

APPENDIX A: PRECINCTS

REGIONAL CENTRES

1.1 Central Geelong

Centre name:	Central Geelong										
Hierarchy status:	Regional										
Location:	Geelong										
Key characteristics:	Large retail and commercial precinct with two shopping centres (Westfield Geelong and Market Square Geelong). There is limited on-street pedestrian activity and high vacancy levels in parts of the precinct.										
Current role:	Strong retail and business focus but is faced with strong competition from surrounding activity centres including Pakington St (Geelong West), Belmont and Waurn Ponds.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	974,206		1,481			0		44,280		186,164	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	2,542	32,895	37,424	6,077	62,026	85,906	226,870	-	25,189		
Retail anchors:	1 DS (Myer), 3 DDS (Big W, Dimmeys, Harris Scarfe, Target), 1 supermarket (2,542sqm Coles)										
Transport connections: Public	Geelong Railway Station (approx. 400m), South Geelong Railway Station (approx. 1.1km), bus service (several bus routes)										
Private	Several blocks on either side of Ryrie Street, accessible via Princes Highway, Hamilton Highway, Bellarine Highway and Portarlington Road										
Future role and opportunities:	Attempts are being made to increase economic productivity and pedestrian activity in the precinct. This may be achieved with greater residential development within the CBD precinct.										

* Excludes non employment uses such as residential, car parking and sites under construction.

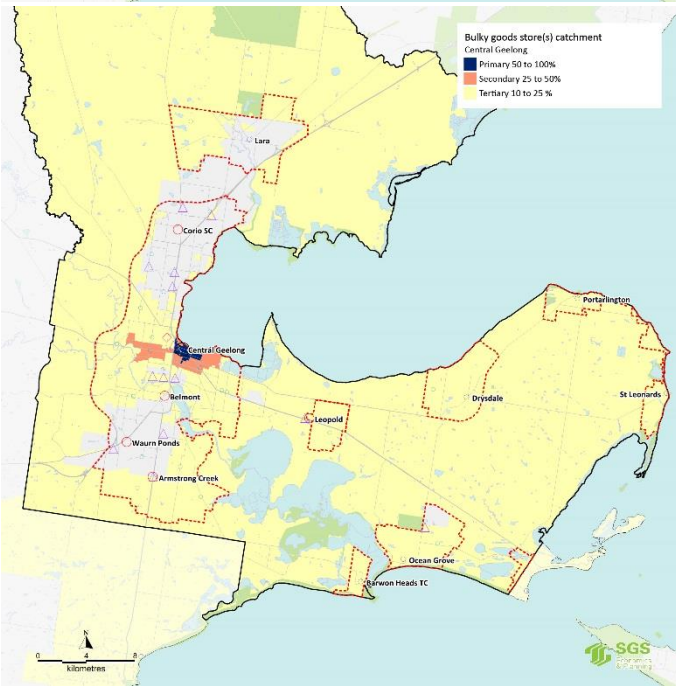
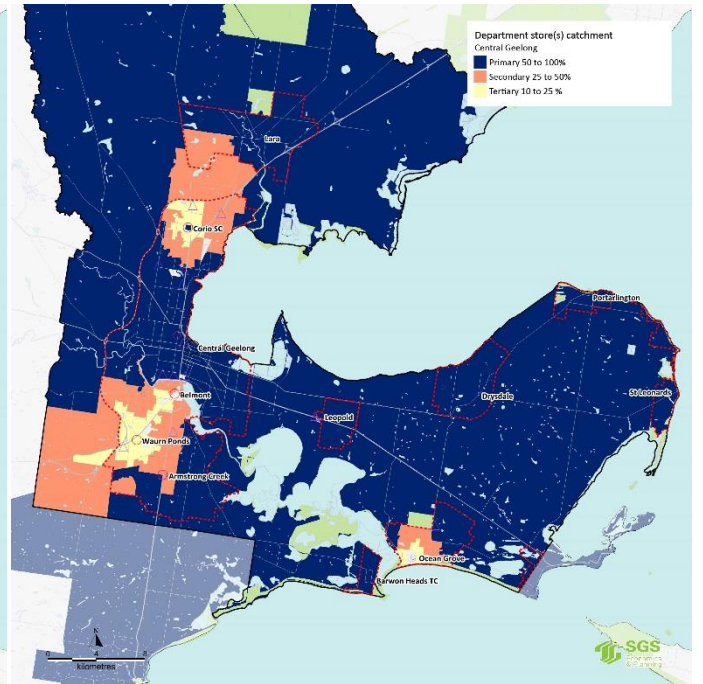
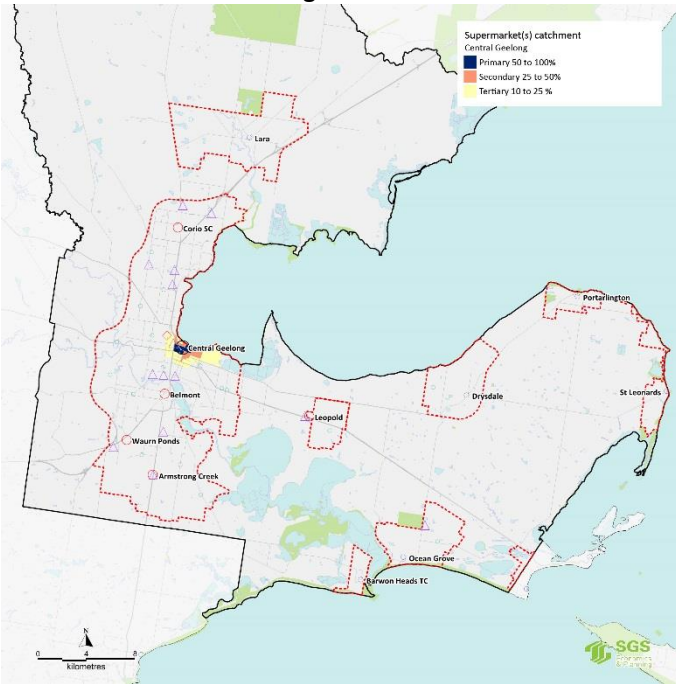
Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Note –SGS did not complete a floorspace audit of Central Geelong. Data for the precinct as a whole was sourced separately from the City of Greater Geelong.

Estimated existing retail catchments



Source: SGS Economics and Planning

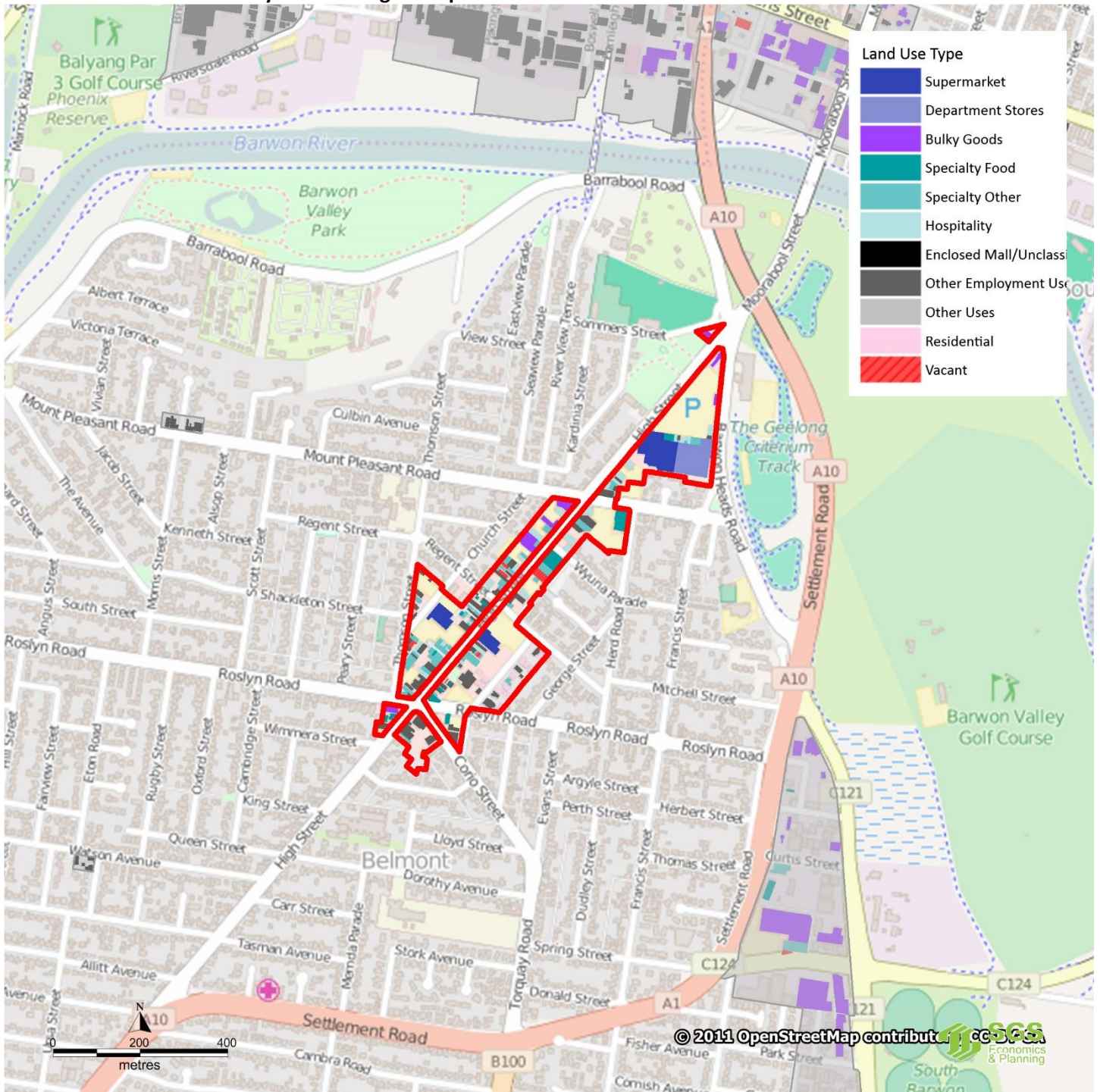
SUB-REGIONAL CENTRES

1.2 Belmont

Centre name:	Belmont										
Hierarchy status:	Sub-Regional										
Location:	Belmont										
Key characteristics:	Major shopping strip located in close proximity to Central Geelong and well-connected to bus services. Contains Belmont Shopping Village (anchored by Coles) to the north and finer grain built form to the south, and includes a municipal library.										
Current role:	This precinct contains a range of specialty shops, office retail and hospitality services, and is particularly active at the southern end.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		156,570			0		1,000		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	9600	6,110	4,240	5,270	10,100	7,270	42,580	5780	1,370		
Retail anchors:	1 DDS (6,108sqm Kmart), 3 supermarkets (6,027sqm Coles, 1,927sqm Coles, 1,643sqm Aldi)										
Transport connections:	Public South Geelong Railway Station (approx. 2km), bus service along High Street (routes 14, 15, 16, 17, 19, 20 and 74)										
	Private High Street, Belmont, from Barwon Heads Road to Roslyn Road										
Future role and opportunities:	The precinct is likely to continue to thrive, playing a continued retail, service and employment role in the local Belmont and wider Geelong area.										

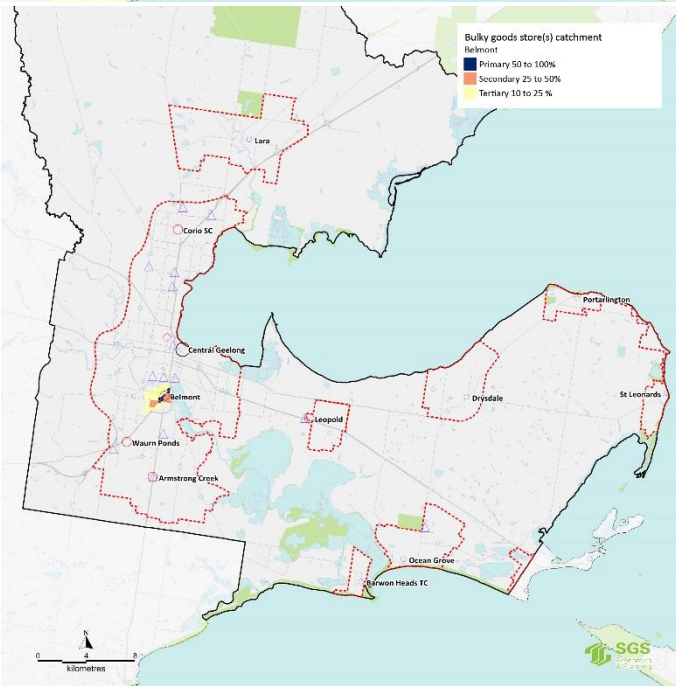
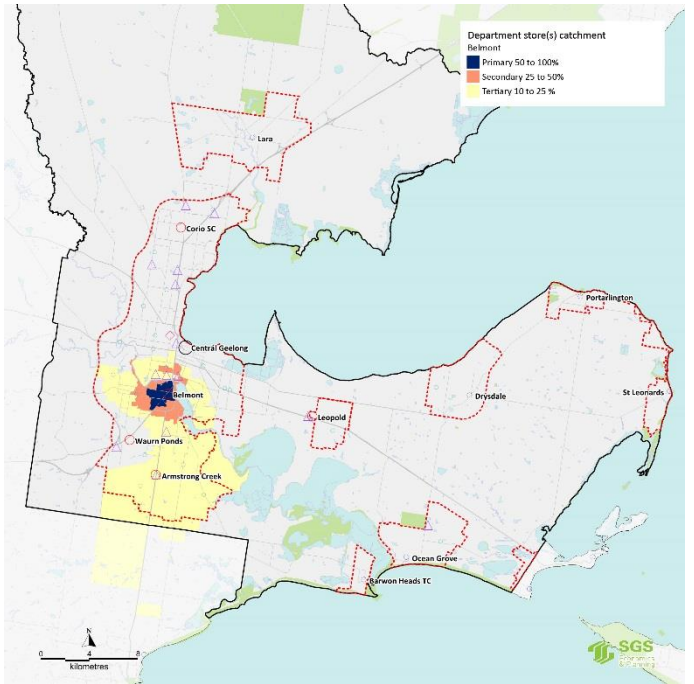
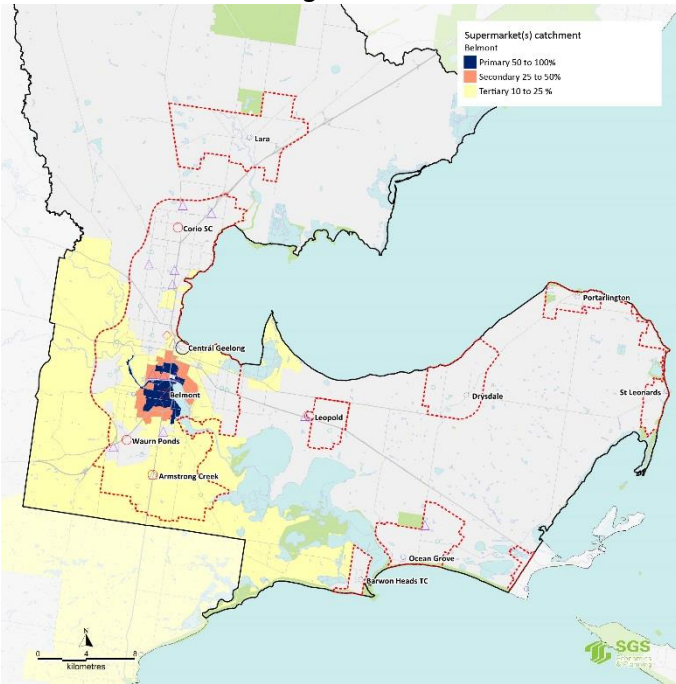
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



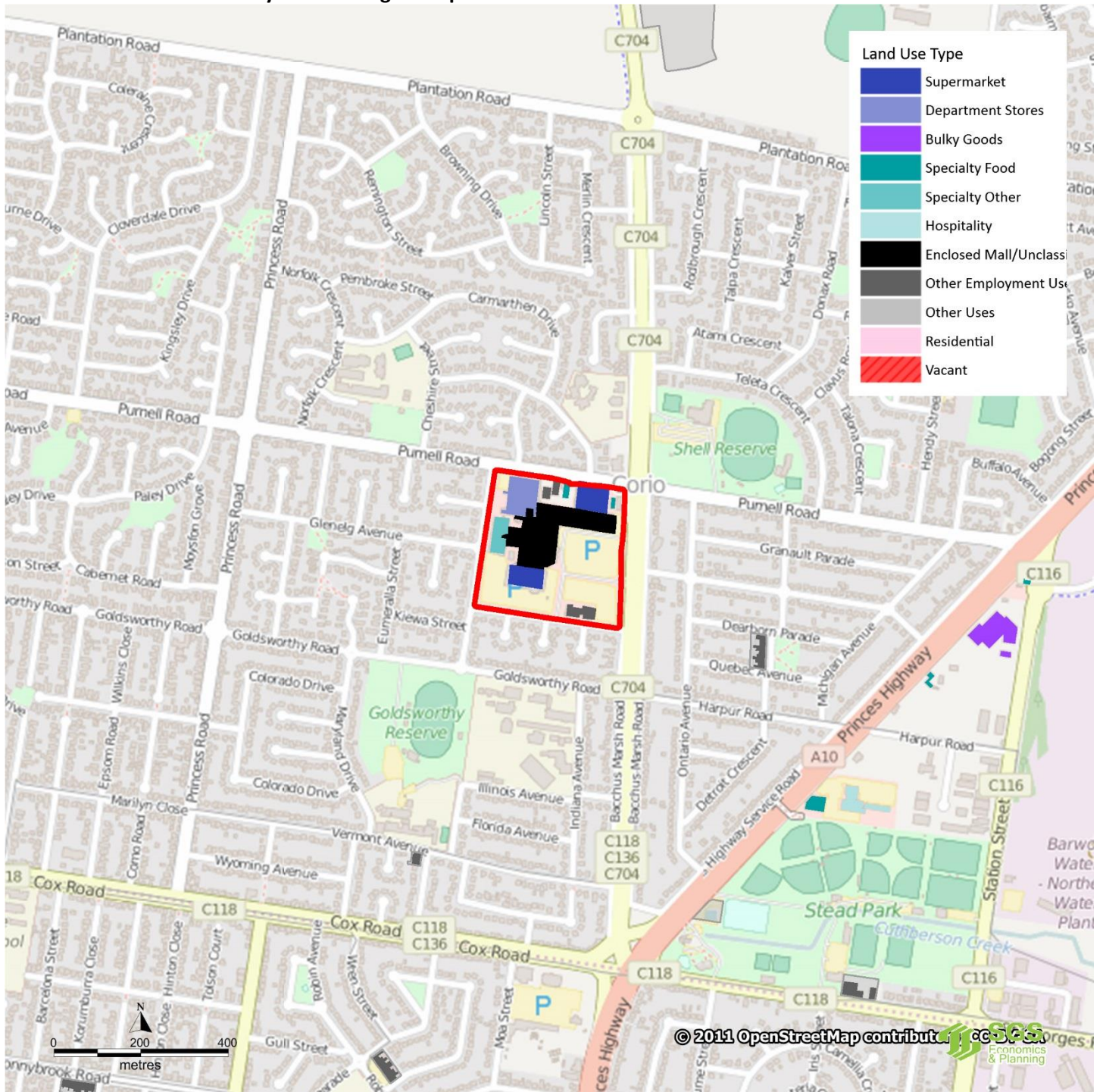
Source: SGS Economics and Planning

1.3 Corio SC

Centre name:	Corio SC									
Hierarchy status:	Sub-Regional									
Location:	Corio									
Key characteristics:	Major, double storey shopping centre (Corio Shopping Centre) with over 95 stores and services, including a Geelong Council customer service centre.									
Current role:	The activity centre plays a central role in the provision of retail and services in the wider Corio area.									
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other
	0		100,860			0		0		0
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	8390	6,160	0	2,200	10,710	2,490	29,940	3500	0	
Retail anchors:	1 DDS (6156sqm Kmart), 2 supermarkets (3634sqm Coles, 3655sqm Woolworths)									
Transport connections: Public	Bus service (routes 10, 11, 12, 30 and 45)									
	Private Corner of Bacchus Marsh Road and Purnell Road, accessed via the Geelong Ring Road and Princes Highway.									
Future role and opportunities:	With the precinct a part of a large Increased Housing Diversity Area (IHDA), there is scope for the development of a mixed use precinct around the existing shopping centre, as recommended in the Corio Norlane Structure Plan 2012. This expanded precinct could also be a focus for community activity in the area.									

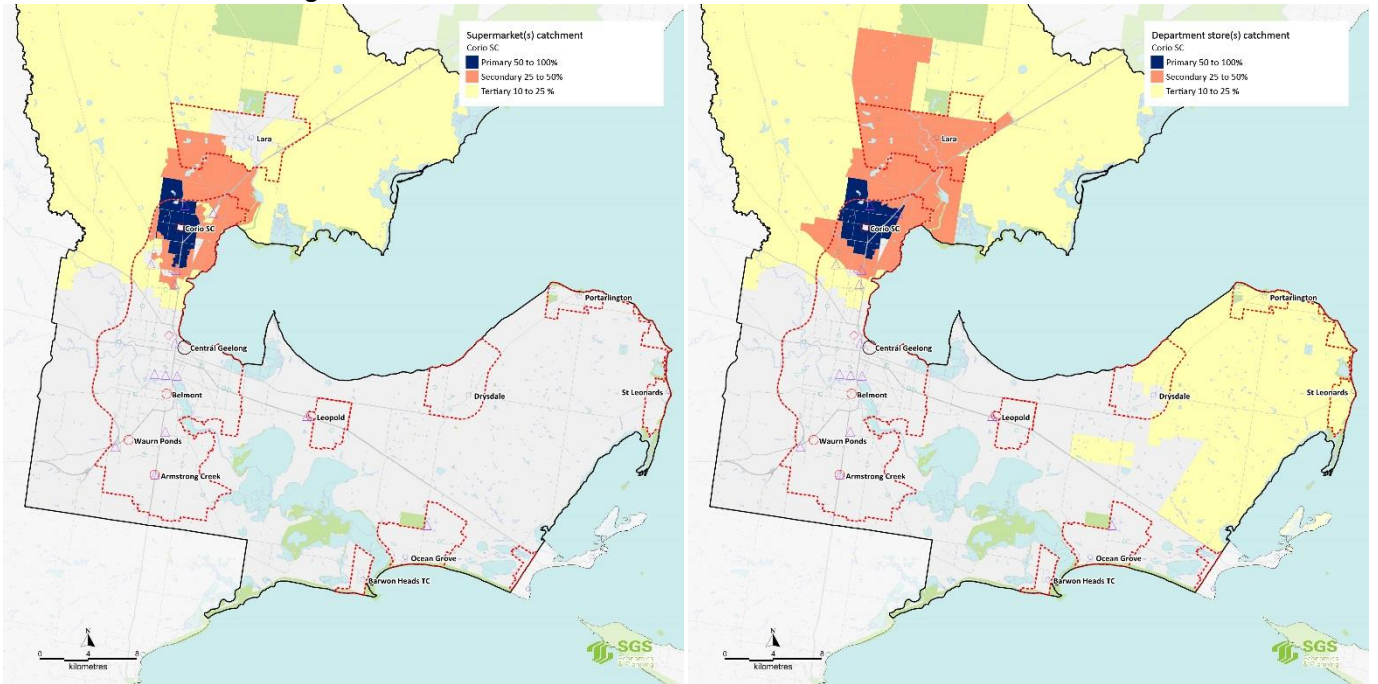
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



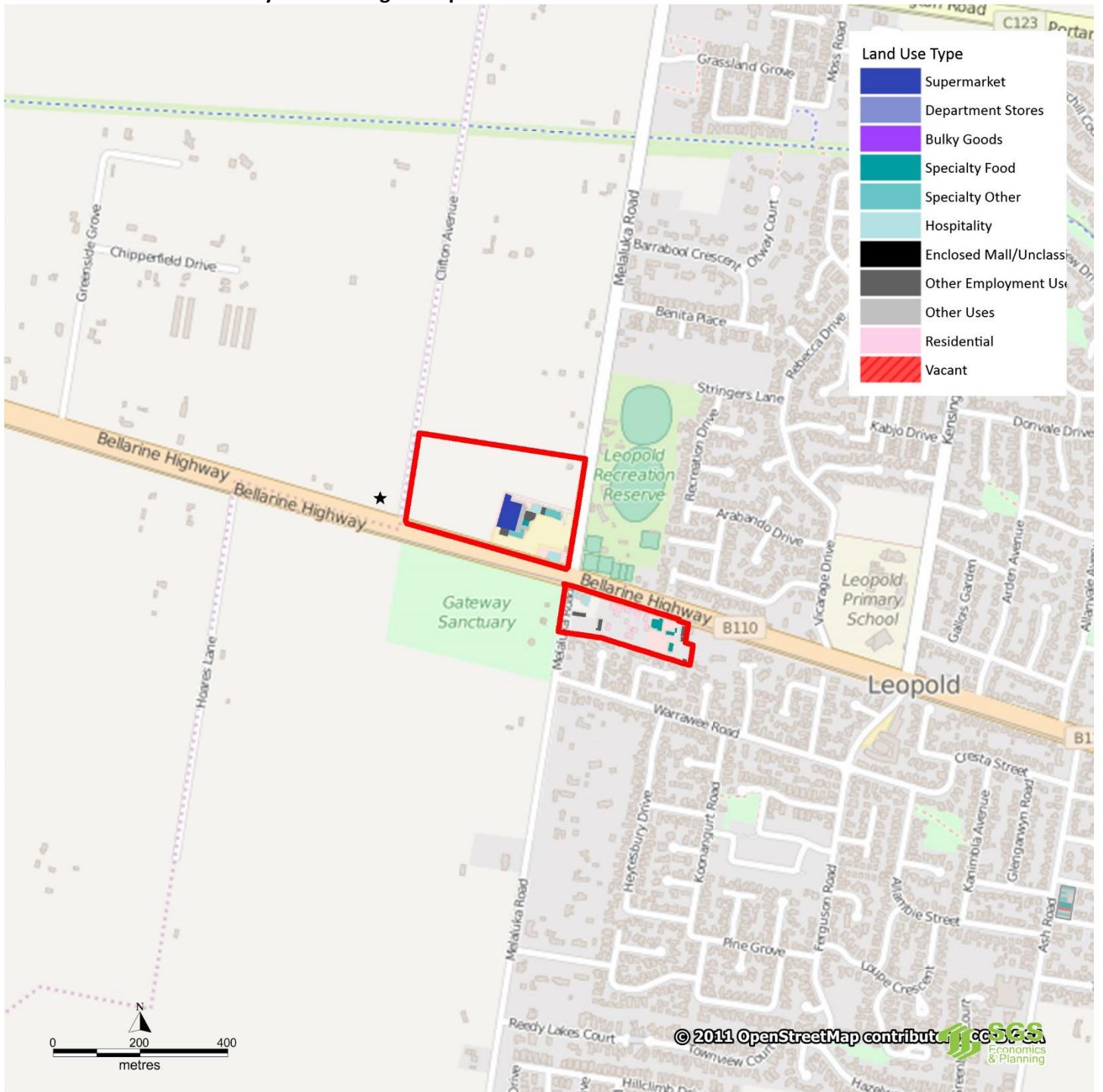
Source: SGS Economics and Planning

1.4 Leopold

Centre name:	Leopold									
Hierarchy status:	Sub-Regional									
Location:	Leopold									
Key characteristics:	Sub-regional centre along Bellarine Highway. Contains Leopold Gateway Plaza (under 20 stores and services and anchored by Coles), and a small number of largely residential and hospitality uses in the remainder of the precinct.									
Current role:	This activity centre largely serves the township of Leopold and commuters to and from the western region of Greater Geelong and the Bellarine Peninsula. It is complemented by small, local retail shopping strips found at Dorothy Street and Ash Road.									
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other
	0		89,750			0		29,130		0
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	3020	0	0	1,150	1,130	1,600	6,900	660	0	
Retail anchors:	1 supermarket (3,018sqm Coles)									
Transport connections:	Public Bus service (routes 75, 76, 77, 83)									
	Private Corner of Bellarine Highway and Melaluka Road									
Future role and opportunities:	While Leopold Sub-Regional Centre is identified as a sub-regional centre in the Greater Geelong Planning Scheme, its retail offer is currently not large enough to be of sub-regional significance. With areas of Leopold identified as primary urban growth areas to which greenfield residential development in the municipality is to be directed, there is likely to be greater demand for retail and services in the precinct in the future. With expansion the centre may also attract consumers from the wider Bellarine Peninsula, though careful planning would need to occur to minimise effects on expenditure in existing strips and centres in the region. However, with the development of a new retail offer (anchored by Woolworths) at Curlewis, the Leopold Sub-Regional Centre may likely be challenged with greater competition.									

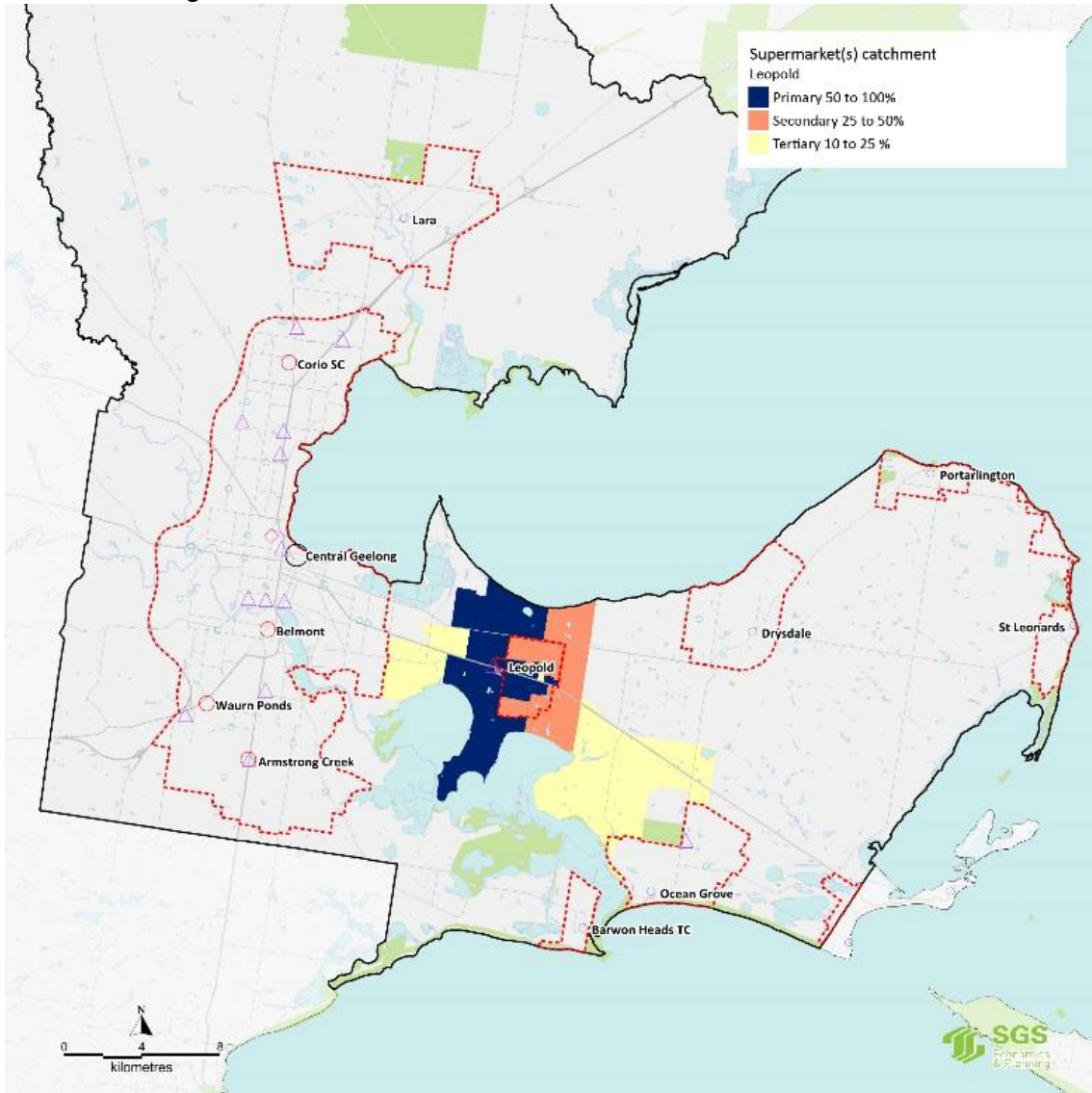
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



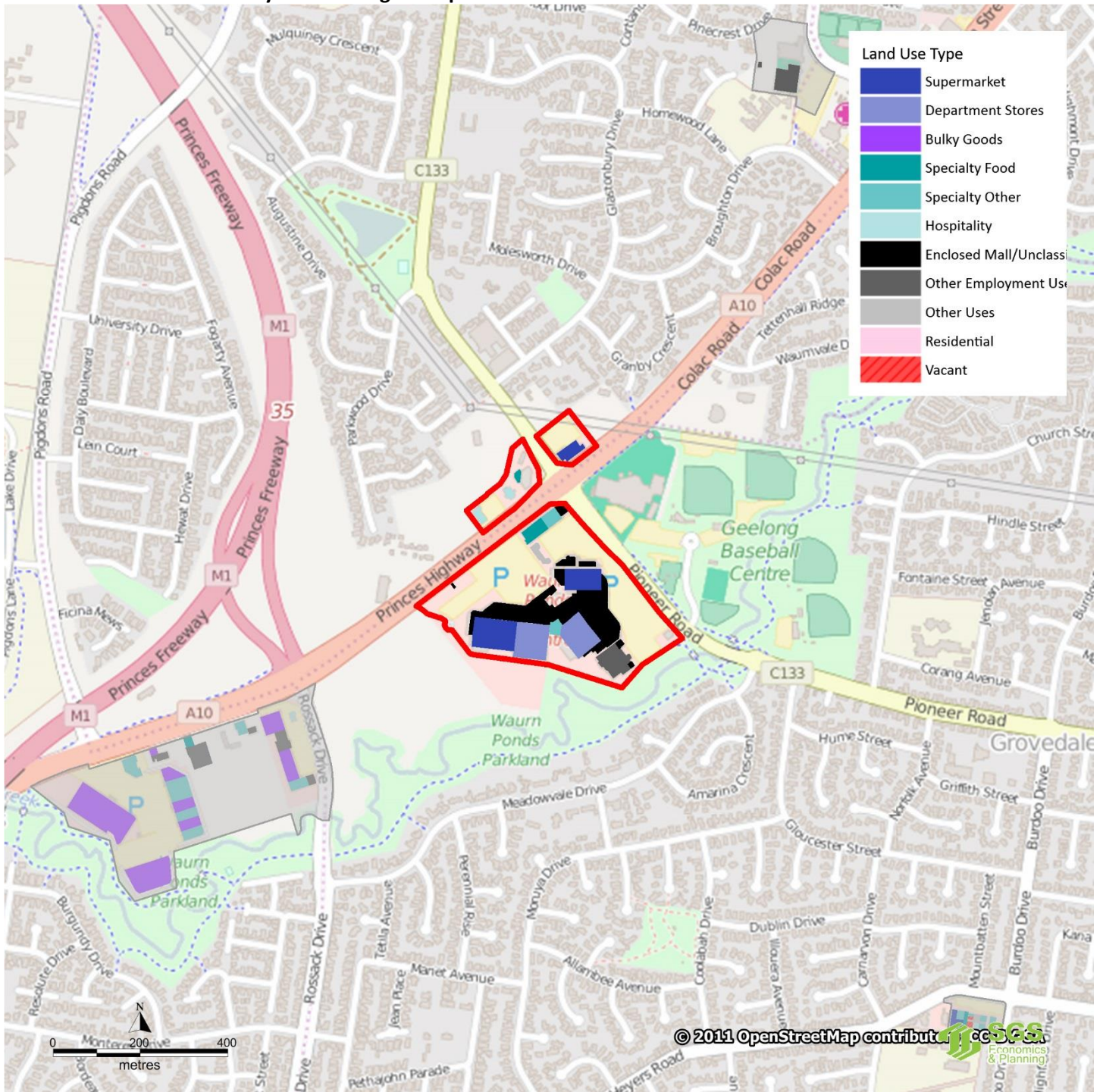
Source: SGS Economics and Planning

1.5 Waurm Ponds

Centre name:	Waurm Ponds										
Hierarchy status:	Sub-Regional										
Location:	Grovedale										
Key characteristics:	Major shopping centre in the south west of Greater Geelong with over 115 stores, along with an Aldi supermarket across the Highway. In close proximity to Deakin University's Waurm Ponds campus and a municipal library.										
Current role:	This activity centre serves a wide catchment, with its closest significant retail centres located as far as Belmont and Highton.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		147,330			0		0		14,080	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	12480	11,640	0	3,370	10,590	4,670	42,760	2330	0		
Retail anchors:	2 DDS (6,155sqm Kmart, 5,488sqm Target), 3 supermarkets (6,800sqm Coles, 3,712sqm Woolworths, 1,563sqm Aldi)										
Transport connections: Public	Bus service (14, 15, 17, 70 and 71)										
	Private Corner of Pioneer Road and Princes Highway (Colac Road), accessed via the Geelong Ring Road and Surf Coast Highway										
Future role and opportunities:	With pressure for more retail and services, there is scope for the activity centre to be expanded, with the land adjacent to the shopping centre to potentially be rezoned and developed for mixed use activity.										

* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

SPECIALISED CENTRE

1.6 Pakington St

Centre name:	Pakington St									
Hierarchy status:	Specialised									
Location:	Geelong West									
Key characteristics:	Major, vibrant retail strip in close proximity to Central Geelong. Contains Pakington Strand (anchored by Woolworths) and a municipal library, and is well-serviced by bus and rail services. The southern end of the precinct has continuous street frontages and a traditional walkable shopping strip role, while the northern end has variable facades and more office and restricted retail use.									
Current role:	Pakington Street (Geelong West) acts as a core retail, commercial and community centre in Greater Geelong, with a number of diverse retail and hospitality offers and community events. It serves both a local and wider regional role.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		115,640		56,280		22,560		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	5,110	0	1,760	4,430	19,000	10,430	40,730	4,530	1,980	
Retail anchors:	2 supermarkets (3754sqm Woolworths, 1539sqm IGA)									
Transport connections:	Public Geelong Railway Station (approx. 1 km), bus service (routes 10, 11, 12, 30, 45, 50 and 51) Private Pakington Street, from Church Street to Gordon Avenue, accessible via Princes Highway and Hamilton Highway									
Future role and opportunities:	Pakington Street (Geelong West) is likely to continue to thrive as a retail hub and community centre into the future.									

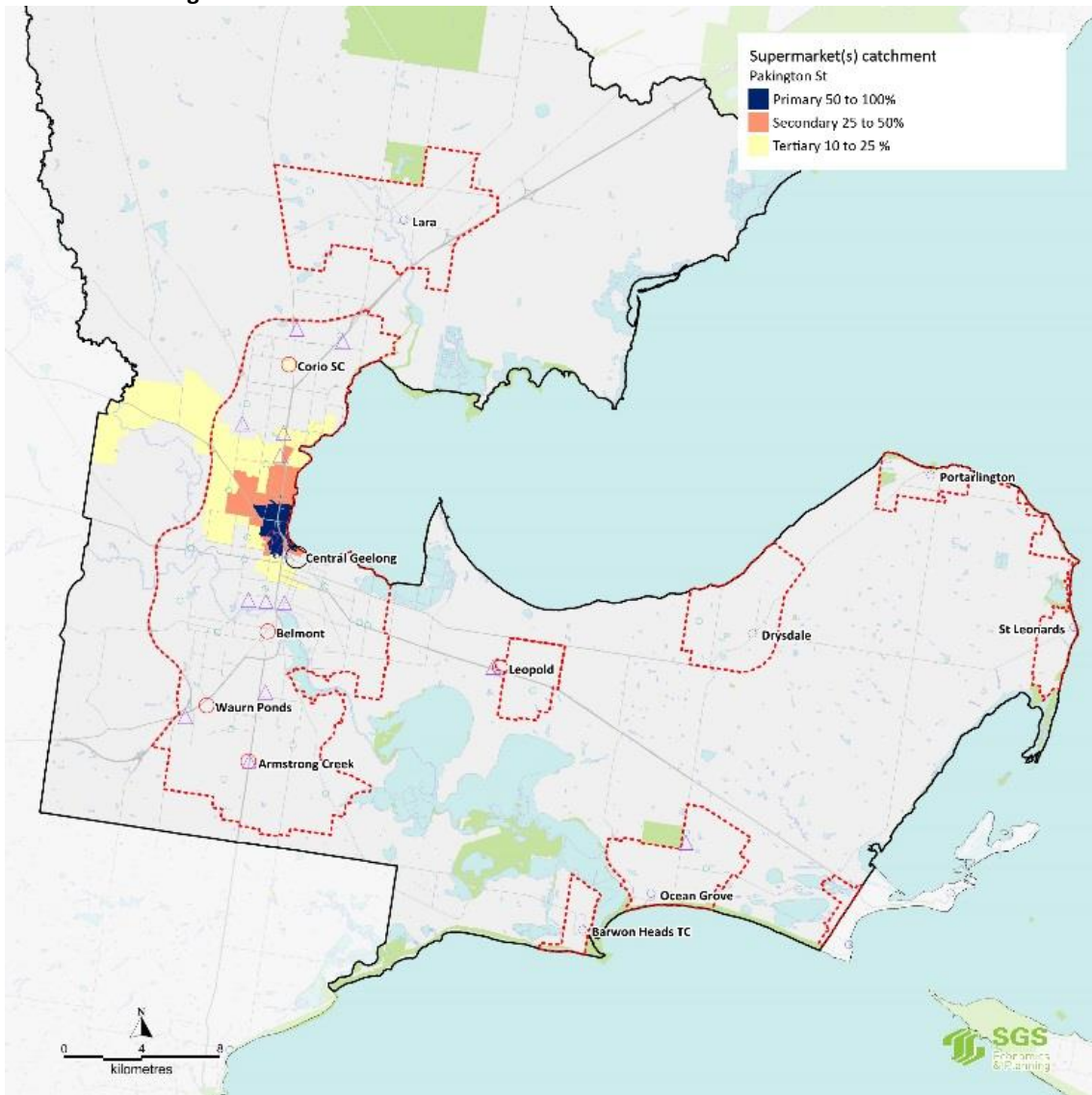
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



Source: SGS Economics and Planning

TOWN CENTRES

1.7 Barwon Heads

Centre name:	Barwon Heads										
Hierarchy status:	Town										
Location:	Barwon Heads										
Key characteristics:	of residential use along the main street (Hitchcock Avenue).										
Current role:	This centre serves the local Barwon Heads area. It has no anchor.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		26,490			0		29,820		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	430	0	0	270	3,040	4,990	8,740	370	1,070		
Retail anchors:	1 supermarket (430sqm IGA)										
Transport connections:	Public Bus service (route 80)										
	Private Hitchcock Avenue and Bridge Road, accessible via Barwon Heads Road and Barwon Heads-Ocean Grove Road										
Future role and opportunities:	With little residential growth planned for Barwon Heads and the need to protect areas of environmental and Indigenous heritage value within and surrounding the town, the current role of Barwon Heads as a local town centre is likely to be maintained into the future.										

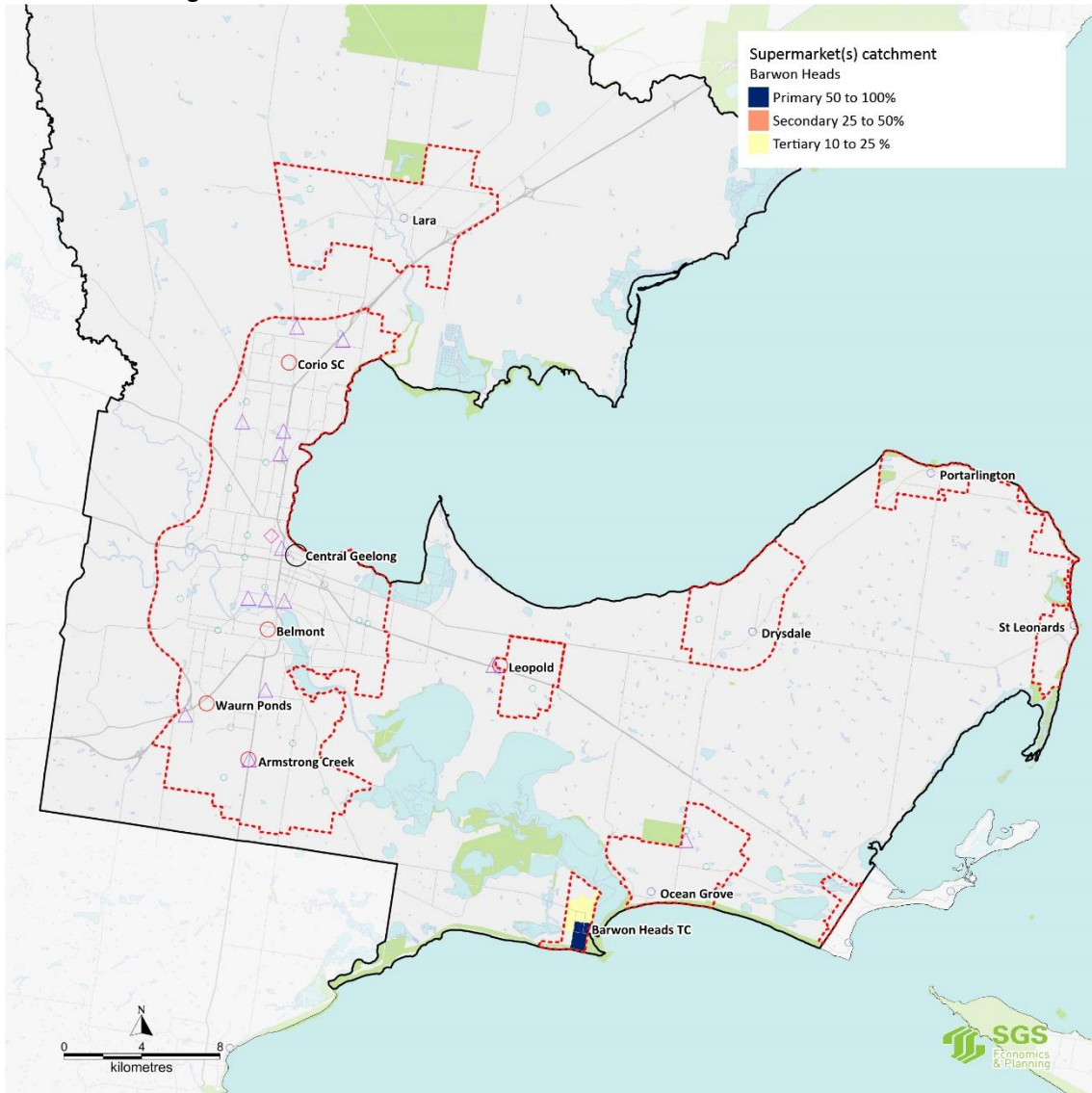
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



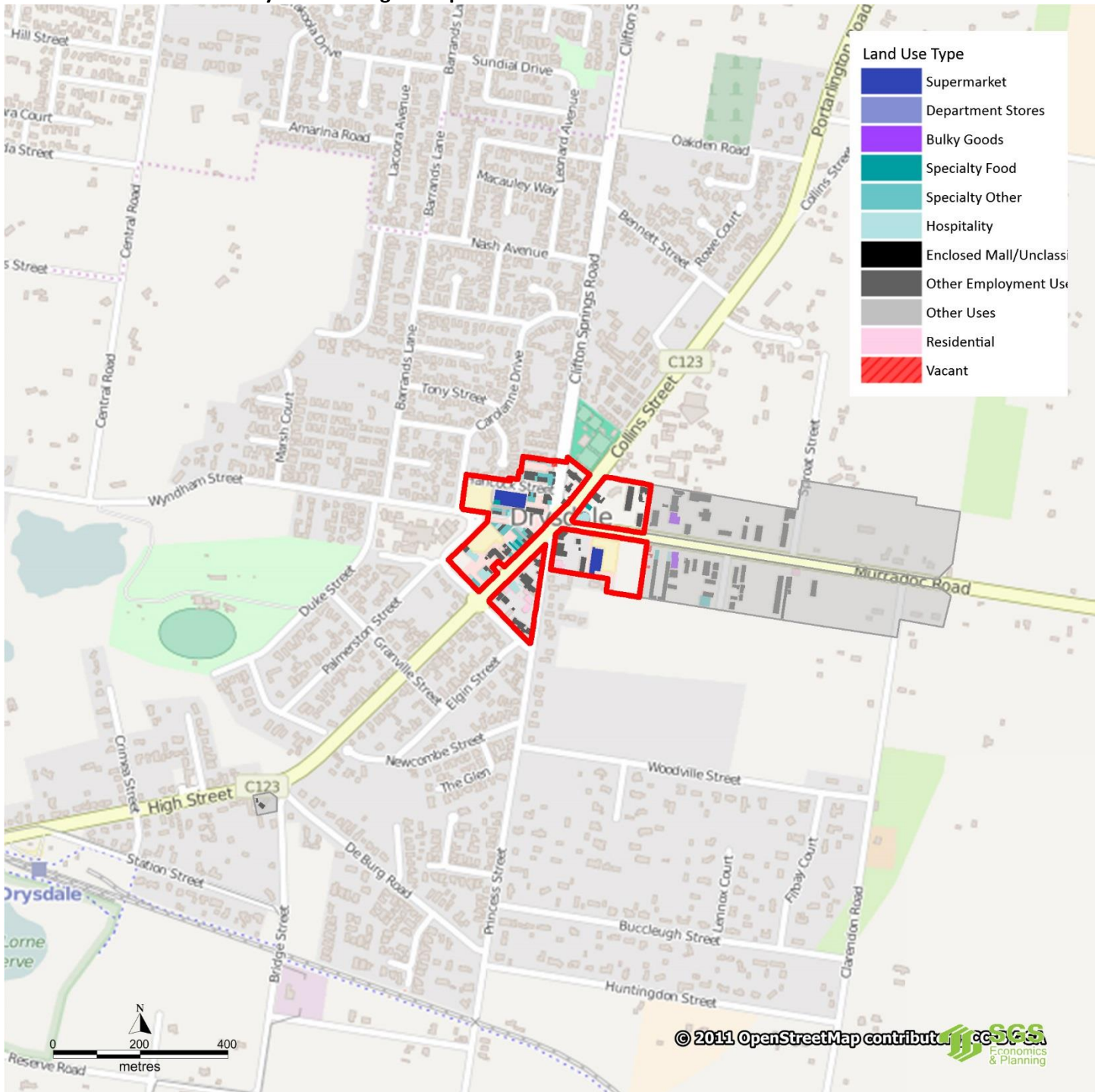
Source: SGS Economics and Planning

1.8 Drysdale

Centre name:	Drysdale										
Hierarchy status:	Town										
Location:	Drysdale										
Key characteristics:	A significant area in terms of size, the Drysdale Town Centre can be divided into two distinct areas in terms of land use and appearance. The areas are bounded by Portarlington Road to the north and Princess St to the south. The western section comprises the main Drysdale retail centre, while the eastern section is largely industrial.										
Current role:	Anchored by two supermarkets (Woolworths and Aldi), this centre is significant in both the local and sub-regional context.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		97,140			0		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	3960	0	0	710	3,290	2,900	10,860	1710	190		
Retail anchors:	2 supermarkets (2,560sqm Woolworths, 1,396sqm Aldi)										
Transport connections:	Public Bus service (routes 78, 79 and 81)										
	Private Intersection of Portarlington Road, Murradoc Road and Princess Street										
Future role and opportunities:	With Drysdale a designated Council urban growth area, there may be pressure to increase stores and services in the centre. However, with a new retail development (anchored by Woolworths) in construction at Curlewis, the expected increase in demand will largely be absorbed.										

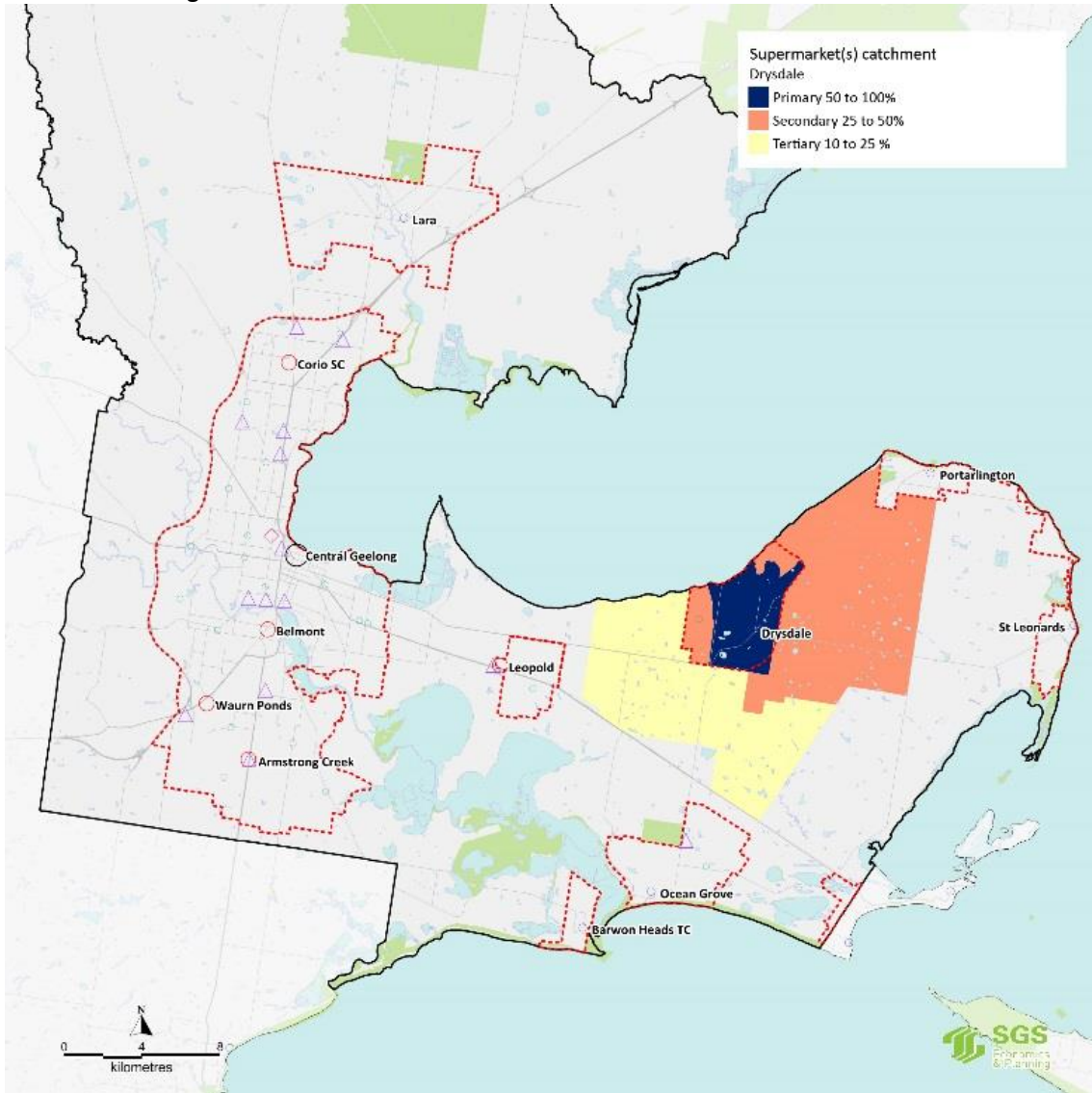
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



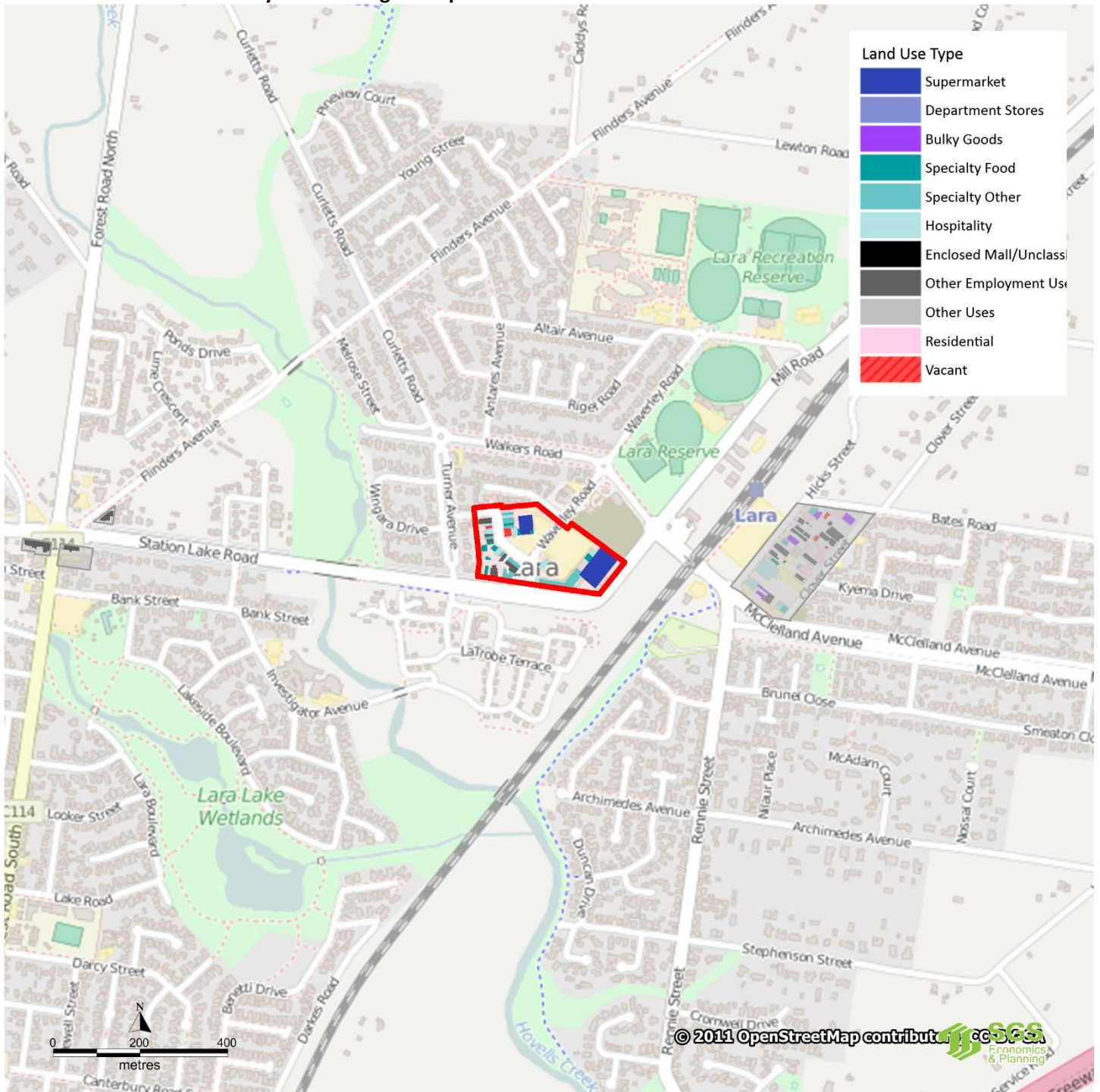
Source: SGS Economics and Planning

1.9 Lara

Centre name:	Lara										
Hierarchy status:	Town										
Location:	Lara										
Key characteristics:	Lara's main, walkable retail area anchored by Woolworths and to the west of the train line. Though the Lara area has been growing in population in recent years, especially as Lara is designated as a Council urban growth area, this centre does not appear to be performing as well as other town centres in Greater Geelong.										
Current role:	This centre serves both the Lara area and commuter traffic, though its current supermarket offer is relatively small.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		48,180			0		0		20	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	5510	0	0	1,210	3,570	1,580	11,870	960	380		
Retail anchors:	2 supermarkets (1,315sqm existing Woolworths, 4,195sqm Coles under construction)										
Transport connections:	Public Bus service (route 12)										
	Private Station Lake Road, accessible via Princes Freeway and Forest Road North/South										
Future role and opportunities:	The new retail development at the site across Waverley Road will likely help revitalise the precinct and consolidate it as a town centre. Anchored by Coles, the development includes a McDonalds restaurant, along with 16 other retail and hospitality offers. This new development, along with a proposed Woolworths expansion, may help to reduce escape expenditure from the precinct.										

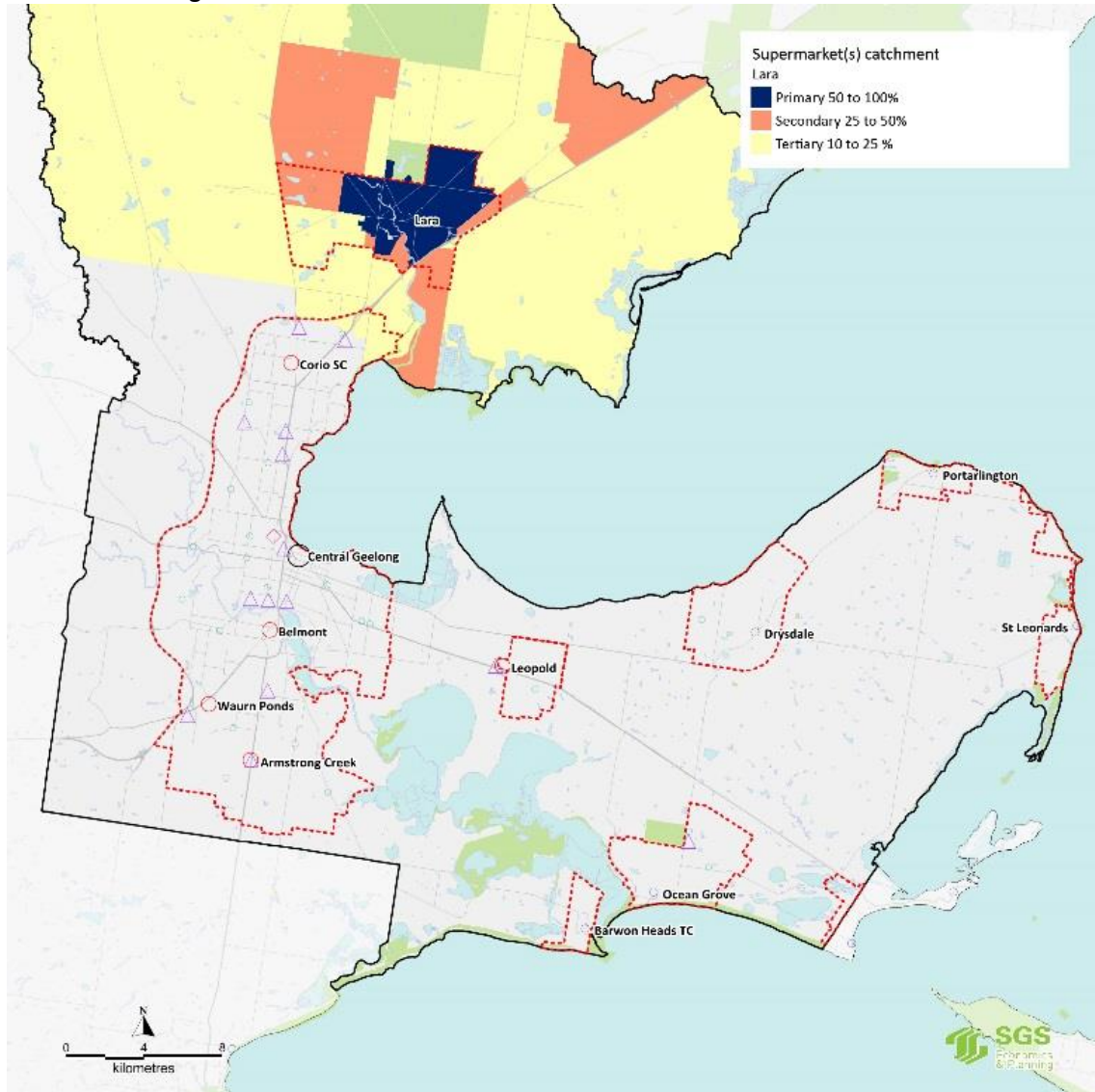
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



Source: SGS Economics and Planning

1.10 Ocean Grove

Centre name:	Ocean Grove										
Hierarchy status:	Town										
Location:	Ocean Grove										
Key characteristics:	Thriving, beachside centre with high quality streetscape along main road (The Terrace). The precinct is to a degree disjointed by the large, centrally-located car park and the sprawling retail uses to the north, northeast and east of the fine-grain, walkable retail strip along The Terrace.										
Current role:	This centre has a mix of retail, bulky goods, offices, services, hospitality and industrial use. As one of the larger retail offers in the southern Bellarine Peninsula sub-region, including Barwon Heads, Point Lonsdale and Queenscliff, it plays both a local and wider sub-regional role.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		53,170			0		3,240		40	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	2710	1,840	0	940	6,700	2,810	15,000	2400	1,100		
Retail anchors:	1 DDS (1,840sqm Target), 1 supermarket (2,711sqm Coles)										
Transport connections:	Public Bus service (routes 80, 81, 82 and 83)										
	Private Hodgson Street, between The Avenue and Dare Street, accessible via Grubb Road, Shell Road and Bellarine Highway										
Future role and opportunities:	While relatively near the Ocean Grove (Marketplace) Neighbourhood Centre, the diversity and extent of the retail offer at the Ocean Grove Town Centre ensures that it will likely continue to be very competitive, even in the sub-regional context. With Ocean Grove a designated Council urban growth area, there may be pressure to increase stores and services in the centre.										

* Excludes non employment uses such as residential, car parking and sites under construction.

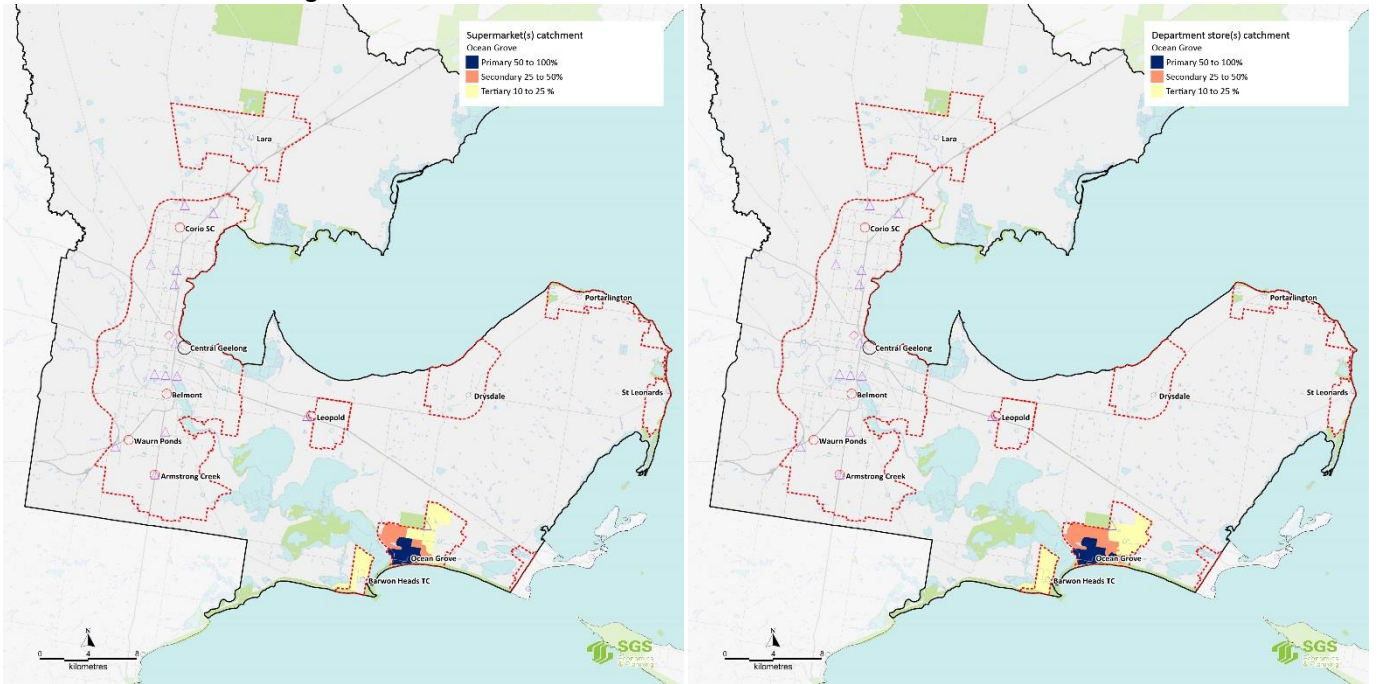
Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

© 2011 OpenStreetMap contributors, CC-BY-SA
 SGS
 Economics & Planning

Estimated existing retail catchments



Source: SGS Economics and Planning

1.11 Portarlinton

Centre name:	Portarlinton										
Hierarchy status:	Town										
Location:	Portarlinton										
Key characteristics:	Small but lively beachside retail strip with a significant hospitality component (approximately 26% of total NLA).										
Current role:	This centre serves the local Portarlinton area and its surrounds. Its beachside location and high amenity makes its tourism and hospitality offer attractive to a regional catchment.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		38,080			0		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	1430	0	0	1,040	1,140	2,800	6,410	1010	770		
Retail anchors:	2 supermarkets (1,425sqm Woolworths, 501sqm IGA)										
Transport connections:	Public Bus services (route 79)										
	Private Newcombe Street, accessible via Geelong Road and Portarlinton-Queenscliff Road										
Future role and opportunities:	With little residential growth planned for the area and a compact urban form encouraged in planning policy, the role, size and intensity of the Portarlinton Town Centre is likely to continue into the future.										

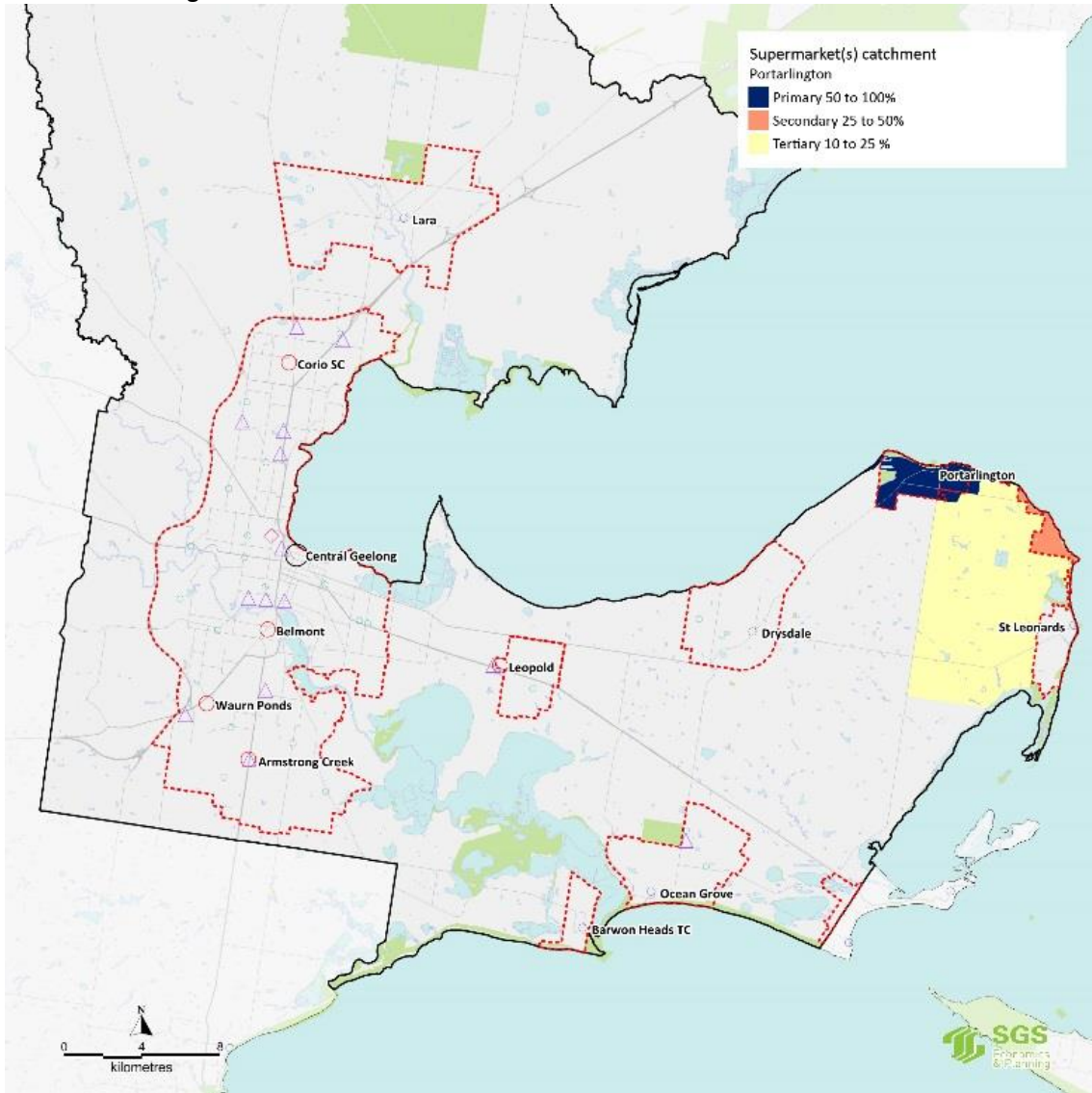
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



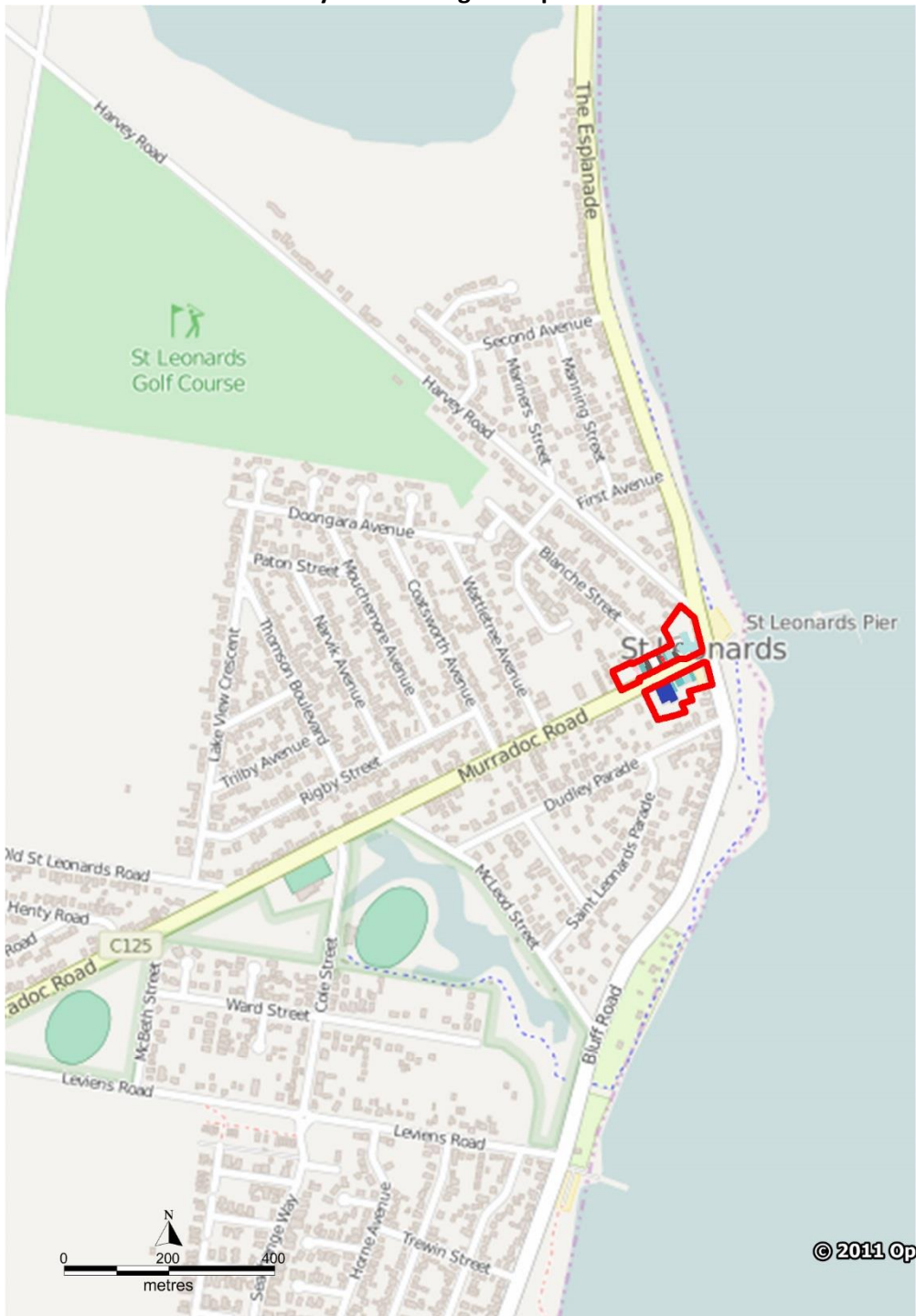
Source: SGS Economics and Planning

1.12 St Leonards

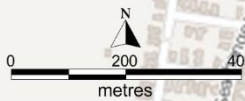
Centre name: St Leonards									
Hierarchy status:	Town								
Location:	St Leonards								
Key characteristics:									
Current role:									
Zoning (sqm):	ACZ	C1Z	C2Z	MUZ	Other				
	0	15,440	0	0	0				
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant
	1000	0	0	0	1,040	1,150	3,190	0	120
Retail anchors:									
Transport connections:	Public								
	Private								
Future role and opportunities:									

* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



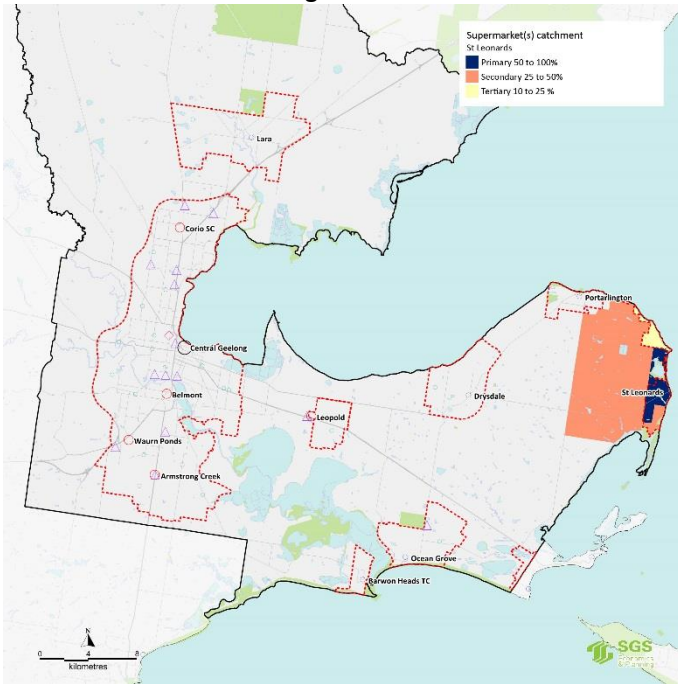
- Land Use Type
- Supermarket
 - Department Stores
 - Bulky Goods
 - Specialty Food
 - Specialty Other
 - Hospitality
 - Enclosed Mall/Unclassi
 - Other Employment Use
 - Other Uses
 - Residential
 - Vacant



© 2011 OpenStreetMap contributors | SGS
Economics & Planning

Source: SGS land audit, 2015

Estimated existing retail catchments



Source: SGS Economics and Planning

NEIGHBOURHOOD CENTRES

1.13 Ash Rd

Centre name:	Ash Rd									
Hierarchy status:	Neighbourhood									
Location:	Leopold									
Key characteristics:	Small local shopping strip in residential area with a Friendly Grocer.									
Current role:	Serves the Leopold area at a very local level.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		2,450		0		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	0	0	0	380	710	490	1,580	0	190	
Retail anchors:	1 supermarket (376sqm Friendly Grocer)									
Transport connections:	Public Bus service (route 77)									
	Private Ash Road, between Lawrence Street and Anzac Avenue, accessible via Bellarine Highway									
Future role and opportunities:	May experience changes in the future as it has been included as an IHDA in the Planning Scheme.									

* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



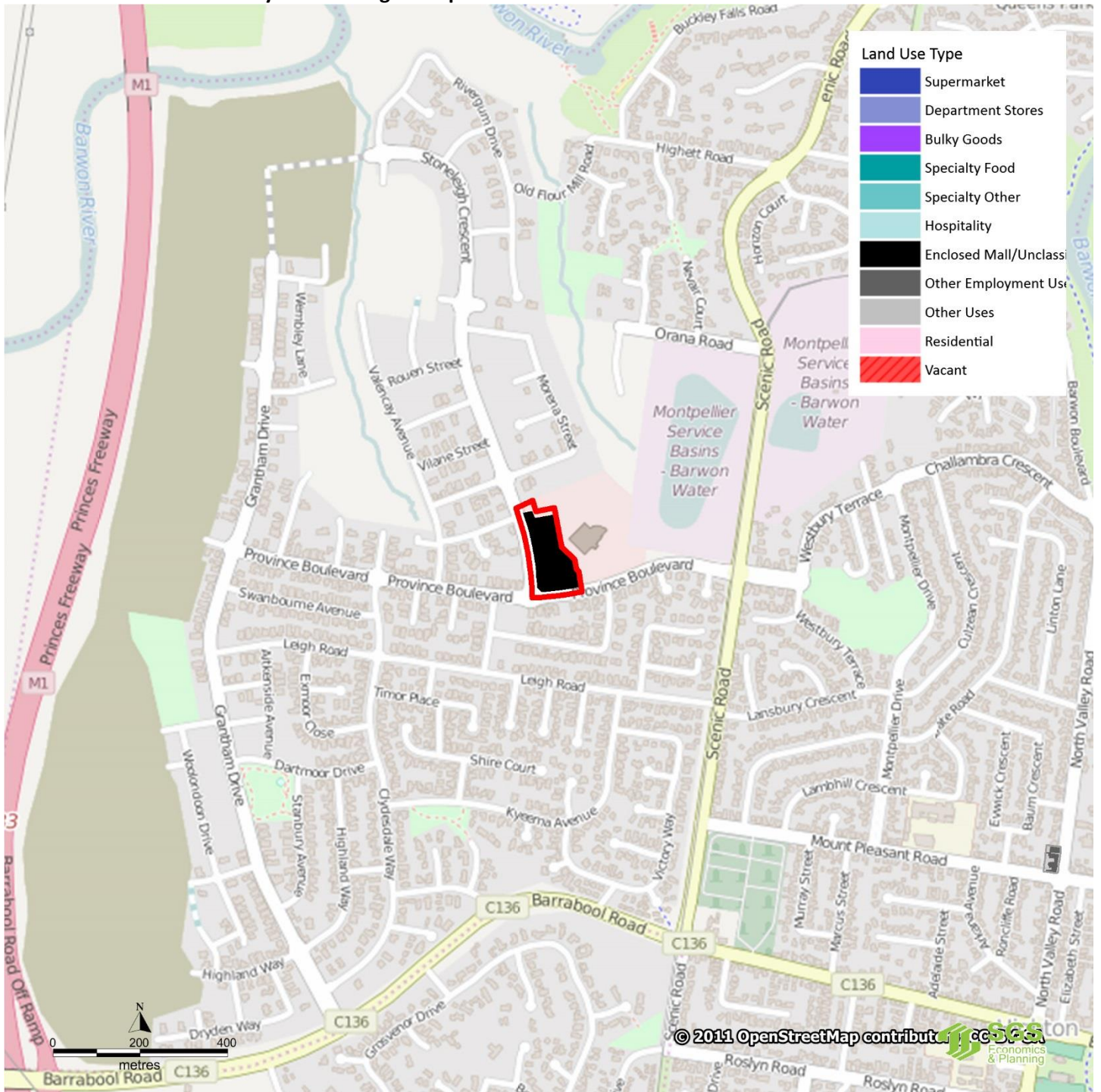
Source: SGS land audit, 2015

1.14 Barrabool Hills SC

Centre name:	Barrabool Hills SC										
Hierarchy status:	Neighbourhood										
Location:	Highton										
Key characteristics:	Centre under development, to be anchored by Woolworths.										
Current role:	n/a										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		19,410			0		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	3200	0	0	80	350	150	3,780	0	0		
Retail anchors:	1 supermarket (3,200sqm Woolworths under construction)										
Transport connections:	Public Bus service (route 34)										
	Private Corner Stoneleigh Crescent and Province Boulevard, accessible via Barrabool Road										
Future role and opportunities:	The centre will serve Highton and Wandana Heights, an area that has a growing residential population and is currently strongly lacking in its retail offer, particularly to the north.										

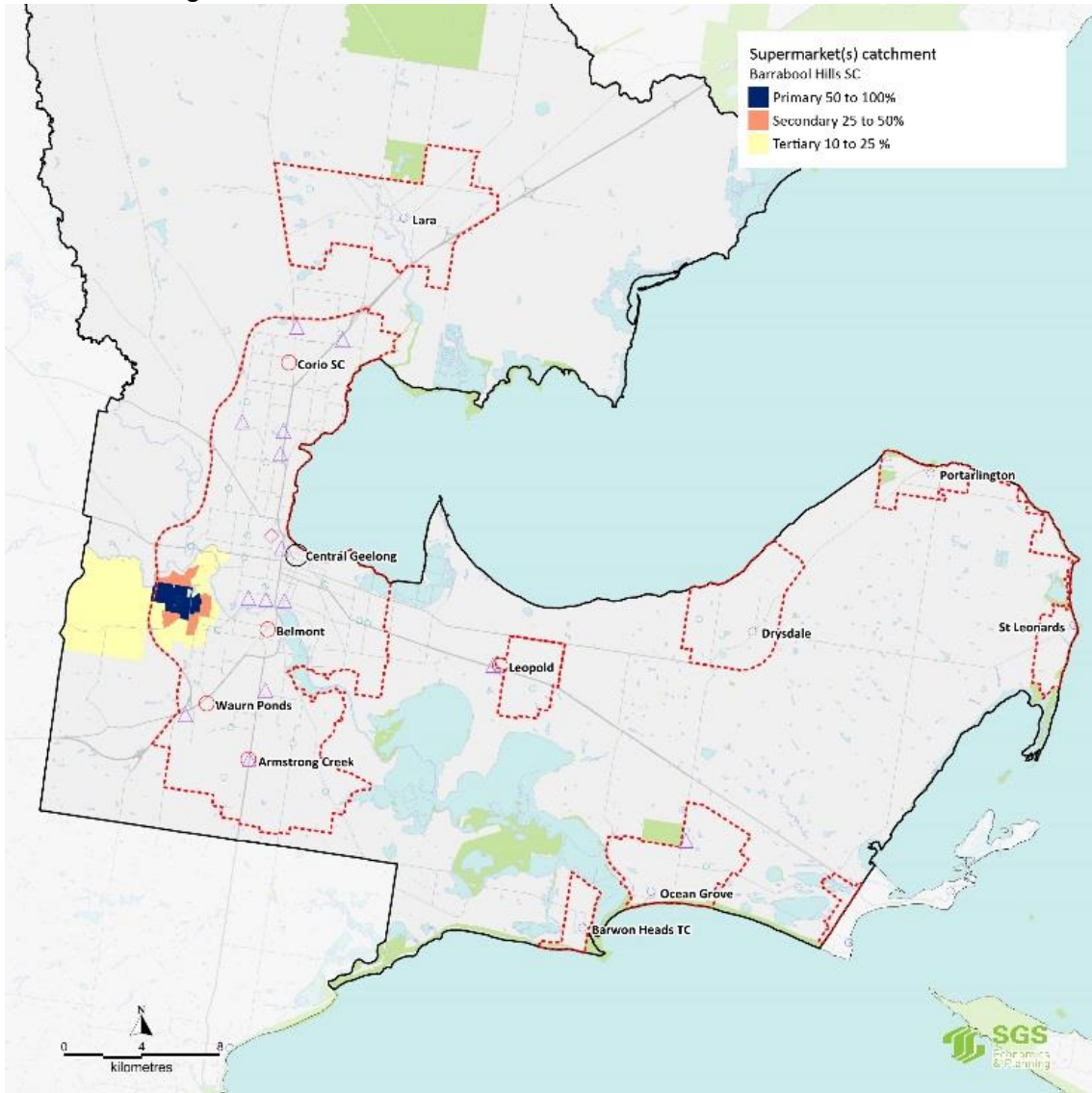
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



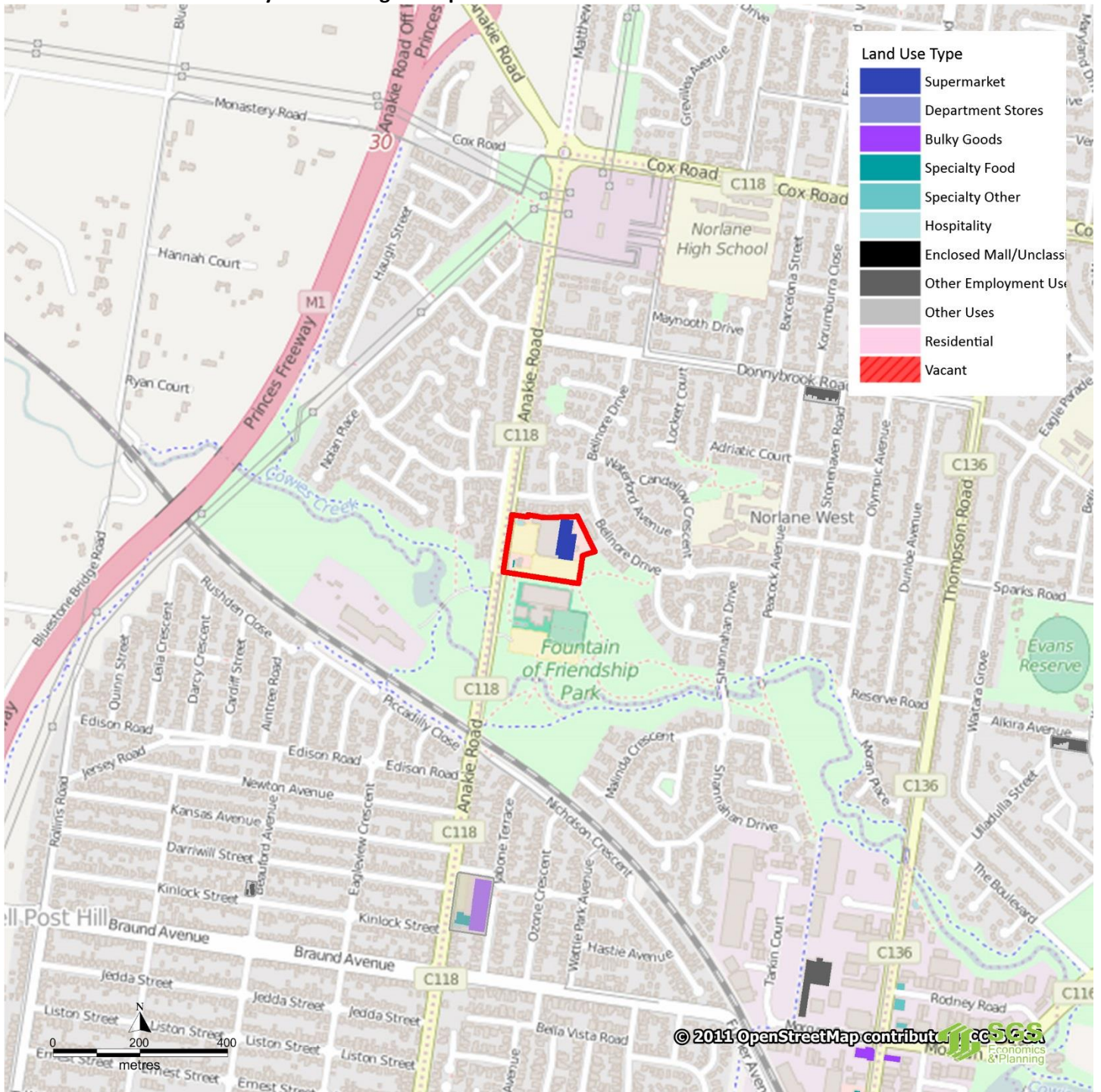
Source: SGS Economics and Planning

1.15 Bell Post SC

Centre name:	Bell Post SC									
Hierarchy status:	Neighbourhood									
Location:	Norlane									
Key characteristics:	Mid-sized shopping centre (anchored by Woolworths) along Anakie Road. The centre appears to have low customer activity (a trend unchanged from the 2006 Geelong Retail Strategy) and has poor accessibility due to its position north of Cowies Creek, which has limited road traffic permeability.									
Current role:	This centre serves the local Bell Post Hill area and is complemented by several small local centres.									
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other
	0		24,930			0		0		0
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	3400	0	0	730	1,180	490	5,810	390	0	
Retail anchors:	1 supermarket (3,403sqm Woolworths)									
Transport connections:	Public Bus service (route 45)									
	Private Anakie Road, between Donnybrook Road and Braund Avenue/Furner Avenue									
Future role and opportunities:	With its location, anchor and lack of strong immediate competition, there is significant potential for the performance of the shopping centre to be improved.									

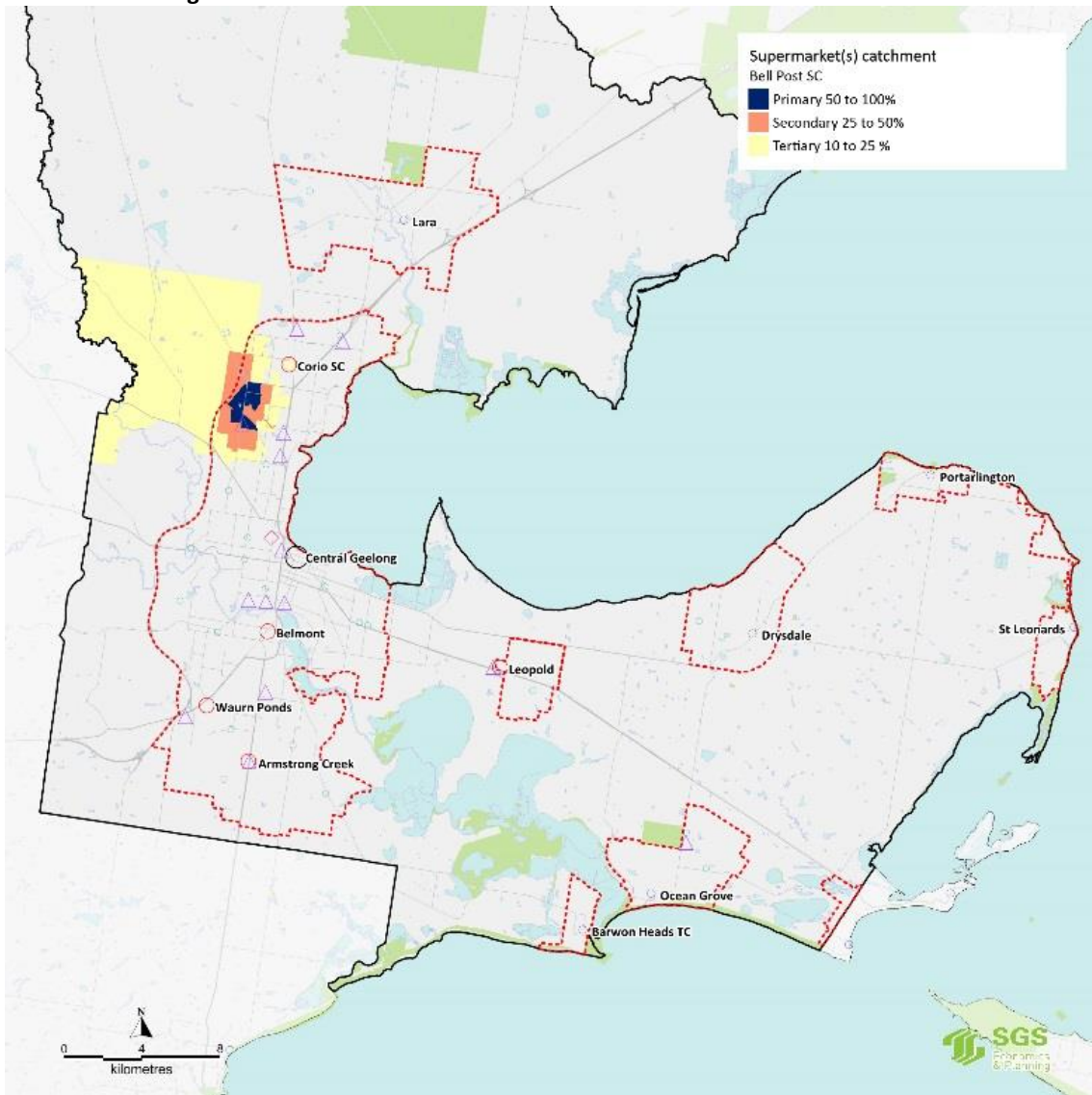
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



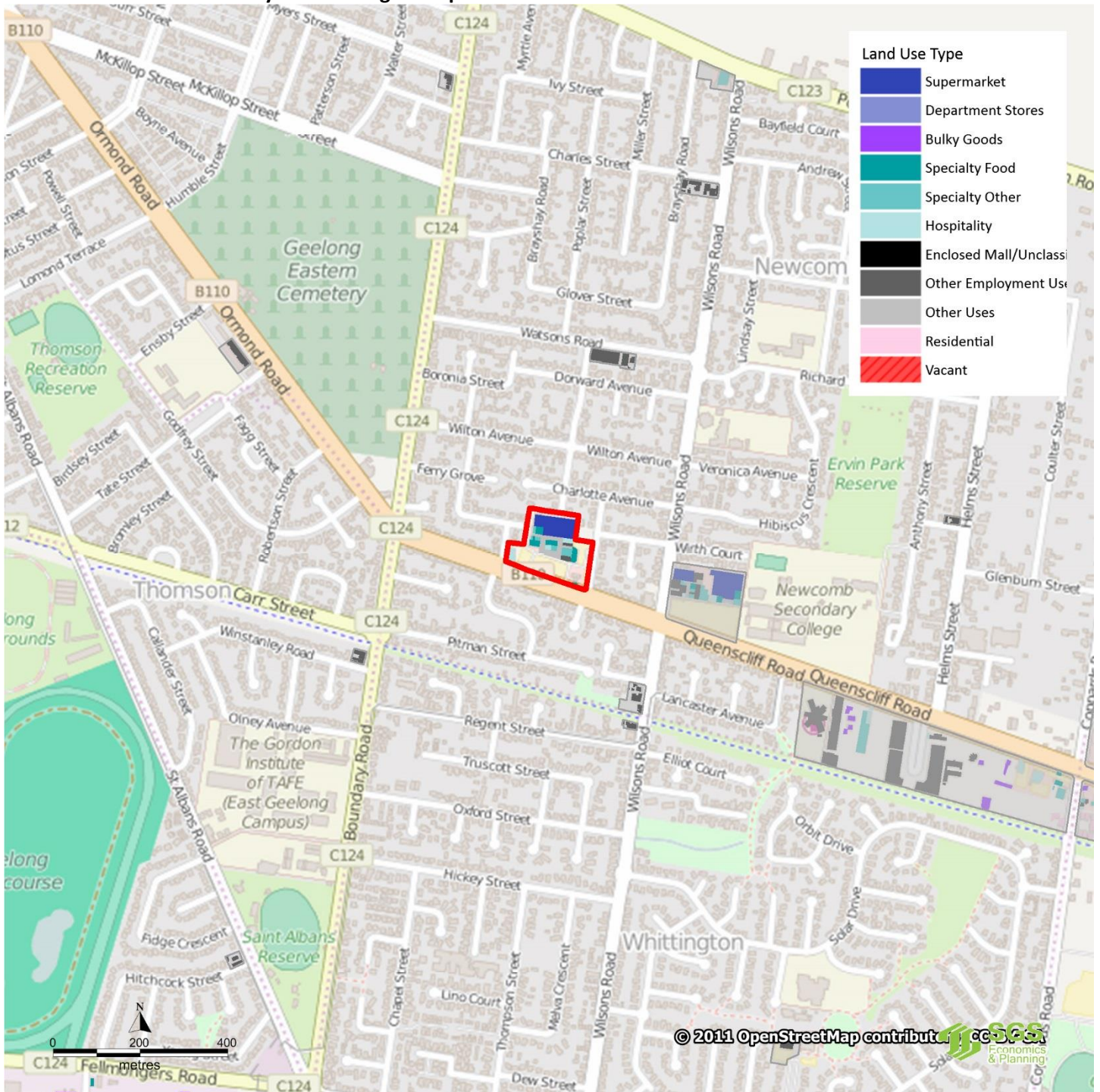
Source: SGS Economics and Planning

1.16 Bellarine Village

Centre name:	Bellarine Village									
Hierarchy status:	Neighbourhood									
Location:	Newcomb									
Key characteristics:	Mid-sized shopping centre (anchored by Woolworths) along the Bellarine Highway in Newcomb. It is in very close proximity (under 400m) to the larger Newcomb Central Shopping Centre.									
Current role:	This centre offers a mix of retail and services, with some hospitality. Along with Newcomb Central, it serves the Newcomb area, along with the wider Thomson, Whittington, Breakwater, St Albans Park and Moolap areas, which largely offer only small, local retail and no supermarkets. The centre also serves commuters travelling to and from the western region of Greater Geelong and the Bellarine Peninsula, and benefits from its being located along the highway ahead of Newcomb Central for commuters travelling from Geelong.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		20,740		0		0		2,480	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	3870	0	0	1,440	830	800	6,930	430	0	
Retail anchors:	1 supermarket (3,868sqm Woolworths)									
Transport connections:	Public Bus service (routes 45, 75, 76, 77 and 83)									
	Private Bellarine Highway, between Boundary Road and Wilsons Road									
Future role and opportunities:	1 supermarket (3,868sqm Woolworths)									

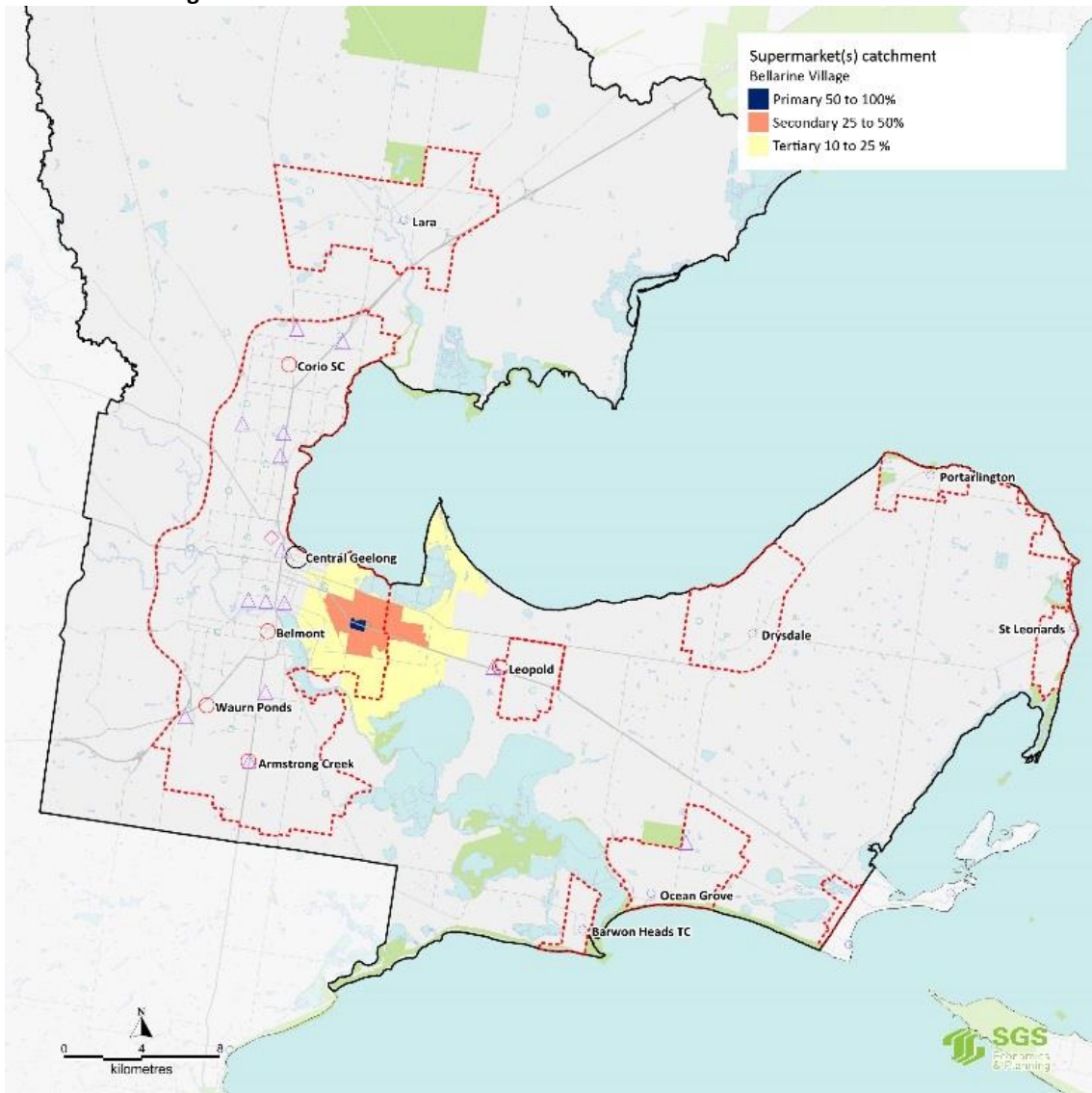
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



Source: SGS Economics and Planning

1.17 Dorothy St

Centre name:	Dorothy St									
Hierarchy status:	Neighbourhood									
Location:	Leopold									
Key characteristics:	Small local shopping strip in residential area with a Foodworks.									
Current role:	Serves the Leopold area at a very local level.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		3,030		0		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	640	0	0	0	860	310	1,800	240	0	
Retail anchors:	1 supermarket (636sqm Foodworks)									
Transport connections:	Public	Bus service (route 77)								
	Private	Dorothy Street, between Simonds Road and Longview Avenue, accessible via Bellarine Highway and Portarlinton Road								
Future role and opportunities:	May experience changes in the future as it has been included as an IHDA in the Planning Scheme.									

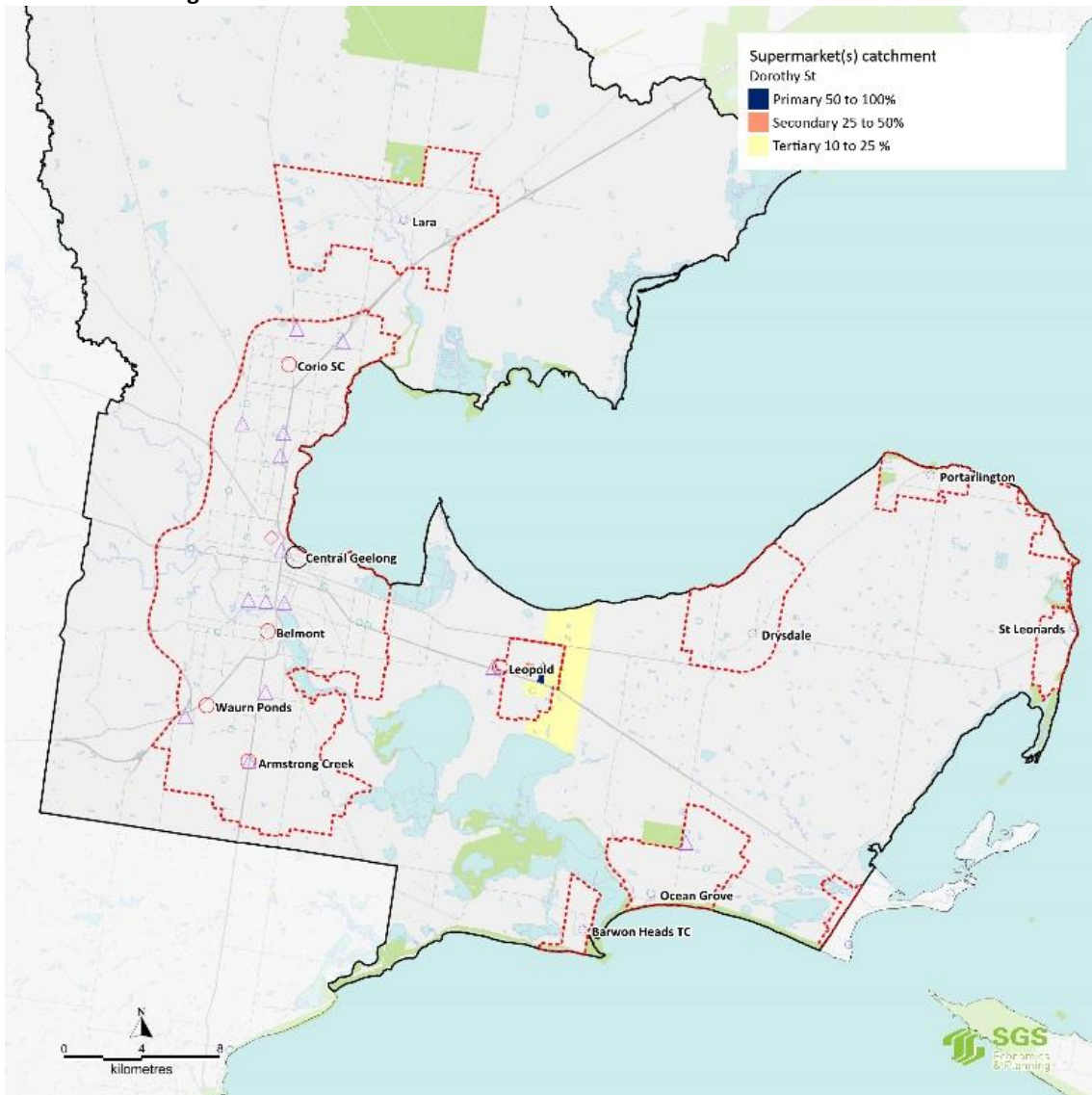
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



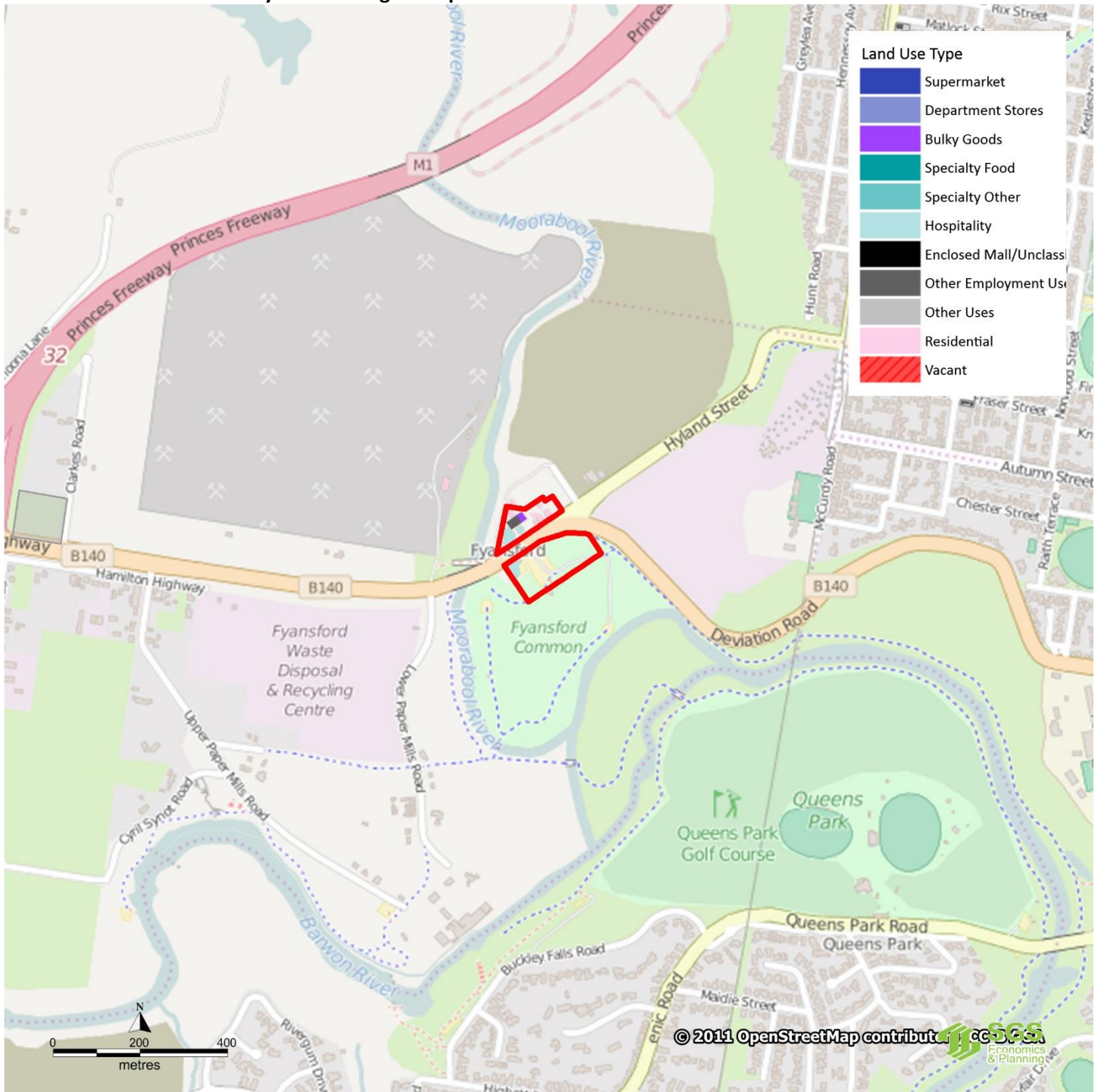
Source: SGS Economics and Planning

1.18 Fyansford

Centre name:	Fyansford									
Hierarchy status:	Neighbourhood									
Location:	Fyansford									
Key characteristics:	Small shopping strip (under 15 shops) along the Hamilton Highway and adjacent to the Moorabool River. Contains a mix of uses, including hospitality, specialty shops, restricted retail and residential. Does not have high accessibility from the south, due to its proximity to the Barwon and Moorabool Rivers.									
Current role:	Plays a local role within the Herne Hill community.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		8,560		0		18,430		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	0	0	290	0	0	2,060	2,350	0	0	
Retail anchors:	None									
Transport connections:	Public Bus service (route 50) approximately 900m from centre									
	Private Hyland Street, accessible via Hamilton Highway and McCurdy Road									
Future role and opportunities:	With the increase in residential development in the area, there may be pressure for more retail and services at the Hyland Street strip.									

* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



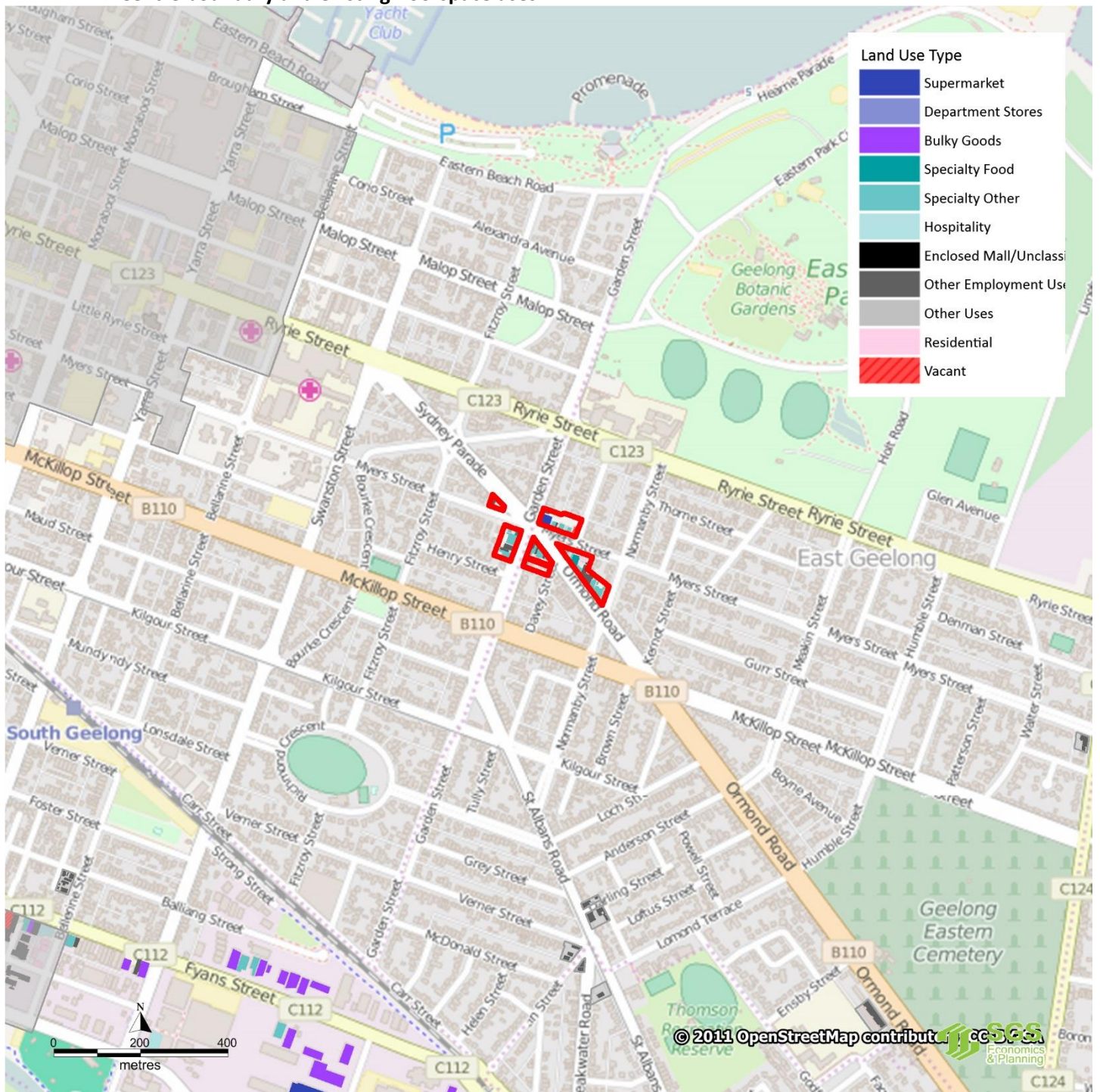
Source: SGS land audit, 2015

1.19 Geelong East

Centre name:	Geelong East										
Hierarchy status:	Neighbourhood										
Location:	East Geelong										
Key characteristics:	Sprawling retail precinct. While individual strip sections have good visual and pedestrian amenity, walkability between sections is restricted by the busy and wide Ormond Road/Garden Street/Myers Street intersection.										
Current role:	This centre plays a local, day-to-day role in the East Geelong community, and to a smaller degree serves commuters travelling to and from the eastern region of Greater Geelong and the Bellarine Peninsula.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		13,690			0		0		1,230	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	630	0	0	520	4,260	520	5,920	880	170		
Retail anchors:	1 supermarket (627sqm Foodworks)										
Transport connections:	Public Bus service (routes 45, 75, 76, 77 and 83)										
	Private Intersection of Ormond Road, Myers Street and Garden Street										
Future role and opportunities:	The neighbourhood role of Ormond Road is likely to be maintained into the future.										

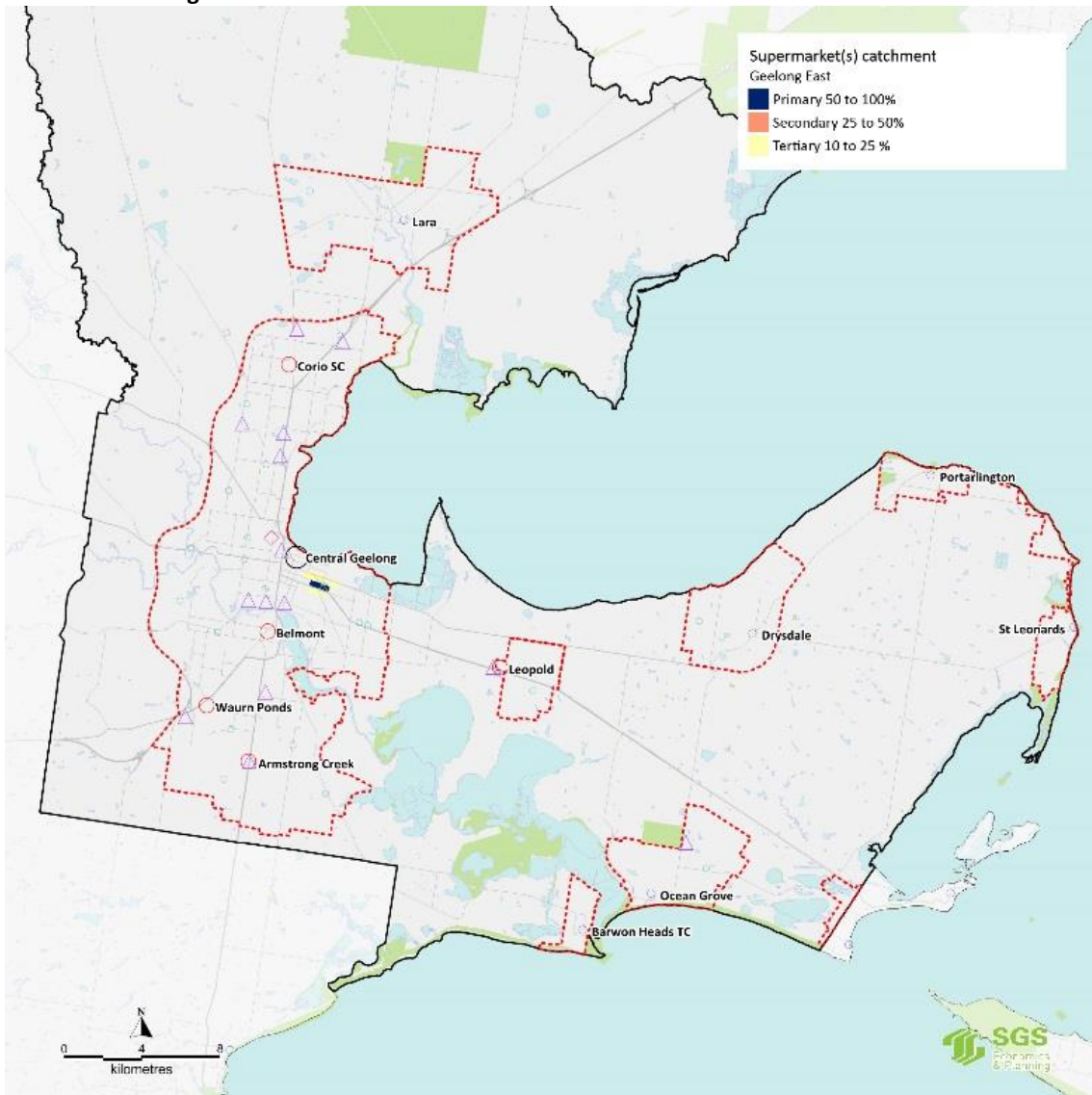
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



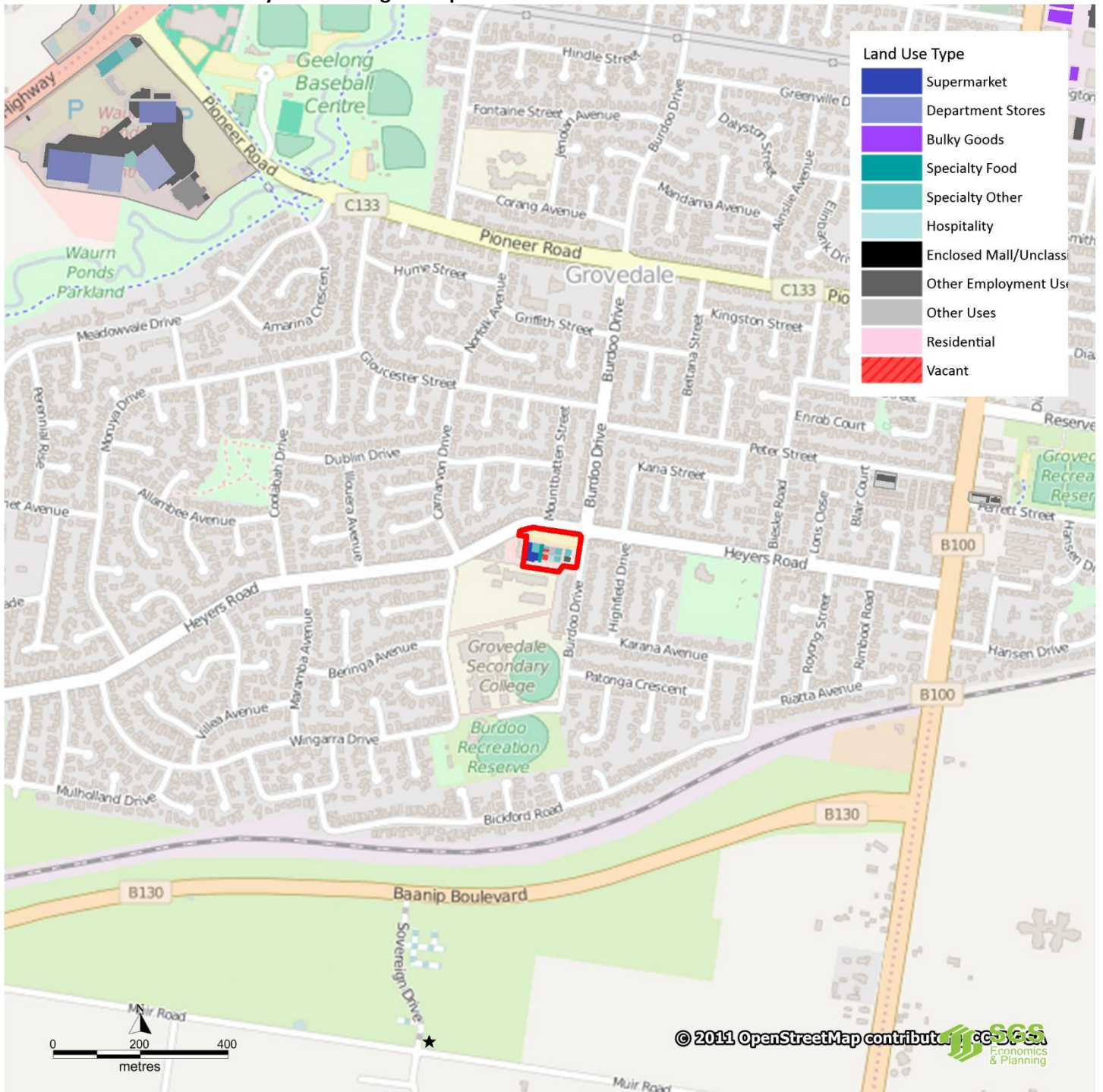
Source: SGS Economics and Planning

1.20 Grovedale Central

Centre name:	Grovedale Central										
Hierarchy status:	Neighbourhood										
Location:	Grovedale										
Key characteristics:	Small local shopping centre with IGA and medical centre. Adjacent to primary school and high school.										
Current role:	While the centre's key outer stores and services, such as the medical centre, pharmacy and IGA attract a sufficient number of customers, the internal plaza area is relatively empty, with two vacancies and an unwelcoming character.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		10,870			0		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	870	0	0	380	1,050	180	2,480	0	250		
Retail anchors:	1 supermarket (866sqm IGA)										
Transport connections:	Public Bus service (route 19)										
	Private Corner Heyers Road and Burdoo Drive, accessible via Pioneer Road and Surf Coast Highway										
Future role and opportunities:	With revitalisation, this centre has the potential to fulfil a neighbourhood centre role for the Grovedale area, though it is limited by its proximity to the Waurm Ponds Sub-Regional Centre.										

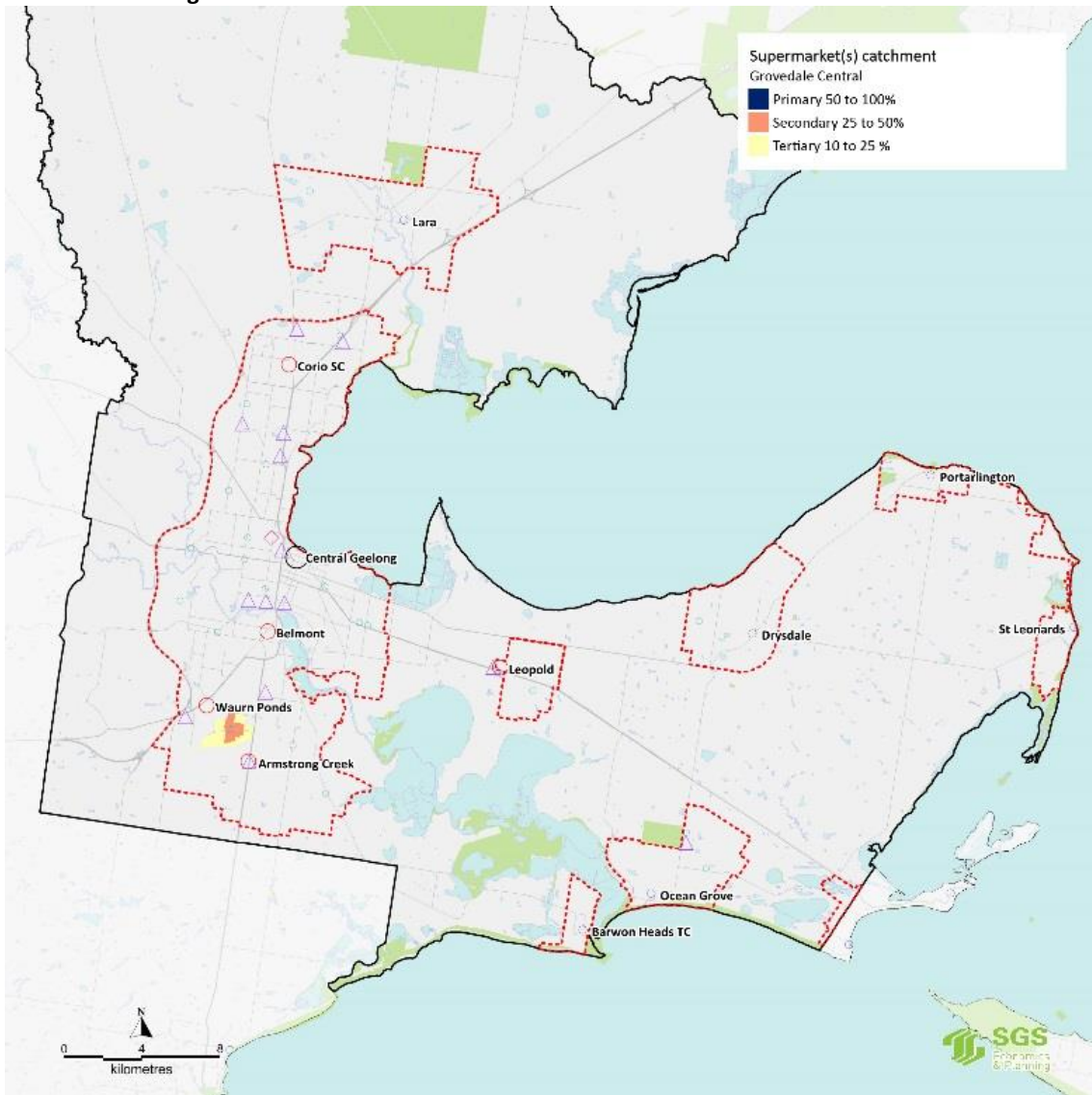
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



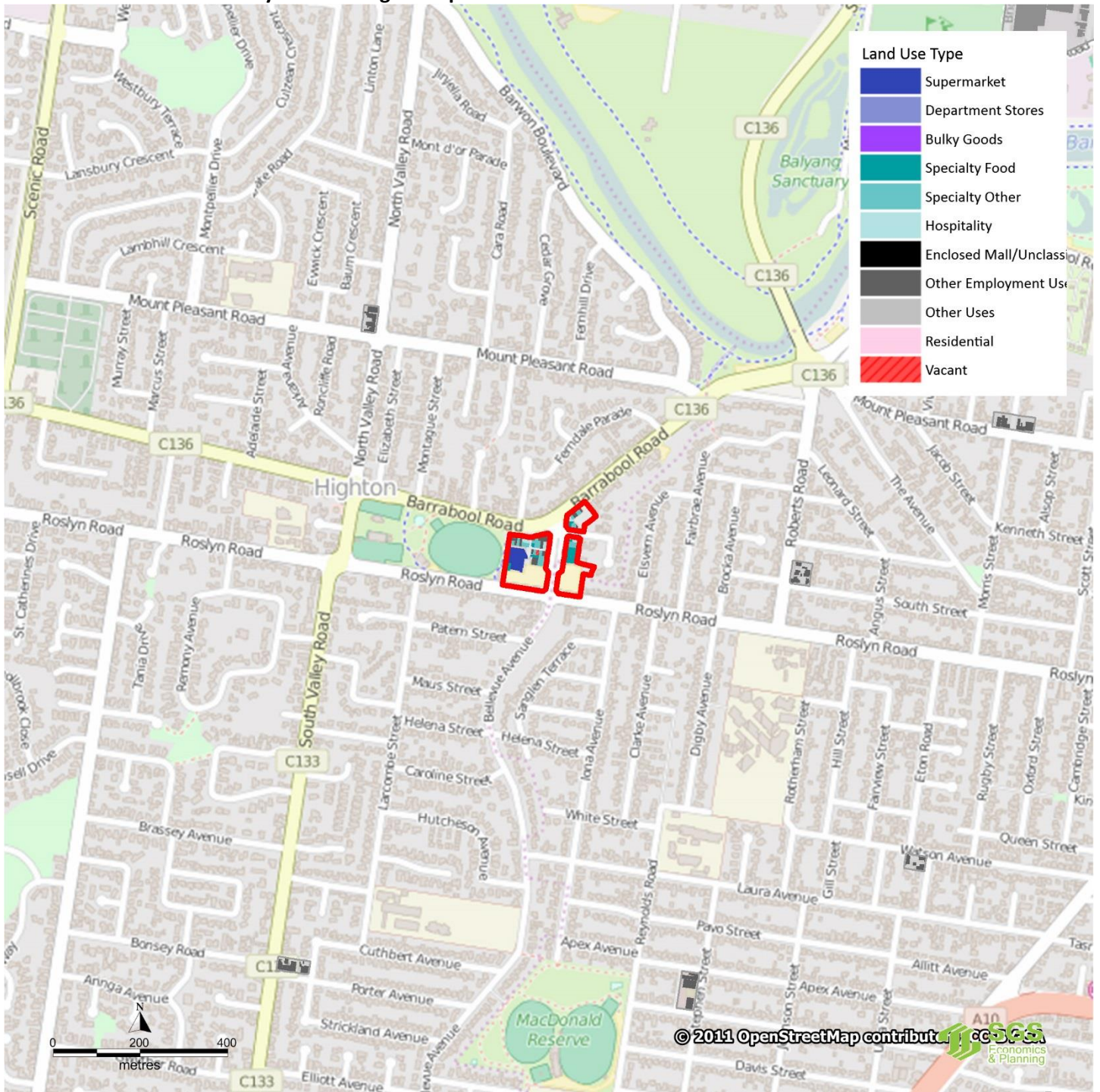
Source: SGS Economics and Planning

1.21 Highton

Centre name:	Highton										
Hierarchy status:	Neighbourhood										
Location:	Highton										
Key characteristics:	Strong performing neighbourhood centre in Highton with significant amounts of office and community/public use.										
Current role:	This thriving centre plays a local day-to-day retail and hospitality role within Highton.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		16,960			0		0		3,690	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	2150	0	0	1,720	2,140	970	6,970	1140	80		
Retail anchors:	1 supermarket (2,150sqm Woolworths)										
Transport connections:	Public Bus service (routes 16 and 34)										
	Private Belle Vue Avenue, between Barrabool Road and Roslyn Road										
Future role and opportunities:	Given that the nearby Waurn Ponds and Belmont centres cover the wider catchment, it is likely that Highton will continue to play a local, neighbourhood centre role.										

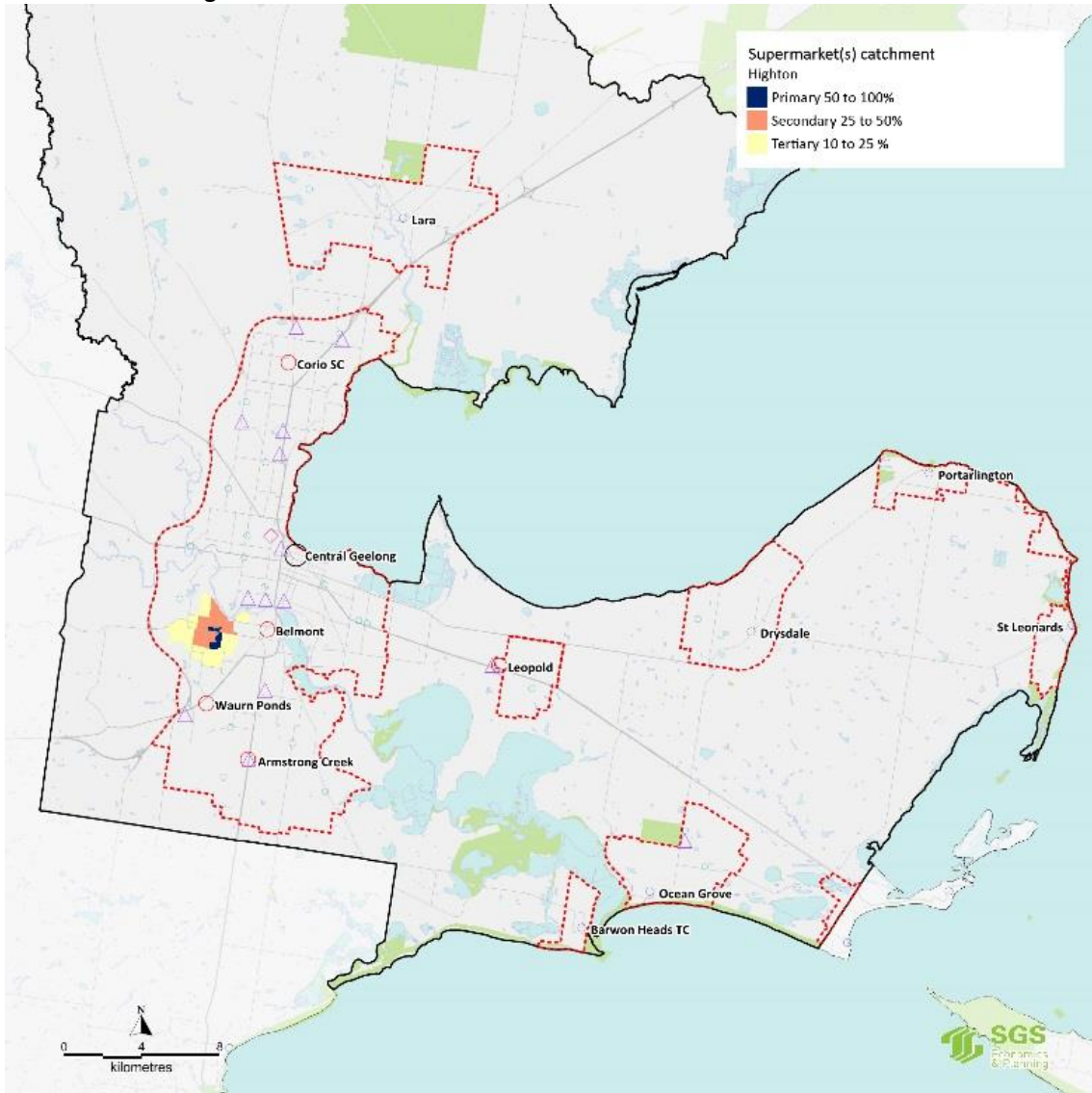
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



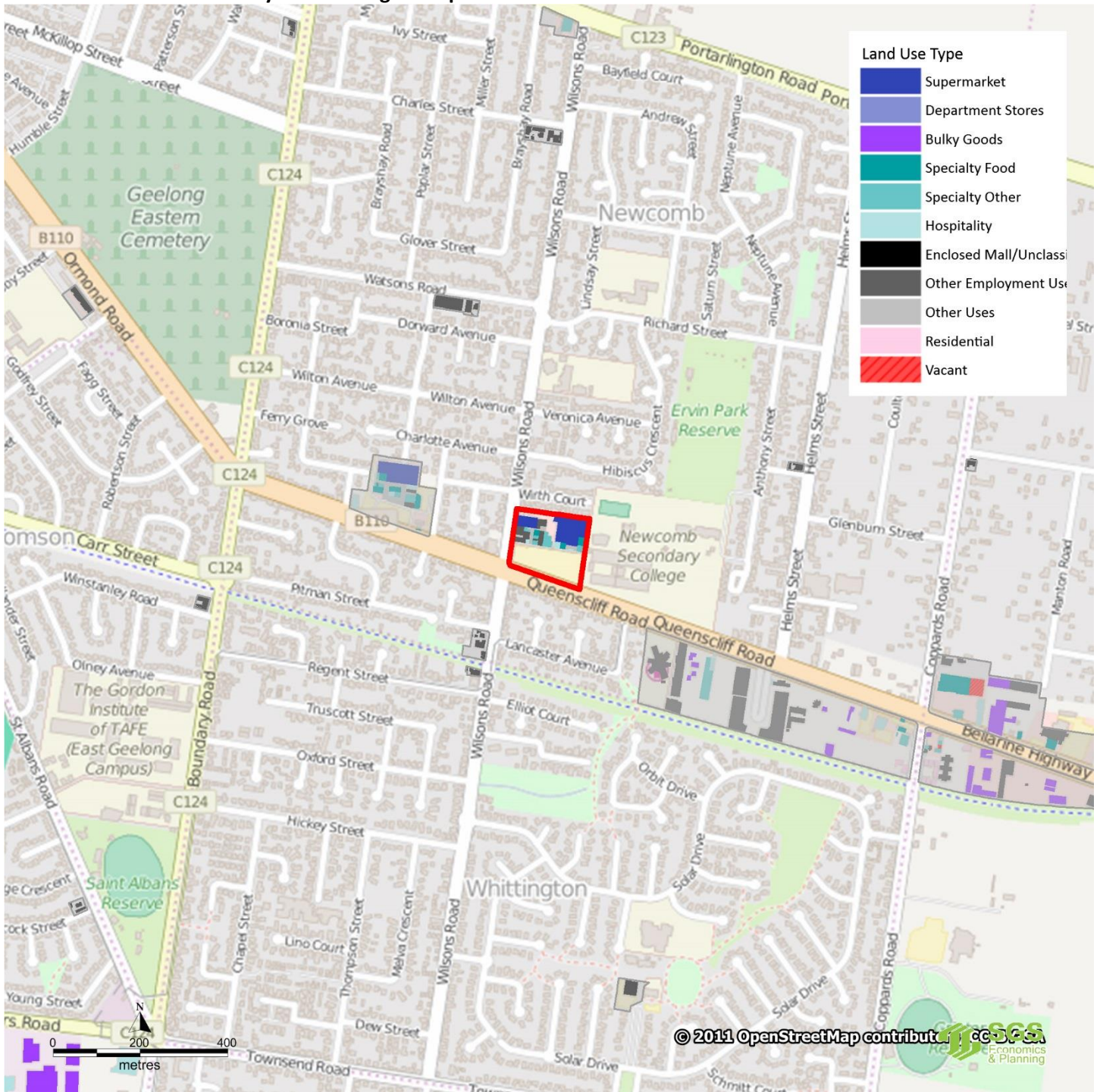
Source: SGS Economics and Planning

1.22 Newcomb Central

Centre name:	Newcomb Central									
Hierarchy status:	Neighbourhood									
Location:	Newcomb									
Key characteristics:	Mid-sized shopping centre (anchored by Woolworths and Aldi) along the Bellarine Highway in Newcomb. It is in very close proximity (under 400m) to the smaller Bellarine Village Shopping Centre. It contains a municipal library and adjoins Newcomb Secondary College to the east.									
Current role:	This centre offers a mix of retail, offices, medical services and hospitality. Along with Bellarine Village, it serves the Newcomb area, along with the wider Thomson, Whittington, Breakwater, St Albans Park and Moolap areas, which largely offer only small, local retail and no supermarkets. The centre also serves commuters travelling to and from the western region of Greater Geelong and the Bellarine Peninsula.									
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other
	0		24,730			0		0		0
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	4690	0	0	630	1,190	310	6,820	430	0	
Retail anchors:	2 supermarkets (3,533sqm Woolworths, 1158sqm Aldi)									
Transport connections:	Public Bus service (routes 45, 55, 75, 76, 77 and 83)									
	Private Corner of Bellarine Highway and Wilsons Road									
Future role and opportunities:	Given the lack of retail offers in surrounding suburbs and the relatively uncompetitive nature of Bellarine Village, Newcomb Central is likely to continue to thrive.									

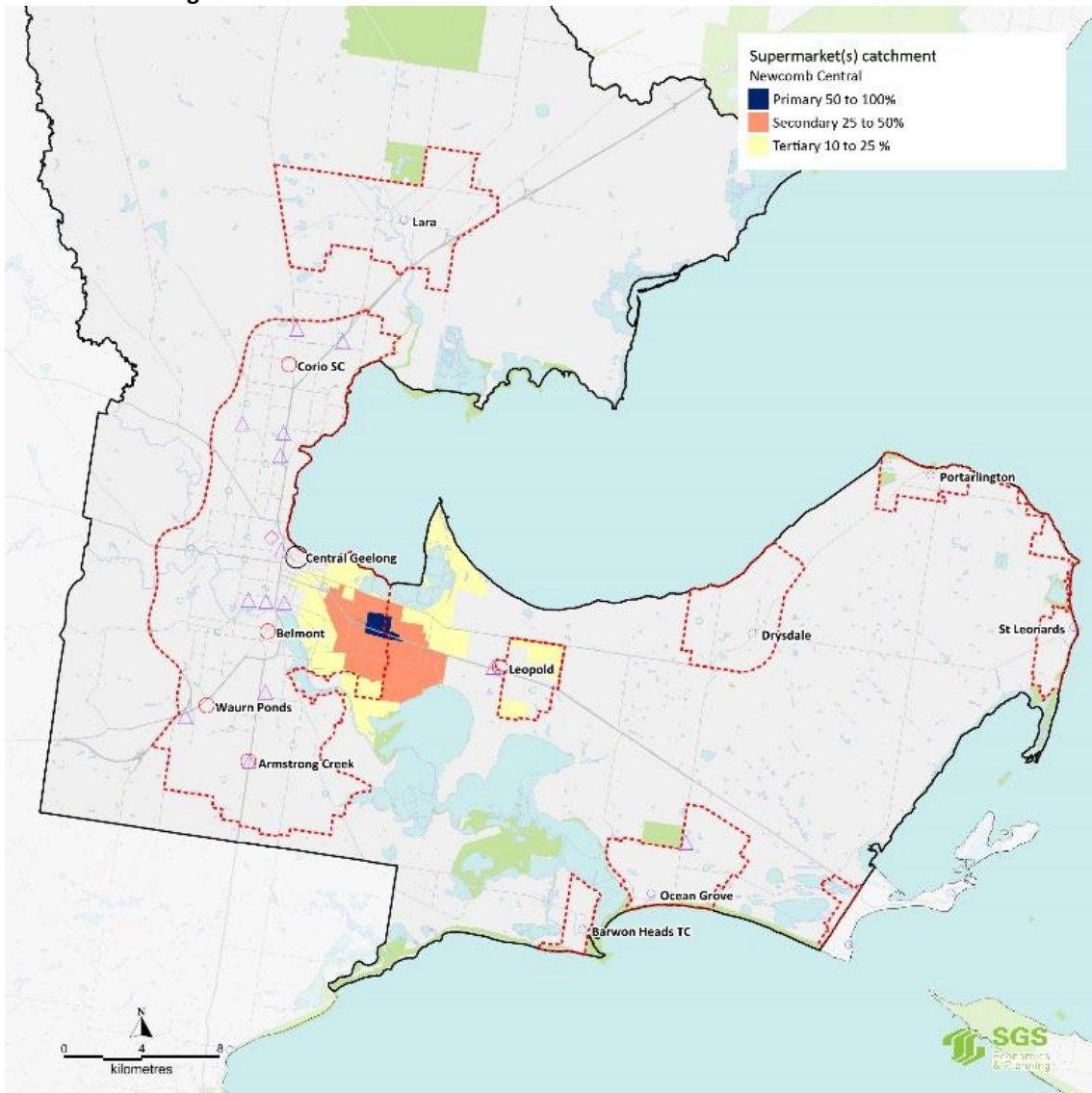
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



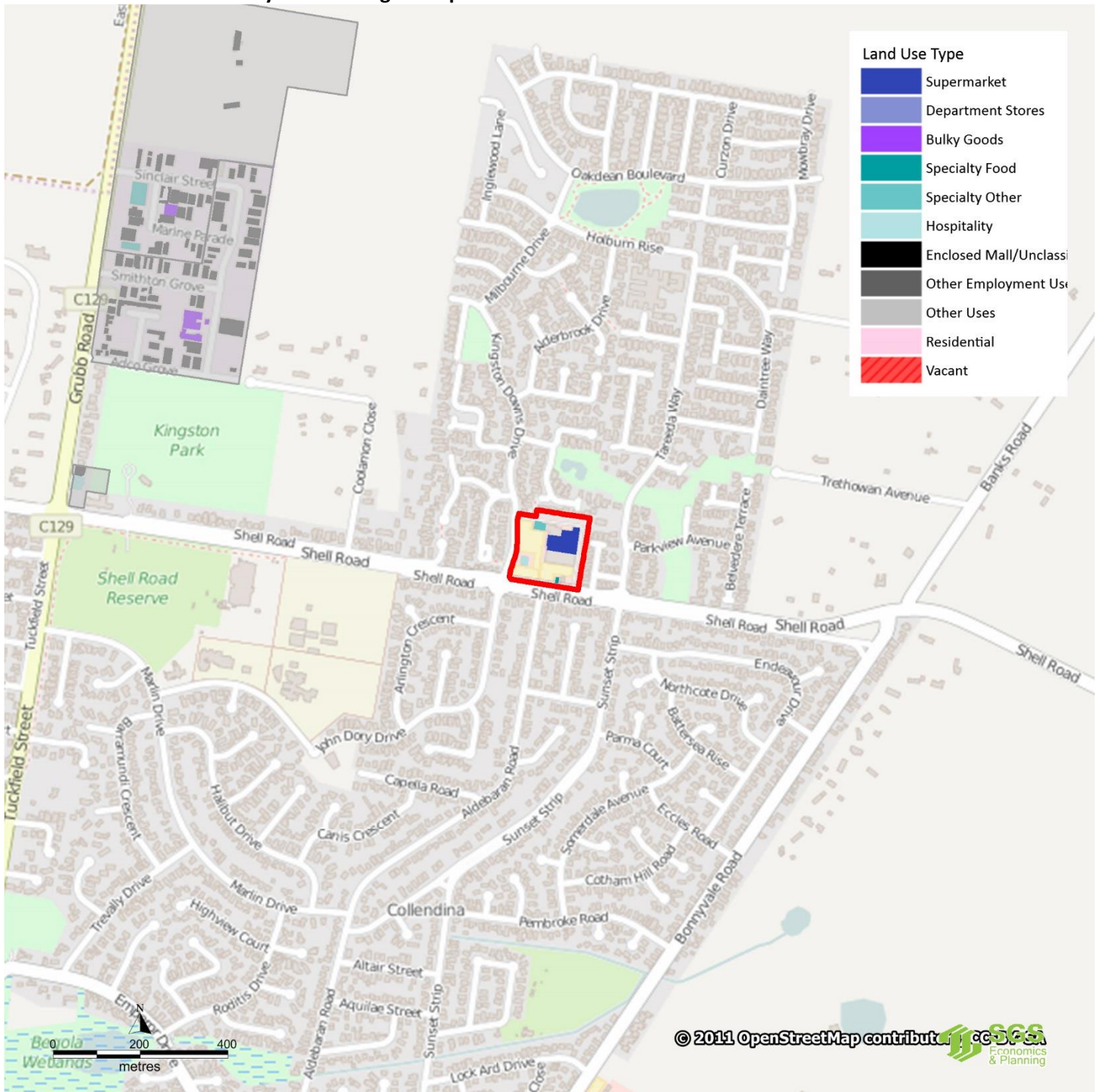
Source: SGS Economics and Planning

1.23 Ocean Grove (Marketplace)

Centre name:	Ocean Grove (Marketplace)										
Hierarchy status:	Neighbourhood										
Location:	Ocean Grove										
Key characteristics:	Mid-sized shopping centre (anchored by Woolworths) along Shell Road. Strong hospitality base, along with specialty and food retail.										
Current role:	This centre serves the local community and the wider southern region of the Bellarine Peninsula.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		25,720			0		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	3510	0	0	480	820	860	5,670	90	0		
Retail anchors:	1 supermarket (3,511sqm Woolworths)										
Transport connections:	Public	Bus service (routes 76, 80, 81, 82 and 83)									
	Private	Corner of Shell Road and Kingston Downs Drive, accessible via Grubb Road and Bellarine Highway									
Future role and opportunities:	While the larger and nearby Ocean Grove town centre is more well-rounded in its offer of shops and services, the presence of a supermarket anchor in this centre helps to ensure its attractiveness into the future.										

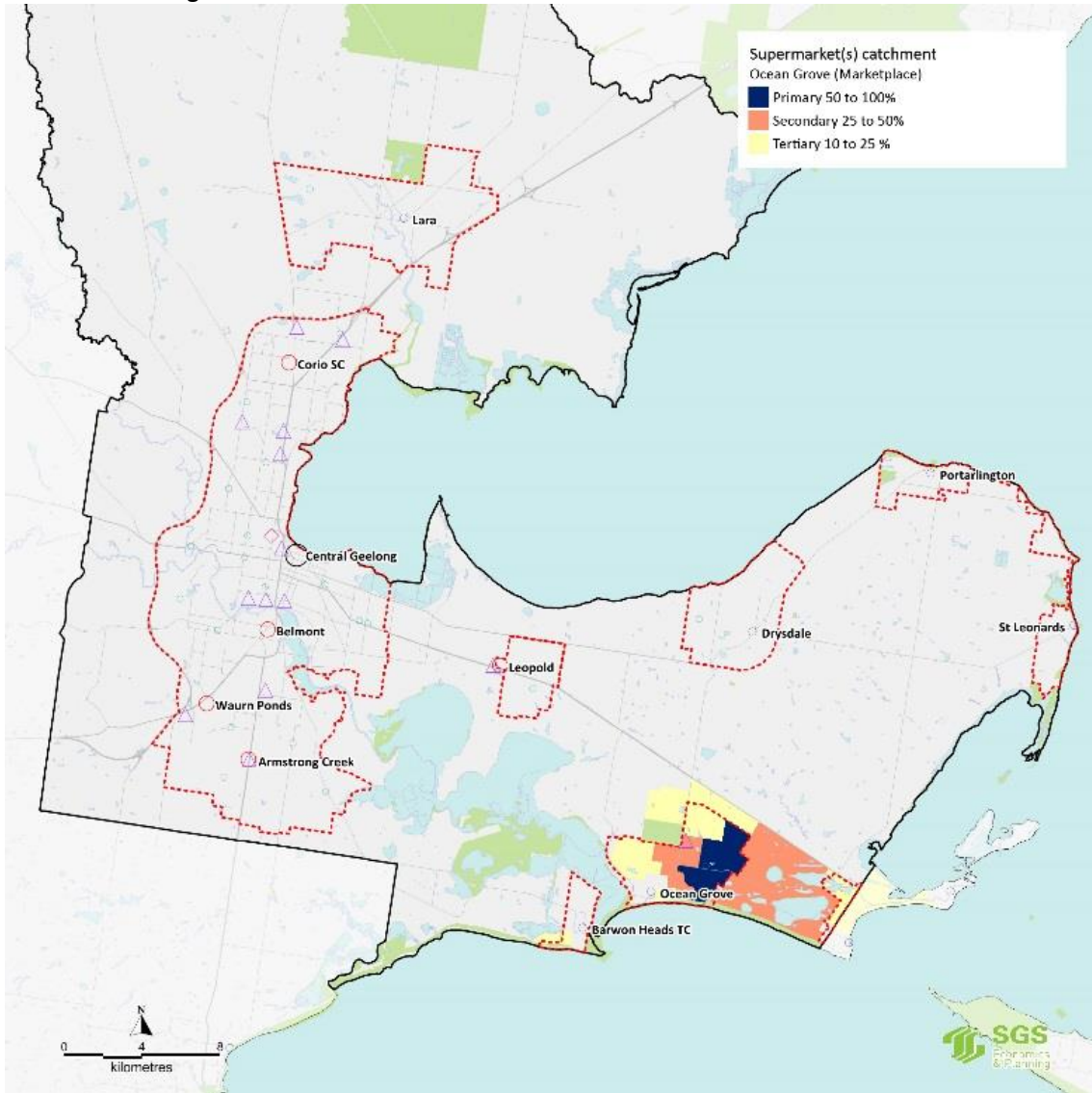
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



Source: SGS Economics and Planning

1.24 Pakington St (Newtown)

Centre name:

Hierarchy status: Neighbourhood

Location: Newtown

Key characteristics: Mid-sized, lively retail strip near southern end of Pakington Street. South of Russell Street the western side of the strip is largely residential, which dilutes activity at this end. With fine-grain, active frontages and outdoor cafes, the northern end of the precinct resembles the West Geelong Pakington Street precinct, while amenity is less high at the southern end of the precinct.

Current role: While this centre has no anchors, it offers a high quality, attractive and walkable environment with several cafes, and contains higher end stores that are not commonly found in other activity centres in the municipality.

Zoning (sqm):	ACZ	C1Z	C2Z	MUZ	Other
	0	29,670	0	0	0

Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant
	0	0	0	450	4,540	3,310	8,300	1130	300

Retail anchors: None

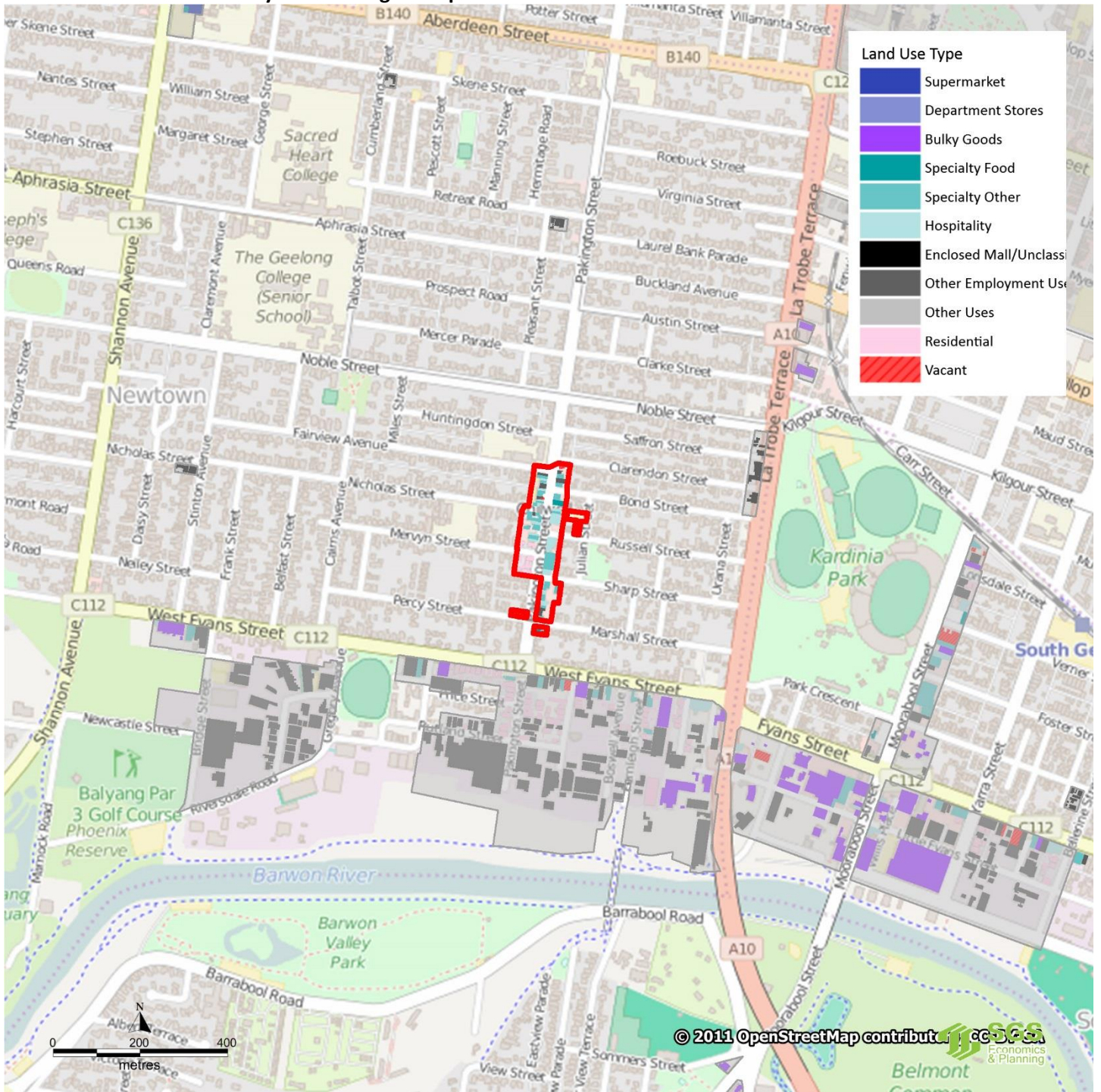
Transport connections: Public Bus service (34, 35 and 36)

Private Pakington Street, from Noble Street to West Fyans Street

Future role and opportunities: This centre is likely to continue to thrive, and development and activity may continue to spread south with improvements to street frontage and walkability made further south along Pakington Street as a part of the 2009 West Fyans-Fyans Street Precinct Structure Plan.

* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



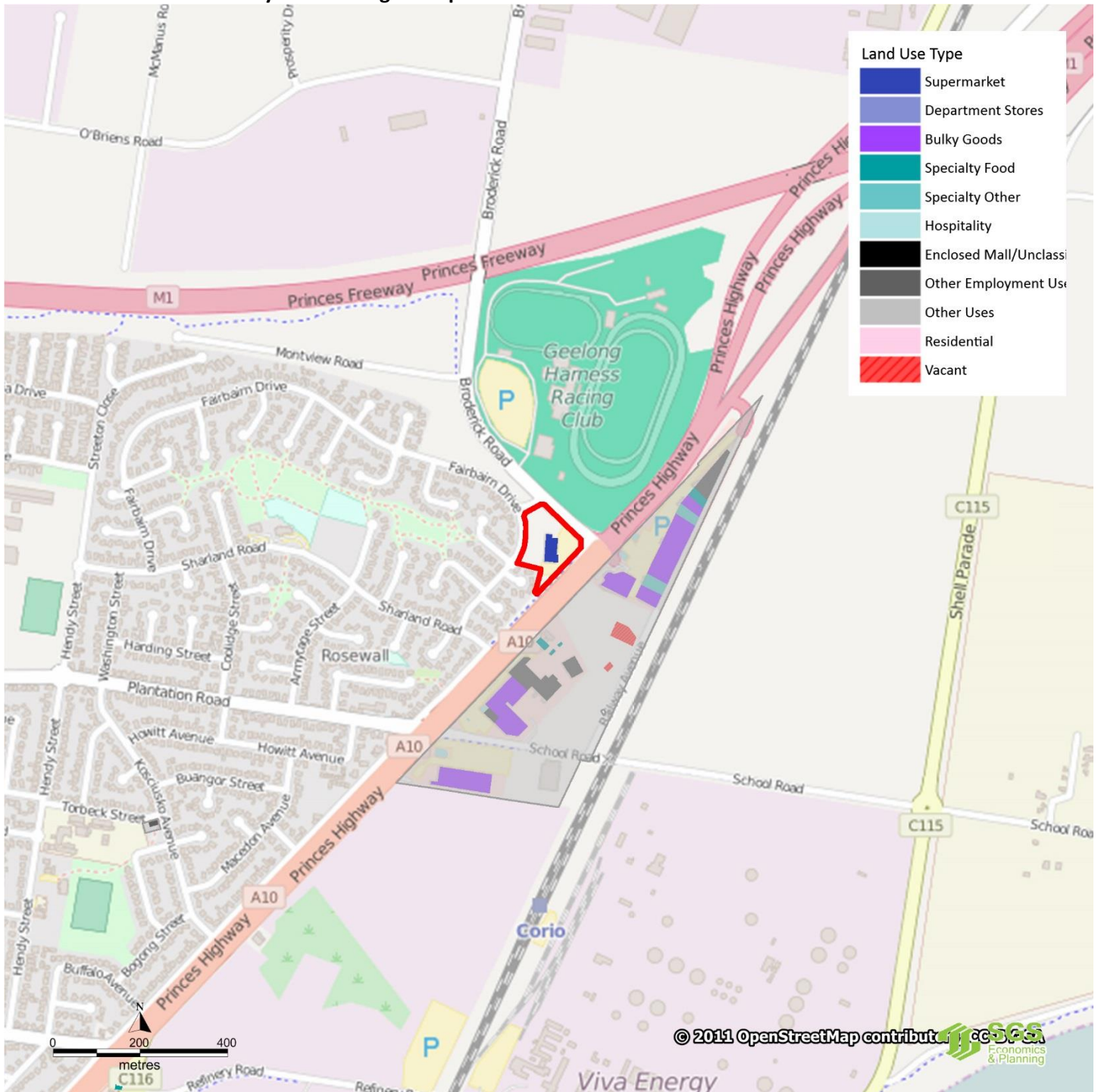
Source: SGS land audit, 2015

1.25 Rosewall

Centre name:	Rosewall										
Hierarchy status:	Neighbourhood										
Location:	Corio										
Key characteristics:	Comprises a single Aldi store and a vacant, adjacent site at Fairbairn Drive. Recently rezoned C1Z, a retail development is proposed for the 0.8 ha Fairburn Drive parcel.										
Current role:	This centre serves the local community with a supermarket.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		15,710			0		0		20	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	1740	0	0	0	0	0	1,740	0	0		
Retail anchors:	1 supermarket (1,740sqm Aldi)										
Transport connections:	Public Corio Railway Station (approx. 1.2km), bus service (route 12)										
	Private Intersection of Princess Highway and Broderick Road										
Future role and opportunities:	The combined Aldi and Fairburn Drive sites will become a neighbourhood centre, serving residents in the Rosewall area. Its location also gives it good exposure to road commuters along the Princes Highway and customers directly across the highway at the Geelong Gateway Homemaker Centre. This centre has the potential to act as the gateway to the Central Geelong region, together with Geelong Gateway. The proposed Fairbairn Drive development comprises a major two storey tenancy with a total 2,000sqm in floorspace, a tenancy of 870sqm, and 10 smaller tenancies totalling 1,090sqm in floorspace. 94 car and 7 bike parking spaces are also proposed.										

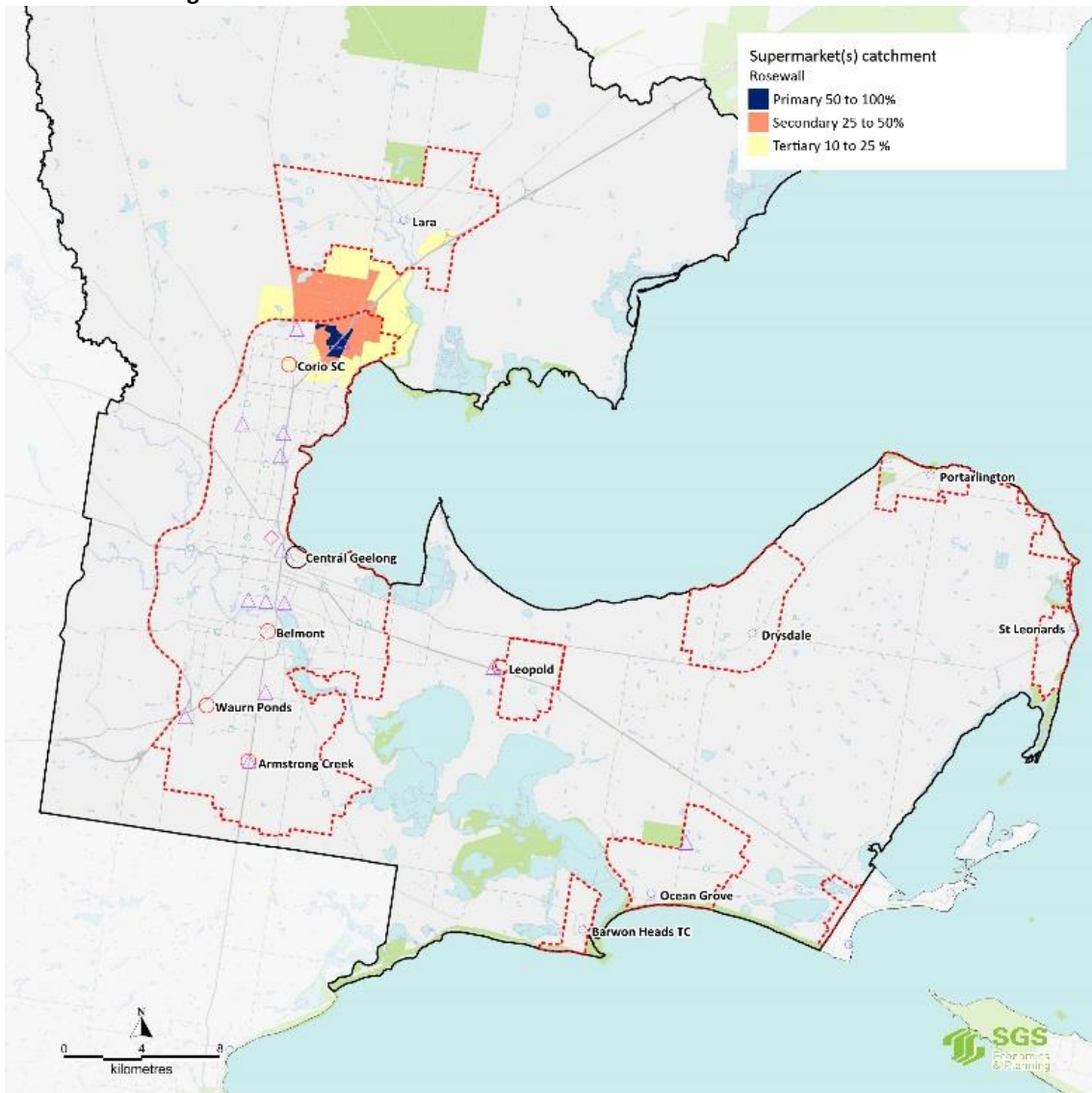
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



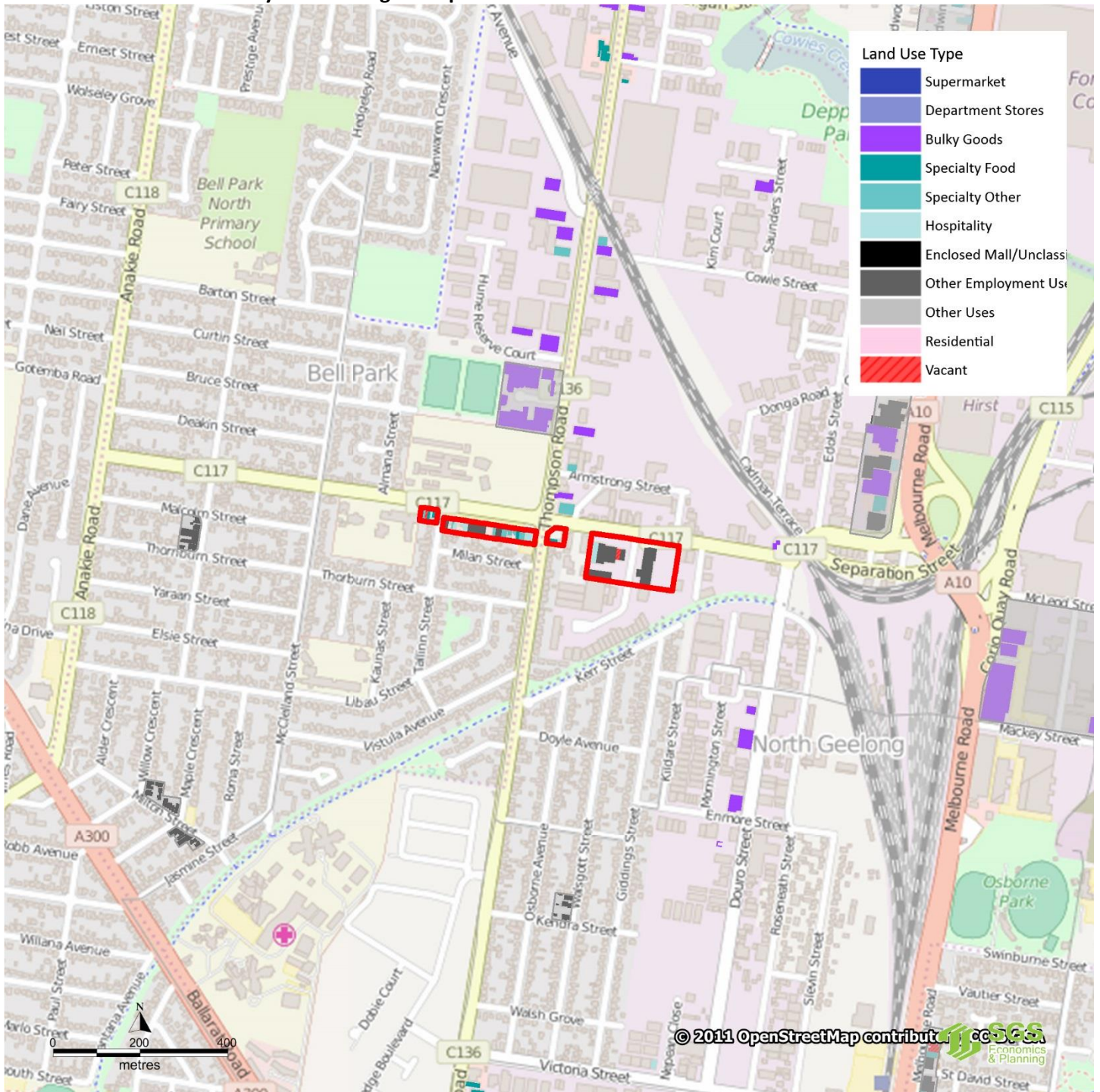
Source: SGS Economics and Planning

1.26 Separation St

Centre name:	Separation St									
Hierarchy status:	Neighbourhood									
Location:	North Geelong									
Key characteristics:	Neighbourhood centre with two distinct areas. The western section is a small retail strip with a mix of hospitality and specialty shops and a significant degree of shop top housing. The eastern section is predominantly comprised of one storey office floorspace.									
Current role:	This centre serves the local Bell Park and North Geelong community.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		9,150		20850		0		20	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	0	0	0	910	1,900	2,770	5,570	1130	410	
Retail anchors:	None									
Transport connections:	Public Bus service (12 and 30)									
	Private Separation Street from Tallin Street to Mina Place, accessible via Anakie Road, Thompson Road and Princes Highway									
Future role and opportunities:	The neighbourhood role of Separation Street is likely to be maintained into the future.									

* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

1.27 Shannon Ave (Geelong West)

Centre name:	Shannon Ave (Geelong West)										
Hierarchy status:	Neighbourhood										
Location:	Geelong West										
Key characteristics:	The northern Shannon Avenue precinct is a mid-sized, medium-density retail strip containing various specialty shops, hospitality and services. Built form in the precinct is varied, with a mix of styles and sizes. Streetscape amenity is adequate but not of a high quality.										
Current role:	This centre serves the local community, including residents of Manifold Heights. As a section of a minor north-south thoroughfare through the eastern section of the municipality, it also serves commuters within Greater Geelong.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		39,930			0		0		10	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	4340	0	0	1,730	4,900	1,980	12,950	940	0		
Retail anchors:	2 supermarkets (2,543sqm Coles, 1,797sqm Aldi)										
Transport connections:	Public Bus service (routes 12, 30, 50 and 51)										
	Private Shannon Avenue, from Douglass Street/Britannia Street to Autumn Street										
Future role and opportunities:	While the northern Shannon Avenue precinct is an established retail strip, its proximity to the major Pakington Street centre is likely to limit its capacity for growth into the future.										

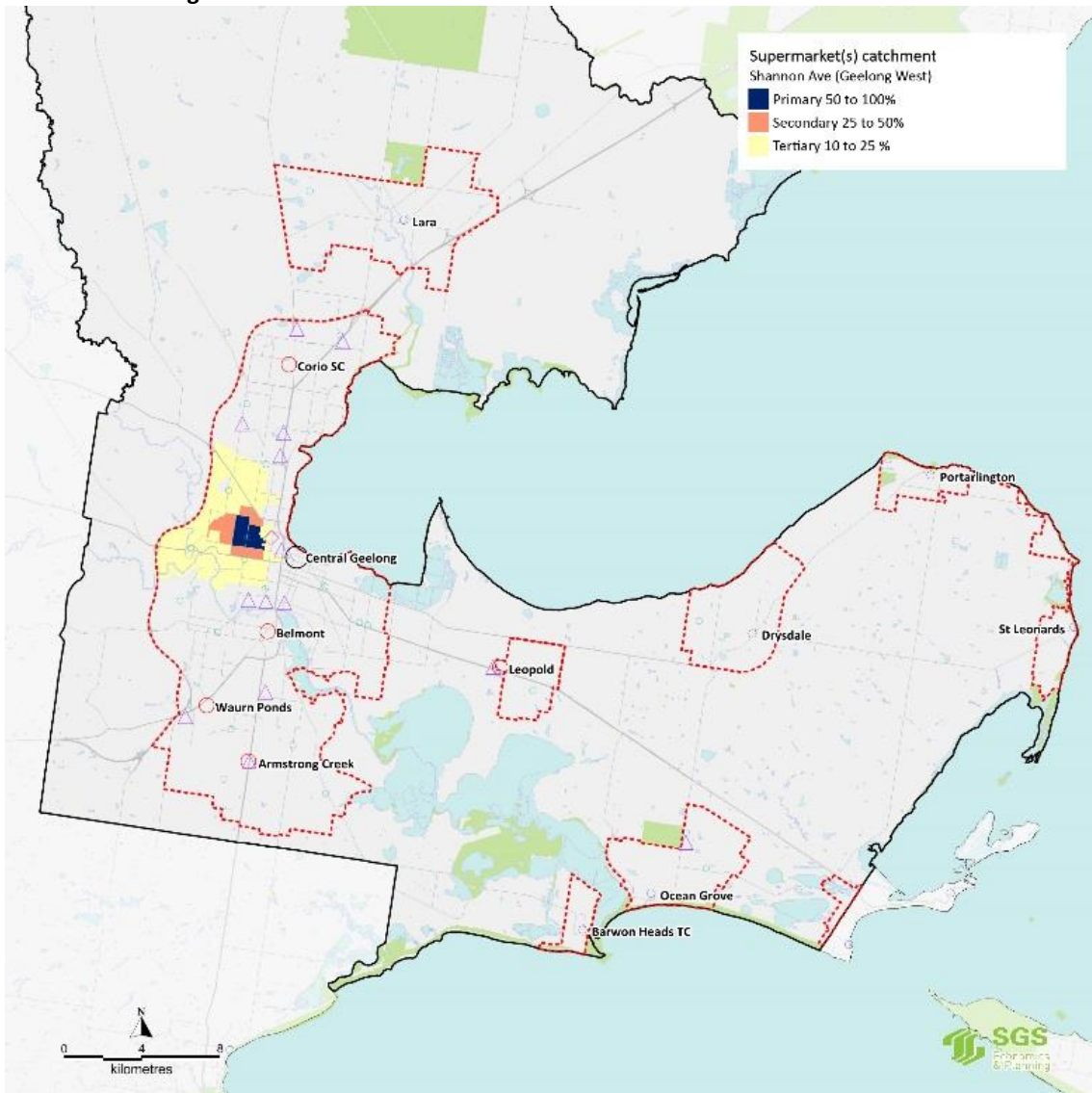
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



Source: SGS Economics and Planning

1.28 Shannon Ave (Newtown)

Centre name:	Shannon Ave (Newtown)									
Hierarchy status:	Neighbourhood									
Location:	Newtown									
Key characteristics:	The southern Shannon Avenue precinct is a very small retail strip anchored by Woolworths. It has strong representation from the medical industry, with medical practices comprising over 20% of total floorspace, and a pharmacy also available in the precinct.									
Current role:	This centre plays a local role in the community, with a significant role in catering to medical needs. The presence of a drive-through coffee service indicates that a large proportion of its customer base is also derived from road traffic.									
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other
	0		11,960			0		2,660		3,000
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	1970	0	0	150	740	1,640	4,500	0	360	
Retail anchors:	1 supermarket (1,967sqm Woolworths)									
Transport connections:	Public Bus service (35 and 36)									
	Private Intersection of Shannon Avenue and Aberdeen Street									
Future role and opportunities:	The role of the southern Shannon Avenue precinct is likely to be maintained into the future.									

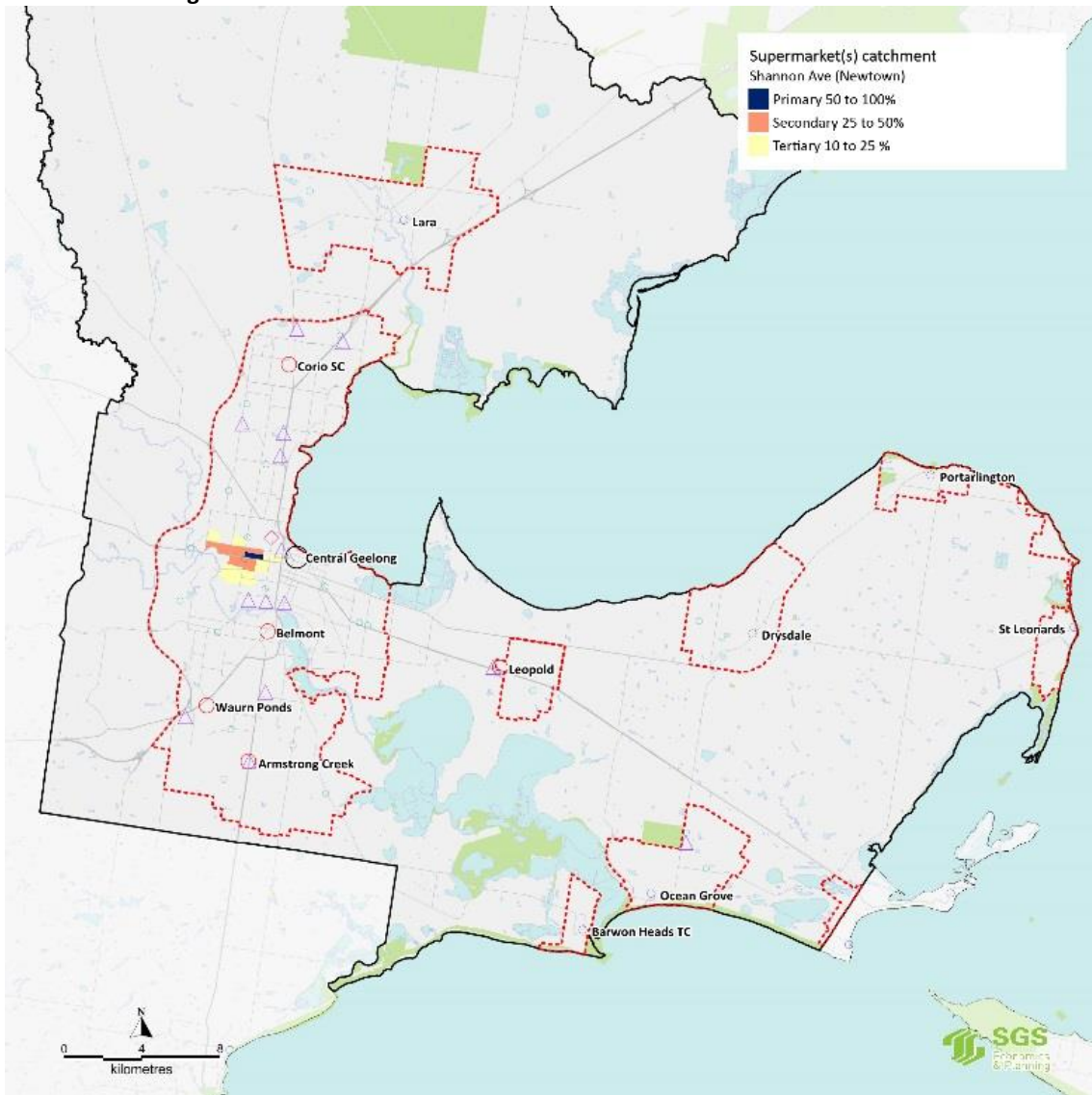
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



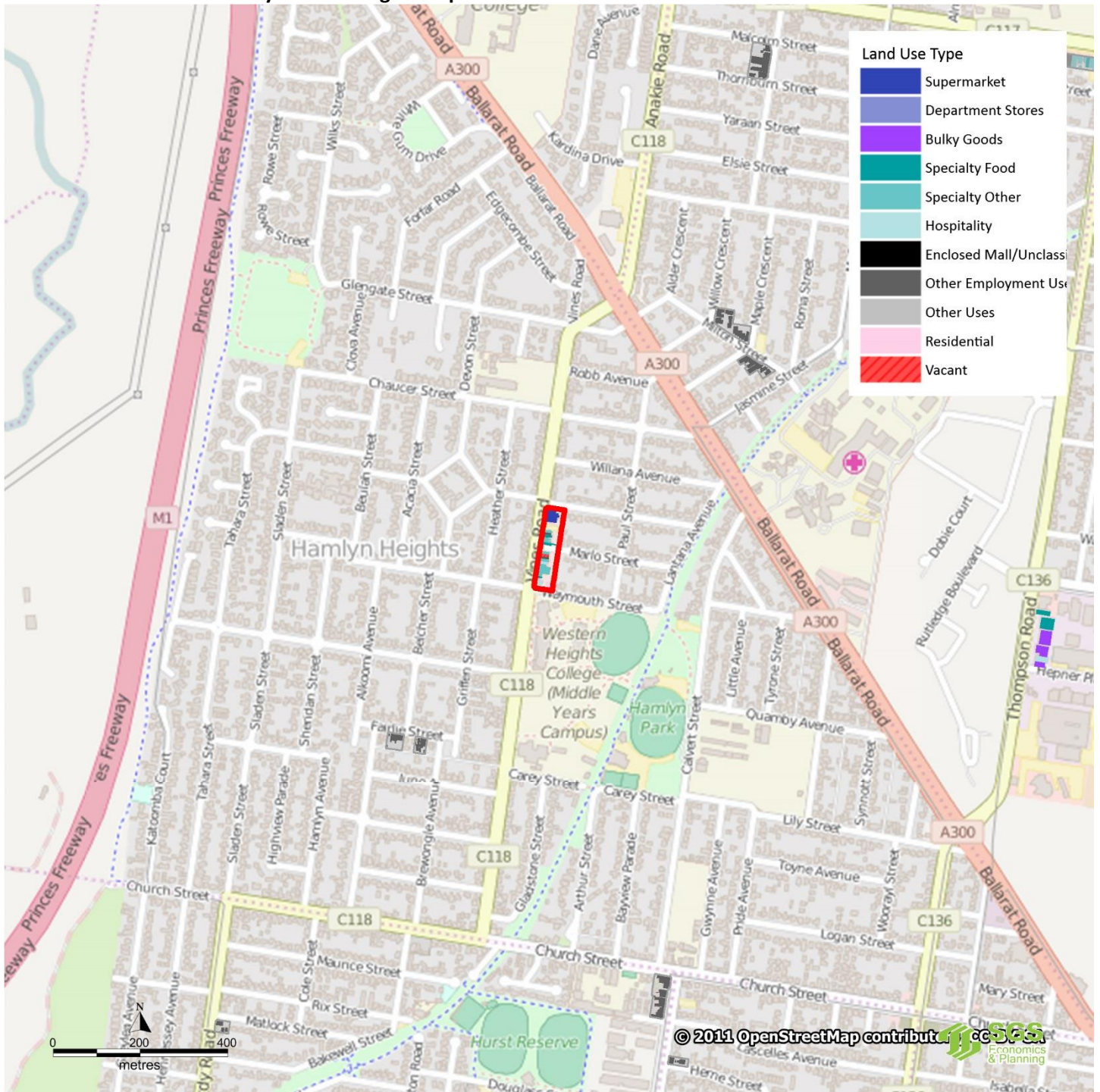
Source: SGS Economics and Planning

1.29 Vines Rd

Centre name:	Vines Rd										
Hierarchy status:	Neighbourhood										
Location:	Hamlyn Heights										
Key characteristics:	Local retail strip adjacent to a municipal library, senior citizens home and high school. Contains a mix of specialty shops and an IGA.										
Current role:	Plays a local role within the Hamlyn Heights community.										
Zoning (sqm):	ACZ		C1Z			C2Z		MUZ		Other	
	0		7,940			0		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	860	0	0	400	1,370	480	3,110	250	140		
Retail anchors:	1 supermarket (862sqm IGA)										
Transport connections:	Public	Bus service (routes 50 and 51)									
	Private	Vines Road, between Olive Street/Kalimna Street and Sycamore Street/Waymouth Street, accessible via Ballarat Road and Church Street									
Future role and opportunities:	May experience changes when designated an IHDA in Planning Scheme.										

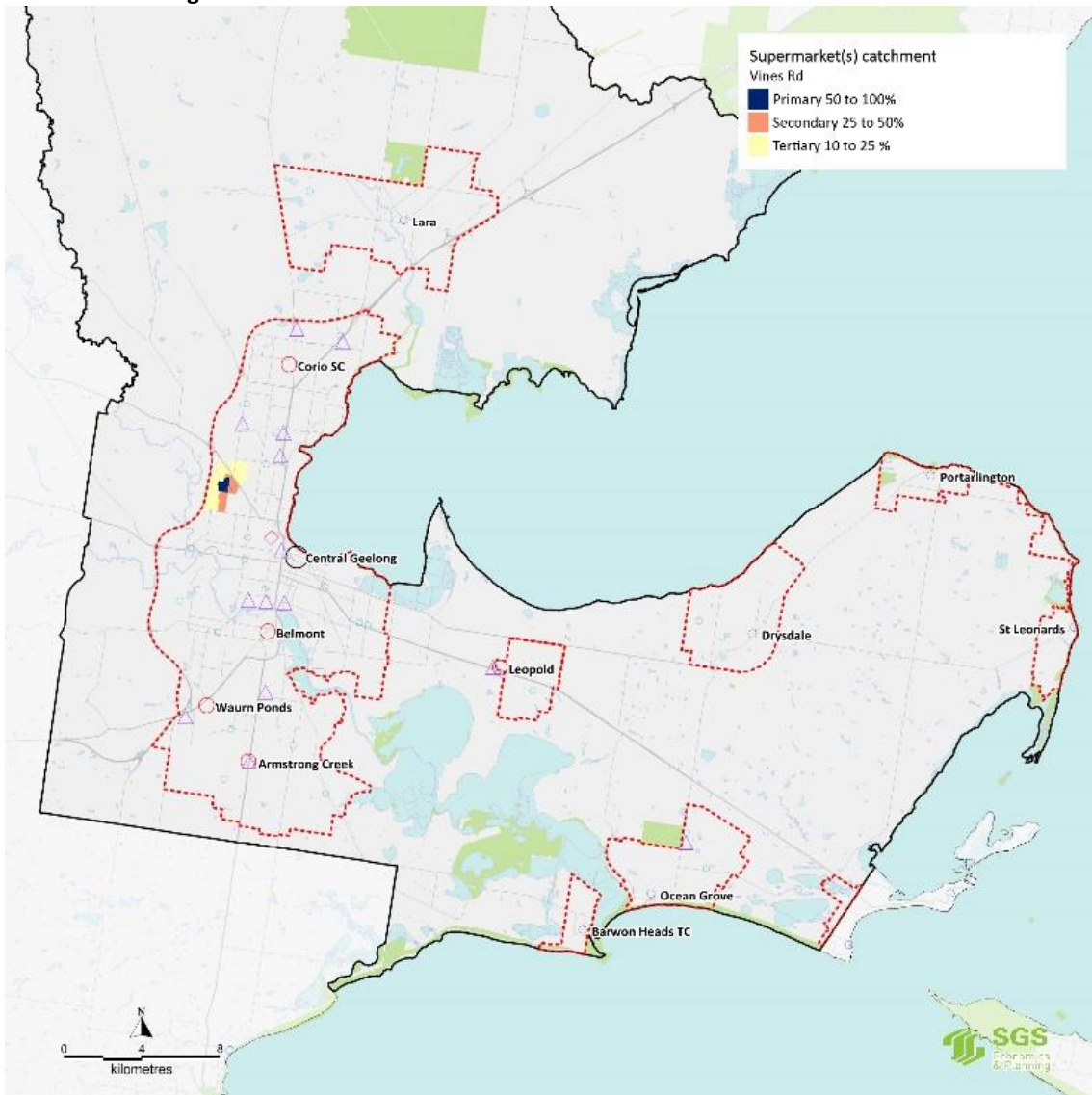
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



Source: SGS Economics and Planning

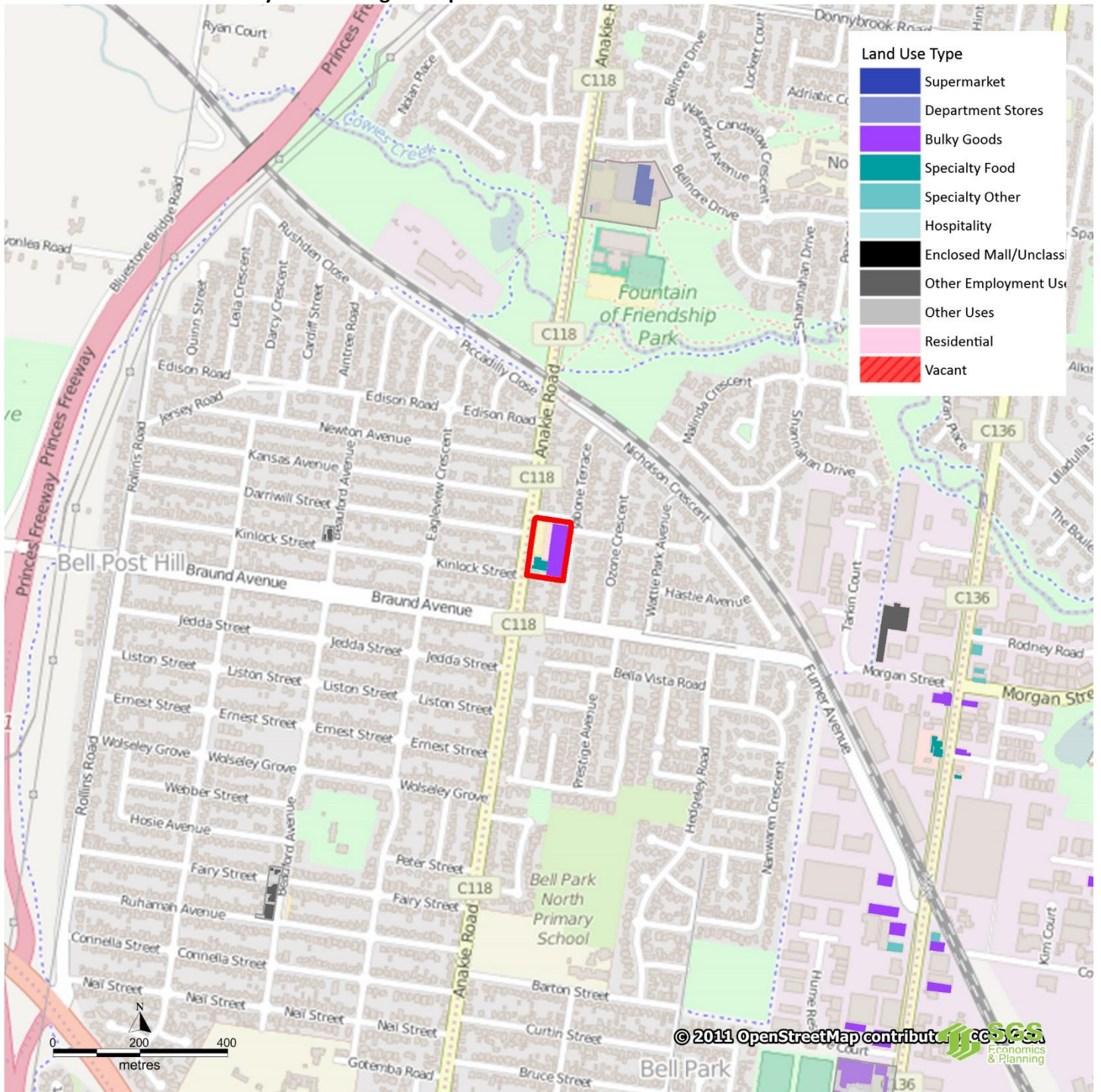
HOMEMAKER

1.30 Anakie Rd

Centre name:	Anakie Rd									
Hierarchy status:	Homemaker									
Location:	Bell Park									
Key characteristics:	Faggs Mitre 10 site, with a bottle shop, food store and hospitality service also at the centre.									
Current role:	Largely serves the surrounding community with hardware needs.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		1,730		9630		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	0	0	4,450	820	0	230	5,500	0	0	
Retail anchors:	None									
Transport connections:	Public Bus service (route 45)									
	Private Anakie Road, north of intersection with Braund Avenue/Furner Avenue									
Future role and opportunities:	Faggs Mitre 10 site recently sold so will likely undergo redevelopment in the future.									

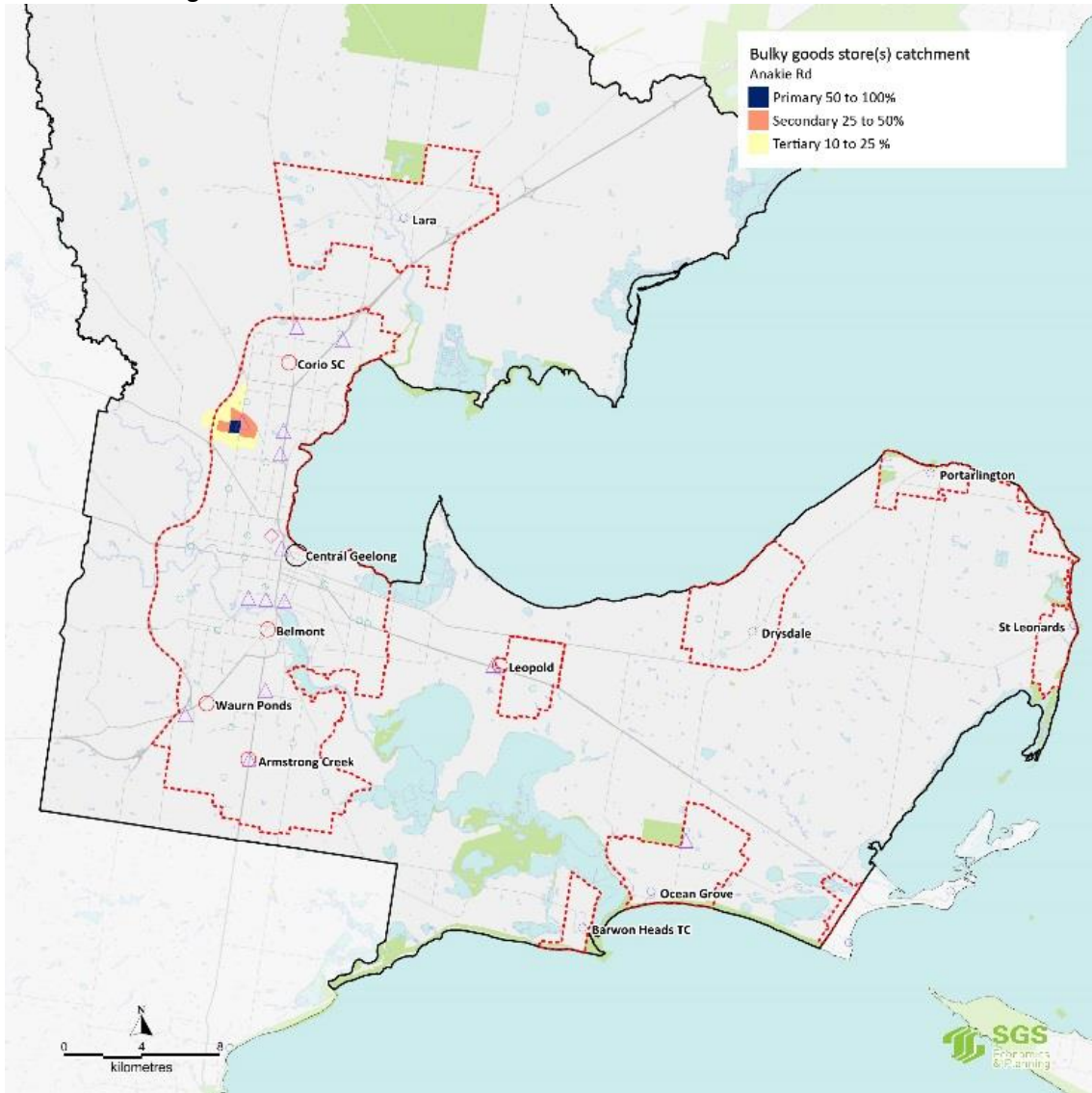
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



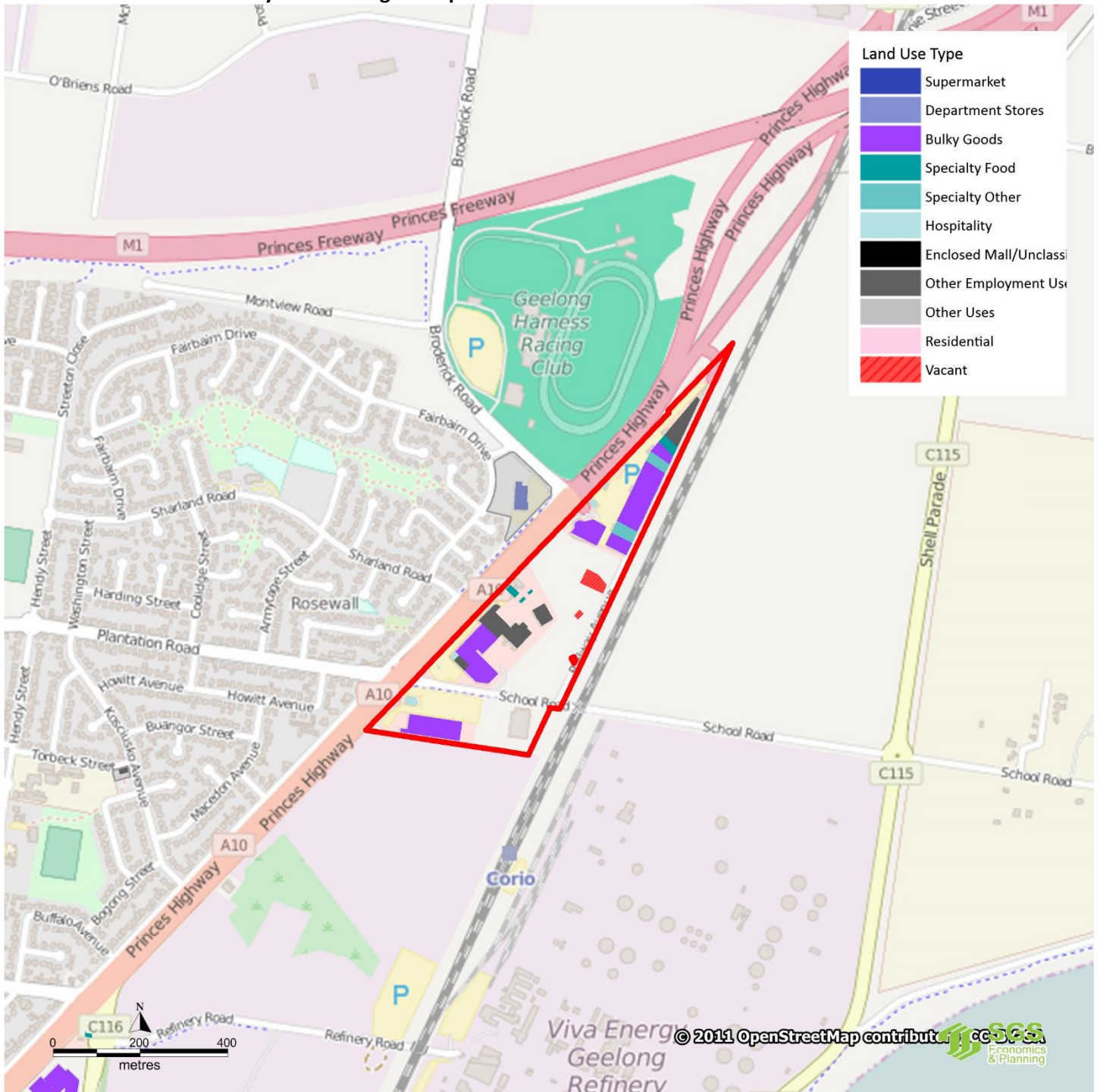
Source: SGS Economics and Planning

1.31 Geelong Gateway

Centre name:	Geelong Gateway									
Hierarchy status:	Homemaker									
Location:	Corio									
Key characteristics:	Mid-sized homemaker retail precinct located along the Princes Highway, across from Rosewall Activity Centre. Comprises Geelong Gate Homemaker Centre and land south of Broderick Road. Major stores include Fantastic Furniture and Harvey Norman.									
Current role:	Acts as the gateway to the central Geelong region.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		0		194810		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	0	0	26,020	1,540	2,780	1,130	31,460	0	2,120	
Retail anchors:	None									
Transport connections:	Public Corio Railway Station (approx. 1.2km), bus service (route 12)									
	Private Princes Highway, between Princes Freeway and School Road									
Future role and opportunities:	There is potential for the area south of Broderick Road to be further developed, along with the land by the railway tracks, behind the existing built form at the highway.									

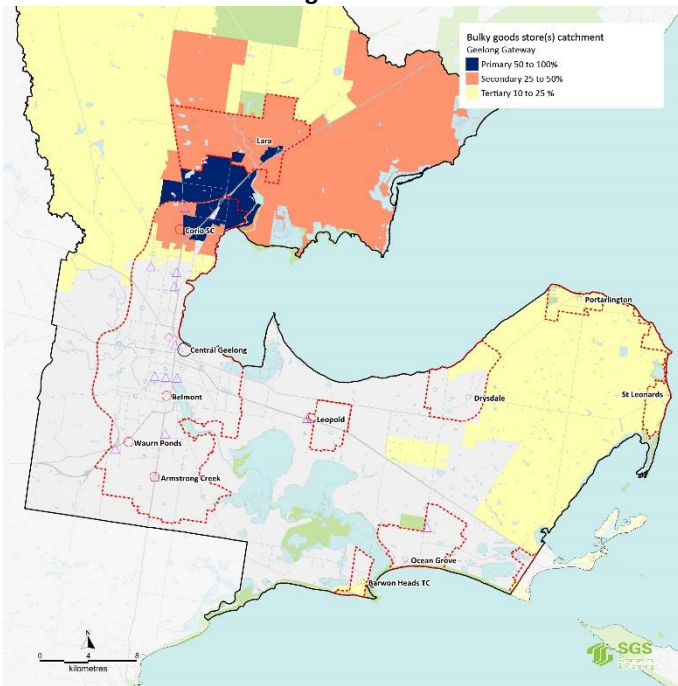
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



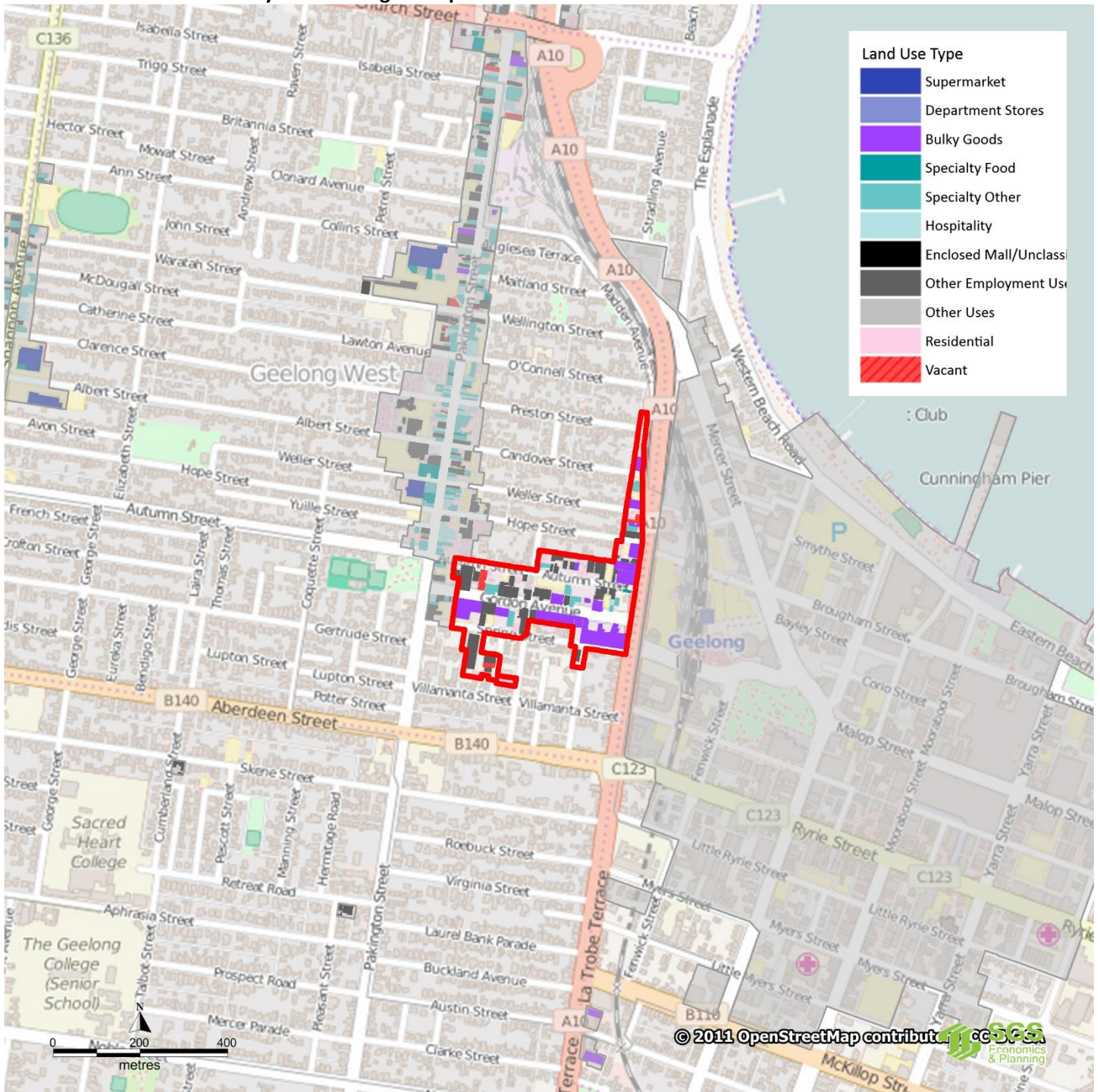
Source: SGS Economics and Planning

1.32 Geelong W

Centre name:	Geelong W									
Hierarchy status:	Homemaker									
Location:	Geelong West									
Key characteristics:	Mid-sized homemaker precinct located along the Princes Highway, close to Central Geelong and perpendicular to Pakington (Geelong West) Activity Centre but very distinct from it in terms of built form, use and amenity. Stores and services are mostly located along Autumn, Gordon and Spring Streets and have low density built form.									
Current role:	This centre plays a typical homemaker precinct role, though it also has a significant proportion of office and industrial floorspace.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		0		91200		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	0	0	16,650	120	3,390	140	20,300	0	1,820	
Retail anchors:	None									
Transport connections:	Public Geelong Railway Station (approx. 500m), bus service (12, 30, 45, 50 and 51)									
	Private Autumn Street, Gordon Avenue and Spring Street, between Pakington Street and Princes Highway									
Future role and opportunities:	With its proximity to the busy and strong-performing Pakington Street (Geelong West) and Central Geelong, along with its diverse retail offer, it is likely that the Geelong West Homemaker Centre will continue to be competitive into the future.									

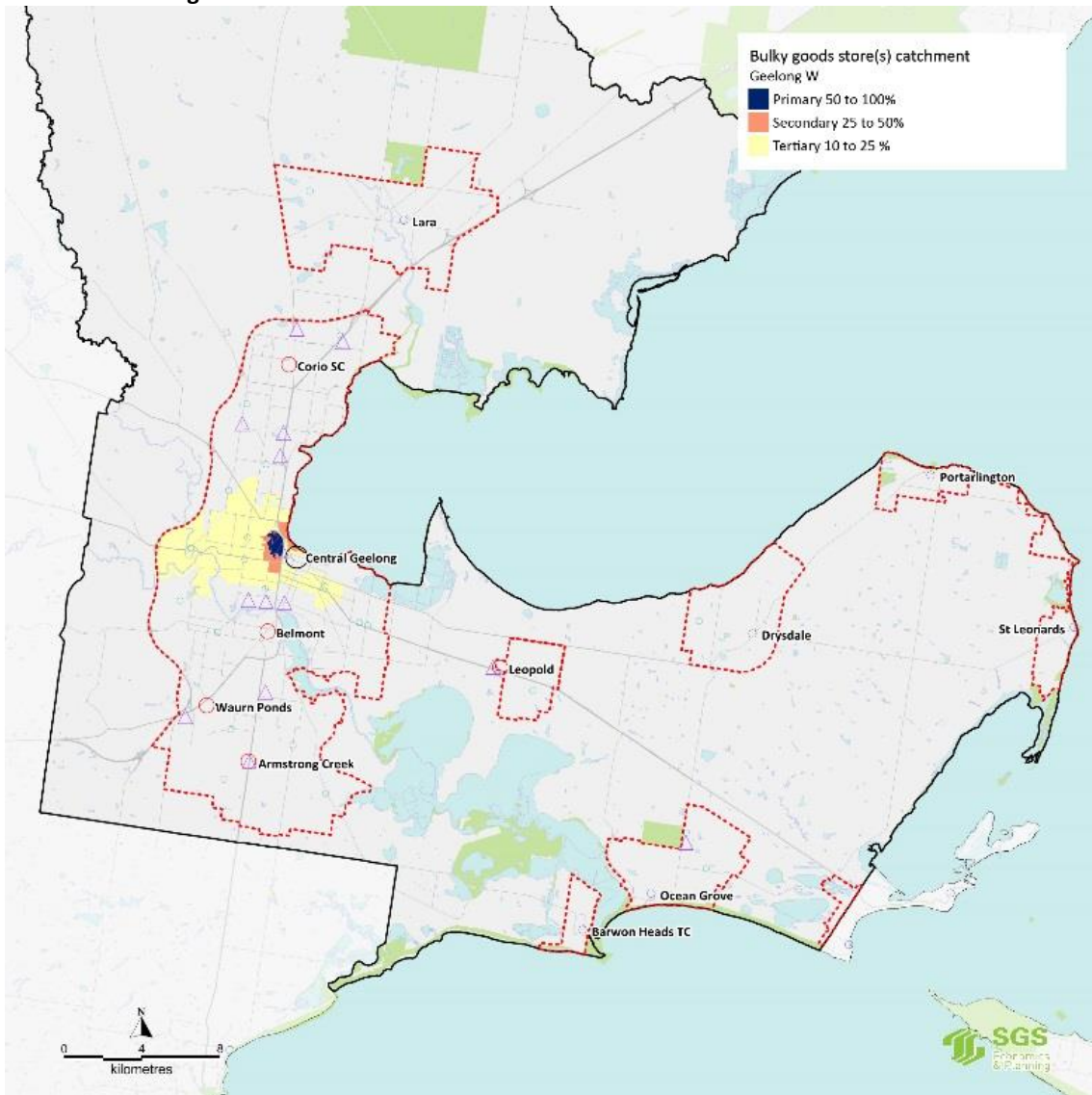
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



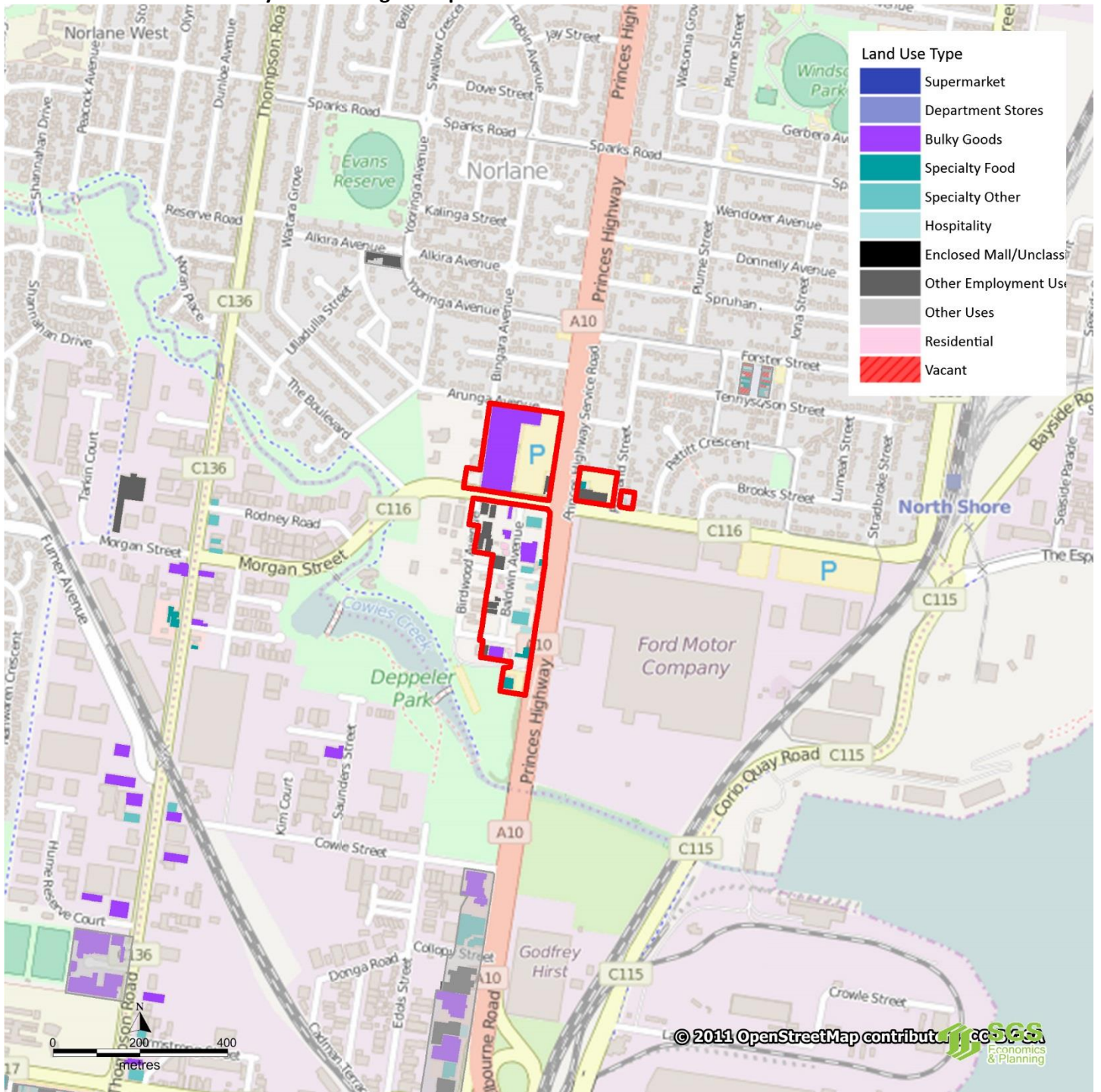
Source: SGS Economics and Planning

1.33 Melbourne Rd (Norlane)

Centre name:	Melbourne Rd (Norlane)									
Hierarchy status:	Homemaker									
Location:	Norlane									
Key characteristics:	Low density homemaker precinct with several fast food restaurants and services located along the Princes Highway.									
Current role:	With a significant proportion of low density restricted retail (including Bunnings), this precinct serves the northern Greater Geelong area with homemaker needs, as well as commuters along the highway.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		7,680		85,460		0		2,860	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	0	0	18,950	1,140	2,280	1,160	23,520	0	90	
Retail anchors:	None									
Transport connections:	Public North Shore Railway Station (approx. 1.4km), bus service (routes 10 and 11)									
	Private Princes Highway, at North Shore Road intersection									
Future role and opportunities:	This precinct is likely to continue to play this role into the future.									

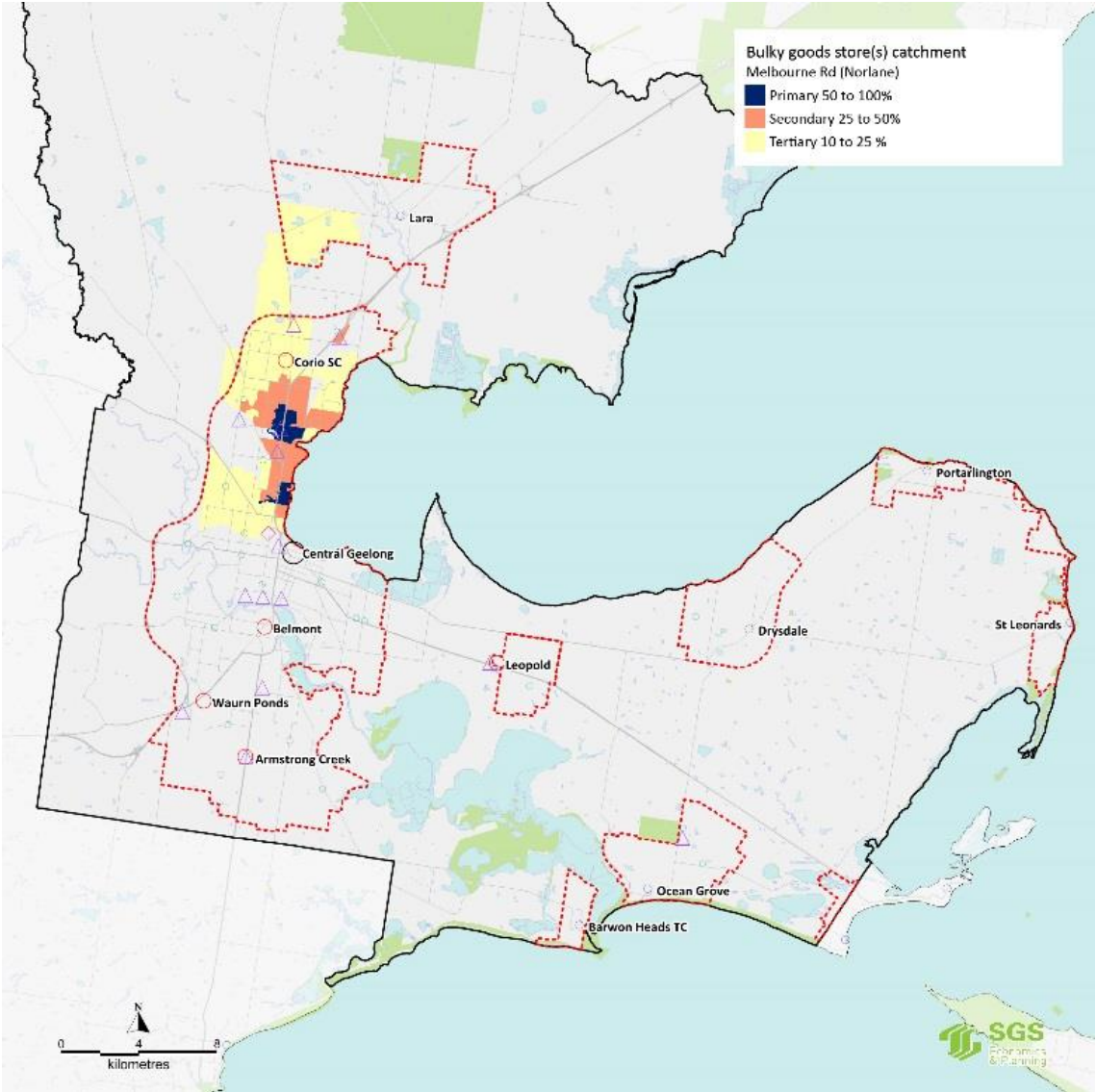
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



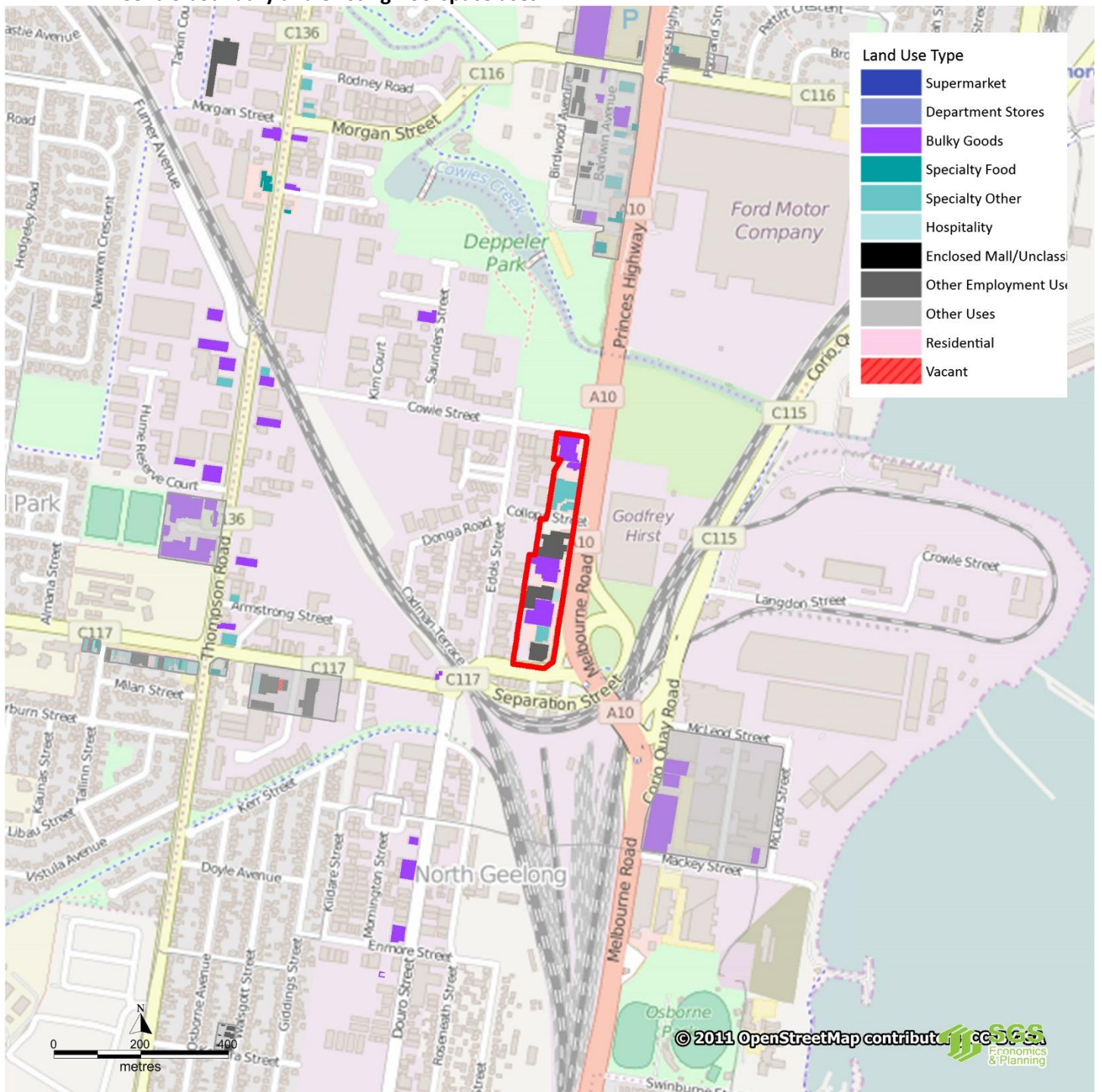
Source: SGS Economics and Planning

1.34 Melbourne Rd (North Geelong)

Centre name:	Melbourne Rd (North Geelong)									
Hierarchy status:	Homemaker									
Location:	North Geelong									
Key characteristics:	Mid-sized, low density homemaker precinct with under 25 stores and services. Has high exposure along the Princes Highway.									
Current role:	With a mix of uses, this precinct largely serves the northern Greater Geelong area with homemaker and industrial service needs.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		0		42640		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	0	0	9,080	0	4,800	440	14,320	3620	0	
Retail anchors:	None									
Transport connections:	Public North Geelong Station (approx. 1.7km), bus service (routes 10 and 11)									
	Private Princes Highway, at Dunne Street intersection, near Separation Street									
Future role and opportunities:	This precinct is likely to continue to play this role into the future.									

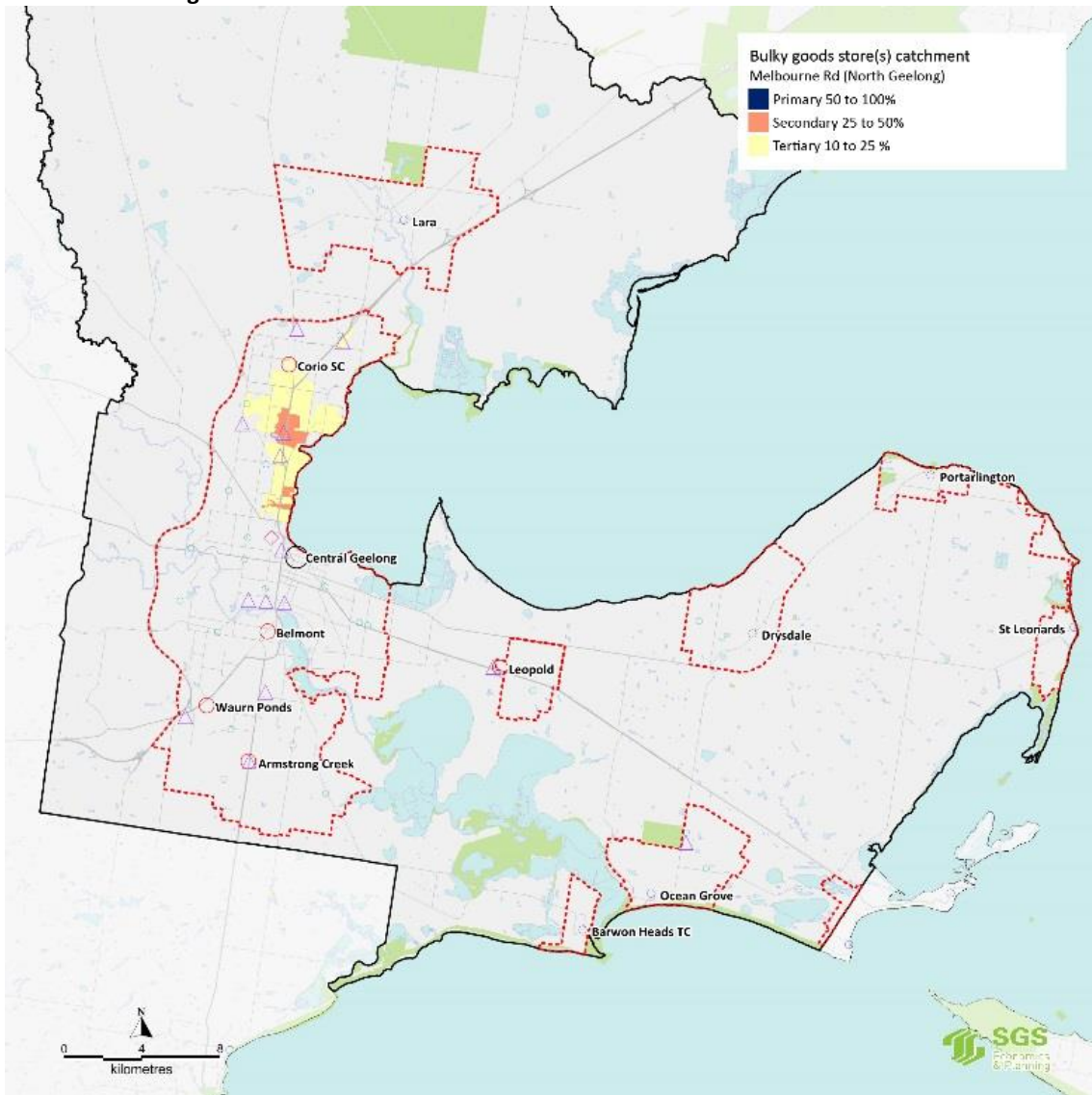
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



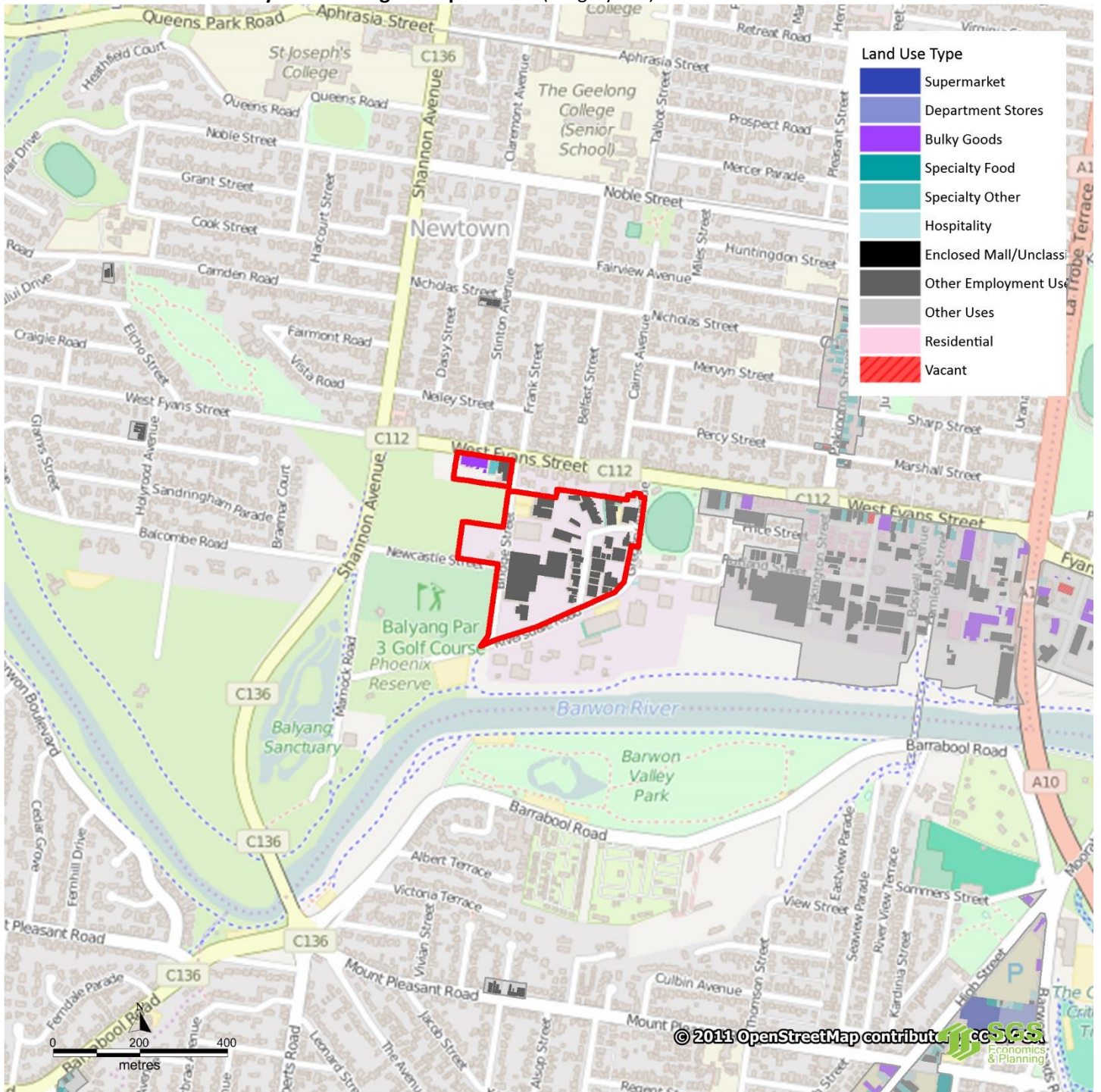
Source: SGS Economics and Planning

1.35 Moorabool/Fyans

Centre name:	Moorabool/Fyans										
Hierarchy status:	Homemaker										
Location:	Breakwater										
Key characteristics:	Large low density homemaker precinct, with strong representation from bulky goods and restricted retail use (largely in the form of low density restricted retail along Fyans/West Fyans Street and Moorabool Street) and industrial use (largely in the back streets in the southern area of the precinct). There is a significant proportion of very low density restricted retail due to the presence of several car yards. A mix of activity centre retail, office and residential use can also be found in the precinct. A key arts area can be found at the corner of Rutland and Pakington Streets.										
Current role:	In very close proximity to Central Geelong and the Pakington Street activity centres, the Moorabool/Fyans Homemaker Precinct has diverse range of stores and services that attracts a wide catchment										
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other		
	0		0		228,820		327,290		250		
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant		
	0	0	40,970	430	10,890	6,020	58,290	1370	3,500		
Retail anchors:	None										
Transport connections:	Public	South Geelong Railway Station (approx. 800m), Bus service (routes 14, 15, 16, 17, 18, 19, 20, 34, 35, 36, 74 and 80)									
	Private	West Fyans/Fyans Street and Moorabool Street, accessible via Princes Highway									
Future role and opportunities:	This precinct is likely to continue to play this role into the future.										

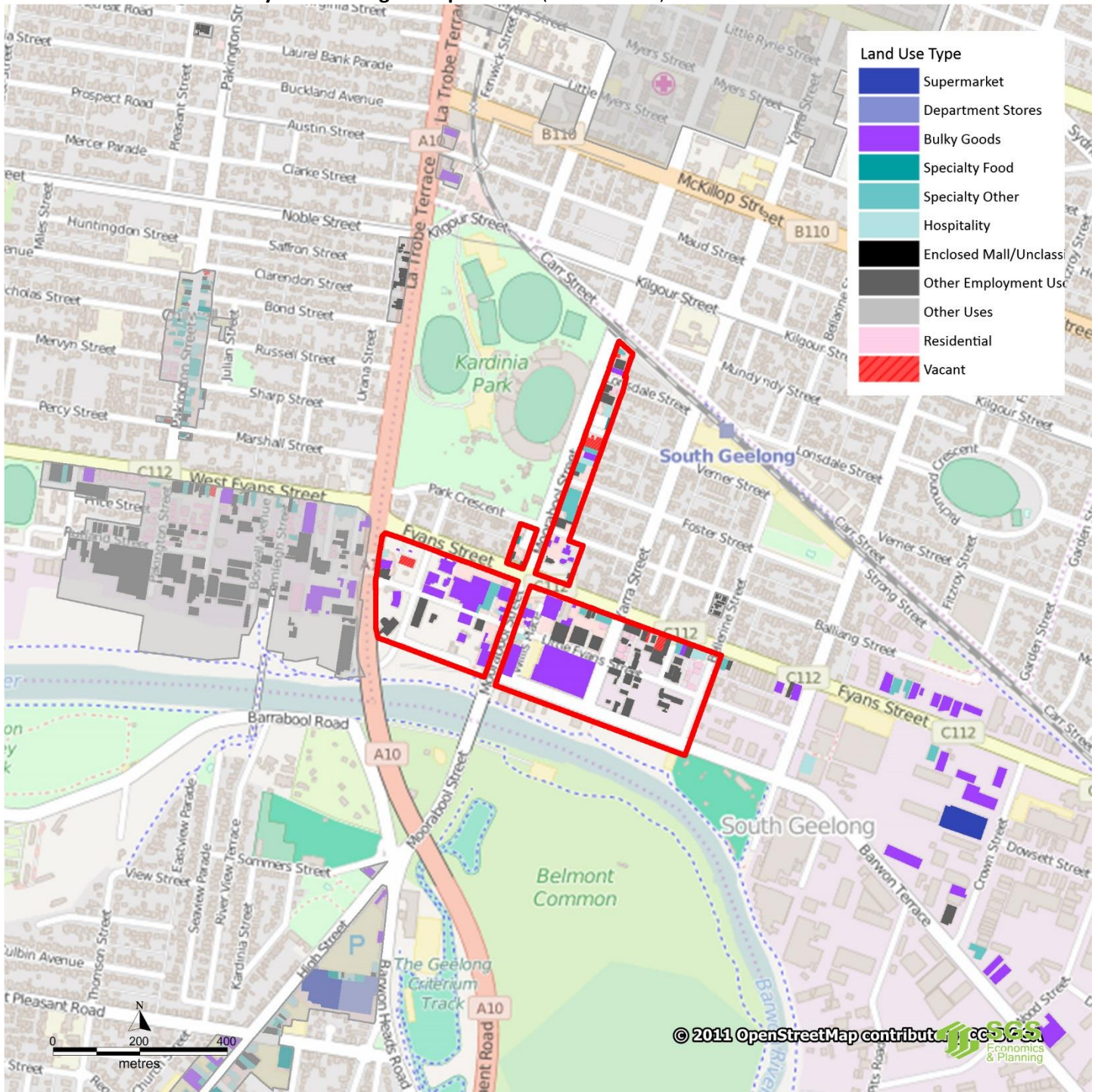
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses (Gregory Ave)



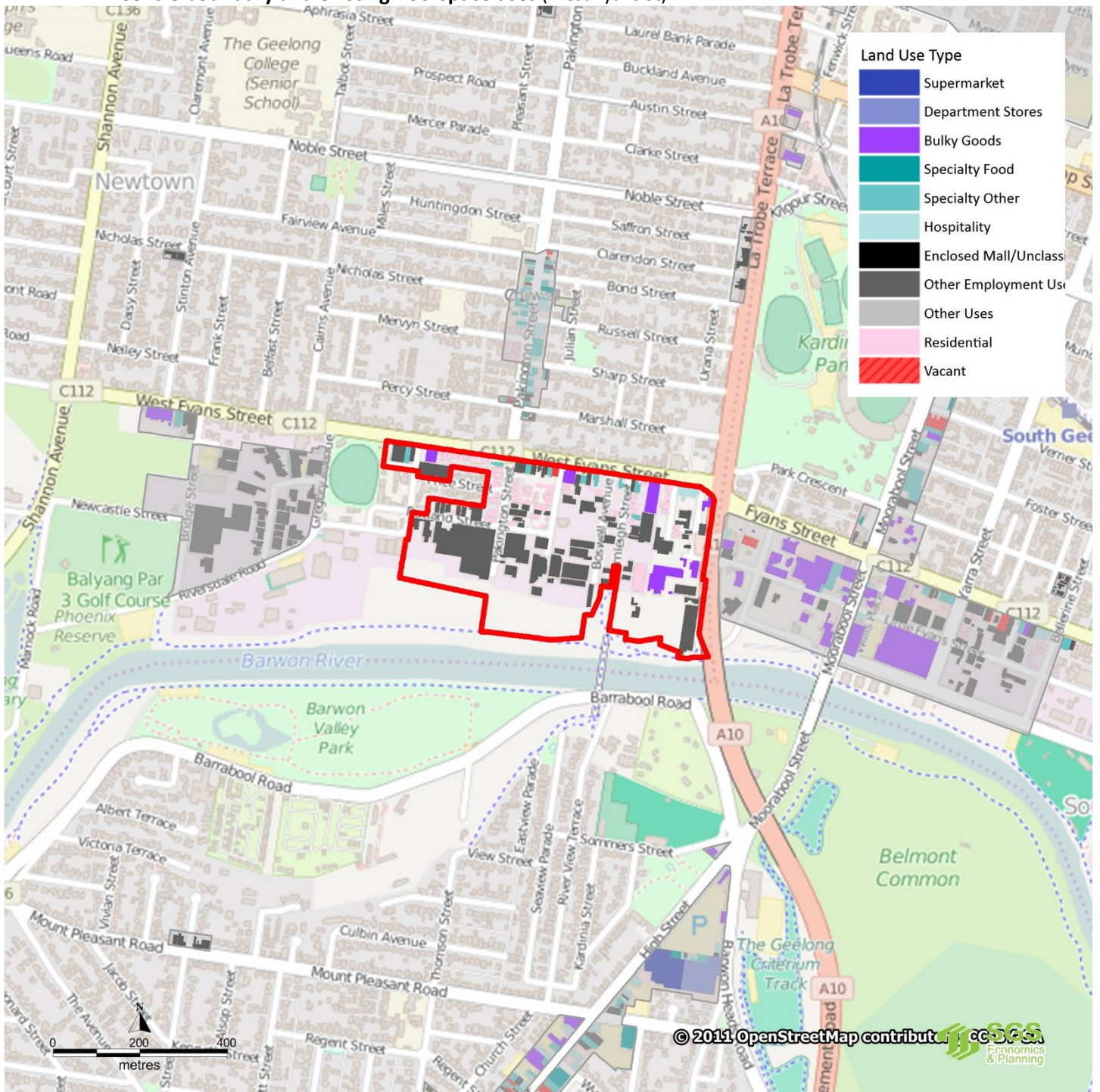
Source: SGS land audit, 2015

Centre boundary and existing floorspace uses (Moorabool St)



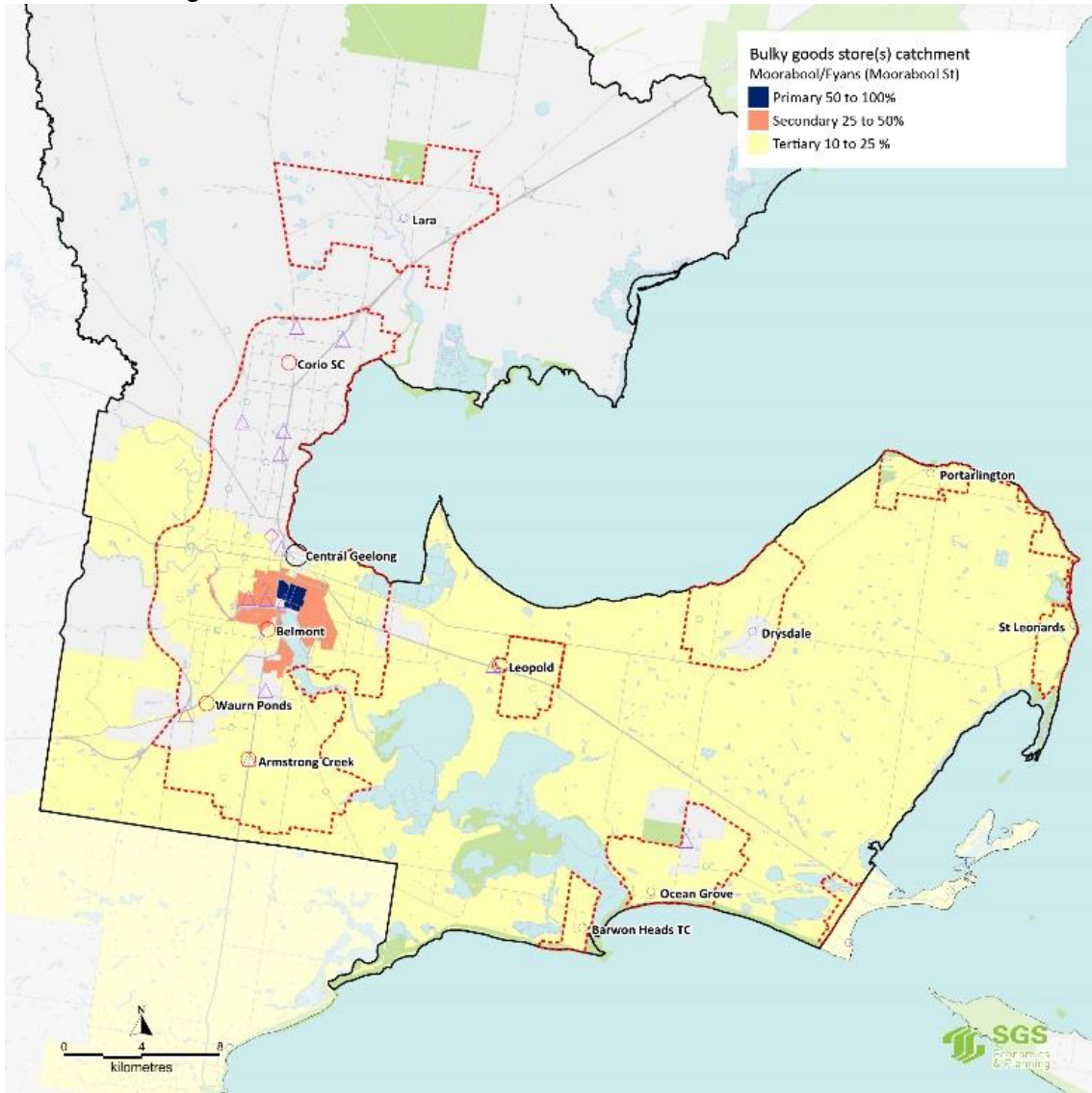
Source: SGS land audit, 2015

Centre boundary and existing floorspace uses (West Fyans St)



Source: SGS land audit, 2015

Estimated existing retail catchments



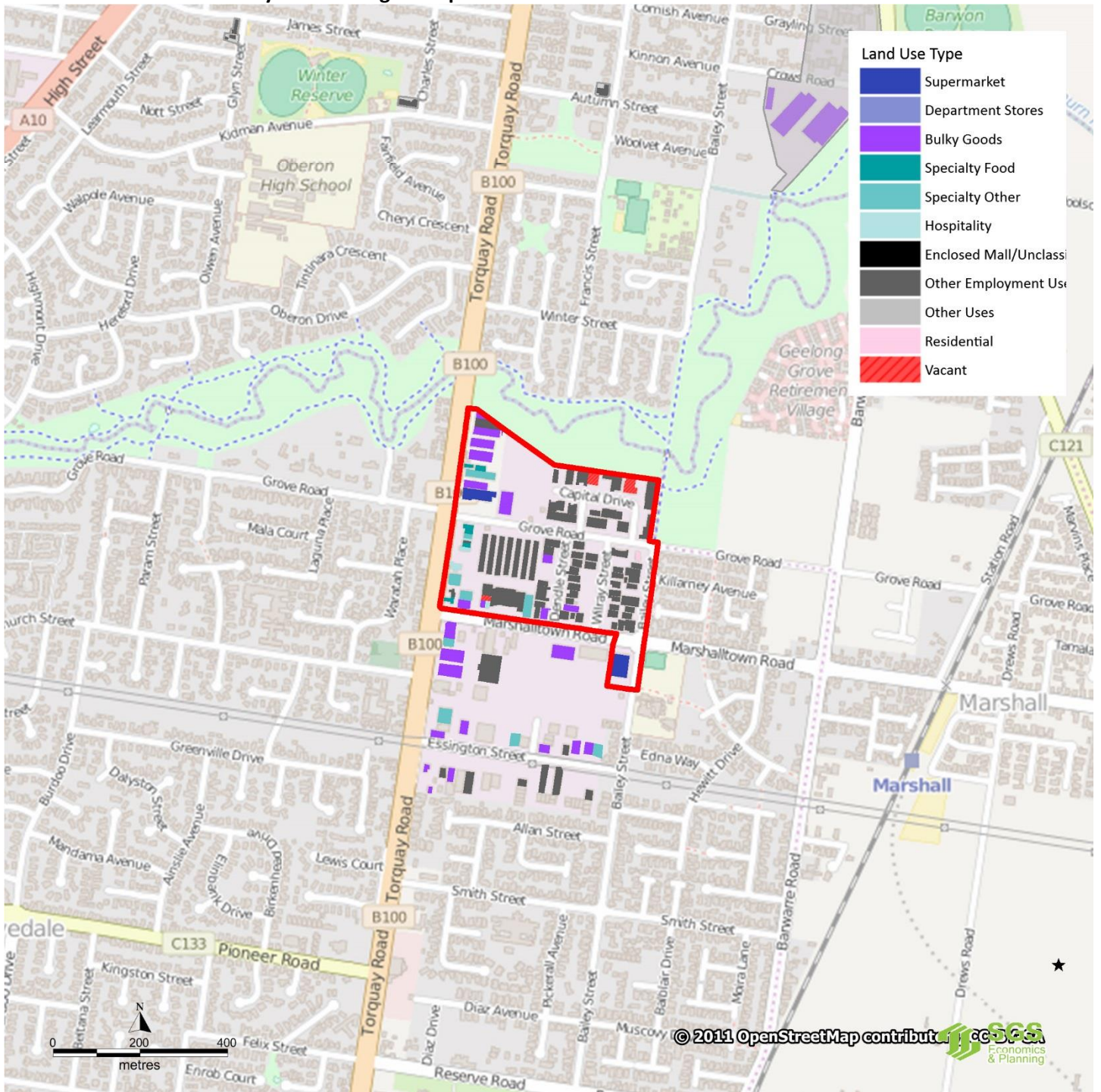
Source: SGS Economics and Planning

1.36 Surf Coast Hwy

Centre name:	Surf Coast Hwy									
Hierarchy status:	Homemaker									
Location:	Grovedale									
Key characteristics:	A large car-oriented homemaker precinct with a typically industrial feel, especially along streets set back from highway.									
Current role:	This precinct has a significant proportion of industrial use. Bulky goods and restricted retail use is also strongly represented in the precinct, though to a far lesser extent. This precinct plays a strong manufacturing and industrial services role and is less significant from a homemaker retail or wholesale retail perspective.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		23,850		165690		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	3940	0	8,160	1,370	3,600	940	18,010	170	2,010	
Retail anchors:	2 supermarkets (1,778sqm Aldi, 2,157sqm IGA)									
Transport connections:	Public Marshall Railway Station (approx. 1.6km), bus service (routes 17, 19, 20, 72 and 74)									
	Private Intersection of Surf Coast Highway and Marshalltown Road									
Future role and opportunities:	With the limited homemaker retail offer in the Surf Coast Highway Homemaker Precinct and its proximity to the Waurn Ponds Homemaker Precinct, the role or boundaries of the precinct may need to be reconsidered to establish a more consolidated homemaker centre.									

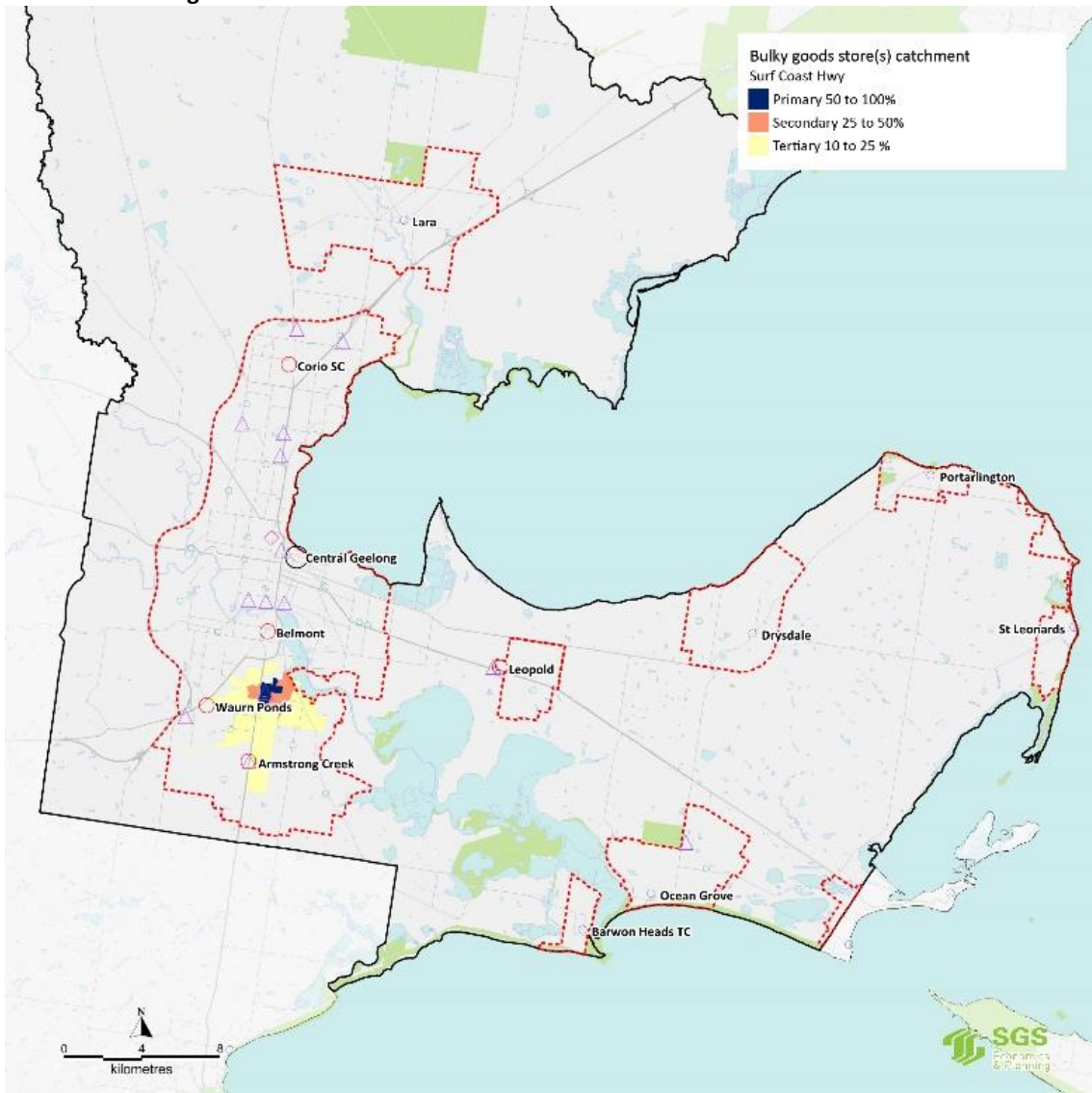
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



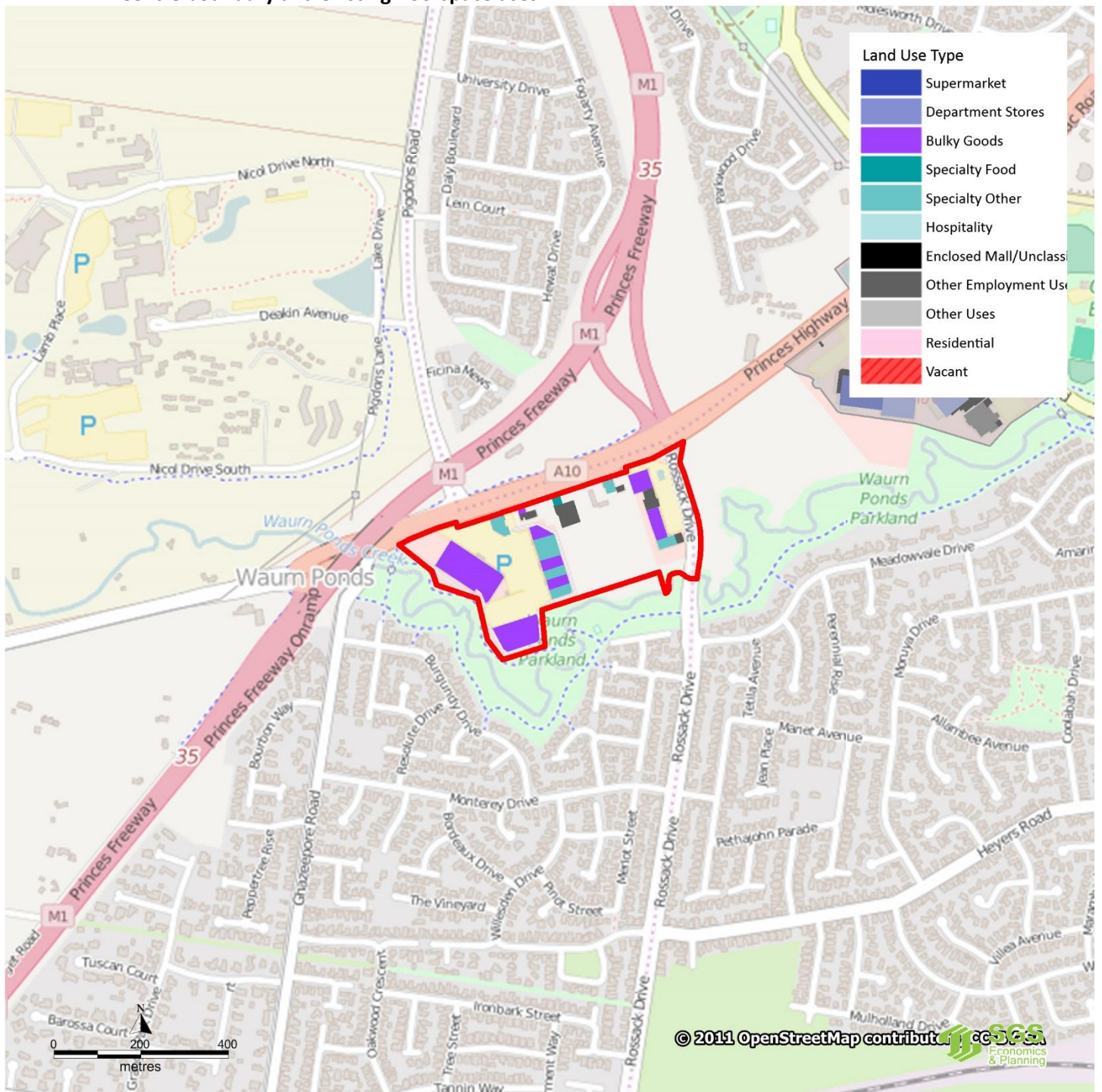
Source: SGS Economics and Planning

1.37 Waurm Ponds

Centre name:	Waurm Ponds B									
Hierarchy status:	Homemaker									
Location:	Waurm Ponds									
Key characteristics:	Mid-sized low density homemaker precinct on Prince Highway, close to Waurm Ponds Shopping Centre and Deakin University Waurm Ponds campus. Includes the Geelong Homemaker Centre.									
Current role:	This centre is one of two homemaker precincts in the south-west area of Greater Geelong. It contains a significant proportion of low density restricted retail, including a Bunnings and Harvey Norman.									
Zoning (sqm):	ACZ		C1Z		C2Z		MUZ		Other	
	0		0		158470		0		0	
Retail and commercial floorspace* (sqm):	Super market	Depart' Store	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail	Other Employ'	Vacant	
	0	0	23,530	470	7,650	230	31,880	0	0	
Retail anchors:	None									
Transport connections:	Public Bus service (routes 14, 18, 19 and 20)									
	Private Intersection of Princes Highway and Pigdons Road, accessible via Princes Freeway, Pioneer Road and Surf Coast Highway									
Future role and opportunities:	As a consolidated homemaker precinct with a strong homemaker retail offer, the Waurm Ponds Homemaker Precinct is more competitive than the Surf Coast Highway Homemaker Precinct, and as such it is well-positioned to perform well into the future.									

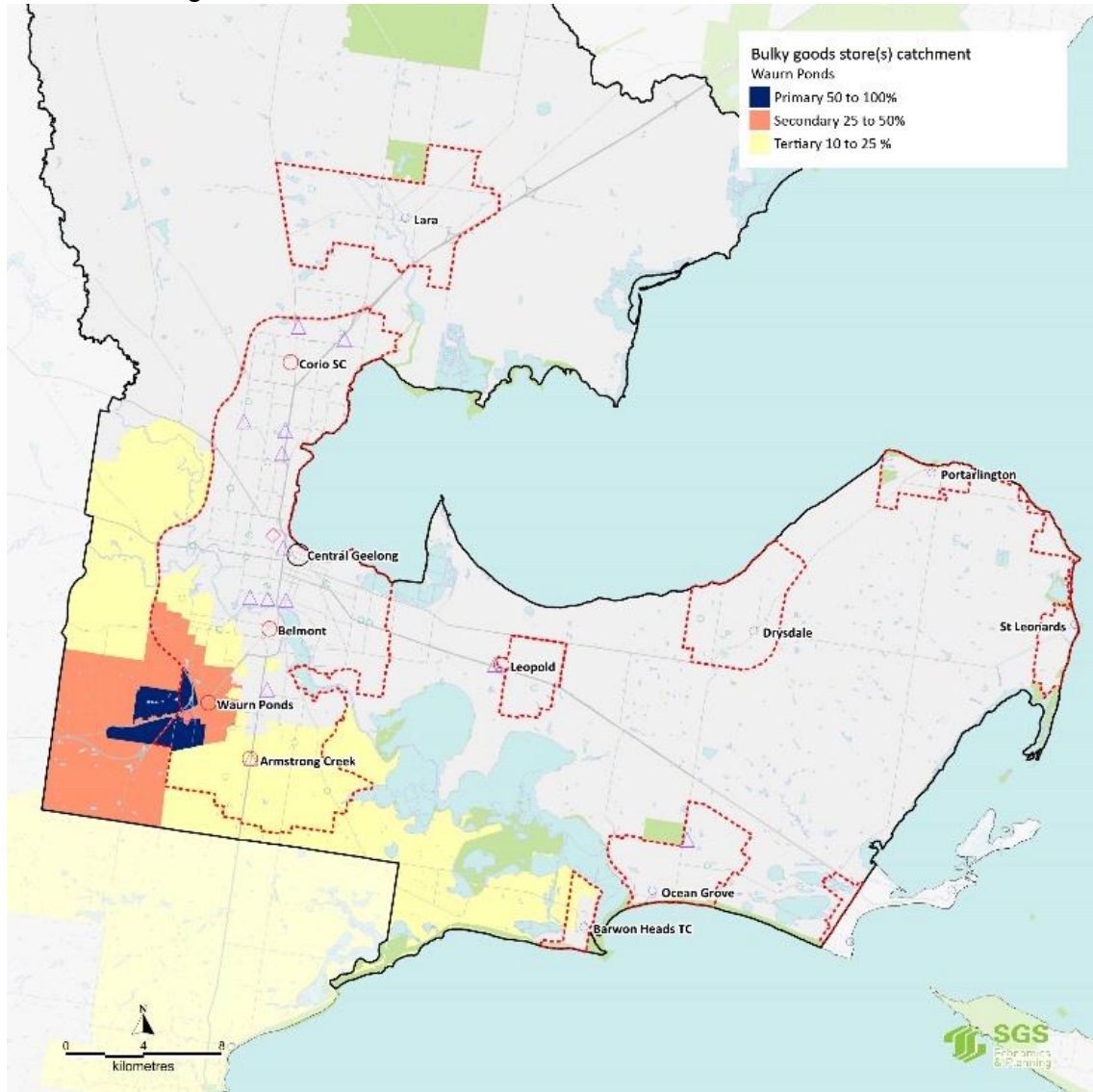
* Excludes non employment uses such as residential, car parking and sites under construction.

Centre boundary and existing floorspace uses



Source: SGS land audit, 2015

Estimated existing retail catchments



Source: SGS Economics and Planning

Contact us

CANBERRA

Level 1, 55 Woolley Street
Dickson ACT 2602

+61 2 6262 7603
sgsact@sgsep.com.au

HOBART

Unit 2, 5 King Street
Bellerive TAS 7018

+61 (0)439 941 934
sgstas@sgsep.com.au

MELBOURNE

Level 14, 222 Exhibition Street
Melbourne VIC 3000

+61 3 8616 0331
sgsvic@sgsep.com.au

SYDNEY

Suite 12, 50 Reservoir Street
Surry Hills NSW 2010

+61 2 8307 0121
sgsnsw@sgsep.com.au

