



**Waterfront Geelong  
Design and  
Development Code**



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**WATERFRONT GEELONG  
DESIGN AND DEVELOPMENT CODE  
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## 1.0 THIS CODE .....

This design and development code provides guidelines for the design of Geelong's urban waterfront precincts. It was commissioned by the Council of the City of Greater Geelong as a means of 'translating the concept of a cosmopolitan and vibrant central Geelong Waterfront into a physical reality'.

The Code is required to build upon and bridge the gap between previous strategies, concept proposals and the physical works.

It does not attempt to design the waterfront, but it does provide sensible criteria, principles and guidelines that should help those who intend to change the waterfront in some way, those who have the responsibility for monitoring the waterfront and those who use the waterfront, to ensure the changes are beneficial.

The Code therefore provides guidance for private developments as well as the design of the public environment.

The intent is to realise Geelong's potential as a city by the water, to provide quality environments and structures that complement each other, integrate well into the surroundings and contribute towards a richly textured, viable and vital waterfront city.

The Masterplan for Steampacket Place - Geelong's Developing Waterfront, on the following pages, illustrates how the principles of this Code could be applied.

### 1.1 UNDERSTANDING THE CODE

For ease of understanding, the Code is written in plain English. Simple diagrams, sections, sketches and photographs help explain the ideas.

The intention of the Council in commissioning this Code is to ensure that waterfront development is integrated with the surrounding central city forming a cohesive whole and ensuring that the waterfront contributes to the city in terms of its life, vitality and urban form.

The Code is therefore based upon an analysis of the natural and physical attributes of the waterfront and its surrounding urban context in Section 2.0 'Geelong in Corio Bay'. The public open space

network, pedestrian linkages and traffic issues, the network of activity centres, the built and landscape character for the whole of the central waterfront and the Central Activities Area are identified. The primary objectives of waterfront developments are summarised, integrating the outcome of previous studies and strategies.

Section 3.0 describes the Concept Structure for the integration of Geelong with its waterfront. Sections 2.0 and 3.0 form the basis for the Design Framework (Section 4.0) showing Geelong City divided into districts and precincts; within each precinct are accessways; gateways; special places; edges; landscape; building interface. Also addressed are the component "systems" including lighting; street furniture; signage; paving; public art.

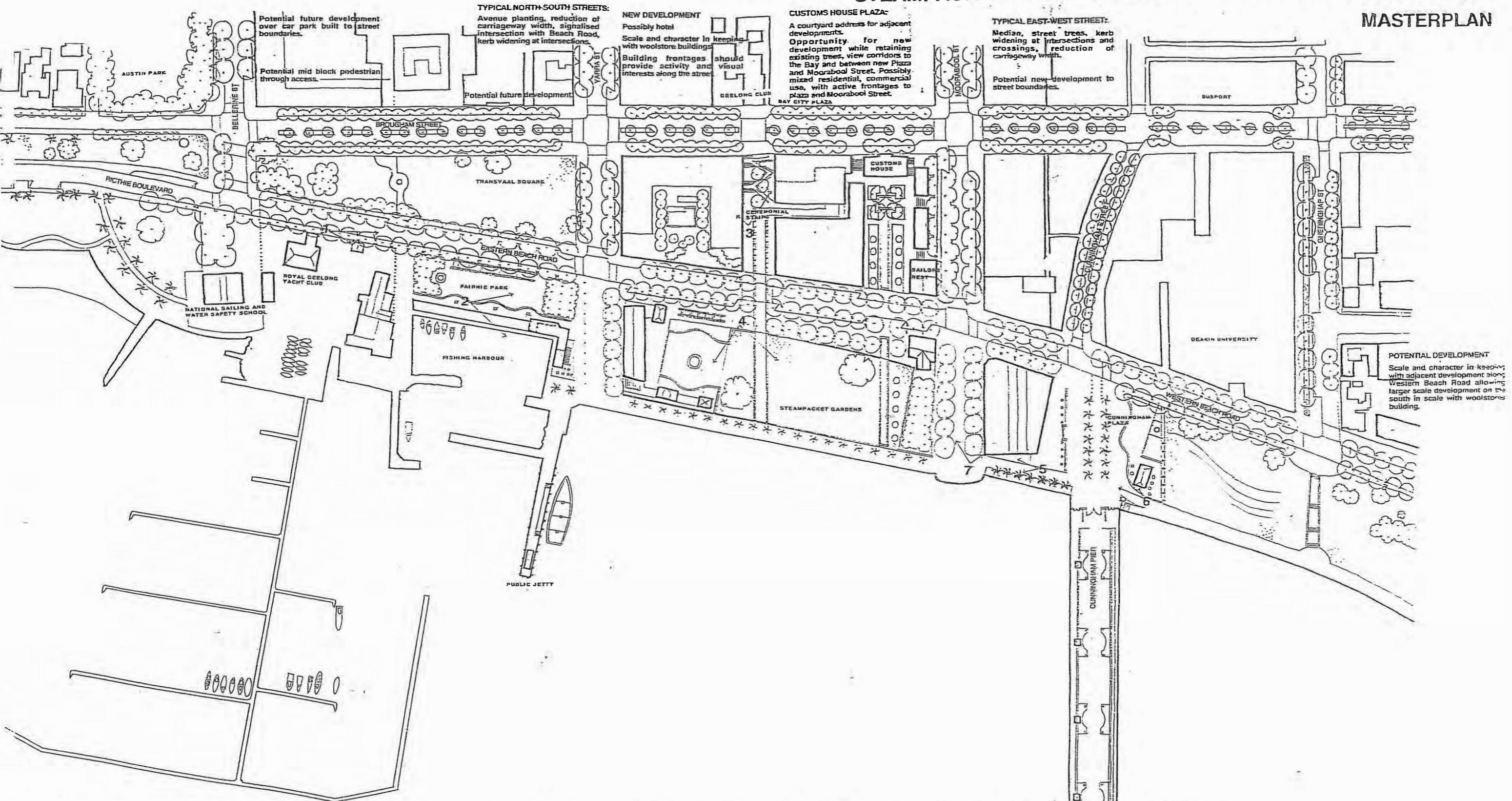
A set of guidelines is outlined for each element of the Design Framework that makes up the public domain beginning with the general principles, followed by the desired function, character and then the design guidelines that apply.

### 1.2 USING THE CODE

The Code should be used by

- Council staff when briefing intending developers and their agents verbally or in writing on the design requirements for any development parcel in the precinct
- intending public or private sector developers and their agents as a clear indication of the Boards intent
- Council staff in monitoring intending developments, and
- the Board in deciding on the proposed development.

# STEAMPACKET PLACE - GEELONG'S DEVELOPING WATERFRONT MASTERPLAN



**BELLERINE STREET**  
Replace roundabout with signalised intersection providing safe and direct pedestrian access between Bellerine Street, the foreshore and between Transvaal Square and Eastern Beach.

**YACHT CLUB**  
Replace perimeter locker building of Yacht Club with fence allowing views through to the boats and the bay.  
Footpath widening and street tree planting.

**FAIRNIE PARK UPGRADE**  
Raise park edge to current balustrade level to provide places to sit and overlook fishing harbour and bay.  
Provide waterfront pedestrian access and possible BBQ places.  
Provide more shade and shelter from wind while retaining sense of openness towards bay.

**FISHING HARBOUR**  
Provide viewing area to Fishing Harbour at the eastern end of promenade.  
Direct and generous connection to walkway around Fishing Harbour.  
Retain and upgrade boardwalk around Fishing Harbour.

**ACTIVITY AT THE END OF YARRA STREET:**  
Potential to extend Fisherman's Pier Restaurant and provide outdoor terraces.  
Outdoor terrace not to extend beyond line of Yarra Street to the west and line of promenade to the north.  
Small scale pavilions (eg Carousel) for entertainment and leisure, food and beverage uses.  
Buildings arranged to define plaza at the eastern edge of Steampacket Gardens open onto promenade and allow views through to promenade and bay.

**PUBLIC JETTIE:**  
Charter boats, visiting special boats such as tall ships.  
Public access to relax and view the bay.

**STEAMPACKET GARDENS:**  
Steampacket Gardens is formed by:  
park buildings on the east and west.  
the larger scale city edge buildings south of Eastern Beach Road, and trees.  
The north-south pedestrian and visual links can be used to provide subtle division of the space.  
A central space for passive recreation, festivals, gatherings, events, performances.  
The central gathering space is flanked by paved spaces associated with the active nodes at Yarra Street and Moorabool Street.  
Level changes between the paved edges, the central space

**CENTRAL WATERFRONT PROMENADE:**  
Consistent width (min. 10m), regular placement of seating, lighting, trees or palms.  
Seating could be along the level changes between the central space and the promenade.

**CEREMONIAL STAIRS**  
Steps and disabled ramp to Brougman Street.  
Weather protection - awnings.  
Outdoor terraces to adjacent development.  
Views to the Geelong Club should be kept open.  
Service vehicle access from Eastern Beach Road to Port Authority sites. (Left turn in and out only.)  
Port Authority site developments should build to street boundaries

**ACTIVITY AT THE END OF MOORABOOL STREET:**  
Potential extension of Steamers Restaurant building and/or redevelopment with adjacent Port Authority lands to a scale in keeping with Green Wharf Shed and other foreshore buildings.  
Outdoor terraces of developments should provide activity and visual interest to Cunningham Plaza, the Waterfront Promenade and the end of Moorabool Street.  
West of Moorabool Street, potential small scale development with outdoor seating under shelter planting for shade and wind.  
Clear trunked broad canopied trees to allow views to the bay.  
Level changes in promenade between Moorabool Street and Cunningham Pier, form seating alcoves between palms.

**CUNNINGHAM PLAZA:**  
Cunningham Plaza is the transition between the foreshore parkland and the central, urban waterfront.  
It draws Deakin University into the Waterfront Plaza.  
Provides ceremonial access to Smorgy's on Cunningham Pier with temporary parking.  
Continuous pedestrian and cycle foreshore access from Western Beach to Steampacket waterfront promenade, with vehicle access up to Western Beach boat sheds.  
If ball courts are to be provided, use level changes to provide terraced viewing areas of courts and the bay, and to reduce visual impact of court fencing.

**GHERINGHAP STREET**  
Direct access between Gheringhap Street and foreshore. Open up views to the

**POTENTIAL DEVELOPMENT**  
Scale and character in keeping with adjacent development along Western Beach Road allowing larger scale development on the south in scale with woolstore building.

**NEW DEVELOPMENT**  
Possibly hotel  
Scale and character in keeping with woolstore buildings  
Building frontages should provide activity and visual interests along the street

**CUSTOMS HOUSE PLAZA:**  
A courtyard address for adjacent developments.  
Opportunity for new development while retaining existing trees, view corridors to the Bay and between new Plaza and Moorabool Street. Possibly mixed residential, commercial use, with active frontages to plaza and Moorabool Street.

**TYPICAL NORTH-SOUTH STREETS:**  
Avenue planting, reduction of carriageway width, signalised intersection with Beach Road, kerb widening at intersections.

**TYPICAL EAST-WEST STREET:**  
Median, street trees, kerb widening at intersections and crossings, reduction of carriageway width.

**Potential future development over car park built to street boundaries.**

**Potential mid block pedestrian through access.**

**Potential future development.**

**Potential new development to street boundaries.**

**A FLEXIBLE MASTERPLAN FOR STEAMPACKET PLACE, GEELONG'S DEVELOPING WATERFRONT**

The purpose of this masterplan is to guide the development of Steampacket Place as a focus for leisure, entertainment and relaxation activities for the local community and for visitors. It demonstrates how development can enable Geelong to realise its potential as a City with a superb setting looking north across Corio Bay.

The masterplan calls for a variety of public open spaces along the waterfront which are suitable for informal, spontaneous activities as well as organised events and festivals. These spaces will provide continuous foreshore access and will be well connected to the city via the north-south streets and lanes which provide views of the bay.

Building developments will be required to provide activity and visual interest to the public open spaces, the streets and the laneways. They will be located so that views of the bay along north-south streets will be kept open and enhanced. The scale, form, materials and finishes of buildings will complement the existing prevailing character of the city given by the fine woolstore buildings near the waterfront and smaller scale wharf buildings at the foreshore.

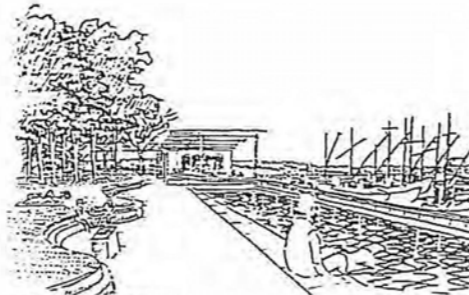
These objectives and the design principles required to achieve them, are further explained in the Design and Development Code.

The masterplan describes all of the major elements and features that are envisaged at Steampacket Place and its environs. It is supplemented by sketches showing the design intent for some of these new spaces and places.

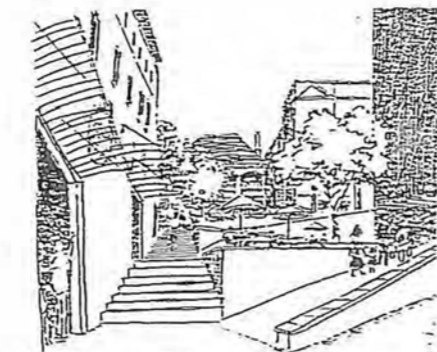
The masterplan is flexible. It is not the 'final' design for Steampacket, but it illustrates the form of building development and public open space that would be permissible and encouraged by the Design Development Code.



1. VIEW THROUGH YACHT CLUB



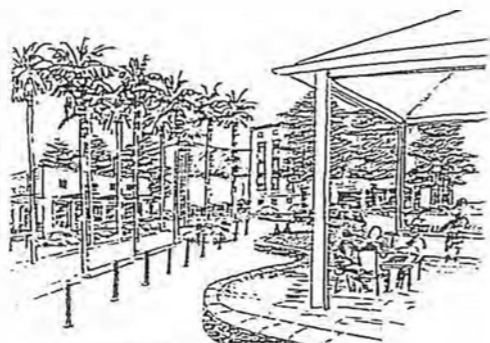
2. FAIRNIE PARK



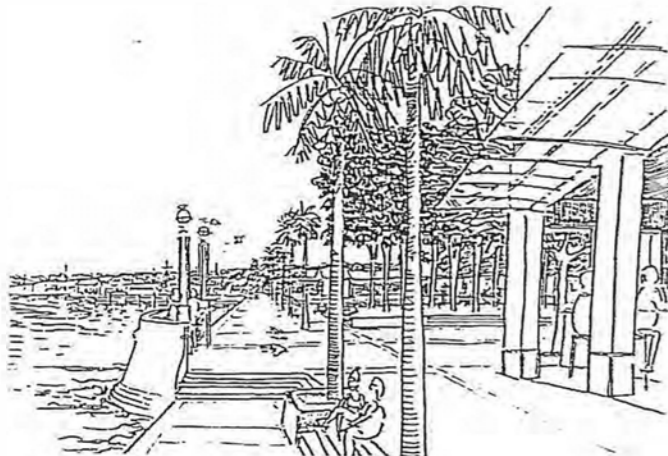
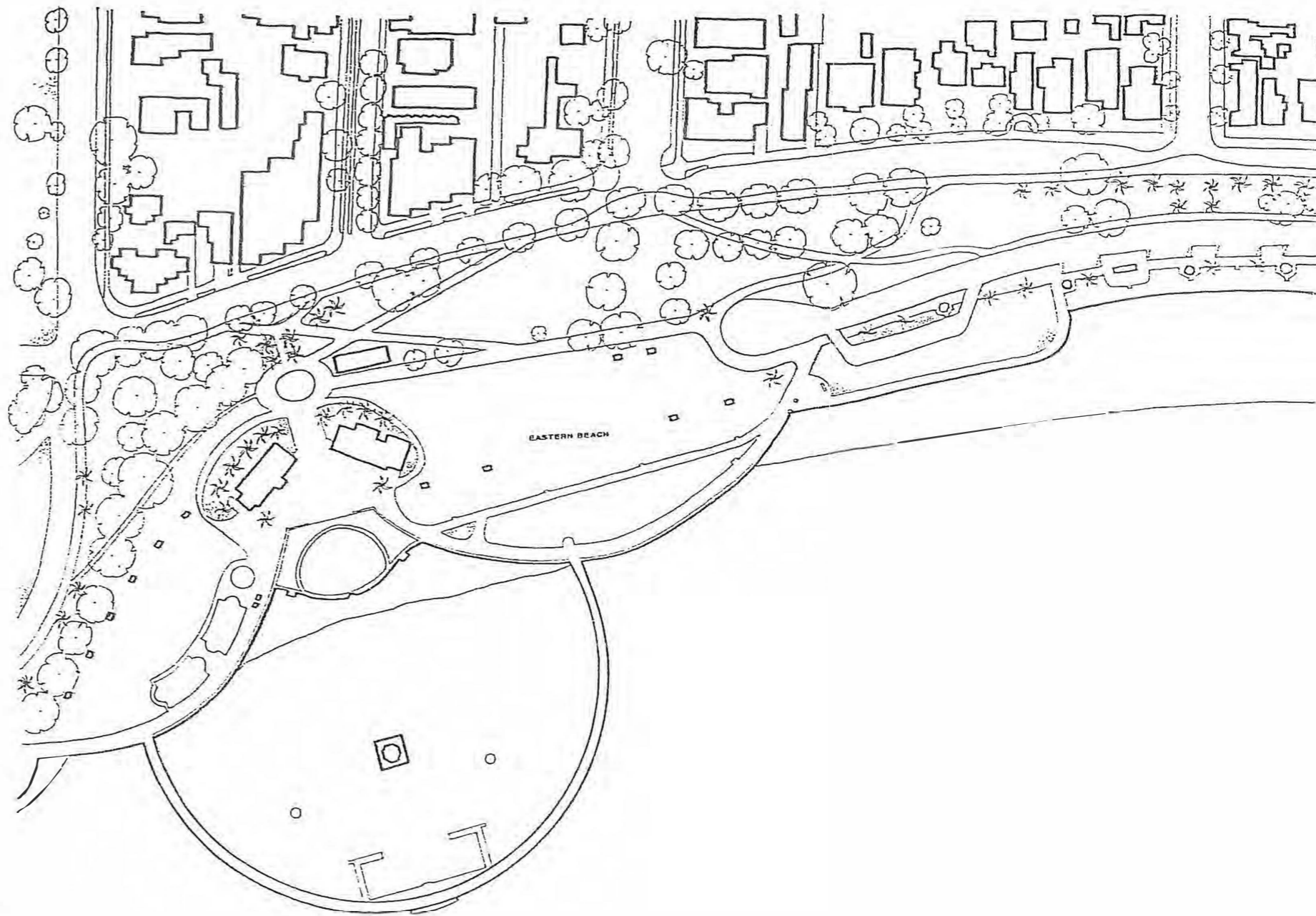
3. CEREMONIAL STAIRS



4. STEAMPACKET GARDENS

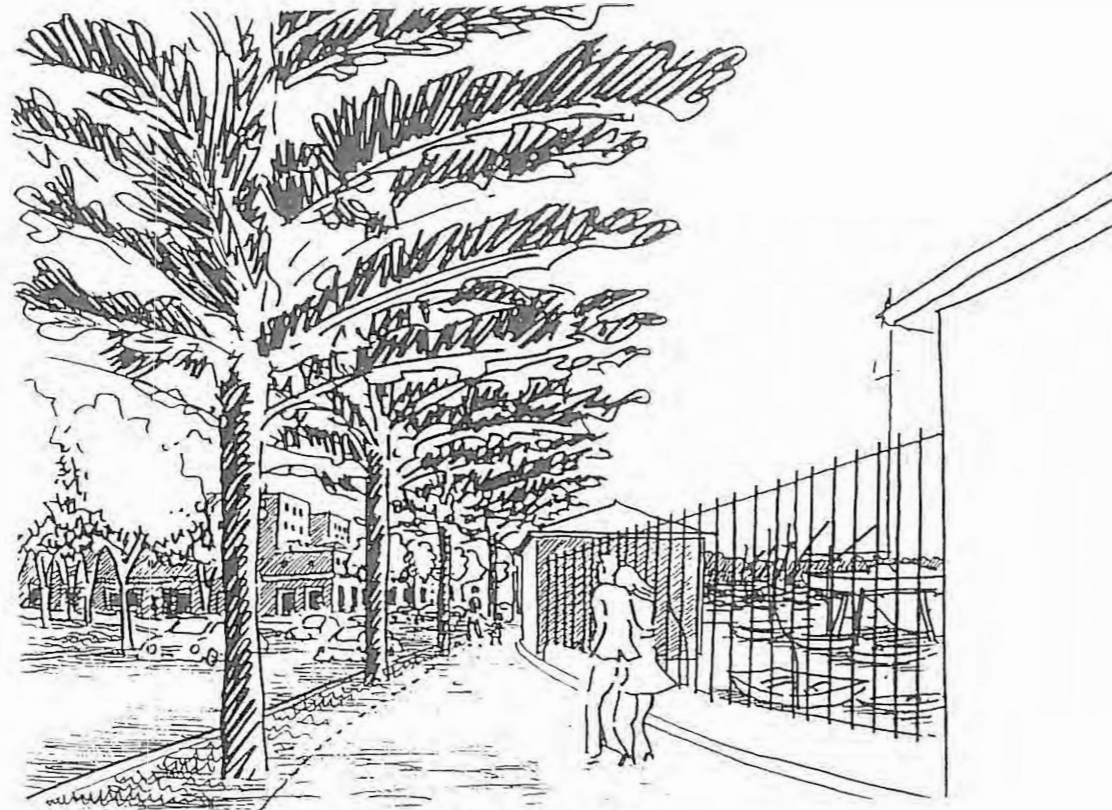


6. CUNNINGHAM PLAZA

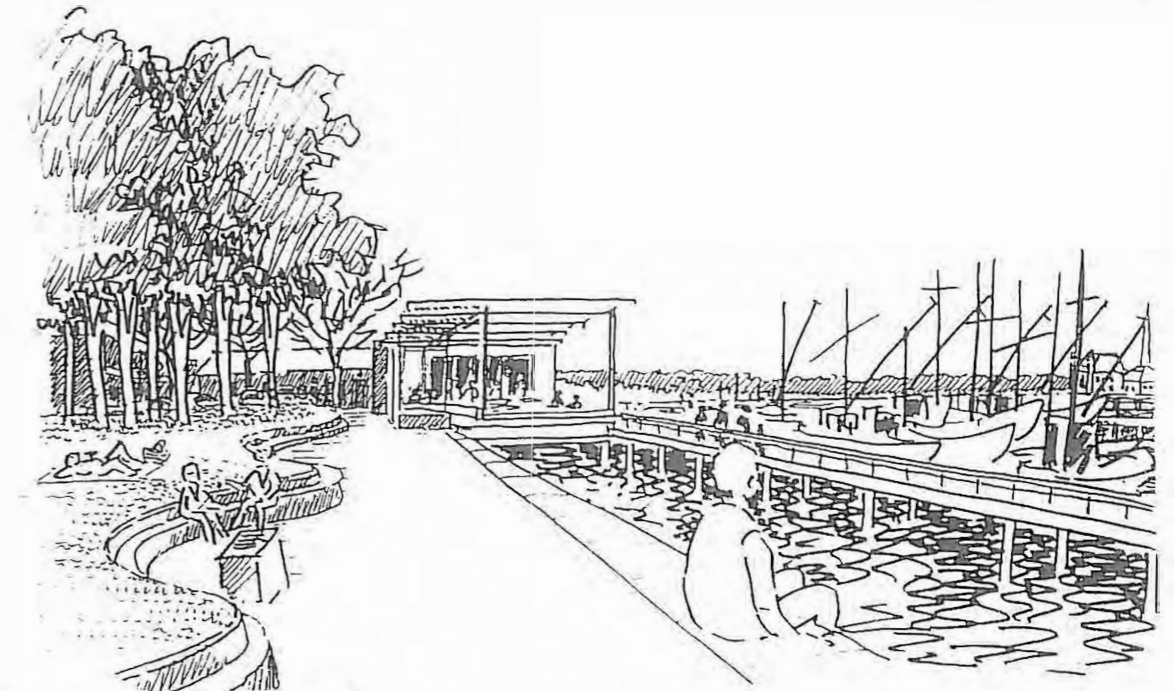


**EASTERN BEACH**  
 Improve Eastern Beach and Botanic Gardens in accordance with Council's recent Plan of Management  
 Improve the amenity of Eastern Beach with additional parkland. Maximise on-street parking and minimise intrusion of surface car parks into foreshore area.  
 Additional parkland should extend the established landscape theme and character of Eastern Beach  
 Provide continuity between Eastern Beach Road and Ritchie Boulevard.  
 Provide road carriageway width required for speed trials

STEAMPACKET PLACE - GEELONG'S DEVELOPING WATERFRONT



1. VIEW THROUGH YACHT CLUB



2. FAIRNIE PARK



3. WARRIWOOD STREET



3. CEREMONIAL STAIRS

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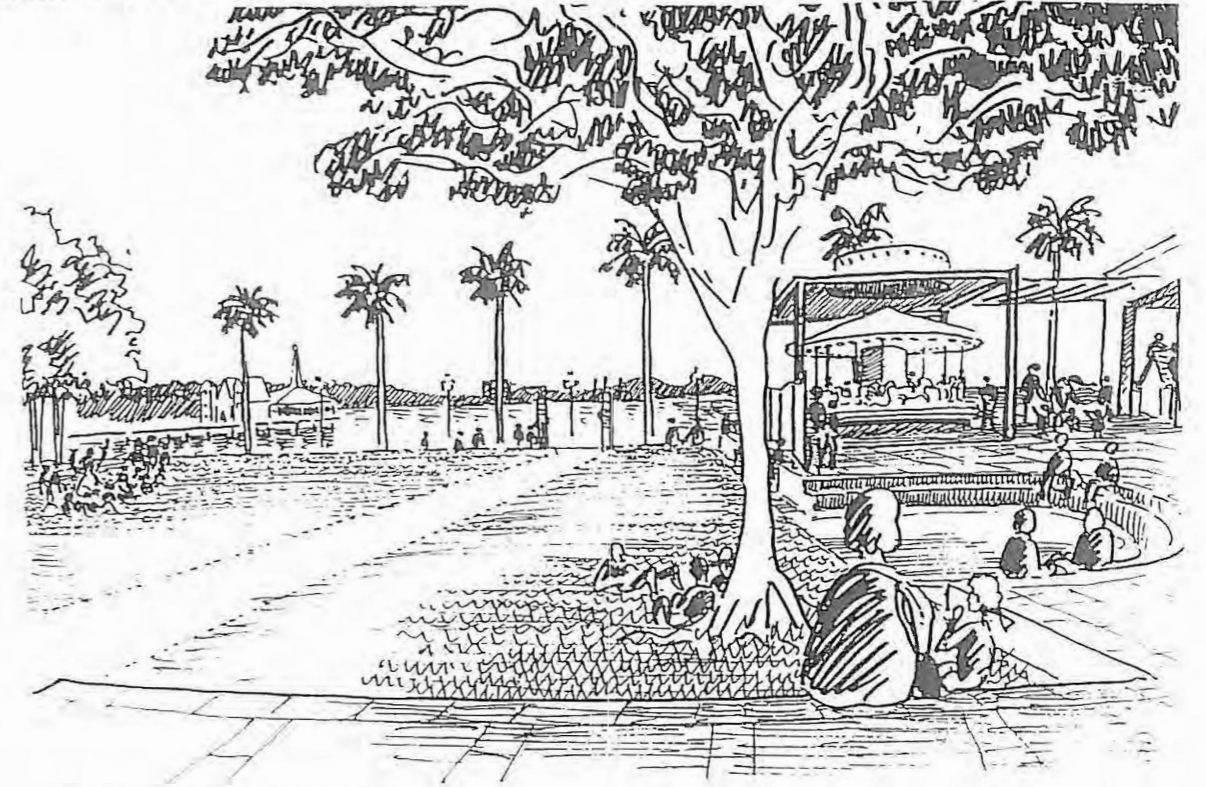
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Date 1/7/06 Scale 1:1000

File no. 475/05 Drawing no. 03



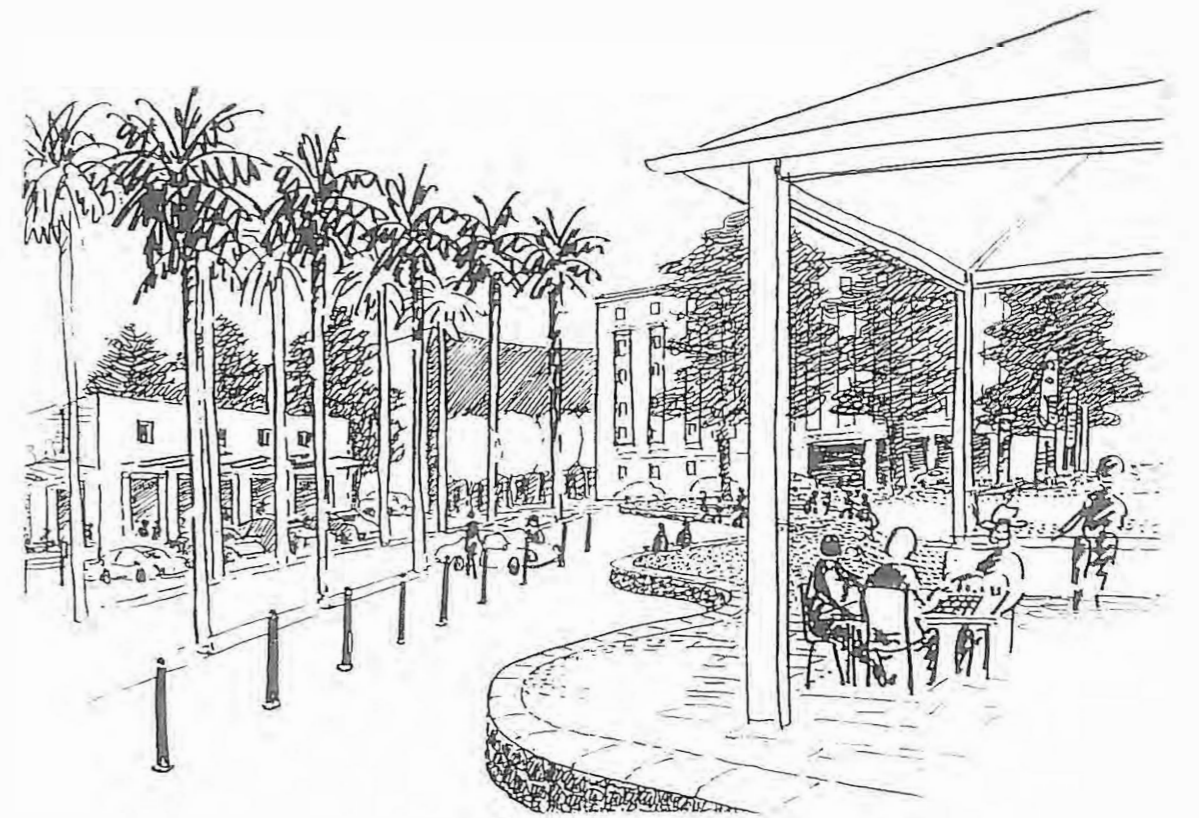
STEAMPACKET PLACE - GEELONG'S DEVELOPING WATERFRONT



4. STEAMPACKET GARDENS



5. CENTRAL WATERFRONT PROMENADE



6. CUNNINGHAM PLAZA

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Date: 1/10/95 Scale: 1:1000

Drawn by: JF/MS Drawing no: 03

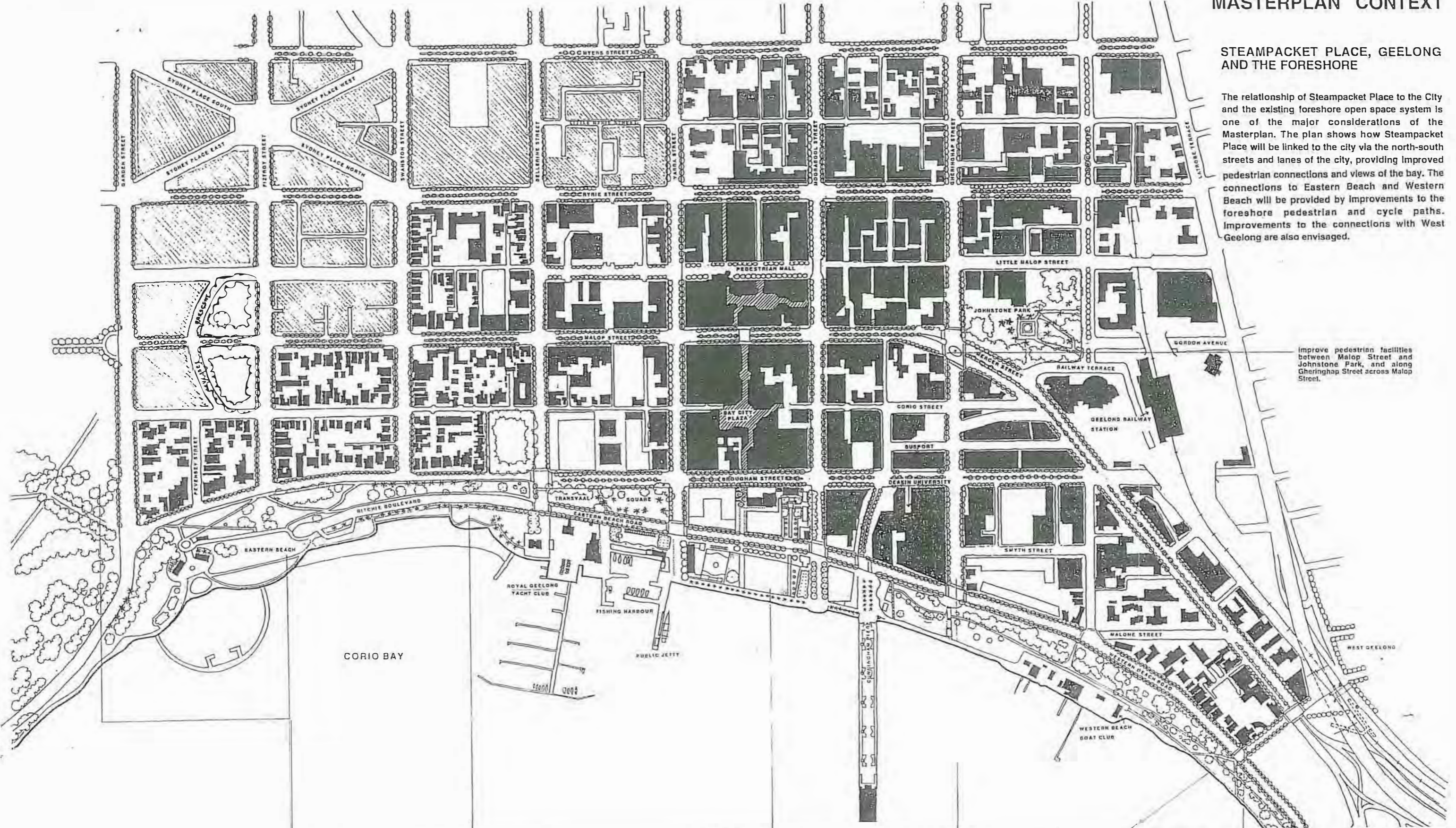


# STEAMPACKET PLACE - GEELONG'S DEVELOPING WATERFRONT

## MASTERPLAN CONTEXT

### STEAMPACKET PLACE, GEELONG AND THE FORESHORE

The relationship of Steampacket Place to the City and the existing foreshore open space system is one of the major considerations of the Masterplan. The plan shows how Steampacket Place will be linked to the city via the north-south streets and lanes of the city, providing improved pedestrian connections and views of the bay. The connections to Eastern Beach and Western Beach will be provided by improvements to the foreshore pedestrian and cycle paths. Improvements to the connections with West Geelong are also envisaged.



Improve pedestrian facilities between Malop Street and Johnstone Park, and along Gheringhap Street across Malop Street.

Improve Eastern Beach and Botanic Gardens in accordance with Council's recent Plan of Management.

Improve the connections between Eastern Beach and Steampacket by providing continuous pedestrian and cycle foreshore access, and increasing park area by rationalising car parking with more on street parking.

Steampacket Place is to provide a focus for leisure, entertainment and relaxation activities.

North-south streets and lanes will provide direct access to the waterfront, framing views of the bay.

Avenue planting, footpath widening, angle parking and/or medians, improved pedestrian crossing facilities are proposed to:

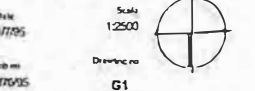
- improve pedestrian safety and convenience
- reduce vehicle speed
- improve the appearance and provide visual unity to each street
- provide shade and shelter
- reduce visual dominance of the car and the drive road

Steampacket Place will be connected to the adjacent parklands by a continuous foreshore path - providing access for pedestrians and cyclists.

Upgrade pedestrian links to West Geelong with streetscape and pedestrian facilities providing a welcoming, safe and direct crossing of streets and the railway line.

**Keys Young**

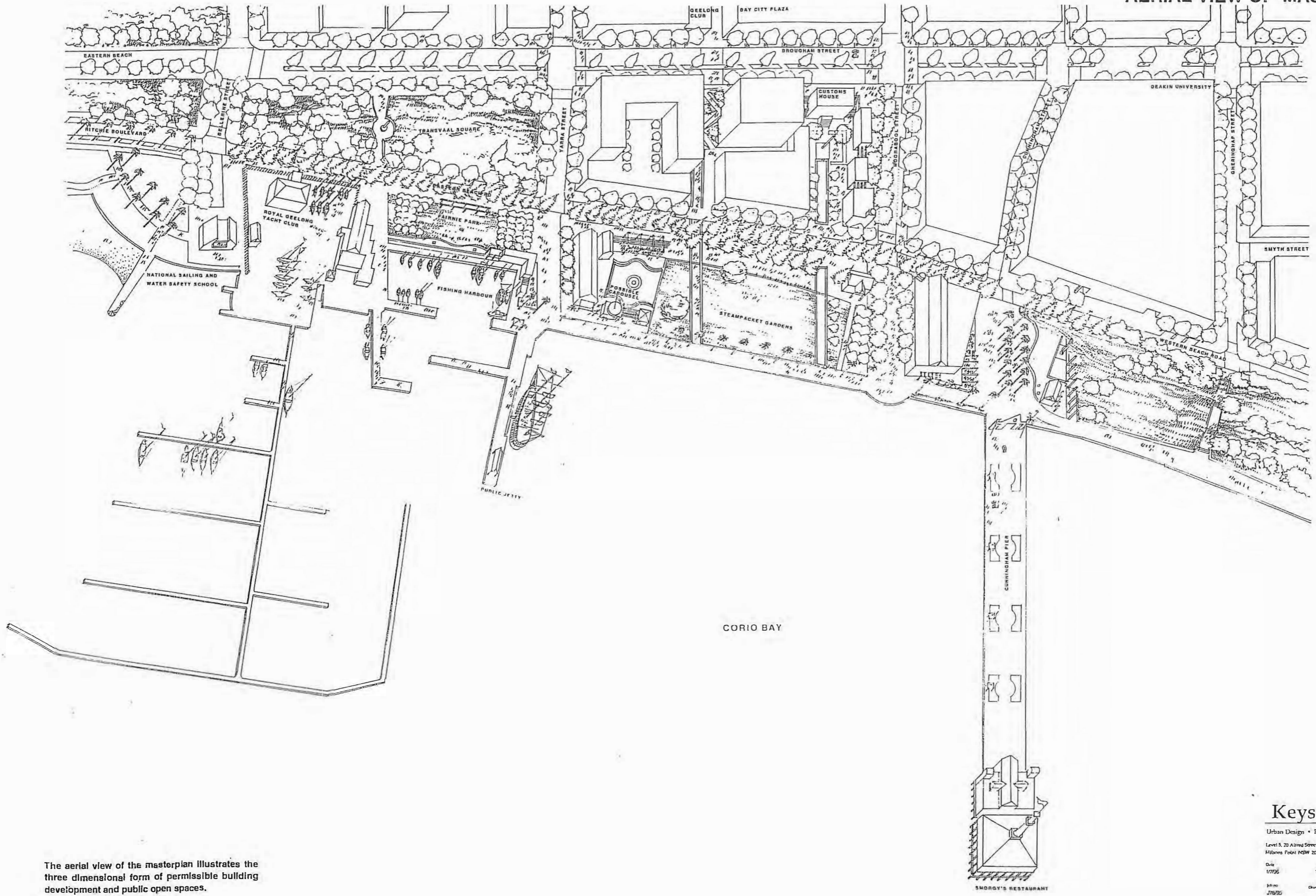
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# STEAMPACKET PLACE - GEELONG'S DEVELOPING WATERFRONT

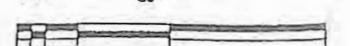
## AERIAL VIEW OF MASTERPLAN



The aerial view of the masterplan illustrates the three dimensional form of permissible building development and public open spaces.

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 Job no. J7695 Drawing no. U3



## 2.0 GEELONG IN CORIO BAY

### 2.0 GEELONG IN CORIO BAY

Geelong has unique advantages with its proximity to a beautiful coastline, rich countryside and Melbourne.

It is a compact city that has grown from the shores of Corio Bay since the 1830's as an important commercial centre and trading port which has developed as a centre of excellence in manufacturing and processing industries, scientific research, higher education and tourism.

As a provincial city, with a regional population nearing 200,000 it combines the best of all worlds - the urban as well as the rural; a leisurely pace in a city with a comfortable scale, fine parks and gardens, a rich heritage embodied in historic streetscapes, buildings and structure.

One of the greatest and most unique assets of the city is Corio Bay.

The City of Geelong faces north across Corio Bay. Unlike many other waterfront cities, Geelong is not isolated from its waterfront by large tracts of disused industrial, goods handling areas or transport infrastructure. The city streets lead straight to the foreshore.

Despite the proximity of the city to an attractive foreshore, its potential is, as yet, unrealised and there is a perception that Geelong is not a place to visit, but a place to go through, to the attractive beaches of the Bellarine peninsula and beyond.

The challenge is to convert the Geelong waterfront into an attraction in its own right for visitors as well as the local population - to turn Geelong from a "Gateway" into a destination.

With the unique advantages of the topography, orientation and layout of the city, Geelong has a greater potential than any other city in Australia to develop its waterfront not only as an attraction in its own right, but as a means of integrating the existing city with its waterfront.

### 2.1 THE FORESHORE AND THE CITY

The city centre of Geelong lies in a broad valley sloping north towards Corio Bay, with the ridge running along the south of the city centre. The city structure is characterised by a regular grid of generous width primary streets going north-south and east-west, supplemented by an intricate network of small streets, laneways and arcades.

The north-south streets lead to Eastern and Western Beach Road (the foreshore road), providing the opportunity for very clear and direct access between the city centre and the waterfront.

#### 2.1.1 Pedestrian Linkages and Traffic

Although the street grid is direct and legible, with north-south streets of the city leading straight to the foreshore, the street environment characterised by wide carriageways, is dominated by cars with reduced pedestrian safety, and a lack of comfort and convenience.

Geelong lies across the path of commuter traffic between residential areas east of Geelong, other industrial areas to the north along Corio Bay and Melbourne, and for industrial traffic around Corio Bay to the Bellarine Peninsula.

#### Barrier to the foreshore

Western and Eastern Beach Road form the major barrier between the waterfront and the city centre. The foreshore road is a favoured through-traffic route. While for most of the day traffic flows are not excessive, the continual flow of vehicles, the wide road and its lack of line marking or channelisation make access by pedestrians difficult and hazardous for all but the quick and nimble.

The foreshore drive is also one of Geelong's positive assets as a scenic route with expansive views over the bay.

The strategy for Eastern and Western Beach Road should therefore be to slow, calm, platoon and channel the traffic so that pedestrian severance is greatly reduced. As the speed of traffic is slowed the advantage in using this route will be lessened, such that some traffic will be diverted to other routes through the city.

### City Centre

Within the city centre and along Beach Road, the combination of angle parking, footpath widening, medians and/or kerb widening at crossings can serve to calm traffic, improve pedestrian amenity and increase the amount of on-street parking.

### Links to West Geelong

The highway entries to Geelong from the north into Mercer Street, the flyover connecting to LaTrobe Terrace and the railway lines, form a major barrier between West Geelong and the waterfront, and between West Geelong and the city centre.

### Foreshore promenade

The continuity of access along the foreshore is interrupted by the Sailing Club in the central waterfront area. Opportunities to reinstate this foreshore connection should be explored and new development must retain continuity of the promenade.

The foreshore promenade would benefit from more direct and visible connections from the approaching streets of the city and with improved widths for two way access both for pedestrians and recreational cyclists.



View along Moorabool Street looking North

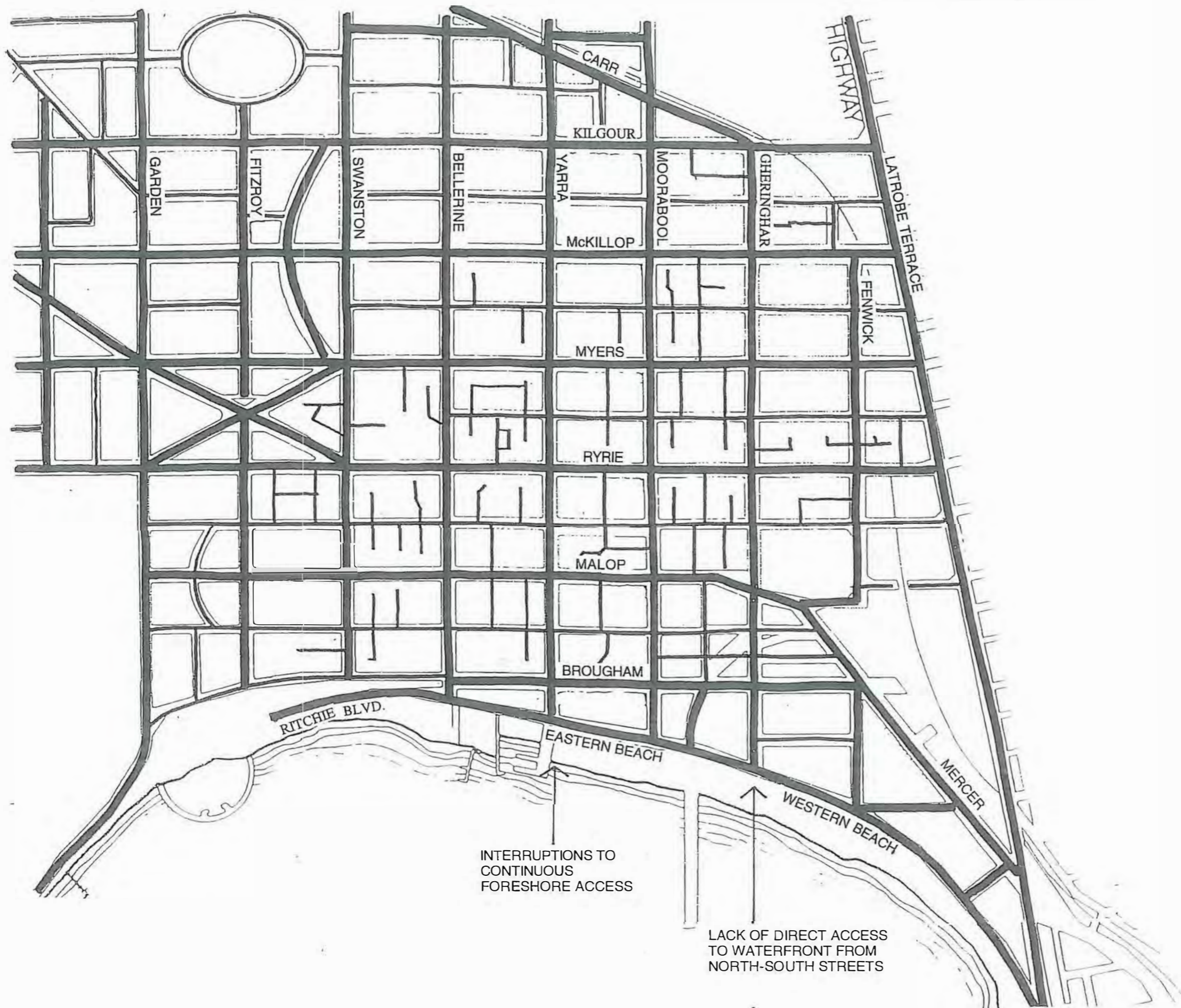


Alexander Webb 1813-1892  
Yarra Street, Geelong 1872  
Watercolour  
Gift of the artist's grandchildren, 1932  
Courtesy of Geelong Art Gallery.

## 2.0 GEELONG IN CORIO BAY

### CENTRAL GEELONG STREET GRID

Eastern and Western Beach Road are barriers to the waterfront.



INTERRUPTIONS TO  
CONTINUOUS  
FORESHORE ACCESS

LACK OF DIRECT ACCESS  
TO WATERFRONT FROM  
NORTH-SOUTH STREETS

### 2.1.2 Centres of Activity

The retail centre of Geelong is largely between Brougham Street to the north, Ryrie Street to the south, Gheringhap Street to the west and Bellerine Street to the east. Moorabool and Ryrie Street are the main traditional shopping streets. Moorabool Street has retail or related frontages almost all of the way from Brougham Street to McKillop Street providing activity that almost reaches the foreshore.

The Bay City Plaza and Market Square shopping malls form a strong retail focus around Malop Street. The north-south arcades and laneways to the south lead to Ryrie Street near a proposed Cinema complex providing an opportunity for a north-south pedestrian spine through the city from the waterfront precinct. Although this route provides weather-protected access between two potentially major attractions at each end (the waterfront and the Cinemas), it is only available during shopping hours and lacks legibility. Neither the laneways nor arcades provide quality, nor interesting active frontages all along the way, and furthermore there is no indication at Ryrie Street nor Malop Street that the route leads towards the waterfront.

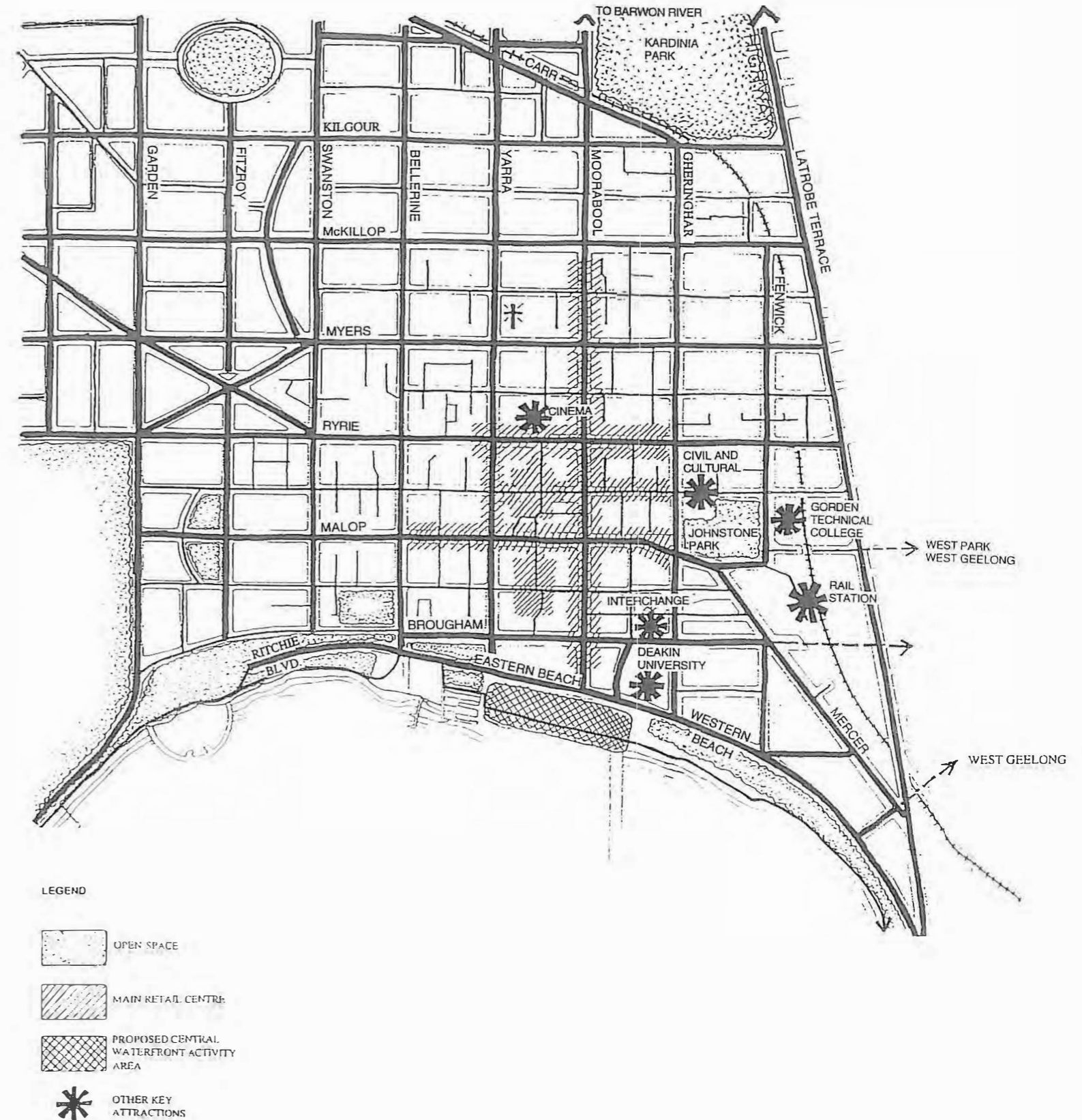
Other important focal points for pedestrian movement are Busport and adjacent car park in Brougham Street, the Railway Station, cultural facilities west of Gheringhap Street near the Town Hall, Gordon Technical College and Deakin University. These require good, legible links with each other and to the waterfront.

### 2.1.3 Public Open Space

The foreshore provides a sequence of passive outdoor areas, from Rippleside Park at the west, Western Beach, the central foreshore area with Steampacket Place, to Eastern Beach Park. Steampacket is presently visually isolated from Eastern Beach Road and North-South streets but it can be opened up.

Steampacket needs a sense of containment/ wind/weather protection. This can be provided by buildings which reinforce the city grid pulling it north of Beach Road.

The eastern end of the central area meets the waterfront via Bellerine Street. The approaches are flanked by Transvaal Park and Austin Park. The Botanic Gardens, adjacent to Eastern Beach Park and Johnstone Park at Gheringhap Street provide important open space foci at the eastern and western ends of the City. Kardinia Park, between Moorabool Streets and LaTrobe Terrace, used for active recreational and sporting uses south of the City, and the open space system along the Barwon River, provide open space foci at the southern end of Geelong. The street grid connects these parklands at the four edges of the city. A number of smaller passive and active parklands are located within the formal layout of the residential areas adjacent to the city centre.



### 2.1.4 Built Character

Areas with streetscape conservation value have been identified in the Geelong Urban Conservation Study. Significant areas of the city centre benefit from similarly scaled retail development and the fine woolstore buildings towards the western end of the city centre near the foreshore. The city has a clear edge of similar (absolute) height buildings along Beach Road to Moorabool Street on the west, and along Brougham Street along the centre and east, formed by the old woolstore buildings and punctuated by newer office developments.

The buildings of the retail centre feature a number of heritage buildings and a variety of corner elements and towers, particularly along Moorabool and Gheringhap Streets.

Malop and Yarra Streets suffer from interruptions to their retail frontages caused by carpark structures and the blank walls of internalised shopping malls.

Gheringhap Street has less intensive, fringe retail and commercial activity together with fine civic and cultural buildings along the west. Gheringhap and Brougham Streets, although providing less interest in the form of street activity, are bounded by fine heritage buildings which provide visual interest.

The solid fence around the yacht club isolates the water and attractive boating activity from public view.

An intricate network of secondary paths is provided by Corio Street and adjoining laneways in the retail core flanked by various restaurants and nightclubs with vestiges of previous industrial uses.

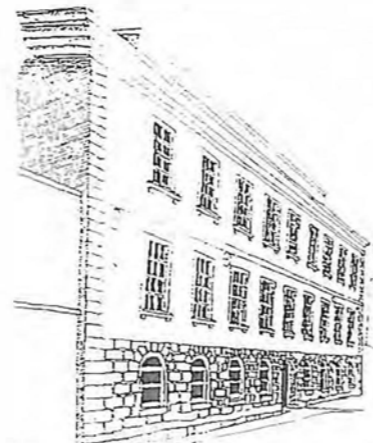
St Mary's near the top of the ridge on Myer Street is a prominent visual focus from the Bay and the approach roads to the City.

The car-dependent culture that requires car access to the immediate proximity of attractions has resulted in a development form broken up by large areas of off street parking interrupting the previously continuous streetscape.

Redevelopment of the waterfront area can respond to the prevailing character by:

- reinforcing the city grid by building to the street boundary line, to the height and scale of existing, adjacent buildings;
- extending the city grid to the waterfront; and
- retaining and enhancing views to significant structures.

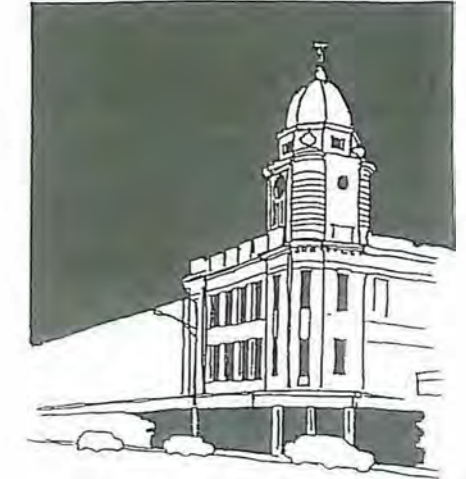
Off-street car parking should be screened by buildings and active frontages to restore the continuity of the streetscape, and provide diverse and attractive activities with weather protection along public circulation routes.



Old Customs House



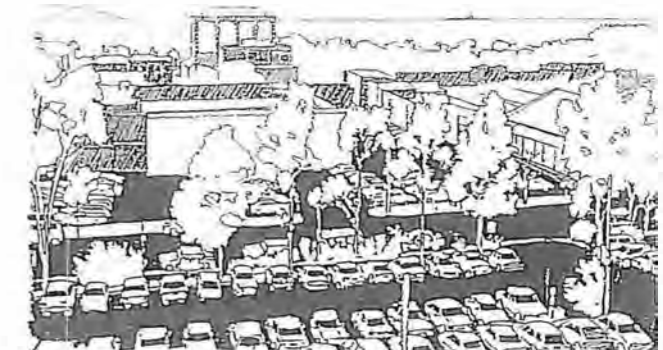
Fine corner detailing



Woolstores and Geelong Club



Inappropriate juxtaposition of bland, blank walled shopping complex and carpark with traditional shopfront buildings.



Large areas of surface carpark disrupts the built fabric.



Relatively consistent height and scale of buildings as viewed from the Bay

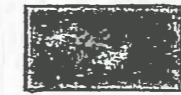
## 2.0 GEELONG IN CORIO BAY

### URBAN CONSERVATION PRECINCT MAP

#### LEGEND



LEVEL 1



LEVEL 2



CONTINUE SAME SCALE  
STREETSCAPE



CHURCH OR CORNER  
TOWERS

