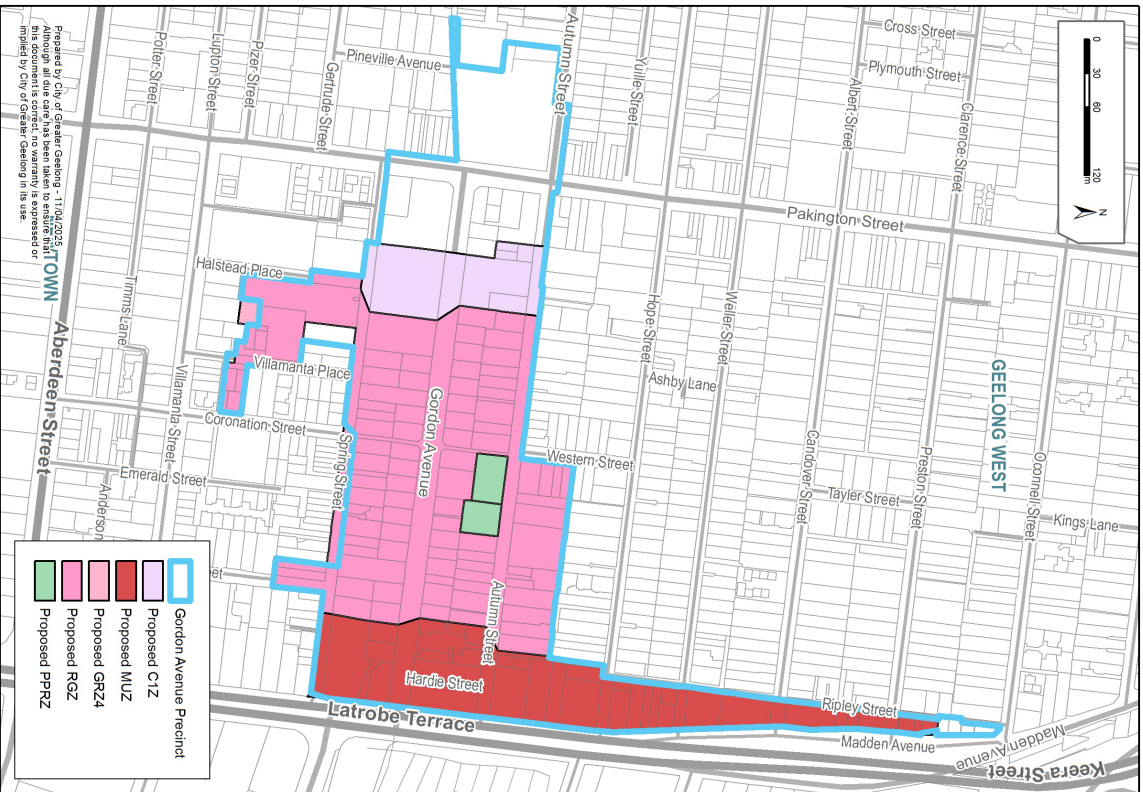
MAP 1 - PAKINGTON STREET AND GORDON AVENUE PRECINCTS



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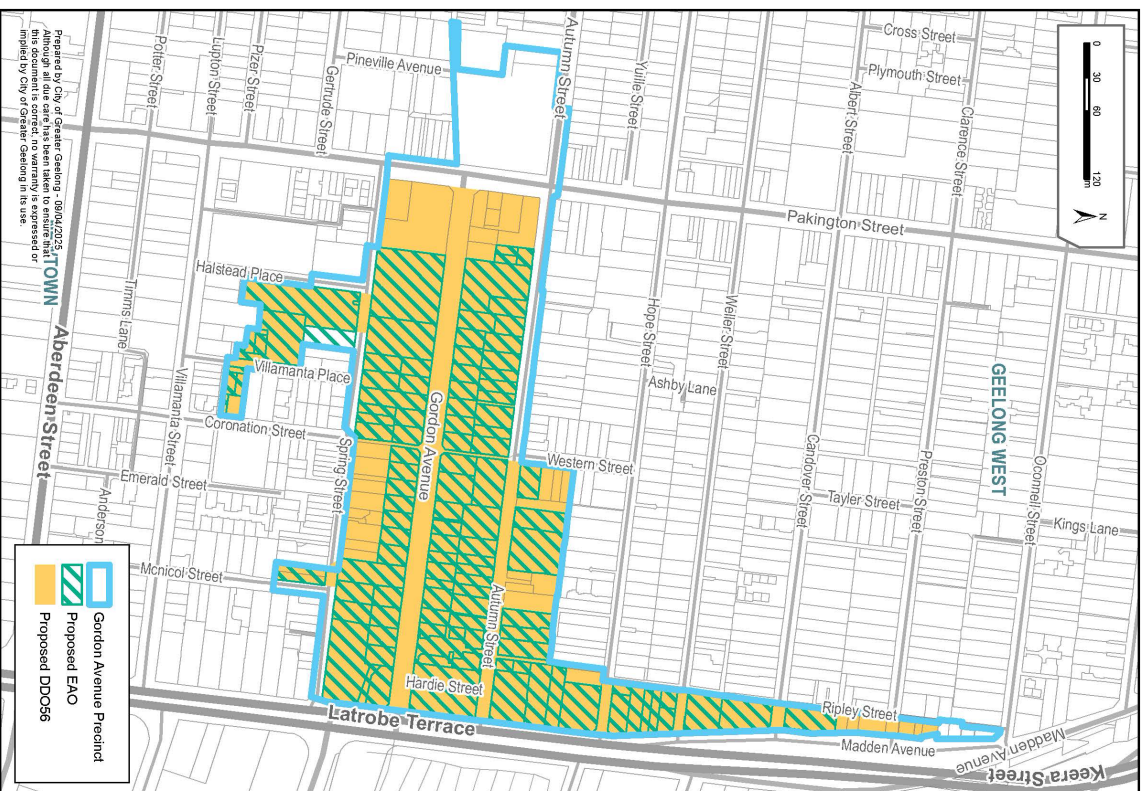
GORDON AVENUE PRECINCT

PROPOSED CHANGES TO ZONES



Amendment C433ggee proposes to rezone land along Latrobe Terrace from Commercial 2 Zone (C2Z) to Mixed Use Zone (MUZ), Gordon Avenue, Autumn Street and Spring Street from Commercial 2 Zone (C2Z) and General Residential Zone (GRZ) to Residential Growth Zone (RGZ) and Commercial 1 Zone (C1Z) and council owned land at 21-33 Autumn Street to Public Parks and Recreation Zone (PPRZ) to facilitate a future park.

PROPOSED CHANGES TO OVERLAYS



Amendment C433ggee proposes to apply a new Design and Development Overlay (DDO56) to implement the design principles, objectives and guidelines identified in the UDF's. DDO56 will replace Design and Development Overlay (DDO17) along Latrobe Terrace. The Environmental Audit Overlay (EAO) is applied to several properties within the precinct to ensure the land is suitable for sensitive uses.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE COMMERCIAL 1 ZONE?

The Commercial 1 Zone (C1Z) is a planning zone in Victoria designed to facilitate economic uses and encourage vibrant activity centres. It is one of the core zones used in urban areas to support retail, commercial, residential, entertainment, and community uses, and is commonly applied along shopping strips, town centres, and main streets.

Key differences between C2Z and C1Z.

Feature	C2Z	C1Z
Primary Purpose	Encourage office, light industrial, bulky goods retail.	Encourage mixed-commercial use, especially retail and housing.
Residential Use	Not allowed.	Allowed with a permit (encouraged above shops).
Retail Use	Focus on large format (e.g. bulky goods)	Broad range of retail including supermarkets and shops.
Offices	Encouraged	Encouraged
Industry/Warehousing	Typically allowed	Typically, discouraged or restricted
Built form expectations	Less emphasis on active streets	Active pedestrian-friendly frontages are encouraged

WHAT IS THE RESIDENTIAL GROWTH ZONE?

The Residential Growth Zone (RGZ) is a residential zones and is designed to accommodate increased housing density in strategic locations, such as near activity centres, transport corridors, and employment hubs.

The purpose of the RGZ is to:

- Encourage diverse housing types (e.g. townhouses, apartments).
- Support medium to high density development where appropriate.
- Facilitate residential development in locations with good access to services and infrastructure.

WHAT IS THE MIXED USE ZONE?

The Mixed Use Zone (MUZ) in Victoria's planning system is a residential zone and is designed to encourage a mix of residential, commercial, industrial and other uses that are compatible with one another. It's a flexible zone that allows for diverse development,

especially in inner urban areas or transitioning neighbourhoods.

WHAT IS A DESIGN AND DEVELOPMENT OVERLAY?

A Design and Development Overlay (DDO) is used when built form and urban design outcomes are desired for an area. It applies requirements for the design and siting of new buildings.

The purpose of a DDO is to:

- Guide building heights, setbacks, massing, and layout.
- Ensure new development respects the character or vision of an area.
- Achieve strategic design objectives, often related to views, streetscape, or environmental context.

WHAT IS AN ENVIRONMENTAL AUDIT OVERLAY?

An Environmental Audit Overlay (EAO) ensures that potentially contaminated land is properly assessed before it can be used for sensitive purposes like housing, schools, or childcare. It requires an environmental audit to confirm the land is safe and suitable for development.

CAN I CONTINUE TO OPERATE MY BUSINESS UNDER THE NEW ZONES?

There are important protections and considerations under Victoria's planning system for existing use rights.

Under *the Planning and Environment Act 1987*, if a use was lawfully established under the previous zone and it is no longer permitted under the new zone, that use may be eligible to be protected as an existing use right. This allows the use to continue legally, despite the zoning change, provided it doesn't cease for a certain period (usually two years).

For example, if your land is rezoned from Commercial 2 Zone (C2Z) to Residential Growth Zone (RGZ), you may be protected as an existing use right and can continue to operate under the provisions of C2Z.

HOW CAN I FIND OUT MORE INFORMATION?

To find out more information regarding the Gordon Avenue Precinct or the other precincts, head to

[City of Greater Geelong website](#)

or visit

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