

Greater Geelong Amendment C393

Summary of changes to Retail Strategy 6.12.2019

Exhibited contents page	6 December 2019 contents page	Comment
Acknowledgements	Acknowledgements	No change
Executive summary	Executive summary	No change
Summary of key findings - Strategic findings - Statutory recommendations	Summary of key findings - Strategic findings - Statutory recommendations	Removal of recommendations to: (1) require a NCB assessment for high impact developments; and (2) use floor space guidelines within policy
Introduction - Why undertake this review - How this strategy was developed	Introduction - Why undertake this review - How this strategy was developed	Removal of paragraph on 'population growth' and added paragraph about the intent of undertaking the Retail Strategy Renamed and improved map of study area / sub-catchments
A growing Greater Geelong - Population growth - Retailing trends o Fast retail o Slow retail o Cultural retail o Restricted, large format retailing or wholesale shopping - Recommended retail types for Greater Geelong o Online retailing	A growing Greater Geelong - Population growth - Retailing trends o Fast retail o Slow retail o Cultural retail o Restricted, large format retailing or wholesale shopping o Online retailing - Recommended retail types for Greater Geelong	New population table
Existing planning policy - SPPF - G21 regional growth plan - LPPF - Current retail assessment - Specific local policies - Greater Geelong: clever and creative future	Existing planning policy - SPPF - G21 regional growth plan - LPPF - Current retail assessment - Specific local policies Greater Geelong: clever and creative future	No change
Retail hierarchy - Importance of a retail hierarchy - Future retail centres in the NWGGAs - Definition of a retail centre	Retail hierarchy - Importance of a retail hierarchy - Future retail centres in the NWGGAs Definition of a retail centre	Revised centre hierarchy map
A gravity model for Greater Geelong - Floor space audit - Retail centre turnover - Expenditure in Greater Geelong	A gravity model for Greater Geelong - Floor space audit - Retail centre turnover - Expenditure in Greater Geelong	Removal of errors from Floor Space Audit table, changes to Table 4 and additional expenditure information

Greater Geelong Amendment C393

Summary of changes to Retail Strategy 6.12.2019

Exhibited contents page	6 December 2019 contents page	Comment
<ul style="list-style-type: none"> - Centre catchments - A base-case scenario 		Sections on catchments and base-case moved to 'Future retail demand' chapter
<p>Opportunities for retail investment</p> <ul style="list-style-type: none"> - Supermarkets - Discount department stores - Restricted retail 		Moved to 'Opportunities and challenges' chapter
Supportable floor space 2018-2036		Moved to 'Opportunities and challenges' chapter.
	<p>Future retail demand</p> <ul style="list-style-type: none"> - A base-case scenario - Supportable retail floorspace demand and sub-regional alignment - Centre catchments <ul style="list-style-type: none"> o Definition of primary catchments 	New chapter with greater explanation and revised supply/demand figures (Julian Szafraniec evidence statement table 19)
<p>Opportunities and challenges</p> <ul style="list-style-type: none"> - Whole of network 	<p>Opportunities and challenges</p> <ul style="list-style-type: none"> - Whole of network opportunities and challenges - Opportunities for major retail development - Supportable floor space 2018-2036 	New Supportable Floorspace table (Julian Szafraniec evidence statement table 20)
<p>Key strategic objectives</p> <ul style="list-style-type: none"> - Individual centres - Retail Strategy objectives - Incorporating objectives into local planning policy <ul style="list-style-type: none"> o Convenient access o Competitive supply of goods and services o Walkable access to day-to-day essentials o Vibrant and inviting retail centres o Restricted retail o Industrial areas 	<p>Retail objectives and strategies</p> <ul style="list-style-type: none"> - Retail development objectives - Retail development strategies to support objectives - Further work for individual centres 	Change to headings and order of sections
Assessing retail developments	Recommended changes to policy	Re-written section which includes changes to the 'Proposed Floor Space Caps'

Greater Geelong Amendment C393

Summary of changes to Retail Strategy 6.12.2019

Exhibited contents page	6 December 2019 contents page	Comment
	<ul style="list-style-type: none"> - Summary of changes to the GGPS - Floorspace caps - Regional centres - Sub-regional centres - Specialised centres - Town centres - Neighbourhood centres (in existing urban areas) - Neighbourhood centres (in areas experiencing greenfield growth) - Local activity centres - Assessing retail development applications 	<p>table and removal of the 'Supportable Retail Floor Space Guidelines to 2036' table.</p> <p>Updated description of some individual centres: Leopold, Corio, Waurm Ponds, Kingston Downs and Warralily.</p> <p>New section 'Assessing retail development applications' aligns with amended Clause 22.03.</p>
<p>Floorspace caps and guidelines</p> <ul style="list-style-type: none"> - Benefits of floorspace caps - Applying floor space caps in Greater Geelong <ul style="list-style-type: none"> o Regional centres o Sub-regional centres o Specialised centres o Town centres o Neighbourhood centres o Areas experiencing growth - Proposed floor space caps - Floor space guidelines - Summary of changes to the GGPS 		<p>Moved to 'Recommended changes to policy' chapter</p>
<p>Conclusion</p>	<p>Conclusion</p>	<p>No change</p>
<p>Appendix 1</p>		<p>Moved to Appendix 2</p>
	<p>Appendix 1 Retail Method</p>	<p>New appendix providing additional detail regarding the retail gravity model approach, data inputs and assumptions</p>
	<p>Appendix 2</p>	<p>New Centre boundaries for:</p> <ul style="list-style-type: none"> ▪ Leopold sub-regional ▪ Armstrong Creek Town Centre ▪ Lara Town Centre ▪ Kingston NAC Ocean Grove