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CITY OF GREATER GEELONG

RETAIL STRATEGY

2017

PREPARED IN ASSOCIATION WITH

SGS ECONOMICS AND PLANNING

LETSAVE
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Executive Summary

The City of Greater Geelong engaged SGS Economics and Planning (SGS) to develop a retail strategy for all retail centres across Greater Geelong. This report provides an overview of the findings by SGS and establishes a strategy to implement the findings into the Greater Geelong Planning Scheme.

The retail sector in Greater Geelong is well placed to meet the future demand for retail services to 2031. Continued support for our planned and existing centres underpins the recommendations of this Strategy.

Greater Geelong has a well established hierarchy of supermarket based retail centres. These centres generally include a supermarket and a range of speciality retail stores which support the daily services needs of the community. Demand for additional floor space in these centres will increase moderately over the next 15 years. Expansion of existing centres is desirable over the delivery of new centres to encourage more services to establish in existing centres, achieve urban consolidation outcomes and reduce travel times for the community.

Demand for new activity centres is strongest in growth area locations including Armstrong Creek, Drysdale/ Clifton Springs, Ocean Grove, Fyansford and Lara. Planning for these future centres has already occurred to cater for the long term population growth and no new centres beyond what is planned for are required.

There is demand for additional restricted retail services in Greater Geelong mainly on the Bellarine Peninsula. Restricted retailing in Greater Geelong should continue to be directed to identified homemaker centres. This growth should be directed to existing commercially zoned land. There is a sufficient amount of commercial zoned land across Greater Geelong to accommodate future demand for restricted retail.

New department stores and discount department stores such as Myers, Big W and Target will continue to be supported in Central Geelong and in sub-regional centres throughout the municipality.


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Introduction

The City of Greater Geelong is located in south-western Victoria, about 75 kilometres south west of the Melbourne CBD. In 2016 the population of the City of Great Geelong was 234,999 with population forecast to reach approximately 297, 956 people by 2031[1]. This increase in population will create demand for new and expanded retail centres across the municipality.
It is critical to ensure our communities have access to essential retail services particularly at a neighbourhood level and within a 20 minute drive from home. Our retail centres support a range of uses including retail, commercial, accommodation, community, cultural, education, social, entertainment, leisure and civic services. The continuing support for our existing and planned centres is important to developing healthy well connected neighbourhoods which contribute to the vibrancy and attractiveness of our suburbs.

Figure 1 shows the study area which consists of all land within the City of greater Geelong.

[1] .id Forecast prepared for the City of Greater Geelong

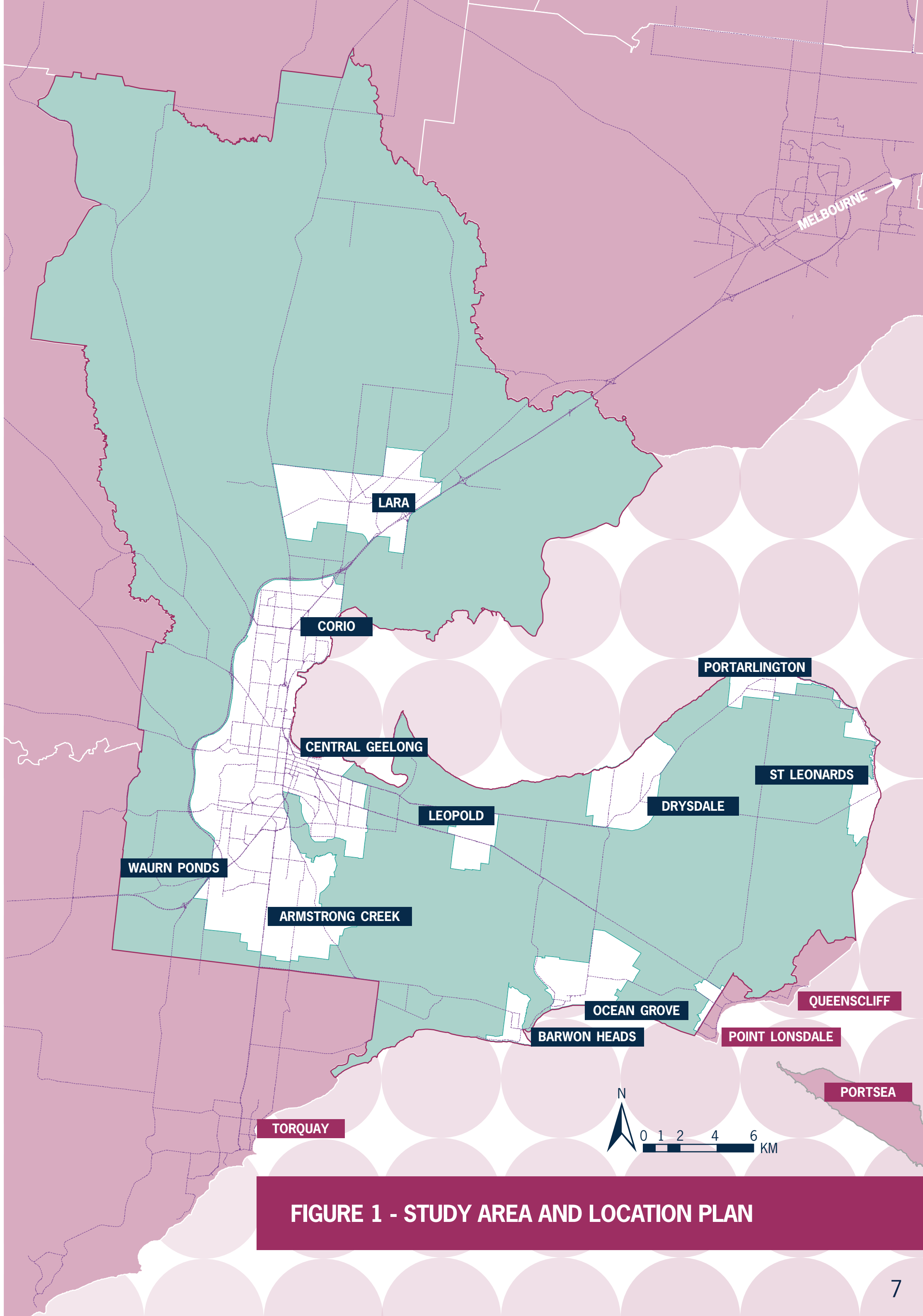

FIGURE 1 - STUDY AREA AND LOCATION PLAN


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Why undertake this review

In 2006 the City of Greater Geelong engaged Essential Economics and Planning in association with Panisphere to prepare a retail strategy to guide the on-going development of the retail activity sector in Greater Geelong. Since the completion of the 2006 strategy Greater Geelong has experienced significant population growth, increasing from 201,495 people in 2006 to 234,999 people in 2016[2]. This is an average annual increase of 1.66%. The majority of this growth has occurred in Armstrong Creek, Lara, Leopold, Ocean Grove and Drysdale. There has also been an increase in the population of urban Geelong.

Since 2006 Council has planned for a number of new retail centres within growth locations to meet future local demand. In addition to this, a number of existing centres have been expanded and new centres developed to meet the residential growth that has occurred in existing suburbs.

These changes reflect the need to review and update the 2006 strategy.

[2] SGS Economics and Planning and .id Forecast prepared for the City of Greater Geelong

Developing the Strategy

The Retail Strategy complements City Plan 2013-2017 by supporting the strategic direction, Growing Our Economy which seeks to support economic development and job growth throughout Greater Geelong. Retail trade is one of Greater Geelong's largest employment sectors, employing 12,104 people or 12.7% of people in 2011[3].

SGS Economics and Planning (SGS) were engaged by Council to undertake a technical analysis of Greater Geelong's retail network in the context of recent retailing trends, land use, population growth and planning policy. In developing the strategy, SGS consulted with major retailers, developers, centre mangers, trader groups and Council officers to help gain an understanding of the current retail situation in Greater Geelong. SGS have made recommendations concerning the future retailing needs across Greater Geelong, which will guide the development of the retailing sector through to 2031.

[3] .id Forecast prepared for the City of Greater Geelong

Growing Greater Geelong

Population growth

Greater Geelong will continue to grow over the next 15 years. Much of this growth will be in the designated growth location of Armstrong Creek and to a less extent Lara, Leopold, Ocean Grove and Drysdale. This can be seen in Figure 2. Table 1 shows that Greater Geelong is forecast to grow by 64,275 people between 2016 and 2031.

TABLE 1 - POPULATION GROWTH CITY OF GREATER GEELONG

SUMMARY	2016	2021	2026	2031
POPULATION	234,999	256,538	277,920	299,274
AVERAGE ANNUAL CHANGE	-	1.77%	1.61%	1.49%
AVERAGE HOUSEHOLD SIZE	2.42	2.41	2.39	2.37
DWELLINGS	106,095	116,703	127,433	138,105

Source: .id Forecast Prepared for City of Greater Geelong

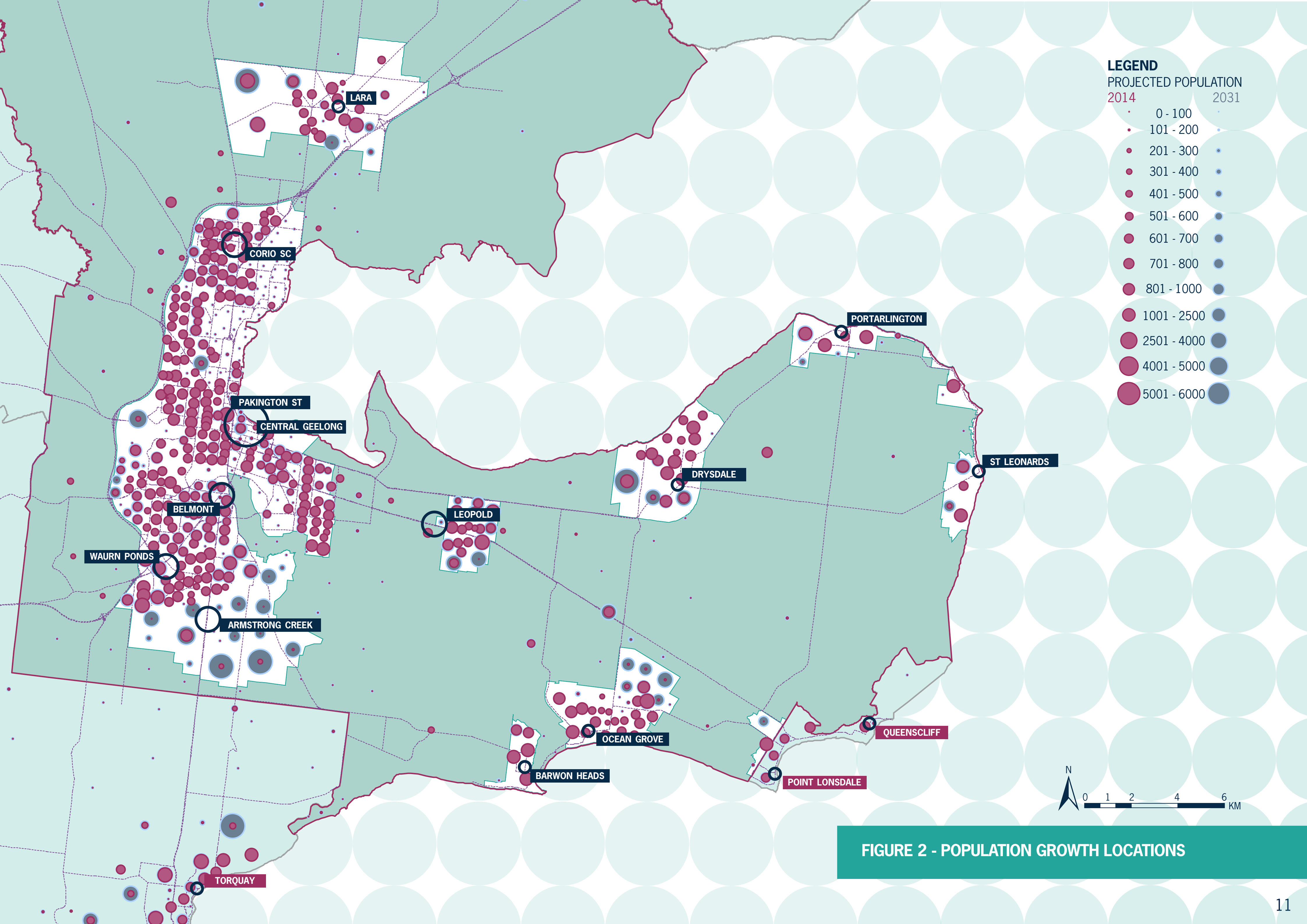


FIGURE 2 - POPULATION GROWTH LOCATIONS

Age structure

Growth is forecast to occur across all age structures. In 2016, the dominant age structure for persons in Greater Geelong was ages 40 to 44 , which accounted for 6.7% of the total persons. Between 2016 and 2031 the majority of growth will occur in the 30 to 49 age cohorts. The age structure can be seen in Figure 3.

Household Types

In 2016, the dominant household type in Greater Geelong was couples without dependents, which accounted for 28.2% of all households. By 2031 the most noticeable change to household types is an increase in the number of lone person households which will account for 28.3% of households. This can be seen in Figure 4

The growth in the number of lone person house holds over the next 15 years is expected to increase the demand for smaller dwelling sizes. Currently 84.5% of dwellings within Greater Geelong are separate houses and only 14.3% are medium density housing.

FIGURE 3 - FORECAST AGE STRUCTURE

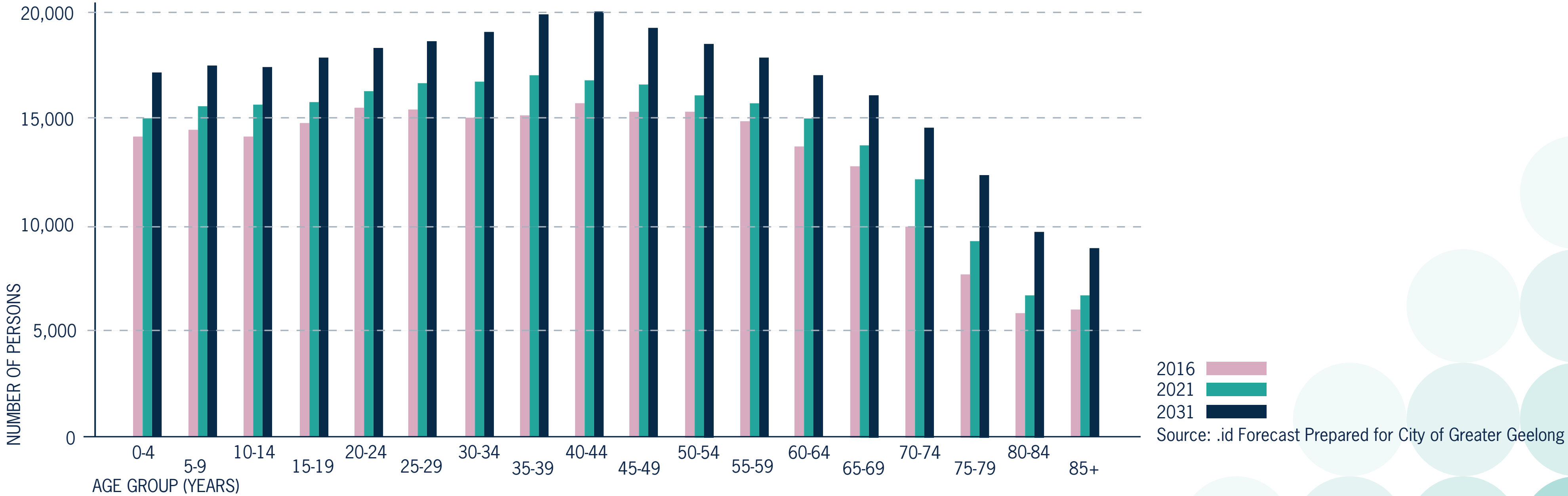
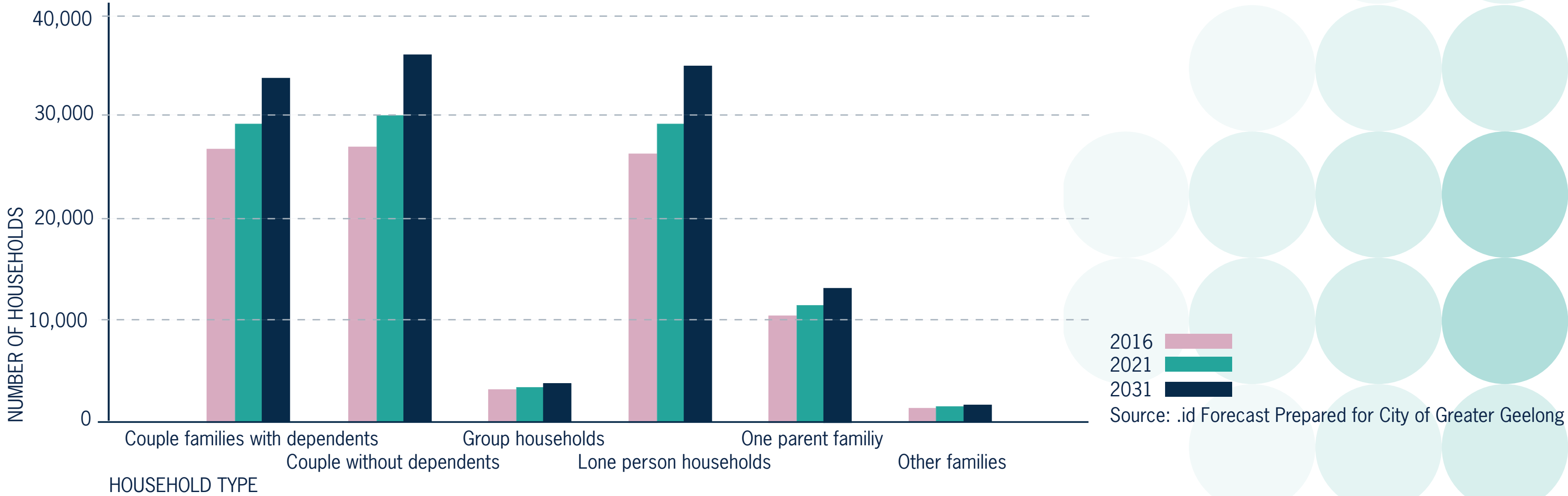


FIGURE 4 – FORECAST HOUSEHOLD TYPE

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Retailing Trends

SGS have identified strong growth in four broad approaches to retail:

Fast retail, which capitalises on efficiency, time savings and cost savings. In many respects this is a high turnover model which relies on large population catchments to capitalise on new technological innovations such as automated checkouts. Recent growth in retail activities across Greater Geelong has predominantly been in this domain. Examples: Supermarkets, Bottleshops.

Slow retail, which engages consumers at a more comfortable pace. Typically this constitutes owner-operated shops with individuality and personality. This model is particularly well suited to smaller rural townships, as the ability of a retailer to build relationships and repeat sales with local customers is essential given the limited populations which can support trade within a given catchment. Quality of customer interaction, store design and finding a 'niche' in the market are key competitive advantages in this sector of retail. Examples: local cafes, delis.

Cultural retail, which positions the arts as the centrepiece of a unique offer. On the ground, this form of retailing will usually possess cultural facilities as the major anchor of a commercial district/precinct. Any combination of museums, galleries, studios, arts retailers, offices and dwellings can all typically be found within a mixed use precinct. Whilst this model can serve to attract visitors, it should be concentrated in areas where sufficient critical mass and exposure can be achieved e.g. Central Geelong. It also requires strong collaboration between Council, the local arts community and retailers in implementation due to the inherent link between the private shop and the public space. Cultural retail is an important aspect of tourism development. Examples: surf shops in coastal towns, arts and crafts stalls in cultural precincts.

Restricted Retail and Wholesale Shopping or **Large Format Retailing** is now a well-established element in retailing. There is a broad consensus in planning that this system has limited synergies with centre based shopping and can reasonably be managed independently from the latter, with due regard to key variables such as car access, availability of large footprint sites and highway exposure. Note that some types of 'bulky retailing' often take the form of smaller goods such as tableware, linen and other small furnishings. Such stores can often be encouraged to collocate with Activity Centres as larger format specialty stores, perhaps on the edge of centres. Examples: Homemaker Centres, Hardware, Furniture and White Goods shops

Implications for Greater Geelong

Slow and Cultural retail provide the greatest opportunities to progress retailing in Geelong's largest centres, and are the basis for new approaches to the development of Activity Centres. Typically they are also more likely to have stronger links back into the local economy and hence support further output growth. They should also be seen as a mechanism to help improve employment outcomes.

Whilst new proposals for fast retailing (supermarkets, discount department stores, etc) almost always articulate their possible positive local employment benefits, the reality is that most jobs associated with this form of retailing are low income and/or casual employment, with new technologies such as electronic check-out machines increasingly reducing even the stated levels of employment. Furthermore fast retail stores are often stocked with the inexpensive goods available in the global market, driving a preference for imported products over locally produced or manufactured products – thereby also eroding the market share of local manufacturers and primary producers. Ownership structures are also typically highly detached from the local community.

Slow retailers on the other hand, are often more likely to hire skilled full time employees on more reasonable wages, stock locally produced goods, and justify their higher price points by providing customer solutions and service. Typically they are owned and operated by local residents.

Cultural retailers also differentiate their products and service offerings – essential for attracting tourism as well as contributing to the overall 'Geelong' brand. They also tend to generate positive amenities in vibrant and attractive public spaces which in turn help to attract businesses engaged in higher order professional services – an industry sector which may well be the economic future of Geelong if a manufacturing revival is not forthcoming.

Online retailing

Since 2006, online retailing has increased significantly. Online retailing was initially considered direct competition to store based retailing. But it is now considered to the advantage of retailers to have both a physical and online presence to maximise potential revenue sources.

Objectives of the Strategy

The Retail Strategy has a strong land use planning focus and links the findings of the work completed by SGS to planning policy. Underpinning the work completed by SGS are several key objectives which the Strategy seeks to achieve.

Retail land use and development in the City of Greater Geelong is expected;

- To provide convenient access to goods and services, minimising the need for, and length of, car trips
- To encourage a competitive supply of goods and services, keeping prices down
- To encourage walkable access to suppliers of day to day essentials
- To create vibrant and inviting town and neighbourhood centres
- To maintain an appropriate mix of sub-regional centres that offer a wide range of retail good and services
- To improve and strengthen Central Geelong, acting as a flagship for the commercial and cultural life of Greater Geelong, and
- To distribute restricted retail activity within a hierarchy with retailers located in centres in a selected number of specialised regional restricted retail nodes, referred to as Homemaker centres.


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Existing Planning Policy

One of the primary focuses of the retail strategy is to help guide decision making relating to planning permit applications and requests to zone land for retail purposes. The Strategy has considered current planning policy, which has shaped the recommendations of this strategy.

The following highlights key aspects of state and local policy which are relevant to Greater Geelong.

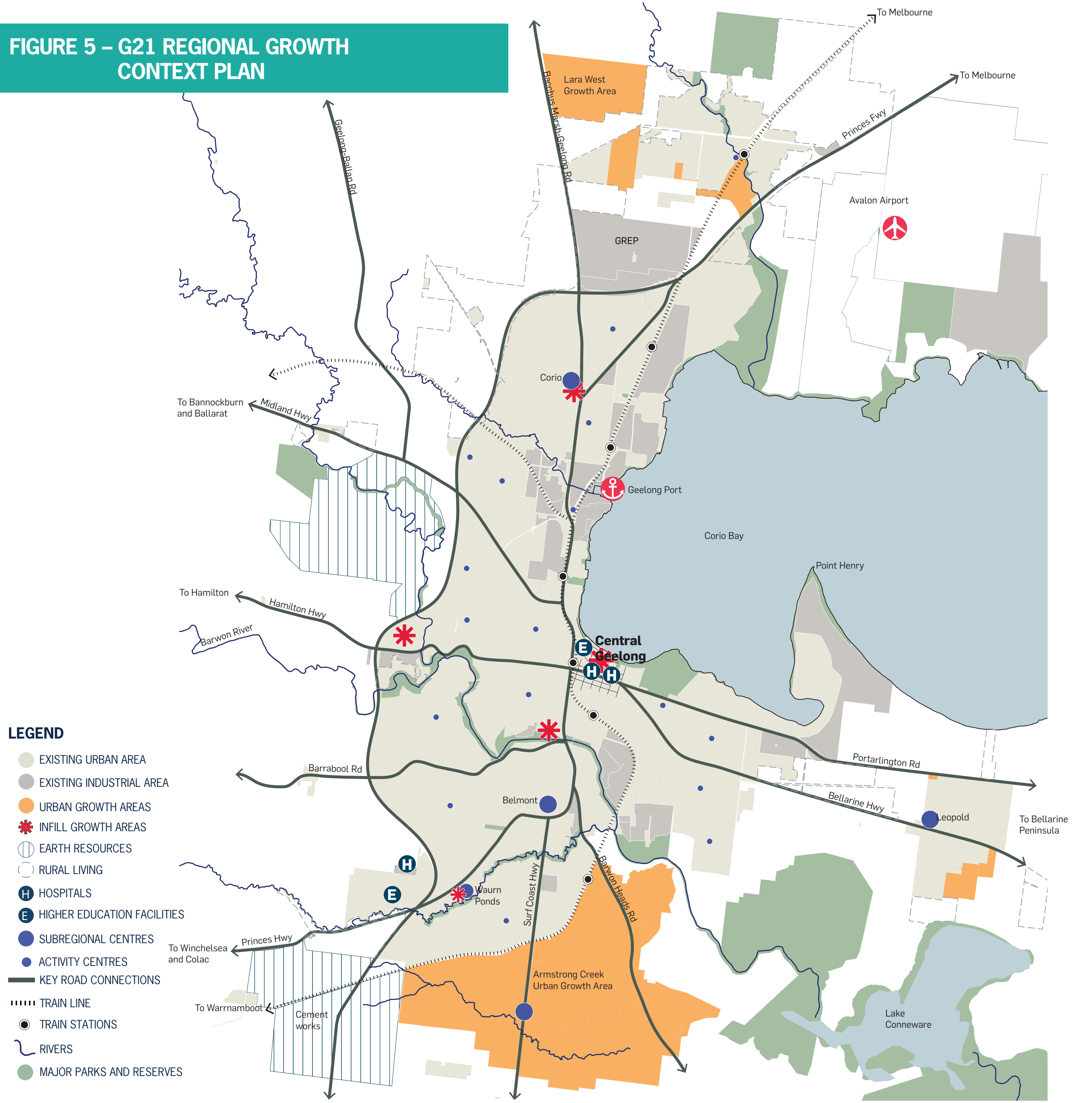
State Planning Policy Framework (SPPF)

The SPPF sets the overall planning framework policy direction for the state. It encourages the concentration of major retail, residential, commercial and cultural developments into activity centres. State strategy supports the role of Geelong as both 'the regional city' and Victoria's second city. Further development of district towns such as, Drysdale/Clifton Springs, Lara, Leopold, and Ocean Grove is also to be supported. This will occur through the improvement and expansion of existing infrastructure, along with the development of new infrastructure, with growth directed towards key road and rail networks. Areas north and west of Geelong are also to be investigated for potential growth.

G21 Regional Growth Plan (2013)

The G21 Regional Growth Plan covers the City of Greater Geelong and surrounding municipalities. It identifies the retail sector as one of the key drivers of economic growth in Geelong over the last 10 years. The need for a review of the City of Greater Geelong Retail Strategy 2006 is noted as a strategic planning priority. Infrastructure and services within the overall G21 region are to be optimised and consolidated, particularly those near central retail and transport nodes. Figure 5 shows the G21 Regional Growth Context Plan.

FIGURE 5 – G21 REGIONAL GROWTH CONTEXT PLAN



Local planning policy Framework (LPPF)

While the SPPF sets out a strategic framework for employment land uses for Victoria, the Local Planning Policy Framework (LPPF), along with zones and overlays, is intended to provide guidance that is responsive to local conditions and opportunities

The need to ensure a mix of retail, office, cafes, entertainment, housing, education and community facilities in activity centres is identified in the LPPF. It also provides a Retail Activity Centre Hierarchy for Greater Geelong to establish the role of each activity centre by size and function. The Hierarchy supports the role of Central Geelong as the focus for retail activity in the region. There is increased development pressure for sites located away from activity centres for certain retail types, including restricted retail and developments needing large sites and/or significant car parking.

Current Retail Assessment

Currently all major retail developments and out-of-centre developments are to provide a clear net community benefit (NCB) in order to be approved. Applications for new centres are required to prove the need for such a centre in the retail hierarchy, and moreover establish that it will not negatively impact on the hierarchy. Assessment criteria for retail planning applications, planning scheme amendments and floorspace cap increases have been established to ensure that these conditions are met, including the consideration of requirements across changing retail trends and demands.

Locally specific policy

There are several features in the policy framework that are specific to particular centres, townships and growth areas. The intended roles of significant areas are summarised below.

Central Geelong

Central Geelong has been the subject of a number of strategic planning initiatives and public realm improvements in recent years as Council prioritises the revitalisation of the CBD. This has also been complemented with a comprehensive calendar of events and a range of place making initiatives which are monitored and reviewed regularly. Central Geelong is to be the focus for investment, retail, education, culture, leisure, commerce, services and higher density residential living.

Armstrong Creek Growth Area

The Armstrong Creek growth area, as shown in Figure 6, is recognised in the LPPF as the primary growth area for the G21 Region. It identifies a need to establish a network of mixed use activity centres to provide for the needs of the incoming community. Planning for this growth area is well progressed including an understanding of the future retail demand.

Townships

Structure plans have been prepared for all the townships within the City of Greater Geelong including Lara, Leopold, Drysdale/Clifton Springs, Ocean Grove, Portarlington, Indented Head and St Leonards. Each structure plan considers the future retail needs of the respective township and identifies where and when additional retail floor space is needed (if any). Leopold has been identified as Council's preferred location for a new sub-regional centre to service the Bellarine Peninsula.

Housing Diversity Strategy 2007

This strategy identifies Greater Geelong's preferred location for increased housing densities. Higher density housing is encouraged around activity centres. Increasing residential densities around Greater Geelong's identified retail centres should over time help to strengthen the role and number of services provided within the centres.

Retail Hierarchy

The Retail Hierarchy defines the roles of centres in the retail network across Greater Geelong. The location of centres in the retail hierarchy is illustrated in Figure 6. Table 2 describes the different levels in the hierarchy and their principal role and function.

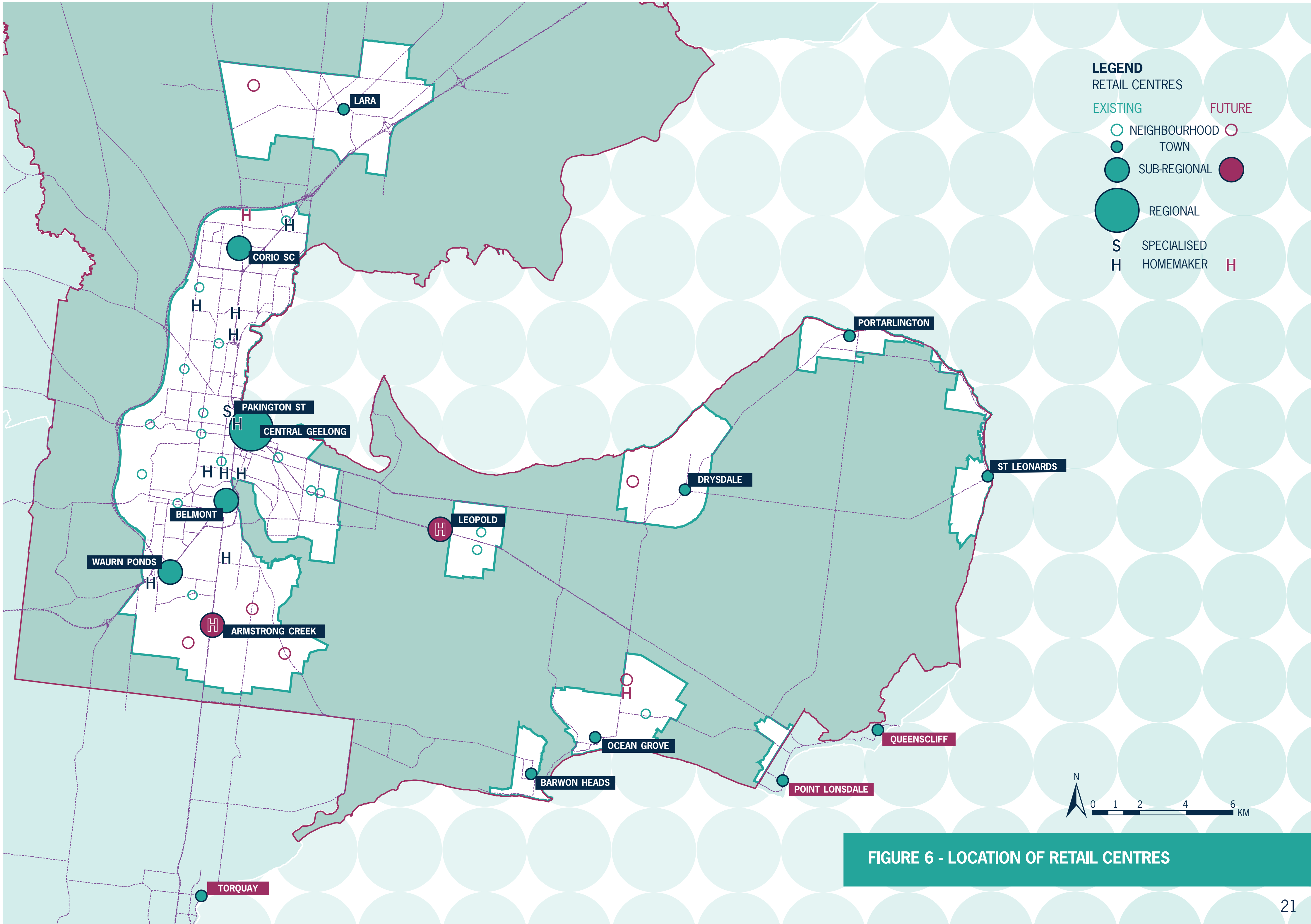


FIGURE 6 - LOCATION OF RETAIL CENTRES

TABLE 2 - RETAIL HIERARCHY ROLE AND FUNCTION OF CENTRES

CENTRE TYPE	ROLE/FUNCTION	NO. OF CENTRES (CURRENT/ FUTURE)	INDICATIVE RETAIL FLOORSPACE RANGE	CENTRE
REGIONAL	A MAJOR RETAIL CENTRE THAT SERVES A WIDE CATCHMENT AND IS ANCHORED BY ONE OR MORE DEPARTMENT STORES, DISCOUNT DEPARTMENT STORE(S), SUPERMARKET(S), MINI MAJOR(S) AND SPECIALITY STORES. OFTEN ASSOCIATED WITH RESTRICTED RETAIL ADJACENT TO OR NEAR THE CORE RETAIL CENTRE. PROVIDES A FULL RANGE OF RETAIL NEEDS AND MORE SUCCESSFUL WHEN ASSOCIATED WITH ENTERTAINMENT AND LEISURE ACTIVITIES SUCH AS CINEMAS AND RESTAURANTS OR NICHE RETAIL PRECINCTS	1	MORE THAN 100,000 SQM	GEELONG CBD
SUB-REGIONAL	A MAJOR RETAIL CENTRE THAT SERVES A WIDE CATCHMENT (BUT SMALLER THAN A REGIONAL CENTRE) AND IS ANCHORED BY ONE OR MORE DISCOUNT DEPARTMENT STORES, SUPERMARKET(S), MINI MAJOR(S) AND SPECIALITY STORES. BECAUSE OF THEIR SMALLER SIZE, THEY HAVE LESS PROVISION FOR HIGHER-ORDER ACTIVITIES INCLUDING FULL-LINE DEPARTMENT STORES, AND THE RANGE OF SPECIALTY SHOPPING IS LESS EXTENSIVE.	4/5	15,000 TO 60,000 SQM	BELMONT, WAURN PONDS, CORIO, LEOPOLD, ARMSTRONG CREEK
SPECIALISED	MORE TRADITIONAL MAJOR CENTRES THAT HAVE GROWN FROM STRIP SHOPPING CENTRES AND WHICH ARE TYPICALLY LOCATED ALONG MAIN ARTERIAL ROUTES AND/OR PUBLIC TRANSPORT NODES TEND TO CAPTURE NICHE TRADE FROM WIDER CATCHMENTS IN ADDITION TO HAVING AN IMPORTANT COMMUNITY ROLE AS THE FOCUS FOR RETAIL, CIVIC, AND COMMUNITY USES.	1	15,000 TO 60,000 SQM	PAKINGTON ST (GEELONG WEST)
TOWN CENTRE	MAJOR COMMUNITY SHOPPING LOCATIONS PROVIDING WEEKLY GROCERY SHOPPING FOR THE LOCAL TOWNSHIP IN COMBINATION WITH SPECIALTY STORE SHOPPING THAT ALSO SERVICES VISITORS TO THE REGION	6	2,000 TO 20,000 SQM	OCEAN GROVE, DRYSDALE, LARA, BARWON HEADS, PORTARLINGTON, ST LEONARDS
NEIGHBOURHOOD	A RETAIL CENTRE THAT SERVES A NEIGHBOURHOOD CATCHMENT AND IS ANCHORED BY ONE OR MORE SUPERMARKETS PLUS SPECIALITY STORES	17/23	2,000 TO 15,000 SQM	SHANNON AVE (GEELONG WEST), SEPARATION ST, PAKINGTON ST (NEWTOWN), HIGHTON, NEWCOMB CENTRAL, GEELONG EAST, BELLARINE VILLAGE, BELL POST SC, BARRABOOL HILLS SC, SHANNON AVE (NEWTOWN), OCEAN GROVE (MARKETPLACE), VINES RD, FYANSFORD, GROVEDALE CENTRAL, DOROTHY ST, ASH RD, ROSEWALL, JETTY RD, WARRALILY, LARA W, ARMSTRONG CREEK W, HORSESHOE BEND NE, KINGSTON DOWNS, SURF COAST HWY,
LOCAL	SMALL GROUPS OF SHOPS SERVING A LIMITED CATCHMENT, AND TYPICALLY PROVIDING FOR THE DAILY CONVENIENCE NEEDS OF RESIDENTS IN THE SURROUNDING AREA	69/82	UP TO 5,000 SQM	DISPERSED THROUGHOUT GREATER GEELONG
HOMEMAKER*	A COLLECTION OF RESTRICTED RETAIL STORES, GENERALLY COMPRISING FURNITURE, WHITE GOODS, ELECTRICAL, FLOOR AND WINDOW COVERINGS, LIGHTING, HARDWARE AND RELATED RETAIL OPERATIONS CAN BE ADJACENT TO CORE RETAIL CENTRES OR IN STAND-ALONE PRECINCTS	11/14	5,000 TO 50,000 SQM	DRYSDALE, GEELONG GATEWAY, GEELONG W, WAURN PONDS, MELBOURNE RD (NORLANE), MELBOURNE RD (NORTH GEELONG), SINCLAIR ST, ANAKIE RD, BACCHUS MARSH RD, LEOPOLD CENTRAL, ARMSTRONG CREEK

* The City of Greater Geelong is also home to a number of dispersed restricted retail areas opportunistically distributed throughout industrial and similar areas with no linkages or synergies with established centres.

Importance of a retail hierarchy

The hierarchy of centres typically reflect shopping behaviours. More frequent, short distance and low spend visits are made to a local or neighbourhood centre, versus occasional high spend visits to sub-regional centres offering higher order goods and services. If shopping opportunities are spatially arranged in this way, the consumer and environmental travel cost associated with the delivery of retailing services will be minimised.

There is often a strong nexus between centre policy and urban consolidation. Vibrant nodes of commercial, retail, entertainment, health and civic services provide the centre around which more dense housing can form, helping to support the retail network.

A review of each retail centre has been undertaken. Each centre has been assessed against the centre definitions in table 2 and current planning policy direction. This review has determined whether a centre is identified within the Retail Centre Hierarchy. The Retail Centre Review can be found at Appendix 1.

Developing a Gravity Model for Greater Geelong

A gravity model has been developed by SGS which simulates the flows of shoppers to different activity centres taking into account ease of access and the 'weight' or attractiveness (retail turnover) of the various centres. A gravity model takes a whole of network approach and seeks to use mathematics to model human behaviour.

SGS has considered a number of inputs to develop a gravity model for Greater Geelong including;

- Population growth and retail trends (refer to section on 'Growing Geelong')
- A floorspace audit
- Retail centre turn over (where available)
- Resident and escape expenditure and
- Centre catchments.

Floor space audit

A supply audit of all retail uses within Greater Geelong was undertaken by SGS to determine the current retail floor space provision by individual centres.

The audit reviewed all retail land uses across industrial, commercial and mixed use zoned land within Greater Geelong. The audit assessed the predominant floorspace type, the gross floorspace for each lot and the amount of vacant land or vacant units in each precinct. Future centres (currently with no floorspace) have also been included. Table 3 summarises the floor space audit data.

This audit was also coupled with consultation with local retailers and centre managers to provide an in depth local understanding of the supply of retail floorspace across the municipality.

The supply audit estimates that Greater Geelong has approximately 1,001,800 square metres of retail floorspace spread across 108 retail centres and other dispersed locations.

Central Geelong represents approximately 25% and homemaker centres 20%, of all retail floorspace within Greater Geelong.

TABLE 3 – RETAIL FLOOR SPACE AUDIT 2014

	RETAIL FLOOR SPACE SQM						
PRECINCT	SUPERMARKET	DEPARTMENT STORES	RESTRICTED RETAIL	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL
REGIONAL	2,500	32,900	37,400	6,100	62,00	85,900	226,900
CENTRAL GEELONG	2,500	32,900	37,400	6,100	62,00	85,900	226,900
SUB-REGIONAL	33,500	23,900	4,200	12,000	32,500	16,000	122,200
BELMONT	9,600	6,100	4,200	5,300	10,100	7,300	42,600
WAURN PONDS	12,500	11,600	-	3,400	10,600	4,700	42,800
CORIO SC	8,400	6,200	-	2,200	10,700	2,500	29,900
LEOPOLD	3,000	-	-	1,100	1,100	1,600	6,900
ARMSTRONG CREEK	-	-	-	-	-	-	-
SPECIALISED	5,100	-	1,800	4,400	19,000	10,400	40,700
PAKINGTON ST	5,100	-	1,800	4,400	19,000	10,400	40,700
TOWN CENTRE	15,000	1,800	-	4,200	18,800	16,200	56,100
OCEAN GROVE	2,700	1,800	-	900	6,700	2,800	15,000
DRYSDALE	4,000	-	-	700	3,300	2,900	10,900
LARA	5,500	-	-	1,200	3,600	1,600	11,900
BARWON HEADS	400	-	-	300	3,000	5,000	8,700
PORTARLINGTON	1,400	-	-	1,000	1,100	2,800	6,400
ST LEONARDS	1,000	-	-	-	1,000	1,100	3,200
NEIGHBOURHOOD	31,900	-	300	10,000	26,800	17,300	86,300
SHANNON AVE (GEELONG WEST)	4,300	-	-	1,700	4,900	2,000	12,900
SEPARATION STREET	-	-	-	900	1,900	2,800	5,600
PAKINGTON STREET (NEWTOWN)	-	-	-	400	4,500	3,300	8,300
HIGHTON	2,200	-	-	1,700	2,100	1,000	7,000,
NEWCOMB CENTRAL	4,700	-	-	600	1,200	300	6,800
GEELONG EAST	600	-	-	500	4,300	500	5,900
BELLARINE VILLAGE	3,900	-	-	1,400	800	800	6,900
BELL POST SC	3,400	-	-	700	1,200	500	5,800
BARRABOOL HILLS SC	3,200	-	-	100	400	200	3,800
SHANNON AVE (NEWTOWN)	2,000	-	-	200	700	1,600	4,500

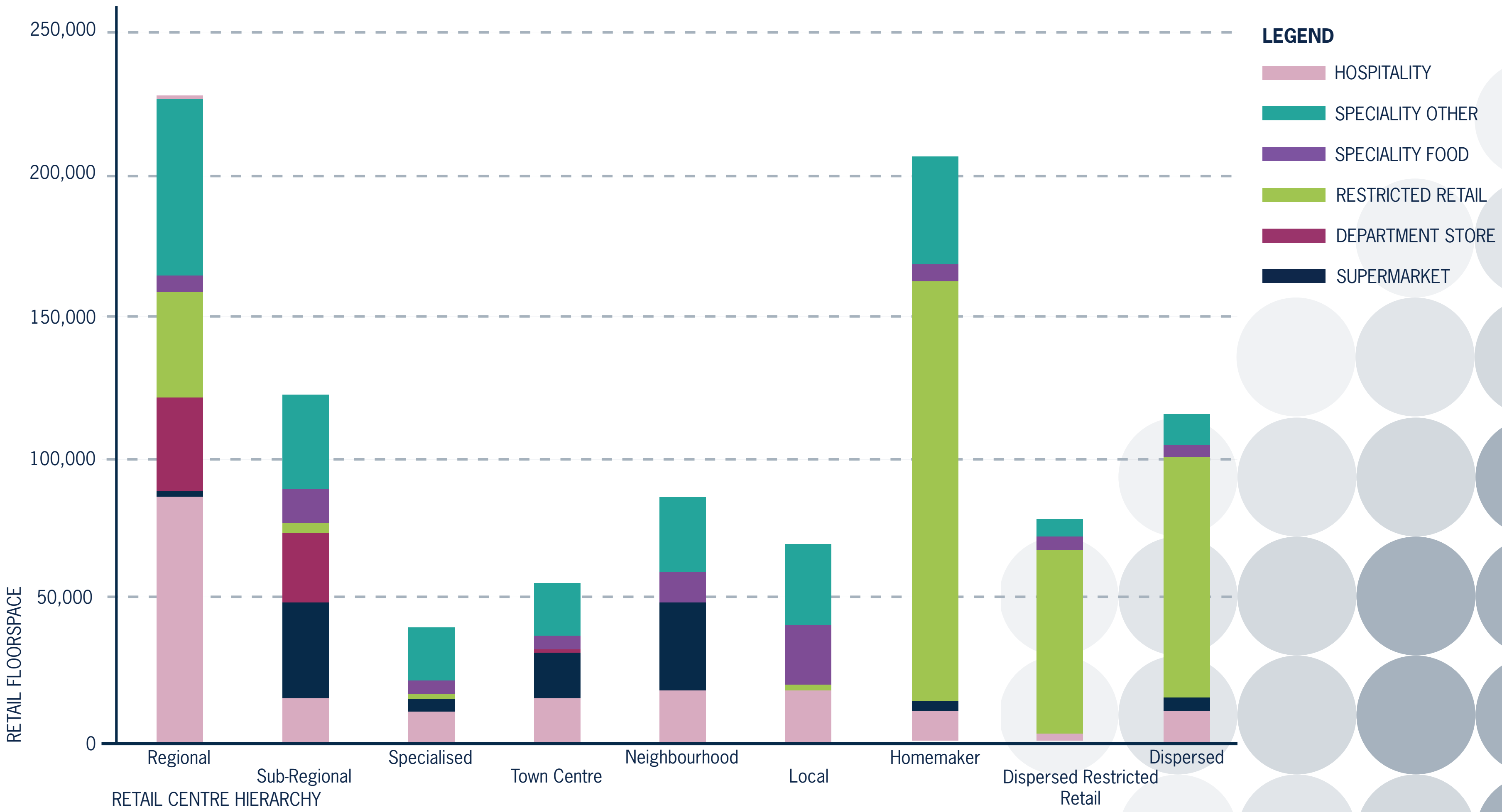
TABLE 3 CONTINUED

PRECINCT	SUPERMARKET	DEPARTMENT STORES	RESTRICTED RETAIL	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL
	RETAIL FLOOR SPACE SQM						
OCEAN GROVE (MARKETPLACE)	3,500	-	-	500	800	900	5,700
VINES ROAD	900	-	-	400	1,400	500	3,100
FYANSFORD	-	-	300	-	-	2,100	2,300
GROVEDALE CENTRAL	900	-	-	400	1,100	200	2,500
DOROTHY STREET	600	-	-	-	900	300	1,800
ASH ROAD	-	-	-	400	700	500	1,600
ROSEWALL	1,700	-	-	-	-	-	1,700
JETTY ROAD	-	-	-	-	-	-	-
WARRALILY	-	-	-	-	-	-	-
LARA W	-	-	-	-	-	-	-
ARMSTRONG CREEK W	-	-	-	-	-	-	-
HORSESHOE BEND NE	-	-	-	-	-	-	-
KINGSTON DOWNS	-	-	-	-	-	-	-
LOCAL	-	-	1,900	21,600	28,200	17,900	69,500
HOMEMAKER	3,900	-	148,500	5,900	37,800	10,300	208,900
MOORABOOL/FYANS (MOORABOOL)#	-	-	31,300	400	7,100	3,600	42,500
MOORABOOL/FYANS (WEST FYANS ST)#	-	-	7,900	-	3,100	2,300	13,300
MOORABOOL/FYANS (GREGORY AVE)#	-	-	1,700	-	700	100	2,500
DRYSDALE	-	-	-	-	-	-	2,500
SURF COAST HWY*	3,900	-	8,200	1,400	3,600	900	18,000
GEELONG GATEWAY	-	-	26,000	1,500	2,800	1,100	31,500
GEELONG WEST	-	-	16,700	100	3,400	100	20,300
WAURN PONDS	-	-	23,500	500	7,600	200	31,900
MELBOURNE RD (NORLANE)	-	-	18,900	1,100	2,300	1,200	23,500
MELBOURNE RD (NORTH GEELONG)	-	-	9,100	-	4,800	400	14,300
SINCLAIR ST	-	-	700	-	2,400	-	3,200
ANAKIE ROAD	-	-	4,500	800	-	200	5,500
BACCHUS MARSH ROAD	-	-	-	-	-	-	-
LEOPOLD CENTRAL	-	-	-	-	-	-	-
ARMSTRONG CREEK	-	-	-	-	-	-	-
DISPERSED RESTRICTED RETAIL	-	-	65,500	4,600	5,800	2,600	78,500
DISPERSED	5,400	0	84,500	4,200	10,600	10,700	115,300
TOTAL AUDITED FLOORSPACE	97,300	58,600	344,100	72,900	241,600	187,300	1,001,800

Source: SGS Economics and Planning
*It is recommended that Surf Coast Highway be identified as a Neighbourhood Activity Centre and Dispersed Restricted Retail.
#It is recommended that the Moorabool/Fyans area be idenftified as Dispersed Restricted Retail

Figure 7 shows the breakdown of uses across all centre types. The graphs shows that there is a high level of hospitality within Central Geelong and generally across all centre types. There is also a large amount of floor space across Greater Geelong occupied by restricted retail, the majority within homemaker centres.

FIGURE 7 - RETAIL FLOORSPACE SUPPLY, BY CENTRE AND STORE TYPE, 2014



Source: SGS Economics and Planning

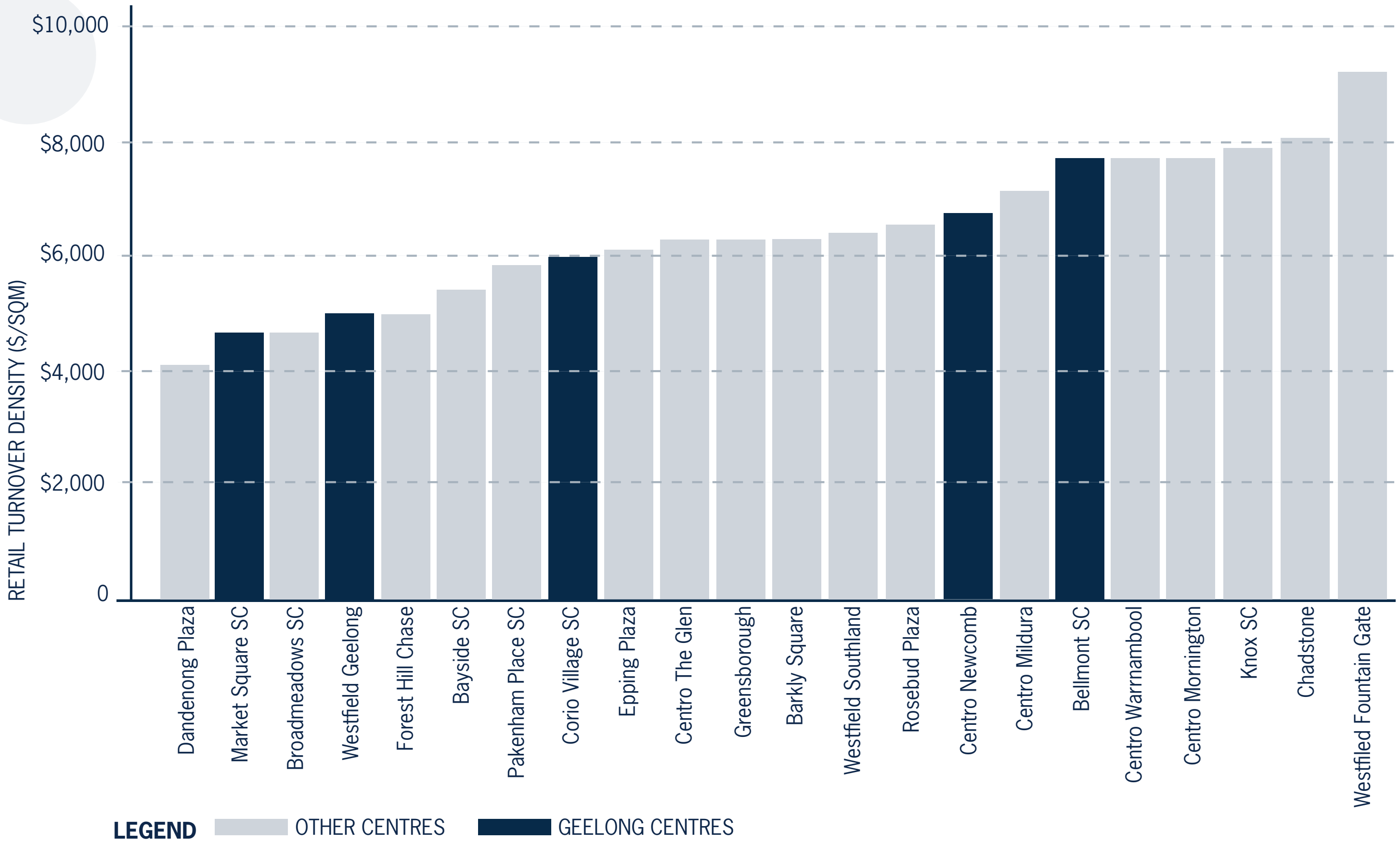
Retail Centre Turnover

Retail Turnover Densities (RTD) represent the total turnover ($) of the shop divided by the floorspace area of the shop. They enable a consistent comparison of a shop/centres 'performance'. RTDs have been used by SGS to help estimate retail supply and turnover for Greater Geelong.

SGS have also considered other factors which contribute to estimating retail supply and turn over including rental return, floor space data and expenditure information.

Figure 8 shows RTD for a selection of Centres in Victoria including Geelong.

FIGURE 8 – RETAIL TURNOVER DENSITY FOR SELECTION OF CENTRES



Source: Australian Shopping Centre Database - Property Council Australia

To assist in the development of a retail model for Greater Geelong an 'optimal RTD' has been developed for Geelong which sits between where Geelong is now and Victorian averages (Table 4). This represents a level where centres on average would be performing well. While this would vary on a store/centre bases it provides a robust benchmark across the network for strategic level planning.

TABLE 4 - CURRENT AND TARGET RTD ESTIMATES

	SUPERMARKET & GROCERY STORES	DEPARTMENT STORES	RESTRICTED RETAIL	SPECIALITY – FOOD & DRINK	SPECIALITY – NON FOOD	HOSPITALITY
2014	$9,924	$2,814	$2,322	$8,722	$2,776	$3,485
OPTION 1 – DO NOTHING (2031)	$15,378	$4,293	$3,630	$13,218	$4,065	$4,735
OPTION 2 – VICTORIAN AVERAGE	$10,800	$4,500	$2,900	$7,200	$6,600	$5,800
OPTION 3 – OPTIMAL	$10,000	$3,500	$3,000	$9,000	$4,000	$4,000

Expenditure in Greater Geelong

Expenditure on key commodity types have been included in the gravity model. Expenditure estimates have then been considered based on resident, escape/capture (online, shopping trips to Melbourne), work, education and tourism based expenditure habits.

The following commodity types have been modelled:

- Fresh food and groceries
- Pharmaceutical, toiletry and cosmetics
- Tobacco and bottleshop spending
- Restaurants, cafes and take-away spending
- Clothing and shoes
- Newsagent and lotto
- Personal items and services
- Furniture, whitegoods, manchester and home decoration
- Electronic home entertainment
- Hardware and gardening

Centre Catchments

A Primary Trade Area (PTA) is usually the geographic area in which between 50 to 100% of customers and/or spend originate. Trade areas have been mapped for all significant centres across Greater Geelong (Figures 9 to 11). The lines map the PTA for the respective centre. Note that areas which do not fall under any centre's Primary Trade Area is a 'contested' area where home based expenditure is (relatively) evenly distributed amongst multiple centres. This does not necessarily mean there is an undersupply of retail floorspace in that area – indeed in some cases, it is due to significant competition between multiple centres. Due to the car-oriented nature of shopping trips in Greater Geelong, catchment areas are largely defined with the use of road-based travel time calculations (along with the relative attractiveness of each centre).

The maps indicate that the most dominant centres across the retail network are Belmont, Waurn Ponds and Corio – these centres each contain Discount Department Stores, multiple supermarkets and a much larger provision of specialty shops.

The catchment areas of Neighbourhood Centres are more localised, and Central Geelong is only capturing a small share (typically no more than 10% to 20% for people residing within the catchment of another centre) than could be the case if the retail offer was stronger. Note that competition from other centres also plays some role.

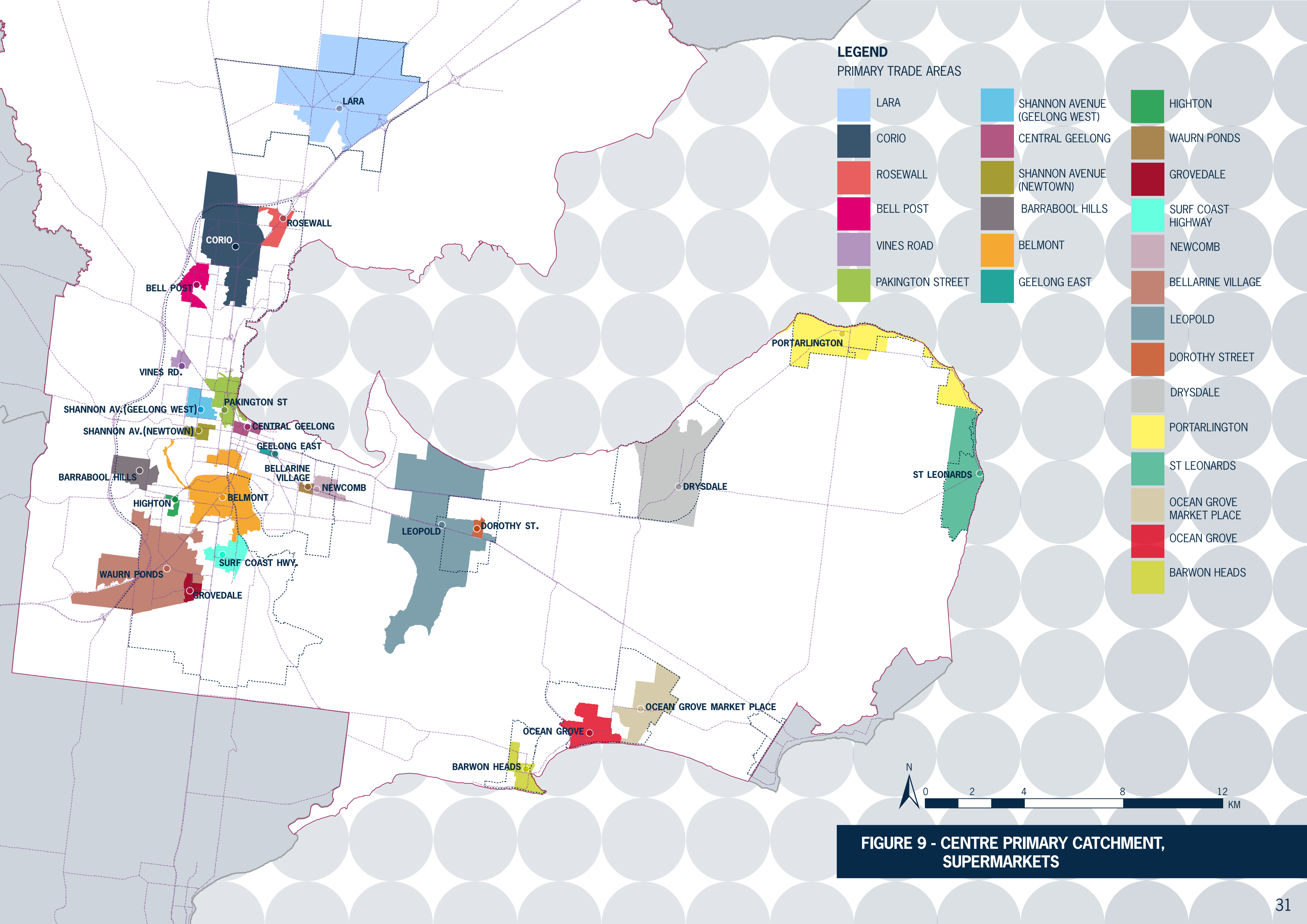


FIGURE 9 - CENTRE PRIMARY CATCHMENT, SUPERMARKETS

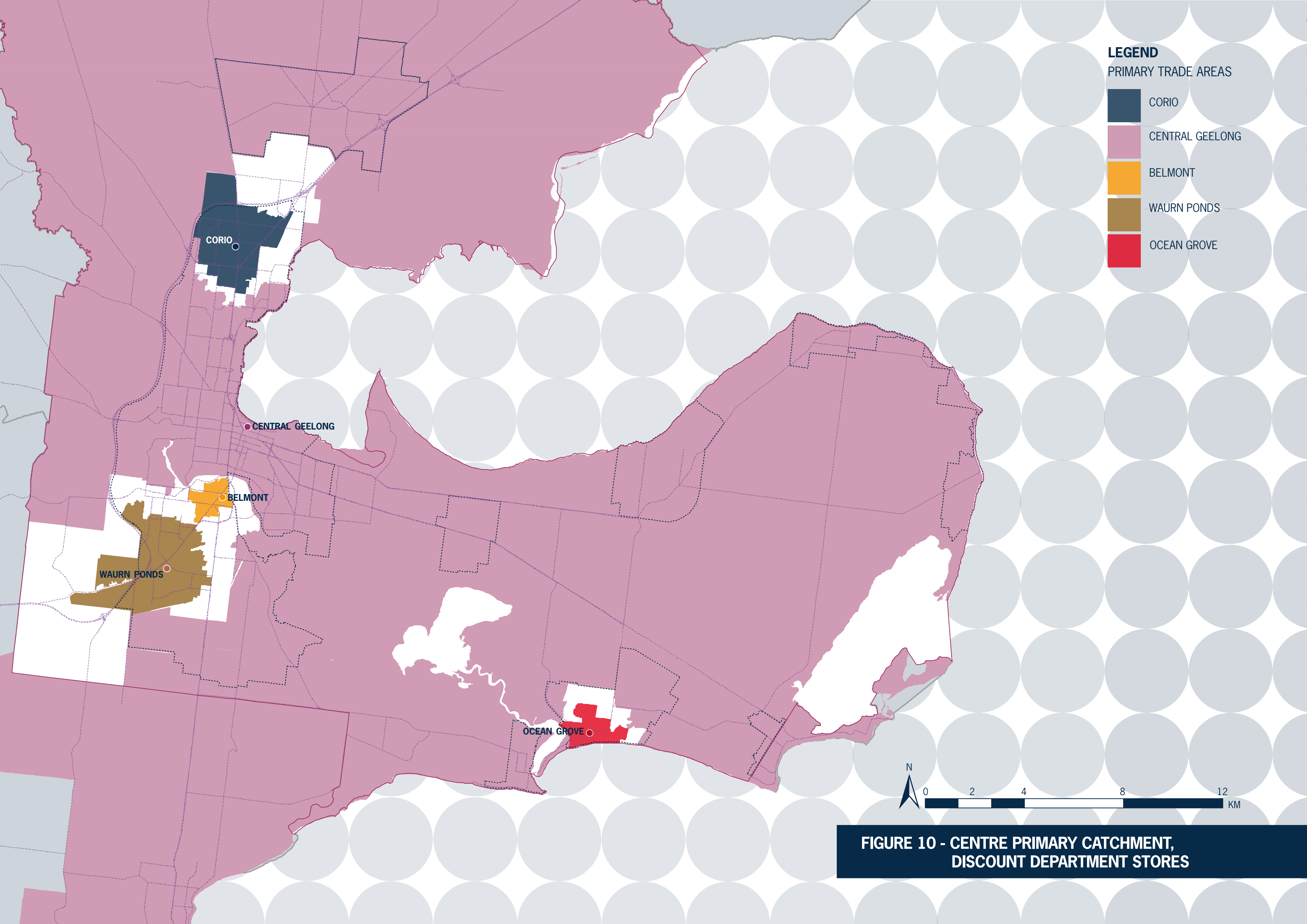


FIGURE 10 - CENTRE PRIMARY CATCHMENT, DISCOUNT DEPARTMENT STORES

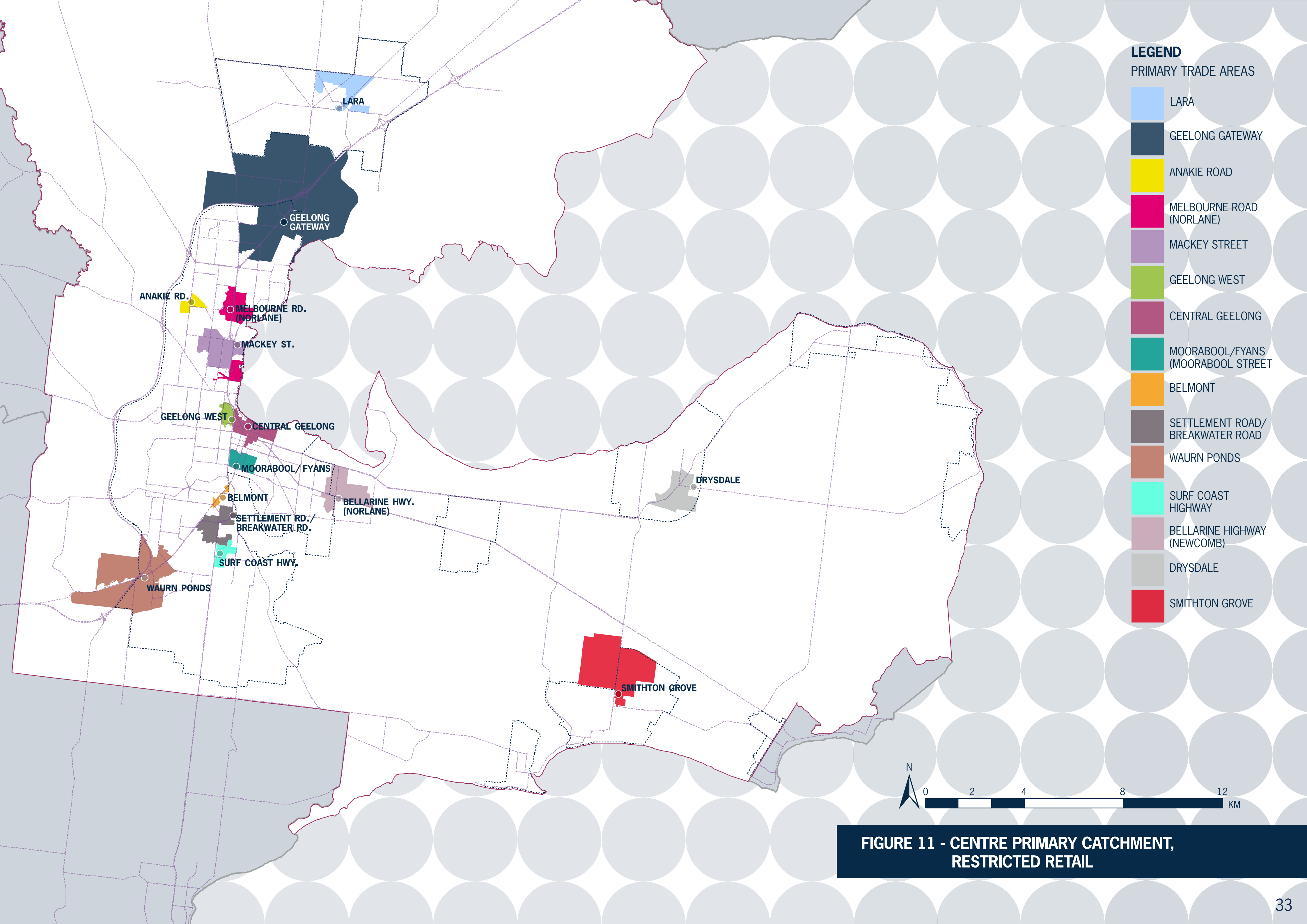


FIGURE 11 - CENTRE PRIMARY CATCHMENT, RESTRICTED RETAIL

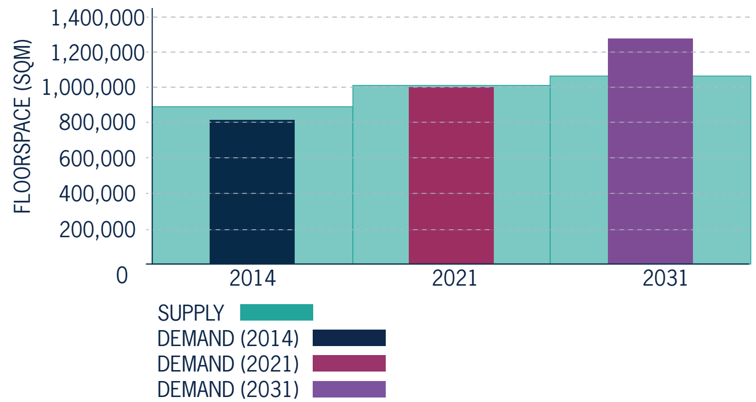
Future Retail Demand

Figure 12 presents the current and prospective supply demand balance for retail floorspace across all of Greater Geelong and all commodity/store types. It provides an overall appreciation of the supply demand alignment across the municipality as a whole and highlights the significant growth projected for the municipality.

On this basis there would be an undersupply of 14,000 sqm by 2021 and 219,000 sqm by 2031 across the network.

Note: This supply demand alignment uses data from the 2014 land audit. Recent retail development may result in some of the identified demand already being captured.

FIGURE 12 – OVERALL SUPPLY DEMAND FLOORSPACE ALIGNMENT



Source: SGS Economics and Planning

\While this provides a broad understanding of the overall system, an assessment of how this alignment looks at a local level and by sub-regions is critical. There can be an oversupply in one area while an undersupply applies in another.

The following Figure 13 shows the location of retail sub regions across Greater Geelong.

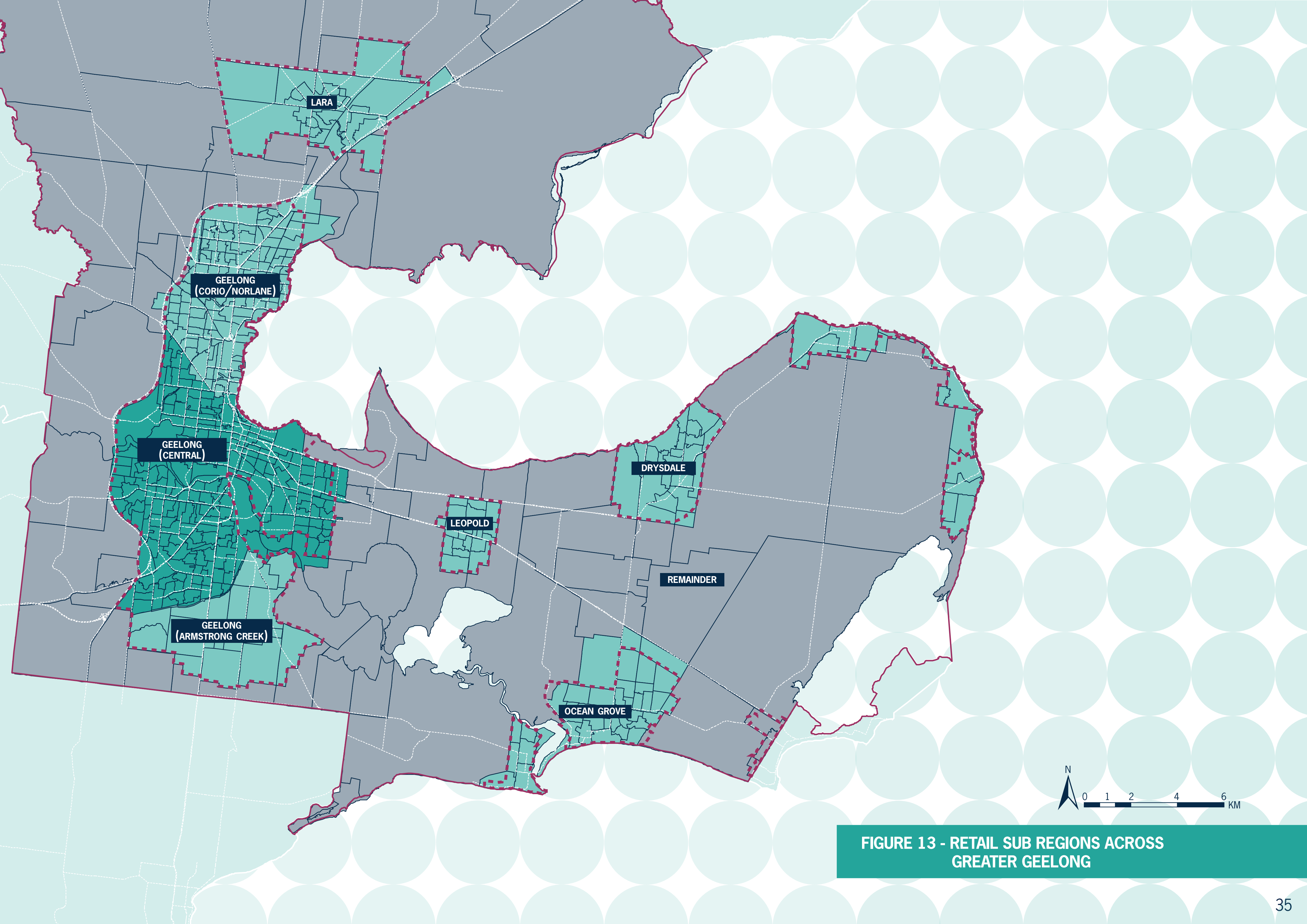


FIGURE 13 - RETAIL SUB REGIONS ACROSS GREATER GEELONG

Figure 14 provides a summary of supply demand alignment at a sub-regional level at 2014, 2021 and 2031. It highlights where areas are broadly over/under supplied based on the local expenditure demand (resident, worker, student and tourist).

The analysis highlights a broad overprovision in Corio-Norlane and Central Geelong areas with a broad under provision in other regions.

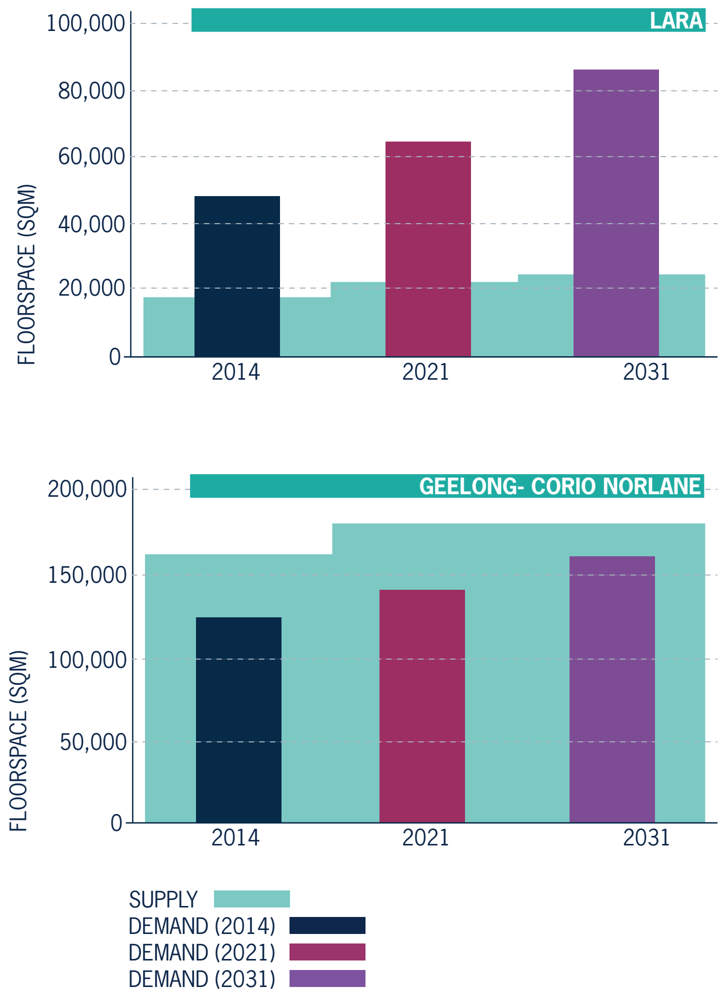
A Base Case Scenario

In order to plan for retail centres across Greater Geelong over the next 15 years, it is important to understand the level of trade that Greater Geelong's centres will attract in a business as usual or base case scenario. This is a theoretical scenario which assumes that existing and planned retailers absorb increasing levels of demand in their current/committed floorspace and store mix, with no new retail floorspace over and above planned growth

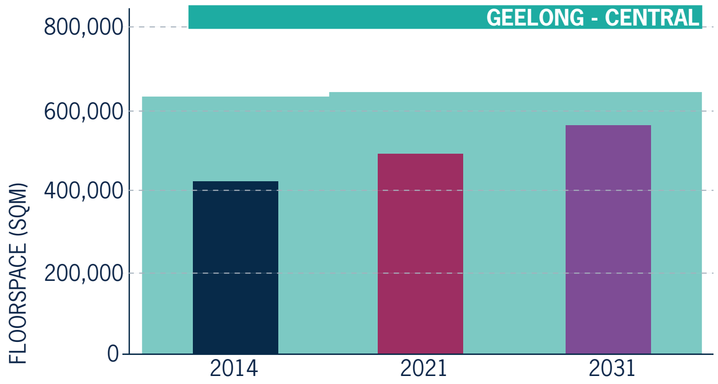
In this scenario, centres will experience ever increasing levels of trade per square metre or RTD for all store types as a result of growing population and expenditure across Greater Geelong.

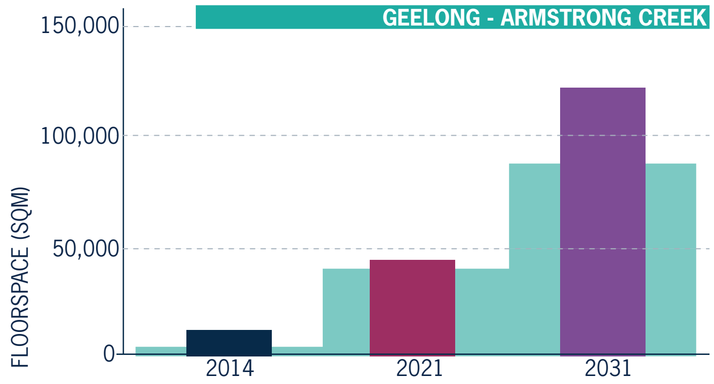
By 2031, all centres established pre 2014 will be trading strongly. Armstrong Creek Town Centre is also highly liked to draw significant trade. Trade levels will grow at a slower pace for the Neighbourhood Centres in Armstrong Creek, as they are not able to capture significant trade from a wider catchment to offset the lack of population and expenditure in their local catchment during the 2021-2031 period.

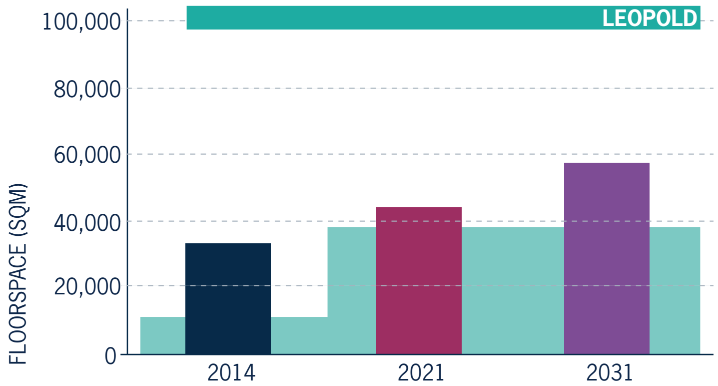
FIGURE 14 – SUPPLY DEMAND FLOORSPACE ALIGNMENT, GEELONG SUB-REGIONS

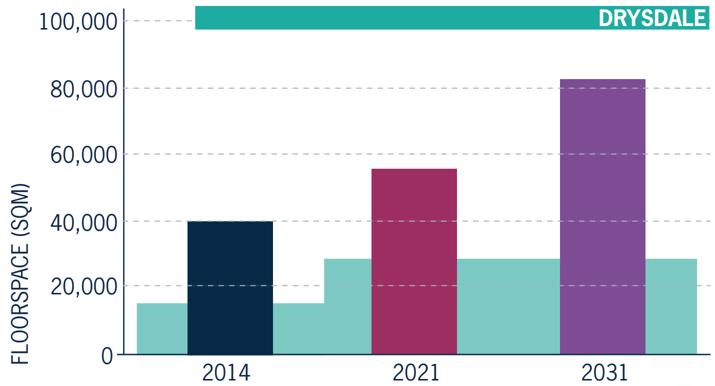


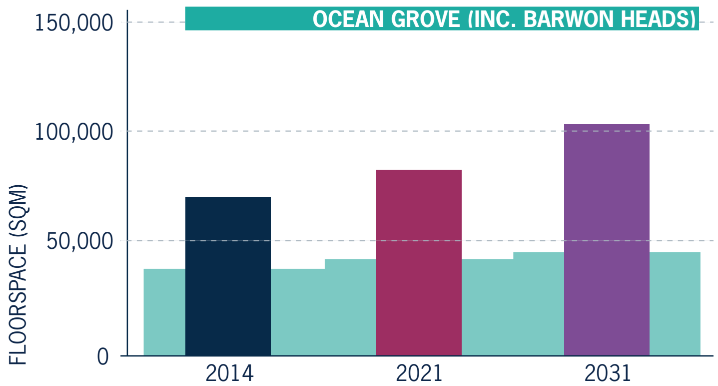
Source: SGS Economics and Planning

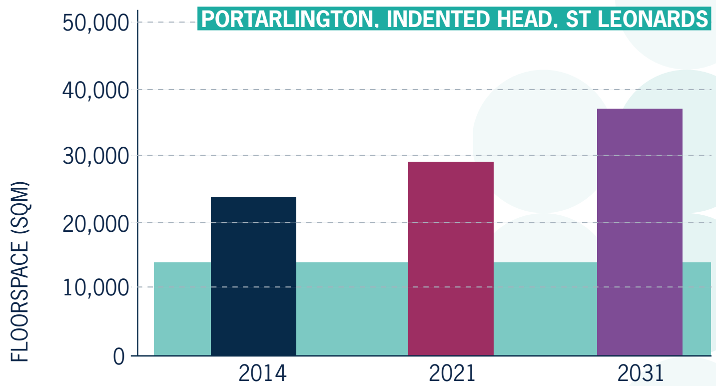

GEELONG - CENTRAL
FLOORSPACE (SQM)
800,000
600,000
400,000
200,000
0
2014
2021
2031


GEELONG - ARMSTRONG CREEK
FLOORSPACE (SQM)
150,000
100,000
50,000
0
2014
2021
2031


LEOPOLD
FLOORSPACE (SQM)
100,000
80,000
60,000
40,000
20,000
0
2014
2021
2031


DRYSDALE
FLOORSPACE (SQM)
100,000
80,000
60,000
40,000
20,000
0
2014
2021
2031


OCEAN GROVE (INC. BARWON HEADS)
FLOORSPACE (SQM)
150,000
100,000
50,000
0
2014
2021
2031


PORTARLINGTON. INDENTED HEAD. ST LEONARDS
FLOORSPACE (SQM)
50,000
40,000
30,000
20,000
10,000
0
2014
2021
2031

Opportunities for Retail Investment

The demand and supply data from the gravity modelling has been interrogated to determine areas which may be undersupplied in the future, for different store types. Whether such floorspace is actually added or not depends on many factors for example site availability and profitability for a business.

Supermarkets

Figures 15A, B and C focus on the need for local food and groceries. The grey circles indicate floorspace demand which is met by a supermarket up to a 20 minute drive. The maroon circles on the other hand, indicate unmet demand. The size of the circles represent the quantum of floorspace demand. Note this analysis assumes no increase in floorspace supply over and above that which is planned for across the network.

Whether a circle is grey or maroon is driven by travel times and the underlying supply and demand equation based on trade area catchments. So when maroon circles appear even though those areas are within 20 minutes' drive of a supermarket, it suggests that those supermarkets are overtrading, and there is a case for supplying new supermarket floorspace – either at the nearby centre(s) OR in a new centre if (a) the nearest centre if relatively distant and (b) there is sufficient demand.

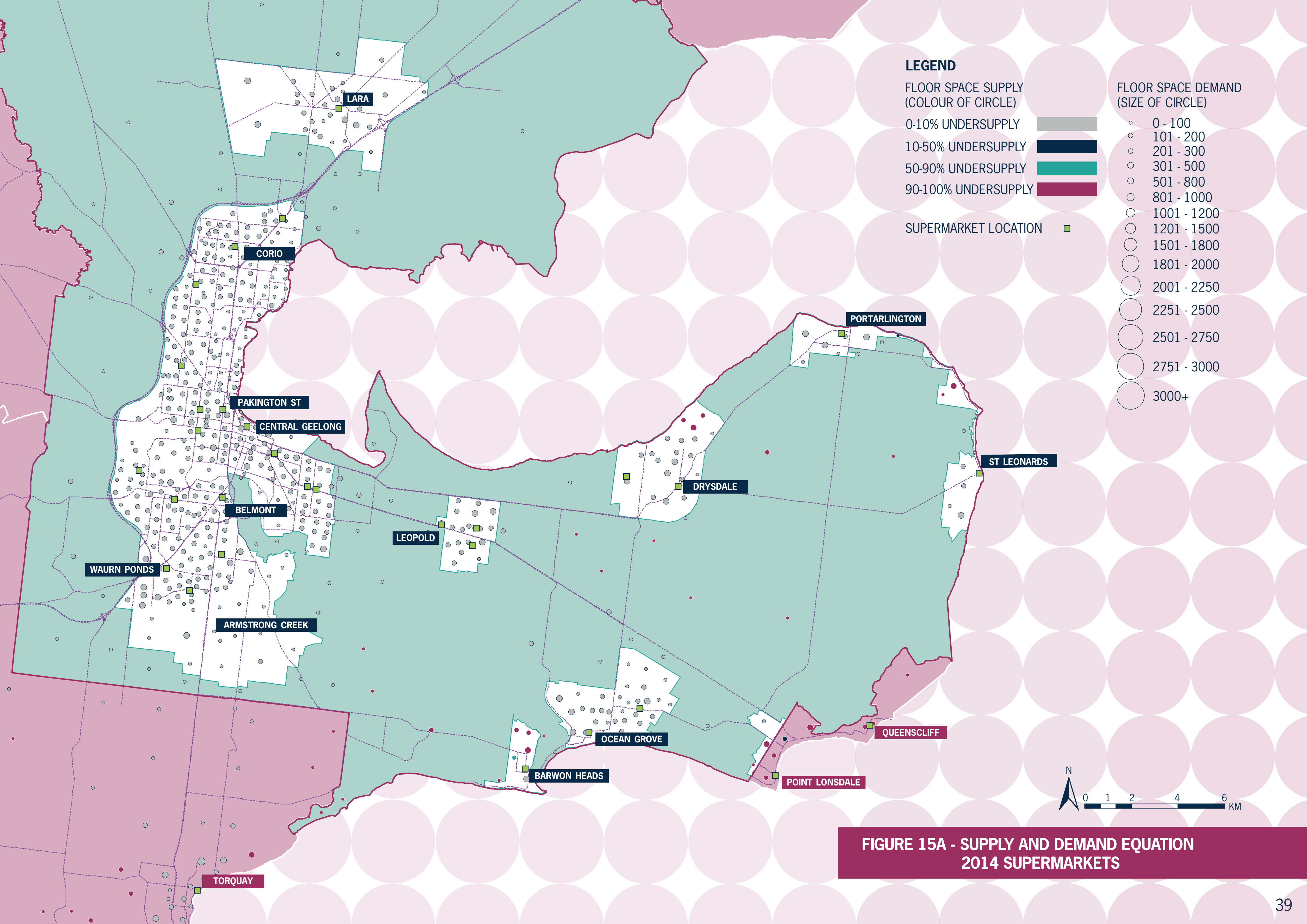


FIGURE 15A - SUPPLY AND DEMAND EQUATION 2014 SUPERMARKETS

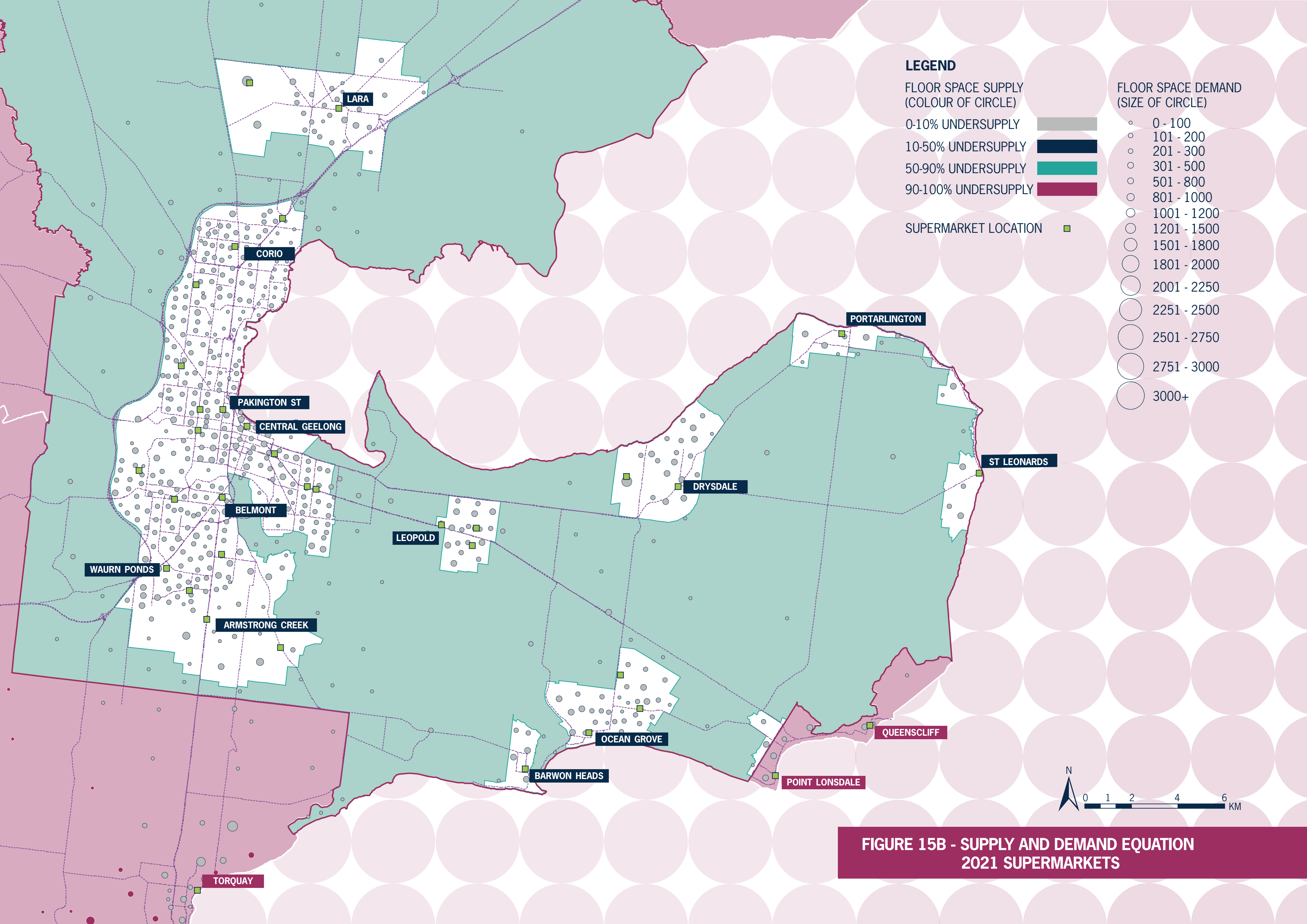


FIGURE 15B - SUPPLY AND DEMAND EQUATION 2021 SUPERMARKETS

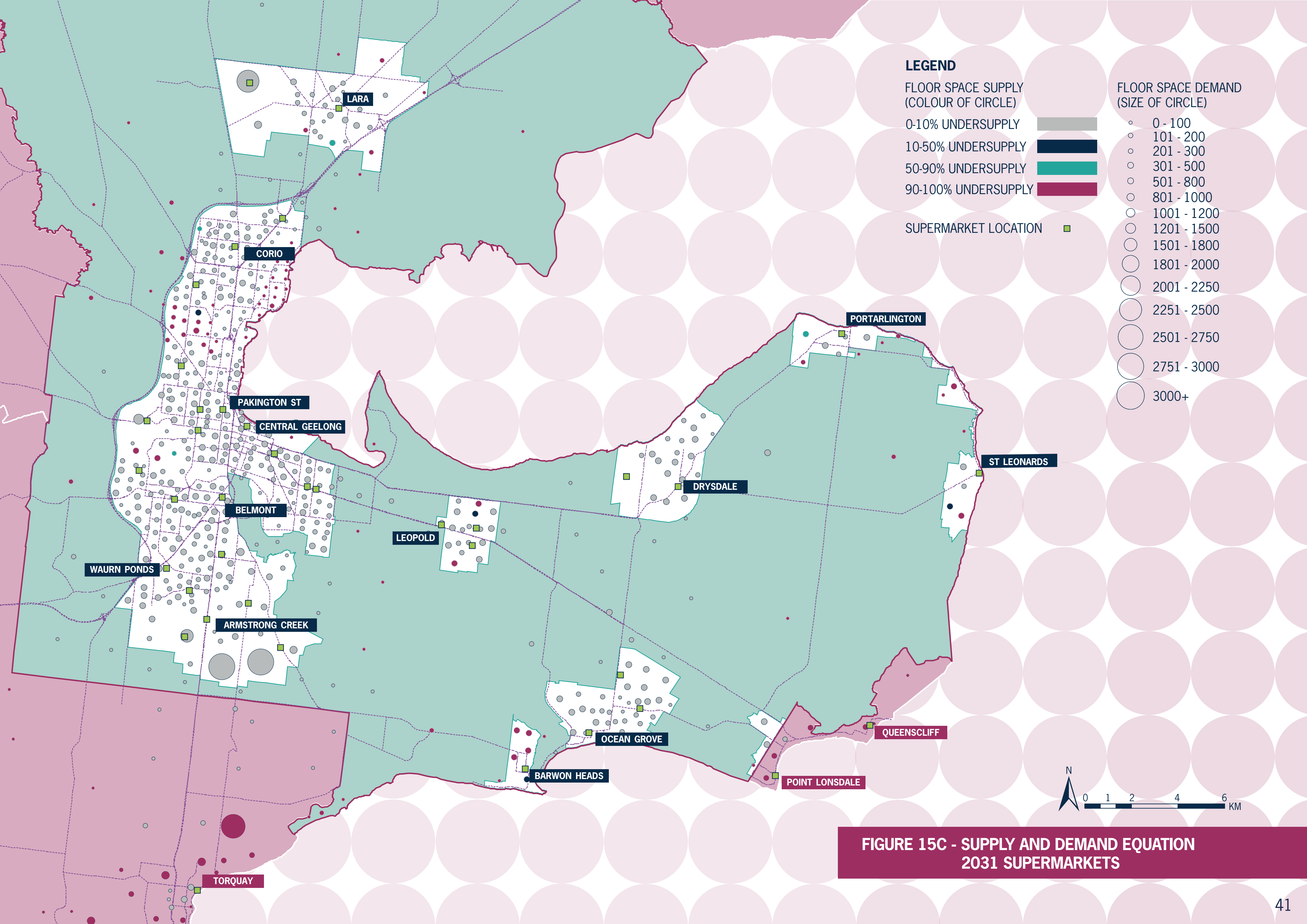


FIGURE 15C - SUPPLY AND DEMAND EQUATION 2031 SUPERMARKETS

Discount Department Stores

Figures 16A, B and C focus on the need for Department Stores and Discount Department Stores (DDS). The grey circles indicate floorspace demand which is met by such stores within a 30 minute drive. The rmaroon circles on the other hand, indicate unmet demand. The size of the circles represent the quantum of floorspace demand. Note, again, that this analysis assumes no increase in floorspace supply over and above that which is planned for across the network.

Whether a circle is grey or maroon is driven by travel times and the underlying supply and demand equation based on trade area catchments. So when maroon circles appear even though those areas are within 30 minutes' drive of a Department Store or DDS, it suggests that those Department Stores or DDSs are overtrading, and there is a case for supplying new Department Store or DDS floorspace – either at the nearby centre(s) OR in a new centre if (a) the nearest centre if relatively distant and (b) there is sufficient demand.

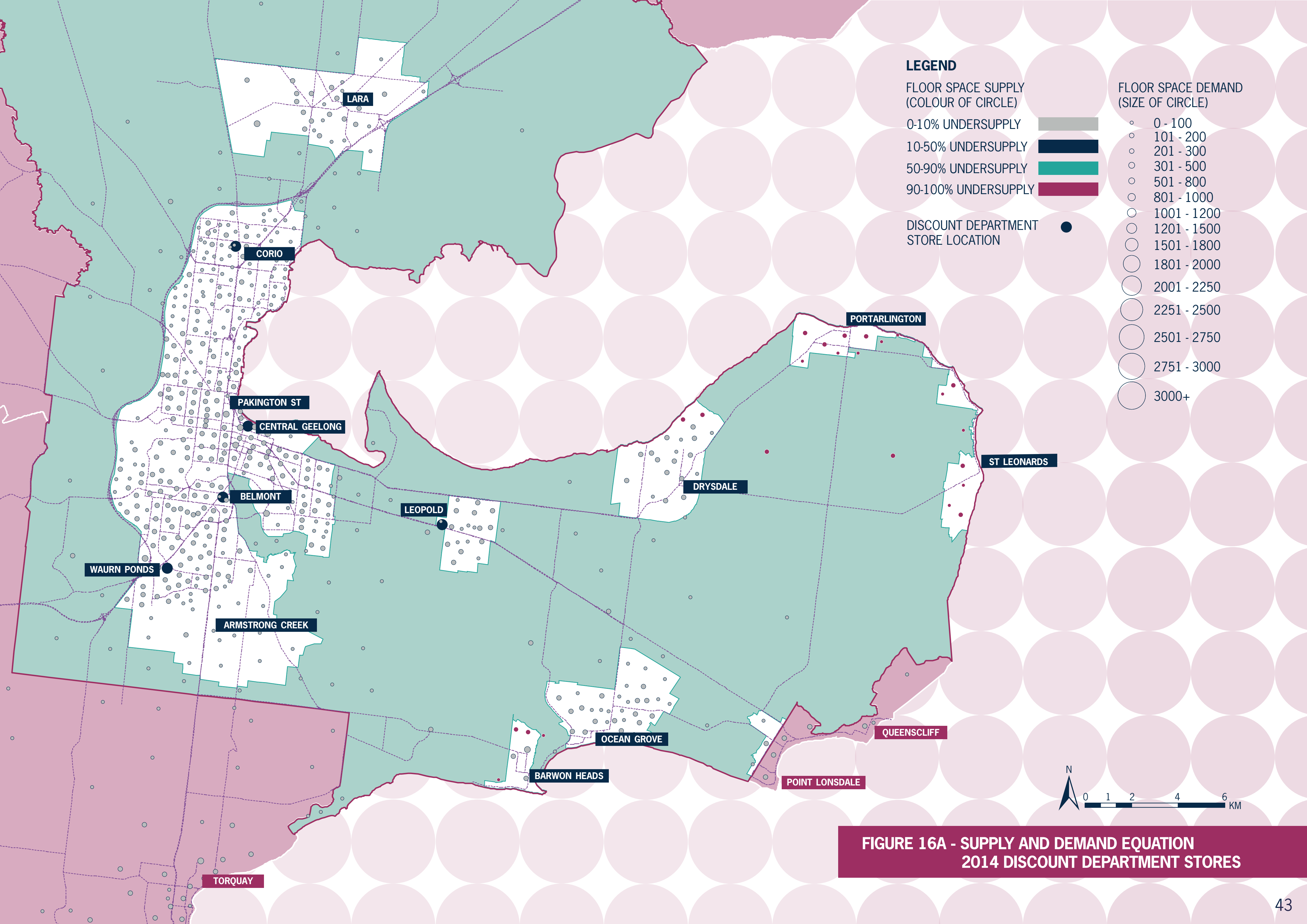


FIGURE 16A - SUPPLY AND DEMAND EQUATION 2014 DISCOUNT DEPARTMENT STORES

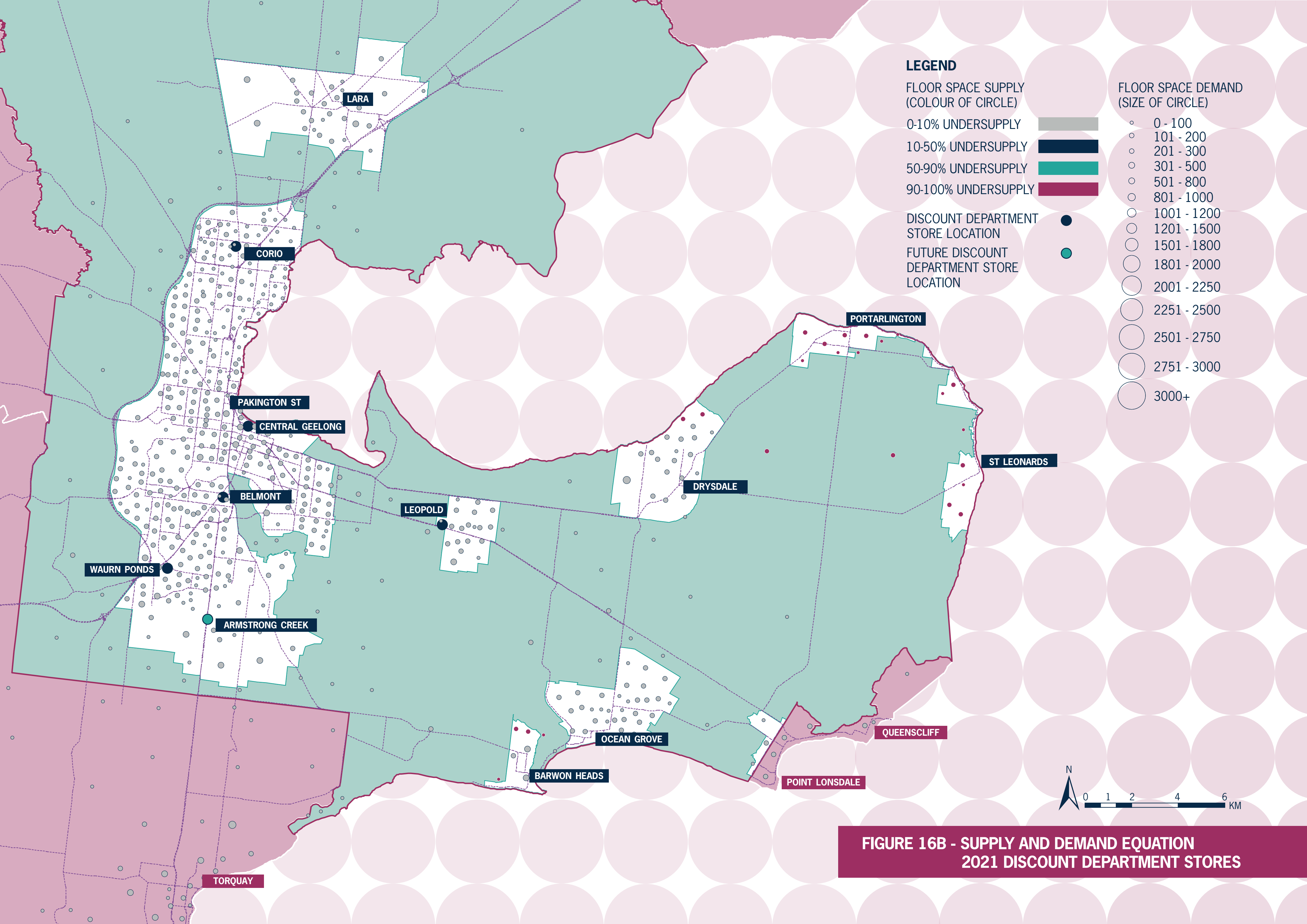


FIGURE 16B - SUPPLY AND DEMAND EQUATION 2021 DISCOUNT DEPARTMENT STORES

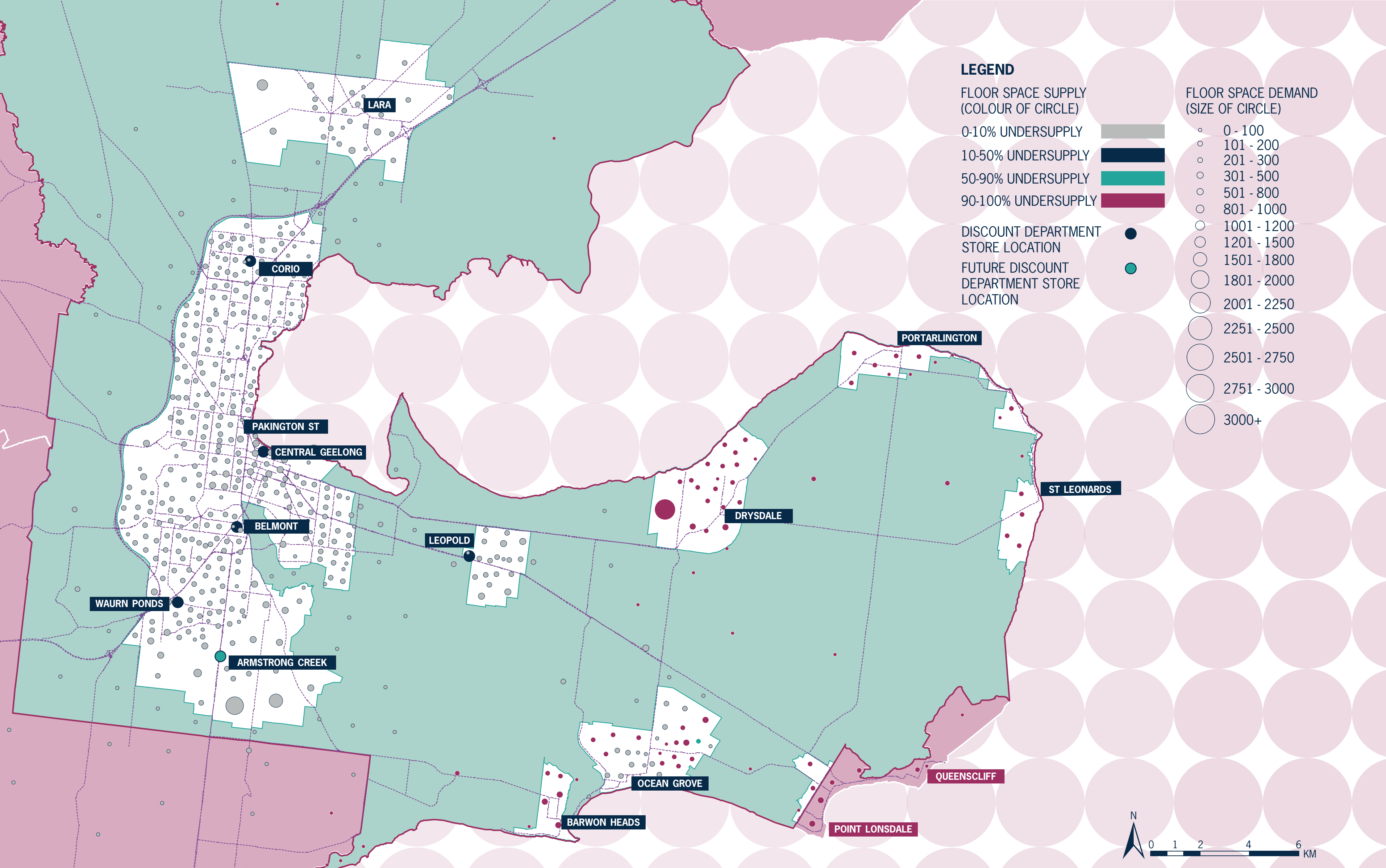


FIGURE 16C - SUPPLY AND DEMAND EQUATION 2031 DISCOUNT DEPARTMENT STORES

Restricted retail

Figures 17A, B and C focus on the need for restricted retail floorspace. The grey circles indicate floorspace demand which is met by a restricted retail destination within a 30 minute drive. The maroon circles on the other hand, indicate unmet demand. The size of the circles represent the quantum of floorspace demand.

Whether a circle is grey or maroon is driven by travel times and the underlying supply and demand equation based on trade area catchments. So when maroon circles appear even though those areas are within 30 minutes' drive of a Homemaker Centre, it suggests that those Homemaker Centres are overtrading, and there is a case for supplying new restricted retail floorspace – either at the nearby centre(s) OR in a new centre if (a) the nearest centre if relatively distant and (b) there is sufficient demand.

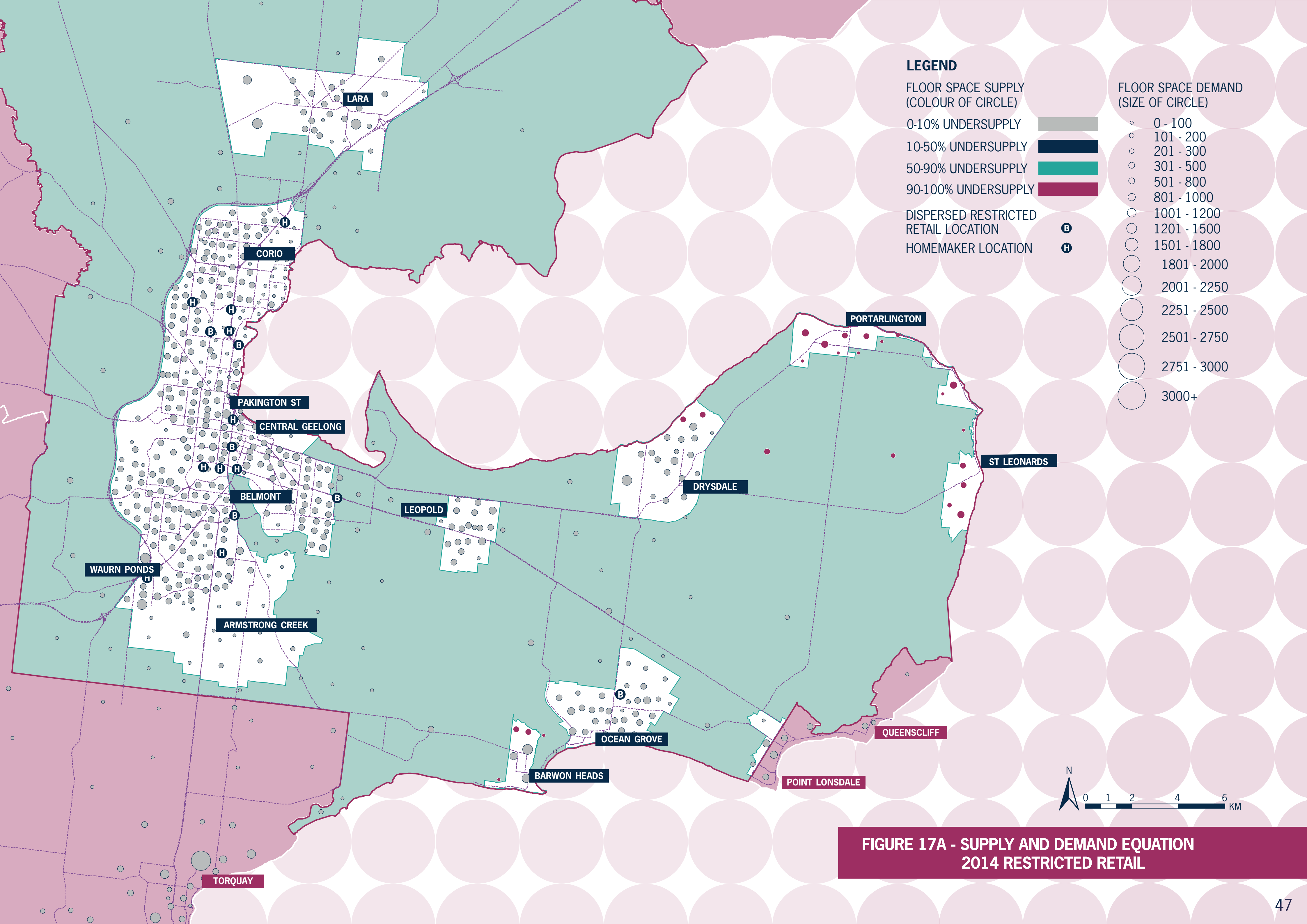


FIGURE 17A - SUPPLY AND DEMAND EQUATION
2014 RESTRICTED RETAIL

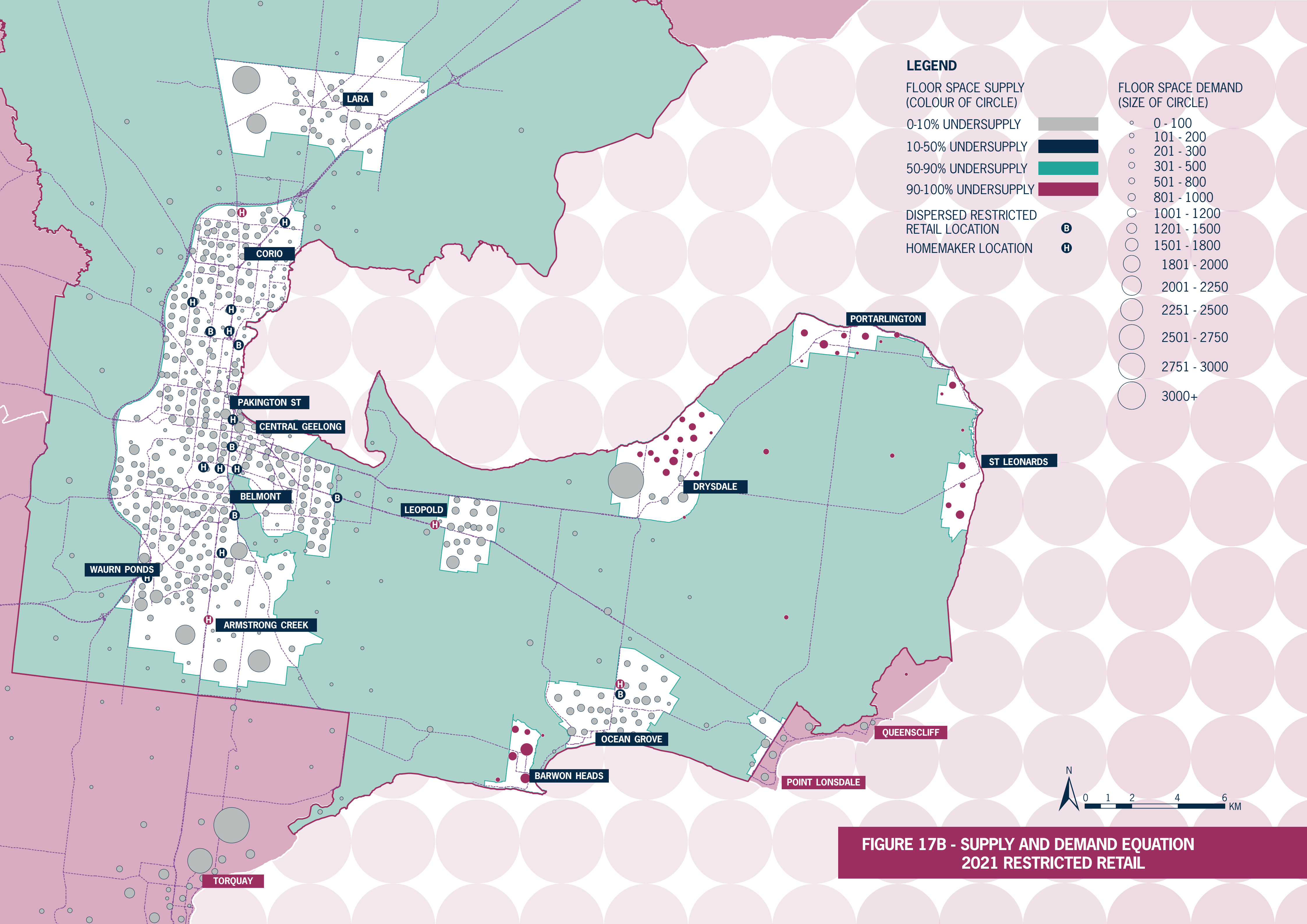


FIGURE 17B - SUPPLY AND DEMAND EQUATION
2021 RESTRICTED RETAIL

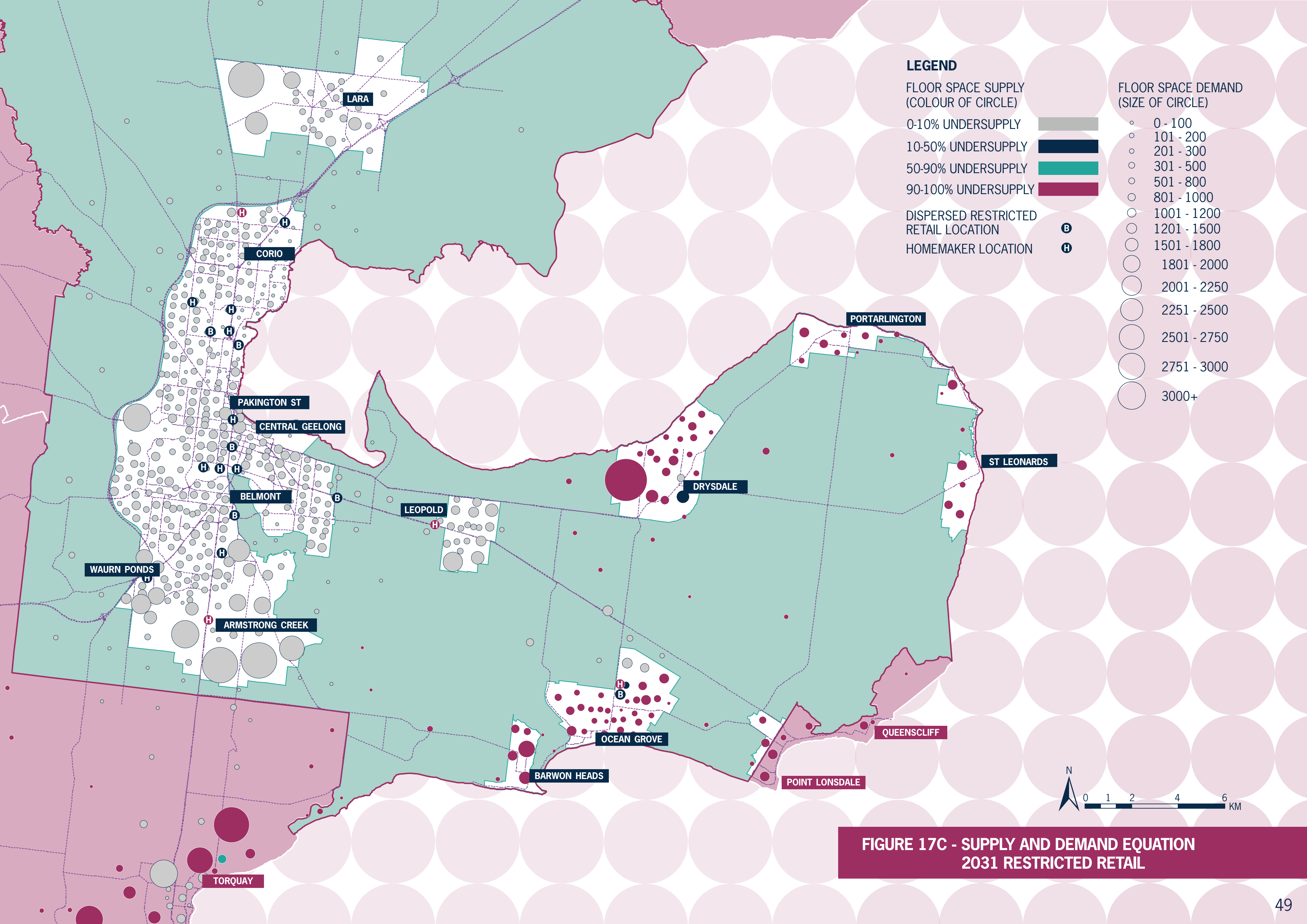


FIGURE 17C - SUPPLY AND DEMAND EQUATION 2031 RESTRICTED RETAIL

Supportable Floorspace 2014-2031

Table 5 further distils this analysis with a focus on the commercially supportable floorspace at each centre as at 2031, taking into account projected population growth. Most centres have scope for expansion, though this is modest in most cases and will come on stream relatively late in the forecast period. Existing and approved floorspace in some centres is already in excess of what is expected to be supportable in 2031.

TABLE 5 - SUPPORTABLE FLOORSPACE 2014-2031

	FLOORSPACE SUPPLY				PROJECTED SUPPORTABLE FLOORSPACE DEMAND			TOTAL	TOTAL SUPPLY LESS DEMAND		
PRECINCT	EXISTING FLOORSPACE IN 2014	VACANT FLOORSPACE	PLANNED NEW/ADD FLOORSPACE	TOTAL	2014	2021	2031	2014-31	2014	2021	2031
REGIONAL	226,900	25,200	-	252,100	188,000	221,500	**283,900**	95,900	64,100	30,600	-31,800
CENTRAL GEELONG	226,900	25,200	-	252,100	188,000	221,500	**283,900**	95,900	64,100	30,600	-31,800
SUB-REGIONAL	122,200	1,400	56,100	179,700	108,500	143,100	**195,200**	86,700	71,200	36,600	-15,500
BELMONT	42,600	1,400	-	44,000	37,100	42,400	**51,500**	14,400	6,900	1,600	-7,500
WAURN PONDS	42,800	0	-	42,800	38,500	45,200	**54,700**	16,200	4,300	-2,400	-11,900
CORIO SC	29,900	0	-	29,900	26,700	30,800	**38,000**	11,300	3,200	-900	-8,100
LEOPOLD	6,900	0	16,100	23,000	6,200	13,100	**17,000**	10,800	16,800	9,900	6,000
ARMSTRONG CREEK	0	0	40,000	40,000	0	11,600	**34,000**	34,000	40,000	28,400	6,000
SPECIALISED	40,700	2,000	-	42,700	34,500	39,200	**46,800**	12,300	8,200	3,500	-4,100
PAKINGTON ST	40,700	2,000	-	42,700	34,500	39,200	**46,800**	12,300	8,200	3,500	-4,100
TOWN	56,100	3,700	6,300	66,100	48,700	57,100	**70,500**	21,800	17,400	9,000	-4,400
OCEAN GROVE	15,000	1,100	-	16,100	13,000	13,300	**15,100**	2,100	3,100	2,800	1,000
DRYSDALE	10,900	200	6,300	17,400	9,500	13,700	**18,500**	9,000	7,900	3,700	-1,100
LARA	11,900	400	-	12,300	10,700	12,300	**15,300**	4,600	1,600	0	-3,000
BARWON HEADS	8,700	1,100	-	9,800	7,200	8,200	**9,300**	2,100	2,600	1,600	500
PORTARLINGTON	6,400	800	-	7,200	5,500	6,300	**8,000**	2,500	1,700	900	-800
ST LEONARDS	3,200	100	-	3,300	2,800	3,300	**4,300**	1,500	500	0	-1,000
NEIGHBOURHOOD	86,300	1,900	44,000	132,200	76,100	97,100	**127,200**	51,100	56,100	35,100	5,000
SHANNON AVE (GEELONG WEST)	12,900	0	-	12,900	11,400	12,800	**15,000**	3,600	1,500	100	-2,100
SEPARATION ST	5,600	400	-	6,000	4,600	5,300	**6,400**	1,800	1,400	700	-400
PAKINGTON ST (NEWTOWN)	8,300	300	-	8,600	6,900	7,800	**9,200**	2,300	1,700	800	-600
HIGHTON	7,000	100	-	7,100	6,100	6,900	**8,100**	2,000	1,000	200	-1,000
NEWCOMB CENTRAL	6,800	0	-	6,800	6,300	7,100	**8,700**	2,400	500	-300	-1,900
GEELONG EAST	5,900	200	-	6,100	5,000	5,700	**7,000**	2,000	1,100	400	-900
BELLARINE VILLAGE	6,900	0	-	6,900	6,300	7,100	**8,700**	2,400	600	-200	-1,800

TABLE 5 CONTINUED

	FLOORSPACE SUPPLY				PROJECTED SUPPORTABLE FLOORSPACE DEMAND			TOTAL	TOTAL SUPPLY LESS DEMAND		
PRECINCT	EXISTING FLOORSPACE IN 2014	VACANT FLOORSPACE	PLANNED NEW/ADD FLOORSPACE	TOTAL	2014	2021	2031	2014-31	2014	2021	2031
BELL POST SC	5,800	0	-	5,800	5,300	6,000	**7,300**	2,000	500	-200	-1,500
BARRABOOL HILLS SC	3,800	0	-	3,800	3,600	4,300	**5,000**	1,400	200	-500	-1,200
SHANNON AVE (NEWTOWN)	4,500	400	-	4,900	4,000	4,500	**5,400**	1,400	900	400	-500
OCEAN GROVE (MARKETPLACE)	5,700	0	1,500	7,200	5,200	11,200	**13,200**	8,000	2,000	-4,000	-6,000
VINES RD	3,100	100	-	3,200	2,700	3,100	**3,600**	900	500	100	-400
FYANSFORD	2,300	0	9,500	11,800	1,900	3,900	**5,200**	3,300	9,900	7,900	6,600
GROVEDALE CENTRAL	2,500	200	-	2,700	2,200	2,500	**3,100**	900	500	200	-400
DOROTHY ST	1,800	0	-	1,800	1,600	1,600	**2,000**	400	200	200	-200
ASH RD	1,600	200	-	1,800	1,300	1,400	**2,000**	700	500	400	-200
ROSEWALL	1,700	0	1,100	2,800	1,700	2,400	**3,000**	1,300	1,100	400	-200
JETTY RD	0	0	6,500	6,500	0	0	**3,300**	3,300	6,500	6,500	3,200
WARRALILY	0	0	6,000	6,000	0	1,500	**3,300**	3,300	6,000	4,500	2,700
LARA W	0	0	4,700	4,700	0	500	**600**	600	4,700	4,200	4,100
ARMSTRONG CREEK W	0	0	3,000	3,000	0	0	**1,400**	1,400	3,000	3,000	1,600
HORSESHOE BEND NE	0	0	7,000	7,000	0	0	**3,400**	3,400	7,000	7,000	3,600
KINGSTON DOWNS	0	0	4,700	4,700	0	1,500	**2,300**	2,300	4,700	3,200	2,400
LOCAL	69,500	5,900	11,800	87,200	58,100	65,500	**84,800**	26,700	29,100	21,700	2,400
HOMEMAKER	208,500	9,900	55,800	274,200	164,600	217,700	**294,200**	129,600	109,600	56,500	-20,000
MOORABOOL/FYANS (MOORABOOL ST)#	42,500	3,100	-	45,600	33,300	39,200	**50,800**	17,500	12,300	6,400	-5,200
MOORABOOL/FYANS (WEST FYANS ST)#	13,300	400	-	13,700	10,500	12,400	**15,900**	5,400	3,200	1,300	-2,200
MOORABOOL/FYANS (GREGORY AVE)#	2,500	0	-	2,500	2,000	2,300	**2,800**	800	500	200	-300

It is recommended that the Moorabool/Fyans area be identified as Dispersed Restricted Retail and the associated suppportable floor space be adjusted accordingly.

TABLE 5 CONTINUED

	FLOORSPACE SUPPLY				PROJECTED SUPPORTABLE FLOORSPACE DEMAND			TOTAL	TOTAL SUPPLY LESS DEMAND		
PRECINCT	EXISTING FLOORSPACE IN 2014	VACANT FLOORSPACE	PLANNED NEW/ADD FLOORSPACE	TOTAL	2014	2021	2031	2014-31	2014	2021	2031
SURF COAST HWY^	18,000	2,000	-	20,000	15,000	19,100	**24,500**	9,500	5,000	900	-4,500
DRYSDALE	2,100	400	-	2,500	1,700	2,000	**2,800**	1,100	800	500	-300
GEELONG GATEWAY	31,500	2,100	-	33,600	24,500	28,400	**37,400**	12,900	9,100	5,200	-3,800
GEELONG W	20,300	1,800	-	22,100	15,800	18,600	**24,000**	8,200	6,300	3,500	-1,900
WAURN PONDS	31,900	0	-	31,900	25,100	30,500	**39,000**	13,900	6,800	1,400	-7,100
MELBOURNE RD (NORLANE)	23,500	100	-	23,600	18,400	21,200	**26,900**	8,500	5,200	2,400	-3,300
MELBOURNE RD (NORTH GEELONG)	14,300	0	-	14,300	11,400	13,000	**16,400**	5,000	2,900	1,300	-2,100
SINCLAIR ST	3,200	0	-	3,200	2,600	3,100	**4,500**	1,900	600	100	-1,300
ANAKIE RD	5,500	0	-	5,500	4,300	5,000	**6,300**	2,000	1,200	500	-800
BACCHUS MARSH RD	0	0	18,500	18,500	0	6,900	**9,000**	9,000	18,500	11,600	9,500
LEOPOLD CENTRAL	0	0	12,300	12,300	0	9,400	**12,900**	12,900	12,300	2,900	-600
ARMSTRONG CREEK	0	0	25,000	25,000	0	6,600	**21,000**	21,000	25,000	18,400	4,000
DISPERSED RESTRICTED RETAIL#	76,400	1,500	0	77,900	59,500	70,300	**91,900**	32,400	18,400	7,600	-14,000

Source: SGS Economics and Planning

^ It is recommended that Surf Coast Highway be identified as a Neighbourhood Activity Centre and Dispersed Restricted Retail and the associated supportable floor for all centres be adjusted accordingly.

*It is recommended that the supportable floorspace for Dispersed Restricted Retail Centres be redistributed other centres. Planning policy will discourage the growth of these centres. This may result in an increase in the supportable floor space for other centres.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Summary of Opportunities and Challenges for Greater Geelong

Geelong has a number of challenges and opportunities to improve the retail economy;

1. Population growth is being directed to greenfield locations which creates demand for new retail centres and at the same time may also provide the population base to support the growth of exsting centres.
2. Supermaket and bottleshops dominate retail sales across Geelong and offer little to support other stores within a centre. Planning policy should encourage new supermarket based development to contribute to the centres in which they locate by promoting a diversity of busineses and opportunities for significant representation by local independent enterprises.
3. Successful shopping centre networks typically feature strong representation from across the 4 retail systems, including fast retail, slow retail, cultural retail and restricted retail and wholesale shopping. This is currently not occurring in Geelong particularly in Central Geelong, where sub-regional centres may be considered to have the same retail offer.
4. Townships on the Bellarine struggle to create a year round retail market relying heavily on the summer tourism period. Improvements in the hospitality and cultural tourism offer will be important for these locations.
5. Restricted retail retailing is generally over supplied across the municipality. The exception to this may be the Bellarine where residents need to travel significant distances to reach the nearest restricted retail centre.

Review of Individual Centre Opportunities and Challenges

A review of retail centres has identified key growth opportunities, potential issues and challenges for individual centres across Greater Geelong. The Retail Centre Review is intended to help guide the growth of Greater Geelong's retail centres including identifying future work that could be done to support the retail hierarchy. The key outcomes from the review include:

- Prepare a Urban Design Framework (UDF) or structure plan for Belmont to guide the ongoing development of this centre.
- Expand the boundary of the Waurn Ponds sub-regional centre to include land on the western side of Colac Road, south of South Valley Road including Apco, McDonalds, Aldi and take away shops
- Prepare a UDF or structure plan for Pakington Street (Geelong West). The plan should consider rezoning opportunities within the northern end of Pakington Street and review the role of the Gordon Ave Homemaker Precinct.
- Prepare a UDF for the Highton Neighbourhood Centre to guide the ongoing development of this centre.
- Support the redevelopment of the Bellarine Village and Newcomb Shopping Centres through land acquisition of adjoining residential properties or by redeveloping existing car parking and encouraging multi storey development.
- Identify the Commercial 1 Zoned land on the corner of Surf Coast Highway and Grove Road as a neighbourhood centre.
- Prepare a UDF or Structure Plan for Separation Street Neighbourhood Centre in Bell Park. The plan should investigate opportunities to facilitate the development of a supermarket anchor within this centre.

Implementation and Local Planning Policy Changes

Current planning policy within the Greater Geelong Planning Scheme has been updated to reflect the findings of the SGS reports and the changes to the Greater Geelong's retail network since the adoption of the 2006 plan. Refer to Appendix 2.

Fundamental to these policy changes are:

- An updated policy context including objectives to deliver convenient access to services, improved competition, walkability and urban design outcomes.
- An update retail hierarchy and continued support for a hierarchy of retail centres
- The requirement for an economic impact assessment (EIA) for new centres or centres which challenge the retail hierarchy,
- The requirement for a net community benefit (NCB) test for centres which are likely to have a high impact on the retail hierarchy.
- Use of floor space caps (FSCs) and floor space guidelines.

Definition of a retail centre

Geelong has a number of retail centres but not all of these centres will form part of the identified retail hierarchy. A retail centre is defined as;

A 'retail centre' is any place where retail transactions take place for household goods and services and where one or more of the following conditions apply:

- *The retail activity is lawful under all relevant statutes including the Planning and Environment Act.*
- *The location accommodates at least one dedicated shop, and the total floor space of the dedicated shops exceeds 500 m2 (this is a nominal limit to signify a significant concentration of shops or sales activity).*

The boundary of any such 'retail centre' will be given by those contiguous land parcels into which the existing or planned shops might lawfully expand without the need for a Planning Scheme Amendment.

*'Out-of-centre retailing', is defined as proposals which are not consistent with the **planned** hierarchy of activity centres and which are not permissible 'as of right'.*

Development will be directed to centres included in the retail hierarchy identified in Table 2. Where a request to rezone land or where a planning permit is required for the use and development of a new centre, planning policy will provide direction on what will be considered as part of the application process.

Planning Policy Objectives

Underpinning the work completed by SGS and the City of Greater Geelong are a number of objectives and strategies which seek to support the retail system within Greater Geelong. A revised Local Planning Policy Framework will reflect these objectives

Retail land use and development in the City of Greater Geelong is expected:

- To provide convenient access to goods and services, minimising the need for, and length of, car trips
- To encourage a competitive supply of goods and services, keeping prices down
- To encourage walkable access to suppliers of day to day essentials
- To create vibrant and inviting town and neighbourhood centres
- To maintain an appropriate mix of sub-regional centres that offer a wide range of retail goods and services
- To improve a strong Central Geelong, acting as a flagship for the commercial and cultural life of Greater Geelong, and
- To distribute restricted retail activity within a hierarchy, with retailers located in centres and in a selected number of specialised regional restricted retail nodes.

Convenient access

- Where possible, reduce the need for shoppers to travel long distances from home to access retail services.
- Address service gaps identified in Greater Geelong's retail system, taking into account the effect on existing levels of retail competition and customer choice.
- Locate any new retail centres on sites that have existing or potential future access to public transport services in addition to quality road access for private vehicles.

Competitive supply of goods and services

- Provide an appropriate forward land supply for retail and activity centre development to meet the current and anticipated needs of communities and to stimulate competition.
- Where demand is expected to exceed supply, encourage new stores to establish in existing retail centres in conformity with the agreed retail hierarchy
- Allow the development of new retail centres only where (a) supply in the existing network of centres is constrained, (b) they are justified by demand growth, and (c) where they generate a net community benefit
- Where possible, provide retail zoned land in multiple land ownerships so as to avoid monopoly conditions in catchments. Monopoly holdings can encourage restrictive lease practices and anti-competitive land withholding behaviour leading to undersupply of retail floorspace within the existing network.
- Proponents of new supermarket-based centres should advance objectives to facilitate a diversity of businesses and opportunities for representation by local independent enterprises in framing their proposals.

Walkable access to day to day essentials

- Encourage development of a dense network of convenience based local and neighbourhood centres within walking distance for all residential areas of Greater Geelong (approximately 800m). This network should, reduce the need for shoppers to travel long distances from home to access day to day needs.

Vibrant and inviting retail centres

Supermarket-based Neighbourhood and Town Centres should be distributed across the municipality to perform the role of primary food centres for communities. Consolidate the demand base of individual retail centres by integrating housing where possible.

- Where demand exists, facilitate expansion of existing Centres without undermining the structure of the centres hierarchy
- Ensure that there is a broad mix of activities in higher order Town and Sub-Regional Centres including office and community uses
- Ensure the built form of new or expanding Centres provides for appropriate interfaces with abutting sensitive land uses which minimise amenity impacts.
- Ensure that new or expanding centres provides actives frontages to abutting streets.

Restricted retail

- A number of regional-scale specialised restricted retail centres should continue to service regional catchments. These would provide for large-scale and low density restricted retail.
- Smaller-scale and / or higher density restricted retail should be encouraged to locate in Central Geelong and sub-regional centres in preference to the specialised restricted retail precincts.
- The general dispersal of restricted retail in other locations should be discouraged unless it can be proven that a net community benefit will be created by the proposed development.

Economic impact assessment and net community benefit

A revised planning policy will seek to provide the Greater Geelong community with convenient access to retail services by supporting existing retail centres and encouraging investment. Out of centre development will be supported but only where it can be demonstrated that there is a) a low level of impact in the immediate context and wider region, or b) if a high-impact proposal, a genuine net community benefit (NCB).

Where a planning permit is required for the use , or where it is proposed to amend the Scheme to enable new retail development, the following criteria and decision rules will be applied.

1. Council will appraise how the retail proposal aligns with the adopted retail hierarchy in terms of:
   a) **location** – relative to the existing centres network presented in Table 2
   b) **indicative size** – assessed against the floorspace caps (FSC) at Table 7
   c) **centre role** - assessed against the expectations of centre level within the hierarchy as outlined in Table 2

2. Proposals that are consistent with the above are considered to be low impact and should submit an Economic Impact Assessment (EIA). A revised Local Planning Policy at Appendix 2 will detail the information that is required to be submitted. Critical to gaining support for a proposal is that the EIA must demonstrate:
   a) Trade diversion effects of 10% or less on any competing centre and
   b) No direct competition, and to a significant degree, with similar offerings in designated **Regional**, **Sub-Regional** and **Town Centres** as identified in the retail hierarchy.

3. Proposals that are deemed to be inconsistent with the centres hierarchy and policy on any of the three terms listed in 1 above (‘***non-compliant proposals***’) will be considered a high impact proposal ’and will be assessed against the objectives which Council has set for the retail system as detailed on page 17 and the submission of an Economic Impact Assessment and a Net Community Benefit Assessment. High impact proposals will be required to demonstrate a NCB against a base case where the new retail services in question are assumed to be satisfactorily provided in an appropriate centre in the hierarchy.

   The NCB test will measure marginal costs and benefits generated by the non-compliant proposal versus the Base Case. The (minimum) scope of the net community benefit test is shown in Table 6.

   State Government guidance on how these costs and benefits may be measured can be found in DTF Victorian Guide to Regulation; Toolkit 2: Cost benefit analysis; Updated July 2014.

4. Planning applications which do not trigger a permit for use will need to provide satisfactory traffic and/or urban amenity outcomes.

TABLE 6 - NET COMMUNITY BENEFIT ANALYSIS OF HIGH IMPACT NON-COMPLIANT PROPOSALS

BENEFITS VERSUS THE BASE CASE	COSTS VERSUS THE BASE CASE
1. IMPROVED AMENITY AND PLACE QUALITY AT THE OUT-OF-CENTRE LOCATION ACHIEVED THROUGH RETAIL DEVELOPMENT 2. EARLIER PROVISION OF EXPANDED RETAIL SERVICES FOR THE DISTRICT POPULATION (POTENTIAL)	1. GREATER MOTORISED TRAVEL EXTERNALITIES (AIR POLLUTION AND GREENHOUSE GAS EMISSIONS, ACCIDENTS, CONGESTION) 2. REDUCED CONSUMER SURPLUS (SHOPPERS WILL HAVE TO PAY MORE IN VEHICLE OPERATING COSTS TO ACHIEVE SIMILAR RETAIL SERVICE OUTCOMES) 3. FOREGONE OPPORTUNITIES FOR MORE CONSOLIDATED URBAN DEVELOPMENT IN THE DISTRICT 4. BLIGHTING OF SERIOUSLY IMPACTED COMPETING CENTRE WITHIN THE PLANNED HIERARCHY (PERSISTENT VACANCIES, VANDALISM ETC) (POTENTIAL) 5. POTENTIAL FOREGONE OPPORTUNITIES FOR CO-LOCATION OF RETAIL SERVICES WITH COMMUNITY SERVICES (POTENTIAL) 6. FOREGONE EMPLOYMENT DEVELOPMENT THROUGH DISPLACEMENT OF STRATEGIC BUSINESS LAND (POTENTIAL)

Source: SGS Economics and Planning

Floorspace caps and Floorspace guidelines

The use of FSCs will be retained within the Greater Geelong Planning Scheme. FSCs assist in helping to create a planned centre network where retail hierarchies are vulnerable resulting in negative outcomes for the consumer.

FSCs have in the past not been applied in a consistent way across Greater Geelong which has created confusion over the purpose and role of FSCs. It is proposed that FSCs will be applied to sub-regional centres, growth areas and/or in locations where future development may pose a threat to the established retail hierarchy. Under the Victorian Planning Provisions a FSC can only relate to uses defined as a 'shop'.

Benefits of a FSC

FSCs create the need for a planning permit for use where a development exceeds the FSC and where there otherwise may not be a planning permit requirement due to a use being as of right within a zone. The benefit of applying FSCs is to require permit applicants to submit an EIA, and for high impact proposals a NCB test where they are exceeded. This will provide Council with the ability to ensure that new development is consistent with the established retail hierarchy and will not result in trade impacts on nearby centres (greater than 10%). FSCs will help to ensure centres grow in line with population growth and don't come on line too early resulting in the possible delay in construction of planned centres or significant trade impacts on nearby centres.

FSC will generally be applied to sub-regional centres and centres in growth area locations. Generally FSCs have been determined by the existing shop component of an existing or planned centre. Further discussion has been provided on individual centres.

Sub-regional Centres

Council continues to support Central Geelong as the focus for investment, retail, education, culture, leisure, commerce, services and higher density residential living. Central Geelong therefore sits at the top of the Greater Geelong retail hierarchy. The retail audit has identified that sub-regional centres compete strongly with Central Geelong due to the similar range of retail offerings. Sub-regional centres are often more conveniently located for residents. Council has a number of strategies in place to strengthen the role of Central Geelong as a regional centre. A strong focus has been on encouraging arts and culture, hospitality and accommodation to establish within Central Geelong creating a point of difference with the sub-regional centres. A FSC applied to sub-regional centres will support the retail hierarchy by giving Council an opportunity through the planning permit process to review the size,timing and offerings within sub-regional centres.

Belmont Sub-regional Centre – Existing shop floor space 32,500sqm, currently no FSC

The Belmont Sub-regional Centre does not currently have a FSC. This centre is primarily a strip shopping centre which is anchored by a Coles and Kmart (DDS). The centre has a high proportion of hospitality and speciality shops. Property within the centre is controlled by multiple owners making it difficult to manage in comparison to a large shopping centre with only a single or few owners. Constant small changes to the use of land and multiple ownership patterns make administrating a FSC for this centre complex. SGS have forecast demand for an additional 6,500sqm of shop floor space by 2031. The centre is considered capable of growing by an additional 6,500sqm without significantly impacting on the retail hierarchy. For this centre to achieve additional growth exceeding 6,500sqm it is likely to require rezoning of land. Therefore Council would be able to ask for an EIA or NCB to ensure consistency with the established retail hierarchy. It is recommended that a FSC not be applied to the Belmont Sub-regional Centre.

Leopold Sub-regional Centre – Existing Shop floor space 18,700sqm, existing FSC 30,000sqm

The existing 5,600sqm Leopold Plaza had been identified as a future sub-regional centre to service the Bellarine Peninsula. Council has developed an Urban Design Framework and subsequently updated the Leopold Structure Plan to support this existing centre transitioning to a sub-regional centre. A Development Plan Overlay 30 (DPO) has been applied to the site to guide the ongoing development of the centre. The DPO support a stage 1 development with a shop floor space no greater than 23,000sqm.

A recent planning permit has been approved which supports the development of approximately 18,700sqm of retail floorspace as well as a 12,300sqm Bunnings store (now open) in stage 1 of the development. Stage two of the development would potentially see the centre grow to the current FSC of 30,000sqm. Given the policy support to develop Leopold into a sub-regional centre in stages and the floor space stage 1 requirement contained within the DPO it is recommended that the FSC be reduced to 23,000sqm.

Corio Shopping Centre – Existing shop floor space 27,400sqm, Currently no FSC

Corio Shopping Centre does not currently have a FSC. The centre currently has approximately 27,400sqm of shop floor space. SGS have forecast that by 2031 this centre could support an additional 7,700sqm of shop floor space. A FSC of 27,400sqm is proposed for this centre. A FSC will trigger the need for an EIA to be submitted to grow this centre. A FSC will provide Council with an opportunity to review the timing of and impacts from any future expansion on the retail hierarchy.

Specialised Centre, Pakington Street – Existing shop floor space 30,500sqm

Pakington Street (Geelong West) has been identified as a specialised centre. This centre is similar in size and character to Belmont in that it is primarily a strip shopping centre, however it lacks a discount department store and therefore does not meet the definition of a sub-regional centre. Pakington Street (Geelong West) nonetheless plays an important and diverse role in the Greater Geelong retail hierarchy. It acts as a core retail, commercial and community centre in the municipality, with a broader employment role. SGS has forecast demand for an additional 2,700sqm of additional shop floor space by 2031. The centre is considered capable of growing by an additional 2,700sqm without significantly impacting on the retail hierarchy. For this centre to achieve additional growth exceeding 2,700sqm it is highly likely to require rezoning of land. Therefore Council would be able to ask for an EIA or NCB to ensure consistency with the established retail hierarchy. It is recommended that a FSC not be applied to Pakington Street (Geelong West)

Town Centres

Town Centres are not dissimilar to a neighbourhood centre which supports the daily retail needs of residents, but due to the isolated nature of the townships are often larger than a neighbourhood centre. Additional retail investment is to be encouraged in Greater Geelong's Town Centres. Analysis indicates that Town Centres can accommodate additional retail investment without posing a threat to the hierarchy. As such, FSCs are not considered necessary for this retail category.

Neighbourhood Centres

A review of neighbourhood centres across Geelong has found that these centres are generally 'land locked' and would require significant redevelopment of existing buildings, car parking areas or need to rezone land to accommodate additional growth. It is considered unlikely that these centres will expand significantly within existing zoned land and therefore the application of FSC seems unnecessary. The size of a neighbourhood centre would be unlikely to grow to the extent that they pose a risk to the retail hierarchy without rezoning nearby land. This would trigger the submission of an EIA and possible NCB test. It is therefore recommended that FSC's not be applied to neighbourhood centres.

Growth Areas

There are several identified growth areas within Greater Geelong including Armstrong Creek, Drysdale/Clifton Springs, Fyansford, Ocean Grove and Lara. Planning for these areas is well progressed with Precinct Structure Plans or Development Plans in place for each area. Retail planning for these locations has also occurred. The location, size and make up of these activity centres have been agreed to by Council and in most instances have also been reviewed by an independent Planning Panel. The size of each centre has been determined based on the estimated population of an area. The location of activity centres in growth locations have been planned to be convenient to access by new residents.

Most planned centres have a current FSC. It is proposed to retain the FSC where one already exists and apply them where they don't (Kingston Downs, Fyansford and Lara West). The use of FSCs will allow each centre to develop to service a particular trade area. Removing or increasing the FSC in these locations may make it difficult for new centres to establish with those established early, dominating the retail system. Established centres may be more attractive for new businesses to invest in, and therefore result in the delay of establishing other planned centres. By retaining FSCs Council will have the ability to review the impacts of additional retail floor space on the established hierarchy and impacts on any planned or existing centres. As well as ensuring residents in growth areas have good access to essential retail services.

Kingston Downs Neighbourhood Activity Centre – Currently no FSC

It is recommended that FSC be applied to the Kingston Downs Neighbourhood Centre located on Grubb Road, in the growth area of Ocean Grove. The Ocean Grove Structure Plan 2007 and subsequent Amendment C60 rezoned 9.7 hectares of land to commercial 1 (previously business 1) and 14.5 hectare to the commercial 2 zone (previously business 4). Recent planning scheme reform allows supermarket and shop uses to establish as of right within the Commercial 2 Zone land, this creates the capacity for a significant amount of retail floor space to establish without the need for a planning permit for use. There is potential for this centre to have trade impacts on the Ocean Grove Town Centre, Ocean Grove Market Place and Leopold Sub-regional Centre. The potential size of the centre could impact on the established retail hierarchy.

There is an approved development plan for the Kingston Downs Estate which shows the location of future land uses, road network and other details (Figure 20). A planning application (pp233/2016) has been lodged with Council to develop Stage 1 of the Kingston Downs Neighbourhood Centre. The Neighbourhood Centre is proposed to comprise a total of 12,260 square metres of floor space, comprising 9,752 square metres of floor space to the north of Coastal Boulevard (commercial 1 zone) and 2,882sqm of floor space to the south (commercial 2 zone). Key anchors of the centre would include Woolworths and Aldi supermarkets and a Dan Murphys liquor store.

The northern side of the centre (Commercial 1 Zone) consists of a 4200sqm Woolworths, 1446sqm Dan Murphys, 650sqm mini major, approximately 2700sqm of floor space is dedicated to specialty retail tenancies which will comprise a variety of uses including shops, cafes, takeaway food premises and other retail uses. A further 700sqm is dedicated to non retail uses (office, gym etc). Assuming 50% of the speciality retail stores are not used for shop uses it is considered that the centre located to the north of Coastal Boulevard will consist of approximately 7650sqm of shop uses.

Taking into consideration the existing planning application for Kingston Downs NAC and recognising that FSC do not apply to commercial 2 zoned land, it is recommended that a FSC of 7,650sqm be applied to the Kingston Downs NAC.

Allowing for 4700sqm of retail growth within the Kingston Downs NAC by 2021, SGS had forecast the need for approximately 6,000sqm of additional retail floor space for the whole township by 2031. The current planning application seeks to develop approximately 10,500sqm of retail floor space, consuming all forecast growth for the township to 2031

A FSC will give Council the opportunity to review the economic impact on nearby centres and on the existing retail hierarchy. The use of a FSC would give Council the opportunity to review the timing and/or need for additional retail uses within the Township.

FIGURE 18 - ENDORSED KINGSTON DOWNS ESTATE DEVELOPMENT PLAN

Warralily Neighbourhood Activity Centre

This centre forms part of the Armstrong Creek East Precinct. Know as the Warralily Village, this centre has been granted planning approval (PP1508/2014) for a full line 3800sqm Woolworths supermarket, 1544sqm of speciality retail and 2424sqm of hospitality and other uses and 400 car parking spaces. The centre is planned to open in 2017. A subsequent planning permit (PP722/2016) has been approved to include a 1600sqm Aldi supermarket and 257sqm of speciality retail within this centre. Current approvals total approximately 9624 sqm of retail uses.

This centre currently has a FSC of 6,000sqm. The Precinct Structure Plan for this growth area has envisaged that there would be a number of non retail uses within this centre including office and community uses. Sufficient land has been identified to allow this to occur. Prior to any additional planning permits for retail development being granted for this centre, Council should ensure that there is sufficient land available to deliver a variety of uses within the centre and to review the impact on other planned centres within the growth area. It is therefore recommended that the FSC remain at the current 6,000sqm.

Lara West Neighbourhood Activity Centre

The Lara West Growth area is located on the western boundary of Lara. A Precinct Structure Plan has been approved for this growth area through amendment C246. The PSP has identified the need for a NAC to service the future residential population of this area. Amendment C246 has indicated that the NAC would potentially be delivered between 2020 and 2030. A planning permit has not been lodged for the NAC. Amendment C246 suggested the possible size for this centre would be approximately 5,000sqm, consisting of a full line supermarket and speciality retail. At the time no floor space cap was proposed for this centre.

SGS modelling has suggested that a FSC of 5,000sqm for this centre is appropriate. This is consistent with the information considered as part of amendment C246. This retail strategy seeks to include the Lara West NAC within the retail hierarchy and identify it as Council's preferred location for additional retail services within Lara to support the future growth area. It is recommended that a FSC be applied to the Lara West NAC of 5,000sqm constant with the approach taken across all growth areas in Geelong.

Local Activity Centres (LAC)

The retail audit accounted for all LAC's but did not attribute growth modelling to them. The Armstrong Creek Growth Area has been planned to accommodate a number of smaller LACs throughout the growth area. FSCs have been applied to these LACs to ensure that the majority of retail growth is directed to identified NACs. It is recommended that the existing FSCs for LACs remain. All LACs currently have floor space caps of 1,000sqm within the Armstrong Creek Growth Area..

Proposed Floor Space Caps

Table 7 identifies the recommended FSC. These FSC relate to shop uses only. Existing FSC have been retained for some sub-regional centres and growth area locations. In other centres FSCs have been calculated by SGS as part of the gravity model or for reason discussed above an alternative FSC has been recommended.

In some growth area locations the supportable floor space is below already established floor space caps. This is not considered to be a significant issue as activity centres have been planned to allow for expansion over time and contain a mix of uses consistent with approved Precinct Structure Plans, Development Plans, or township Structure Plans

A draft schedule to the Commercial 1 Zone has been included at Appendix 2.

TABLE 7 – PROPOSED FLOOR SPACE CAPS

NAME OF CENTRE	SIZE OF EXISTING CENTRE 2014 (SHOP)	OVERALL SUPPORTABLE FLOOR SPACE SQWM 2031 (SHOP)*	EXISTING FLOOR SPACE CAP IN SCHEME 2016	PROPOSED FLOOR SPACE CAP SQM (SHOP ONLY)
SUB-REGIONAL CENTRES				
CORIO	27,400	35,100	-	27,400
LEOPOLD	5,300 (18,700 WITH PERMIT)	13,700	30,000	23,000
WAURN PONDS	38,100	49,600	35,000	38,100
GROWTH AREAS				
ARMSTRONG CREEK TOWN CENTRE	0	34,000	40,000	40,000
FYANSFORD	2,300	5,200	-	4,000
HORSESHOE BEND NORTH EAST	0	3,400	7,000	7,000
JETTY ROAD	0	3,300	6,000	6,000
WARRALILY	0	3,300	6,000	6,000
KINGSTON DOWNS	0	2,300	-	7,650
ARMSTRONG CREEK WEST	0	1,400	3,000	3,000
LARA WEST	0	5,000	-	5,000
ARMSTRONG CREEK EAST PRECINCT LOCAL ACTIVITY CENTRE^	0	N/A	1,000	1,000
ARMSTRONG CREEK WEST PRECINCT WHITES ROAD LOCAL ACTIVITY CENTRE^	0	N/A	1,000	1,000
ARMSTRONG CREEK WEST PRECINCT BOUNDARY ROAD LOCAL ACTIVITY CENTRE^	0	N/A	1,000	1,000
WEST PRECINCT TRAIN STATION LOCAL ACTIVITY CENTRE^	0	N/A	1,000	1,000
ARMSTRONG CREEK HORSESHOE BEND PRECINCT SOUTHERN LOCAL ACTIVITY CENTRE^	0	N/A	1,000	1,000
ARMSTRONG CREEK HORSESHOE BEND PRECINCT WESTERN LOCAL ACTIVITY CENTRE^	0	N/A	1,000	1,000

* Supportable floor space was not calculated for local centres, however all floor space was included as an input into the SGS gravity model.

Floor space guidelines

Whilst FSCs are not proposed for all centres it is recommended that floor space guidelines for all centres be included within Clause 21.19 as shown in Table 8. The supportable retail floor space in this instance relates to floorspace supportable by 2031. These guidelines will assist in:

- Directing development to a centre where demand has been identified.
- Encourage retail growth in line with population growth and
- Support the identified hierarchy of centres by directing growth to existing centres.

These guidelines are not intended to prevent centres becoming larger than what is identified in Table 8 or to override the need for an EIA or NBC where the planning scheme requires one. Some centres may never achieve the supportable floor space for a range of reasons (for example land constraints). This demand may then be taken up by a nearby centre or in some instance a new centre, provided the propposal development can meet the objectives of the planning scheme.

TABLE 8 - SUPPORTABLE RETAIL FLOOR SPACE GUIDELINES TO 2031*

CENTRE NAME	TOTAL FLOOR SPACE INCLUDING EXISTING, VACANT AND PLANNED FLOOR SPACE SQM 2014	TOTAL FLOOR SPACE DEMAND SQM 2031	AMOUNT OF SUPPORTABLE FLOOR SPACE SQM 2031# (DIFFERENCE FROM 2014)
REGIONAL CENTRE			
CENTRAL GEELONG	252,100	283,900	+31,800
SUB-REGIONAL			
BELMONT	44,000	51,500	+7,500
WAURN PONDS	42,800	54,700	+11,900
CORIO SC	29,900	38,000	+8,100
LEOPOLD	23,000	17,000	-6,000
ARMSTRONG CREEK	40,000	34,000	-6,000
SPECIALISED			
PAKINGTON ST	42,700	46,800	+4,100
TOWN CENTRES			
OCEAN GROVE	16,100	15,100	-1,000
DRYSDALE	17,400	18,500	+1,100
LARA	12,300	15,300	+3,000
BARWON HEADS	9,800	9,300	-500
PORTARLINGTON	7,200	8,000	+800
ST LEONARDS	3,300	4,300	+1,000
NEIGHBOURHOOD CENTRES			
SHANNON AVE (GEELONG WEST)	12,900	15,000	+2,100
SEPARATION STREET	6,000	6,400	+400
PAKINGTON STREET (NEWTOWN)	8,600	9,200	+600
HIGHTON	7,100	8,100	+1,000
NEWCOMB CENTRAL	6,800	8,700	+1,900
GEELONG EAST	6,100	7,000	+900
BELLARINE VILLAGE	6,900	8,700	+1,800
BELL POST SC	5,800	7,300	+1,500
BARRABOOL HILLS SHOPPING CENTRE	3,800	5,000	+1,200

TABLE 8 CONTINUED

CENTRE NAME	TOTAL FLOOR SPACE INCLUDING EXISTING, VACANT AND PLANNED FLOOR SPACE SQM 2014	TOTAL FLOOR SPACE DEMAND SQM 2031	AMOUNT OF SUPPORTABLE FLOOR SPACE SQM 2031# (DIFFERENCE FROM 2014)
SHANNON AVE (NEWTOWN)	4,900	5,400	+500
OCEAN GROVE (MARKETPLACE)	7,200	13,200	+6,000
VINES ROAD	3,200	3,600	+400
FYANSFORD	11,800	5,200	-6,600
GROVEDALE CENTRAL	2,700	3,100	+400
DOROTHY STREET	1,800	2,000	+200
ASH ROAD	1,800	2,000	+200
ROSEWALL	2,800	3,000	+200
JETTY ROAD	6,500	3,300	-3,200
WARRALILY	6,000	3,300	-2,700
LARA W	4,700	600	-4,100
ARMSTRONG CREEK WEST	3,000	1,400	-1,600
HORSESHOE BEND NORTH EAST	7,000	3,400	-3,600
KINGSTON DOWNS	4,700	2,300	-2,400
HOMEMAKER^			
DRYSDALE	2500	2,800	+300
SURF COAST HWY+	20,000	24,500	+4,500
GEELONG GATEWAY	33,600	37,400	+3,800
GEELONG WEST	22,100	24,000	+1,900
WAURN PONDS	31,900	39,000	+7,100
MELBOURNE RD (NORLANE)	23,600	26,900	+3,300
MELBOURNE RD (NORTH GEELONG)	14,300	16,400	+2,100
SINCLAIR ST	3,200	4,500	+1,300
ANAKIE ROAD	5,500	6,300	+800
BACCHUS MARSH ROAD	18,500	9,000	+9,500
LEOPOLD CENTRAL	12,300	12,900	+600
ARMSTRONG CREEK	25,000	21,000	4,000

* Supportable floor space is defined as all retail uses
# Where the amount of supportable floor space includes a ‘ minus’, the size of this centre already exceeds retail demand.
^ Excludes Dispersed Homemaker Centres
+ It is recommended that Surf Coast Highway be identifed as a Neighbourhood Activity Centre and Dispersed Restricted Retail and the assoicated supportable floor for all centres be adjusted accordingly.

Table 9 documents recent increases to retail floor space since the 2014 audit was undertaken. This table should be read in conjunction with Table 9 for the purpose of determining the supportable floor space by 2031.

TABLE 9 - RETAIL DEVELOPMENT APPROVALS SINCE 2014

CENTRE NAME	FLOOR SPACE 2014 SQM INCLUDING PLANNED CENTRES	CHANGE SQM	TOTAL FLOOR SPACE 2017 SQM
WARRALILLY NAC	0	9,600 CONSISTING A WOOLWORTHS, ALDI AND SPECIALITY STORES	9600
WAURN PONDS HOMEMAKER	31,900	13,500 A RANGE OF RESTRICTED RETAILS STORE HAVE BEEN CONSTRUCTED	45,400
ANAKIE ROAD HOMEMAKER	5,500	4,235 APPROVED BUT NOT CONSTRUCTED. INCLUDING 2118SQM OF RESTRICTED RETAIL AND 2117SQM ALDI SUPERMARKET AND SPECIALITY STORE	4235
LARA TOWN CENTRE	11,900	3,000 EXPANDED WOOLWORTHS SUPERMARKET AND SPECIALITY STORES	14,900
OCEAN GROVE NAC KINGSTON DOWNS	0	10,760 CONSISTING A WOOLWORTHS, ALDI, DAN MURPHY AND SPECIALITY STORES (EXCLUDING NON RETAIL USES)	10,760
DRYSDALE TOWN CENTRE	10,900	3,834 COLES SUPERMARKET CURRENTLY UNDER CONSTRUCTION	14734

These recommendations are supported by an updated schedule to the Commercial 1 Zone, local planning policy clauses 21.19 and 22.03 of the Geelong Planning Scheme. A copy of these changes can be found at Appendix 2.


CANOPY
outdoor

Conclusion

Greater Geelong is well placed to meet future retail demand. A significant amount of retail planning and development has occurred in Greater Geelong over the last 10 years to meet existing and forecast population growth. Most residents currently have access to a retail centre capable of meeting daily retail needs within a 20 minute drive from home. Population growth will see existing centres achieve ever increasing retail turnover densities which will create demand for additional retail floor space. This strategy seeks to direct this demand for floor space to existing retail centres to support the established retail hierarchy and to meet a number of broader planning policy objectives such as urban consolidation. It is acknowledged that this may not always be able to be achieved and there will continue to be demand for new centres in out of centre locations. An updated planning policy will strengthen the assessment criteria for these types of applications to ensure the existing established retail hierarchy continues to be supported.