THE CITY OF
GREATER GEELONG

AMENDMENT C433GGEE

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

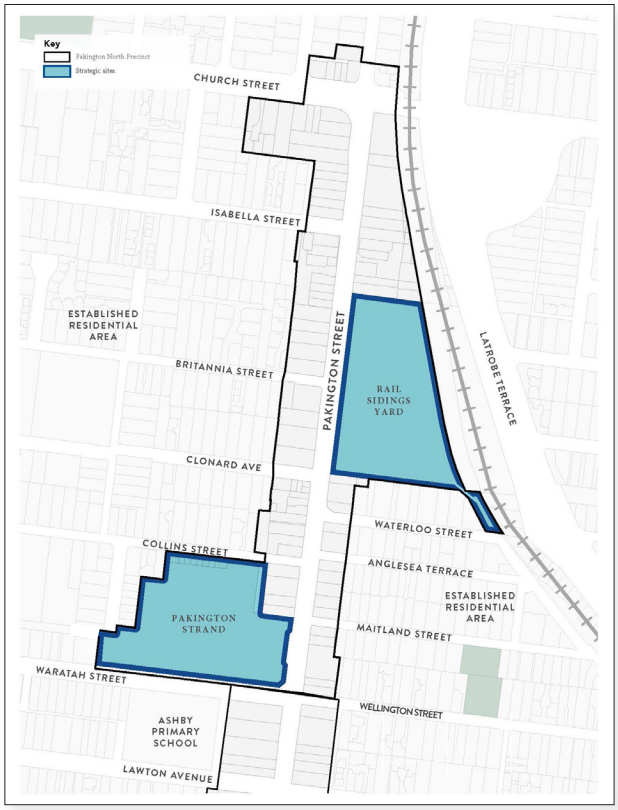
CITY OF GREATER GEELONG

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

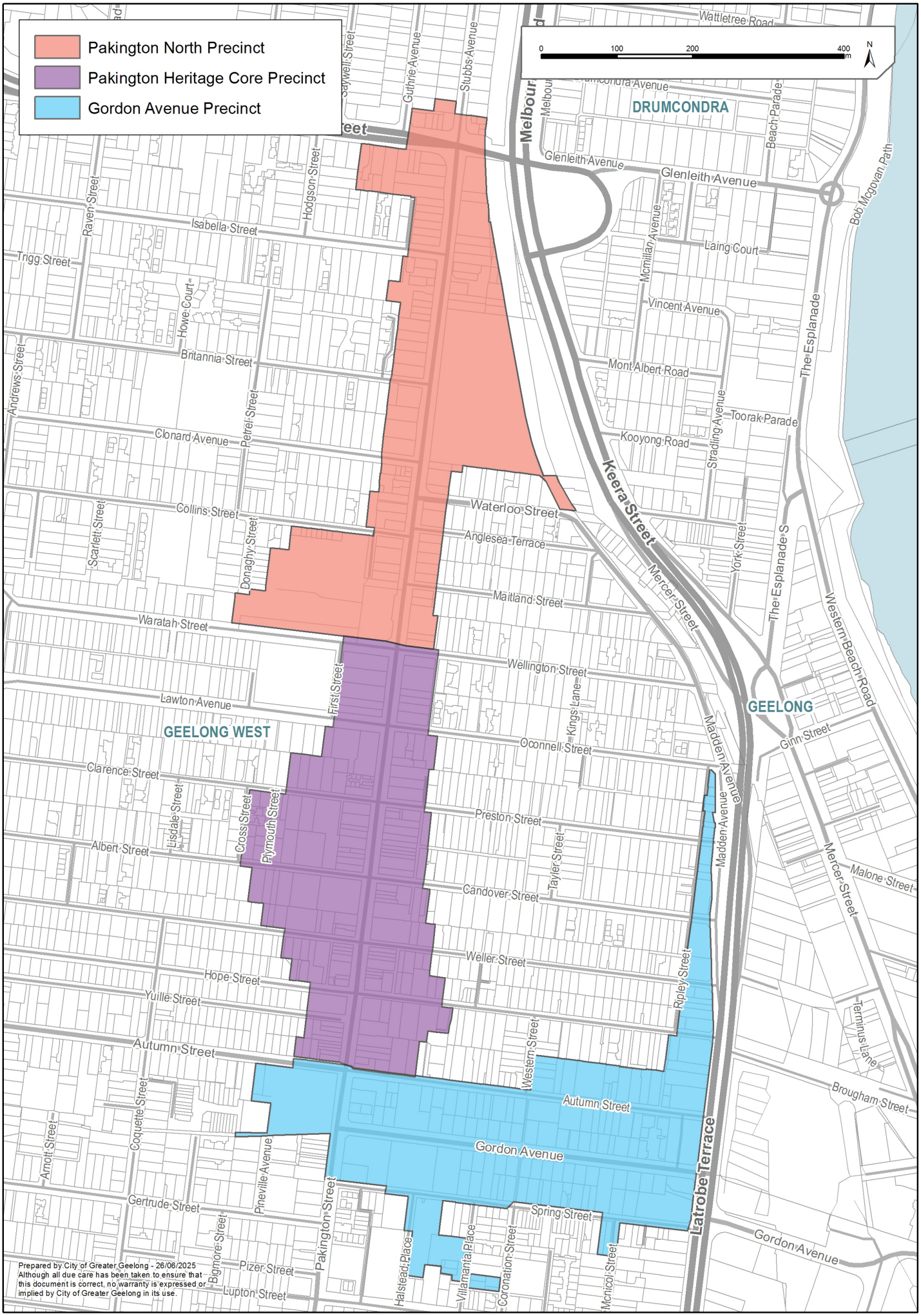
The Pakington Heritage Core Precinct is characterised by its strong historical identity and fine-grain streetscape. The framework seeks to protect and enhance the existing heritage character while accommodating modest growth. Local policy prioritises retaining and enhancing the areas valued built form, 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 C433ggee proposes for each precinct, head to City of Greater Geelong website
or visit
Wurriki Nyal 137-149 Mercer Street, Geelong or
Geelong West Town Library 153A Pakington St, Geelong West

MAP 1 - PAKINGTON STREET AND GORDON AVENUE PRECINCTS



PAKINGTON HERITAGE CORE PRECINCT

There are no proposed changes to zones or overlays for the Pakington Heritage Core Precinct. Amendment C433ggee proposes to update local policy to implement objectives and strategies for Pakington Heritage Core Precinct identified in the UDFs. The Heritage Core Precinct is not intended to undergo major redevelopment. Instead, the proposed changes to local policy are about managing incremental growth, preserving local character, and ensuring any change enhances the area's cultural and historical significance.

The precinct is predominantly zoned Commercial 1 Zone (C1Z). Heritage Overlay (HO1634) applies to selected properties along Pakington Street between Autumn, Wellington and Waratah Street in Geelong West.

Further strategic work is needed to review the heritage overlays and built form controls within the Heritage Core Precinct. The existing heritage overlays are managed via the *City of Greater Geelong, Pakington Street Commercial Heritage Area Heritage Design Guidelines, June 2022.*

HOW CAN I FIND OUT MORE INFORMATION?

To find out more information regarding the Heritage Core Precinct or the other precincts, head to City of Greater Geelong website

or visit

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