

22.43 PAKINGTON STREET NORTH URBAN DESIGN GUIDELINES POLICY28/01/2010
C129(Part 1)

This policy applies to buildings and works and subdivision in Pakington Street North, Geelong West, as shown on Map 1 forming part of this Clause.

Policy Basis

The Pakington Street activity centre, Geelong West has a compact and legible built form from Autumn Street to Wellington Street/Waratah Street. Valued characteristics include a walkable and pedestrian friendly street environment, building facades that address the street, and a number of retained landmark structures, such as corner hotels and the Geelong West Town Hall.

Due, in part, to the different land use zoning, the northern section of Pakington Street between Wellington/Waratah Street and Church Street displays quite a different urban design character. Elements include discontinuous building facades, a limited relationship between buildings and the pedestrian environment, and car parking within front setbacks.

While there is a recognition that activity centres need peripheral areas to accommodate secondary services and that this role will continue for the northern section of Pakington Street, it is the intention of this policy to facilitate development in Pakington Street North that incorporates many of the positive urban design characteristics of Pakington Street South.

Pakington Street North should fulfil a role as a key pedestrian spine through Geelong West, with a street environment that is sheltered and feels safe. Future development should be of a high quality and should relate to the streetscape, providing visual interest at street level. Ultimately, this will result in a more pleasant and attractive environment for people who visit or work in Pakington Street North, and for those who live nearby.

Objectives

- To ensure that new development responds to the preferred urban design character for Pakington Street North.
- To improve the quality of the pedestrian environment by providing visual interest at street level.
- To retain and enhance the identified elements that contribute to the preferred urban design character of Pakington Street North.

Policy

In the assessment of an application for a development or subdivision of land, it is policy to implement the *Pakington Street North Urban Design Guidelines*, August 2004 and apply the following design objectives and guidelines where relevant.

Exercising discretion

Where a permit is required for development or a subdivision of land, it is policy that:

- The above objectives are met through the appropriate response to the design objectives. Proposals that meet the design responses will generally be considered to meet the related design objectives.
- An alternative design response may be acceptable where the applicant can demonstrate to the Responsible Authority's satisfaction that the relevant design objective has been met.

Pakington Street North Urban Design Guidelines

Streetscape Element	Design Objective	Design Response	Avoid
Streetscape Character	To improve the quality of the pedestrian environment and the interface of development with the street.	Address streets with building frontages rather than yards, car parks or servicing areas. Enhance the pedestrian environment with ground level uses which relate to the footpath frontages.	<i>Development that has no relationship to its site or the Pakington Street setting.</i>
	To encourage a diverse mix of uses and activities in the street.	In accordance with the provisions of the planning scheme encourage a mix of commercial uses in the street with any new development.	<i>Loss of activity generated by a mix of uses.</i>
	To encourage protection of the landmark buildings in the street.	Recycle landmark structures for alternative uses. Protect landmark structures such as corner former hotel buildings.	<i>Loss of diverse mix of building stock. Demolition of landmark buildings.</i>
Building Siting and Large Site Layout	To reinforce the linear layout of the street, as part of the historic street grid of Geelong West.	Design buildings to be perpendicular to the street with building frontages parallel to the front boundary.	<i>Elements and building forms which detract from the linear layout of the street. Buildings that are not 'square' to the street.</i>
	To ensure that new commercial buildings address the street.	Site new commercial buildings consistently on front boundary (i.e. zero metre set back from front boundary) with occasional setbacks to provide areas of public open space in front of buildings. Orientate commercial buildings towards the street with the main pedestrian entrance and display windows on the street frontage where possible. If located on a corner site, ensure the commercial building addresses both street frontages.	<i>Commercial buildings that are not oriented towards the street. Blank walls on to Pakington Street. Blank walls that face side streets</i>
	To minimise the impact of commercial buildings on adjacent residential development.	Locate development which may generate noise away from adjacent residential development. On larger sites where residential uses are permitted incorporate residential uses to provide an interface to the existing residential uses.	<i>Uses which generate excessive noise or other environmental impacts</i>
Building Form	To ensure that new buildings are designed to respond to the characteristics of the site and locality, and demonstrate a high standard of contemporary expression.	Respect the predominant building height in the street and of adjacent properties. Articulate the form of buildings and elevations. Design buildings that in a contemporary manner respect the dominance of 19 th century and Inter War era places of Pakington Street.	<i>No regard to the orientation of the lot in relation to solar access, prevalent wind directions etc. Buildings that exceed the predominant building height in the street by more than one storey. Unarticulated, sheer facades and building forms. Historical reproduction styles.</i>
	To design building forms that express the fine grain subdivision pattern of Pakington Street Activity Centre.	On larger sites articulate facades to break up the massing of the building form.	<i>Large, unarticulated facades</i>

Streetscape Element	Objective	Design Response	Avoid
Building Form	To design building forms that minimise the impact on adjacent residential development.	Provide a scale transition to the adjacent residential development.	<i>Large, bulky developments adjacent to residential areas</i> <i>Overlooking of adjacent residential areas</i> <i>Loss of solar access to adjacent residential areas.</i>
	To encourage social interaction and interest at street level.	Orientate commercial buildings towards the street and provide the entrance to the building directly from the street frontage. Provide a well articulated façade, with shop front windows at street level.	<i>Commercial buildings that do not address the street.</i> <i>Lack of interest and activity at street level.</i> <i>Blank facades or small areas of glazing at street level.</i> <i>Roller shutters over shop fronts.</i>
Building Details and Finishes	To encourage buildings that have regard to the palette of materials and colours in the street, and demonstrate a high level of contemporary finish.	Use simple building details. Use a mix of contemporary materials, colours and finishes.	<i>Excessive decoration.</i> <i>Historicist embellishment.</i>
	To encourage details which are integrated with the architecture of the building and contribute to the character and amenity of the street.	Awnings or verandahs should reflect the architectural era of the building. Relate the height of the awning to the building elevation. On double storey buildings locate the awning at first floor level. Provide subtle down lighting under awnings wherever possible. Incorporate subtle façade lighting on landmark buildings.	<i>Fluorescent style, 'white' lighting under awnings.</i>
	To ensure that signage does not dominate the building or streetscape and contributes to the pedestrian environment.	Direct signage at pedestrians (i.e. awning or street level). Provide signs only on the awning fascia or under the awning wherever possible. If a flat wall sign is proposed, relate the sign to the architecture of the buildings in style and placement (i.e. individual letters as opposed to large, flat rectangular signs).	<i>Roof signs, sky signs and above awning signs.</i> <i>Large, visually dominant signs, particularly above first floor level.</i> <i>Internally illuminated signs.</i> <i>Large wall signs that do not relate to the building.</i>
Heritage Structures	To retain the integrity of heritage buildings and structures, and compliment them in adjoining new development.	Design new buildings adjacent to retained heritage buildings and extensions to heritage buildings which respect the scale and form of the structure. Provide a scale transition to heritage building when developing adjacent sites.	<i>Reproduction style buildings and buildings which copy the historic structure.</i>
Sustainability	To design buildings to the highest standard of environmentally sustainable design.	Design buildings for energy efficiency, considering solar access and utilising sustainable energy and construction techniques wherever possible.	<i>No regard to the orientation of the lot in relation to solar access or prevalent wind directions</i> <i>Unsustainable design and construction techniques</i>

Streetscape Element	Objective	Design Response	Avoid
Walkability	To provide safe and convenient footpaths along Pakington Street, and improve pedestrian permeability to the areas surrounding Pakington Street.	<p>Provide weather protection to footpaths where appropriate.</p> <p>Provide pedestrian connections through larger development sites by connecting existing lanes or cul de sacs.</p> <p>Ensure activities relate to all footpaths and pedestrian through site connections.</p> <p>Where possible, maintain and extend continuous North-South laneway access along the rear of Pakington Street properties.</p>	<p><i>Windswept and unsheltered footpaths</i></p> <p><i>Large internalised developments which do not connect with existing streets and residential neighbourhoods</i></p> <p><i>Blank walls fronting onto footpaths, internal site links and other pedestrian links</i></p> <p><i>Footpaths through large ground level car parks</i></p>
Vehicle Access and Car Parking	To provide a safe environment for pedestrians, and to minimise the visual impact of car parking areas.	<p>Minimise the number and width of vehicle crossings from Pakington Street.</p> <p>Locate car parking areas at the rear of the site to minimise visibility from Pakington Street and adjacent residential areas.</p> <p>Minimise the width of vehicle access points to the car parking areas.</p> <p>Provide shade trees and other planting to ground level car parks.</p> <p>Design car parking areas to minimise large expanses of unrelieved hard surface.</p> <p>Refer to other CoGG car parking guidelines.</p>	<p><i>Extensive ground level car parks visible from Pakington Street and adjacent residential areas.</i></p> <p><i>Vehicle crossings which are greater in width than 2 lanes</i></p> <p><i>Car parks with no provision for landscaping with shade trees.</i></p> <p><i>Large areas of asphalt in car parking areas.</i></p>

References

Pakington Street North Urban Design Guidelines, August 2004.

Map 1 - Pakington Street North Urban Design Guidelines Policy Area



 PAKINGTON STREET NORTH URBAN DESIGN GUIDELINES POLICY AREA

