

**21.17 WEST FYANS -FYANS STREET PRECINCT STRUCTURE PLAN AREA**10/03/2011  
C205**21.17-1 Key issues and influences**10/03/2011  
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The West Fyans-Fyans Street Precinct Structure Plan applies to an area located 1.5 km south of Central Geelong on the northern banks of the Barwon River. The area has a diverse range of land uses including industrial, commercial and residential together with buildings of historical significance and a strong visual relationship with the Barwon River corridor. The area has also been identified as a key housing development area with the potential to undergo substantial change and redevelopment over time.

The West Fyans-Fyans Street Precinct Structure Plan seeks to transform the area over time to a vibrant mixed use location incorporating high quality architecture, a complementary range of residential and employment activities including commercial, light manufacturing and service industrial uses, with good access to services and facilities, improved streetscapes and connections to open space.

**21.17-2 Objectives**10/03/2011  
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- To encourage a vibrant mixed use environment with active ground floor uses along major pedestrian-traffic routes and commercial nodes.
- To support a range of medium to high density residential development opportunities.
- To encourage development which incorporates design that enhances streetscapes, provides visual interest, liveability and diversity, amenity and public safety.
- Ensure development appropriately responds to and complements the heritage character of the area
- To provide for the reuse and adaptation of existing buildings including heritage buildings.
- Ensure that new development enhances the visual relationship with public open space areas including the Barwon River.
- Discourage new uses within the Industrial 1 Zone which have a potential to create amenity conflicts that would compromise the long term vision for the precinct.
- To improve pedestrian and cycle links to open space areas.
- To improve road functionality throughout the area.

**Strategies**

- Ensure land use and development proceeds generally in accordance with the West Fyans-Fyans Street Precinct Structure Plan map included in this clause.
- Encourage a mix of land uses and development outcomes consistent with the following precinct directions:

**Precinct 1 – Open Space Precinct**

- Support community and recreation use and development.
- Support appropriately designed and sited tourist related use and development in identified locations.
- Ensure that development enhances the open space qualities of the area including the Barwon River Corridor.

### **Precinct 2 – Business Park Precinct**

- Encourage uses which contribute to the development of a business park environment including manufacturing, office and active recreation uses.

### **Precinct 3A – Residential Interface Precinct**

- Direct commercial uses to West Fyans Street including office and retail development with opportunities for upper level housing.
- In the Residential 1 and Mixed Use Zones support the development of housing, including medium density housing, in a manner which responds to the existing housing stock's modest scale, built form and setbacks.
- Within Industrial 1 zoned areas support a range of activities complementary to the long term mixed use vision for the area including office, service industry and leisure and recreation activities.
- Discourage new industrial uses which do not meet Clause 52.10 buffer requirement.

### **Precinct 3B – Mixed Use Precinct**

- Within the Commercial Node support a mix of accommodation and commercial activity including retail, food and drink premises, office, community and recreation uses.
- In the West Fyans Street area, west of Pakington Street encourage a mix of office and retail uses and opportunities for upper level housing.
- In the West Fyans Street area, east of Pakington Street encourage restricted retail and other commercial uses.
- Encourage medium to high density residential development in the remainder of the precinct with limited opportunities for small scale non-residential uses such as arts and crafts, leisure and recreation, home based offices and medical offices.
- Ensure new development provides for or improves pedestrian and bicycle linkages to the Rutland Street extension connecting to Pakington Street.

### **Precinct 4 – Mixed Use – High Density Precinct**

- Within the Commercial Node support a concentrated mix of accommodation and commercial activity including retail, food and drink premises, office, community and recreation uses.
- Limit non residential uses outside the Industrial 1 Zone and the Commercial Node to areas with convenient access to and from the river environment.
- Encourage medium to high density residential development in the remainder of the precinct.
- Within Industrial 1 zoned areas support a range of activities complementary to the long term mixed use vision for the area including office, service industry, leisure and recreation activities.
- Discourage new industrial uses which do not meet Clause 52.10 buffer requirement.
- Promote the adaptive reuse of heritage buildings including the former heritage woollen mills.
- Ensure new development provides for or improves pedestrian and bicycle linkages to the river environment and the Rutland Street extension connecting to Pakington Street.

### **Precinct 5 – Business Precinct**

- Ensure this area remains the key focus for restricted retail premises.

#### **Precinct 6 – Industrial Precinct**

- Discourage the use of land for offensive industries and restricted retail activity.
- Encourage the use of land for warehousing, service and non offensive manufacturing industries, minor office and industrial sales activities.

#### **Precinct 7 – Mixed Use-High Density Residential Precinct**

- Direct Restricted Retail activities to Moorabool Street and larger commercial activities to Moorabool and Fyans Streets with opportunities for upper level housing.
- Encourage medium to high density residential uses south of Little Fyans Street with higher density housing focussed adjacent to Barwon Terrace.
- Support a range of office, warehousing, non offensive industrial and service industry activities north of Little Fyans Street.
- Support a limited number of commercial uses including food and drink premises, offices, arts and crafts and leisure and recreation activities at ground and first floor levels adjacent to Barwon Terrace and Yarra Street.
- Support small scale commercial active street frontages in Barwon Terrace in accordance with the Access and Amenity Improvement Plan.

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#### **Implementation**

- These strategies will be implemented by:

#### **Using policy and the exercise of discretion**

- Ensure development provides for the retention and enhancement of heritage places by assessing applications against Clause 22.09 Cultural Heritage and Clause 22.13 Woollen Mills Heritage Area (HO1618).
- Assess applications against the Design and Development Overlay at Schedule 26.
- Assess applications against the requirements of the Environmental Audit Overlay where applicable.
- Assess the impacts of development on the Public Acquisition Overlay providing for a future connection from Rutland Street to Fernleigh Street.

#### **Further Work**

- Work with Barwon Water to improve odour emissions from the Fernleigh Street Pumping Station and Bowlers Inlet Sewer Main.
- Develop a Master Plan for Precinct 1 to enhance landscaping and visual amenity.
- Develop a streetscape design for link roads as identified in the Access and Amenity Improvement Plan detailed in the West Fyans-Fyans Street Structure Plan 2009.
- Work with VicRoads to undertake key traffic improvement works.
- Support the five year review of the Structure Plan, in accordance with the West Fyans-Fyans Street Precinct Structure Plan Map, Stage 2 Implementation Area at Clause 21.17-4, so as to revisit the future rezoning of the land.

- Review the West Fyans-Fyans Street Precinct Structure Plan by 2015 to examine stage 2 implementation for land west of Hampton Street.
- Acquire land within a Public Acquisition Overlay for the purpose of a future road between Rutland Street and Fernleigh Street as identified within the West Fyans–Fyans Street Precinct Structure Plan.

### **References**

West Fyans –Fyans Street Precinct Structure Plan Adopted June 2009.

21.17-4 West Fyans – Fyans Street Precinct Structure Plan Area Map

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