



GREATER GEELONG GRAVITY MODEL UPDATE



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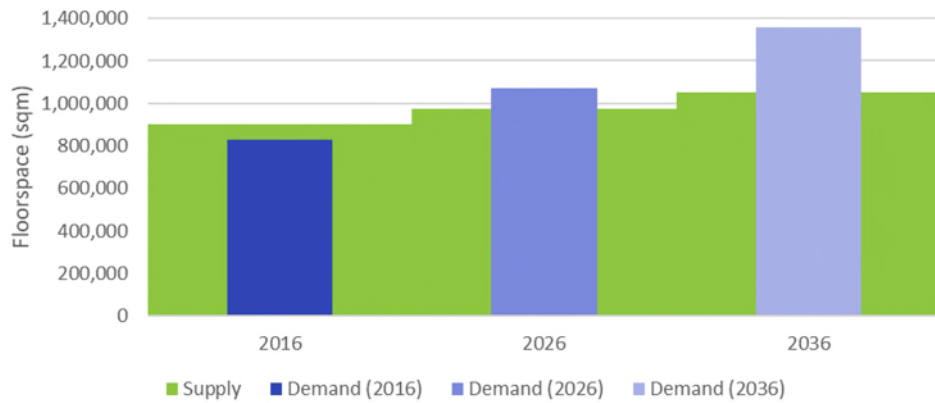
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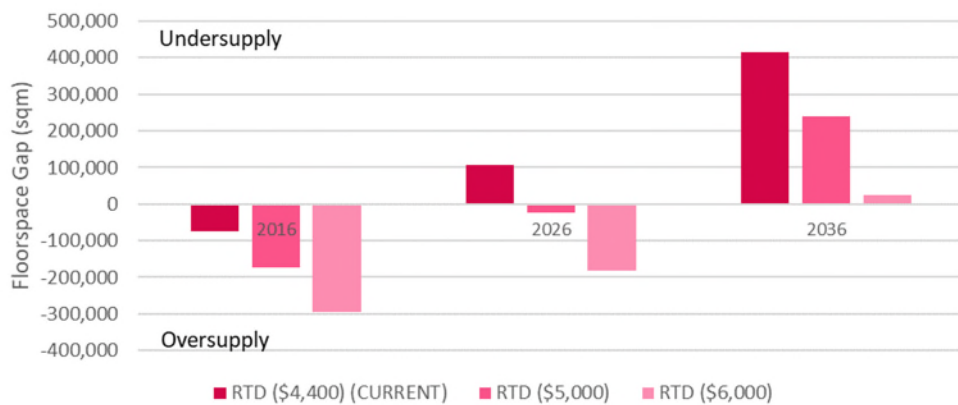
FIGURES AND TABLES

FIGURE 1: OVERALL SUPPLY AND DEMAND ALIGNMENT



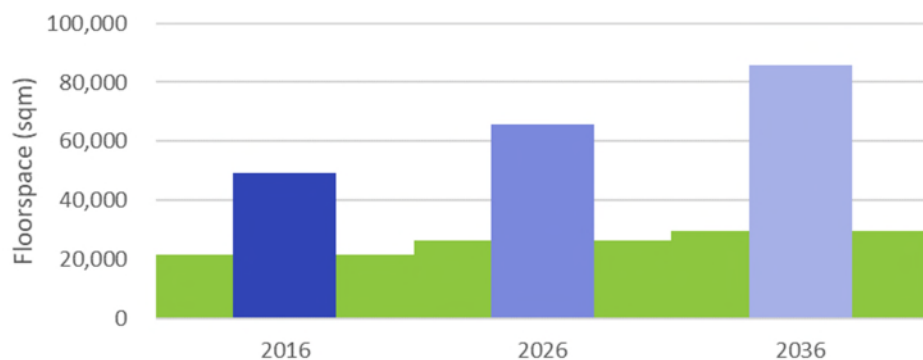
Source: SGS Economics & Planning

FIGURE 2: OVERALL SUPPLY DEMAND GAP



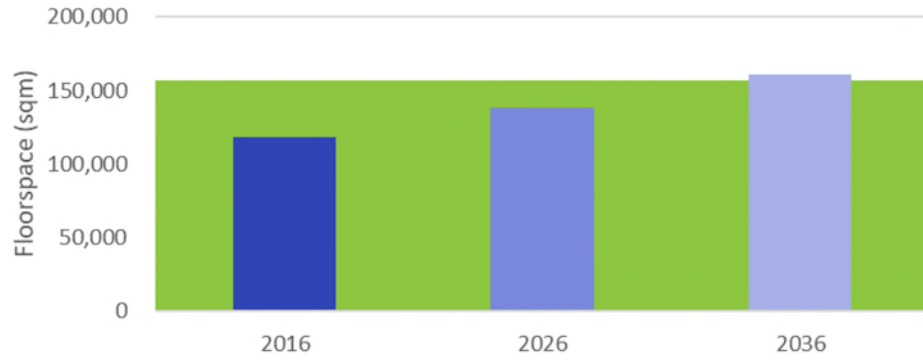
Source: SGS Economics & Planning

FIGURE 3: SUPPLY DEMAND FLOORSPEACE ALIGNMENT - LARA



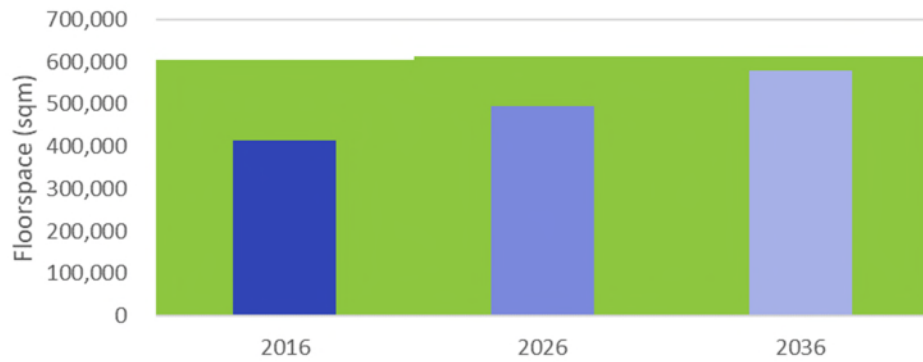
Source: SGS Economics & Planning

FIGURE 4: SUPPLY DEMAND FLOORSACE ALIGNMENT - GEELONG – CORIO NORLANE



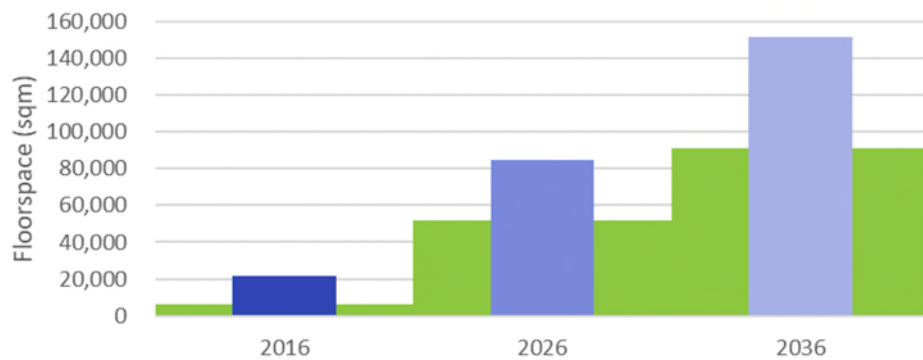
Source: SGS Economics & Planning

FIGURE 5: SUPPLY DEMAND FLOORSACE ALIGNMENT – GEELONG - CENTRAL



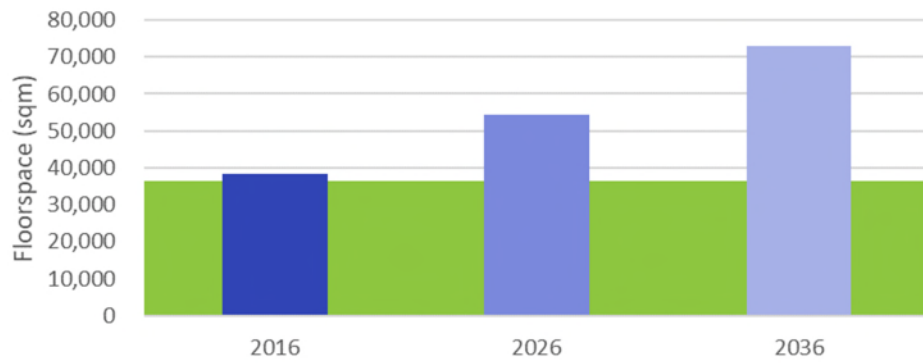
Source: SGS Economics & Planning

FIGURE 6: SUPPLY DEMAND FLOORSACE ALIGNMENT – GEELONG – ARMSTRONG CREEK



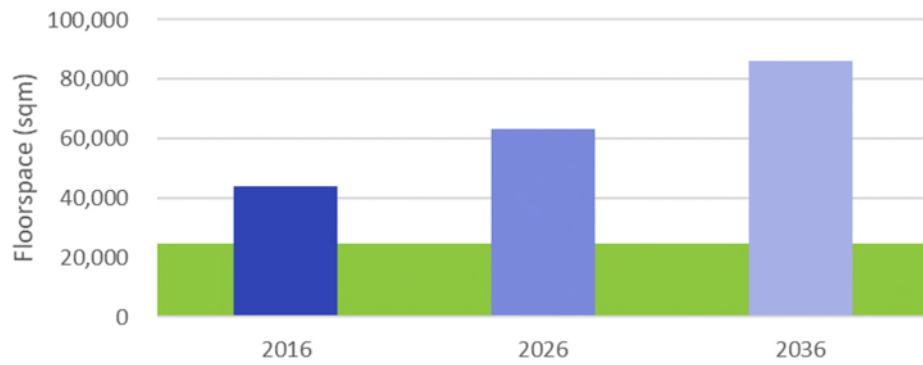
Source: SGS Economics & Planning

FIGURE 7: SUPPLY DEMAND FLOORSAPCE ALIGNMENT - LEOPOLD



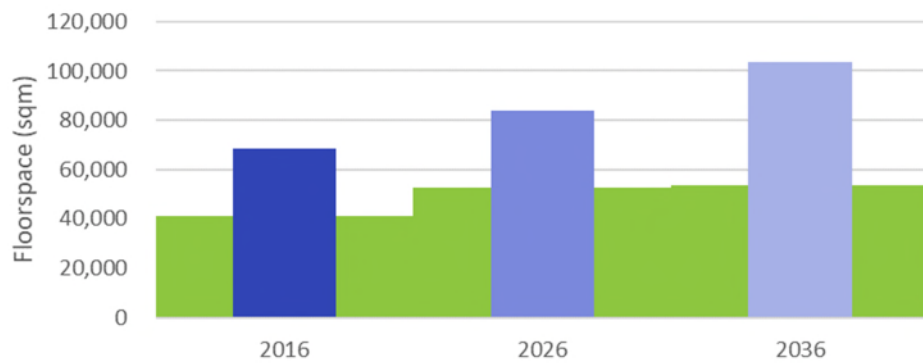
Source: SGS Economics & Planning

FIGURE 8: SUPPLY DEMAND FLOORSAPCE ALIGNMENT - DRYSDALE



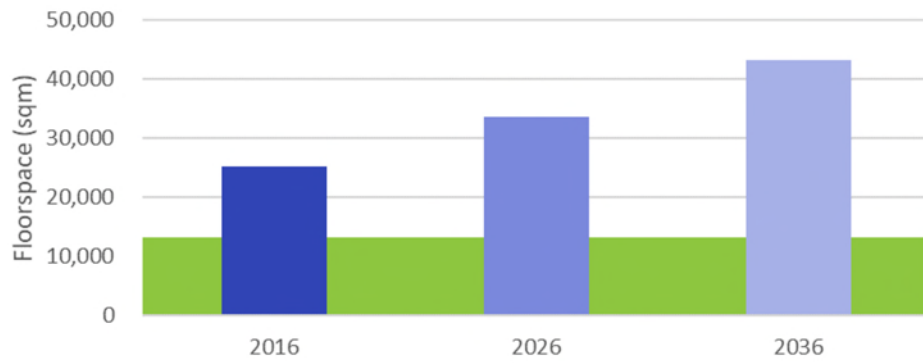
Source: SGS Economics & Planning

FIGURE 9: SUPPLY DEMAND FLOORSAPCE ALIGNMENT – OCEAN GROVE (INC. BARWON HEADS)



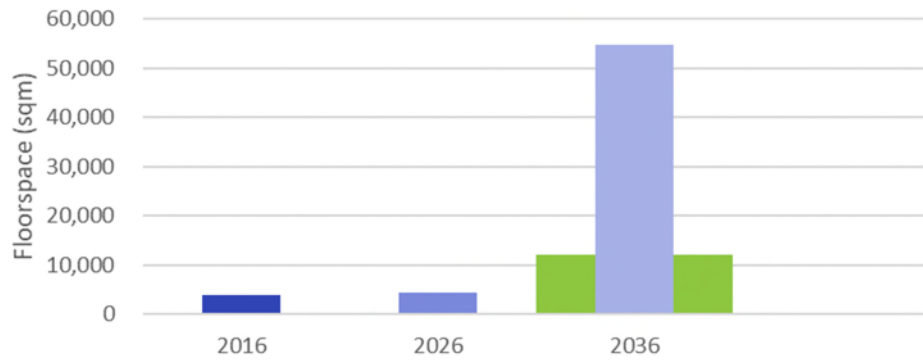
Source: SGS Economics & Planning

FIGURE 10: SUPPLY DEMAND FLOORSAPCE ALIGNMENT – PORTARLINGTON, ST LEONARDS



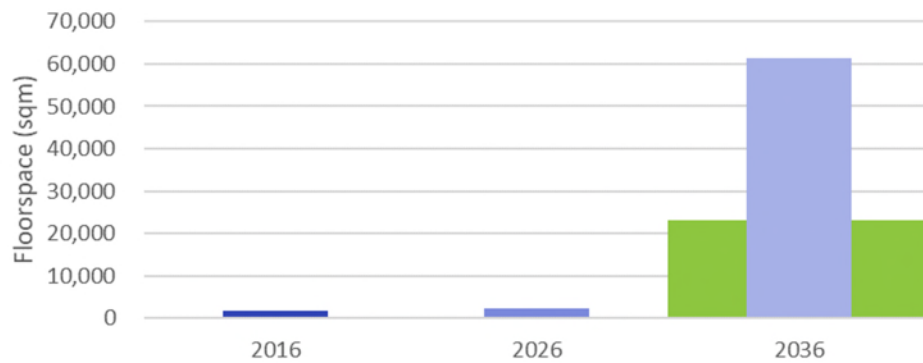
Source: SGS Economics & Planning

FIGURE 11: SUPPLY DEMAND FLOORSAPCE ALIGNMENT – NORTHERN GROWTH AREA



Source: SGS Economics & Planning

FIGURE 12: SUPPLY DEMAND FLOORSAPCE ALIGNMENT – WESTERN GROWTH AREA



Source: SGS Economics & Planning

TABLE 1: SUPPORTABLE FLOORSPACE

Precinct	Floorspace supply				Projected Floorspace Demand				Total supply less demand		
	Existing Floorspace in 2016	Vacant Floorspace	Planned new/add floorspace	Total	2016	2026	2036	2016-36	2016	2026	2036
Regional	187,300	26,000	0	213,300	189,100	253,700	345,800	156,700	24,200	-40,400	-132,500
Central Geelong	187,300	26,000	0	213,300	189,100	253,700	345,800	156,700	24,200	-40,400	-132,500
Sub-Regional	132,500	1,400	56,600	190,500	125,800	180,600	277,000	151,200	64,700	9,900	-86,500
Belmont	42,600	1,400	0	44,000	40,200	51,600	64,800	24,600	3,800	-7,600	-20,800
Wauru Ponds	41,800	0	0	41,800	39,600	51,500	64,500	24,900	2,200	-9,700	-22,700
Corio SC	27,500	0	0	27,500	26,100	33,000	44,100	18,000	1,400	-5,500	-16,600
Leopold Gateway Plaza	20,600	0	0	20,600	19,900	26,900	36,400	16,500	700	-6,300	-15,800
Armstrong Creek Town Centre	0	0	40,000	40,000	0	17,600	49,600	49,600	40,000	22,400	-9,600
Southern Major Centre - WGGA	0	0	16,600	16,600	0	0	17,600	17,600	16,600	16,600	-1,000
Specialised	38,100	5,000	0	43,100	38,200	47,300	61,100	22,900	4,900	-4,200	-18,000
Pakington Street (Geelong West)	38,100	5,000	0	43,100	38,200	47,300	61,100	22,900	4,900	-4,200	-18,000
Town	64,500	2,700	5,900	73,100	61,100	74,700	95,800	34,700	12,000	-1,600	-22,700
Ocean Grove	16,300	400	0	16,700	16,100	17,800	20,200	4,100	600	-1,100	-3,500
Drysdale	14,900	200	0	15,100	13,400	18,000	23,200	9,800	1,700	-2,900	-8,100
Lara	15,000	100	0	15,100	13,200	16,400	20,800	7,600	1,900	-1,300	-5,700
Barwon Heads	8,700	1,100	500	10,300	9,100	10,400	11,900	2,800	1,200	-100	-1,600
Portarlington	6,400	800	0	7,200	6,200	7,800	9,700	3,500	1,000	-600	-2,500
St Leonards (Murradoc Road)	3,200	100	0	3,300	3,100	4,300	5,400	2,300	200	-1,000	-2,100
Central Major Centre - NGGA	0	0	5,400	5,400	0	0	4,600	4,600	5,400	5,400	800
Neighbourhood	101,400	3,000	50,500	154,900	93,800	134,300	186,000	92,200	61,100	20,600	-31,100
Shannon Avenue (Geelong West)	12,900	0	0	12,900	12,200	14,600	18,100	5,900	700	-1,700	-5,200
Separation St	5,600	400	0	6,000	5,800	7,100	9,500	3,700	200	-1,100	-3,500
Pakington Street (Newtown)	9,200	300	0	9,500	9,700	12,000	14,800	5,100	-200	-2,500	-5,300
Highton	7,000	100	0	7,100	6,500	8,000	9,900	3,400	600	-900	-2,800
Newcomb Central	7,400	0	0	7,400	6,200	7,700	9,900	3,700	1,200	-300	-2,500
Ormond Road	5,900	200	0	6,100	6,000	7,600	9,600	3,600	100	-1,500	-3,500
Bellarine Village	6,900	0	0	6,900	6,000	7,400	9,500	3,500	900	-500	-2,600
Bell Post SC	5,600	0	0	5,600	4,800	5,800	8,300	3,500	800	-200	-2,700
Barrabool Hills Neighbourhood Shopping Centre	4,200	0	0	4,200	3,500	4,500	5,600	2,100	700	-300	-1,400
Shannon Avenue (Newtown)	4,500	400	0	4,900	4,200	5,100	6,300	2,100	700	-200	-1,400
Ocean Grove (Marketplace)	5,700	100	0	5,800	5,000	5,800	6,900	1,900	800	0	-1,100
Vines Road	3,100	100	0	3,200	3,000	3,600	4,900	1,900	200	-400	-1,700

Hyland Street	2,300	0	9,500	11,800	2,400	7,900	11,300	8,900	9,400	3,900	500
Grovedale Central	2,500	200	0	2,700	2,300	2,800	3,400	1,100	400	-100	-700
Dorothy Street	1,800	0	0	1,800	1,700	2,200	2,900	1,200	100	-400	-1,100
Ash Road	1,600	200	0	1,800	1,600	2,400	3,200	1,600	200	-600	-1,400
Rosewall	1,700	0	0	1,700	1,300	1,700	2,200	900	400	0	-500
Jetty Road	4,100	100	0	4,200	3,400	4,100	3,300	-100	800	100	900
The Village Warralily	6,000	900	1,900	8,800	5,200	11,100	16,600	11,400	3,600	-2,300	-7,800
Surf Coast Highway NAC	3,400	0	0	3,400	3,000	3,900	4,800	1,800	400	-500	-1,400
Lara West NAC	0	0	4,700	4,700	0	600	800	800	4,700	4,100	3,900
Armstrong Creek West NAC	0	0	3,000	3,000	0	1,100	1,600	1,600	3,000	1,900	1,400
Armstrong Creek Horseshoe Bend Precinct											
North East NAC	0	0	7,000	7,000	0	2,900	4,400	4,400	7,000	4,100	2,600
Kingston Downs	0	0	11,200	11,200	0	4,400	6,300	6,300	11,200	6,800	4,900
Northern Local Centre - NGGA	0	0	6,600	6,600	0	0	4,700	4,700	6,600	6,600	1,900
Western Local Centre - NGGA	0	0	0	0	0	0	0	0	0	0	0
North-Western Local Centre - NGGA	0	0	0	0	0	0	0	0	0	0	0
Northern Local Centre - WGGA	0	0	6,600	6,600	0	0	7,200	7,200	6,600	6,600	-600
Central-North Local Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0
Central-West Local Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0
South-Eastern Local Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0
South-Western Local Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0
Local	69,500	5,900	11,800	87,200	19,000	23,700	31,900	12,900	0	-4,700	-12,900
Homemaker	136,100	2,900	25,000	164,000	121,500	189,700	290,400	168,900	42,500	-25,700	-126,400
Geelong Gateway Homemaker precinct	31,500	2,100	0	33,600	27,300	40,000	59,700	32,400	6,300	-6,400	-26,100
Waurm Ponds Homemaker Retail	47,000	300	0	47,300	42,900	64,600	90,900	48,000	4,400	-17,300	-43,600
Melbourne Road (Norlane)	23,700	100	0	23,800	20,600	29,800	43,500	22,900	3,200	-6,000	-19,700
Melbourne Road (North Geelong)	14,300	0	0	14,300	13,200	18,400	26,100	12,900	1,100	-4,100	-11,800
Sinclair Street	4,100	0	0	4,100	4,200	6,100	8,900	4,700	-100	-2,000	-4,800
Drysdale Homemaker	3,200	400	0	3,600	2,900	4,300	5,600	2,700	700	-700	-2,000
Leopold Homemaker	12,300	0	0	12,300	10,400	16,400	24,500	14,100	1,900	-4,100	-12,200
Armstrong Creek	0	0	25,000	25,000	0	10,100	31,200	31,200	25,000	14,900	-6,200
Dispersed Bulky Goods	174,500	9,100	0	183,600	154,800	154,800	154,800	0	28,800	28,800	28,800
Bellarine Highway (Newcomb)	19,200	1,300	0	20,500	17,700	17,700	17,700	0	2,800	2,800	2,800
Settlement and Breakwater Road Belmont - Spotlight centre	33,000	200	0	33,200	28,200	28,200	28,200	0	5,000	5,000	5,000
Smithton Grove	4,300	0	0	4,300	4,000	4,000	4,000	0	300	300	300
North Geelong - Mackey Street	11,200	0	0	11,200	9,400	9,400	9,400	0	1,800	1,800	1,800

Sharon Court	10,500	0	0	10,500	8,800	8,800	8,800	0	1,700	1,700	1,700
Princess Hwy Auto Centre	300	0	0	300	200	200	200	0	100	100	100
Gordon Avenue Precinct (Geelong West)	20,300	1,800	0	22,100	17,900	17,900	17,900	0	4,200	4,200	4,200
Moorabool-Fyans Dispersed	42,500	3,100	0	45,600	38,100	38,100	38,100	0	7,500	7,500	7,500
Anakie Road	3,900	300	0	4,200	3,700	3,700	3,700	0	500	500	500
Gregory Avenue	2,500	0	0	2,500	2,300	2,300	2,300	0	200	200	200
West Fyans Street	13,300	400	0	13,700	12,400	12,400	12,400	0	1,300	1,300	1,300
Bacchus Marsh Road (Corio)	0	0	0	0	0	0	0	0	0	0	0
Surf Coast Highway	13,500	2,000	0	15,500	12,100	12,100	12,100	0	3,400	3,400	3,400
Central Restricted Retail Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0

Source: SGS Economics & Planning

TABLE 2: PROPOSED FLOORSPACE CAPS

Neighborhood Centre	Proposed floorspace cap for 'shops' as defined in the VPP (m²)
Pakington Street (Geelong West)	38,000
Shannon Avenue (Geelong West)	15,000
Separation St	5,000
Pakington Street (Newtown)	9,000
Highton	9,000
Newcomb Central	10,000
Ormond Road	9,000
Bellarine Village	9,000
Bell Post SC	8,000
Barrabool Hills Neighbourhood Shopping Centre	6,000
Shannon Avenue (Newtown)	4,000
Ocean Grove (Marketplace)	6,000
Vines Road	4,000
Hyland Street	5,000
Grovedale Central	4,000
Dorothy Street	3,000
Ash Road	3,000
Rosewall	3,000
Jetty Road	6,000
The Village Warralily	13,000
Surf Coast Highway NAC	4,000
Lara West NAC	1,000
Armstrong Creek West NAC	2,000
Armstrong Creek Horseshoe Bend Precinct North East NAC	4,000
Kingston Downs	6,000
Northern Local Centre - NGGA	4,000
Northern Local Centre - WGGA	6,000

Source: SGS Economics & Planning

TABLE 3: SUPPORTABLE RETAIL FLOORSPACE GUIDELINES

Centre Name	Total floor space including existing, vacant and planned floor space sqm 2016	Total floor space demand sqm 2036	Amount of supportable floor space sqm 2036# (difference from 2016)
Regional			
Central Geelong	213,300	345,800	+132,500
Sub-Regional			
Belmont	44,000	64,800	+20,800
Waurm Ponds	41,800	64,500	+22,700
Corio SC	27,500	44,100	+16,600
Leopold Gateway Plaza	20,600	36,400	+15,800
Armstrong Creek Town Centre	40,000	49,600	+9,600
Southern Major Centre - WGGA	16,600	17,600	+1,000
Specialised			
Pakington Street (Geelong West)	43,100	61,100	+18,000
Town			
Ocean Grove	16,700	20,200	+3,500
Drysdale	15,100	23,200	+8,100
Lara	15,100	20,800	+5,700
Barwon Heads	10,300	11,900	+1,600
Portarlington	7,200	9,700	+2,500
St Leonards (Murradoc Road)	3,300	5,400	+2,100
Central Major Centre - NGGA	5,400	4,600	-800
Neighbourhood			
Shannon Avenue (Geelong West)	12,900	18,100	+5,200
Separation St	6,000	9,500	+3,500
Pakington Street (Newtown)	9,500	14,800	+5,300
Highton	7,100	9,900	+2,800
Newcomb Central	7,400	9,900	+2,500
Ormond Road	6,100	9,600	+3,500
Bellarine Village	6,900	9,500	+2,600
Bell Post SC	5,600	8,300	+2,700
Barrabool Hills Neighbourhood Shopping Centre	4,200	5,600	+1,400
Shannon Avenue (Newtown)	4,900	6,300	+1,400
Ocean Grove (Marketplace)	5,800	6,900	+1,100
Vines Road	3,200	4,900	+1,700
Hyland Street	11,800	11,300	-500
Grovedale Central	2,700	3,400	+700
Dorothy Street	1,800	2,900	+1,100
Ash Road	1,800	3,200	+1,400
Rosewall	1,700	2,200	+500
Jetty Road	4,200	3,300	-900
The Village Warrailly	8,800	16,600	+7,800
Surf Coast Highway NAC	3,400	4,800	+1,400
Lara West NAC	4,700	800	-3,900
Armstrong Creek West NAC	3,000	1,600	-1,400
Armstrong Creek Horseshoe Bend Precinct			
North East NAC	7,000	4,400	-2,600
Kingston Downs	11,200	6,300	-4,900
Northern Local Centre - NGGA	6,600	4,700	-1,900
Western Local Centre - NGGA **	0	0	0
North-Western Local Centre - NGGA **	0	0	0
Northern Local Centre - WGGA	6,600	7,200	+600
Central-North Local Centre - WGGA **	0	0	0
Central-West Local Centre - WGGA **	0	0	0
South-Eastern Local Centre - WGGA **	0	0	0
South-Western Local Centre - WGGA **	0	0	0
Homemaker			
Geelong Gateway Homemaker precinct	33,600	59,700	+26,100
Waurm Ponds Homemaker Retail	47,300	90,900	+43,600
Melbourne Road (Norlane)	23,800	43,500	+19,700
Melbourne Road (North Geelong)	14,300	26,100	+11,800
Sinclair Street	4,100	8,900	+4,800
Drysdale Homemaker	3,600	5,600	+2,000
Leopold Homemaker	12,300	24,500	+12,200
Armstrong Creek	25,000	31,200	+6,200

* Supportable floor space is defined as all retail uses

** Centres are forecast to be developed post-2036

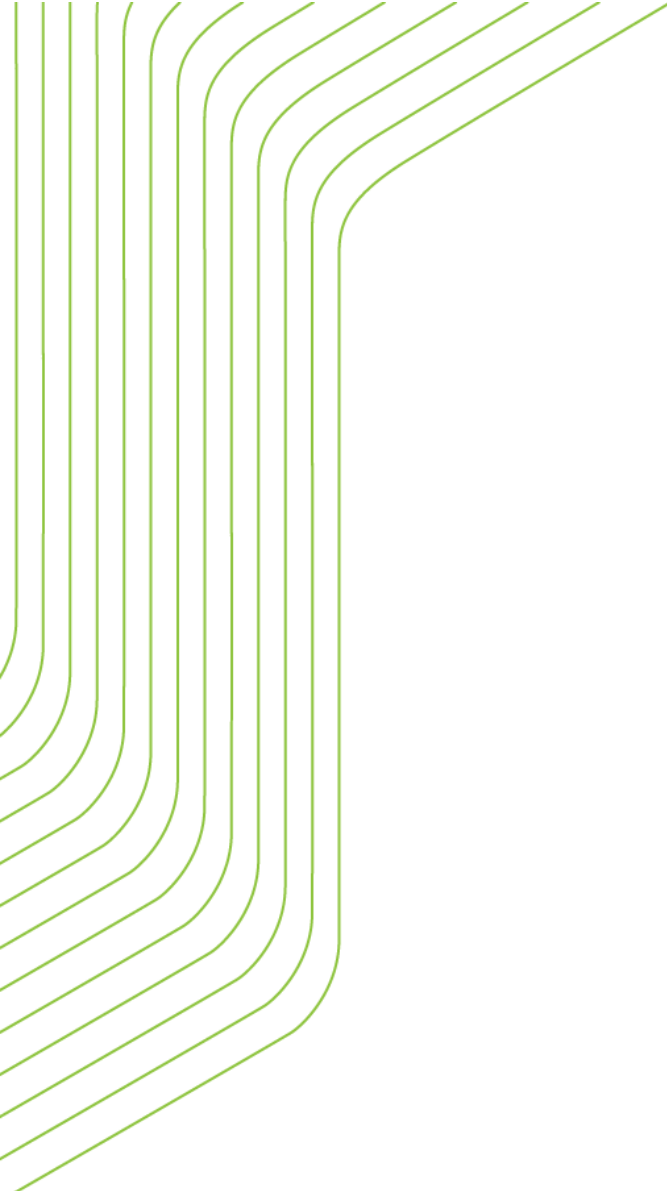
Where the amount of supportable floor space includes a 'minus', the size of this centre exceeds retail demand.

Source: SGS Economics & Planning

TABLE 4: RTD COMPARISON

RTD Comparison	Supermarket and Grocery Stores	Department Stores	Bulky Goods	Specialty – Food & Drink	Specialty – Non food	Hospitality
Geelong Current (2016)	\$7,700	\$3,500	\$2,500	\$7,800	\$4,300	\$4,200
Victorian Average	\$10,800	\$4,500	\$2,900	\$7,200	\$6,600	\$5,800
Optimal	\$10,000	\$3,500	\$3,000	\$9,000	\$4,000	\$4,000

Source: SGS Economics & Planning



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