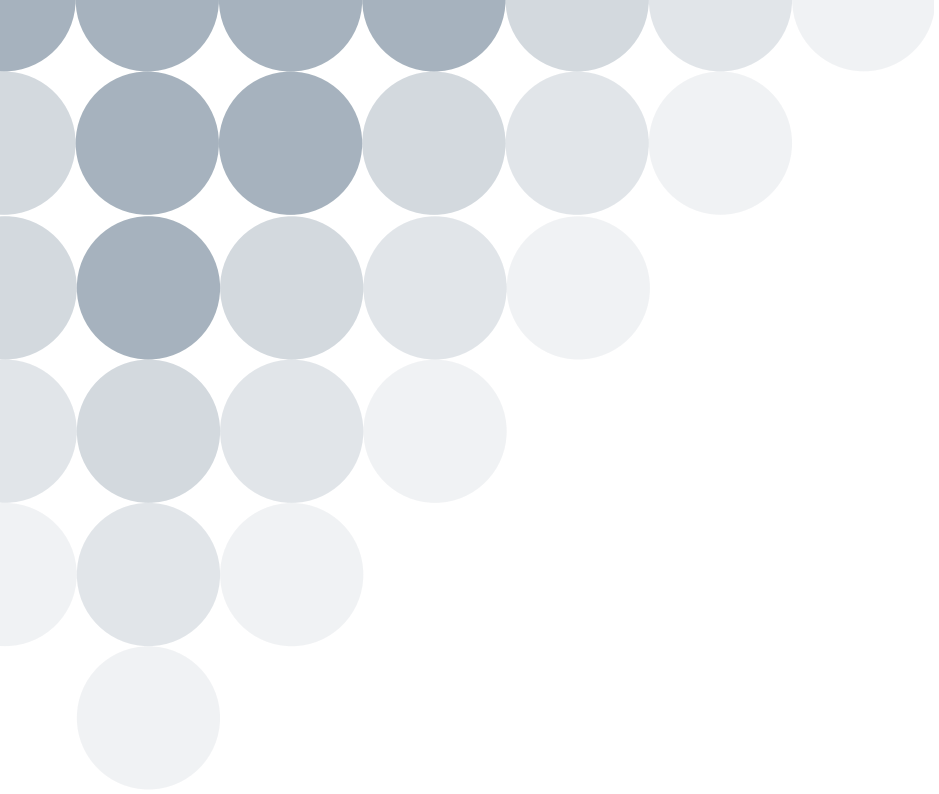
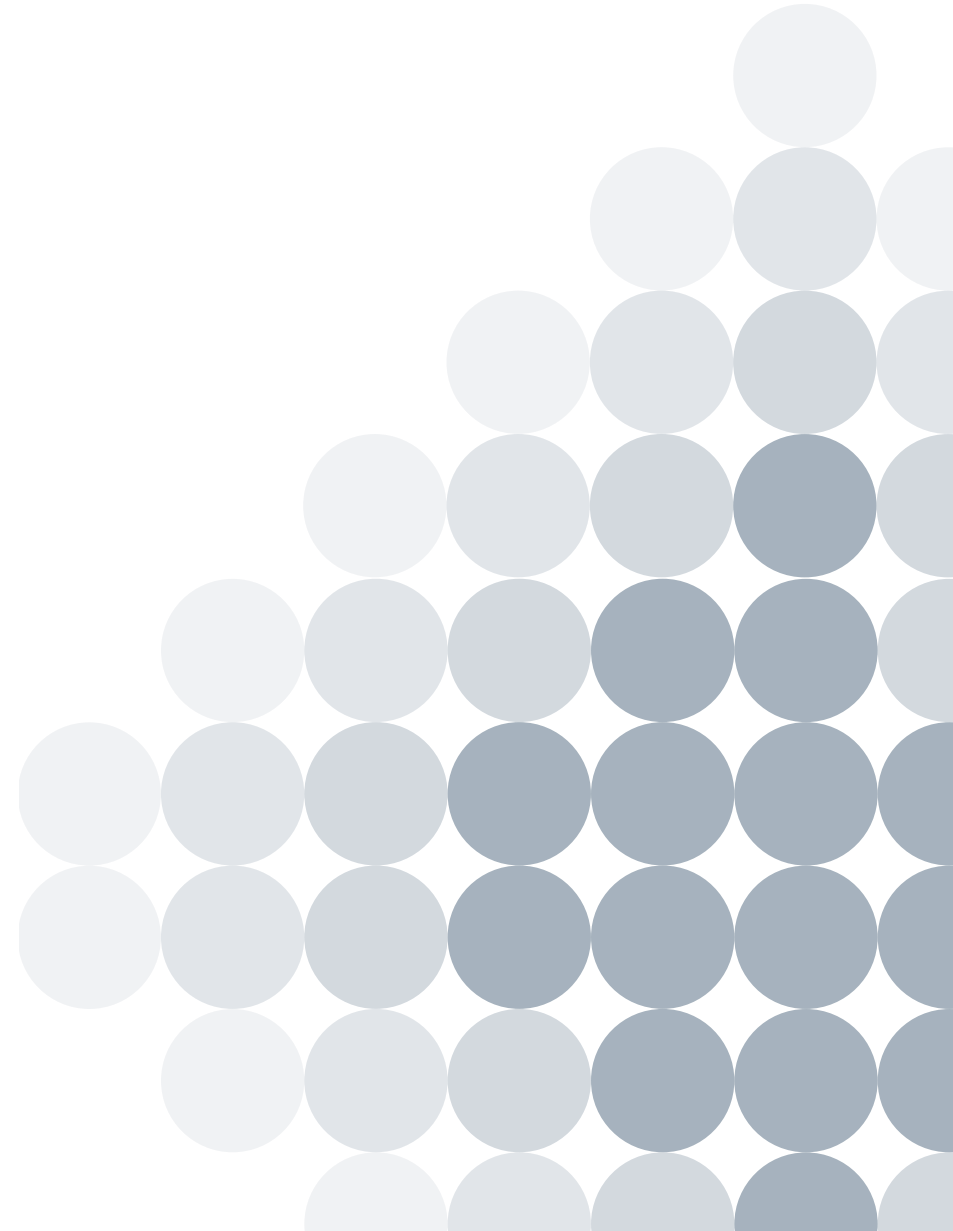


**Draft
City of Greater Geelong Retail Strategy
2017
Appendix 1**



Purpose of the Retail Centre Review

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 and establishes the future direction of each centre.



CENTRE NAME CENTRAL GEELONG									
HIERARCHY STATUS:	REGIONAL								
LOCATION:	GEELONG								
KEY CHARACTERISTICS:	LARGE RETAIL AND COMMERCIAL PRECINCT WITH TWO SHOPPING CENTRES (WESTFIELD GEELONG AND MARKET SQUARE GEELONG). THERE IS LIMITED ON-STREET PEDESTRIAN ACTIVITY AND HIGH VACANCY LEVELS IN PARTS OF THE PRECINCT.								
CURRENT ROLE:	STRONG RETAIL AND BUSINESS FOCUS BUT IS FACED WITH STRONG COMPETITION FROM SURROUNDING ACTIVITY CENTRES INCLUDING PAKINGTON ST (GEELONG WEST), BELMONT AND WAURN PONDS.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	974,206		1,481		0		44,280		186,164
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	2,542	32,895	37,424	6,077	62,026	85,906	226,870	-	25,189
RETAIL ANCHORS:	1 DS (MYER), 3 DDS (BIG W, DIMMEYS, HARRIS SCARFE, TARGET), 1 SUPERMARKET (2,542SQM COLES)								
TRANSPORT CONNECTIONS:	PUBLIC	GEELONG RAILWAY STATION (APPROX. 400M), SOUTH GEELONG RAILWAY STATION (APPROX. 1.1KM), BUS SERVICE (SEVERAL BUS ROUTES)							
	PRIVATE	SEVERAL BLOCKS ON EITHER SIDE OF RYRIE STREET, ACCESSIBLE VIA PRINCES HIGHWAY, HAMILTON HIGHWAY, BELLARINE HIGHWAY AND PORTARLINGTON ROAD							
FUTURE ROLE AND OPPORTUNITIES:	<p>ATTEMPTS ARE BEING MADE TO INCREASE ECONOMIC PRODUCTIVITY AND PEDESTRIAN ACTIVITY IN THE PRECINCT. THIS MAY BE ACHIEVED WITH GREATER RESIDENTIAL DEVELOPMENT WITHIN THE CBD PRECINCT.</p> <p>LARGE RETAIL AND COMMERCIAL PRECINCT WITH TWO SHOPPING CENTRES (WESTFIELD GEELONG AND MARKET SQUARE GEELONG). THERE IS LIMITED ON-STREET PEDESTRIAN ACTIVITY AND HIGH VACANCY LEVELS IN PARTS OF THE PRECINCT</p> <p>SIGNIFICANT INVESTMENT UNDERWAY TO INCREASE ECONOMIC PRODUCTIVITY AND PEDESTRIAN ACTIVITY IN THE PRECINCT. THIS MAY BE ACHIEVED WITH GREATER RESIDENTIAL DEVELOPMENT WITHIN THE CBD PRECINCT. THERE IS A STRONG RETAIL AND BUSINESS FOCUS BUT THERE IS STRONG COMPETITION FROM SURROUNDING ACTIVITY CENTRES INCLUDING PAKINGTON ST (GEELONG WEST), BELMONT AND WAURN PONDS.</p> <p>THE CENTRAL GEELONG STRUCTURE PLAN, CENTRAL GEELONG ACTION PLAN AND THE REVITALISED CENTRAL GEELONG ACTION PLAN ARE THE GUIDING DOCUMENTS FOR CENTRAL GEELONG. THE RECOMMENDATIONS OF THESE PLANS HAVE BEEN OR ARE BEING IMPLEMENTED.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	31,800			YES		NO		NO	

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

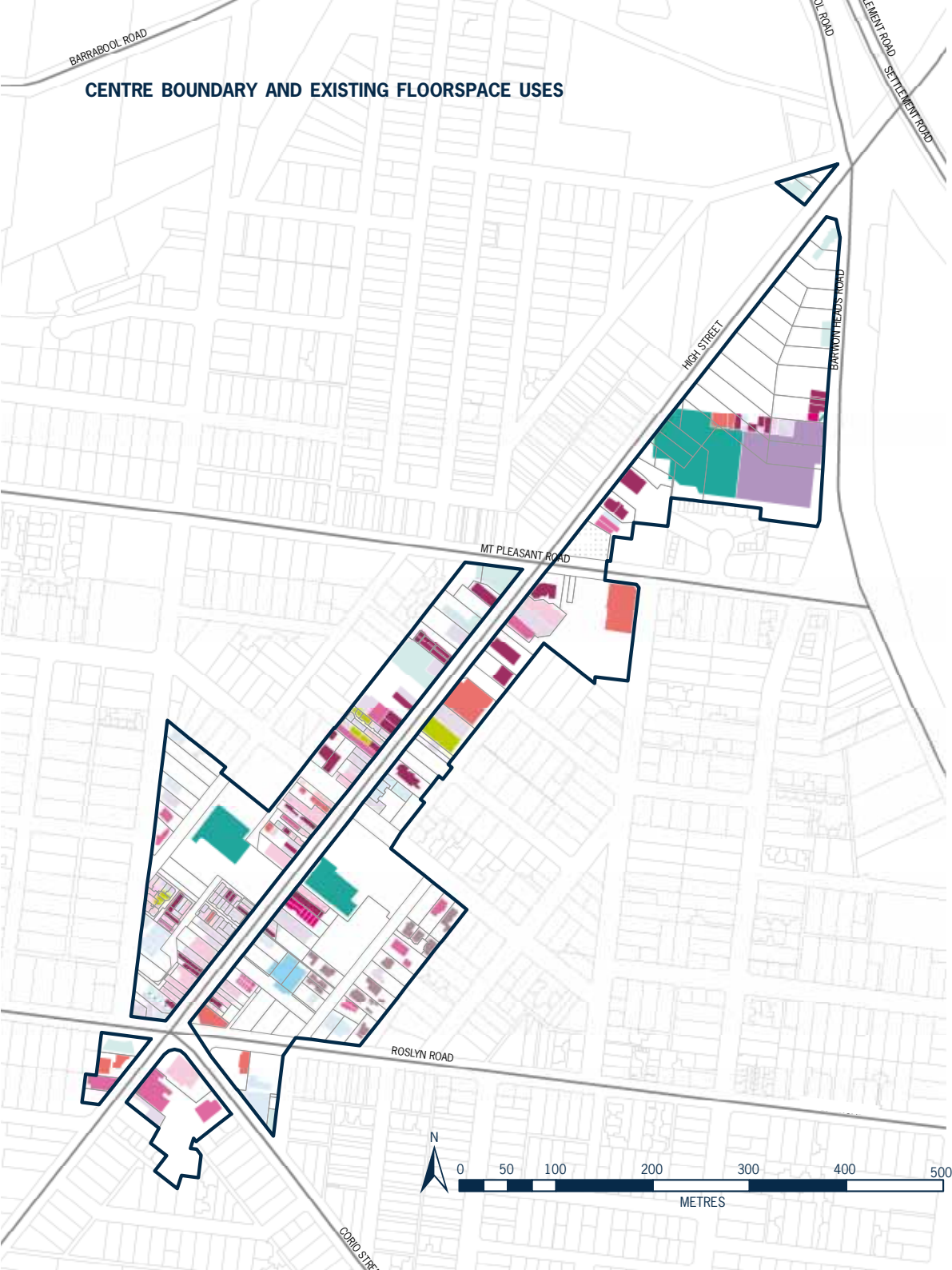
Sub-Regional Centres

1.2 BELMONT

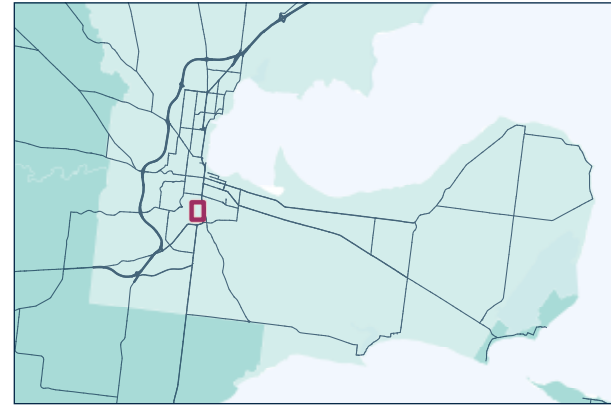
CENTRE NAME	BELMONT								
HIERARCHY STATUS:	SUB-REGIONAL								
LOCATION:	BELMONT								
KEY CHARACTERISTICS:	MAJOR SHOPPING STRIP LOCATED IN CLOSE PROXIMITY TO CENTRAL GEELONG AND WELL-CONNECTED TO BUS SERVICES. CONTAINS BELMONT SHOPPING VILLAGE (ANCHORED BY COLES) TO THE NORTH AND FINER GRAIN BUILT FORM TO THE SOUTH, AND INCLUDES A MUNICIPAL LIBRARY.								
CURRENT ROLE:	THIS PRECINCT CONTAINS A RANGE OF SPECIALTY SHOPS, OFFICE RETAIL AND HOSPITALITY SERVICES, AND IS PARTICULARLY ACTIVE AT THE SOUTHERN END.								
ZONING (SQM):	ACZ	C1Z			C2Z		MUZ	OTHER	
	0	156,570			0		1,000	0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	9600	6,110	4,240	5,270	10,100	7,270	42,580	5,780	1,370
RETAIL ANCHORS:	1 DDS (6,108SQM KMART), 3 SUPERMARKETS (6,027SQM COLES, 1,927SQM COLES, 1,643SQM ALDI)								
TRANSPORT CONNECTIONS:	PUBLIC	SOUTH GEELONG RAILWAY STATION (APPROX. 2KM), BUS SERVICE ALONG HIGH STREET (ROUTES 14, 15, 16, 17, 19, 20 AND 74)							
	PRIVATE	HIGH STREET, BELMONT, FROM BARWON HEADS ROAD TO ROSLYN ROAD							
FUTURE ROLE AND OPPORTUNITIES:	<p>THE RESIDENTIAL LAND SURROUNDING BELMONT IS IDENTIFIED AS AN INCREASED HOUSING DIVERSITY AREA. CONSIDERATION SHOULD BE GIVEN TO PREPARING AN URBAN DESIGN FRAMEWORK (UDF) OR STRUCTURE PLAN TO GUIDE GROWTH AND DEVELOPMENT OF THE CENTRE AND SURROUNDING LAND.</p> <p>THE PRECINCT IS LIKELY TO CONTINUE TO THRIVE, PLAYING A CONTINUED RETAIL, SERVICE AND EMPLOYMENT ROLE IN THE LOCAL BELMONT AND WIDER GEELONG AREA.</p>								
ACTION REQUIRED:	DEVELOP AN UDF OR STRUCTURE PLAN FOR BELMONT. THE STRUCTURE, PLAN SHOULD CONSIDER AMONG OTHER THINGS; HOW TO ACCOMMODATE ADDITIONAL FLOOR SPACE DEMAND, HOUSING OPTIONS, BUILT FORM, CAR PARKING AND STREETScape IMPROVEMENTS.								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	7,500			YES		YES		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.2 BELMONT

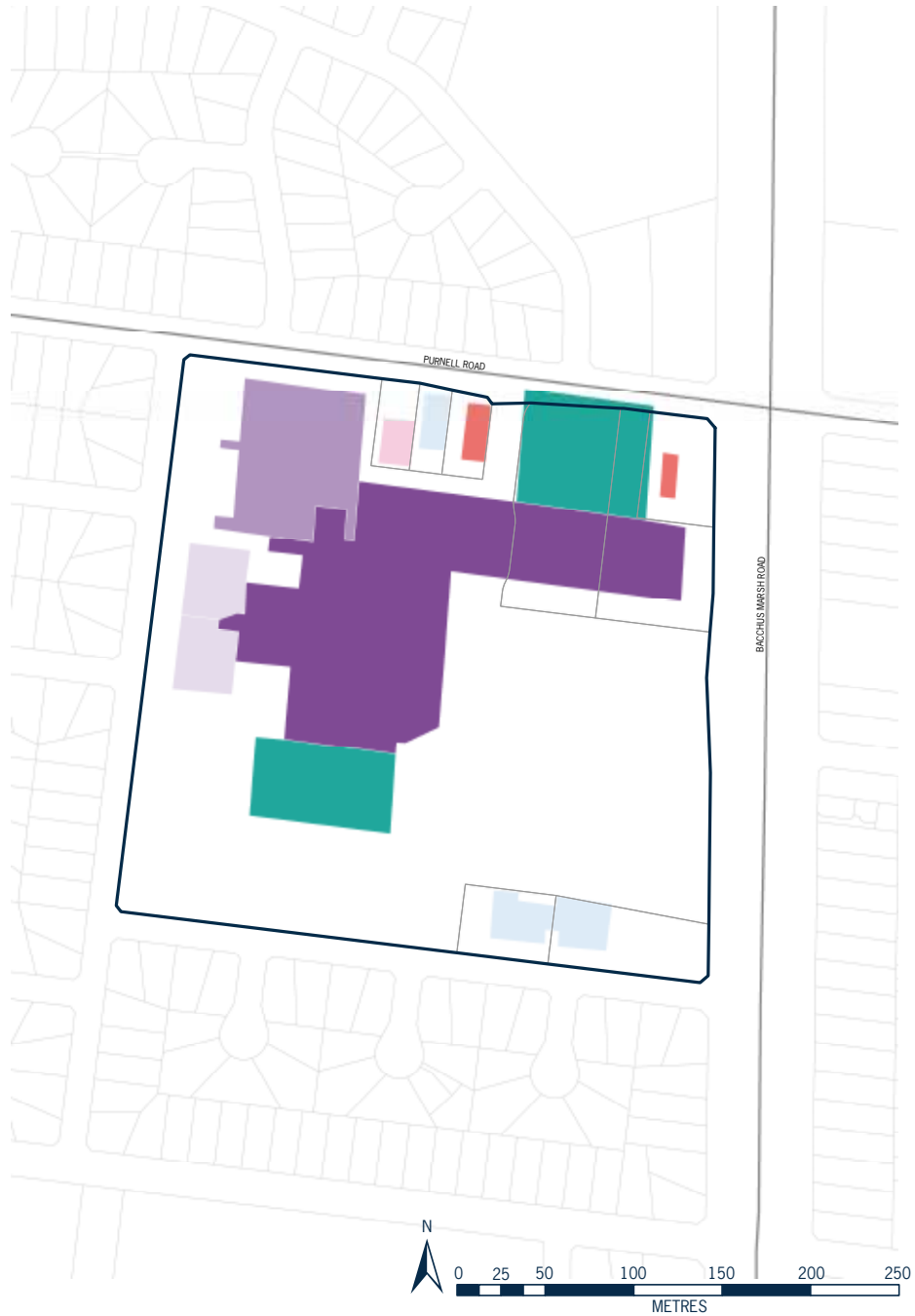
Sub-Regional Centres

1.3 CORIO SC

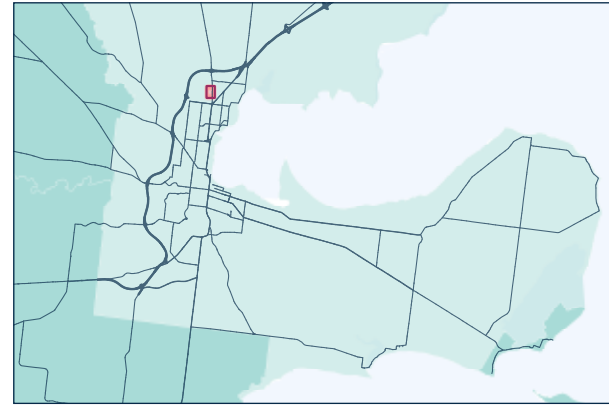
CENTRE NAME	CORIO SC								
HIERARCHY STATUS:	SUB-REGIONAL								
LOCATION:	CORIO								
KEY CHARACTERISTICS:	MAJOR, DOUBLE STOREY SHOPPING CENTRE (CORIO SHOPPING CENTRE) WITH OVER 95 STORES AND SERVICES, INCLUDING A GEELONG COUNCIL CUSTOMER SERVICE CENTRE.								
CURRENT ROLE:	THE ACTIVITY CENTRE PLAYS A CENTRAL ROLE IN THE PROVISION OF RETAIL AND SERVICES IN THE WIDER CORIO AREA.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		100,860		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	8,390	6,160	0	2,200	10,710	2,490	29,940	3,500	0
RETAIL ANCHORS:	1 DDS (6156SQM KMART), 2 SUPERMARKETS (3634SQM COLES, 3655SQM WOOLWORTHS)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 10, 11, 12, 30 AND 45)							
	PRIVATE	CORNER OF BACCHUS MARSH ROAD AND PURNELL ROAD, ACCESSED VIA THE GEELONG RING ROAD AND PRINCES HIGHWAY.							
FUTURE ROLE AND OPPORTUNITIES:	WITH THE PRECINCT A PART OF A LARGE INCREASED HOUSING DIVERSITY AREA (IHDA), THERE IS SCOPE FOR THE DEVELOPMENT OF A MIXED USE PRECINCT AROUND THE EXISTING SHOPPING CENTRE, AS RECOMMENDED IN THE CORIO NORLANE STRUCTURE PLAN 2012. THIS EXPANDED PRECINCT COULD ALSO BE A FOCUS FOR COMMUNITY ACTIVITY IN THE AREA. GIVEN THE SIGNIFICANT GOVERNMENT INVESTMENT IN THE AREA THROUGH THE NORTHERN ARC PROJECT, THERE MAY BE A NEED TO REVISIT THE STRUCTURE PLAN RECOMMENDATIONS AT THE NEXT STRUCTURE PLAN REVIEW.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	8,100			YES – WITH CONSTRAINTS		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

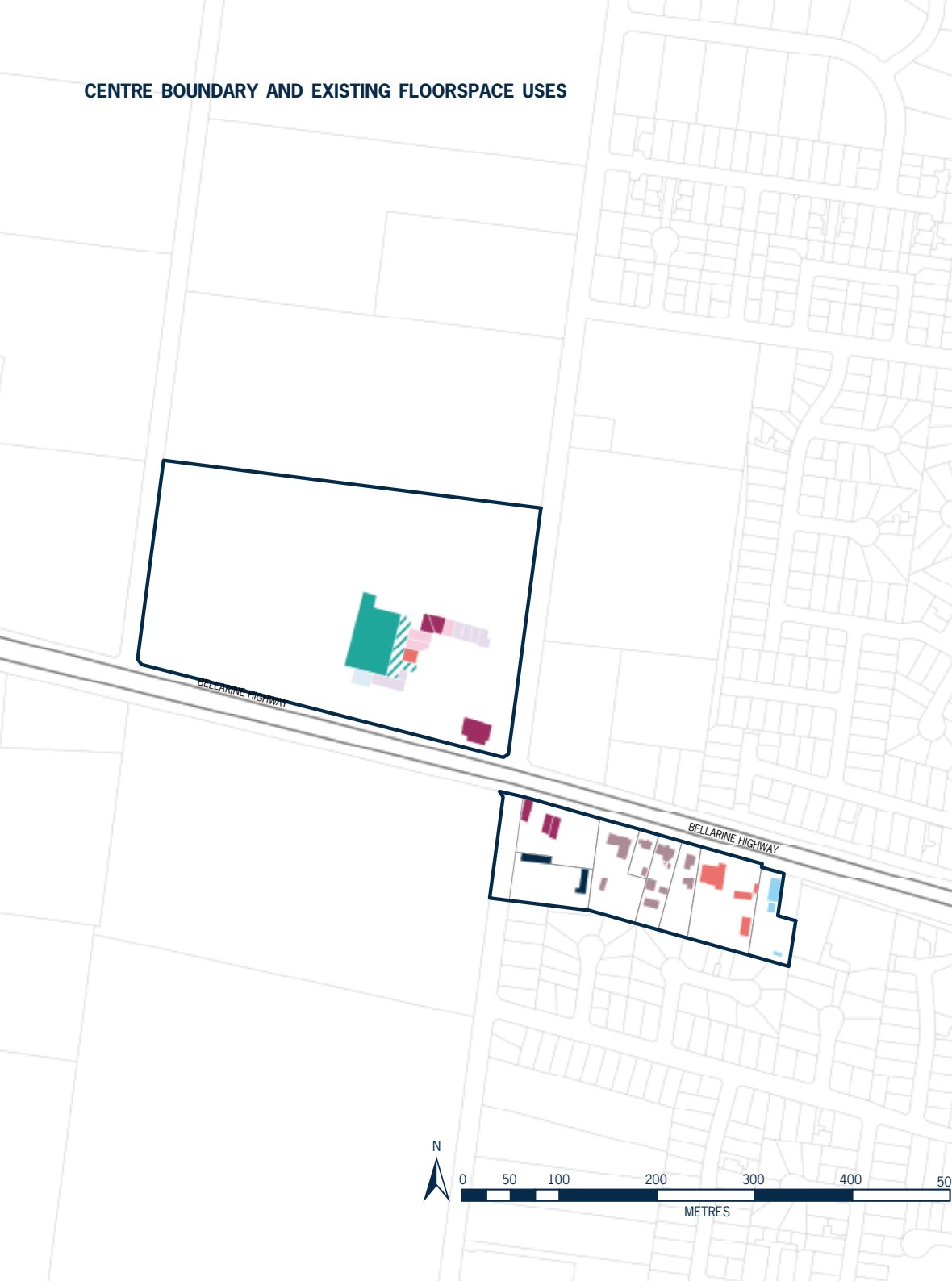
Sub-Regional Centres

1.4 LEOPOLD

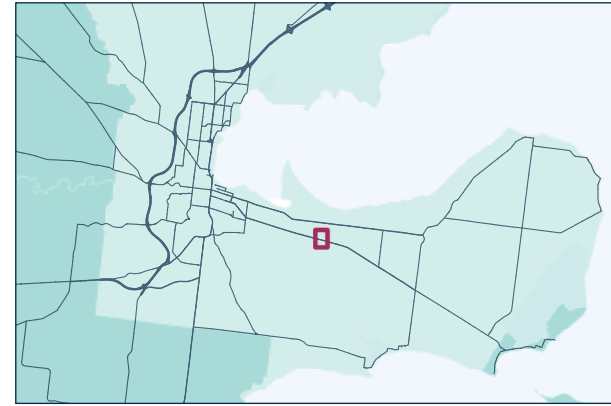
CENTRE NAME	LEOPOLD								
HIERARCHY STATUS:	SUB-REGIONAL								
LOCATION:	LEOPOLD								
KEY CHARACTERISTICS:	SUB-REGIONAL CENTRE ALONG BELLARINE HIGHWAY. CONTAINS LEOPOLD GATEWAY PLAZA (UNDER 20 STORES AND SERVICES AND ANCHORED BY COLES), AND A SMALL NUMBER OF LARGELY RESIDENTIAL AND HOSPITALITY USES IN THE REMAINDER OF THE PRECINCT.								
CURRENT ROLE:	THIS ACTIVITY CENTRE LARGELY SERVES THE TOWNSHIP OF LEOPOLD AND COMMUTERS TO AND FROM THE WESTERN REGION OF GREATER GEELONG AND THE BELLARINE PENINSULA. IT IS COMPLEMENTED BY SMALL, LOCAL RETAIL SHOPPING STRIPS FOUND AT DOROTHY STREET AND ASH ROAD.								
ZONING (SQM):	ACZ	C1Z			C2Z		MUZ	OTHER	
	0	89,750			0		29,130	0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,020	0	0	1,150	1,130	1,600	6,900	660	0
PLANNED FLOORSPACE SQM (ADDITIONAL)	16,100 – CONSTRUCTION SOON TO BE COMPLETED								
RETAIL ANCHORS:	1 SUPERMARKET (3,018SQM COLES)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 75, 76, 77, 83)							
	PRIVATE	CORNER OF BELLARINE HIGHWAY AND MELALUKA ROAD							
FUTURE ROLE AND OPPORTUNITIES:	<p>SUB-REGIONAL CENTRE ALONG BELLARINE HIGHWAY KNOWN AS LEOPOLD GATEWAY PLAZA. THE REDEVELOPMENT OF THE CENTRE IS ALMOST COMPLETE. THE EXPANDED CENTRE WILL INCLUDE A COLES, ALDI, DDS AS WELL AS SPECIALITY STORES. THE SIGNIFICANT INCREASE IN THE SIZE OF THIS CENTRE TO 23,000M2 WILL COMPLETE THE TRANSITION OF THIS CENTRE TO A SUB REGIONAL CENTRE. WITH THIS EXPANSION, THE CENTRE MAY ALSO ATTRACT CONSUMERS FROM THE WIDER BELLARINE PENINSULA, THOUGH CAREFUL PLANNING WOULD NEED TO OCCUR TO MINIMISE EFFECTS ON EXPENDITURE IN EXISTING STRIPS AND CENTERS IN THE REGION. HOWEVER, WITH THE DEVELOPMENT OF A NEW RETAIL OFFER (ANCHORED BY WOOLWORTHS) AT CURLEWIS, THE LEOPOLD SUB-REGIONAL CENTRE MAY LIKELY BE CHALLENGED WITH GREATER COMPETITION.</p> <p>THE LEOPOLD UDF 2010 AND THE LEOPOLD STRUCTURE PLAN 2011 IDENTIFIED LEOPOLD AS THE SUB-REGIONAL CENTRE FOR THE BELLARINE PENINSULA. THE STRUCTURE PLAN IDENTIFIES THE POTENTIAL TO GROW THE CENTRE IN A NORTHERLY DIRECTION ALONG MELALUKA ROAD. GIVEN THE RECENT EXPANSION OF THIS CENTRE AND THE LACK OF FUTURE RETAIL FLOOR SPACE DEMAND ABOVE WHAT IS ALREADY CONSTRUCTED, IT IS ANTICIPATED THAT THERE WILL NOT BE A NEED TO REZONE ADDITIONAL LAND IN THE IMMEDIATE FUTURE.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	-6,000			YES – WITH CONSTRAINTS		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

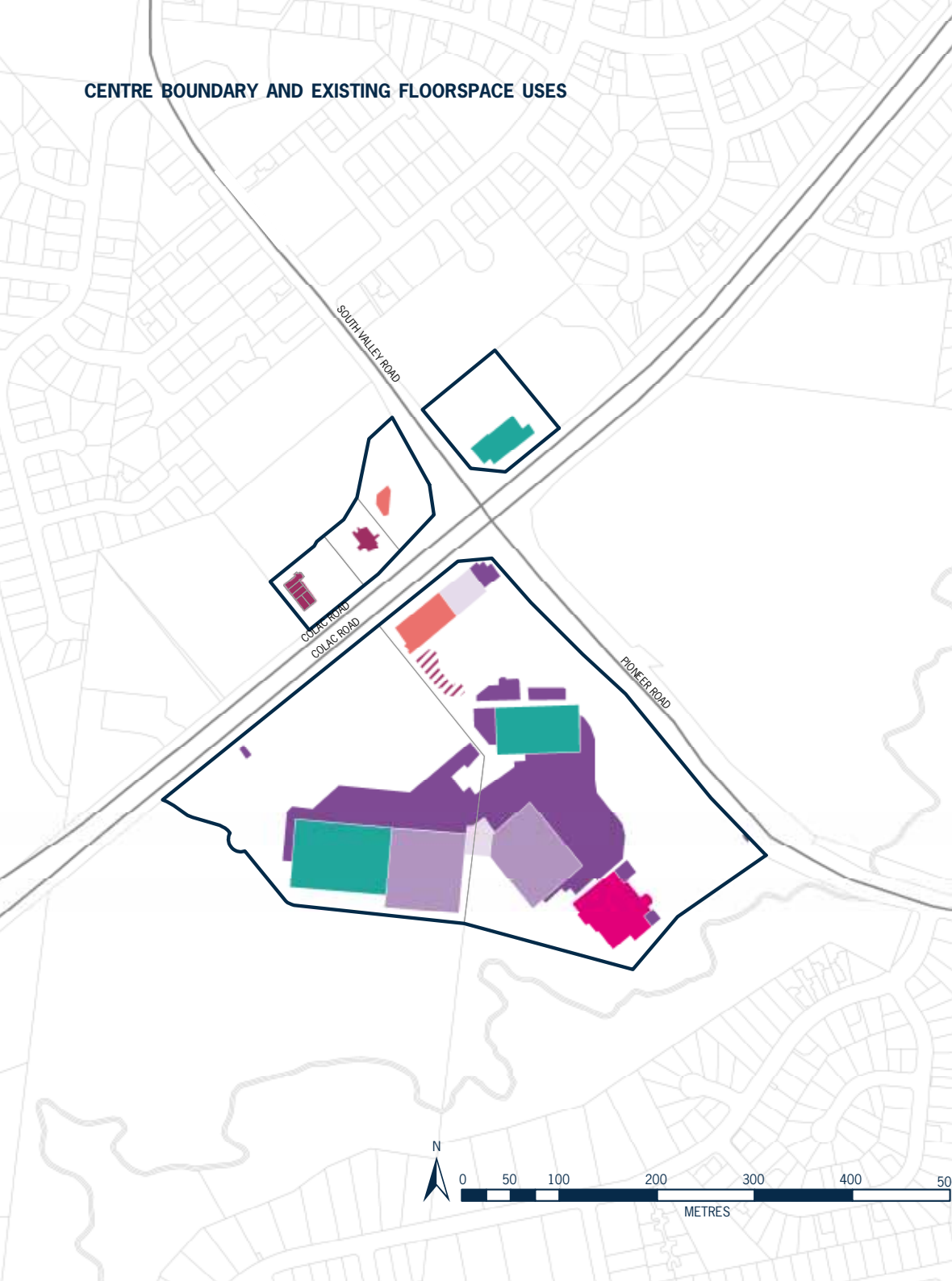
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.4 LEOPOLD

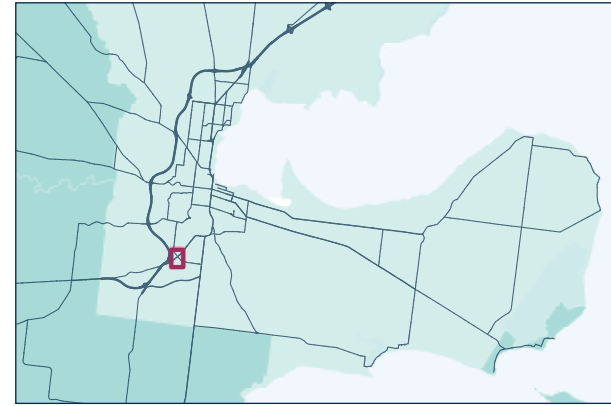
CENTRE NAME	WAURN PONDS								
HIERARCHY STATUS:	SUB-REGIONAL								
LOCATION:	GROVEDALE								
KEY CHARACTERISTICS:	MAJOR SHOPPING CENTRE IN THE SOUTH WEST OF GREATER GEELONG WITH OVER 115 STORES, ALONG WITH AN ALDI SUPERMARKET ACROSS THE HIGHWAY. IN CLOSE PROXIMITY TO DEAKIN UNIVERSITY'S WAURN PONDS CAMPUS AND A MUNICIPAL LIBRARY.								
CURRENT ROLE:	THIS ACTIVITY CENTRE SERVES A WIDE CATCHMENT, WITH ITS CLOSEST SIGNIFICANT RETAIL CENTRES LOCATED AS FAR AS BELMONT AND HIGHTON.								
ZONING (SQM):	ACZ	C1Z			C2Z		MUZ	OTHER	
	0	147,330			0		0	14,080	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	12,480	11,640	0	3,370	10,590	4,670	42,760	2,330	0
RETAIL ANCHORS:	2 DDS (6,155SQM KMART, 5,488SQM TARGET), 3 SUPERMARKETS (6,800SQM COLES, 3,712SQM WOOLWORTHS, 1,563SQM ALDI)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (14, 15, 17, 70 AND 71)							
	PRIVATE	CORNER OF PIONEER ROAD AND PRINCES HIGHWAY (COLAC ROAD), ACCESSED VIA THE GEELONG RING ROAD AND SURF COAST HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	<p>IT IS RECOMMENDED THAT THE CENTRE BOUNDARY BE AMENDED TO INCLUDE ALDI AND COMMERCIAL PROPERTIES ON THE WESTERN SIDE OF COLAC ROAD.</p> <p>WITH PRESSURE FOR MORE RETAIL AND SERVICES, THERE MAY BE PRESSURE TO EXPAND THE ACTIVITY CENTRE. LAND TO THE SOUTH WEST OF THE CENTRE (135-177 COLAC ROAD) IS OWNED BY THE SHOPPING CENTRE, BUT IS IDENTIFIED AS A KEY (RESIDENTIAL) DEVELOPMENT AREA IN THE HOUSING DIVERSITY STRATEGY AND IS ZONED RESIDENTIAL GROWTH SCHEDULE 1.</p> <p>ANY FUTURE EXPANSION OF THE SHOPPING CENTRE SHOULD OCCUR WITHIN THE EXISTING COMMERCIAL 1 ZONE LAND. THE SHOPPING CENTRE SHOULD BE ENCOURAGED TO REDEVELOP EXISTING CAR PARKING AREAS AND CONSIDER TWO OR THREE STOREY DEVELOPMENT TO ACHIEVE AN INCREASE IN FLOOR SPACE.</p> <p>THE REZONING OF THE ADJACENT SITE AT 135-177 COLAC ROAD IS NOT SUPPORTED.</p>								
ACTION REQUIRED:	AMEND THE BOUNDARY OF THE WAURN PONDS SHOPPING CENTRE TO INCLUDE THE WESTERN SIDE OF COLAC ROAD, SOUTH OF SOUTH VALLEY ROAD TO INCORPORATE THE APCO SERVICE STATION, MCDONALDS AND TAKE AWAY FOOD PREMISES.								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	11,900			YES – WITH CONSTRAINTS		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

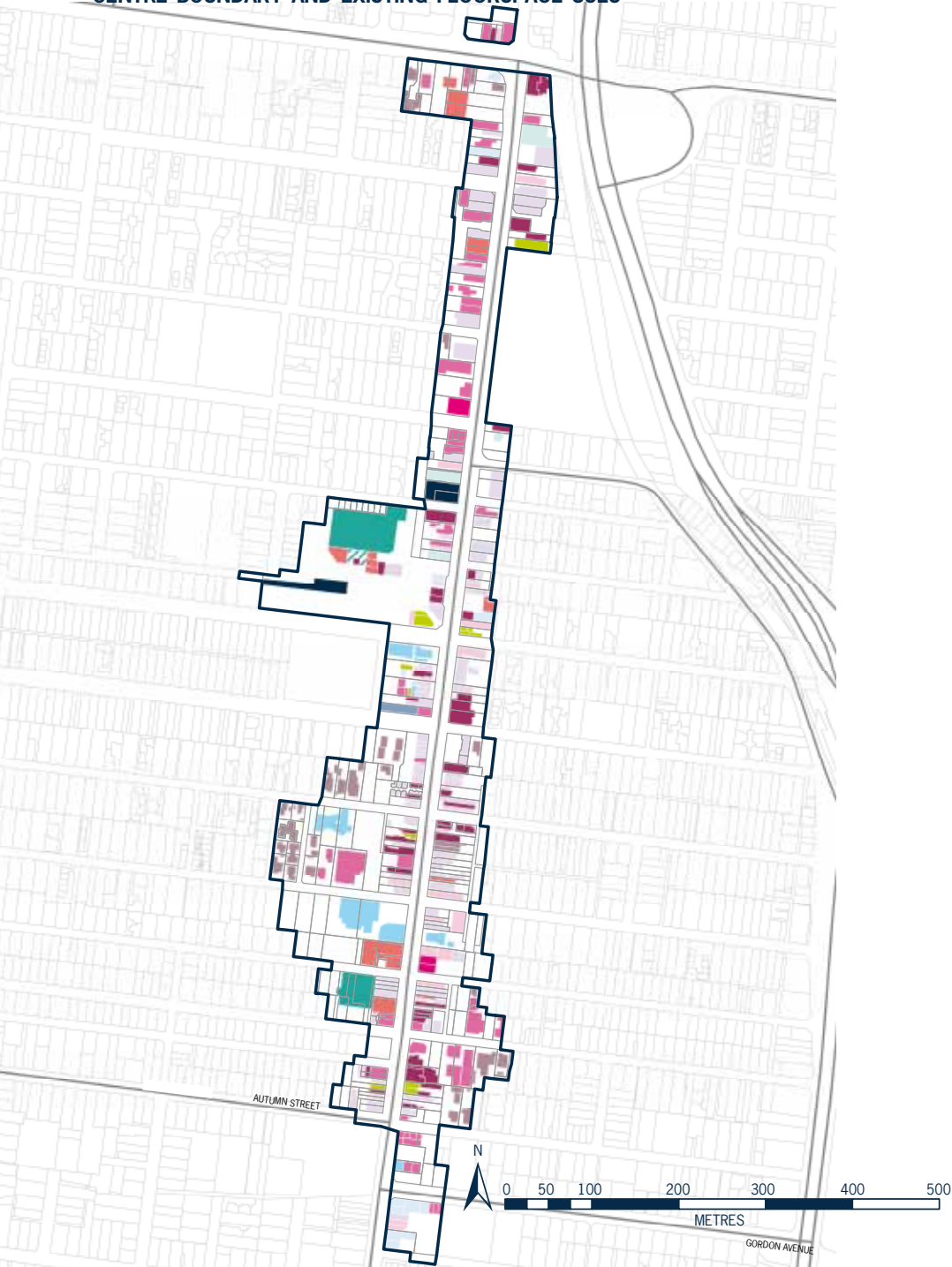
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.5 WAURN PONDS

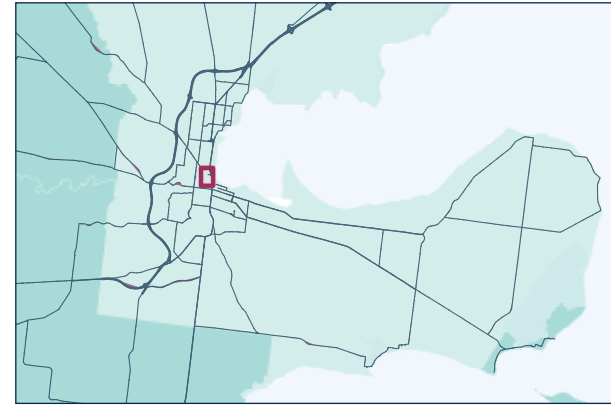
CENTRE NAME	PAKINGTON STREET								
HIERARCHY STATUS:	SPECIALISED								
LOCATION:	GEELONG WEST								
KEY CHARACTERISTICS:	MAJOR, VIBRANT RETAIL STRIP IN CLOSE PROXIMITY TO CENTRAL GEELONG. CONTAINS PAKINGTON STRAND (ANCHORED BY WOOLWORTHS) AND A MUNICIPAL LIBRARY, AND IS WELL-SERVICED BY BUS AND RAIL SERVICES. THE SOUTHERN END OF THE PRECINCT HAS CONTINUOUS STREET FRONTAGES AND A TRADITIONAL WALKABLE SHOPPING STRIP ROLE, WHILE THE NORTHERN END HAS VARIABLE FACADES AND MORE OFFICE AND RESTRICTED RETAIL USE.								
CURRENT ROLE:	PAKINGTON STREET (GEELONG WEST) ACTS AS A CORE RETAIL, COMMERCIAL AND COMMUNITY CENTRE IN GREATER GEELONG, WITH A NUMBER OF DIVERSE RETAIL AND HOSPITALITY OFFERS AND COMMUNITY EVENTS. IT SERVES BOTH A LOCAL AND WIDER REGIONAL ROLE.								
ZONING (SQM):	ACZ	C1Z			C2Z		MUZ	OTHER	
	0	115,640			56,280		22,560	0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	5,110	0	1,760	4,430	19,000	10,430	40,730	4,530	1,980
RETAIL ANCHORS:	2 SUPERMARKETS (3754SQM WOOLWORTHS, 1539SQM IGA)								
TRANSPORT CONNECTIONS:	PUBLIC	GEELONG RAILWAY STATION (APPROX. 1 KM), BUS SERVICE (ROUTES 10, 11, 12, 30, 45, 50 AND 51)							
	PRIVATE	PAKINGTON STREET, FROM CHURCH STREET TO GORDON AVENUE, ACCESSIBLE VIA PRINCES HIGHWAY AND HAMILTON HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	<p>PAKINGTON STREET (GEELONG WEST) IS LIKELY TO CONTINUE TO THRIVE AS A RETAIL HUB AND COMMUNITY CENTRE INTO THE FUTURE.</p> <p>MUCH OF PAKINGTON STREET IS COVERED BY A HERITAGE OVERLAY WHICH PLAYS A SIGNIFICANT ROLE IN GUIDING DEVELOPMENT WITHIN THE AREA.</p> <p>FURTHER PLANNING WORK IS NEEDED TO BETTER DEFINE THE ROLE AND FUNCTION OF THE VARIOUS SUB-PRECINCTS WITHIN THIS BROADER CENTRE. ATTENTION IS NEEDED TO ENSURE IT MAINTAINS ITS SPECIALTY RETAILING FUNCTION AND DOES NOT UNDERMINE THE GEELONG CBD.</p>								
ACTION REQUIRED:	<p>PREPARE A UDF OR STRUCTURE PLAN FOR PAKINGTON STREET (GEELONG WEST). THE STRUCTURE PLAN SHOULD CONSIDER REZONING PAKINGTON STREET, NORTH OF WARATAH AND WELLINGTON STREETS GEELONG WEST TO THE COMMERCIAL 1 ZONE.</p> <p>THERE MAY ALSO BE SOME SYNERGIES WITH THE GORDON AVE HOMEMAKER PRECINCT WHICH COULD ALSO BE CONSIDERED AS PART OF ANY FUTURE WORK.</p>								
GROWTH OPPORTUNITIES:	FORECAST SUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	4,100			YES		YES		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.6 PAKINGTON STREET

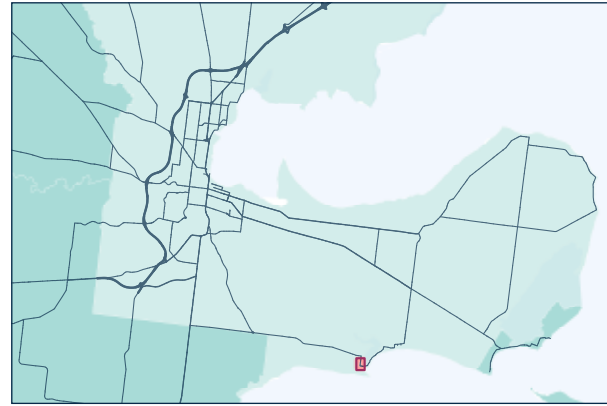
CENTRE NAME BARWON HEADS									
HIERARCHY STATUS:	TOWN								
LOCATION:	BARWON HEADS								
KEY CHARACTERISTICS:	SMALL TOWNSHIP LOCATED ON THE MOUTH OF THE BARWON RIVER. TOWN CENTRE HAS A STRONG HOSPITALITY AND SPECIALTY RETAIL OFFER. THE MAIN STREET (HITCHCOCK AVE) COMPRISES A MIX OF COMMERCIAL AND RESIDENTIAL USES.								
CURRENT ROLE:	THIS CENTRE SERVES THE LOCAL BARWON HEADS AREA. IT HAS NO ANCHOR.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		26,490		0		29,820		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	430	0	0	270	3,040	4,990	8,740	370	1,070
RETAIL ANCHORS:	1 SUPERMARKET (430SQM IGA)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 80)							
	PRIVATE	HITCHCOCK AVENUE AND BRIDGE ROAD, ACCESSIBLE VIA BARWON HEADS ROAD AND BARWON HEADS-OCEAN GROVE ROAD							
FUTURE ROLE AND OPPORTUNITIES:	<p>BARWON HEADS IS SMALL TOWNSHIP ON THE OPPOSITE SIDE OF THE BARWON RIVER TO OCEAN GROVE. IT HAS A STRONG HOSPITABLY AND SPECIALITY RETAIL OFFER BUT WITH ONLY A SMALL SUPERMARKET ANCHOR. BARWON HEADS RELIES STRONGLY ON THE SERVICES WITHIN OCEAN GROVE TO MEET THE DAILY RETAIL NEEDS OF THE TOWNSHIP.</p> <p>WITH LITTLE RESIDENTIAL GROWTH PLANNED FOR BARWON HEADS AND THE NEED TO PROTECT AREAS OF ENVIRONMENTAL AND INDIGENOUS HERITAGE VALUE WITHIN AND SURROUNDING THE TOWN, THE CURRENT ROLE OF BARWON HEADS AS A LOCAL TOWN CENTRE IS LIKELY TO BE MAINTAINED INTO THE FUTURE. THE SGS MODEL DOES NOT IDENTIFY THE NEED FOR ADDITIONAL RETAIL FLOOR SPACE IN BARWON HEADS.</p> <p>THE BARWON HEADS UDF 2003 AND BARWON HEADS STRUCTURE PLAN (CURRENTLY UNDER REVIEW) RELATE TO THE BARWON HEADS TOWN CENTRE (AND WIDER TOWNSHIP). THE RECOMMENDATIONS OF UDF HAVE BEEN IMPLEMENTED THROUGH SIGNIFICANT STREETScape UPGRADES. A FUTURE AMENDMENT WILL CONSIDER THE REVISED STRUCTURE PLAN ONCE COMPLETE.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	-500			YES		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

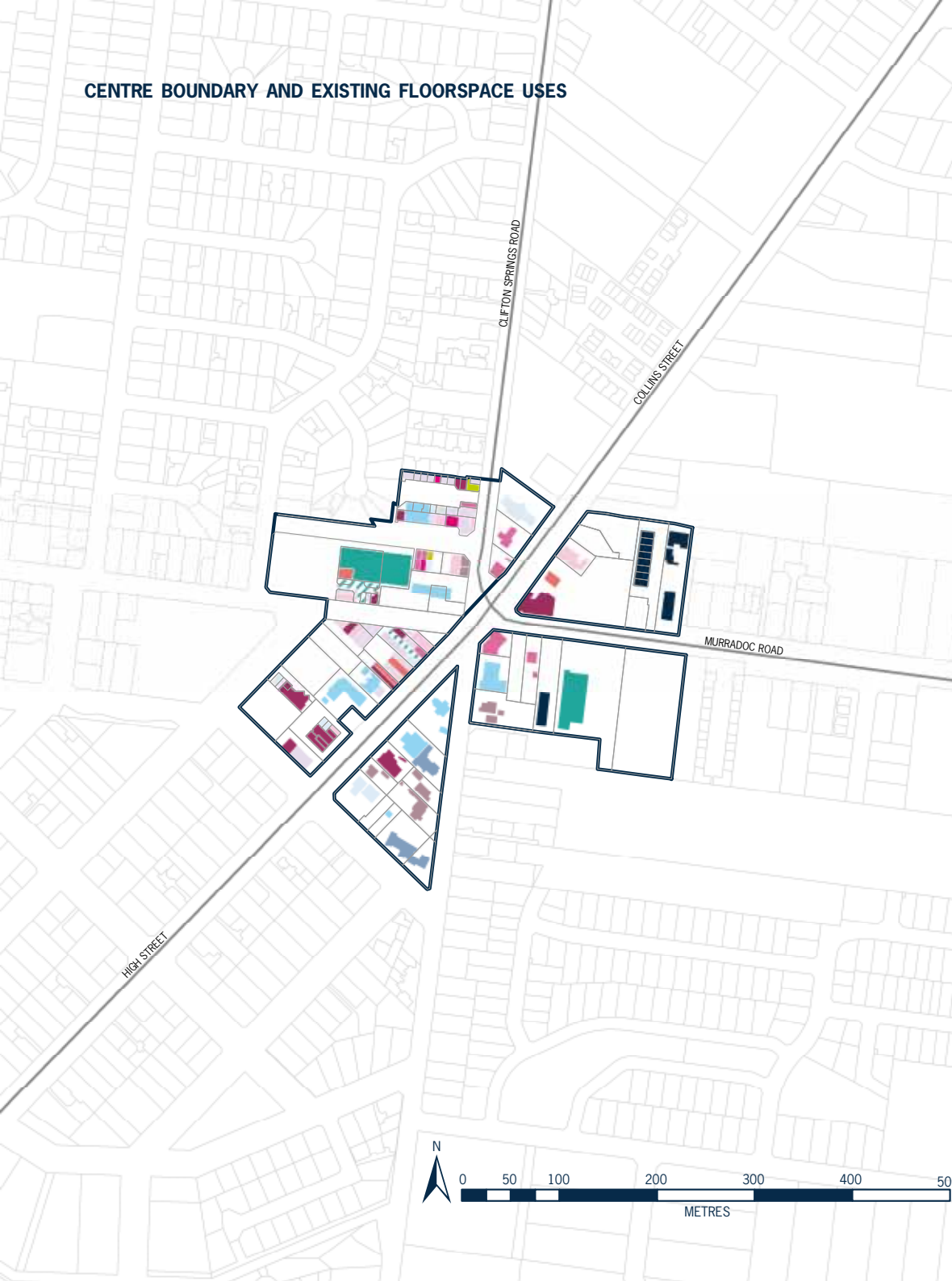
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- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.7 BARWON HEADS

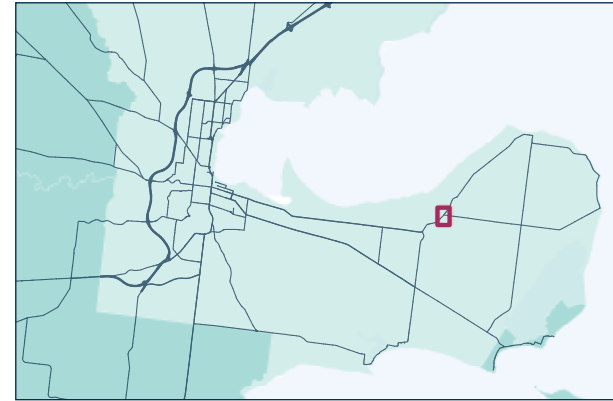
CENTRE NAME DRYSDALE									
HIERARCHY STATUS:	TOWN								
LOCATION:	DRYSDALE								
KEY CHARACTERISTICS:	A SIGNIFICANT AREA IN TERMS OF SIZE, THE DRYSDALE TOWN CENTRE CAN BE DIVIDED INTO TWO DISTINCT AREAS IN TERMS OF LAND USE AND APPEARANCE. THE AREAS ARE BOUNDED BY PORTARLINGTON ROAD TO THE NORTH AND PRINCESS ST TO THE SOUTH. THE WESTERN SECTION COMPRISES THE MAIN DRYSDALE RETAIL CENTRE, WHILE THE EASTERN SECTION IS LARGELY INDUSTRIAL.								
CURRENT ROLE:	ANCHORED BY THREE SUPERMARKETS WOOLWORTHS, ALDI, WITH CONSTRUCTION COMMENCED ON A FULL LINE COLES, THIS CENTRE IS SIGNIFICANT IN BOTH THE LOCAL AND SUB-REGIONAL CONTEXT.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		97,140		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,960	0	0	710	3,290	2,900	10,860	1,710	190
RETAIL ANCHORS:	2 SUPERMARKETS (2,560SQM WOOLWORTHS, 1,396SQM ALDI)								
PLANNED FLOORSPACE SQM	COLES SUPERMARKET 3,892								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 78, 79 AND 81)							
	PRIVATE	INTERSECTION OF PORTARLINGTON ROAD, MURRADOC ROAD AND PRINCESS STREET							
FUTURE ROLE AND OPPORTUNITIES:	<p>WITH DRYSDALE A DESIGNATED COUNCIL URBAN GROWTH AREA, THERE MAY BE PRESSURE TO INCREASE STORES AND SERVICES IN THE CENTRE. HOWEVER, WITH A NEW RETAIL DEVELOPMENT, COLES IN THE TOWN CENTRE AND WOOLWORTHS IN CURLEWIS, THE EXPECTED INCREASE IN DEMAND WILL LARGELY BE ABSORBED.</p> <p>THE DEVELOPMENT OF DRYSDALE AND CLIFTON SPRINGS IS GUIDED BY THE DRYSDALE UDF 2012 AND THE DRYSDALE/CLIFTON SPRINGS STRUCTURE PLAN 2010. THE RECOMMENDATIONS OF THESE DOCUMENTS HAVE BEEN IMPLEMENTED INTO THE GEELONG PLANNING SCHEME THROUGH VARIOUS AMENDMENTS. MOST RECENTLY LAND ALONG MURRADOC ROAD HAS BEEN REZONED FROM THE FARMING ZONE TO COMMERCIAL 2.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	1,100			YES		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

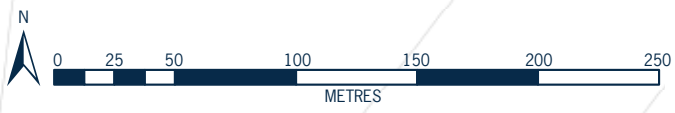
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.8 DRYSDALE

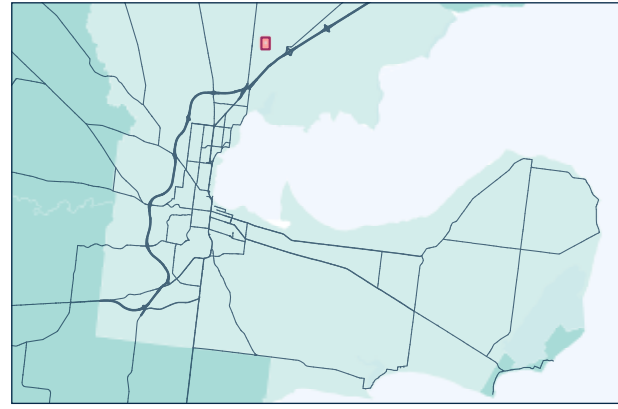
CENTRE NAME LARA									
HIERARCHY STATUS:	TOWN								
LOCATION:	LARA								
KEY CHARACTERISTICS:	LARA'S MAIN, WALKABLE RETAIL AREA ANCHORED BY WOOLWORTHS AND TO THE WEST OF THE TRAIN LINE. THOUGH THE LARA AREA HAS BEEN GROWING IN POPULATION IN RECENT YEARS, ESPECIALLY AS LARA IS DESIGNATED AS A COUNCIL URBAN GROWTH AREA, THIS CENTRE DOES NOT APPEAR TO BE PERFORMING AS WELL AS OTHER TOWN CENTRES IN GREATER GEELONG.								
CURRENT ROLE:	THIS CENTRE SERVES BOTH THE LARA AREA AND COMMUTER TRAFFIC, THOUGH ITS CURRENT SUPERMARKET OFFER IS RELATIVELY SMALL.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		48,180		0		0		20
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	5,510	0	0	1,210	3,570	1,580	11,870	960	380
RETAIL ANCHORS:	2 SUPERMARKETS (1,315SQM EXISTING WOOLWORTHS EXPANDED TO 4200SQM IN JUNE 2016 , 4,195SQM COLES)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 12)							
	PRIVATE	STATION LAKE ROAD, ACCESSIBLE VIA PRINCES FREEWAY AND FOREST ROAD NORTH/SOUTH							
FUTURE ROLE AND OPPORTUNITIES:	<p>LARA'S MAIN, WALKABLE RETAIL AREA ANCHORED BY WOOLWORTHS AND A COLES SUPERMARKET AND TO THE WEST OF THE TRAIN LINE. THOUGH THE LARA AREA HAS BEEN GROWING IN POPULATION IN RECENT YEARS, ESPECIALLY AS LARA IS DESIGNATED AS A COUNCIL URBAN GROWTH AREA, THIS CENTRE DOES NOT APPEAR TO BE PERFORMING AS WELL AS OTHER TOWN CENTRES IN GREATER GEELONG. WITH THE RECENT OPENING OF A COLES AND A REDEVELOPMENT OF THE EXISTING WOOLWORTH STORE THIS SITUATION IS LIKELY TO CHANGE BY REDUCING ESCAPE EXPENDITURE TO OTHER CENTRES.</p> <p>THE LARA UDF 2006 AND LARA STRUCTURE PLAN 2011 RELATE TO THE LARA TOWN CENTRE (AND WIDER TOWNSHIP). THE RECOMMENDATIONS FROM THESE DOCUMENTS HAVE BEEN IMPLEMENTED INTO THE GREATER GEELONG PLANNING SCHEME. A SIGNIFICANT REDEVELOPMENT OF THE LARA TOWN CENTRE HAS BEEN COMPLETED.</p> <p>WHILST ADDITIONAL GROWTH IS IDENTIFIED FOR THE LARA TOWN CENTRE OVER THE NEXT 15 YEARS, GIVEN THE EXTENSIVE AMOUNT OF WORK RECENTLY FACILITATED BY COUNCIL TO DELIVER ADDITIONAL RETAIL FLOOR SPACE AND THE EXPANSION OF THE WOOLWORTHS SUPERMARKET (NOT INCLUDED IN THE AUDIT DATA) THE URGENCY AROUND FACILITATING ADDITIONAL RETAIL GROWTH HAS BEEN REDUCED.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	3,000			YES – WITH CONSTRAINTS		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



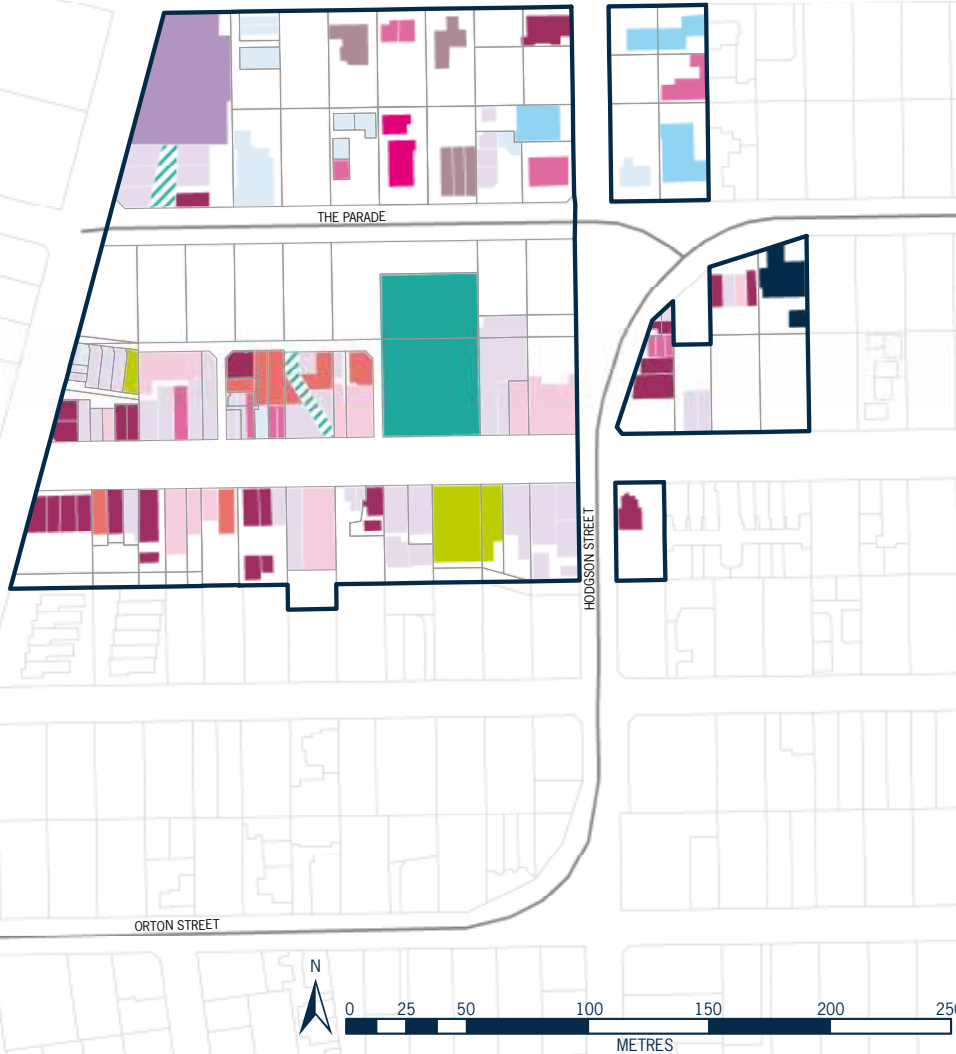
LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

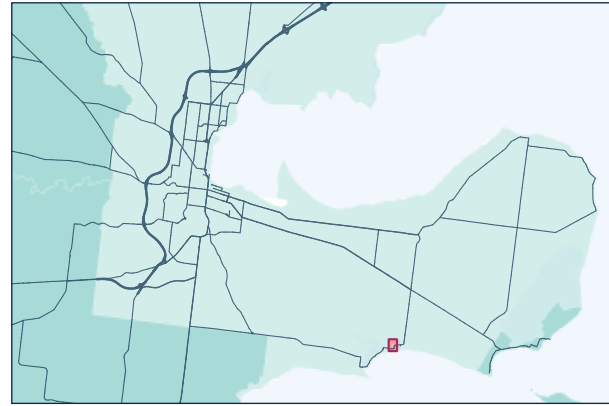
CENTRE NAME OCEAN GROVE									
HIERARCHY STATUS:	TOWN								
LOCATION:	OCEAN GROVE								
KEY CHARACTERISTICS:	THRIVING, BEACHSIDE CENTRE WITH HIGH QUALITY STREETScape ALONG MAIN ROAD (THE TERRACE). THE PRECINCT IS TO A DEGREE DISJOINTED BY THE LARGE, CENTRALLY-LOCATED CAR PARK AND THE SPRAWLING RETAIL USES TO THE NORTH, NORTHEAST AND EAST OF THE FINE-GRAIN, WALKABLE RETAIL STRIP ALONG THE TERRACE.								
CURRENT ROLE:	THIS CENTRE HAS A MIX OF RETAIL, BULKY GOODS, OFFICES, SERVICES, HOSPITALITY AND INDUSTRIAL USE. AS ONE OF THE LARGER RETAIL OFFERS IN THE SOUTHERN BELLARINE PENINSULA SUB-REGION, INCLUDING BARWON HEADS, POINT LONSDALE AND QUEENSCLIFF, IT PLAYS BOTH A LOCAL AND WIDER SUB-REGIONAL ROLE.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		53,170		0		3,240		40
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	2,710	1,840	0	940	6,700	2,810	15,000	2,400	1,100
RETAIL ANCHORS:	1 DDS (1,840SQM TARGET), 1 SUPERMARKET (2,711SQM COLES)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 80, 81, 82 AND 83)							
	PRIVATE	HODGSON STREET, BETWEEN THE AVENUE AND DARE STREET, ACCESSIBLE VIA GRUBB ROAD, SHELL ROAD AND BELLARINE HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	<p>WHILE RELATIVELY NEAR THE OCEAN GROVE (MARKETPLACE) NEIGHBOURHOOD CENTRE, THE DIVERSITY AND EXTENT OF THE RETAIL OFFER AT THE OCEAN GROVE TOWN CENTRE ENSURES THAT IT WILL LIKELY CONTINUE TO BE VERY COMPETITIVE, EVEN IN THE SUB-REGIONAL CONTEXT. WITH OCEAN GROVE A DESIGNATED COUNCIL URBAN GROWTH AREA, THERE MAY BE PRESSURE TO INCREASE STORES AND SERVICES IN THE CENTRE.</p> <p>THE OCEAN GROVE UDF 2014 AND THE OCEAN GROVE STRUCTURE PLAN 2015 RELATE TO THE DEVELOPMENT OF THE TOWN CENTRE (AND WIDER TOWNSHIP). RECENT PLANNING SCHEME AMENDMENT C346 HAS IMPLEMENTED THE RECOMMENDATIONS FROM THESE DOCUMENTS INTO THE PLANNING SCHEME INCLUDING DESIGN AND DEVELOPMENT OVERLAYS TO GUIDE THE DEVELOPMENT OF THE TOWN CENTRE.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	-1,000			YES		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.10 OCEAN GROVE

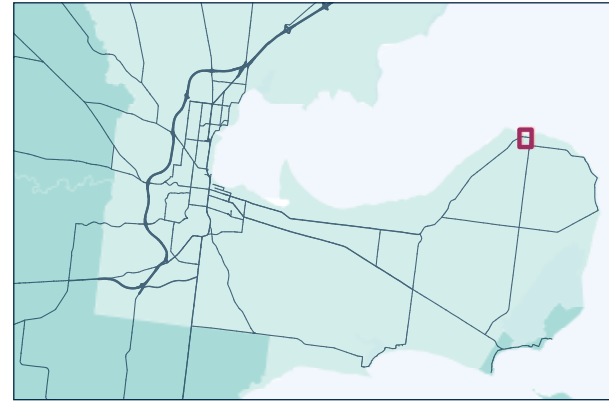
CENTRE NAME PORTARLINGTON									
HIERARCHY STATUS:	TOWN								
LOCATION:	PORTARLINGTON								
KEY CHARACTERISTICS:	SMALL BUT LIVELY BEACHSIDE RETAIL STRIP WITH A SIGNIFICANT HOSPITALITY COMPONENT (APPROXIMATELY 26% OF TOTAL NLA).								
CURRENT ROLE:	THIS CENTRE SERVES THE LOCAL PORTARLINGTON AREA AND ITS SURROUNDS. ITS BEACHSIDE LOCATION AND HIGH AMENITY MAKES ITS TOURISM AND HOSPITALITY OFFER ATTRACTIVE TO A REGIONAL CATCHMENT.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		38,080		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	1,430	0	0	1,040	1,140	2,800	6,410	1010	770
RETAIL ANCHORS:	2 SUPERMARKETS (1,425SQM WOOLWORTHS, 501SQM IGA)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICES (ROUTE 79)							
	PRIVATE	NEWCOMBE STREET, ACCESSIBLE VIA GEELONG ROAD AND PORTARLINGTON-QUEENSCLIFF ROAD							
FUTURE ROLE AND OPPORTUNITIES:	<p>WITH LITTLE RESIDENTIAL GROWTH PLANNED FOR THE AREA AND A COMPACT URBAN FORM ENCOURAGED IN PLANNING POLICY, THE ROLE, SIZE AND INTENSITY OF THE PORTARLINGTON TOWN CENTRE IS LIKELY TO CONTINUE INTO THE FUTURE.</p> <p>A SMALL INCREASE IN RETAIL FLOOR SPACE DEMAND HAS BEEN IDENTIFIED BY 2031, WHICH COULD BE ACCOMMODATED WITHIN EXISTING ZONED LAND.</p> <p>THE PORTARLINGTON UDF 2011 AND PORTARLINGTON STRUCTURE PLAN 2016 (CURRENTLY UNDER REVIEW) RELATE TO THE PORTARLINGTON TOWN CENTRE (AND WIDER TOWNSHIP). THE UDF INTRODUCED A NUMBER OF DESIGN AND DEVELOPMENT OVERLAYS TO GUIDE THE ONGOING DEVELOPMENT OF THE TOWN CENTRE. THE UDF ALSO IDENTIFIED REDEVELOPMENT OPPORTUNITIES WITHIN THE TOWN CENTRE. A FUTURE AMENDMENT WILL CONSIDER THE REVISED STRUCTURE PLAN ONCE COMPLETE.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	800			YES		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

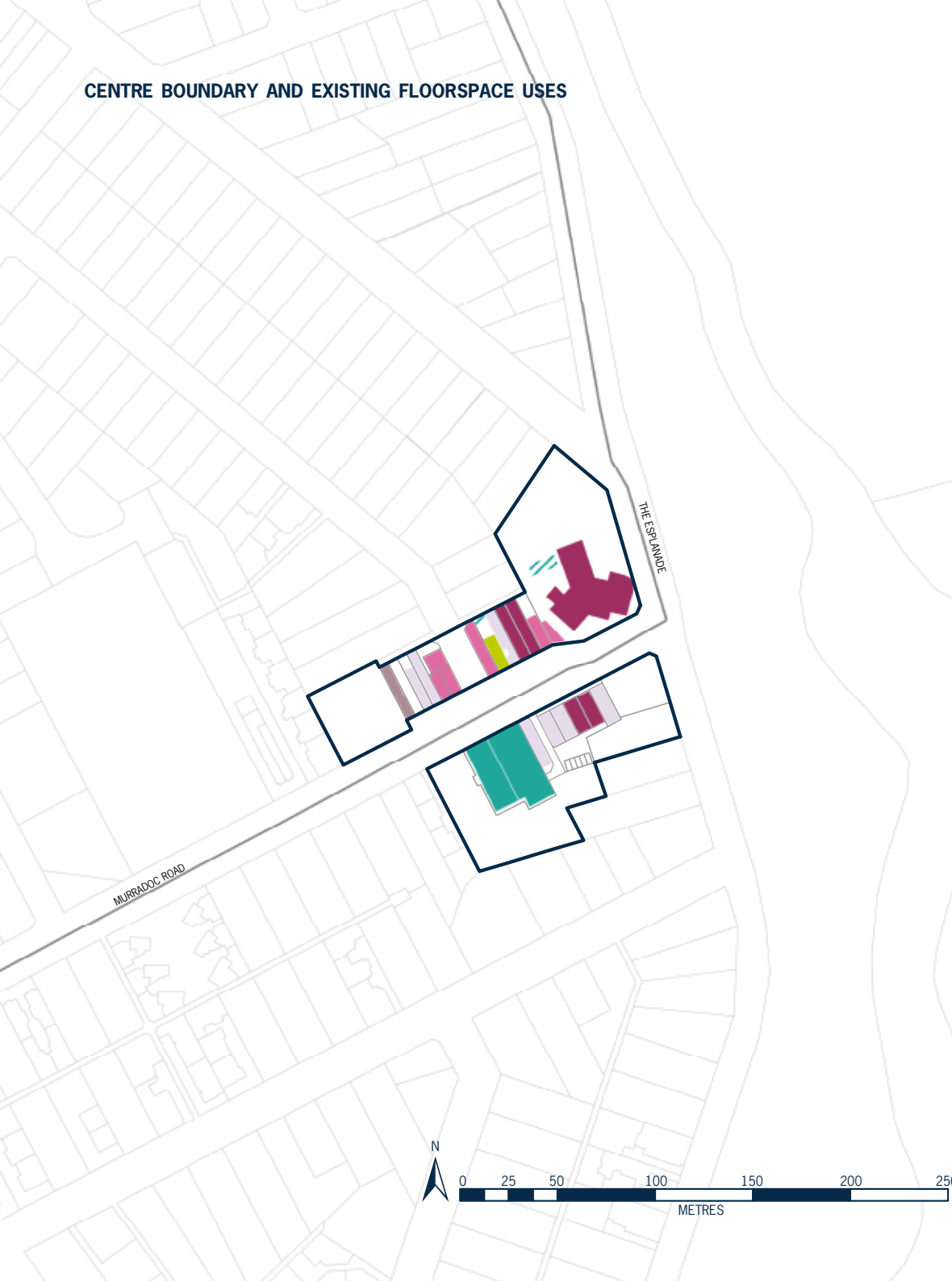
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- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.11 PORTARLINGTON

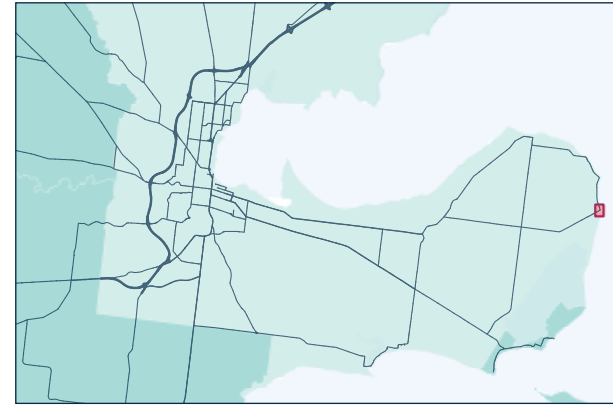
CENTRE NAME ST LEONARDS									
HIERARCHY STATUS:	TOWN								
LOCATION:	ST LEONARDS								
KEY CHARACTERISTICS:	SMALL SEASIDE HOLIDAY TOWN ON THE NORTHERN BELLARINE PENINSULA, LOW PERMANENT POPULATION BASED BUT GROWS SIGNIFICANTLY OVER THE SUMMER MONTHS.								
CURRENT ROLE:	SMALL TOWN CENTRE ANCHORED BY A SMALL IGA AND SPECIALITY RETAIL.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		15,440		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	1,000	0	0	0	1,040	1,150	3,190	0	120
RETAIL ANCHORS:	1000 SQM IGA								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 60)							
	PRIVATE	MURRADOC ROAD, ACCESSIBLE VIA DRYSDALE-ST LEONARDS ROAD (MURADOC ROAD) AND PORTARLINGTON-ROAD							
FUTURE ROLE AND OPPORTUNITIES:	<p>ST LEONARDS IS A POPULAR HOLIDAY DESTINATION WITH A RELATIVELY LOW PERMANENT POPULATION IN COMPARISON TO THE NUMBER OF DWELLINGS WITHIN THE TOWNSHIP.</p> <p>SINCE THE 2006 RETAIL STRATEGY WAS COMPLETED A 1000M2 SUPERMARKET HAS BEEN CONSTRUCTED WITHIN THE TOWNSHIP. THE TOWNSHIP RELIES ON DRYSDALE FOR THE MAJORITY OF ITS DAILY RETAIL NEEDS. THE REZONING OF LAND TO ACCOMMODATE 1500 NEW RESIDENTIAL LOTS WITHIN THE TOWNSHIP SHOULD HELP TO ENCOURAGE ADDITIONAL RETAIL INVESTMENT WITHIN THE TOWN CENTRE OVER TIME.</p> <p>ST LEONARDS HAS BEEN ELEVATED IN THE RETAIL HIERARCHY TO 'TOWN CENTRE' TO SERVICE THE GROWING ST LEONARDS POPULATION. A SMALL INCREASE IN RETAIL FLOOR SPACE DEMAND HAS BEEN IDENTIFIED BY 2031, WHICH COULD BE ACCOMMODATED WITHIN EXISTING ZONED LAND.</p> <p>THE ST LEONARDS UDF 2006 MADE IMPROVEMENT TO THE STREETScape OF THE TOWN CENTRE AND THE ST LEONARDS STRUCTURE PLAN 2015 RECOMMENDED A REVIEW OF THE RETAIL NEEDS OF THE TOWNSHIP IN 10 YEARS DUE TO THE POTENTIAL POPULATION GROWTH OF THE TOWN.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	1000			YES		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

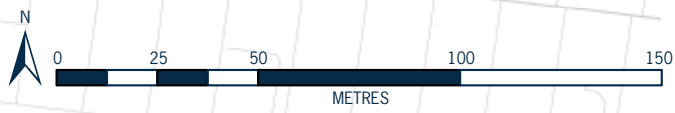
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- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.12 ST LEONARDS

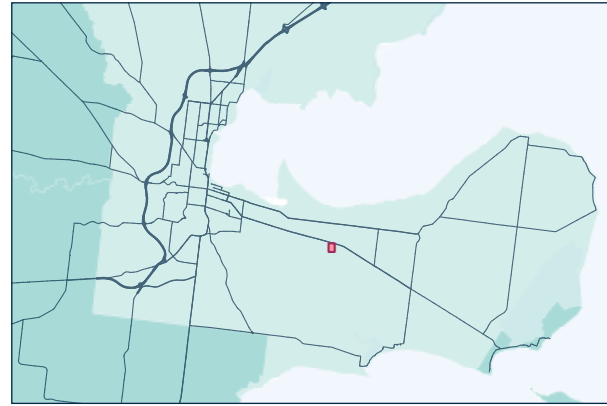
CENTRE NAME	ASH ROAD								
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	LEOPOLD								
KEY CHARACTERISTICS:	SMALL LOCAL SHOPPING STRIP IN RESIDENTIAL AREA WITH A FRIENDLY GROCER.								
CURRENT ROLE:	SERVES THE LEOPOLD AREA AT A VERY LOCAL LEVEL.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		2,450		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0	0	380	710	490	1,580	0	190
RETAIL ANCHORS:	1 SUPERMARKET (376SQM FRIENDLY GROCER)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 77)							
	PRIVATE	ASH ROAD, BETWEEN LAWRENCE STREET AND ANZAC AVENUE, ACCESSIBLE VIA BELLARINE HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	SERVES THE LEOPOLD AREA AT A VERY LOCAL LEVEL. MAY EXPERIENCE CHANGES IN THE FUTURE AS IT HAS BEEN INCLUDED AS AN IHDA IN THE PLANNING SCHEME								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	200			NO		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

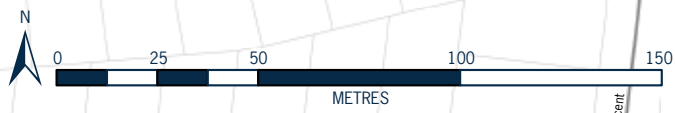
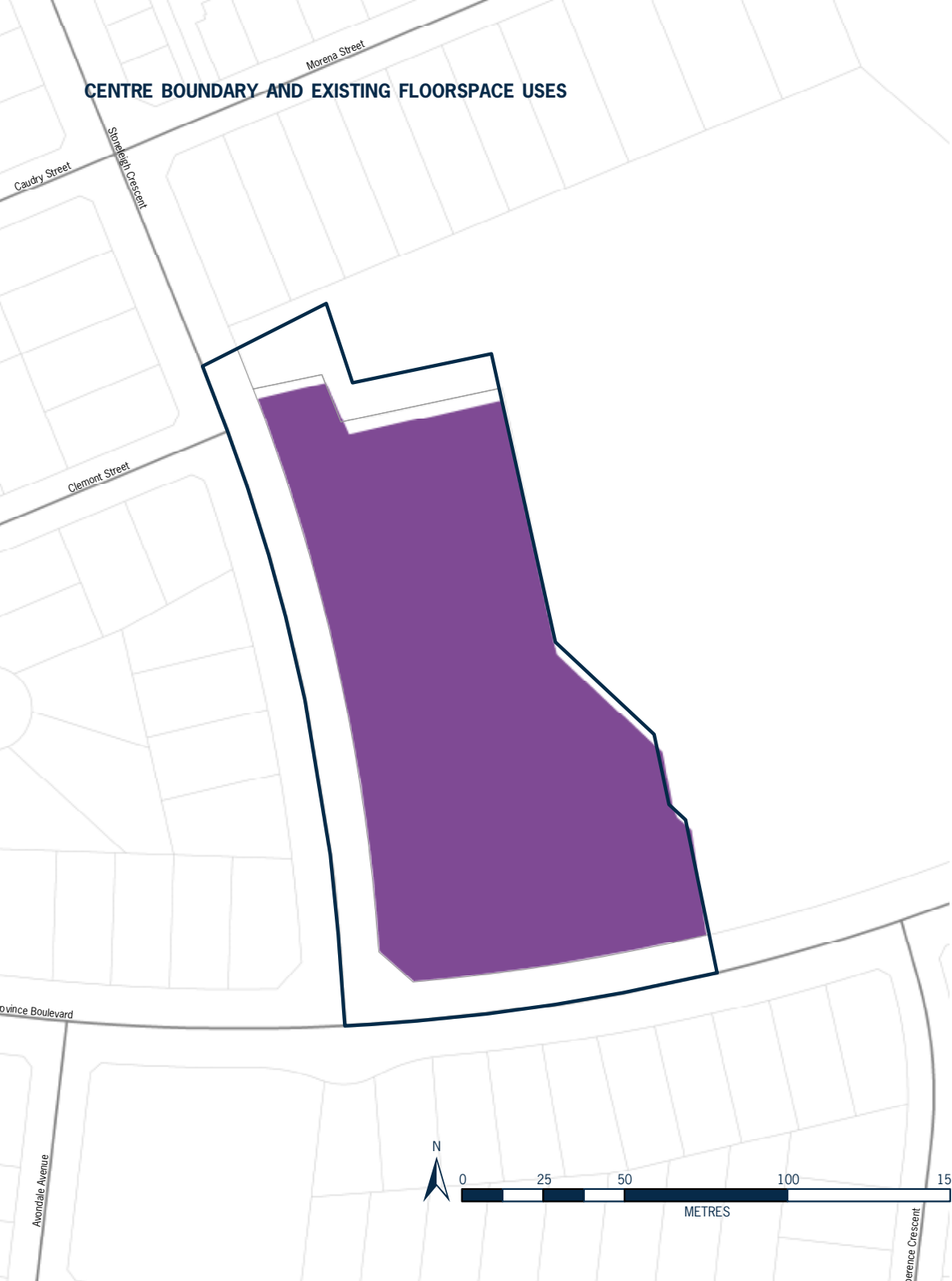
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.13 ASH ROAD

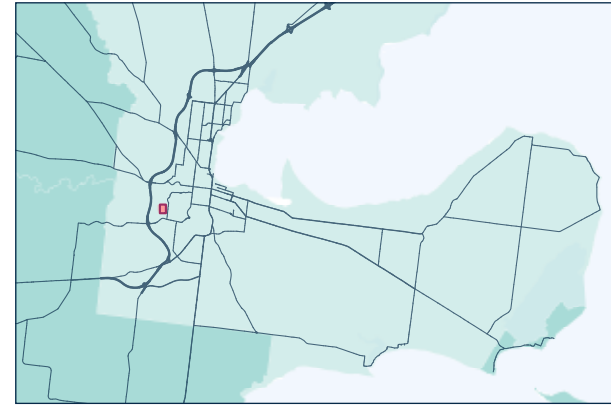
CENTRE NAME	BARRABOOL HILLS SC									
HIERARCHY STATUS:	NEIGHBOURHOOD									
LOCATION:	HIGHTON									
KEY CHARACTERISTICS:	THIS CENTRE IS ANCHORED BY A WOOLWORTH SUPERMARKET AND SPECIALTY STORES									
CURRENT ROLE:	NEIGHBOURHOOD CENTRE									
ZONING (SQM):	ACZ		C1Z			C2Z		MUZ		OTHER
	0		19,410			0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	3,200	0	0	80	350	150	3,780	0	0	
RETAIL ANCHORS:	1 SUPERMARKET (3,200SQM WOOLWORTHS UNDER CONSTRUCTION)									
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 34)								
	PRIVATE	CORNER STONELEIGH CRESCENT AND PROVINCE BOULEVARD, ACCESSIBLE VIA BARRABOOL ROAD								
FUTURE ROLE AND OPPORTUNITIES:	THE CENTRE SERVICES HIGHTON AND WANDANA HEIGHTS, AN AREA THAT HAS A GROWING RESIDENTIAL POPULATION AND IS CURRENTLY STRONGLY LACKING IN ITS RETAIL OFFER, PARTICULARLY TO THE NORTH. THIS CENTRE WAS OPENED IN 2015. FURTHER EXPANSION OF THIS CENTRE MAY BE LIMITED GIVEN LAND CONSTRAINTS.									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	1,200			NO		NO		NO		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

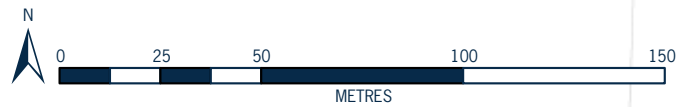
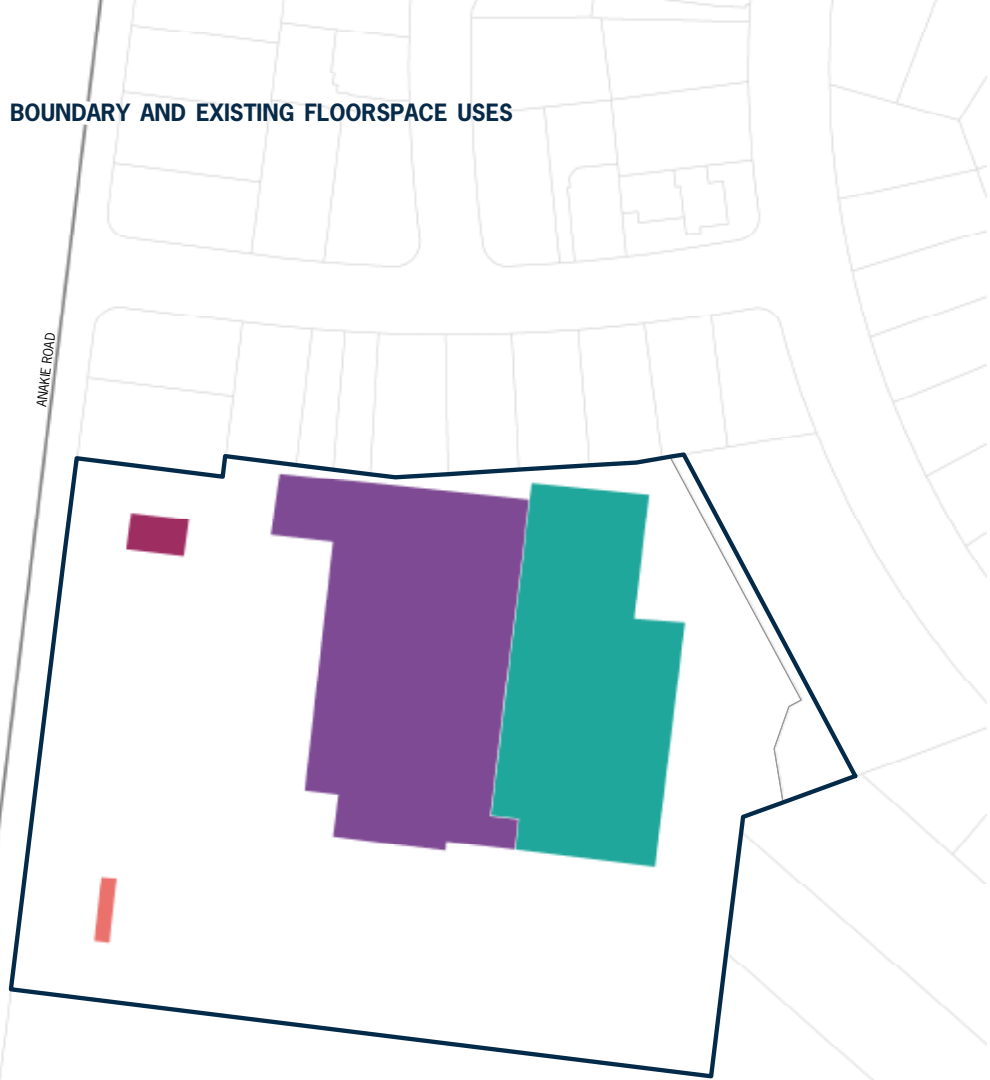
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.14 BARRABOOL HILLS SC

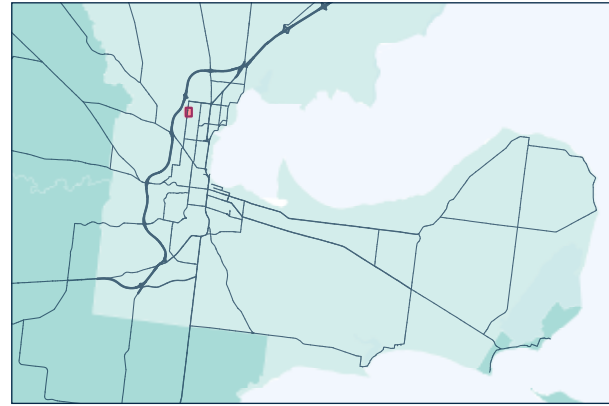
CENTRE NAME	BELL POST SC								
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	NORLANE								
KEY CHARACTERISTICS:	MID-SIZED SHOPPING CENTRE (ANCHORED BY WOOLWORTHS) ALONG ANAKIE ROAD. THE CENTRE APPEARS TO HAVE LOW CUSTOMER ACTIVITY (A TREND UNCHANGED FROM THE 2006 GEELONG RETAIL STRATEGY) AND HAS POOR ACCESSIBILITY DUE TO ITS POSITION NORTH OF COWIES CREEK, WHICH HAS LIMITED ROAD TRAFFIC PERMEABILITY.								
CURRENT ROLE:	THIS CENTRE SERVES THE LOCAL BELL POST HILL AREA AND IS COMPLEMENTED BY SEVERAL SMALL LOCAL CENTRES.								
ZONING (SQM):	ACZ	C1Z			C2Z		MUZ	OTHER	
	0	24,930			0		0	0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,400	0	0	730	1,180	490	5,810	390	0
RETAIL ANCHORS:	1 SUPERMARKET (3,403SQM WOOLWORTHS)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 45)							
	PRIVATE	ANAKIE ROAD, BETWEEN DONNYBROOK ROAD AND BRAUND AVENUE/FURNER AVENUE							
FUTURE ROLE AND OPPORTUNITIES:	<p>WITH ITS LOCATION, ANCHOR AND LACK OF STRONG IMMEDIATE COMPETITION, THERE IS SIGNIFICANT POTENTIAL FOR THE PERFORMANCE OF THE SHOPPING CENTRE TO BE IMPROVED.</p> <p>A PLANNING PERMIT HAS BEEN APPROVED FOR AN ALDI STORE ON A SITE 800M TO THE SOUTH OF THIS CENTRE ON ANAKIE ROAD. THIS MAY CREATE COMPETITION FOR THIS CENTRE. THE DEVELOPMENT OF THE ALDI IS LIKELY TO CONSUME THE FORECAST DEMAND FOR GROWTH OF THIS CENTRE.</p> <p>THIS CENTRE COULD LOOK AT WAYS TO IMPROVE THE RETAIL OFFER OF THIS CENTRE TO ATTRACT MORE TRADE.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	1,500			YES – WITH CONSTRAINTS		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

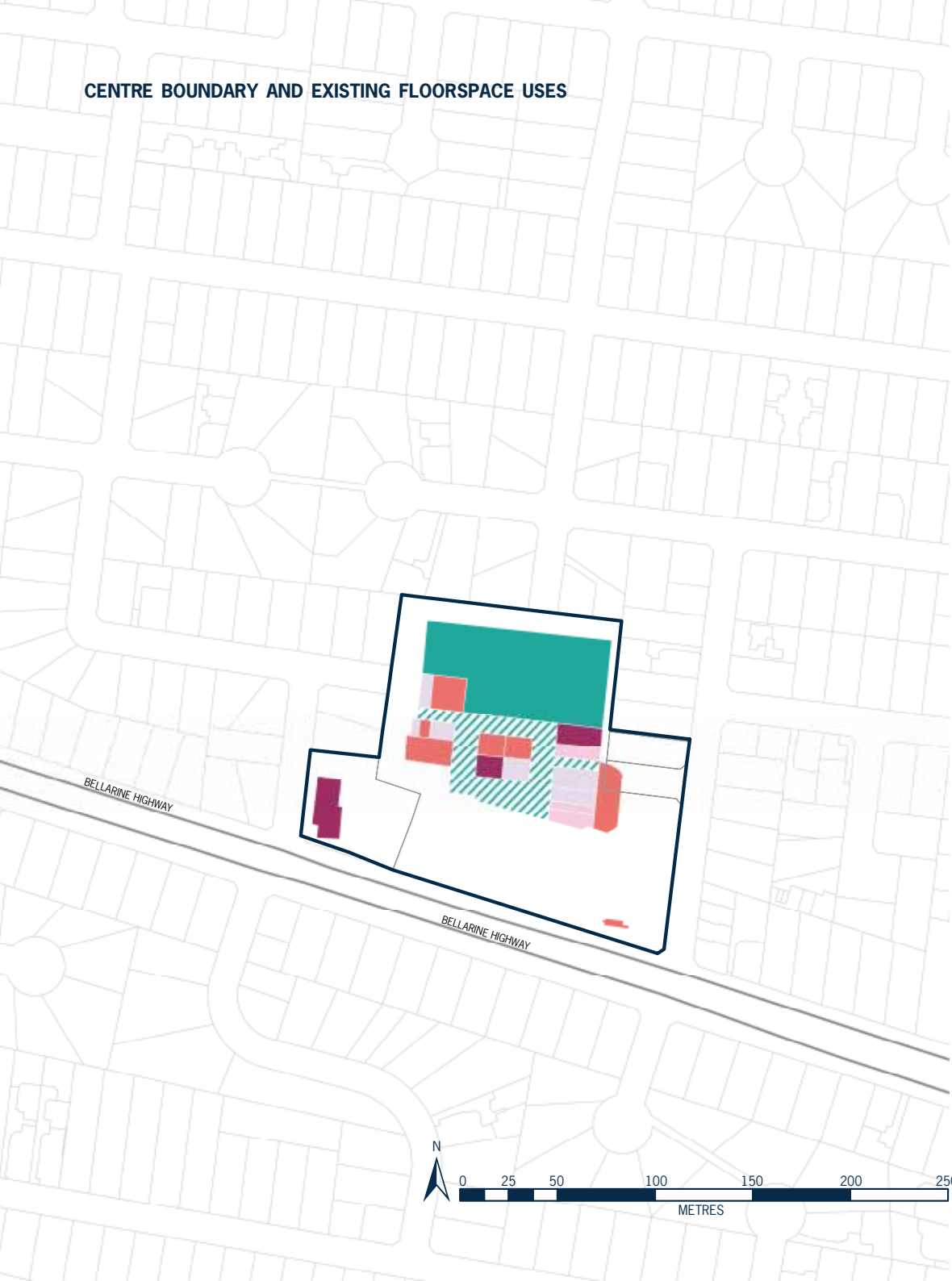
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.15 BELL POST SC

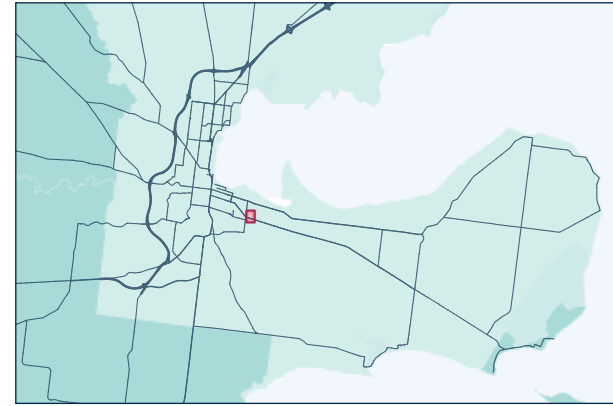
CENTRE NAME	BELLARINE VILLAGE								
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	NEWCOMB								
KEY CHARACTERISTICS:	MID-SIZED SHOPPING CENTRE (ANCHORED BY WOOLWORTHS) ALONG THE BELLARINE HIGHWAY IN NEWCOMB. IT IS IN VERY CLOSE PROXIMITY (UNDER 400M) TO THE LARGER NEWCOMB CENTRAL SHOPPING CENTRE.								
CURRENT ROLE:	THIS CENTRE OFFERS A MIX OF RETAIL AND SERVICES, WITH SOME HOSPITALITY. ALONG WITH NEWCOMB CENTRAL, IT SERVES THE NEWCOMB AREA, ALONG WITH THE WIDER THOMSON, WHITTINGTON, BREAKWATER, ST ALBANS PARK AND MOOLAP AREAS, WHICH LARGELY OFFER ONLY SMALL, LOCAL RETAIL AND NO SUPERMARKETS. THE CENTRE ALSO SERVES COMMUTERS TRAVELLING TO AND FROM THE WESTERN REGION OF GREATER GEELONG AND THE BELLARINE PENINSULA, AND BENEFITS FROM IT BEING LOCATED ALONG THE HIGHWAY AHEAD OF NEWCOMB CENTRAL FOR COMMUTERS TRAVELLING FROM GEELONG.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		20,740		0		0		2,480
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,870	0	0	1,440	830	800	6,930	430	0
RETAIL ANCHORS:	1 SUPERMARKET (3,868SQM WOOLWORTHS)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 45, 75, 76, 77 AND 83)							
	PRIVATE	BELLARINE HIGHWAY, BETWEEN BOUNDARY ROAD AND WILSONS ROAD							
FUTURE ROLE AND OPPORTUNITIES:	SIMILAR TO NEWCOMB CENTRAL, A MODERATE AMOUNT OF RETAIL GROWTH IS FORECAST FOR THIS CENTRE THROUGH TO 2031. THE CENTRE IS LAND LOCKED BUT REDEVELOPMENT OVER EXISTING CAR PARKING OR ACQUISITION OF ADJACENT HOUSING COULD PROVIDE ADDITIONAL FLOOR SPACE IN THE FUTURE.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	1,800			NO		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.16 BELLARINE VILLAGE

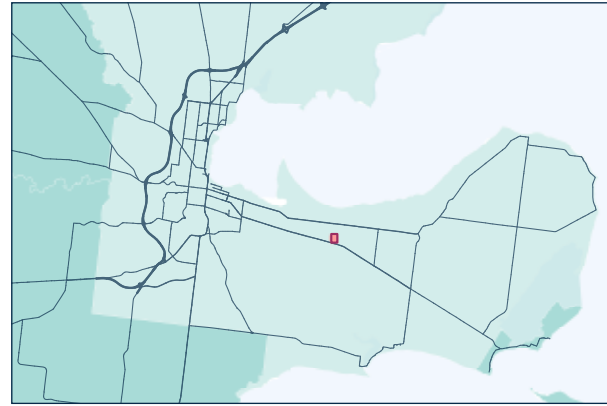
CENTRE NAME	DOROTHY STREET									
HIERARCHY STATUS:	NEIGHBOURHOOD									
LOCATION:	LEOPOLD									
KEY CHARACTERISTICS:	SMALL LOCAL SHOPPING STRIP IN RESIDENTIAL AREA WITH A FOODWORKS.									
CURRENT ROLE:	SERVES THE LEOPOLD AREA AT A VERY LOCAL LEVEL.									
ZONING (SQM):	ACZ		C1Z			C2Z		MUZ		OTHER
	0		3,030			0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	640	0	0	0	860	310	1,800	240	0	
RETAIL ANCHORS:	1 SUPERMARKET (636SQM FOODWORKS)									
TRANSPORT CONNECTIONS:	PUBLIC		BUS SERVICE (ROUTE 77)							
	PRIVATE		DOROTHY STREET, BETWEEN SIMONDS ROAD AND LONGVIEW AVENUE, ACCESSIBLE VIA BELLARINE HIGHWAY AND PORTARLINGTON ROAD							
FUTURE ROLE AND OPPORTUNITIES:	SMALL LOCAL SHOPPING STRIP IN RESIDENTIAL AREA WITH A FOODWORKS. SERVES THE LEOPOLD AREA AT A VERY LOCAL LEVEL. THIS CENTRE MAY EXPERIENCE CHANGES IN THE FUTURE AS IT HAS BEEN INCLUDED AS AN IHDA IN THE PLANNING SCHEME.									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND			SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	200			NO			NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

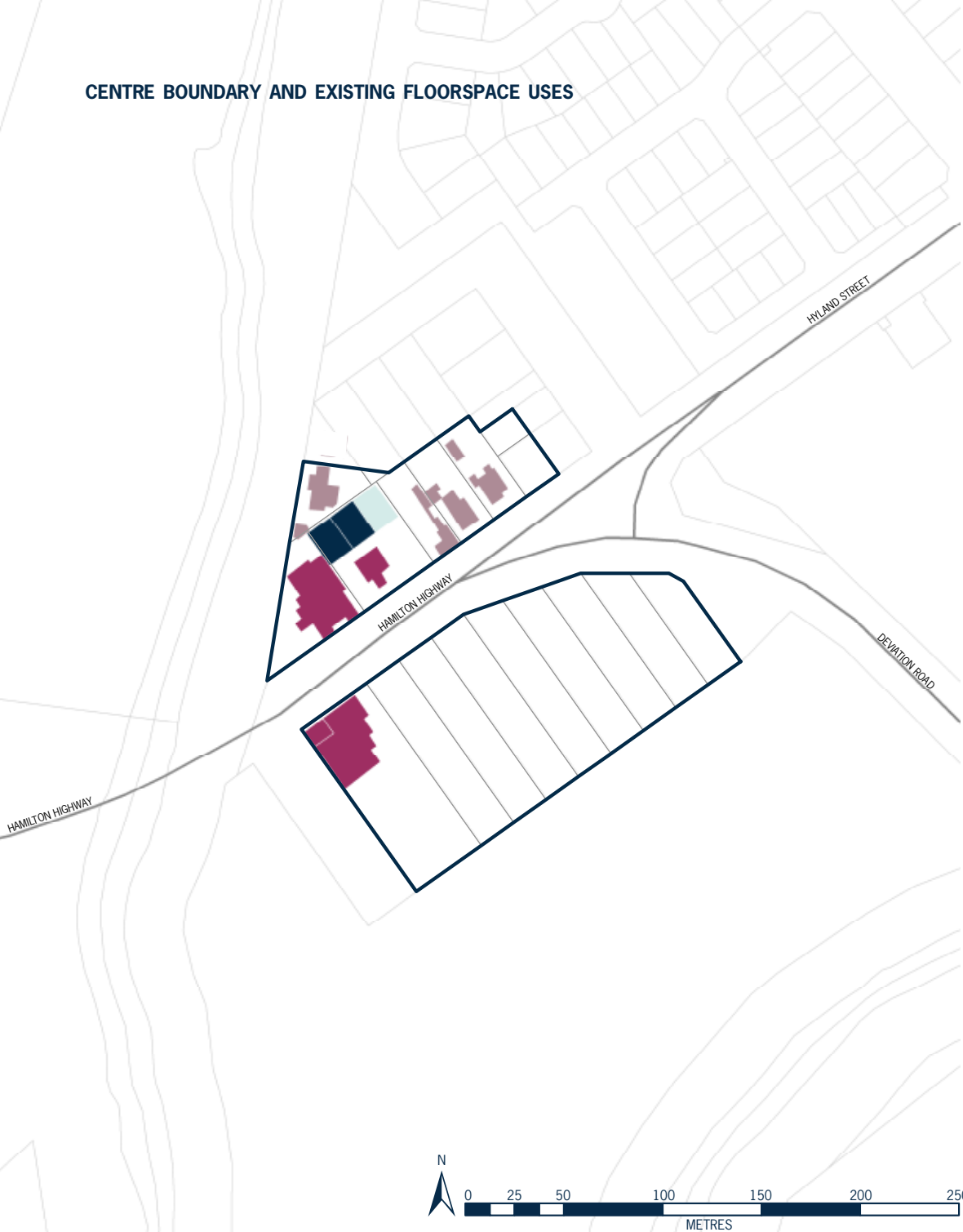
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.17 DOROTHY STREET

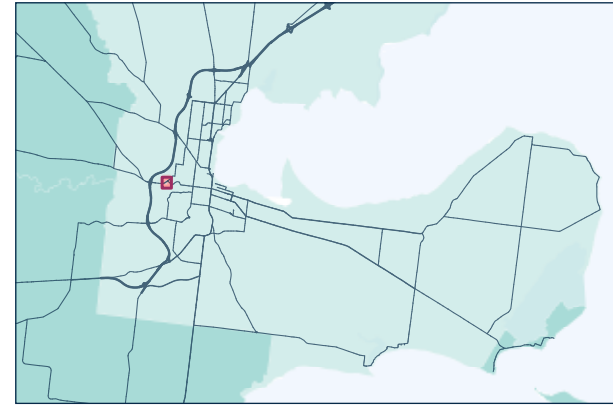
CENTRE NAME	FYANSFORD									
HIERARCHY STATUS:	NEIGHBOURHOOD									
LOCATION:	FYANSFORD									
KEY CHARACTERISTICS:	SMALL SHOPPING STRIP (UNDER 15 SHOPS) ALONG THE HAMILTON HIGHWAY AND ADJACENT TO THE MOORABOOL RIVER. CONTAINS A MIX OF USES, INCLUDING HOSPITALITY, SPECIALTY SHOPS, RESTRICTED RETAIL AND RESIDENTIAL. DOES NOT HAVE HIGH ACCESSIBILITY FROM THE SOUTH, DUE TO ITS PROXIMITY TO THE BARWON AND MOORABOOL RIVERS.									
CURRENT ROLE:	PLAYS A LOCAL ROLE WITHIN THE HERNE HILL COMMUNITY.									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		8,560		0		18,430		0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	290	0	0	2,060	2,350	0	0	
PLANNED FLOORSPACE SQM	11,800									
RETAIL ANCHORS:	NONE									
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 50) APPROXIMATELY 900M FROM CENTRE								
	PRIVATE	HYLAND STREET, ACCESSIBLE VIA HAMILTON HIGHWAY AND MCCURDY ROAD								
FUTURE ROLE AND OPPORTUNITIES:	SIGNIFICANT RESIDENTIAL DEVELOPMENT IS PLANNED FOR THE FYANSFORD AREA INCLUDING A NEW NEIGHBOURHOOD CENTRE TO SERVICE THE NEW COMMUNITY. THE IDENTIFIED INCREASE IN DEMAND FOR RETAIL FLOOR SPACE IN THIS LOCATION IS LIKELY TO BE CONSUMED BY THE FUTURE NEIGHBOURHOOD CENTRE.									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	6,600			YES – APPROVED DEVELOPMENT PLAN		NO		NO		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.18 FYANSFORD

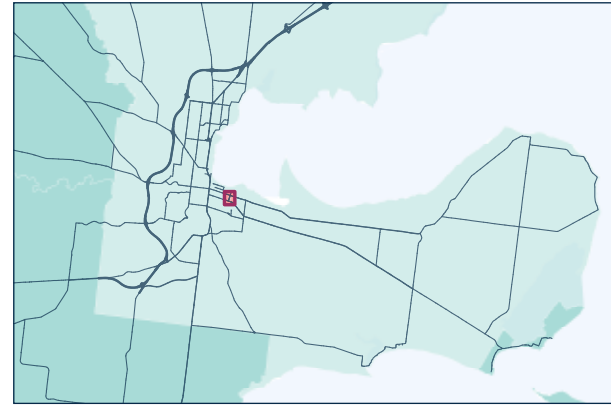
CENTRE NAME	GEELONG EAST								
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	EAST GEELONG								
KEY CHARACTERISTICS:	SPRAWLING RETAIL PRECINCT. WHILE INDIVIDUAL STRIP SECTIONS HAVE GOOD VISUAL AND PEDESTRIAN AMENITY, WALKABILITY BETWEEN SECTIONS IS RESTRICTED BY THE BUSY AND WIDE ORMOND ROAD/GARDEN STREET/MYERS STREET INTERSECTION.								
CURRENT ROLE:	THIS CENTRE PLAYS A LOCAL, DAY-TO-DAY ROLE IN THE EAST GEELONG COMMUNITY, AND TO A SMALLER DEGREE SERVES COMMUTERS TRAVELLING TO AND FROM THE EASTERN REGION OF GREATER GEELONG AND THE BELLARINE PENINSULA.								
ZONING (SQM):	ACZ	C1Z			C2Z		MUZ	OTHER	
	0	13,690			0		0	1,230	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	630	0	0	520	4,260	520	5,920	880	170
RETAIL ANCHORS:	1 SUPERMARKET (627SQM FOODWORKS)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 45, 75, 76, 77 AND 83)							
	PRIVATE	INTERSECTION OF ORMOND ROAD, MYERS STREET AND GARDEN STREET							
FUTURE ROLE AND OPPORTUNITIES:	THE NEIGHBOURHOOD ROLE OF ORMOND ROAD IS LIKELY TO BE MAINTAINED INTO THE FUTURE. THERE ARE SIGNIFICANT CONSTRAINTS IN GROWING THE SIZE OF THIS CENTRE GIVEN THE PROXIMITY TO MAJOR ROADS, CENTRAL GEELONG AND THE NEWCOMB CENTRES.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	900			NO		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.19 GEELONG EAST

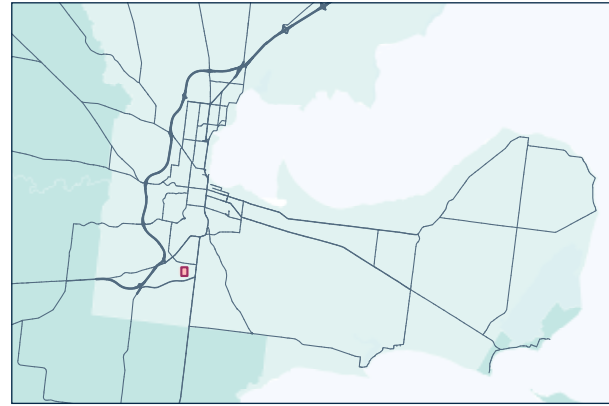
CENTRE NAME	GROVEDALE CENTRAL								
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	GROVEDALE								
KEY CHARACTERISTICS:	SMALL LOCAL SHOPPING CENTRE WITH IGA AND MEDICAL CENTRE. ADJACENT TO PRIMARY SCHOOL AND HIGH SCHOOL.								
CURRENT ROLE:	WHILE THE CENTRE'S KEY OUTER STORES AND SERVICES, SUCH AS THE MEDICAL CENTRE, PHARMACY AND IGA ATTRACT A SUFFICIENT NUMBER OF CUSTOMERS, THE INTERNAL PLAZA AREA IS RELATIVELY EMPTY, WITH TWO VACANCIES AND AN UNWELCOMING CHARACTER.								
ZONING (SQM):	ACZ	C1Z			C2Z		MUZ	OTHER	
	0	10,870			0		0	0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	870	0	0	380	1,050	180	2,480	0	250
RETAIL ANCHORS:	1 SUPERMARKET (866SQM IGA)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 19)							
	PRIVATE	CORNER HEYERS ROAD AND BURDOO DRIVE, ACCESSIBLE VIA PIONEER ROAD AND SURF COAST HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	SEVERAL NEW HOSPITALITY SHOPS HAVE RECENTLY ESTABLISHED WITHIN THIS CENTRE, OCCUPYING SHOPS THAT APPEAR TO HAVE BEEN VACANT FOR SOME TIME. WITH REVITALISATION, THIS CENTRE HAS THE POTENTIAL TO FULFILL A NEIGHBOURHOOD CENTRE ROLE FOR THE GROVEDALE AREA, THOUGH IT IS LIMITED BY ITS PROXIMITY TO THE WAURN PONDS SUB-REGIONAL CENTRE.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	400			NO		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

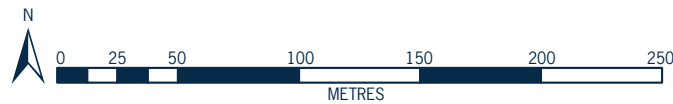
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.20 GROVEDALE CENTRAL

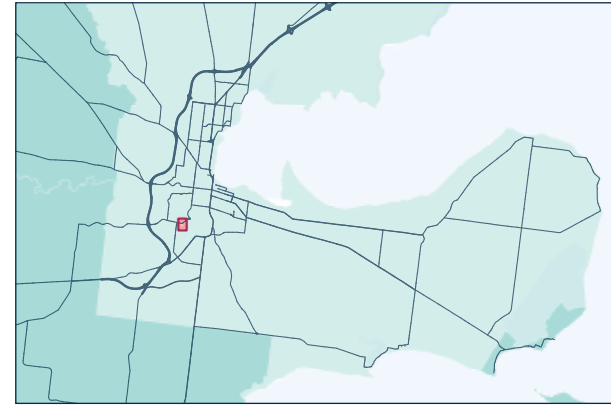
CENTRE NAME	HIGHTON									
HIERARCHY STATUS:	NEIGHBOURHOOD									
LOCATION:	HIGHTON									
KEY CHARACTERISTICS:	STRONG PERFORMING NEIGHBOURHOOD CENTRE IN HIGHTON WITH SIGNIFICANT AMOUNTS OF OFFICE AND COMMUNITY/PUBLIC USE.									
CURRENT ROLE:	THIS THRIVING CENTRE PLAYS A LOCAL DAY-TO-DAY RETAIL AND HOSPITALITY ROLE WITHIN HIGHTON.									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		16,960		0		0		3,690	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	2,150	0	0	1,720	2,140	970	6,970	1,140	80	
RETAIL ANCHORS:	1 SUPERMARKET (2,150SQM WOOLWORTHS)									
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 16 AND 34)								
	PRIVATE	BELLE VUE AVENUE, BETWEEN BARRABOOL ROAD AND ROSLYN ROAD								
FUTURE ROLE AND OPPORTUNITIES:	<p>THIS THRIVING CENTRE PLAYS A LOCAL DAY-TO-DAY RETAIL AND HOSPITALITY ROLE WITHIN HIGHTON. GIVEN THAT THE NEARBY WAURN PONDS AND BELMONT CENTRES COVER THE WIDER CATCHMENT, IT IS LIKELY THAT HIGHTON WILL CONTINUE TO PLAY A LOCAL, NEIGHBOURHOOD CENTRE ROLE.</p> <p>THIS CENTRE CONTAINS A WOOLWORTHS SUPERMARKET AND A LARGE NUMBER OF SPECIALTY SHOPS. IMPROVEMENTS TO THE STREETScape WOULD HELP IMPROVE THE APPEARANCE OF THE CENTRE.</p> <p>A SMALL AMOUNT OF FLOOR SPACE GROWTH IS FORECAST FOR THIS CENTRE IN THE NEXT 15 YEARS. THIS CENTRE IS LARGELY LAND LOCKED HOWEVER, THERE ARE CAR PARKING AREAS THAT ARE LOCATED WITHIN RESIDENTIAL ZONES THAT COULD HAVE REDEVELOPMENT POTENTIAL. CAR PARKING AREAS LOCATED IN RESIDENTIAL ZONES COULD BE REZONED TO A COMMERCIAL ZONE TO FACILITATE FUTURE DEVELOPMENT. A UDF OR STRUCTURE PLAN SHOULD BE DEVELOPED FOR THIS CENTRE AND CONSIDER THE ABOVE MATTERS.</p>									
ACTION REQUIRED:	A UDF SHOULD BE DEVELOPED FOR THIS CENTRE. THE UDF SHOULD CONSIDER STREETScape, REDEVELOPMENT AND REZONING OPPORTUNITIES.									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	1,000			YES – WITH CONSTRAINTS		YES		YES		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.21 HIGHTON

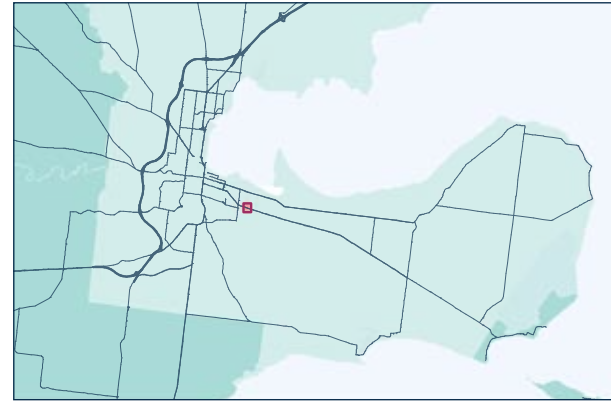
CENTRE NAME	NEWCOMB CENTRAL								
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	NEWCOMB								
KEY CHARACTERISTICS:	MID-SIZED SHOPPING CENTRE (ANCHORED BY WOOLWORTHS AND ALDI) ALONG THE BELLARINE HIGHWAY IN NEWCOMB. IT IS IN VERY CLOSE PROXIMITY (UNDER 400M) TO THE SMALLER BELLARINE VILLAGE SHOPPING CENTRE. IT CONTAINS A MUNICIPAL LIBRARY AND ADJOINS NEWCOMB SECONDARY COLLEGE TO THE EAST.								
CURRENT ROLE:	THIS CENTRE OFFERS A MIX OF RETAIL, OFFICES, MEDICAL SERVICES AND HOSPITALITY. ALONG WITH BELLARINE VILLAGE, IT SERVES THE NEWCOMB AREA, ALONG WITH THE WIDER THOMSON, WHITTINGTON, BREAKWATER, ST ALBANS PARK AND MOOLAP AREAS, WHICH LARGELY OFFER ONLY SMALL, LOCAL RETAIL AND NO SUPERMARKETS. THE CENTRE ALSO SERVES COMMUTERS TRAVELLING TO AND FROM THE WESTERN REGION OF GREATER GEELONG AND THE BELLARINE PENINSULA.								
ZONING (SQM):	ACZ	C1Z			C2Z		MUZ	OTHER	
	0	24,730			0		0	0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	4,690	0	0	630	1,190	310	6,820	430	0
RETAIL ANCHORS:	2 SUPERMARKETS (3,533SQM WOOLWORTHS, 1158SQM ALDI)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 45, 55, 75, 76, 77 AND 83)							
	PRIVATE	CORNER OF BELLARINE HIGHWAY AND WILSONS ROAD							
FUTURE ROLE AND OPPORTUNITIES:	A MODERATE AMOUNT OF RETAIL GROWTH IS FORECAST FOR THIS CENTRE THROUGH TO 2031. THE CENTRE IS LAND LOCKED BUT REDEVELOP OVER EXISTING CAR PARKING OR ACQUISITION OF ADJACENT HOUSING COULD PROVIDE ADDITIONAL FLOOR SPACE IN THE FUTURE. GIVEN THE LACK OF RETAIL OFFERS IN SURROUNDING SUBURBS AND THE RELATIVELY UNCOMPETITIVE NATURE OF BELLARINE VILLAGE, NEWCOMB CENTRAL IS LIKELY TO CONTINUE TO THRIVE.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	1,900			YES – WITH CONSTRAINTS		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

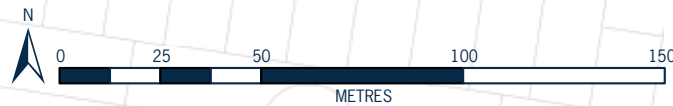
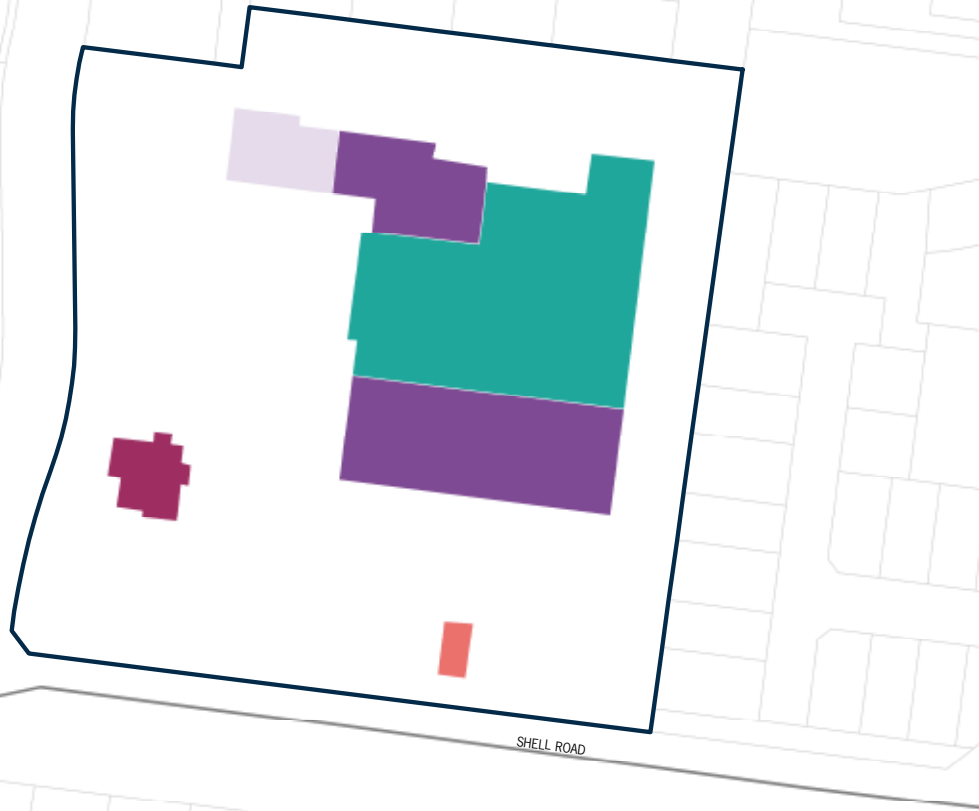
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.22 NEWCOMB CENTRAL

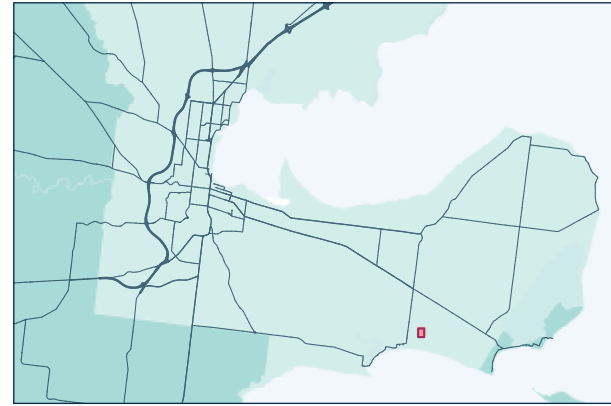
CENTRE NAME		OCEAN GROVE (MARKETPLACE)							
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	OCEAN GROVE								
KEY CHARACTERISTICS:	MID-SIZED SHOPPING CENTRE (ANCHORED BY WOOLWORTHS) ALONG SHELL ROAD. STRONG HOSPITALITY BASE, ALONG WITH SPECIALTY AND FOOD RETAIL.								
CURRENT ROLE:	THIS CENTRE SERVES THE LOCAL COMMUNITY AND THE WIDER SOUTHERN REGION OF THE BELLARINE PENINSULA.								
ZONING (SQM):	ACZ	C1Z			C2Z		MUZ	OTHER	
	0	25,730			0		0	0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,510	0	0	480	820	860	5,670	90	0
PLANNED FLOORSPACE SQM:	1,500								
RETAIL ANCHORS:	1 SUPERMARKET (3,511SQM WOOLWORTHS)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 76, 80, 81, 82 AND 83)							
	PRIVATE	CORNER OF SHELL ROAD AND KINGSTON DOWNS DRIVE, ACCESSIBLE VIA GRUBB ROAD AND BELLARINE HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	<p>WHILE THE LARGER AND NEARBY OCEAN GROVE TOWN CENTRE IS MORE WELL-ROUNDED IN ITS OFFER OF SHOPS AND SERVICES, THE PRESENCE OF A SUPERMARKET ANCHOR IN THIS CENTRE HELPS TO ENSURE ITS ATTRACTIVENESS INTO THE FUTURE.</p> <p>SGS MODELLING HAS IDENTIFIED THAT THERE IS SIGNIFICANT DEMAND (6,000M2) FOR ADDITIONAL RETAIL FLOOR SPACE IN THIS LOCATION BY 2031 ABOVE WHAT IS PLANNED. THIS SITE HAS A CURRENT PLANNING PERMIT (PP399/2010/A) TO EXPAND TO THE NORTH OF THE SITE. THIS WOULD INCREASE THE FLOOR SPACE FROM 5670M2 TO 7085M2. CONSTRUCTION HAS NOT COMMENCED ON THE PROJECT.</p> <p>EVEN WITH THIS DEVELOPMENT PERMIT THERE IS STILL SCOPE TO POTENTIALLY EXPAND THE RETAIL OFFER IN THIS LOCATION. GIVEN THE CONSTRAINTS OF THE SITE, IT MAY BE LIKELY THAT THIS FLOOR SPACE MAY BE TAKEN UP BY ANOTHER NEARBY CENTRE IN THE FUTURE.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	6,000			YES		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

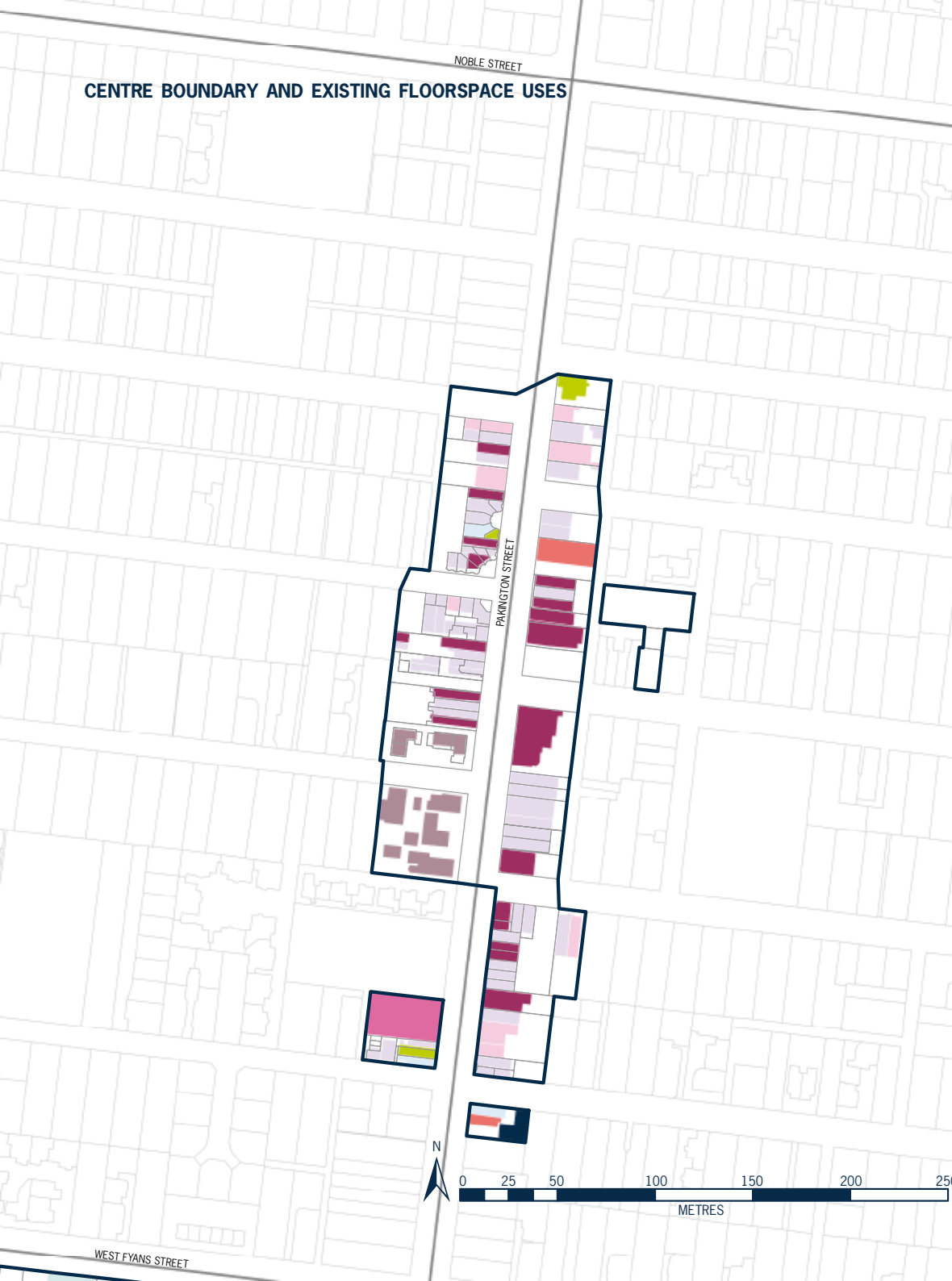
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.23 OCEAN GROVE (MARKETPLACE)

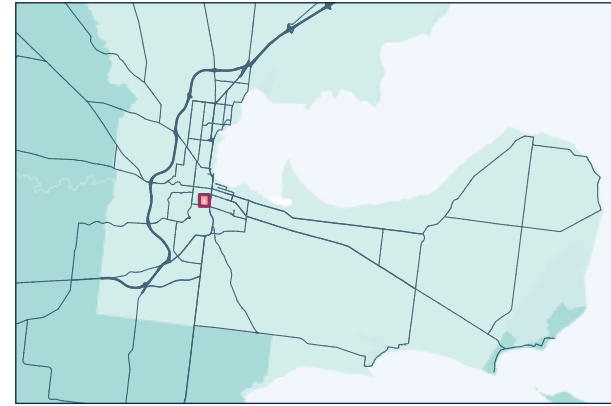
CENTRE NAME		PAKINGTON STREET (NEWTOWN)							
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	NEWTOWN								
KEY CHARACTERISTICS:	MID-SIZED, LIVELY RETAIL STRIP NEAR SOUTHERN END OF PAKINGTON STREET. SOUTH OF RUSSELL STREET THE WESTERN SIDE OF THE STRIP IS LARGELY RESIDENTIAL, WHICH DILUTES ACTIVITY AT THIS END. WITH FINE-GRAIN, ACTIVE FRONTAGES AND OUTDOOR CAFES, THE NORTHERN END OF THE PRECINCT RESEMBLES THE WEST GEELONG PAKINGTON STREET PRECINCT, WHILE AMENITY IS LESS HIGH AT THE SOUTHERN END OF THE PRECINCT.								
CURRENT ROLE:	WHILE THIS CENTRE HAS NO ANCHORS, IT OFFERS A HIGH QUALITY, ATTRACTIVE AND WALKABLE ENVIRONMENT WITH SEVERAL CAFES, AND CONTAINS HIGHER END STORES THAT ARE NOT COMMONLY FOUND IN OTHER ACTIVITY CENTRES IN THE MUNICIPALITY.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		29,670		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0	0	450	4,540	3,310	8,300	1,130	300
RETAIL ANCHORS:	NONE								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (34, 35 AND 36)							
	PRIVATE	PAKINGTON STREET, FROM NOBLE STREET TO WEST FYANS STREET							
FUTURE ROLE AND OPPORTUNITIES:	<p>THIS CENTRE IS LIKELY TO CONTINUE TO THRIVE, AND DEVELOPMENT AND ACTIVITY MAY CONTINUE TO SPREAD SOUTH WITH IMPROVEMENTS TO STREET FRONTAGE AND WALKABILITY MADE FURTHER SOUTH ALONG PAKINGTON STREET AS A PART OF THE 2009 WEST FYANS-FYANS STREET PRECINCT STRUCTURE PLAN.</p> <p>A RE-ZONING OF LAND (C204) ALONG PAKINGTON STREET ADJOINING THE COMMERCIAL 1 ZONE IN 2012 HAS CREATED ADDITIONAL RETAIL SPACE. THE INDEPENDENT PANEL CONSIDERING THE RE-ZONING SUGGESTED A PARKING PRECINCT PLAN FOR THE AREA SHOULD BE CONSIDERED GIVEN LIMITED PARKING IN THE AREA. GIVEN THE TYPES OF LAND USES OCCURRING IN THE CENTRE (AS OF RIGHT USES), THE LIMITED NUMBER OF PLANNING PERMIT APPLICATIONS AND FORECAST GROWTH OF THE CENTRE OVER THE NEXT 15 YEARS, IT IS UNLIKELY THAT A PARKING PRECINCT PLAN WOULD BE SUCCESSFUL IN DELIVERING ADDITIONAL CAR PARKING.</p> <p>THIS ISSUE COULD BE REVISITED IF GROWTH IN THE WEST FYANS PRECINCT DRIVES DEMAND FOR MORE RETAIL FLOOR SPACE IN THE FUTURE.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)		POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	600		NO		NO		NO		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

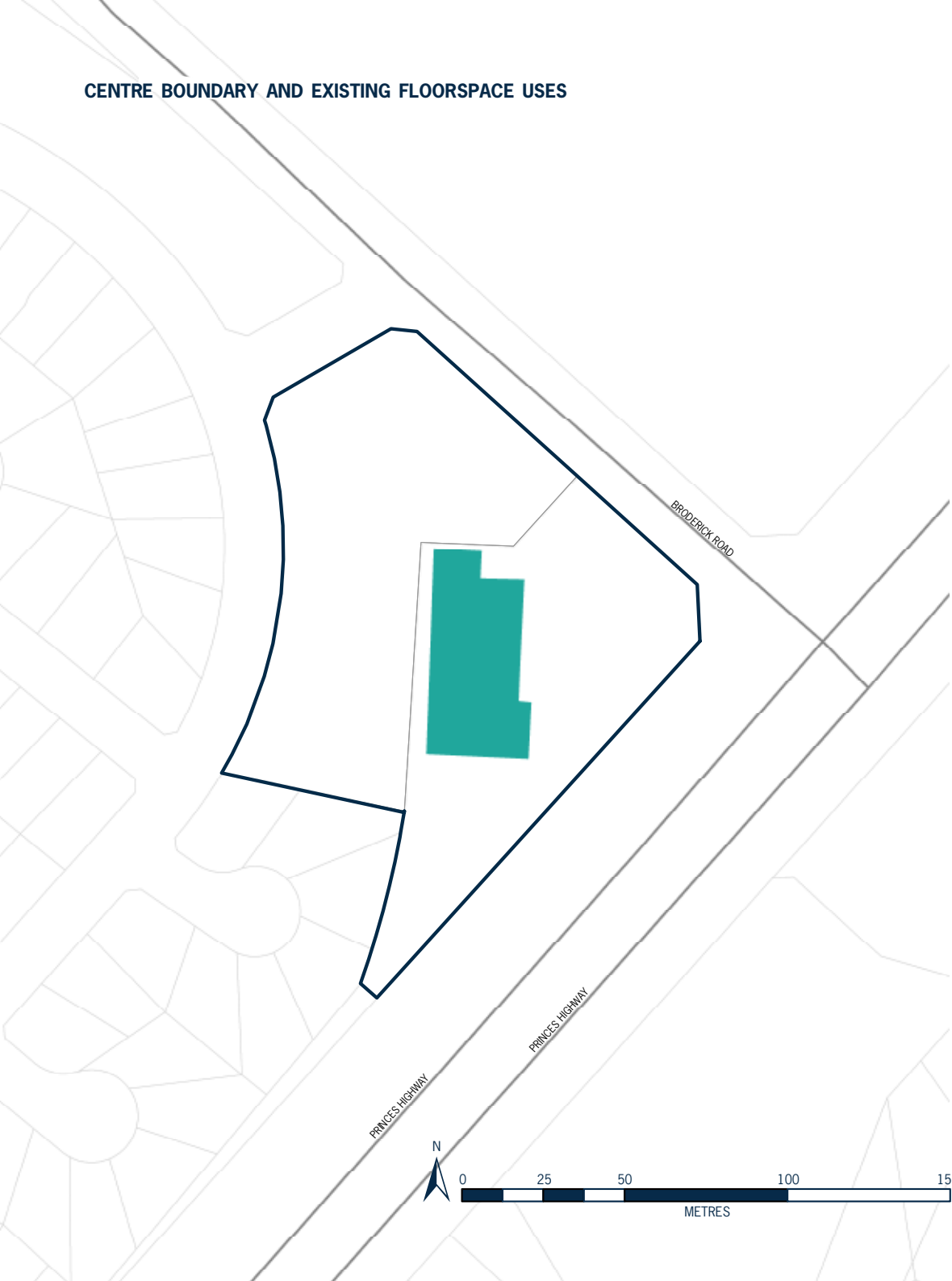
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.24 PAKINGTON STREET (NEWTOWN)

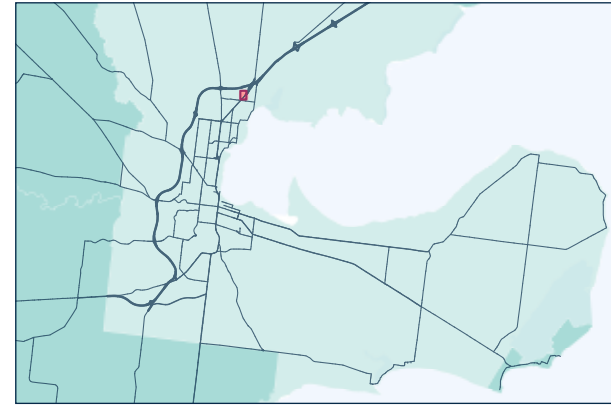
CENTRE NAME	ROSEWALL									
HIERARCHY STATUS:	NEIGHBOURHOOD									
LOCATION:	CORIO									
KEY CHARACTERISTICS:	COMPRISES A SINGLE ALDI STORE AND A VACANT, ADJACENT SITE AT FAIRBAIRN DRIVE. RECENTLY REZONED C1Z, A RETAIL DEVELOPMENT IS PROPOSED FOR THE 0.8 HA FAIRBURN DRIVE PARCEL.									
CURRENT ROLE:	THIS CENTRE SERVES THE LOCAL COMMUNITY WITH A SUPERMARKET.									
ZONING (SQM):	ACZ		C1Z			C2Z		MUZ		OTHER
	0		15,710			0		0		20
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	1,740	0	0	0	0	0	1,740	0	0	
RETAIL ANCHORS:	1 SUPERMARKET (1,740SQM ALDI)									
TRANSPORT CONNECTIONS:	PUBLIC	CORIO RAILWAY STATION (APPROX. 1.2KM), BUS SERVICE (ROUTE 12)								
	PRIVATE	INTERSECTION OF PRINCESS HIGHWAY AND BRODERICK ROAD								
FUTURE ROLE AND OPPORTUNITIES:	COMPRISES A SINGLE ALDI STORE AND A VACANT, ADJACENT SITE AT FAIRBAIRN DRIVE. RECENTLY REZONED C1Z, A RETAIL DEVELOPMENT IS PROPOSED FOR THE 0.8 HA FAIRBURN DRIVE PARCEL (PP366-2014). THE COMBINED ALDI AND FAIRBURN DRIVE SITES WILL BECOME A NEIGHBOURHOOD CENTRE, SERVING RESIDENTS IN THE ROSEWALL AREA. ITS LOCATION ALSO GIVES IT GOOD EXPOSURE TO ROAD COMMUTERS ALONG THE PRINCES HIGHWAY AND CUSTOMERS DIRECTLY ACROSS THE HIGHWAY AT THE GEELONG GATEWAY HOMEMAKER CENTRE. THIS CENTRE HAS THE POTENTIAL TO ACT AS THE GATEWAY TO THE CENTRAL GEELONG REGION, TOGETHER WITH GEELONG GATEWAY. THE PROPOSED FAIRBAIRN DRIVE DEVELOPMENT COMPRISES A MAJOR TWO STOREY TENANCY WITH A TOTAL 2,000SQM IN FLOORSPACE, A TENANCY OF 870SQM, AND 10 SMALLER TENANCIES TOTALLING 1,090SQM IN FLOORSPACE. CONSTRUCTION HAS NOT COMMENCED ON THE FAIRBAIRN DRIVE SITE.									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	200			NO		NO		NO		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

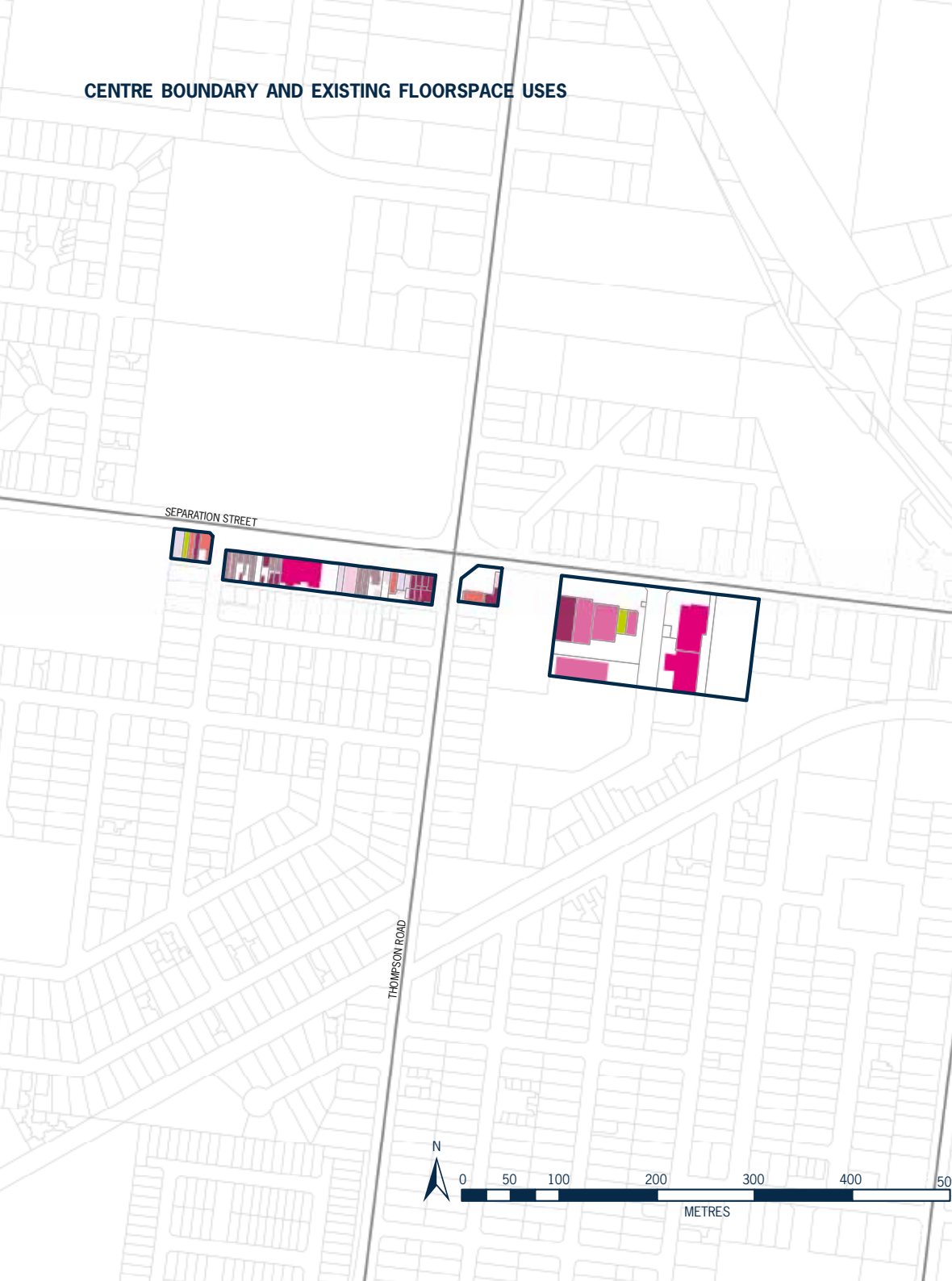
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.25 ROSEWALL

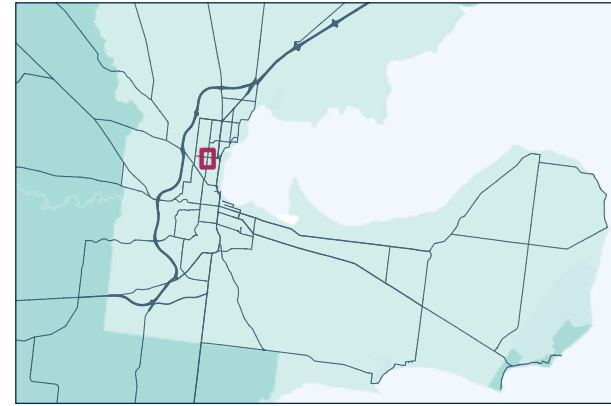
CENTRE NAME	SEPERATION STREET									
HIERARCHY STATUS:	NEIGHBOURHOOD									
LOCATION:	NORTH GEELONG									
KEY CHARACTERISTICS:	NEIGHBOURHOOD CENTRE WITH TWO DISTINCT AREAS. THE WESTERN SECTION IS A SMALL RETAIL STRIP WITH A MIX OF HOSPITALITY AND SPECIALTY SHOPS AND A SIGNIFICANT DEGREE OF SHOP TOP HOUSING. THE EASTERN SECTION IS PREDOMINANTLY COMPRISED OF ONE STOREY OFFICE FLOORSPACE.									
CURRENT ROLE:	THIS CENTRE SERVES THE LOCAL BELL PARK AND NORTH GEELONG COMMUNITY.									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		9,150		20,850		0		20	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	0	910	1,900	2,770	5,570	1,130	410	
RETAIL ANCHORS:	NONE									
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (12 AND 30)								
	PRIVATE	SEPARATION STREET FROM TALLIN STREET TO MINA PLACE, ACCESSIBLE VIA ANAKIE ROAD, THOMPSON ROAD AND PRINCES HIGHWAY								
FUTURE ROLE AND OPPORTUNITIES:	THE NEIGHBOURHOOD ROLE OF SEPARATION STREET IS LIKELY TO BE MAINTAINED INTO THE FUTURE. THIS CENTRE WAS IDENTIFIED AS A SMALL NEIGHBOURHOOD CENTRE IN THE 2006 STRATEGY. THIS CENTRE DOES NOT CONTAIN A SUPERMARKET BUT CONTAINS A LARGE PROPORTION OF HOSPITALITY. THIS CENTRE COULD BENEFIT FROM THE PRESENCE OF A SMALL SUPERMARKET. STREETScape IMPROVEMENT COULD ALSO IMPROVE THE APPEARANCE OF THE CENTRE. A UDF OR STRUCTURE PLAN SHOULD BE DEVELOPED FOR THIS CENTRE AND INVESTIGATE STREETScape UPGRADES AND A PREFERRED SUPERMARKET SITE.									
ACTION REQUIRED:	DEVELOP A UDF OR STRUCTURE PLAN FOR THIS CENTRE AND INVESTIGATE STREETScape UPGRADES AND A PREFERRED LOCATION FOR A SUPERMARKET.									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	400			NO		YES		NO		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.26 SEPARATION ST

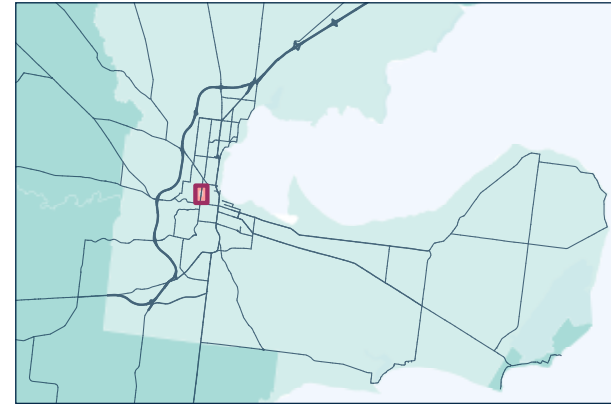
CENTRE NAME		SHANNON AVENUE (GEE LONG WEST)							
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	GEE LONG WEST								
KEY CHARACTERISTICS:	THE NORTHERN SHANNON AVENUE PRECINCT IS A MID-SIZED, MEDIUM-DENSITY RETAIL STRIP CONTAINING VARIOUS SPECIALTY SHOPS, HOSPITALITY AND SERVICES. BUILT FORM IN THE PRECINCT IS VARIED, WITH A MIX OF STYLES AND SIZES. STREETScape AMENITY IS ADEQUATE BUT NOT OF A HIGH QUALITY.								
CURRENT ROLE:	THIS CENTRE SERVES THE LOCAL COMMUNITY, INCLUDING RESIDENTS OF MANIFOLD HEIGHTS. AS A SECTION OF A MINOR NORTH-SOUTH THOROUGHFARE THROUGH THE EASTERN SECTION OF THE MUNICIPALITY, IT ALSO SERVES COMMUTERS WITHIN GREATER GEE LONG.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		39,930		0		0		10
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	4,340	0	0	1,730	4,900	1,980	12,950	940	0
RETAIL ANCHORS:	2 SUPERMARKETS (2,543SQM COLES, 1,797SQM ALDI)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 12, 30, 50 AND 51)							
	PRIVATE	SHANNON AVENUE, FROM DOUGLASS STREET/BRITANNIA STREET TO AUTUMN STREET							
FUTURE ROLE AND OPPORTUNITIES:	WHILE THE NORTHERN SHANNON AVENUE PRECINCT IS AN ESTABLISHED RETAIL STRIP, THE SGS MODEL IDENTIFIES A MODERATE INCREASE IN RETAIL DEMAND BY 2031. THE CENTRE IS ALREADY ANCHORED BY REASONABLY SIZED SUPERMARKETS. SUPERMARKETS MAYBE ABLE TO EXPAND IF REDEVELOPMENT OF CAR PARKING AREAS OCCURRED OR ADJACENT HOUSING WAS PURCHASED. THE PROXIMITY OF THIS CENTRE TO PAKINGTON STREET (GEE LONG WEST) MAY LIMIT THE PRACTICAL DEMAND FOR FUTURE GROWTH AND FORECAST GROWTH MAY BE TAKEN UP BY A NEARBY CENTRE.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	2,100			YES – WITH CONSTRAINTS		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.27 SHANNON AVENUE (GEELOG WEST)

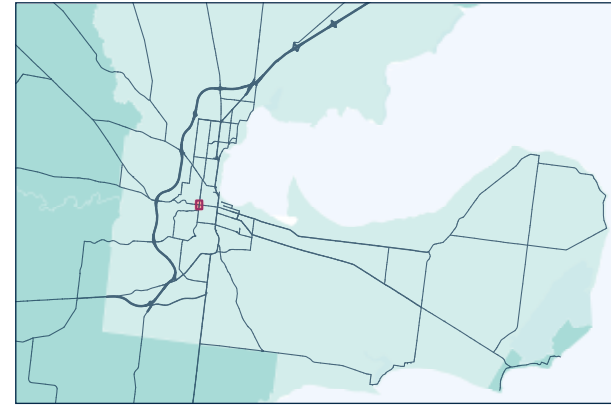
CENTRE NAME		SHANNON AVENUE (NEWTOWN)							
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	NEWTOWN								
KEY CHARACTERISTICS:	THE SOUTHERN SHANNON AVENUE PRECINCT IS A VERY SMALL RETAIL STRIP ANCHORED BY WOOLWORTHS. IT HAS STRONG REPRESENTATION FROM THE MEDICAL INDUSTRY, WITH MEDICAL PRACTICES COMPRISING OVER 20% OF TOTAL FLOORSPACE, AND A PHARMACY ALSO AVAILABLE IN THE PRECINCT.								
CURRENT ROLE:	THIS CENTRE PLAYS A LOCAL ROLE IN THE COMMUNITY, WITH A SIGNIFICANT ROLE IN CATERING TO MEDICAL NEEDS. THE PRESENCE OF A DRIVE-THROUGH COFFEE SERVICE INDICATES THAT A LARGE PROPORTION OF ITS CUSTOMER BASE IS ALSO DERIVED FROM ROAD TRAFFIC.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		11,960		0		2,660		3,000
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	1,970	0	0	150	740	1,640	4,500	0	360
RETAIL ANCHORS:	1 SUPERMARKET (1,967SQM WOOLWORTHS)								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (35 AND 36)							
	PRIVATE	INTERSECTION OF SHANNON AVENUE AND ABERDEEN STREET							
FUTURE ROLE AND OPPORTUNITIES:	A NEW SERVICE STATION HAS OPENED ON THE NORTH WEST CORNER OF ABERDEEN ST AND SHANNON AVE. THERE MAY BE OPPORTUNITIES TO REDEVELOP CAR PARKING LOCATIONS TO PROVIDE ADDITIONAL RETAIL FLOOR SPACE IN THE FUTURE. THE ROLE OF THE SOUTHERN SHANNON AVENUE PRECINCT IS LIKELY TO BE MAINTAINED INTO THE FUTURE.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	500			YES – WITH CONSTRAINTS		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.28 SHANNON AVENUE (NEWTOWN)

CENTRE NAME	VINES ROAD									
HIERARCHY STATUS:	NEIGHBOURHOOD									
LOCATION:	HAMLYN HEIGHTS									
KEY CHARACTERISTICS:	LOCAL RETAIL STRIP ADJACENT TO A MUNICIPAL LIBRARY, SENIOR CITIZENS HOME AND HIGH SCHOOL. CONTAINS A MIX OF SPECIALTY SHOPS AND AN IGA.									
CURRENT ROLE:	PLAYS A LOCAL ROLE WITHIN THE HAMLYN HEIGHTS COMMUNITY.									
ZONING (SQM):	ACZ		C1Z			C2Z		MUZ		OTHER
	0		7,940			0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	860	0	0	400	1,370	480	3,110	250	140	
RETAIL ANCHORS:	1 SUPERMARKET (862SQM IGA)									
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 50 AND 51)								
	PRIVATE	VINES ROAD, BETWEEN OLIVE STREET/KALIMNA STREET AND SYCAMORE STREET/WAYMOUTH STREET, ACCESSIBLE VIA BALLARAT ROAD AND CHURCH STREET								
FUTURE ROLE AND OPPORTUNITIES:	A SMALL AMOUNT OF FLOOR SPACE GROWTH IS FORECAST FOR THIS CENTRE IN THE NEXT 15 YEARS. BUT DEMAND FOR SERVICES MAY INCREASE OVER TIME GIVEN THE AREAS IS IDENTIFIED AS AN IHDA IN THE PLANNING SCHEME.									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	400			YES- WITH CONSTRAINTS – COUNCIL CAR PARK SITE		NO		NO		

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

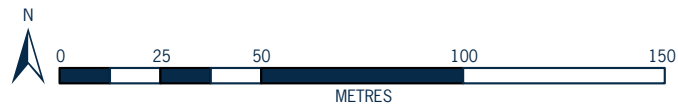
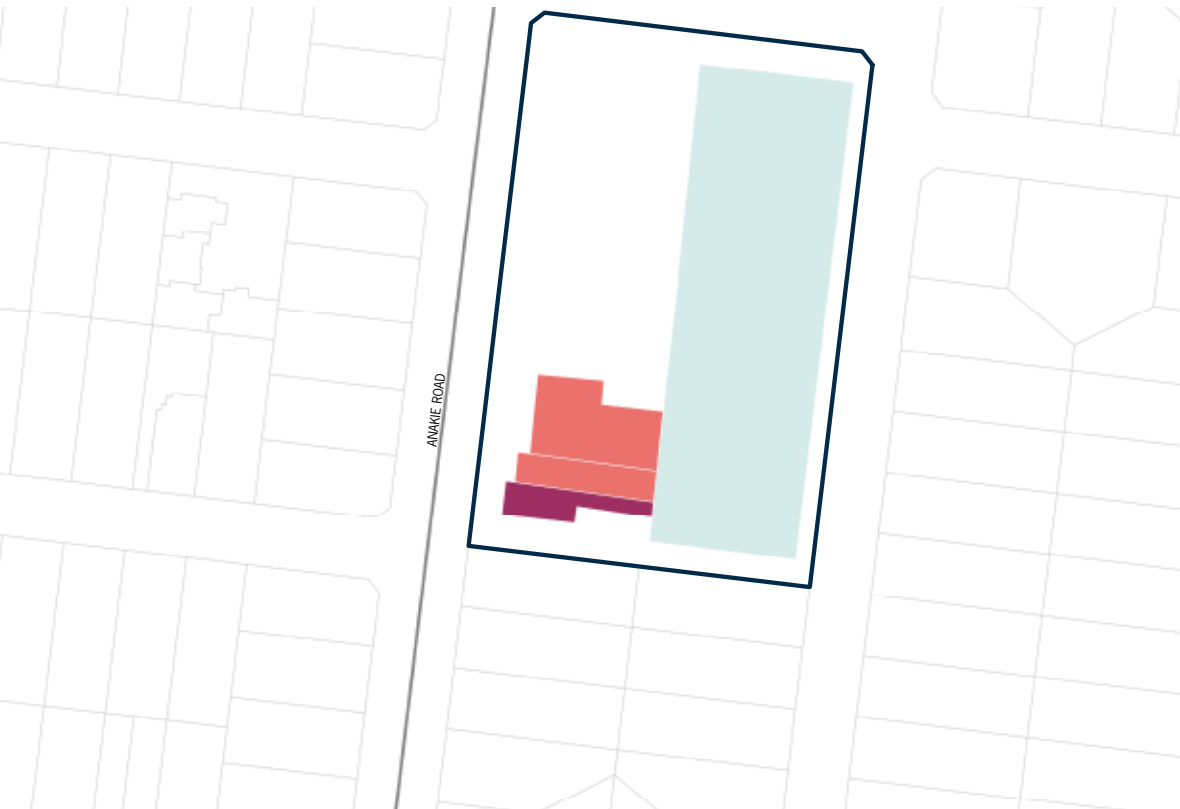
Homemaker Centres

1.30 ANAKIE ROAD

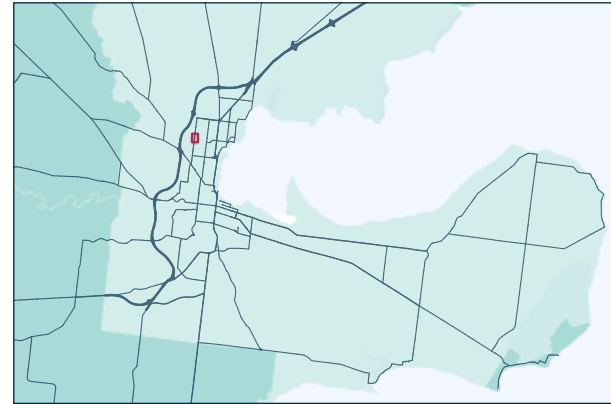
CENTRE NAME	ANAKIE ROAD									
HIERARCHY STATUS:	HOMEMAKER									
LOCATION:	BELL PARK									
KEY CHARACTERISTICS:	FAGGS MITRE 10 SITE, WITH A BOTTLE SHOP, FOOD STORE AND HOSPITALITY SERVICE ALSO AT THE CENTRE.									
CURRENT ROLE:	LARGELY SERVES THE SURROUNDING COMMUNITY WITH HARDWARE NEEDS.									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		1,730		9,630		0		0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	4,450	820	0	230	5,500	0	0	
RETAIL ANCHORS:	NONE									
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 45)								
	PRIVATE	ANAKIE ROAD, NORTH OF INTERSECTION WITH BRAUND AVENUE/FURNER AVENUE								
FUTURE ROLE AND OPPORTUNITIES:	<p>MITRE 10 SITE RECENTLY SOLD AND APPROVAL HAS BEEN GRANTED TO DEVELOP AN 1,800SQM ALDI SUPERMARKET, MAINTAIN A PORTION OF THE EXISTING RESTRICTED RETAILING USE AND RELOCATE 500SQM OF EXISTING SPECIALTY SHOPS FROM THE COMMERCIAL 1 ZONE INTO THE COMMERCIAL 2 ZONE AREA.</p> <p>THIS NEW CENTRE MAY COMPETE STRONGLY WITH THE EXISTING BELL POST HILL SHOPPING CENTRE.</p> <p>FUTURE REVIEWS OF THE RETAIL STRATEGY MAY WISH TO REVIEW THE CLASSIFICATION OF THIS CENTRE IF THE ALDI DEVELOPMENT OCCURS.</p>									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	800			YES – CAR PARKING AREAS		NO		NO		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.30 ANAKIE ROAD

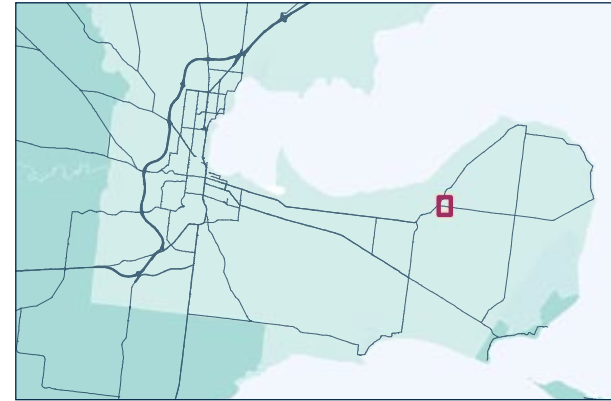
CENTRE NAME	DRYSDALE HOMEMAKER									
HIERARCHY STATUS:	HOMEMAKER									
LOCATION:	DRYSDALE									
KEY CHARACTERISTICS:	LARGELY UNDEVELOPED COMMERCIAL/INDUSTRIAL ESTATE ON THE EASTERN EDGE OF THE DRYSDALE TOWN CENTRE.									
CURRENT ROLE:	HOMEMAKER/BULKY GOODS PRECINCT									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		0		200,000		0		0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	0	0	20	0	2,100	0	0	
RETAIL ANCHORS:	NIL									
TRANSPORT CONNECTIONS:	PUBLIC		BUS SERVICE (ROUTES 60)							
	PRIVATE		MURRADOC ROAD							
FUTURE ROLE AND OPPORTUNITIES:	<p>A SIGNIFICANT AREA IN TERMS OF SIZE, THE DRYSDALE HOMEMAKER PRECINCT IS LOCATED DIRECTLY TO THE WEST OF THE TOWN CENTRE. MUCH OF THE LAND IS VACANT. LAND USES ALONG MURRADOC ROAD ARE GENERALLY INDUSTRIAL IN NATURE, HOWEVER WITH RECENT REZONING OF ADDITIONAL COMMERCIAL 2 ZONED LAND IT IS LIKELY THAT THE AREA WILL OVER TIME INCREASE ITS RETAIL OFFER.</p> <p>THE DEVELOPMENT OF DRYSDALE AND CLIFTON SPRINGS IS GUIDED BY THE DRYSDALE UDF 2012 AND THE DRYSDALE/CLIFTON SPRINGS STRUCTURE PLAN 2010. THE RECOMMENDATIONS OF THESE DOCUMENTS HAVE BEEN IMPLEMENTED INTO THE GEELONG PLANNING SCHEME THROUGH VARIOUS AMENDMENTS. MOST RECENTLY LAND ALONG MURRADOC ROAD HAS BEEN REZONED FROM THE FARMING ZONE TO COMMERCIAL 2 TO JOIN UP WITH THE FUTURE DRYSDALE BYPASS</p> <p>SGS HAS IDENTIFIED THAT THERE IS CURRENTLY DEMAND FOR BULKY GOODS RETAILING IN THE NORTHERN BELLARINE AND ON THE BELLARINE MORE GENERALLY BY 2031. THERE IS APPROXIMATELY 19 HECTARES OF DEVELOPABLE COMMERCIAL 2 ZONED LAND IN DRYSDALE, WHICH IS CONSIDERED MORE THAN SUFFICIENT TO MEET THE FUTURE HOMEMAKER RETAILING NEEDS OF THE NORTHERN BELLARINE UNTIL 2031.</p>									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	-300			YES		YES		YES		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.31 DRYSDALE HOMEMAKER

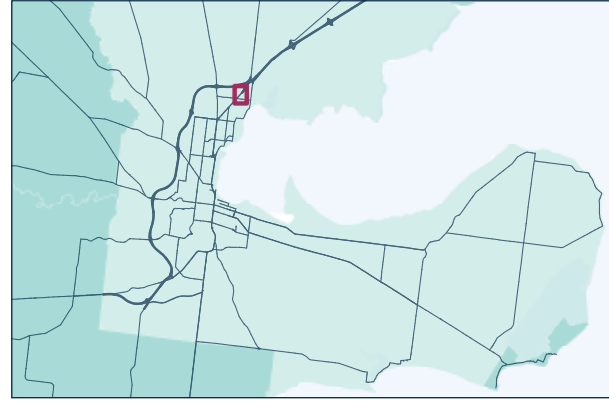
CENTRE NAME	GEELONG GATEWAY									
HIERARCHY STATUS:	HOMEMAKER									
LOCATION:	CORIO									
KEY CHARACTERISTICS:	MID-SIZED HOMEMAKER RETAIL PRECINCT LOCATED ALONG THE PRINCES HIGHWAY, ACROSS FROM ROSEWALL ACTIVITY CENTRE. COMPRISES GEELONG GATE HOMEMAKER CENTRE AND LAND SOUTH OF BRODERICK ROAD. MAJOR STORES INCLUDE FANTASTIC FURNITURE AND HARVEY NORMAN.									
CURRENT ROLE:	ACTS AS THE GATEWAY TO THE CENTRAL GEELONG REGION.									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		0		194,810		0		0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	26,020	1,540	2,780	1,130	31,460	0	2,120	
RETAIL ANCHORS:	NONE									
TRANSPORT CONNECTIONS:	PUBLIC	CORIO RAILWAY STATION (APPROX. 1.2KM), BUS SERVICE (ROUTE 12)								
	PRIVATE	PRINCES HIGHWAY, BETWEEN PRINCES FREEWAY AND SCHOOL ROAD								
FUTURE ROLE AND OPPORTUNITIES:	THERE IS POTENTIAL FOR THE AREA SOUTH OF BRODERICK ROAD TO BE FURTHER DEVELOPED, ALONG WITH THE LAND BY THE RAILWAY TRACKS, BEHIND THE EXISTING BUILT FORM AT THE HIGHWAY. AMENDMENT C282 TO THE GEELONG PLANNING SCHEME REZONED THIS AREA FROM THE INDUSTRIAL 1 ZONE AND INDUSTRIAL 3 ZONE TO THE COMMERCIAL 2 ZONE AND INCLUDED THE AREA AS A HOMEMAKER PRECINCT IN THE RETAIL HIERARCHY. THIS AMENDMENT WAS APPROVED ON 16 OCT 2014.									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	3,800			YES		NO		NO		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

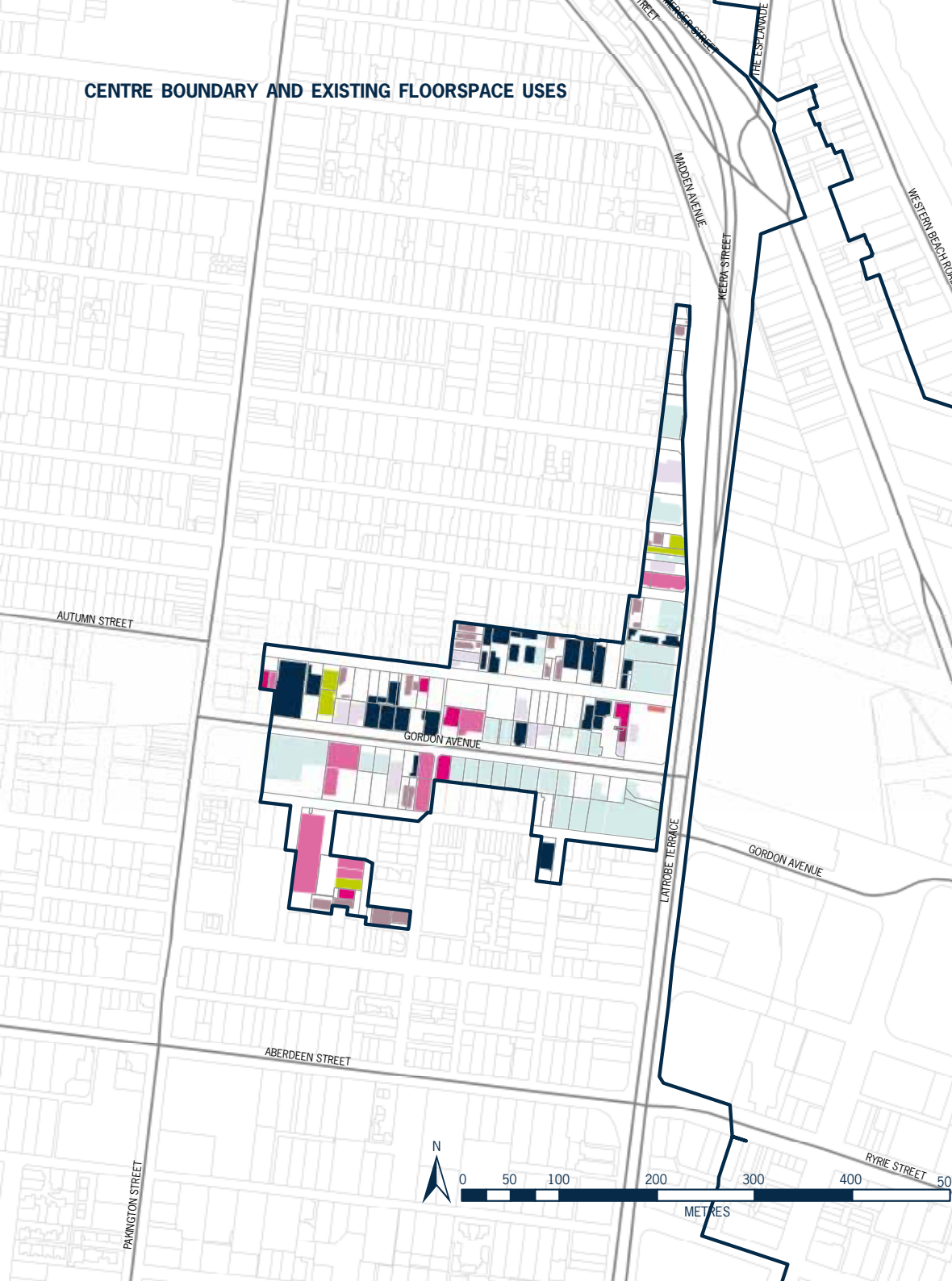
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.32 GEELONG GATEWAY

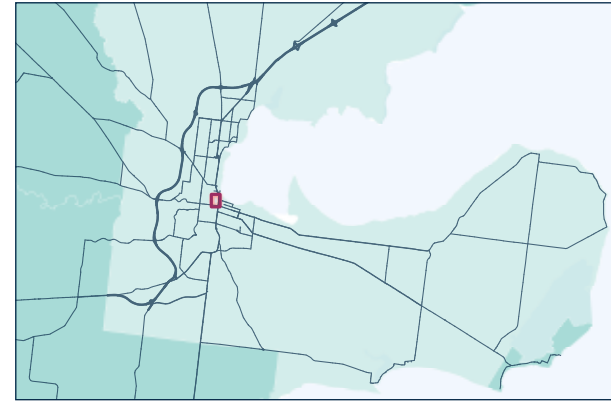
CENTRE NAME	GEELONG WEST									
HIERARCHY STATUS:	HOMEMAKER									
LOCATION:	GEELONG WEST									
KEY CHARACTERISTICS:	MID-SIZED HOMEMAKER PRECINCT LOCATED ALONG THE PRINCES HIGHWAY, CLOSE TO CENTRAL GEELONG AND PERPENDICULAR TO PAKINGTON (GEELONG WEST) ACTIVITY CENTRE BUT VERY DISTINCT FROM IT IN TERMS OF BUILT FORM, USE AND AMENITY. STORES AND SERVICES ARE MOSTLY LOCATED ALONG AUTUMN, GORDON AND SPRING STREETS AND HAVE LOW DENSITY BUILT FORM.									
CURRENT ROLE:	THIS CENTRE PLAYS A TYPICAL HOMEMAKER PRECINCT ROLE, THOUGH IT ALSO HAS A SIGNIFICANT PROPORTION OF OFFICE AND INDUSTRIAL FLOORSPACE.									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		0		91,200		0		0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	16,650	120	3,390	140	20,300	0	1,820	
RETAIL ANCHORS:	NONE									
TRANSPORT CONNECTIONS:	PUBLIC	GEELONG RAILWAY STATION (APPROX. 500M), BUS SERVICE (12, 30, 45, 50 AND 51)								
	PRIVATE	AUTUMN STREET, GORDON AVENUE AND SPRING STREET, BETWEEN PAKINGTON STREET AND PRINCES HIGHWAY								
FUTURE ROLE AND OPPORTUNITIES:	<p>THIS CENTRE IS DIRECTLY OPPOSITE THE GEELONG TRAIN STATION AND HAS EXCELLENT PEDESTRIAN CONNECTIONS INTO CENTRAL GEELONG AND PAKINGTON STREET. THERE ARE OPPORTUNITIES TO TRANSITION THIS AREA INTO A MORE MIXED USE PRECINCT WHICH COULD INCORPORATE RETAIL, OFFICE AND LIGHT INDUSTRIAL USES WITH RESIDENTIAL USES PARTICULARLY ON THE FIRST FLOOR.</p> <p>THIS AREA SHOULD NOT BE IDENTIFIED AS A HOMEMAKER PRECINCT IN PLANNING POLICY TO HELP SUPPORT THE POTENTIAL TRANSITION OF THE AREA OVER TIME. THIS AREA SHOULD BE IDENTIFIED AS DISPERSED BULKY GOODS.</p>									
ACTION REQUIRED:	PREPARE AN URBAN DESIGN FRAMEWORK OR STRUCTURE PLAN FOR THIS AREA. THE PLAN SHOULD FOCUS ON TRANSITIONING THIS AREA INTO A MIXED USE PRECINCT WHICH WOULD INCORPORATE RESIDENTIAL, OFFICE, RETAIL AND LIGHT INDUSTRIAL USES. THE PLAN SHOULD ALSO CONSIDER IMPROVING CONNECTIONS THROUGH TO CENTRAL GEELONG AND PAKINGTON STREET (GEELONG WST) CENTRES.									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	1,900			YES		YES		NO		

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

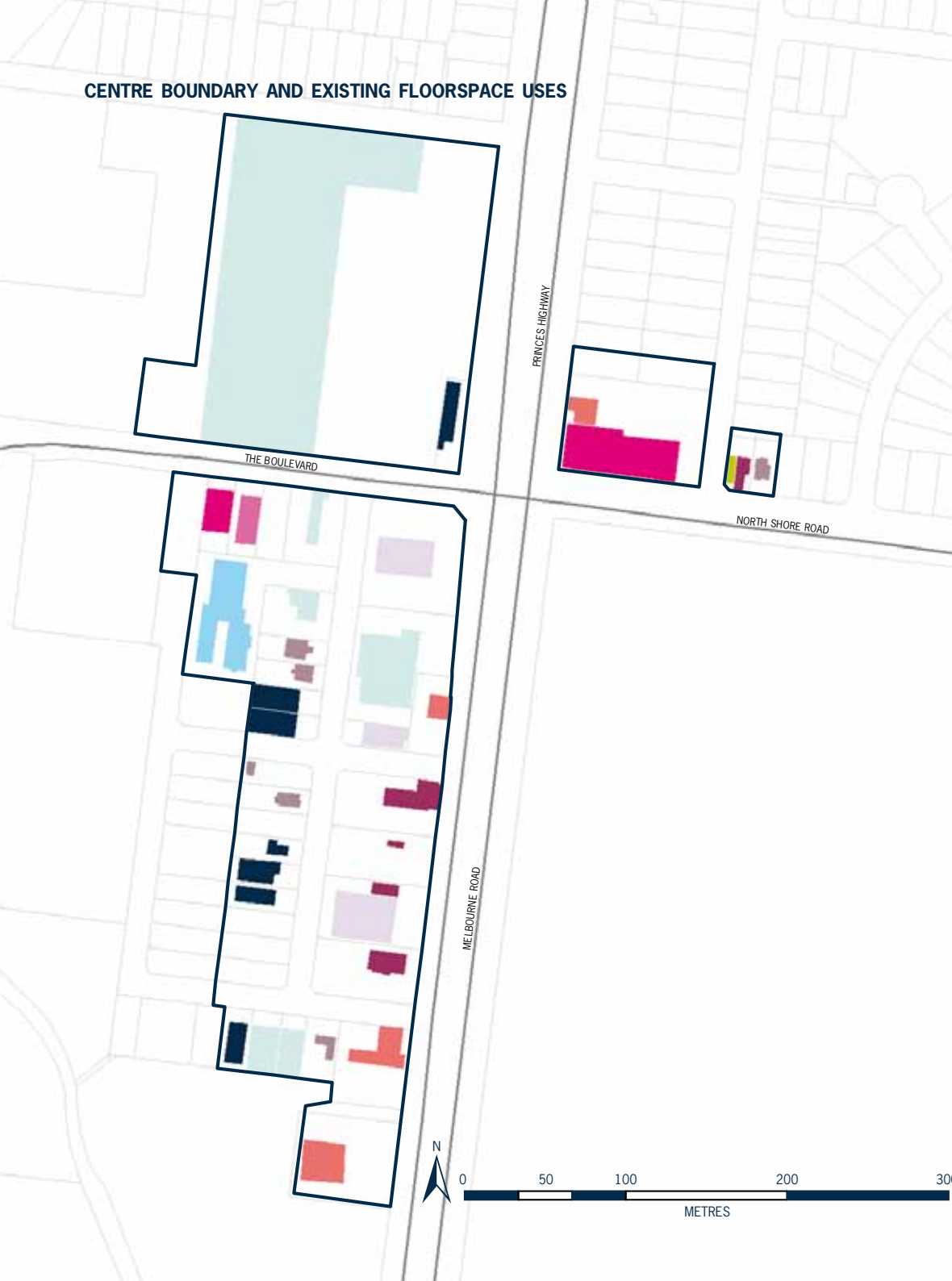
- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.33 GEELONG WEST

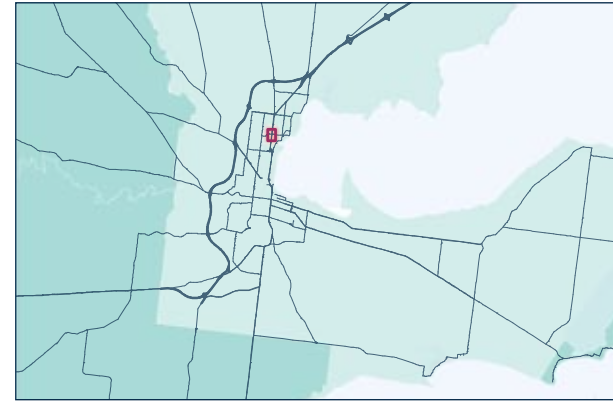
CENTRE NAME	MELBOURNE ROAD (NORLANE)								
HIERARCHY STATUS:	HOMEMAKER								
LOCATION:	NORLANE								
KEY CHARACTERISTICS:	LOW DENSITY HOMEMAKER PRECINCT WITH SEVERAL FAST FOOD RESTAURANTS AND SERVICES LOCATED ALONG THE PRINCES HIGHWAY.								
CURRENT ROLE:	WITH A SIGNIFICANT PROPORTION OF LOW DENSITY RESTRICTED RETAIL (INCLUDING BUNNINGS), THIS PRECINCT SERVES THE NORTHERN GREATER GEELONG AREA WITH HOMEMAKER NEEDS, AS WELL AS COMMUTERS ALONG THE HIGHWAY.								
ZONING (SQM):	ACZ	C1Z		C2Z		MUZ	OTHER		
	0	7,680		85,460		0	2,860		
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0	18,950	1,140	2,280	1,160	23,520	0	90
RETAIL ANCHORS:	NONE								
TRANSPORT CONNECTIONS:	PUBLIC	NORTH SHORE RAILWAY STATION (APPROX. 1.4KM), BUS SERVICE (ROUTES 10 AND 11)							
	PRIVATE	PRINCES HIGHWAY, AT NORTH SHORE ROAD INTERSECTION							
FUTURE ROLE AND OPPORTUNITIES:	THIS PRECINCT IS LIKELY TO CONTINUE TO PLAY THIS ROLE INTO THE FUTURE. THERE ARE SEVERAL SITES IN THE COMMERCIAL 2 ZONE WHICH HAVE DEVELOPMENT POTENTIAL AND COULD ACCOMMODATE THE ADDITIONAL DEMAND FOR HOMEMAKER TYPE RETAIL IN THIS LOCATION.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 (DIFFERENCE FROM TOTAL FLOOR SPACE)	POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY			
	3,300	YES		NO		NO			

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.34 MELBOURNE ROAD (NORLANE)

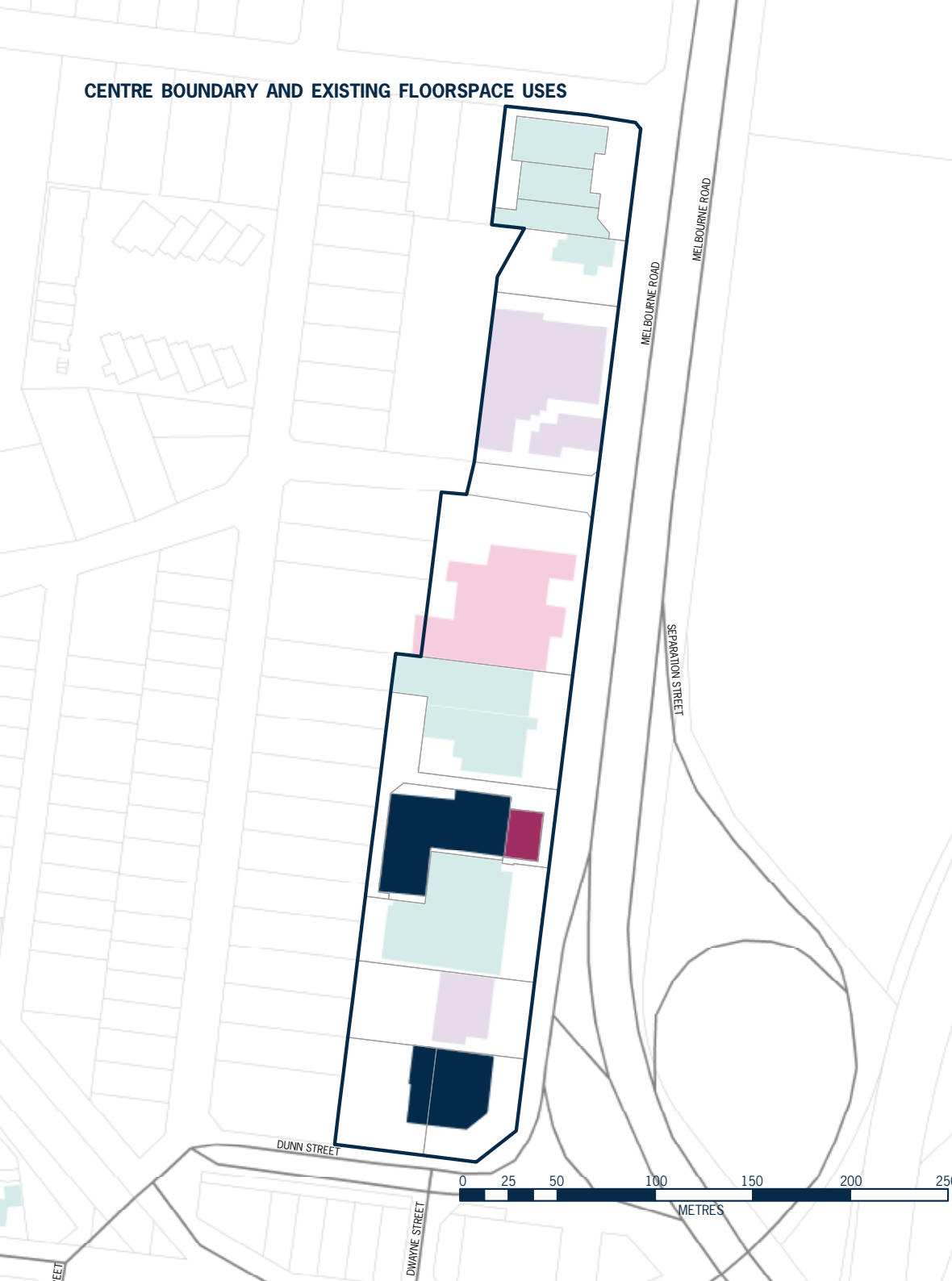
Homemaker Centres

1.35 MELBOURNE ROAD (NORTH GEELONG)

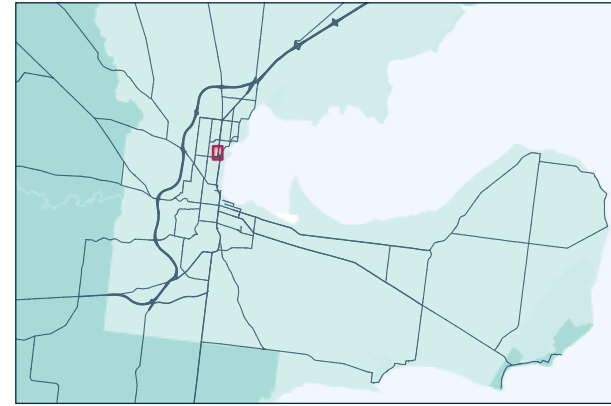
CENTRE NAME	MELBOURNE ROAD (NORTH GEELONG)								
HIERARCHY STATUS:	HOMEMAKER								
LOCATION:	NORTH GEELONG								
KEY CHARACTERISTICS:	MID-SIZED, LOW DENSITY HOMEMAKER PRECINCT WITH UNDER 25 STORES AND SERVICES. HAS HIGH EXPOSURE ALONG THE PRINCES HIGHWAY.								
CURRENT ROLE:	WITH A MIX OF USES, THIS PRECINCT LARGELY SERVES THE NORTHERN GREATER GEELONG AREA WITH HOMEMAKER AND INDUSTRIAL SERVICE NEEDS.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0		42,640		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0	9,080	0	4,800	400	14,320	3,620	0
RETAIL ANCHORS:	NONE								
TRANSPORT CONNECTIONS:	PUBLIC	NORTH GEELONG STATION (APPROX. 1.7KM), BUS SERVICE (ROUTES 10 AND 11)							
	PRIVATE	PRINCES HIGHWAY, AT DUNNE STREET INTERSECTION, NEAR SEPARATION STREET							
FUTURE ROLE AND OPPORTUNITIES:	<p>THIS PRECINCT IS LIKELY TO CONTINUE TO PLAY THIS ROLE INTO THE FUTURE.</p> <p>THE RECENT CLOSURE OF RAYS OUTDOORS A KEY ANCHOR IN THE AREA MAY HAVE AN IMPACT ON THE TRADING OF THIS CENTRE. THERE MAYBE SOME REDEVELOPMENT OPPORTUNITIES WITHIN THE EXISTING ZONED AREA TO ACCOMMODATE THE FORECAST DEMAND FOR RETAIL IN THE CENTRE.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	2,100			YES		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.35 MELBOURNE ROAD (NORTH GEELONG)

Homemaker Centres

1.36 SURF COAST HIGHWAY

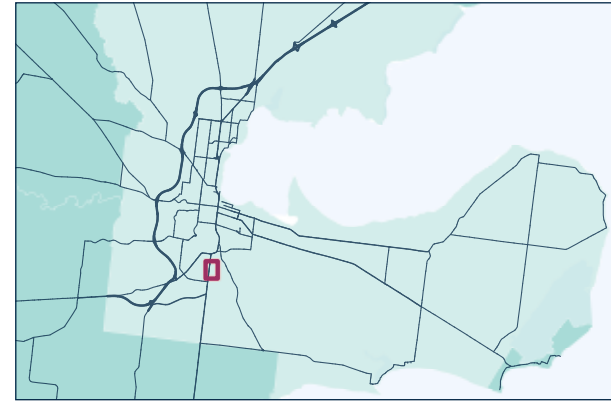
CENTRE NAME	SURF COAST HIGHWAY								
HIERARCHY STATUS:	HOMEMAKER/NEIGHBOURHOOD CENTRE								
LOCATION:	GROVEDALE								
KEY CHARACTERISTICS:	A LARGE CAR-ORIENTED HOMEMAKER PRECINCT WITH A TYPICALLY INDUSTRIAL FEEL, ESPECIALLY ALONG STREETS SET BACK FROM HIGHWAY.								
CURRENT ROLE:	THIS PRECINCT HAS A SIGNIFICANT PROPORTION OF INDUSTRIAL USE. BULKY GOODS AND RESTRICTED RETAIL USE IS ALSO STRONGLY REPRESENTED IN THE PRECINCT, THOUGH TO A FAR LESSER EXTENT. THIS PRECINCT PLAYS A STRONG MANUFACTURING AND INDUSTRIAL SERVICES ROLE AND IS LESS SIGNIFICANT FROM A HOMEMAKER RETAIL OR WHOLESALE RETAIL PERSPECTIVE. A SMALL NEIGHBOURHOOD CENTRE ANCHORED BY AN ALDI SUPERMARKET, TAKE AWAY STORES, A CHEMIST, BUTCHER AND OPPORTUNITY SHOP IS ALSO PRESENT ALONG THE SURFCOAST HIGHWAY FRONTAGE								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		23,850		165,690		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,940	0	8,160	1,370	3,600	940	18,010	170	2,010
RETAIL ANCHORS:	2 SUPERMARKETS (1,778SQM ALDI, 2,157SQM IGA)								
TRANSPORT CONNECTIONS:	PUBLIC	MARSHALL RAILWAY STATION (APPROX. 1.6KM), BUS SERVICE (ROUTES 17, 19, 20, 72 AND 74)							
	PRIVATE	INTERSECTION OF SURF COAST HIGHWAY AND MARSHALLTOWN ROAD							
FUTURE ROLE AND OPPORTUNITIES:	<p>THERE ARE A LIMITED NUMBER OF VACANT SITES REMAINING WITHIN THE COMMERCIAL 2 ZONED LAND, AND DEVELOPMENT IS NOW STARTING TO TAKE PLACE WITHIN THE ADJACENT INDUSTRIAL 1 ZONED LAND. THERE IS ALSO PRESSURE TO DEVELOP LAND MORE GENERALLY ALONG THE SURF COAST HIGHWAY FOR COMMERCIAL USES. WITH LIMITED HIGH QUALITY INDUSTRIAL LAND IN THE SOUTH OF GEELONG, THIS PRECINCT HAS BEEN A POPULAR LOCATION TO ESTABLISH SERVICE BUSINESS USES SUCH AS MECHANICS, CABINET MAKERS, SHOWROOM SALES ETC. THERE ARE VERY FEW VACANT SITES WITHIN THIS PRECINCT.</p> <p>TWO SUPERMARKETS ALSO EXIST IN THIS PRECINCT AN ALDI AND SUPAIGA. ADJACENT TO THE ALDI IS A SMALL STRIP OF SHOPS CONTAINING A PHARMACY, BAKERY, OP-SHOP AND TAKEAWAY FOODS PREMISES. THESE BUSINESSES ARE LOCATED IN A COMMERCIAL 1 ZONE. THE LAND USES IN THE COMMERCIAL 1 ZONE AREA MEETS THE DEFINITION OF A NEIGHBOURHOOD CENTRE. GIVEN THE LACK OF SUPERMARKET BASED SERVICES IN THE MARSHALL AREA AND THE IDENTIFIED DEMAND FOR ADDITIONAL RETAIL SERVICES, IT IS RECOMMENDED THAT THIS CENTRE BE INCLUDED IN THE RETAIL HIERARCHY AS A NEIGHBOURHOOD CENTRE.</p> <p>WITH THE LIMITED HOMEMAKER RETAIL OFFER IN THE SURF COAST HIGHWAY HOMEMAKER PRECINCT AND THE PROXIMITY OF THIS PRECINCT TO THE WAURN PONDS HOMEMAKER PRECINCT, THERE MAY BE LIMITED DEMAND FOR ADDITIONAL BULKY GOODS RETAILING IN THE AREA. THE ROLE OR BOUNDARIES OF THE PRECINCT MAY NEED TO BE RECONSIDERED IN THE FUTURE TO DETERMINE IF THE AREA REMAINS A DESIGNATED HOMEMAKER PRECINCT.</p>								
ACTION REQUIRED:	IDENTIFY THE COMMERCIAL 1 ZONE LAND ADJACENT TO ALDI AS A NEIGHBOURHOOD CENTRE IN THE RETAIL HIERARCHY.								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	4,500			YES		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



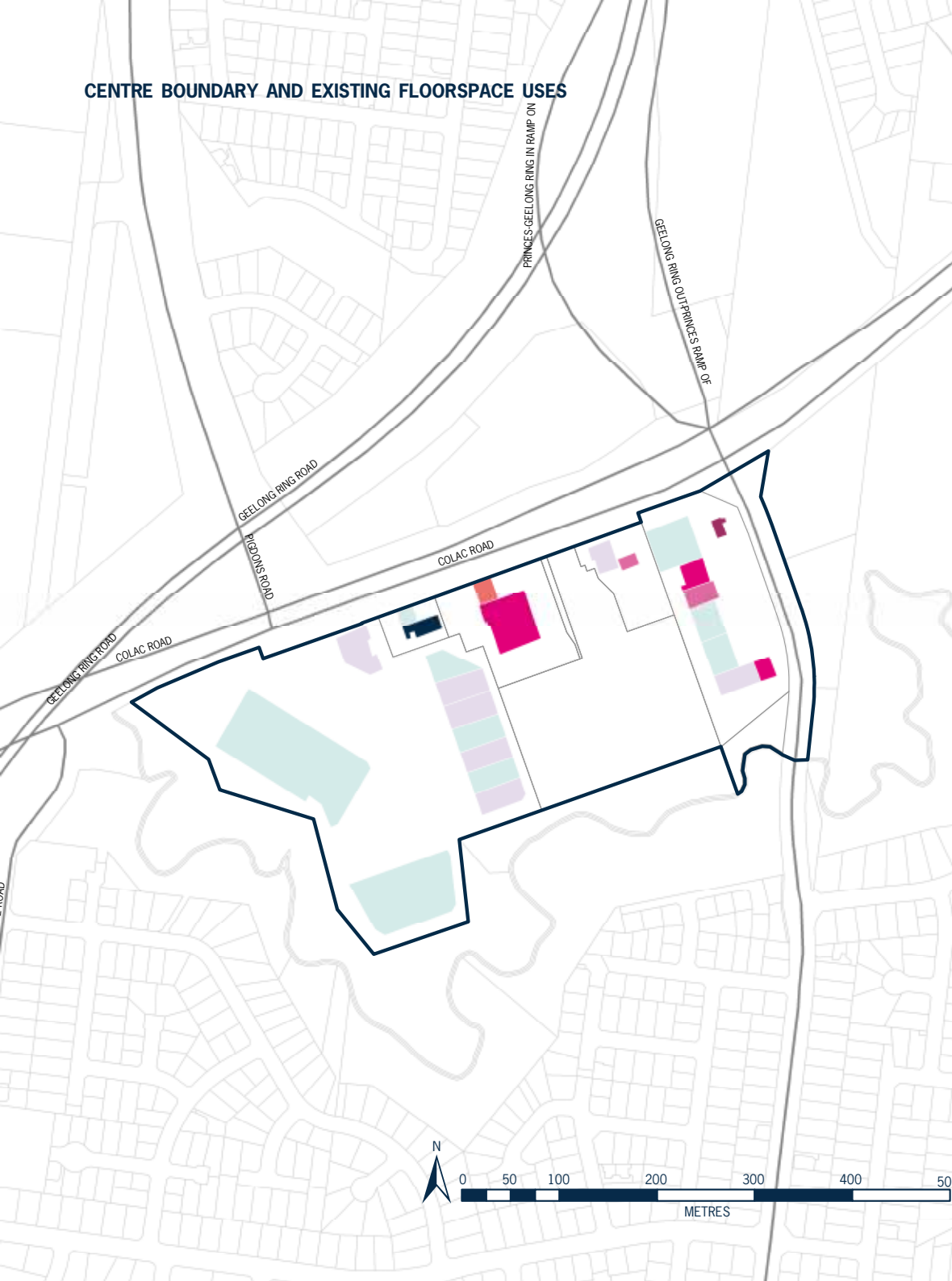
LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

CENTRE NAME	WAURN PONDS HOMEMAKER								
HIERARCHY STATUS:	HOMEMAKER								
LOCATION:	WAURN PONDS								
KEY CHARACTERISTICS:	MID-SIZED LOW DENSITY HOMEMAKER PRECINCT ON PRINCES HIGHWAY, CLOSE TO WAURN PONDS SHOPPING CENTRE AND DEAKIN UNIVERSITY WAURN PONDS CAMPUS. INCLUDES THE GEELONG HOMEMAKER CENTRE.								
CURRENT ROLE:	THIS CENTRE IS ONE OF TWO HOMEMAKER PRECINCTS IN THE SOUTH-WEST AREA OF GREATER GEELONG. IT CONTAINS A SIGNIFICANT PROPORTION OF LOW DENSITY RESTRICTED RETAIL, INCLUDING A BUNNINGS AND HARVEY NORMAN.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0		158,470		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0	23,530	470	7,650	230	31,880	0	0
RETAIL ANCHORS:	NONE								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 14, 18, 19 AND 20)							
	PRIVATE	INTERSECTION OF PRINCES HIGHWAY AND PIGDONS ROAD, ACCESSIBLE VIA PRINCES FREEWAY, PIONEER ROAD AND SURF COAST HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	<p>AS A CONSOLIDATED HOMEMAKER PRECINCT WITH A STRONG HOMEMAKER RETAIL OFFER, THE WAURN PONDS HOMEMAKER PRECINCT IS MORE COMPETITIVE THAN THE SURF COAST HIGHWAY HOMEMAKER PRECINCT, AND AS SUCH IT IS WELL-POSITIONED TO PERFORM WELL INTO THE FUTURE.</p> <p>SINCE THE COMPLETION OF THE RETAIL AUDIT, CONSTRUCTION OF 13,405 SQM OF ADDITIONAL FLOOR SPACE FOR RESTRICTED RETAIL USE HAS COMMENCED ON A LARGE VACANT SITE IN THE MIDDLE OF THIS EXISTING HOMEMAKER CENTRE. SGS HAD IDENTIFIED THE NEED FOR APPROXIMATELY 7,100SQM OF ADDITIONAL RETAIL FLOOR SPACE WITHIN THIS PRECINCT. THE NEW DEVELOPMENT WILL LIKELY REMOVE THE NEED FOR ANY ADDITIONAL RETAIL SPACE IN THIS LOCATION UNTIL AT LEAST 2031.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	7,100			NO		NO		NO	

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

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES



CENTRE LOCATION MAP



LEGEND

- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.37 WAURN PONDS HOMEMAKER

CENTRE NAME	MOORABOOL/FYANS								
HIERARCHY STATUS:	DISPERSED								
LOCATION:	SOUTH GEELONG AND NEWTOWN								
KEY CHARACTERISTICS:	LARGE LOW DENSITY RETAIL PRECINCT, WITH STRONG REPRESENTATION FROM BULKY GOODS AND RESTRICTED RETAIL USE (LARGELY IN THE FORM OF LOW DENSITY RESTRICTED RETAIL ALONG FYANS/WEST FYANS STREET AND MOORABOOL STREET) AND INDUSTRIAL USE (LARGELY IN THE BACK STREETS IN THE SOUTHERN AREA OF THE PRECINCT). THERE IS A SIGNIFICANT PROPORTION OF VERY LOW DENSITY RESTRICTED RETAIL DUE TO THE PRESENCE OF SEVERAL CAR YARDS. A MIX OF ACTIVITY CENTRE RETAIL, OFFICE AND RESIDENTIAL USE CAN ALSO BE FOUND IN THE PRECINCT. A KEY ARTS AREA CAN BE FOUND AT THE CORNER OF RUTLAND AND PAKINGTON STREETS.								
CURRENT ROLE:	IN VERY CLOSE PROXIMITY TO CENTRAL GEELONG AND THE PAKINGTON STREET (NEWTOWN) ACTIVITY CENTRES, THE MOORABOOL/FYANS PRECINCT HAS DIVERSE RANGE OF STORES AND SERVICES THAT ATTRACTS A WIDE CATCHMENT								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0		228,820		327,290		250
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0	40,970	430	10,890	6,020	58,290	1,370	3,500
RETAIL ANCHORS:	NONE								
TRANSPORT CONNECTIONS:	PUBLIC	SOUTH GEELONG RAILWAY STATION (APPROX. 800M), BUS SERVICE (ROUTES 14, 15, 16, 17, 18, 19, 20, 34, 35, 36, 74 AND 80)							
	PRIVATE	WEST FYANS/FYANS STREET AND MOORABOOL STREET, ACCESSIBLE VIA PRINCES HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	<p>THE DEVELOPMENT OF THIS AREA SOUTH OF FYANS AND WEST FYANS STREET IS GUIDED BY THE FYANS-WEST FYANS PRECINCT STRUCTURE PLAN 2009. THIS STRUCTURE PLAN DIVIDES THE AREA INTO SEVERAL PRECINCTS.</p> <p>MOORABOOL/FYANS (MOORABOLL ST) AREA</p> <p>THE MOORABOOL/FYANS AREA IS LOCATED IN PRECINCTS 5 AND 7. PRECINCT 5 (WEST OF MOORABOOL STREET) SEEKS TO MAINTAIN A BUSINESS FOCUS AND IS ZONED COMMERCIAL 2 AND PRECINCT 7 (EAST OF MOORABOOL STREET) A MIXTURE OF BUSINESS, OFFICE AND RESIDENTIAL USES AND HAS BEEN ZONED MIXED USE. THE STRUCTURE PLANS SUPPORTS PRECINCT 5 CONTINUING TO BE USED FOR HOMEMAKER TYPE RETAIL ACTIVITY BUT ANTICIPATES A SHIFT AWAY FROM THIS LAND USE FOCUS FOR PRECINCT 7, ACKNOWLEDGING THAT THERE ARE SOME WELL ESTABLISHED BULKY GOODS USES WHICH ARE LIKELY TO REMAIN.</p> <p>LAND NORTH OF FYANS STREET WITHIN THE COMMERCIAL 2 ZONE, CONSISTS MAINLY OF SPECIALITY RETAIL AND COMMERCIAL SERVICES. SOME BULKY GOODS IS PRESENT BUT THIS IS NOT A DOMINANT LAND USE. THE SMALL BLOCK SIZES AND LACK OF CAR PARKING MAKES THIS AREA UNATTRACTIVE AS A MODERN HOMEMAKER/BULKY GOODS PRECINCT.</p> <p>MOORABOOL/FYANS (WEST FYANS) AREA</p> <p>THE MOORABOOL/FYANS – WEST FYANS END OF THIS PRECINCT IS SIMILAR TO THE FYANS STREET END IN THAT THERE IS A LARGE PROPORTION OF LOW DENSITY RESTRICTED RETAIL (CAR YARDS), BUT UNLIKE THE FYANS STREET END THE AREA HAS STARTED TO EVOLVE WITH A NUMBER OF ARTISTIC BUSINESSES, OFFICES AND RECREATION USES APPEARING AMONGST OLDER ESTABLISHED INDUSTRY.</p>								

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

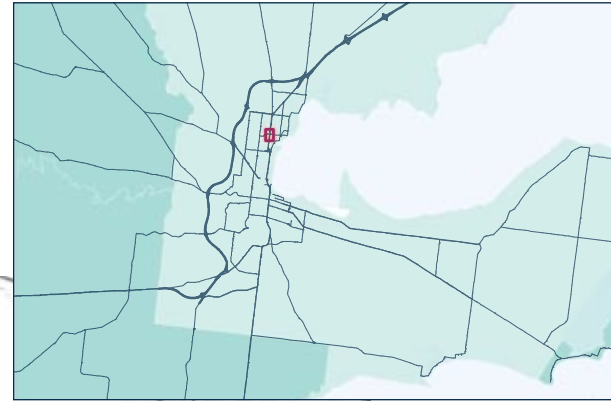
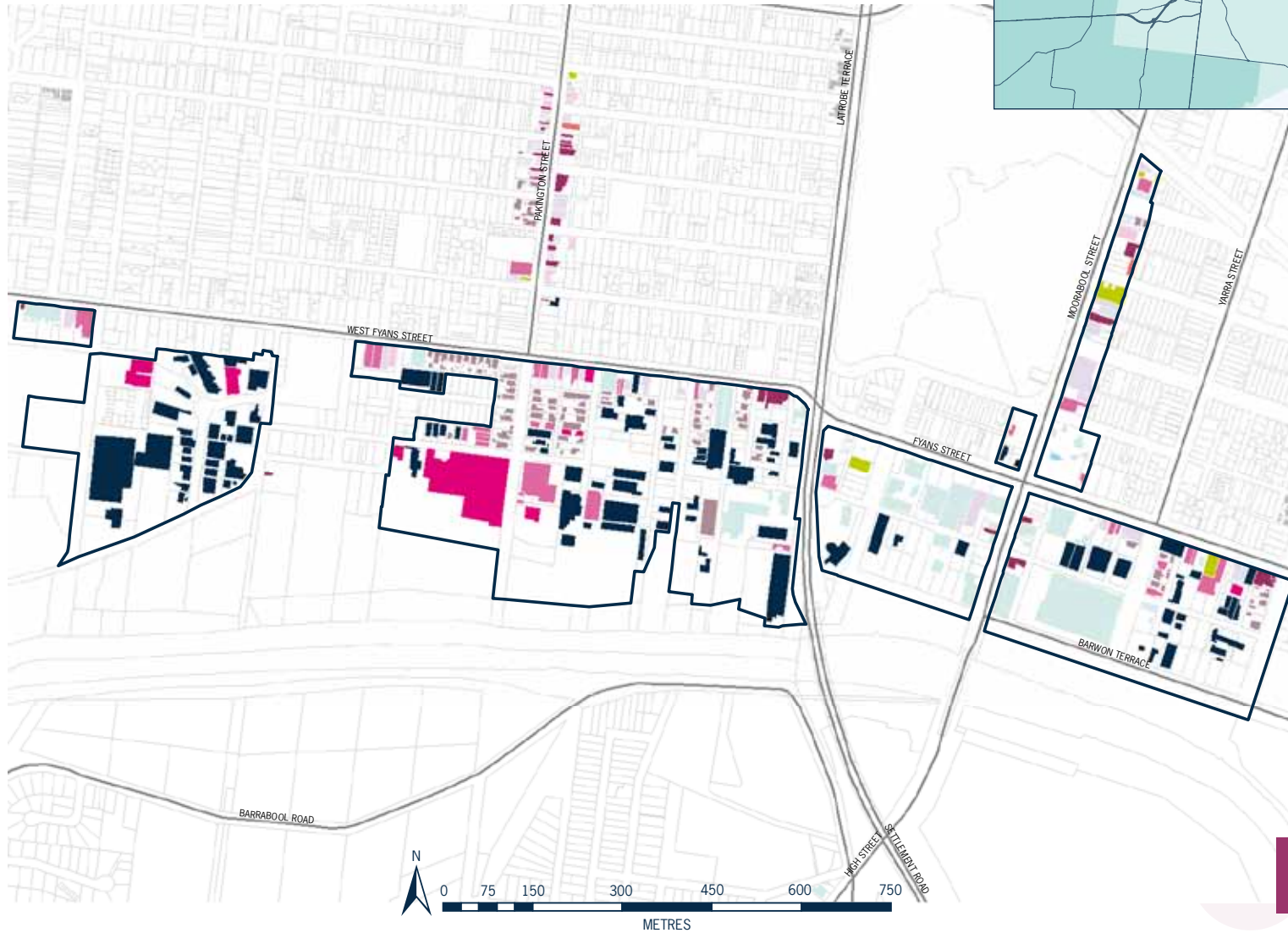
1.38 MOORABOOL/FYANS PRECINCTS CONT.

CENTRE NAME	MOORABOOL/FYANS			
	<p>THIS AREA IS LOCATED IN PRECINCTS 3A, 3B AND 4. THESE PRECINCTS ENCOURAGE OFFICE AND RETAIL USES TO FRONT WEST FYANS STREET WITH THE REMAINDER OF THE AREAS TO BE DEVELOPED WITH LOW TO HIGH DENSITY RESIDENTIAL USES.</p> <p>MORRABOLL/FYANS (GREGORY AVE) AREA</p> <p>THIS AREA IS LOCATED IN PRECINCT 2 WHICH SEEKS TO SUPPORT LOW SCALE BUSINESS OR LIGHT INDUSTRIAL USES WITH A LONG TERM TRANSITION TO MIXED USE THAT MAINTAINS A BUSINESS AND EMPLOYMENT FOCUS.</p> <p>THIS AREA WAS REZONED FROM INDUSTRIAL 1 TO BUSINESS 3 AS PART OF THE IMPLEMENTATION OF THE STRUCTURE PLAN IN 2009/10. STATE GOVERNMENT ZONE REFORM IN 2013 THEN SAW THIS AREA REZONED TO COMMERCIAL 2. THE CHANGE IN ZONE TO COMMERCIAL 2 HAS MEANT THAT BULKY GOODS RETAILING AND OTHER RETAILING USE ARE ENCOURAGED IN THE ZONE. THIS SHIFT IN ZONING IS NOT NECESSARILY CONSISTENT WITH THE LONG TERM OBJECTIVES OF THE FYANS-WEST FYANS STREET PRECINCT STRUCTURE PLAN. THIS STRUCTURE PLAN IS DUE TO BE REVIEWED AND CONSIDERATION SHOULD BE GIVEN TO THE CONTINUING USE OF THE COMMERCIAL 2 ZONE IN THIS LOCATION.</p> <p>IT IS RECOMMENDED THAT THE FYANS – WEST FYANS AREA BE IDENTIFIED AS DISPERSED BULKY GOODS AND NOT BE IDENTIFIED AS A DEDICATED HOMEMAKER CENTRE TO DISCOURAGE HOMEMAKER ACTIVITY AND TO ACCOMMODATE THE LONG TERM VISION FOR THIS AREA.</p>			
ACTION REQUIRED:	ENSURE THAT LOCAL PLANNING POLICY IDENTIFIES THE LOCATION OF PREFERRED HOMEMAKER PRECINCTS AND PROVIDES GUIDANCE AROUND THE FUTURE USE AND DEVELOPMENT OF HOMEMAKER AND DISPERSED BULKY GOODS PRECINCTS.			
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)	POTENTIAL TO GROW WITHIN CURRENT ZONED LAND	SUB-PRECINCT PLANNING REQUIRED	POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY
	NIL	NO	NO	NO

CENTRE BOUNDARY AND EXISTING FLOORSPACE USES

CENTRE LOCATION MAP

LEGEND



- SPECIALITY OTHER
- ENCLOSED MALL
- DEPARTMENT STORE
- UNCLASSIFIED SHOP
- SUPERMARKET
- BULKY GOODS
- ENTERTAINMENT
- HOSPITALITY
- SPECIALTY FOOD
- COMMERCIAL
- COMMERCIAL SERVICES
- INDUSTRIAL
- EDUCATION
- MEDICAL
- RESIDENTIAL
- PUBLIC FACILITY
- CAR PARK
- NO-LEASABLE RETAIL
- UNDER CONSTRUCTION
- VACANT

1.38 MOORABOOL/FYANS PRECINCTS

CENTRE NAME		ARMSTRONG CREEK TOWN CENTRE							
HIERARCHY STATUS:	SUB REGIONAL								
LOCATION:	ARMSTRONG CREEK								
KEY CHARACTERISTICS:	FUTURE SUB REGIONAL CENTRE, YET TO BE CONSTRUCTED.								
CURRENT ROLE:	NIL								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0		0	20	0	440,000	0	0
RETAIL ANCHORS:	FUTURE SUPERMARKETS AND DISCOUNT DEPARTMENT STORES								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 50, 51)							
	PRIVATE	SURF COAST HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	A FUTURE SUB REGIONAL CENTRE LOCATED ON THE SURF COAST HIGHWAY IN ARMSTRONG CREEK. THE ARMSTRONG CREEK TOWN CENTRE PRECINCT STRUCTURE PLAN WAS APPROVED IN MARCH 2014. THIS ACTIVITY CENTRE WILL BE THE CIVIC, COMMERCIAL AND SOCIAL HEART OF THE ARMSTRONG CREEK URBAN GROWTH AREA. THE CENTRE IS TO INCLUDE A MIXTURE OF TRADITIONAL RETAILING, RESTRICTED RETAILING, OFFICES, MEDICAL, SPORTING AND CIVIC FACILITIES. HIGHER DENSITY HOUSING SURROUNDING THE CENTRE IS ALSO ENCOURAGED.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	-6,000			YES		NO		NO	

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

CENTRE NAME JETTY ROAD									
HIERARCHY STATUS:	NEIGHBOUHOOD								
LOCATION:	CURLEWIS (DRYSDALE/CLIFTON SPRINGS)								
KEY CHARACTERISTICS:	NEW NEIGHBOURHOOD CENTRE IN GROWTH AREA OF DRYSDALE-CLIFTON SPRINGS, ANCHORED BY WOOLWORTHS SUPERMARKET, LIMITED EXISTING RESIDENTIAL GROWTH SURROUNDING CENTRE.								
CURRENT ROLE:	NEIGHBORHOOD CENTRE								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0		158,470				
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,400	0		0	1,100	0	4,500	0	0
RETAIL ANCHORS:	WOOLWORTHS SUPERMARKET								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 61)							
	PRIVATE	PORTARLINGTON ROAD VIA JETTY ROAD AND CENTENNIAL BVD							
FUTURE ROLE AND OPPORTUNITIES:	<p>A NEIGHBOURHOOD ACTIVITY CENTRE COMPRISING A WOOLWORTHS SUPERMARKET AND 11 SPECIALITY STORES OPENED IN AUGUST 2015. THIS CENTRE WILL SERVICE THE JETTY ROAD GROWTH AREA (LOCATED IN CURLEWIS) WEST OF DRYSDALE/CLIFTON SPRINGS. BUT MAY BE ATTRACTIVE TO THE WIDER DRYSDALE CLIFTON SPRINGS COMMUNITY GIVEN EASE OF PARKING AND LESS CONGESTIONS WHEN COMPARED TO THE TOWN CENTRE.</p> <p>THIS CENTRE HAS BEEN DEVELOPED EARLY IN THE LIFE OF THE GROWTH AREA RELATIVE TO POPULATION GROWTH. LAND HAS BEEN ZONED AROUND THE CENTRE TO ALLOW FOR THE FUTURE GROWTH OF THE CENTRE (APPROX 6500SQM). THE PLANNING FOR THE SIZE OF THIS CENTRE HAS TAKEN INTO ACCOUNT THE JETTY ROAD GROWTH AREA AT COMPLETION</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	-3,200			YES		NO		NO	

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

CENTRE NAME		WARRALILY							
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	BARWON HEADS ROAD, ARMSTRONG CREEK								
KEY CHARACTERISTICS:	PLANNED NEIGHBOURHOOD CENTRE YET TO BE DEVELOPED.								
CURRENT ROLE:	SERVICE THE LOCAL AREA OF ARMSTRONG CREEK (WARRALILY ESTATE) AND POTENTIALLY COMMUTERS TO GEELONG FROM BARWON HEADS AND OCEAN GROVE								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0				0		UNKNOWN
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	5,600	0		0	2,500	0	8,100	650	0
RETAIL ANCHORS:	WOOLWORTHS AND ALDI SUPERMARKETS								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 61)							
	PRIVATE	PORTARLINGTON ROAD VIA JETTY ROAD AND CENTENNIAL BVD							
FUTURE ROLE AND OPPORTUNITIES:	<p>A PLANNED NEIGHBOURHOOD CENTRE LOCATED WITHIN THE ARMSTRONG CREEK GROWTH AREA SOUTH OF GEELONG, ON BARWON HEADS ROAD. KNOWN AS THE WARRALILY VILLAGE, THIS CENTRE WILL CONTAIN A FULL LINE WOOLWORTHS SUPERMARKET AND 14 SPECIALTY STORES TOTALING 4000SQM OF FLOOR SPACE. THERE WILL ALSO BE A MEDICAL CENTRE, PHARMACY, OFFICE SPACE, GYM AND CAFES WITH 400 CAR PARKING SPACES. THE CENTRE IS PLANNED TO OPEN IN 2017.</p> <p>A RECENT PLANNING APPLICATION TO INCLUDE AN ALDI SUPERMARKET (1800SQM) WITHIN THE CENTRE HAS BEEN LODGED WITH COUNCIL FOR CONSIDERATION.</p> <p>A SIGNIFICANT AMOUNT OF LAND HAS BEEN IDENTIFIED FOR RETAIL AND COMMUNITY PURPOSES TO FORM PART OF THE WARRALILY NAC AND IS IDENTIFIED IN THE ARMSTRONG CREEK EAST PRECINCT STRUCTURE PLAN. FUTURE DEVELOPMENT APPLICATIONS WILL NEED TO CONSIDER THE TIMING AND DEMAND FOR ADDITIONAL RETAIL USES ABOVE WHAT HAS BEEN APPROVED.</p>								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	-2,700			YES		NO		NO	

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

CENTRE NAME LARA WEST									
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	LARA WEST GROWTH AREA								
KEY CHARACTERISTICS:	PLANNED NEIGHBOURHOOD CENTRE YET TO BE DEVELOPED.								
CURRENT ROLE:	WILL SERVICE THE LARA WEST GROWTH AREA								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0				0		UNKNOWN
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,600	0		0	1,100	0	4,700		0
RETAIL ANCHORS:	SUPERMARKET BASED CENTRE								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 12)							
	PRIVATE	BACCHUS MARSH ROAD, FOREST ROAD NORTH VIA ELCHO OR WINDERMERE ROADS							
FUTURE ROLE AND OPPORTUNITIES:	THE LARA WEST NEIGHBOURHOOD ACTIVITY CENTRE, WILL FORM PART OF THE LARA WEST GROWTH AREA. A PRECINCT STRUCTURE PLAN HAS BEEN APPROVED FOR THIS AREA WHICH IDENTIFIED THE NEED FOR APPROXIMATELY 4700 SQUARE METRES OF RETAIL FLOOR SPACE TO SERVICE THE FUTURE COMMUNITY. CONSTRUCTION ON THE LARA WEST GROWTH AREA HAS NOT COMMENCED.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	-600			YES		NO		NO	

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

CENTRE NAME		ARMSTRONG CREEK WEST							
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	ARMSTRONG CREEK WEST GROWTH AREA								
KEY CHARACTERISTICS:	PLANNED NEIGHBOURHOOD CENTRE YET TO BE DEVELOPED.								
CURRENT ROLE:	SERVICE THE LOCAL AREA OF ARMSTRONG CREEK								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0				0		UNKNOWN
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0	0	0	2,500	0	3,000		0
RETAIL ANCHORS:	FUTURE SUPERMARKET								
TRANSPORT CONNECTIONS:	PUBLIC	NIL							
	PRIVATE	SURF COAST HIGHWAY							
FUTURE ROLE AND OPPORTUNITIES:	A PLANNED NEIGHBOURHOOD CENTRE WITHIN THE ARMSTRONG CREEK GROWTH AREA SOUTH OF GEELONG. THE ARMSTRONG CREEK NEIGHBOURHOOD ACTIVITY CENTRE, WILL FORM PART OF THE ARMSTRONG CREEK WEST PRECINCT. AN APPROVED PRECINCT STRUCTURE PLAN FOR THIS AREA HAS IDENTIFIED APPROXIMATELY 3000 SQUARE METRES OF RETAIL FLOOR SPACE IS NEEDED TO SERVICE THIS FUTURE COMMUNITY. A PLANNING PERMIT WILL BE REQUIRED FOR THIS ACTIVITY CENTRE.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)		POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	-1,600		YES		NO		NO		

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

CENTRE NAME HORSESHOE BEND NORTH EAST									
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	HORSESHOE BEND NORTH EAST PRECINCT								
KEY CHARACTERISTICS:	PLANNED NEIGHBOURHOOD CENTRE YET TO BE DEVELOPED.								
CURRENT ROLE:	SERVICE THE HORSESHOE BEND NORTH EAST PRECINCT								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,600	0	0	0	3,400	0	7,000		0
RETAIL ANCHORS:	WOOLWORTHS AND ALDI SUPERMARKETS								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 61)							
	PRIVATE	HORSESHOE BEND ROAD							
FUTURE ROLE AND OPPORTUNITIES:	A PLANNED NEIGHBOURHOOD CENTRE WITHIN THE ARMSTRONG CREEK GROWTH AREA SOUTH OF GEELONG. THE HORSESHOE BEND NEIGHBOURHOOD ACTIVITY CENTRE, WILL FORM PART OF THE HORSESHOE BEND PRECINCT. AN APPROVED PRECINCT STRUCTURE PLAN FOR THIS AREA HAS IDENTIFIED APPROXIMATELY 7,000 SQUARE METRES OF RETAIL FLOOR SPACE IS NEEDED TO SERVICE THIS FUTURE COMMUNITY. A PLANNING PERMIT WILL BE REQUIRED FOR THIS ACTIVITY CENTRE.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	-1,600			YES		NO		NO	

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

CENTRE NAME		KINGSTON DOWNS							
HIERARCHY STATUS:	NEIGHBOURHOOD								
LOCATION:	KINGSTON DOWNS ESTATE OCEAN GROVE								
KEY CHARACTERISTICS:	PLANNED NEIGHBOURHOOD CENTRE YET TO BE DEVELOPED.								
CURRENT ROLE:	SERVICE THE NORTHERN GROWTH AREA OF OCEAN GROVE								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0				0		UNKNOWN
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	3,600	0	0	0	1,100	0	4,700		0
RETAIL ANCHORS:	WOOLWORTHS AND ALDI SUPERMARKETS								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTE 56)							
	PRIVATE	GRUBB ROAD							
FUTURE ROLE AND OPPORTUNITIES:	<p>A PLANNED NEIGHBOURHOOD ACTIVITY CENTRE IN THE NORTHERN GROWTH AREA IN OCEAN GROVE. THE OCEAN GROVE STRUCTURE PLAN 2007 SUPPORTED THE REZONING OF 7.6 HECTARES OF LAND ON THE CORNER OF GRUBB ROAD AND COASTAL BVD TO WHAT IS NOW A COMMERCIAL 1 ZONE.</p> <p>THE FUTURE KINGSTON DOWN NAC AND RESTRICTED RETAIL PRECINCT, WHICH FORM PART OF THE NORTH-EAST GROWTH AREA, WILL PROVIDE FOR THE NEEDS OF THE GROWING POPULATION BUT ALSO THE NEEDS OF THE BROADER TOWN POPULATION, SURROUNDING RURAL AREAS AND THE SEASONAL POPULATION INFLUX.</p> <p>AT THE TIME OF CONDUCTING THE RETAIL AUDIT IT WAS ANTICIPATED THAT 4,700 SQM OF RETAIL FLOOR SPACE WOULD BE AVAILABLE IN THIS CENTRE BY 2031. SINCE THEN, A DEVELOPMENT APPLICATION TO CONSTRUCT A WOOLWORTHS AND ALDI SUPERMARKET, DAN MURPHY'S LIQUOR STORE, OFFICE, MEDICAL AND SPECIALTY RETAIL HAS BEEN LODGED WITH COUNCIL. THE PROPOSAL PROVIDES FOR 12,260SQM OF FLOOR SPACE OF WHICH APPROXIMATELY 10,500SQM IS RETAIL FLOOR SPACE.</p> <p>SGS HAS INDICATED THAT BY 2031 THIS CENTRE WOULD SUPPORT APPROXIMATELY 2,300SQM OF RETAIL FLOOR SPACE. THE SIZE OF THE PROPOSED CENTRE WOULD CONSUME THE MAJORITY IF NOT ALL OF THE SUPPORTABLE FLOOR SPACE FOR OCEAN GROVE THROUGH TO 2031.</p> <p>A LARGE AMOUNT OF COMMERCIAL ZONED LAND IS AVAILABLE WITHIN THE KINGSTON DOWN NAC. WHICH WOULD POTENTIALLY SUPPORT 20,000+ SQM OF RETAIL FLOOR SPACE. THE POTENTIAL SIZE OF THE NAC MAY COMPETE STRONGLY WITH OCEAN GROVE MARKET PLACE, THE OCEAN GROVE TOWN CENTRE AND THE LEOPOLD SUB REGIONAL CENTRE.</p>								
ACTION REQUIRED:	APPLY A FLOOR SPACE CAP FOR THIS CENTRE								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	2,400			YES		NO		NO	

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

CENTRE NAME	BELLARINE HWY (NEWCOMB)									
HIERARCHY STATUS:	DISPERSED									
LOCATION:	NEWCOMB									
KEY CHARACTERISTICS:	LAND ON THE SOUTHERN SIDE OF THE HWY CONSISTS OF LOW DENSITY RETAILING IN THE FORM OF CARAVAN SALES AS WELL AS A MCDONALDS AND KFC, CAR WASH AND LIGHT INDUSTRIAL USES. THE NORTHERN SIDE OF THE HIGHWAY INCLUDES TAKE AWAY FOOD PREMISES, SHOPS, A PETROL STATION, HOTEL AND BULKY GOODS RETAILING.									
CURRENT ROLE:	NIL									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		0		200,000		0		0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	700	0	20	0	18,900	0	0	
RETAIL ANCHORS:	CARAVAN SALES, MILL MARKETS									
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 30, 32, 56, 61)								
	PRIVATE	BELLARINE HWY								
FUTURE ROLE AND OPPORTUNITIES:	<p>A DISPERSED BULKY GOODS CENTRE ON THE NORTHERN AND SOUTHERN SIDES OF THE BELLARINE HWY LOCATED AT THE EDGE OF URBAN GEELONG, HEADING TOWARDS THE BELLARINE PENINSULA. TO THE SOUTH OF THE CENTRE IS THE BELLARINE RAIL TRAIL WHICH PROVIDES A BUFFER TO THE RESIDENTIAL AND FARMING LAND FURTHER TO THE SOUTH.</p> <p>THE EASTERN BOUNDARY REVIEW 2009 PROVIDES POLICY DIRECTION AROUND THE POTENTIAL TO EXPAND GEELONG IN AN EASTERLY DIRECTION . THE REPORT IDENTIFIES AN URBAN GROWTH BOUNDARY FOR GEELONG WHICH LIMITS DEVELOPMENT TO EXISTING RESIDENTIAL AND COMMERCIAL ZONED LAND. THE REVIEW SEEKS TO RETAIN THE RURAL BUFFERS BETWEEN URBAN GEELONG AND BELLARINE PENINSULA DUE TO DRAINAGE, SEWERAGE AND AMENITY ISSUES.</p> <p>THERE ARE SOME OPPORTUNITIES TO DEVELOP VACANT AND UNDERUTILISED LAND WITHIN THE EXISTING COMMERCIAL 2 ZONE. THE EXPANSION OF THIS CENTRE IS DISCOURAGE AND THEREFORE THE CENTRE NOT BEEN IDENTIFIED AS A DESIGNATED HOMEMAKER CENTRE.</p>									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	NIL			YES		NO		NO		

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

Dispersed Centres

1.47 MACKEY STREET

CENTRE NAME	MACKEY STREET									
HIERARCHY STATUS:	DISPERSED									
LOCATION:	NORTH GEELONG									
KEY CHARACTERISTICS:	AN INDUSTRIAL AREA IN NORTH GEELONG, LOCATED WITHIN THE GEELONG PORT ENVIRONS IN AN INDUSTRIAL 2 ZONE									
CURRENT ROLE:	INDUSTRIAL PRECINCT									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		0		0		0		0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	0	0	20	0	11,200	0	0	
RETAIL ANCHORS:	MILL MARKETS, SHOTS EMPORIUM									
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 20, 42, 55)								
	PRIVATE	MELBOURNE ROAD								
FUTURE ROLE AND OPPORTUNITIES:	<p>THE MACKEY STREET PRECINCT, IN NORTH GEELONG IS LOCATED WITHIN THE GEELONG PORT ENVIRONS IN AN INDUSTRIAL 2 ZONE. THE AREA IS OCCUPIED BY ANTIQUE MARKETS, CAFES, FURNITURE SALES AND AN ADULT SUPERSTORE. A HERITAGE OVERLAY AFFECTS THE MAJORITY OF BUILDINGS WITHIN THIS PRECINCT WHICH HAS ATTRACTED A NUMBER OF ALTERNATIVE USES TO THIS OTHERWISE INDUSTRIAL AREA.</p> <p>LAND SURROUNDING THIS PRECINCT IS OCCUPIED BY HEAVY INDUSTRY AND USES ASSOCIATED WITH THE GEELONG PORT. THE AREA IS ACCESSED 24/7 BY LARGE TRUCKS AND COMMERCIAL VEHICLES.</p> <p>BOTH STATE AND LOCAL PLANNING POLICY SUPPORT THE PROTECTION OF INDUSTRIAL LAND INCLUDING THE GEELONG PORT FROM SENSITIVE AND INCOMPATIBLE USES. RETAIL USES IN CLOSE PROXIMITY TO THE PORT CAN POSE A SAFETY RISK BY ENCOURAGING MORE VISITORS AND CAR MOVEMENTS IN AN AREA FREQUENTLY USED BY HEAVY VEHICLES AND WHICH OPERATES 24/7.</p> <p>THE CENTRE HAS NOT BEEN IDENTIFIED AS A DESIGNATED HOMEMAKER CENTRE. RETAIL USES SHOULD NOT BE ENCOURAGE TO DEVELOP WITHIN THE GEELONG PORT AREA.</p>									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	NIL			NO		NO		NO		

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

CENTRE NAME	SETTLEMENT ROAD/BREAKWATER ROAD									
HIERARCHY STATUS:	DISPERSED									
LOCATION:	BELMONT									
KEY CHARACTERISTICS:	INDUSTRIAL PRECINCT IS ANCHORED BY A LARGE RETAIL COMPLEX CONSISTING OF A SPOTLIGHT, ANACONDA, CLARKE RUBBER AND SAFETY CLOTHING STORE. A LARGE TIMBER AND HARDWARE STORE IS LOCATED OPPOSITE THIS SITE. CAR AND BOATS SALES ARE LOCATED IN THE NORTH OF THE PRECINCT. THE REMAINDER OF THE PRECINCT IS INDUSTRIAL IN NATURE CONSISTING MAINLY OF LIGHT INDUSTRIAL USES.									
CURRENT ROLE:	INDUSTRIAL									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		0		0		0		200,000	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	700	0	20	0	18,900	0	0	
RETAIL ANCHORS:	SPOTLIGHT, ANACONDA, CLARKE RUBBER, BELMONT TIMBER									
TRANSPORT CONNECTIONS:	PUBLIC		BUS SERVICE (ROUTES 51, 55)							
	PRIVATE		SETTLEMENT AND BARWON HEADS ROADS							
FUTURE ROLE AND OPPORTUNITIES:	<p>A DISPERSED BULKY GOODS PRECINCT LOCATED WITHIN INDUSTRIAL ZONED LAND IN THE SOUTH OF GEELONG. THE PRECINCT IS ANCHORED BY A LARGE RETAIL COMPLEX CONSISTING OF A SPOTLIGHT, ANACONDA, CLARKE RUBBER AND SAFETY CLOTHING STORE. THIS CENTRE BENEFITS FROM FRONTAGE TO TWO KEY ARTERIAL ROADS, SETTLEMENT AND BARWON HEADS ROADS.</p> <p>THE AREA IS ZONED INDUSTRIAL 1 AND WHILST THERE ARE A NUMBER OF RETAIL USES ARE OCCURRING WITHIN THE AREA, FURTHER DEVELOPMENT OF THE AREA FOR RETAIL USES SHOULD BE DISCOURAGED. RETAIL DEVELOPMENT SHOULD BE DIRECTED TO EXISTING COMMERCIAL 1 AND 2 ZONED LAND. THE CENTRE HAS NOT BEEN IDENTIFIED AS A DESIGNATED HOMEMAKER CENTRE.</p>									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	NIL			NO		NO		NO		

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

CENTRE NAME	SINCLAIR STREET									
HIERARCHY STATUS:	HOMEMAKER									
LOCATION:	OCEAN GROVE									
KEY CHARACTERISTICS:	SMALL EXISTING HOMEMAKER CENTRE LOCATED IN THE NORTH OF OCEAN GROVE RECENTLY EXPANDED TO CATER FOR THE LONG TERM GROWTH OF THE TOWN.									
CURRENT ROLE:	MEETS THE RETAIL AND INDUSTRIAL NEEDS OF OCEAN GROVE									
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER	
	0		0		20,611		0		0	
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT	
	0	0	700	0	20	0	3,100	0	0	
RETAIL ANCHORS:	NONE									
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 56)								
	PRIVATE	GRUBB ROAD VIA BELLARINE HIGHWAY, GRUBB ROAD VIA SHELL ROAD								
FUTURE ROLE AND OPPORTUNITIES:	<p>AN EXISTING HOMEMAKER PRECINCT IN OCEAN GROVE. THIS CENTRE HAS A RELATIVELY LOW LEVEL OF BULKY GOODS AND A HIGH NUMBER OF SPECIALITY STORES. THE AREA CONSISTS OF MECHANICS, FURNITURE SALES, PLUMBING SUPPLIES, OPPORTUNITY SHOP AND OTHER RETAIL USES. THERE ARE ALSO A SMALL NUMBER OF VACANT SITES.</p> <p>AN EXPANDED COMMERCIAL 2 ZONE LOCATED TO THE NORTH OF SINCLAIR STREET HAS BEEN ADDED TO THIS EXISTING HOMEMAKER PRECINCT TO ACCOMMODATE DEMAND FROM THE NORTHERN RESIDENTIAL GROWTH AREA OF OCEAN GROVE. A DEVELOPMENT PLAN HAS BEEN APPROVED FOR THIS AREA BUT DEVELOPMENT OF THIS AREA HAS NOT YET OCCURRED.</p> <p>THE REZONING OF 7 HECTARES OF LAND TO THE EAST OF THE COMMERCIAL 2 ZONE TO AN INDUSTRIAL 3 ZONE MAY ALSO ENCOURAGE LIGHT INDUSTRIAL USES TO ESTABLISH IN THIS NEW PRECINCT, ALLOWING FOR MORE HOMEMAKER TYPE USES TO ESTABLISH IN THE COMMERCIAL 2 ZONE.</p> <p>WITH THE LARGE AMOUNT OF COMMERCIAL 2 ZONE LAND AVAILABLE, IT IS HIGHLY LIKELY THAT ANY FORECAST DEMAND FOR ADDITIONAL RETAIL WILL BE ABLE TO BE MET.</p>									
ACTION REQUIRED:	NIL									
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY		
	NIL			YES		NO		NO		

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

CENTRE NAME	SHARON COURT								
HIERARCHY STATUS:	DISPERSED								
LOCATION:	BELL PARK								
KEY CHARACTERISTICS:	SHARON COURT, BELL PARK IS A SMALL POCKET OF COMMERCIAL 2 ZONED LAND JUST NORTH OF THE SEPARATION STREET NEIGHBOURHOOD CENTRE. THE PRECINCT CONTAINS A SALVATION ARMY STORE, TILE SALES, CAR WASH, WINDOW MANUFACTURER AND SHOWROOMS.								
CURRENT ROLE:	RESTRICTED RETAILING IN AN INDUSTRIAL ZONE.								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0	0	0	20	0	10,500	0	0
RETAIL ANCHORS:	NONE								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE (ROUTES 56)							
	PRIVATE	GRUBB ROAD VIA BELLARINE HIGHWAY, GRUBB ROAD VIA SHELL ROAD							
FUTURE ROLE AND OPPORTUNITIES:	THE CENTRE HAS NOT BEEN IDENTIFIED AS A DESIGNATED HOMEMAKER CENTRE GIVEN ITS INDUSTRIAL ZONING.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031 SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	NIL			YES		NO		NO	

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

Dispersed Centres

1.51 PRINCESS HWY

CENTRE NAME	PRINCESS HWY								
HIERARCHY STATUS:	DISPERSED								
LOCATION:	CORIO								
KEY CHARACTERISTICS:	INDUSTRIAL 1 ZONED LAND INCLUDING HARPUR RD, KAMBOURIS CRT AND STATION STREET. A SMALL NUMBER OF RETAIL USES ARE LOCATED IN THIS PRECINCT INCLUDING PETSTOCK, THE GATEWAY HOTEL, DAN MURPHYS BOTTLE SHOP, CALTEX SERVICE STATION AND CAR AND VEHICLE SALES. THESE RETAIL USES HAVE HIGHWAY FRONTAGE WITH LAND LOCATED AWAY FROM THE HIGHWAY USED FOR MORE TRADITIONAL INDUSTRIAL USES.								
CURRENT ROLE:	RETAIL AND INDUSTRIAL								
ZONING (SQM):	ACZ		C1Z		C2Z		MUZ		OTHER
	0		0		0		0		0
RETAIL AND COMMERCIAL FLOORSPACE* (SQM):	SUPER MARKET	DEPART' STORE	BULKY GOODS	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL	OTHER EMPLOY'	VACANT
	0	0	0	0	20	0	0	0	0
RETAIL ANCHORS:	DAN MURPHY'S, GATEWAY HOTEL								
TRANSPORT CONNECTIONS:	PUBLIC	BUS SERVICE ON BACCHUS MARSH ROAD							
	PRIVATE	PRINCESS HIGHWAY, HARPUR ROAD							
FUTURE ROLE AND OPPORTUNITIES:	THE CENTRE HAS NOT BEEN IDENTIFIED AS A DESIGNATED HOMEMAKER CENTRE GIVEN ITS INDUSTRIAL ZONING.								
ACTION REQUIRED:	NIL								
GROWTH OPPORTUNITIES:	FORECASTSUPPORTABLE FLOORSPACE 2014 TO 2031. SQM (DIFFERENCE FROM TOTAL FLOOR SPACE)			POTENTIAL TO GROW WITHIN CURRENT ZONED LAND		SUB-PRECINCT PLANNING REQUIRED		POTENTIAL FOR REZONING TO ALIGN WITH CENTRE BOUNDARY	
	NIL			NO		NO		NO	

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