

THE CITY OF  
GREATER GEELONG

# RETAIL STRATEGY

—  
2016–36





The Greater Geelong municipality is located on the traditional lands of the Wadawurrung people. The land was created by the great ancestor spirit, Bunjil, the wedge tailed eagle. Wadawurrung territory extends from the Great Dividing Range in the north, to the coast around Port Phillip and Western Port Bays. The City acknowledges the Wadawurrung people as the Traditional Owners of this land who to this day practice their culture and uphold the dignity of their ancestors.

The final version of the Retail Strategy is a collaboration between the City of Greater Geelong and SGS Economics and Planning.

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# EXECUTIVE SUMMARY

**The retail sector in Greater Geelong will need to grow to meet future demand for retail services by 2036. Support to grow the retail sector within planned and existing retail centres will continue.**

This report provides a technical analysis of Greater Geelong's retail network, proposing changes to the Greater Geelong Planning Scheme to accommodate the findings.

Greater Geelong has a well-established hierarchy of supermarket-based retail centres to support the community's daily needs.

Demand for additional floor space in these centres will increase over the next 20 years. To meet this need, it is better to expand existing centres than deliver new ones, as it helps achieve urban consolidation and reduce travel times for those visiting and working at them.

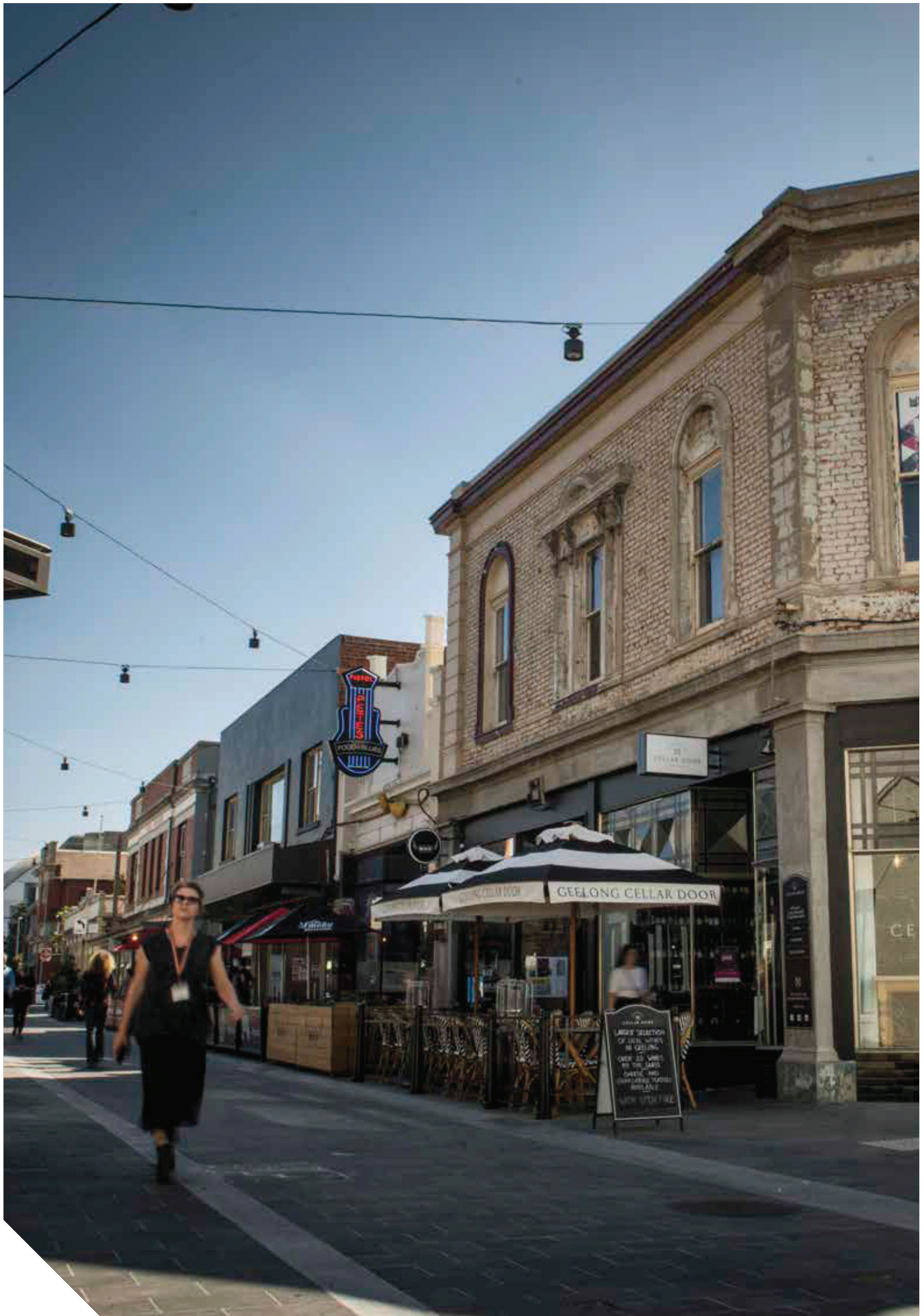
Demand for new retail centres is strongest in locations experiencing population growth, including:

- Armstrong Creek
- Drysdale/Clifton Springs
- Ocean Grove
- Fyansford and
- Lara.

However, with plans already in place in these areas of high population growth, no new centres are required.

There is demand for additional restricted retail services in Greater Geelong. Restricted retailing in Greater Geelong should continue to be directed to identified restricted retail centres and existing commercial-zoned land, as there is sufficient space to accommodate this.

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



PRESTON  
LOOM & SPINNERY  
TOOKWILLAH

32  
CELLAR DOOR

GEELONG CELLAR DOOR  
GEELONG CELLAR DOOR

LARGE SELECTION  
OF LOCAL WINES  
IN GEELONG  
OVER 25 VINTS  
BY THE GLEN  
PAST &  
PRESENT  
WINE TASTING  
AVAILABLE

# SUMMARY OF KEY FINDINGS

**The following is a summary of the key findings and recommendations of the retail strategy.**

## STRATEGIC FINDINGS

The location of retail centres, particularly supermarket based centres, provide convenient access for residents, most centres can be reached in less than a 20 minute drive from home.

Greater Geelong has a large amount of commercial 2 zoned land. Particularly on the Bellarine Peninsula where previous planning strategies have recommended re-zoning land to enable the establishment of restricted retailing and service related businesses. There will continue to be a demand for more restricted retail floor space across Greater Geelong.

The strategy continues to support a hierarchy of retail centres across Greater Geelong, which reflect shopping behaviour and reduced travel times for residents.

Central Geelong continues to sit at the top of the retail hierarchy. Local place making initiatives and strategies continue to prioritise Central Geelong as the city's premier cultural, social and shopping precinct.

Geelong is experiencing increasing levels of population growth. Population growth will drive demand for expanded, and in some instances new retail centres within both existing and growing suburbs.

Planning policy will direct retail development to existing centres within the retail hierarchy in preference to establishing new ones. This will support our established centres, and support other outcomes such as higher density housing development around retail centres.

Retailing that encourages people to spend time at a location or have an experience (slow or cultural retailing) should be the basis for a new approach to developing and enhancing retail centres across Greater Geelong.

There are retail uses located in industrial areas which have few synergies to industrial activity. These uses should be encouraged to locate within existing retail centres.

## STATUTORY RECOMMENDATIONS

The following changes will be made to the Greater Geelong Planning Scheme:

- A new policy context, including objectives to deliver convenient access to services, improved competition, walkability, continued support for existing centres and better urban design outcomes.
- An updated retail hierarchy which reflects the role and function of centres across the retail network.
- An updated policy which requires economic impact assessments to be undertaken for new development which challenge the retail hierarchy.
- An updated policy which requires a net community benefit assessment for new development likely to have a high impact on the retail hierarchy, for example a new retail centre.
- Use of floor space caps applied as part of a schedule to the Commercial 1 Zone, to ensure that the timing and size of development will not impact on the retail hierarchy or other nearby centres.
- Use of floor space guidelines, contained within policy, to help direct development to locations where there is demand for more retail floor space.

# INTRODUCTION

The City of Greater Geelong is located in south-western Victoria, about 75 kilometres south-west of the Melbourne CBD (see Figure 1).



The retail trade is one of Greater Geelong's largest employment sectors, employing 10,836 people, or 10.5 per cent of people in 2016.<sup>1</sup>



**10,836**  
**PEOPLE**

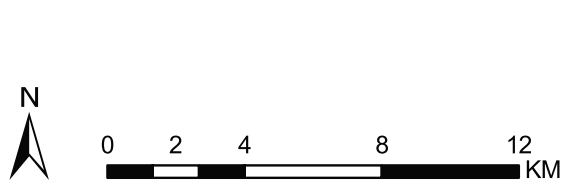
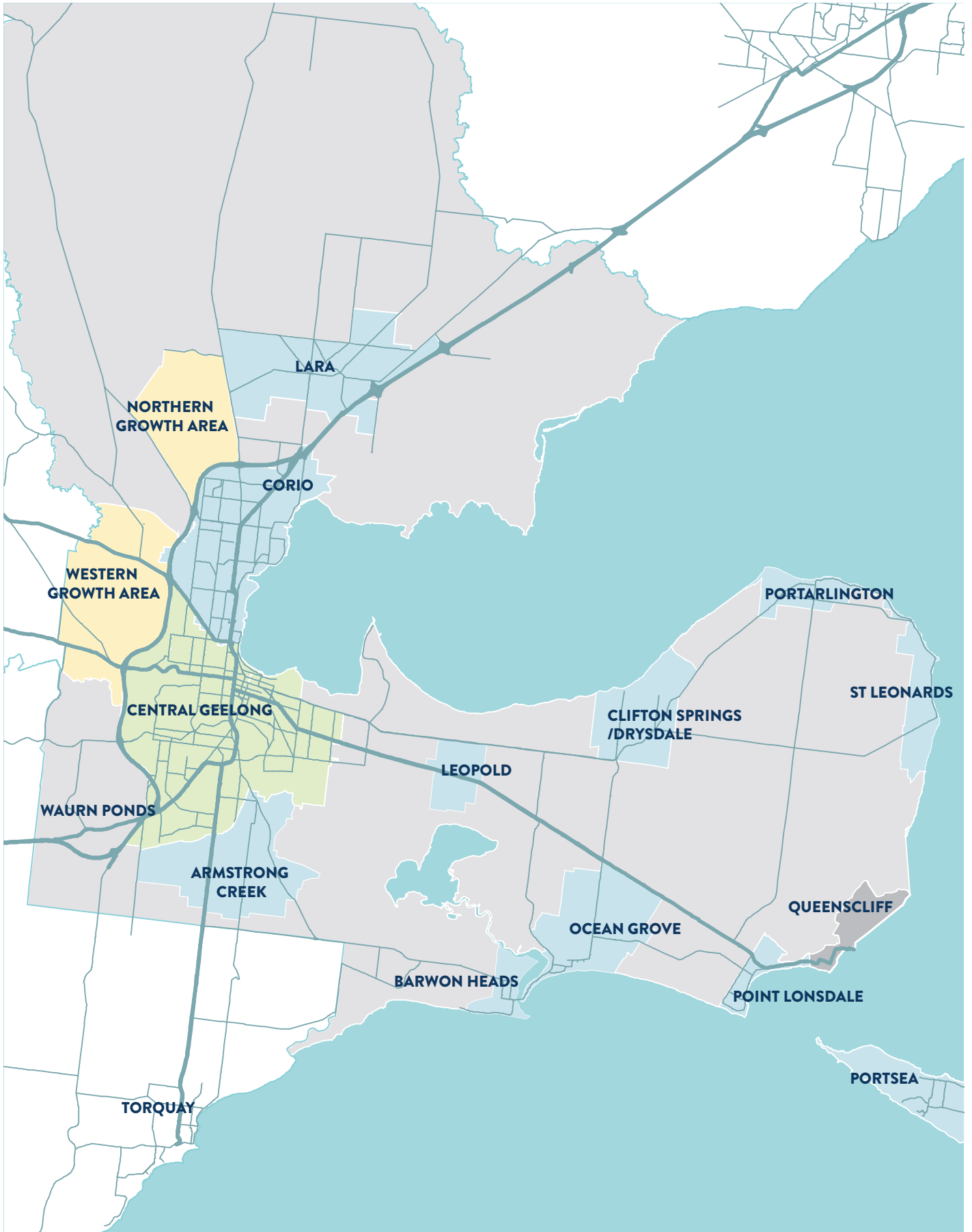
Our existing retail centres have many uses, including:

- retail
- commercial
- accommodation
- community
- cultural
- education
- social
- entertainment
- leisure and
- civic services.

Continued support for our existing and planned centres is important to develop healthy, well-connected neighbourhoods that contribute to the vibrancy and attractiveness of the suburbs.

<sup>1</sup>.id community (2017) City of Greater Geelong Estimated Resident Population. <https://profile.id.com.au/geelong/population-estimate> (accessed on 12 June 2018).

**FIGURE 1: STUDY AREAS AND LOCATION MAP**



- Sub regions
- Central Geelong
- Growth areas
- Major Roads





## WHY UNDERTAKE THIS REVIEW

Residents need access to essential retail services, particularly at a neighbourhood level and within a 20-minute drive of their homes. Our last retail strategy was prepared in 2006 and the region has undergone a number of changes, which this strategy must reflect:

### POPULATION GROWTH

The Greater Geelong region has experienced significant population growth – from 201,495 people in 2006 to 244,798 as of June 2017<sup>2</sup>. The majority of this growth has occurred in Armstrong Creek, Lara, Leopold, Ocean Grove and Drysdale. There has also been an increase in the population of urban Geelong.

By 2036, the population is predicted to grow to approximately 351,499<sup>3</sup>. This increase will create demand for new and expanded retail centres across the municipality.

### CHANGES IN OUR RETAIL SECTOR

Since 2006, a number of retail centres have been built and expanded to meet residential growth in existing and new suburbs. Additionally, a number of new retail centres within new suburbs have been planned.

## HOW THIS STRATEGY WAS DEVELOPED

We engaged SGS Economics and Planning to undertake a technical analysis of Greater Geelong's retail network, in the context of:

- recent retailing trends
- land use
- population growth and
- planning policy.

SGS Economics and Planning consulted with major retailers, developers, centre managers and trader groups to gain an understanding of the current retail situation in Greater Geelong.

Their recommendations about future retailing needs across Greater Geelong will guide the development of the retailing sector through to 2036.

<sup>2</sup> Australian Bureau of Statistics compiled by.id Forecast prepared for the City of Greater Geelong

<sup>3</sup> SGS Economics and Planning 2018 – Forecast using 2.0% annual average population change (excluding Surf Coast Shire and Borough Queenscliff)

# A GROWING GREATER GEELONG

## POPULATION GROWTH

Greater Geelong will continue to grow over the next 20 years. Much of this growth will be associated with new housing development in Armstrong Creek, the Northern and Western Geelong Growth Areas and, to a less extent, Lara, Leopold, Ocean Grove and Drysdale. This can be seen in Figure 2.

Table 1 shows that Greater Geelong is forecast to grow by 114,370 people between 2016 and 2036.<sup>4</sup>

**TABLE 1 – POPULATION GROWTH CITY OF GREATER GEELONG.**

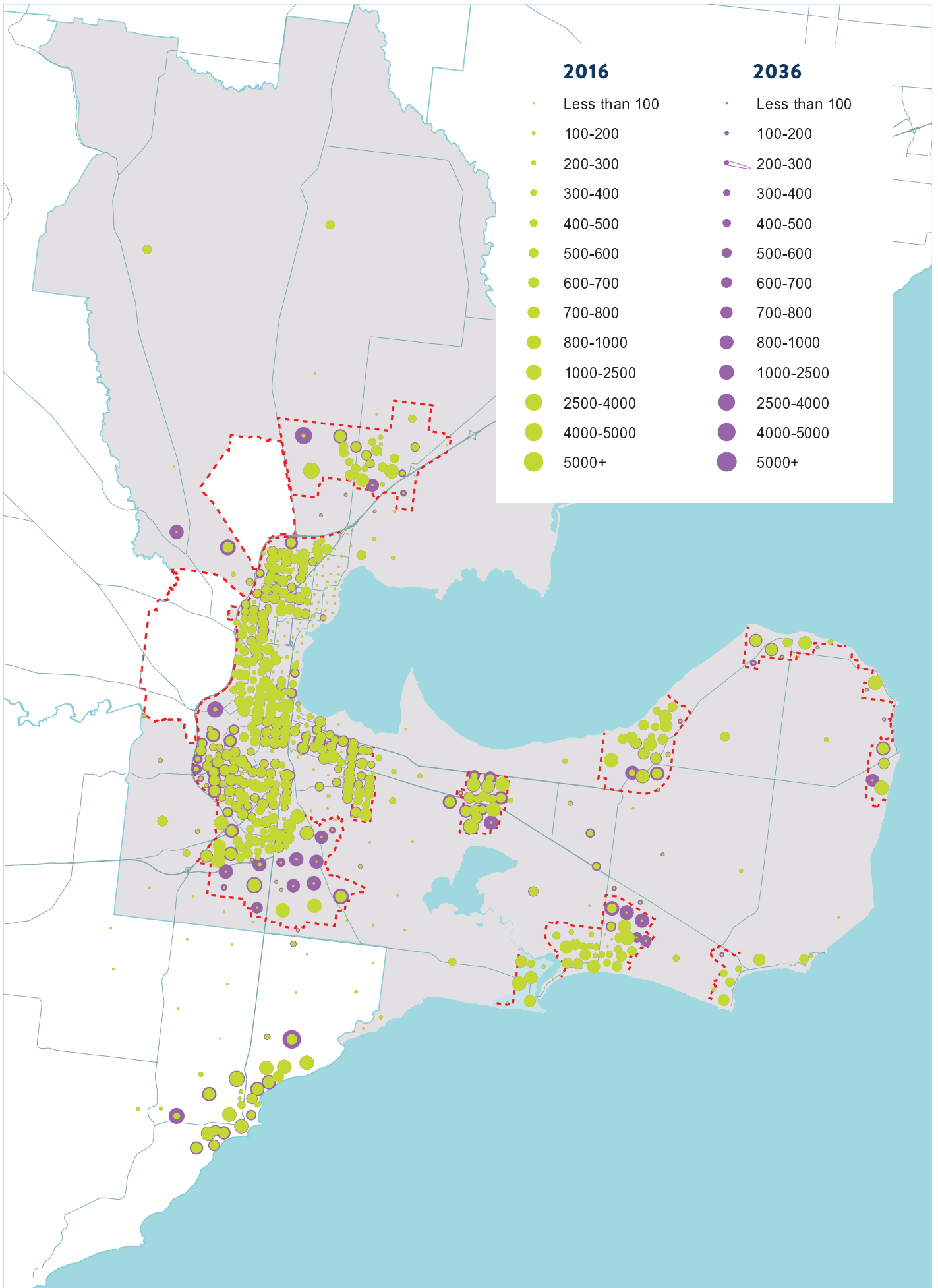
| YEAR  | 2016–CURRENT | 2021    | 2026    | 2031    | 2036    |
|---|--------------|---------|---------|---------|---------|
| Population forecast<br>2.0% growth <sup>5</sup> | 237,129      | 258,753 | 280,975 | 308,909 | 351,499 |

Source: SGS Economics and Planning

<sup>4</sup>.id community (2017) City of Greater Geelong Estimated Resident Population. <https://profile.id.com.au/geelong/population-estimate> (accessed on June 2018) and SGS Economics and Planning 2018 – Forecast using 2.0% annual average population change (excluding Surf Coast Shire and Borough Queenscliff)

<sup>5</sup> SGS Economics and Planning, Population Forecast 2.0% Growth Rate

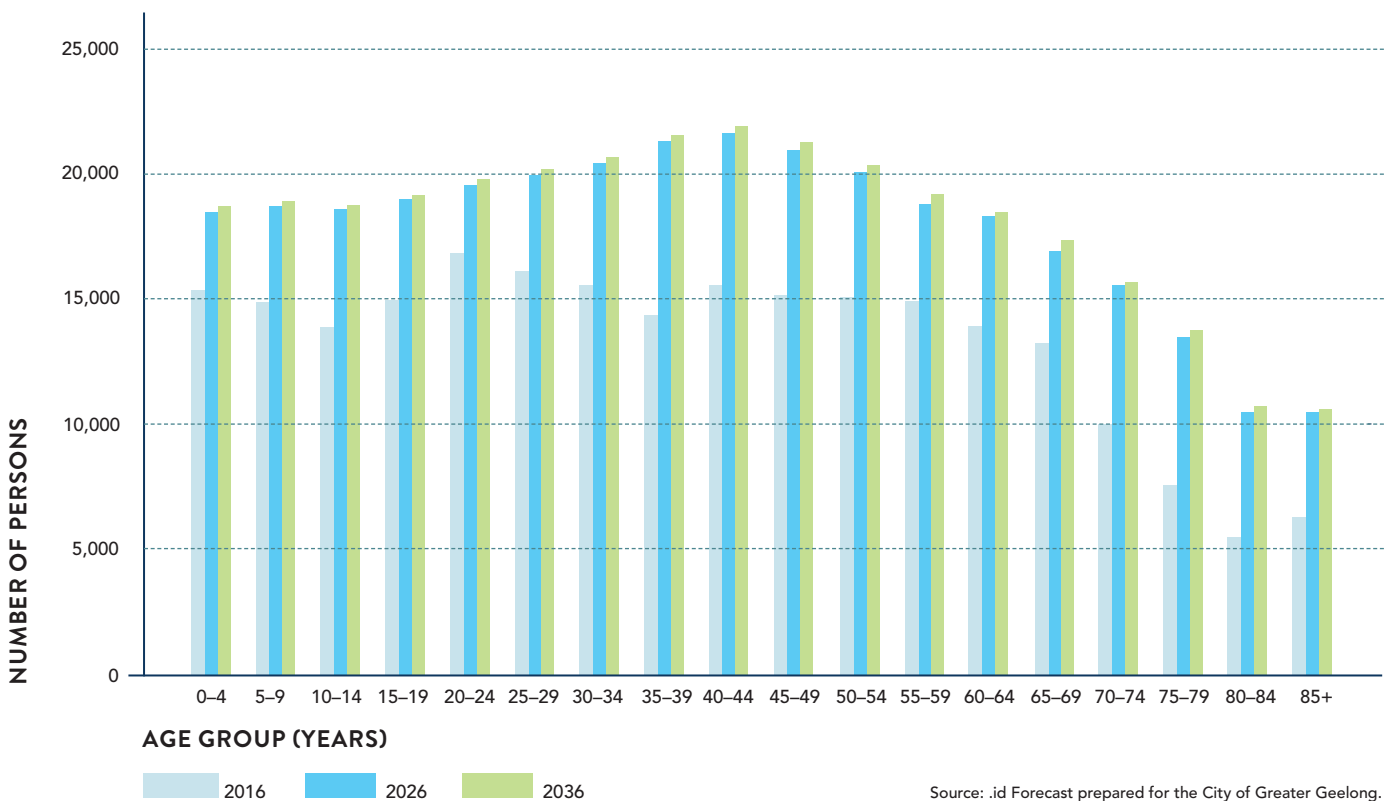
**FIGURE 2: POPULATION GROWTH AND LOCATIONS – SGS ECONOMICS AND PLANNING**



## AGE STRUCTURE

Growth is forecast to occur across all age structures. In 2016, the dominant age structure for persons in Greater Geelong was 20 to 24 years, accounting for 6.7 per cent of total persons. Between 2016 and 2036, the majority of growth will occur in the 35-39 age cohort. The age structure can be seen in Figure 3

**FIGURE 3: FORECAST AGE STRUCTURE – 5 YEAR AGE GROUP**

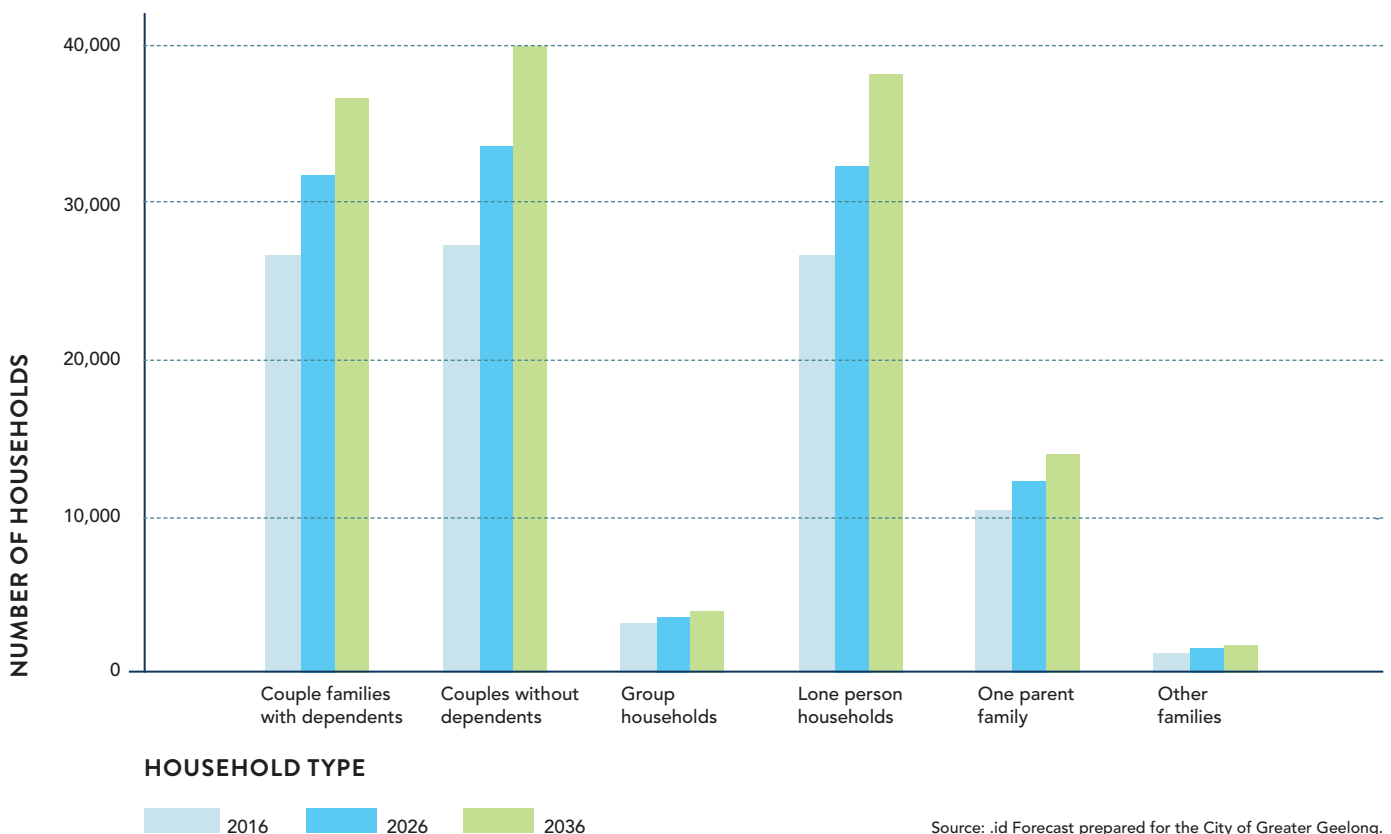


## HOUSEHOLD TYPES

In 2016, the dominant household type in Greater Geelong was couples without dependents, which accounted for 28.4 per cent of all households. By 2036, the most noticeable change to household types will be an increase in the number of lone person households 28.3% and couples without dependents 29.6% of households (see Figure 4)<sup>6</sup>.

The growth in the number of lone person households and couples without dependents over the next 20 years is expected to increase the demand for smaller dwelling sizes close to existing services. Currently 66.1% of dwellings within Greater Geelong are classified as separate houses, 22.9% are medium density and 10.1% are high density.<sup>7</sup>

**FIGURE 4: FORECAST HOUSEHOLD TYPE**



<sup>6</sup> <https://forecast.id.com.au/geelong/household-types> (accessed July 2018)

<sup>7</sup> Australian Bureau of Statistics, Census of Population and Housing 2016. Compiled and presented by .id forecast (accessed July 2018)

## RETAILING TRENDS

Strong growth has been identified in four broad approaches to retail in Greater Geelong:

### FAST RETAIL

#### Key features:

- Capitalises on efficiency, time savings and cost savings.
- Is a high-turnover model.
- Relies on large population catchments to capitalise on technological innovations, such as automated checkouts.
- Recent growth in retail activities across Greater Geelong has predominantly been in this domain.

#### Examples include:

- Supermarkets and bottleshops.

#### Things to consider:

- While fast retail proposals will highlight positive local employment benefits, most jobs associated with this form of retailing are low income and/or casual.
- Employment opportunities are further impacted by new technologies, such as electronic check-out machines.
- Fast retail stores are often stocked with the inexpensive goods available in the global market, driving a preference for imported products over locally-produced or manufactured products. This further erodes the market share of local manufacturers and primary producers.
- Ownership structures are also typically highly detached from the local community.

### SLOW RETAIL

#### Key features:

- Engages consumers at a more comfortable pace.
- Typically owner-operated shops, with individuality and personality.
- Particularly well suited to smaller, rural townships.
- The retailer must build relationships and generate repeat sales with local customers, given the limited population catchment available to support trade.
- Quality of customer interaction, store design and finding a 'niche' in the market are key competitive advantages.

#### Examples include:

- Local cafes and delis.

#### Things to consider:

- Typically owned and operated by local residents.
- More likely to hire skilled, full-time employees on more reasonable wages.
- More likely to stock locally-produced goods.
- Justify their higher price points, by providing customer solutions and service.

## CULTURAL RETAIL

### Key features:

- Positions the arts as the centrepiece of a unique offer.
- Cultural facilities usually the major anchor of a commercial district/precinct.
- Any combination of museums, galleries, studios, arts retailers, offices and dwellings can typically be found within a mixed-use precinct.
- Can attract visitors, but ideally concentrated in areas where sufficient critical mass and exposure can be achieved – for example, Central Geelong.
- Requires strong collaboration between local government, the local arts community and retailers, due to the inherent link between private shops and public space.
- Cultural retail is an important aspect of tourism development.

### Examples include:

- Surf shops in coastal towns.
- Art and crafts stalls in cultural precincts.

### Things to consider:

- Cultural retailers tend to differentiate their products and services, which is essential for attracting tourism and contributing to the overall 'Geelong' brand.
- They often generate positive amenities in vibrant and attractive public spaces. This helps attract businesses engaged in higher-order professional services – an industry sector likely to be important to the economic future of Geelong. This is starting to become evident in the Geelong Cultural Precinct which includes the library, Johnston Park, Performing Arts Centre, Work Cover and NDIA offices.

## RESTRICTED, LARGE FORMAT RETAILING OR WHOLESALE SHOPPING

### Key features:

- A well-established element in retailing.
- Has limited synergies with centre-based shopping.
- Can reasonably be managed independently, with due regard to variables such as car access, availability of large footprint sites and highway exposure.
- 'Bulky retailing' often involves smaller goods, such as tableware, linen and other small furnishings.
- Can often be encouraged to co-locate with activity centres as larger-format specialty stores, perhaps on the edge of centres.

### Examples include:

- Restricted retail centres and hardware.
- Furniture and white good stores.

## RECOMMENDED RETAIL TYPES FOR GREATER GEELONG

Slow and cultural retail have the greatest potential to progress retail in Geelong's largest centres, and should be the basis for new approaches to developing activity centres. Typically, they have the strongest links to the local economy, supporting further output growth and improving local employment outcomes.

### ONLINE RETAILING

Since 2006, online retailing has increased significantly. Once considered direct competition to store-based retail, maintaining a physical and online presence is now regarded as the best way to maximise potential revenue sources.



# EXISTING PLANNING POLICY

**A primary focus of this strategy is to guide decision making about planning permit applications and requests to zone land for retail purposes.**

The current planning policies and factors that have shaped the recommendations include:

## STATE PLANNING POLICY FRAMEWORK

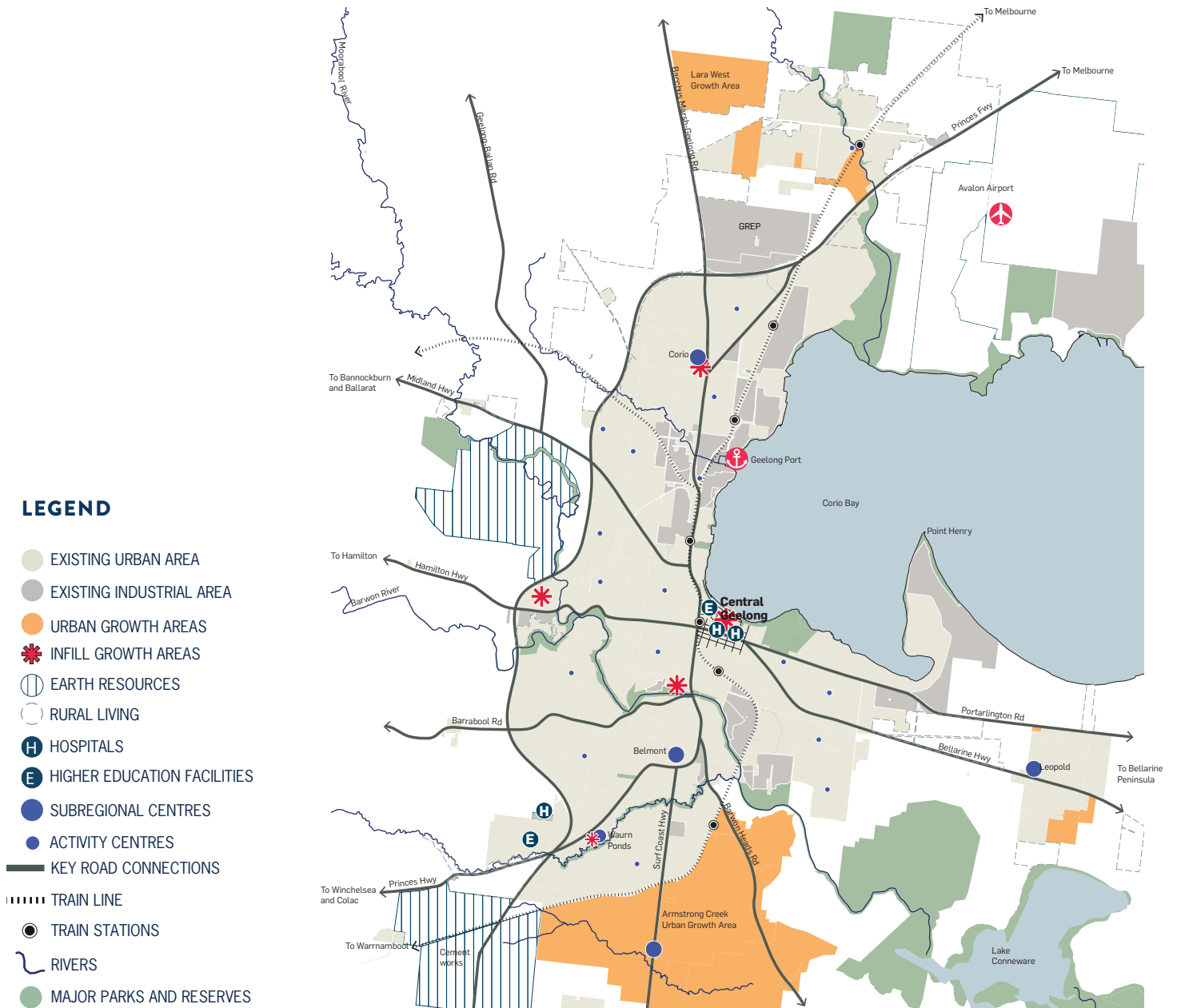
- Sets the overall planning framework policy direction for the state.
- Encourages concentrating major retail, residential, commercial and cultural developments into activity centres.
- Supports the role of Geelong as both 'the regional city' and Victoria's second city.
- Supports development of district towns within their established boundaries, such as, Drysdale/Clifton Springs, Lara, Leopold, and Ocean Grove, by improving and expanding existing infrastructure, and developing new infrastructure.
- Prioritises directing growth towards key road and rail networks.
- Supports growth in areas north and west of Geelong.

## G21 REGIONAL GROWTH PLAN (2013)

- Covers the City of Greater Geelong and surrounding municipalities.
- Identifies the retail sector as one of the key drivers of economic growth in Geelong over the last 10 years.
- Cites a need to review the City of Greater Geelong Retail Strategy 2006 as a strategic planning priority.
- Suggests infrastructure and services within the overall G21 region should be optimised and consolidated, particularly if near central retail and transport nodes.
- Figure 5 shows the G21 regional growth context plan.



**FIGURE 5: G21 REGIONAL GROWTH CONTEXT PLAN**



**LEGEND**

- EXISTING URBAN AREA
- EXISTING INDUSTRIAL AREA
- URBAN GROWTH AREAS
- INFILL GROWTH AREAS
- EARTH RESOURCES
- RURAL LIVING
- HOSPITALS
- HIGHER EDUCATION FACILITIES
- SUBREGIONAL CENTRES
- ACTIVITY CENTRES
- KEY ROAD CONNECTIONS
- TRAIN LINE
- TRAIN STATIONS
- RIVERS
- MAJOR PARKS AND RESERVES

## LOCAL PLANNING POLICY FRAMEWORK

- Works with zones and overlays to guide development that is responsive to local conditions and opportunities.
- Highlights a need for a mix of retail, office, cafes, entertainment, housing, education and community facilities in activity centres.
- Provides a retail centre hierarchy for Greater Geelong, establishing the role of each centre by size and function.
- The hierarchy supports the role of Central Geelong as the focus for retail activity in the region.
- There is increased development pressure from certain retail types for sites located away from activity centres, including restricted retail and developments needing large sites and/or significant car parking.

## CURRENT RETAIL ASSESSMENT

- Currently all major retail developments and out-of-centre developments are to provide a net community benefit to be approved.
- Applications for new centres must prove the need, according to the retail hierarchy, and establish that it will not negatively impact on the hierarchy.
- Assessment criteria for retail planning applications, planning scheme amendments and floor space restrictions have been established.

## SPECIFIC LOCAL POLICIES

There are several features in the policy framework that are specific to particular centres, townships and growth areas, as summarised below:

### Central Geelong

- Has been the subject of a number of strategic planning initiatives and public realm improvements in recent years, as part of the revitalisation of Central Geelong.
- Changes to the urban environment have been complemented by a comprehensive calendar of events and a range of place-making initiatives that are monitored and reviewed regularly.
- Central Geelong is to be the focus for investment, retail, education, culture, leisure, commerce, services and higher-density residential living.

### Centre Management Issues

Central Geelong continues to be the focus of strategic planning initiatives to encourage more people to live, work, learn and play in Central Geelong. The revitalisation projects for the CBD, including significant public realm improvements, is outlined in Council's Central Geelong Action Plan and the State Government's Revitalising Central Geelong Action Plan.

The Central Geelong and Waterfront department act as the place managers for the public spaces in central Geelong and along the waterfront and undertake a diverse range of activities including attracting new businesses and improving the environment for existing businesses; facilitating upgrades to infrastructure; management of public space assets; oversee the night time economy; promote central Geelong's business and cultural assets and deliver events and activities to encourage community interaction, well-being and pride.

Place Making in central Geelong is further supported by Council's ongoing commitment to the Central Geelong Marketing Committee. Council in 2001, using its powers under section 86 of the Local Government Act 1989, established a special committee – The Central Geelong Marketing Committee. A special committee is any committee to which the Council delegates a duty, function or power. In this instance the committee is the peak body representing the traders and property owners in Central Geelong. The committee is primarily responsible for promoting central Geelong as the City's premier retail and cultural hub. This committee is funded by a Special Rates Scheme under section 163 the Local Government Act 1989, whereby all landowners within Central Geelong contribute funds to support the operations of the committee.

Under the Local Government Act 1989 there is an ability for Council to create similar special committee's to promote other activity centres. This would need to be considered on a case by case basis.

### **Armstrong Creek Growth Area**

- Identified in the Local Policy Planning Framework as the primary growth area for the G21 Region (as shown in Figure 6).
- The framework identifies a need to establish a network of mixed-use activity centres to provide for the needs of the incoming community.
- Planning for this growth area is well progressed, including an understanding of future retail demand.

### **Townships**

- Structure plans have been prepared for all townships within the City of Greater Geelong including Lara,

Leopold, Drysdale/Clifton Springs, Ocean Grove, Portarlington, Indented Head and St Leonards.

- Each structure plan considers the future retail needs of the respective township and identifies if additional retail floor space is needed, where it's needed and when.
- Leopold has been identified as the preferred location for a sub-regional centre to service the Bellarine Peninsula.

### **Housing Diversity Strategy 2007**

Identifies our preferred locations for increasing housing densities.

Higher-density housing is particularly being encouraged around retail centres.

By increasing residential densities around retail centres, it should strengthen the role and number of services provided.

### **Northern and Western Geelong Growth Areas**

The land within the Northern Growth Area (16,000 dwellings) and the Western Growth Area (18,000 dwellings) has the combined capacity to accommodate 110,000 residents. The project is the largest urban growth project in regional Victoria, comprising 5,367 hectares.

A portion of the Northern Growth Area was rezoned by the Minister for Planning in 2014, to Urban Growth Zone. Before development can begin, a framework plan for both areas, together with precinct structure plans for the initial neighbourhoods, must be completed.

The planning for both the Northern and Western Geelong Growth Areas should encourage a mix of housing types and densities, including a number of retail and employment centres.

## GREATER GEELONG: CLEVER AND CREATIVE FUTURE

This work represents the voices of more than 16,000 members of the Geelong community.

Greater Geelong: A Clever and Creative Future is a 30-year vision that guides all levels of government, community organisations, businesses and anyone wanting to make a genuine contribution to the Geelong city-region.

The community's vision is:

**“By 2047, Greater Geelong will be internationally recognised as a clever and creative city- region that is forward looking, enterprising and adaptive, and cares for its people and environment.”**

At the heart of the 30-year vision are nine community aspirations. The aspiration most relevant to the Retail Strategy are:

**“A prosperous economy that supports jobs and education opportunities,”** and

**“Sustainable development that supports population growth and protects the natural environment”**

The community values we seek to support include:

- business diversity, education and employment opportunities
- people who are willing to create new business opportunities
- sustainable development that responds to climate change
- design that makes best use of technology for better and more sustainable living
- development that enhances the identity of diverse neighbourhoods
- design excellence and innovation in new buildings and public spaces
- creating high amenity neighbourhoods that are well connected and sustainable

# RETAIL HIERARCHY

**This strategy continues to support a hierarchy of retail centres. The hierarchy defines the roles of centres in the retail network across Greater Geelong.**

The location of centres in the retail hierarchy is illustrated in Figure 6.

Table 2 describes the different levels in the hierarchy, their principal role and function.

## IMPORTANCE OF A RETAIL HIERARCHY

The centre hierarchy typically reflects the following shopping behaviours:

- More frequent, short distance and low spend visits are made to a local or neighbourhood centre.
- Occasional high spend visits to sub-regional centres, offering higher order goods and services.

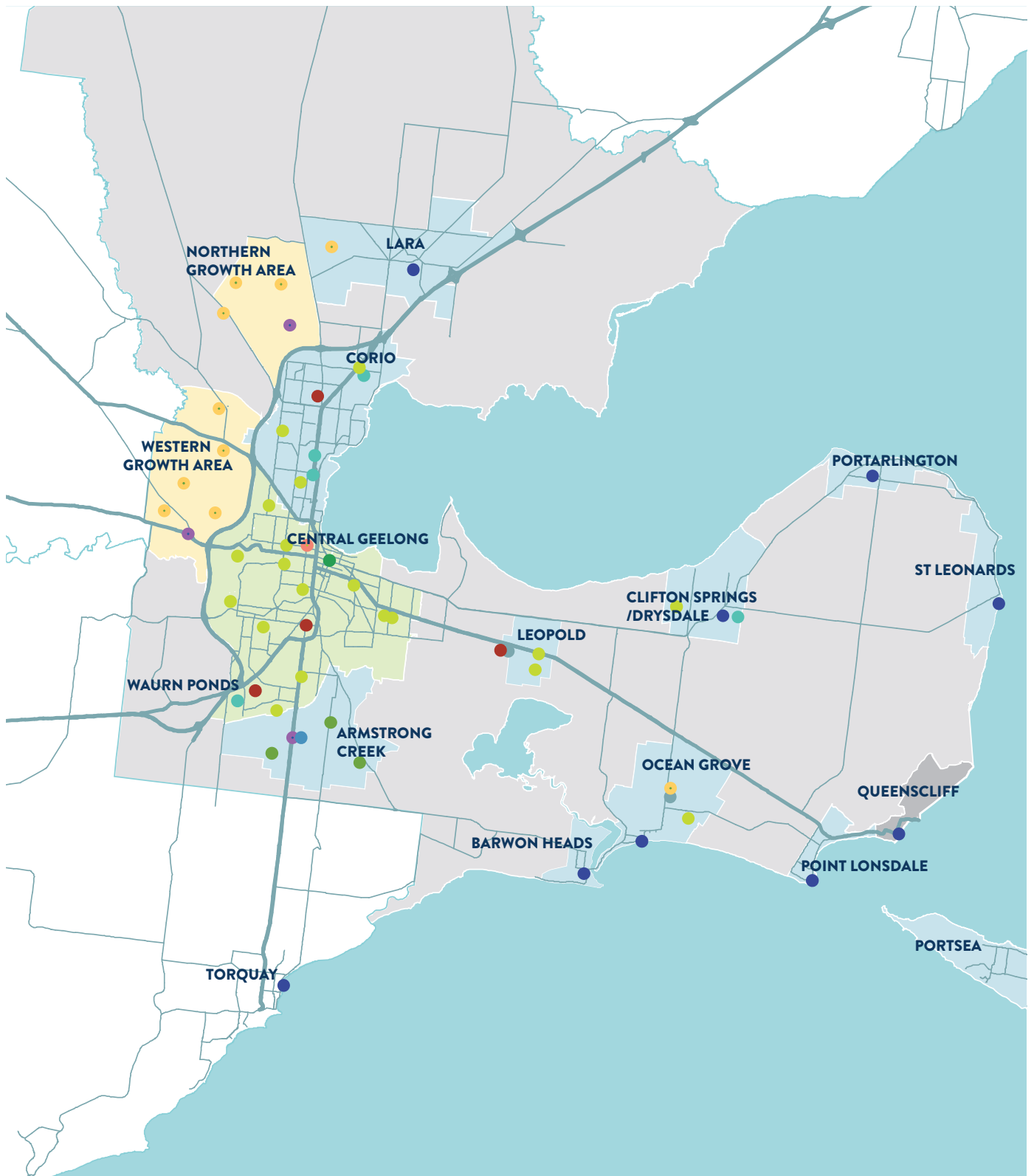
If shopping opportunities are spatially arranged in this way, the cost of travel to consumers and the environment will be minimised.

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

A review of each retail centre has been undertaken. Each centre has been assessed against the hierarchy definitions in Table 2, current planning policy direction, forecast floor space projections and in some instances identifies further strategic work that could be done to support the growth of centres. The retail centre review can be found in Appendix 1.

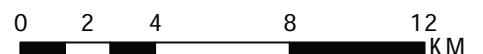


**FIGURE 6: LOCATION OF RETAIL CENTRE**



**LOCATION OF RETAIL CENTRES**

- Existing Restricted Retail
- Existing Neighbourhood
- Existing Regional
- Existing Sub-Regional
- Existing Town Centre
- Existing Specialised
- Future Restricted Retail
- Future Local
- Future Neighbourhood
- Future Sub-Regional



There are also a number of local centres throughout Greater Geelong.

**TABLE 2: RETAIL HIERARCHY – ROLE AND FUNCTION OF CENTRES**

| CENTRE TYPE  | ROLE/FUNCTION  | NO. OF CENTRES (CURRENT/FUTURE) | INDICATIVE RETAIL FLOOR SPACE RANGE | CENTRE  |
|--------------|--|---------------------------------|-------------------------------------|---|
| Regional     | <p>A major retail centre that serves a wide catchment and is anchored by one or more department stores, discount department stores, supermarkets, mini major or speciality stores.</p> <p>Often associated with restricted retail adjacent to, or near the core, retail centre. Provides a full range of retail needs. Is more successful when associated with entertainment and leisure activities, such as cinemas and restaurants, or niche retail precincts.</p> | 1                               | More than 100,000 square metres     | Central Geelong   |
| Sub-regional | <p>A major retail centre serving a wide catchment, although it is smaller than a regional centre. Is anchored by one or more discount department stores, supermarkets, mini major and speciality stores. Because of their smaller size, they have fewer higher-order activities, including full-line department stores, and the range of specialty shopping is less extensive.</p>   | 4/5                             | 15,000 to 60,000 square metres      | Belmont, Waurm Ponds, Corio, Leopold, Armstrong Creek                 |
| Specialised  | <p>Traditional major centres that have grown from strip shopping centres. They are typically located along main arterial routes and/or public transport nodes.</p> <p>Tend to capture niche trade from wider catchments and play an important community role, as the focus for retail, civic and community uses.</p>   | 1                               | 15,000 to 60,000 square metres      | Pakington Street (Geelong West)                                       |
| Town centre  | <p>Major community shopping locations. Provide weekly grocery shopping for the local township, in combination with specialty store shopping that also services visitors.</p>   | 6                               | 2,000 to 20,000 square metres       | Ocean Grove, Drysdale, Lara, Barwon Heads, Portarlington, St Leonards |

| CENTRE TYPE        | ROLE/FUNCTION  | NO. OF CENTRES (CURRENT/FUTURE) | INDICATIVE RETAIL FLOOR SPACE RANGE | CENTRE   |
|--------------------|--|---------------------------------|-------------------------------------|--|
| Neighbourhood      | A retail centre that serves a neighbourhood catchment and is anchored by one or more supermarkets, plus speciality stores.   | 21/24                           | 2,000 to 15,000 square metres       | Shannon Avenue (Geelong West), Separation Street, Pakington Street (Newtown), Highton, Newcomb Central, Geelong East, Bellarine Village, Bell Post Shopping Centre, Barrabool Hills Shopping Centre, Shannon Ave (Newtown), Ocean Grove (Marketplace), Vines Road, Fyansford, Grovedale Central, Dorothy Street, Ash Road, Rosewall, Jetty Road, Warralily, Lara West, Armstrong Creek West, Horseshoe Bend North East, Kingston Downs, Surf Coast Highway |
| Local              | Small groups of shops, serving a limited catchment and typically providing for the daily convenience needs of residents in the surrounding area.   | 69/75                           | Up to 5,000 square metres           | Dispersed throughout Greater Geelong   |
| Restricted retail* | A collection of restricted retail stores, generally comprising furniture, white goods, electrical, floor and window coverings, lighting, hardware and related retail operations can be adjacent to core retail centres, or in stand-alone precincts. | 7/8                             | 50,000+                             | Drysdale, Geelong Gateway, Waurin Ponds, Melbourne Road (Norlane), Melbourne Road (North Geelong), Sinclair Street, Leopold Central, Armstrong Creek   |

Excludes Northern and Western Growth Areas

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

## FUTURE RETAIL CENTRES IN THE NORTHERN AND WESTERN GEELONG GROWTH AREAS

The Northern and Western Geelong Growth Areas will require a number of retail centres to ensure future communities have access to retail services within a reasonable and walkable distance from home. Like Armstrong Creek, it is intended that the Northern and Western Growth Areas will contain diverse localised and sustainable neighbourhoods that prioritise self-sufficiency whilst maximising connections to the broader Geelong community and economy

Work undertaken to date on the Northern and Western Geelong Growth Areas project includes assessment of the retail needs of these future communities. The project has considered the ultimate population of each growth area and proposes that additional retail centres are required: four in the north and six in the west.

In determining the location and provision of centres within the growth areas, the City has considered how the proposed retail network will interact with the existing and future network.

The timing and scale of new retail centres, particularly sub-regional centres, will proceed in a planned way that assesses the retail impact of the proposed centre and will allow any potentially affected existing centre time to adjust to new circumstances. This could involve amongst other things, reviewing their retail offer, investing in online sales or renewal of infrastructure.

Each growth area will be planned sequentially via multiple Precinct Structure Plans (PSPs). The PSPs will consider the timing, location and scale of the proposed retail centres, particularly the sub regional centres, and any potential impacts on the existing centre network and will apply floor space caps.

Overall, these processes will provide the City with the opportunity to assess the economic impacts of a new retail centre on the network at the time the development of each centre is proposed.

## DEFINITION OF A RETAIL CENTRE

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

*Any place where retail transactions take place for household goods and services, and where one or more of the following conditions apply:*

*The retail activity is lawful under all relevant statutes, including the Planning and Environment Act 1987.*

*The location accommodates at least one shop, and the total floor space of the shop(s) exceeds 500 square metres (this is a nominal limit to signify a significant concentration of shops or sales activity).*

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

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

Based on the above definition, planning policy will primarily direct retail development to existing centres identified in the retail hierarchy in Table 2

# A GRAVITY MODEL FOR GREATER GEELONG

The SGS Economics and Planning gravity model has been used to estimate the future retail needs of Greater Geelong by 2036. The gravity model simulates the flow of shoppers to different activity centres, taking into account the ease of access and 'weight' or attractiveness (retail turnover) of the various centres. The model takes a whole-of-network approach and uses calculations to model human behaviour.



A number of inputs must be considered to make these calculations, including:

- population growth and retail trends (refer to section on 'Growing Geelong')
- a floor space audit
- retail centre turnover (where available)
- resident and escape expenditure – that is, retail that occurs outside the municipality (online or in Melbourne)
- centre catchments.

The gravity model will estimate the future retail floor space demand across Greater Geelong by 2036.

## FLOOR SPACE AUDIT

Table 3 shows the results of a supply audit of all retail uses within Greater Geelong to determine the current retail floor space provided by individual centres (see Table 3). The audit reviewed all retail land uses across industrial, commercial and mixed-use zoned land within Greater Geelong. The audit assessed:

- the predominant floor space type
- the gross floor space for each lot
- the amount of vacant land or vacant units in each precinct
- future centres (currently with no floor space) and allowing for early retail development in the Northern and Western Geelong Growth Areas.

Local retailers and centre managers were also consulted, to develop an in-depth local understanding of the supply of retail floor space across the municipality.

According to the audit, Greater Geelong has approximately 1,030,013 square metres of retail floor space spread across 109 retail centres, and other dispersed locations. Of the total floor space, Central Geelong makes up approximately 18 per cent and restricted retail centres make up 34 per cent.

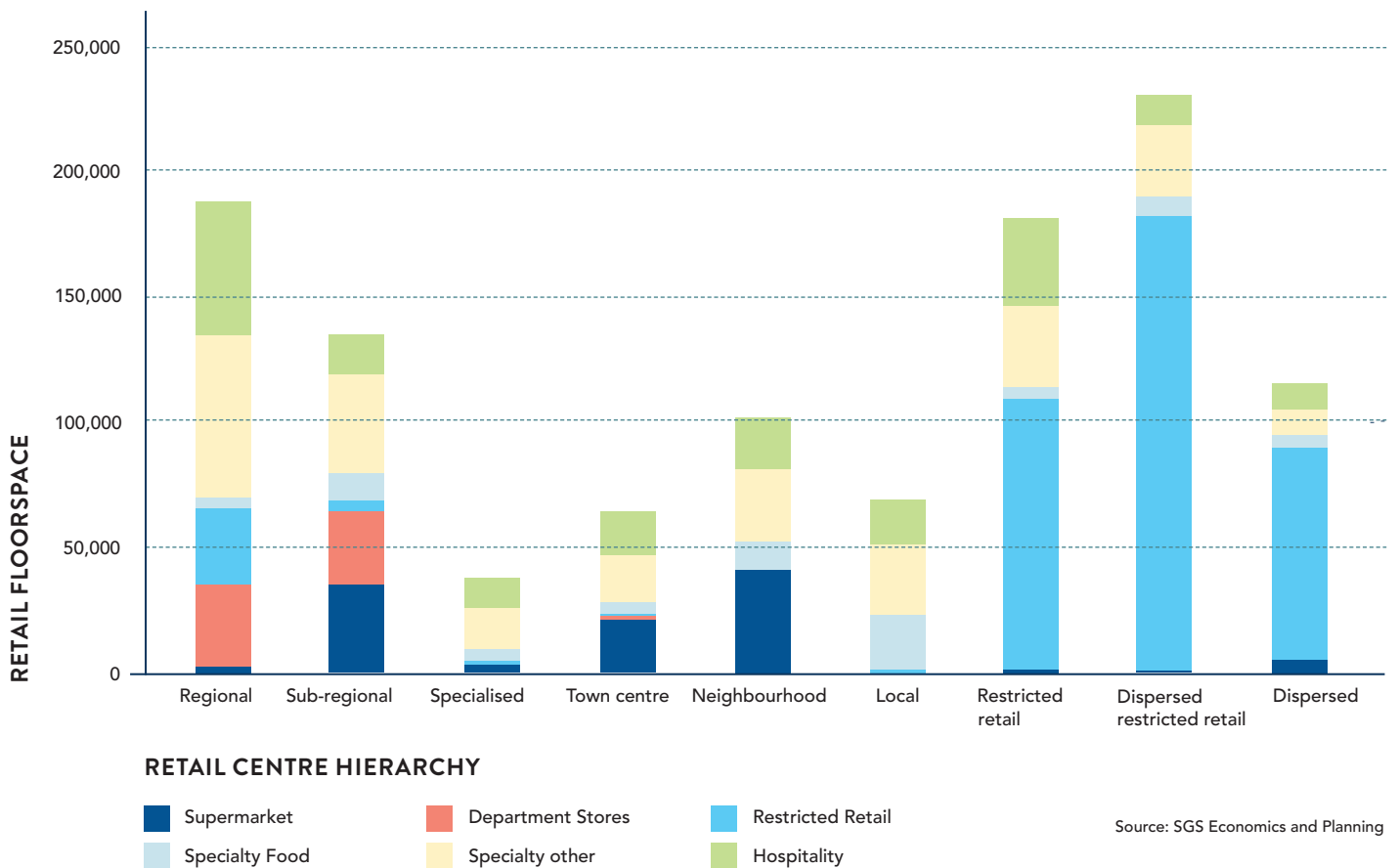
**TABLE 3: RETAIL FLOOR SPACE AUDIT 2018**

| CENTRE NAME                                   | SUPERMARKET | DEPARTMENT STORES | RESTRICTED RETAIL | SPECIALTY FOOD | SPECIALTY OTHER | HOSPITALITY | TOTAL RETAIL |
|---|-------------|-------------------|-------------------|----------------|-----------------|-------------|--------------|
| <b>Regional</b>                               | 3,242       | 32,959            | 29,133            | 4,670          | 64,536          | 52,764      | 187,304      |
| Central Geelong                               | 3,242       | 32,959            | 29,133            | 4,670          | 64,536          | 52,764      | 187,304      |
| <b>Subregional</b>                            | 36,138      | 28,823            | 4,882             | 9,906          | 38,905          | 13,762      | 132,417      |
| Belmont                                       | 9,597       | 6,108             | 4,244             | 5,267          | 10,098          | 7,275       | 42,590       |
| Leopold Gateway Plaza                         | 4,959       | 5,293             | 638               | 957            | 6,805           | 1,952       | 20,604       |
| Corio SC                                      | 8,695       | 5,772             | 0                 | 1,245          | 10,708          | 1,043       | 27,463       |
| Waurm Ponds                                   | 12,887      | 11,650            | 0                 | 2,437          | 11,294          | 3,492       | 41,760       |
| <b>Specialised</b>                            | 3,692       | 0                 | 1,916             | 4,431          | 16,099          | 12,007      | 38,145       |
| Pakington Street (Geelong West)               | 3,692       | 0                 | 1,916             | 4,431          | 16,099          | 12,007      | 38,145       |
| <b>Town Centre</b>                            | 21,904      | 1,842             | 701               | 4,219          | 18,536          | 17,259      | 64,459       |
| Barwon Heads                                  | 430         | 0                 | 0                 | 273            | 3,045           | 4,988       | 8,735        |
| Drysdale                                      | 8,013       | 0                 | 0                 | 675            | 3,293           | 2,905       | 14,886       |
| Lara  | 8,323       | 0                 | 0                 | 1,215          | 3,569           | 1,845       | 14,952       |
| Ocean Grove                                   | 2,713       | 1,842             | 701               | 1,013          | 6,445           | 3,579       | 16,293       |
| Portarlington                                 | 1,425       | 0                 | 0                 | 1,043          | 1,145           | 2,796       | 6,408        |
| St Leonards (Murradoc Road)                   | 1,000       | 0                 | 0                 | 0              | 1,039           | 1,146       | 3,185        |
| <b>Neighbourhood</b>                          | 41,414      | 0                 | 286               | 10,954         | 28,894          | 19,956      | 101,504      |
| Ash Road                                      | 0           | 0                 | 0                 | 376            | 715             | 488         | 1,578        |
| Barrabool Hills Neighbourhood Shopping Centre | 3,318       | 0                 | 0                 | 111            | 543             | 255         | 4,227        |
| Bell Post SC                                  | 3,352       | 0                 | 0                 | 675            | 1,169           | 366         | 5,562        |
| Bellarine Village                             | 3,868       | 0                 | 0                 | 1,438          | 827             | 796         | 6,929        |
| Dorothy Street                                | 636         | 0                 | 0                 | 0              | 860             | 306         | 1,803        |
| Grovedale Central                             | 866         | 0                 | 0                 | 382            | 1,055           | 176         | 2,479        |
| Highton                                       | 2,150       | 0                 | 0                 | 1,717          | 2,139           | 966         | 6,972        |
| Fyansford                                     | 0           | 0                 | 286               | 0              | 0               | 2,060       | 2,346        |
| Jetty Road                                    | 3,264       | 0                 | 0                 | 202            | 581             | 100         | 4,147        |
| Kingston Downs                                | 0           | 0                 | 0                 | 0              | 0               | 0           | 0            |

| CENTRE NAME                        | SUPERMARKET    | DEPARTMENT STORES | RESTRICTED RETAIL | SPECIALTY FOOD | SPECIALTY OTHER | HOSPITALITY    | TOTAL RETAIL     |
|------------------------------------|----------------|-------------------|-------------------|----------------|-----------------|----------------|------------------|
| Lara West NAC                      | 0              | 0                 | 0                 | 0              | 0               | 0              | 0                |
| Newcomb Central                    | 5,251          | 0                 | 0                 | 630            | 1,194           | 315            | 7,390            |
| Ocean Grove (Marketplace)          | 3,566          | 0                 | 0                 | 287            | 910             | 985            | 5,748            |
| East Geelong                       | 627            | 0                 | 0                 | 516            | 4,256           | 519            | 5,917            |
| Pakington Street (Newtown)         | 0              | 0                 | 0                 | 446            | 4,759           | 3,946          | 9,151            |
| Rosewall                           | 1,740          | 0                 | 0                 | 0              | 0               | 0              | 1,740            |
| Separation St                      | 0              | 0                 | 0                 | 908            | 1,898           | 2,766          | 5,572            |
| Shannon Avenue (Geelong West)      | 4,340          | 0                 | 0                 | 1,727          | 4,903           | 1,978          | 12,948           |
| Shannon Avenue (Newtown)           | 1,967          | 0                 | 0                 | 151            | 740             | 1,637          | 4,495            |
| Surf Coast Highway NAC             | 1,781          |                   |                   | 648            | 204             | 757            | 3,390            |
| The Village Warralily              | 3,826          | 0                 | 0                 | 341            | 773             | 1,060          | 6,000            |
| Vines Road                         | 862            | 0                 | 0                 | 399            | 1,368           | 480            | 3,110            |
| <b>Local (68)</b>                  | <b>0</b>       | <b>0</b>          | <b>1,852</b>      | <b>21,571</b>  | <b>28,185</b>   | <b>17,850</b>  | <b>69,459</b>    |
| <b>Restricted Retail</b>           | <b>2,156</b>   | <b>0</b>          | <b>107,109</b>    | <b>4,456</b>   | <b>31,833</b>   | <b>35,994</b>  | <b>149,153</b>   |
| Drysdale Homemaker                 | 0              | 0                 | 1,655             | 328            | 755             | 436            | 3,174            |
| Geelong Gateway                    | 0              | 0                 | 26,022            | 1,540          | 2,775           | 1,125          | 31,463           |
| Leopold Homemaker                  |                | 0                 | 12,343            | 0              | 0               | 0              | 12,343           |
| Melbourne Road (Norlane)           | 0              | 0                 | 18,968            | 1,400          | 2,286           | 998            | 23,652           |
| Melbourne Road (North Geelong)     | 0              | 0                 | 9,084             | 0              | 4,802           | 436            | 14,322           |
| Sinclair Street                    | 0              | 0                 | 724               | 0              | 2,836           | 535            | 4,095            |
| Waurm Ponds                        | 0              | 0                 | 31,398            | 473            | 14,821          | 280            | 46,972           |
| Waurm Ponds                        | 0              | 0                 | 31,398            | 473            | 14,821          | 280            | 46,972           |
| <b>Dispersed Restricted Retail</b> | <b>3,775</b>   | <b>0</b>          | <b>187,825</b>    | <b>7,425</b>   | <b>31,106</b>   | <b>12,886</b>  | <b>233,584</b>   |
| <b>Dispersed Retail</b>            | <b>5,400</b>   | <b>0</b>          | <b>84,500</b>     | <b>4,200</b>   | <b>10,600</b>   | <b>10,700</b>  | <b>115,300</b>   |
| <b>Total Audit Floorspace</b>      | <b>115,565</b> | <b>63,624</b>     | <b>353,676</b>    | <b>71,117</b>  | <b>265,136</b>  | <b>160,994</b> | <b>1,030,013</b> |

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

**FIGURE 7: RETAIL FLOOR SPACE SUPPLY, BY CENTRE AND STORE TYPE, 2018**





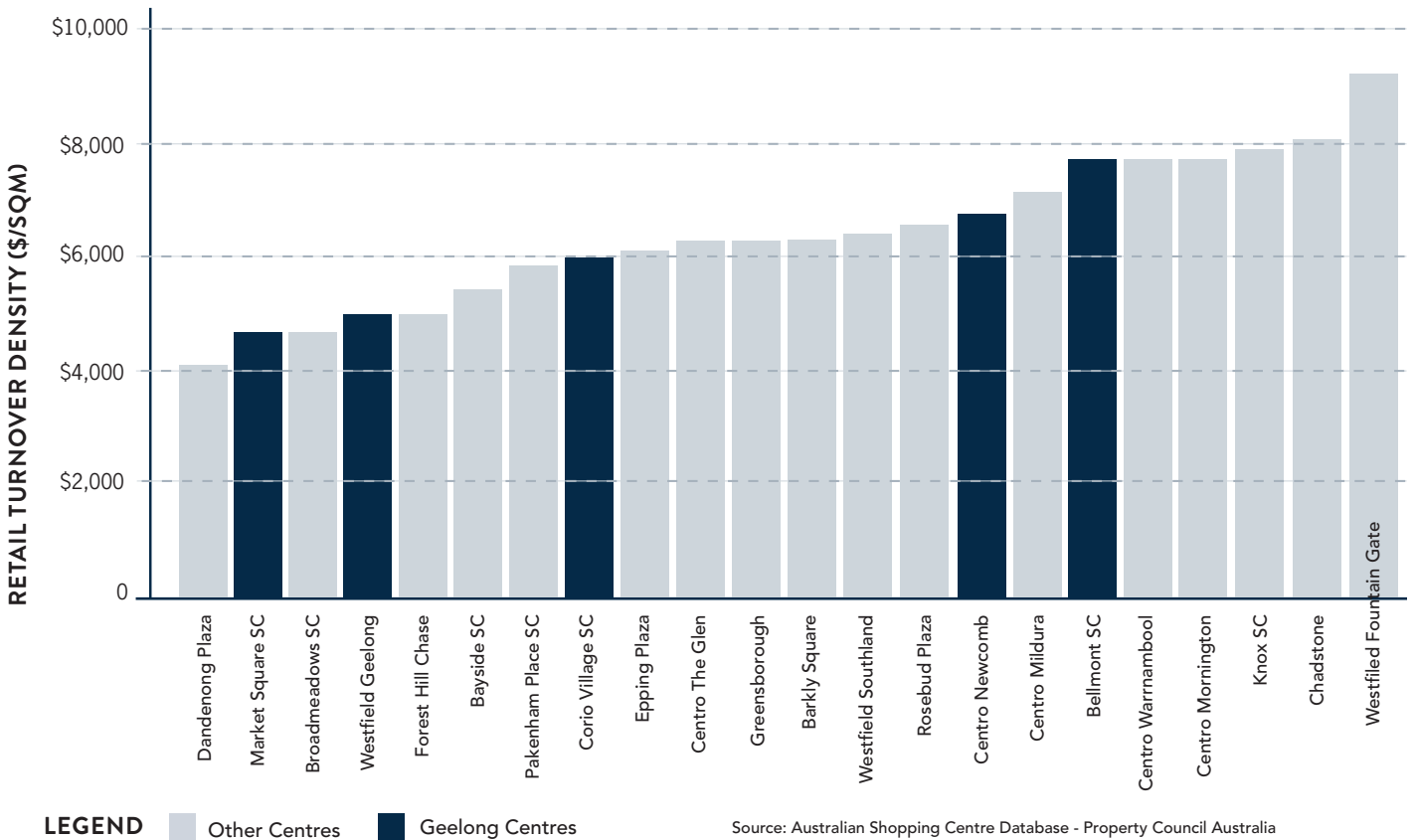
## RETAIL CENTRE TURNOVER

To compare shop/centre performance and help estimate retail supply and turnover for Greater Geelong, SGS Economics and Planning used a measure called 'retail turnover density'. It is calculated as follows:

**Retail turnover density = total shop turnover (\$) divided by shop floor space area**

Other factors they took into account when estimating retail supply and turnover included rental return, floor space data and expenditure information. Figure 8 shows retail turnover density for a selection of centres across Victoria, including Geelong.

**FIGURE 8: RETAIL TURNOVER DENSITY FOR SELECTION OF CENTRES**



An 'optimal retail turnover density' has been set to help develop a retail model for Greater Geelong. This sits between where Geelong is now and Victorian averages (see Table 4). While results would vary, depending on the store/centre, it is designed to provide a robust benchmark for strategic level planning across the network.

**TABLE 4: CURRENT AND TARGET RETAIL DENSITY ESTIMATES**

| RTD COMPARISON         | SUPERMARKET AND GROCERY STORES | DEPARTMENT STORES | BULKY GOODS | SPECIALTY – FOOD AND DRINK | SPECIALTY – NON FOOD | HOSPITALITY |
|------------------------|--------------------------------|-------------------|-------------|----------------------------|----------------------|-------------|
| Geelong Current (2016) | \$7,700                        | \$3,500           | \$2,500     | \$7,800                    | \$4,300              | \$4,200     |
| Victoria Average       | \$10,800                       | \$4,500           | \$2,900     | \$7,200                    | \$6,600              | \$5,800     |
| Optimal                | \$10,000                       | \$3,500           | \$3,000     | \$9,000                    | \$4,000              | \$4,000     |

### EXPENDITURE IN GREATER GEELONG

Expenditure on key commodity types has been included in the gravity model. Expenditure estimates have then been considered, based on the following categories of expenditure habits:

- resident
- escape/capture (online, shopping trips to Melbourne)
- work
- education and
- tourism-based.

The following commodity types have been modelled:

- fresh food and groceries
- pharmaceutical, toiletry and cosmetics
- tobacco and bottleshop spending
- restaurants, cafes and take-away spending
- clothing and shoes
- newsagent and lotto
- personal items and services
- furniture, whitegoods, manchester and home decoration
- electronic home entertainment
- hardware and gardening.

## CENTRE CATCHMENTS

### DEFINITION OF PRIMARY CATCHMENTS

The *primary catchment* of a centre is all zones which contribute at least 50% of their expenditure to the centre.

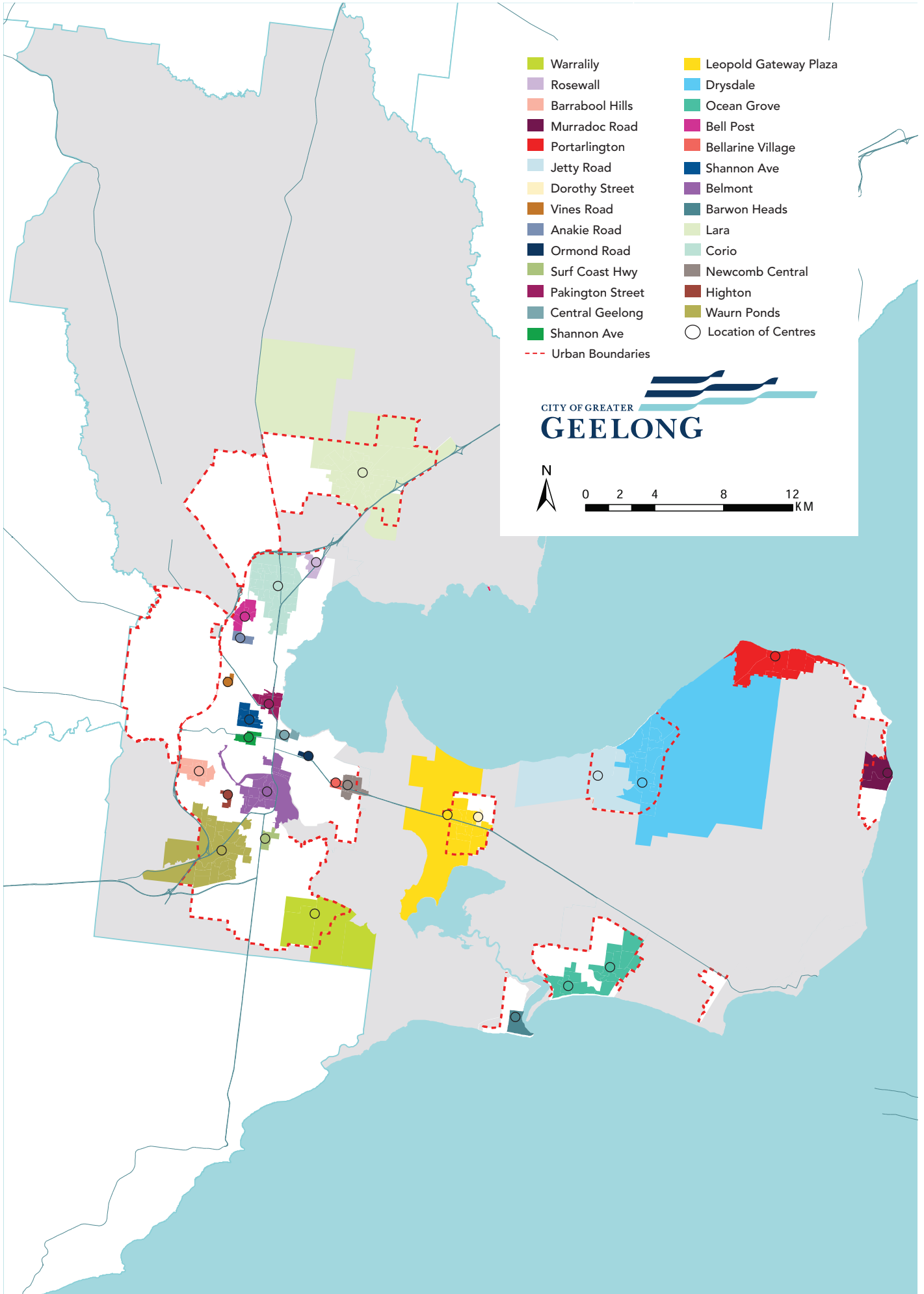
Figures 9 to 11 map trade areas for all significant centres across Greater Geelong. The lines map the primary trade area for each centre. Areas that do not fall under any centre's primary catchment trade area are 'contested', which means home-based expenditure is fairly evenly distributed among multiple centres. It does not necessarily mean there is an undersupply of retail floor space in that area – indeed in some cases, it is due to significant competition between multiple centres.

Due to the car-oriented nature of shopping trips in Greater Geelong, catchment areas are largely defined with the use of road-based travel time calculations, along with the relative attractiveness of each centre.

The maps indicate that the most dominant centres across the retail network are Belmont, Waurin Ponds, Leopold and Corio. These centres each contain discount department stores, multiple supermarkets and a large number of specialty shops.

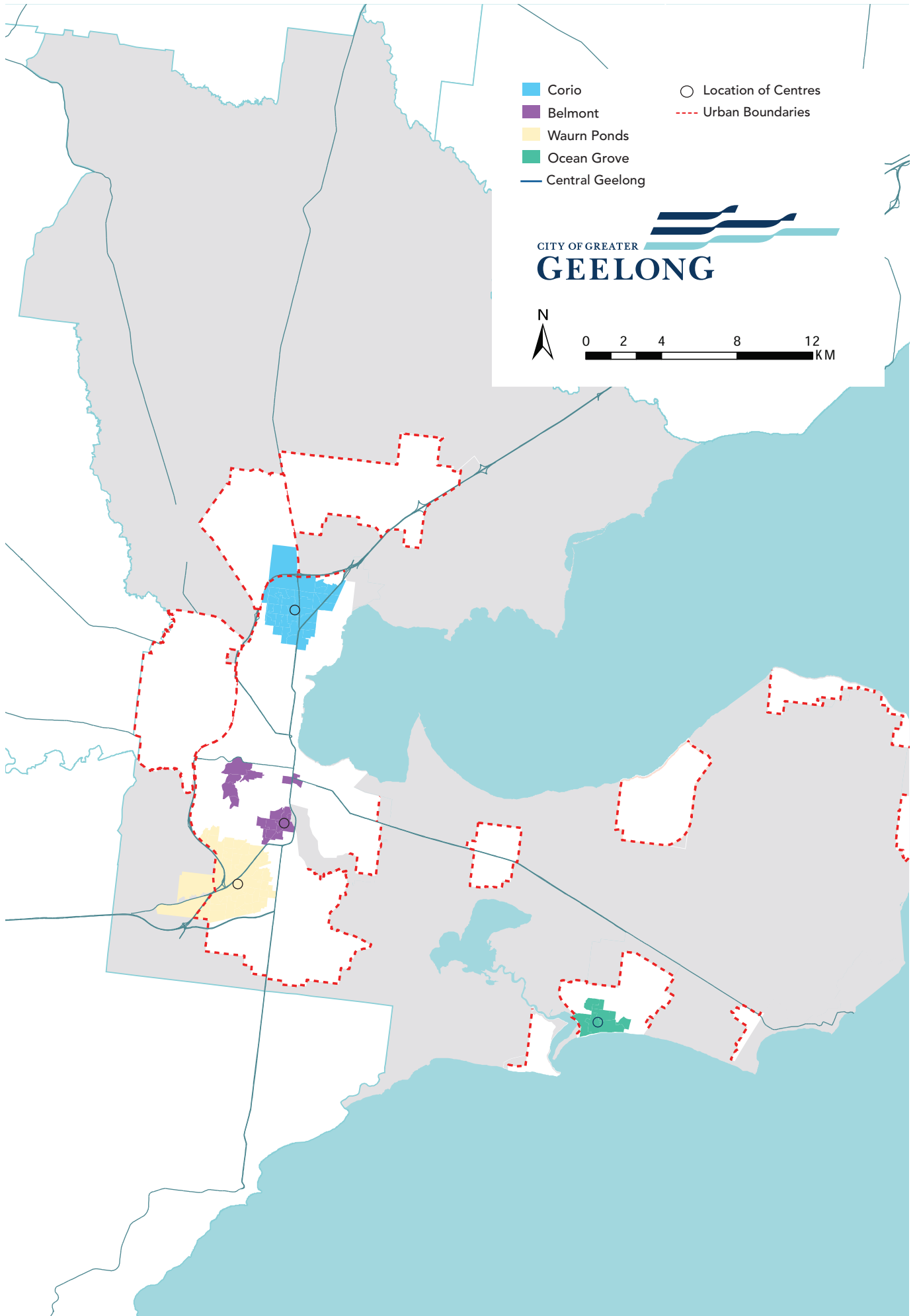
The catchment areas of neighbourhood centres are more localised. Central Geelong typically captures no more than 10–20 per cent of people residing in the catchment of another centre, which could be improved if the retail offer was stronger. Competition from other centres also plays a role in this.

**FIGURE 9: SUPERMARKET CENTRE PRIMARY CATCHMENT**



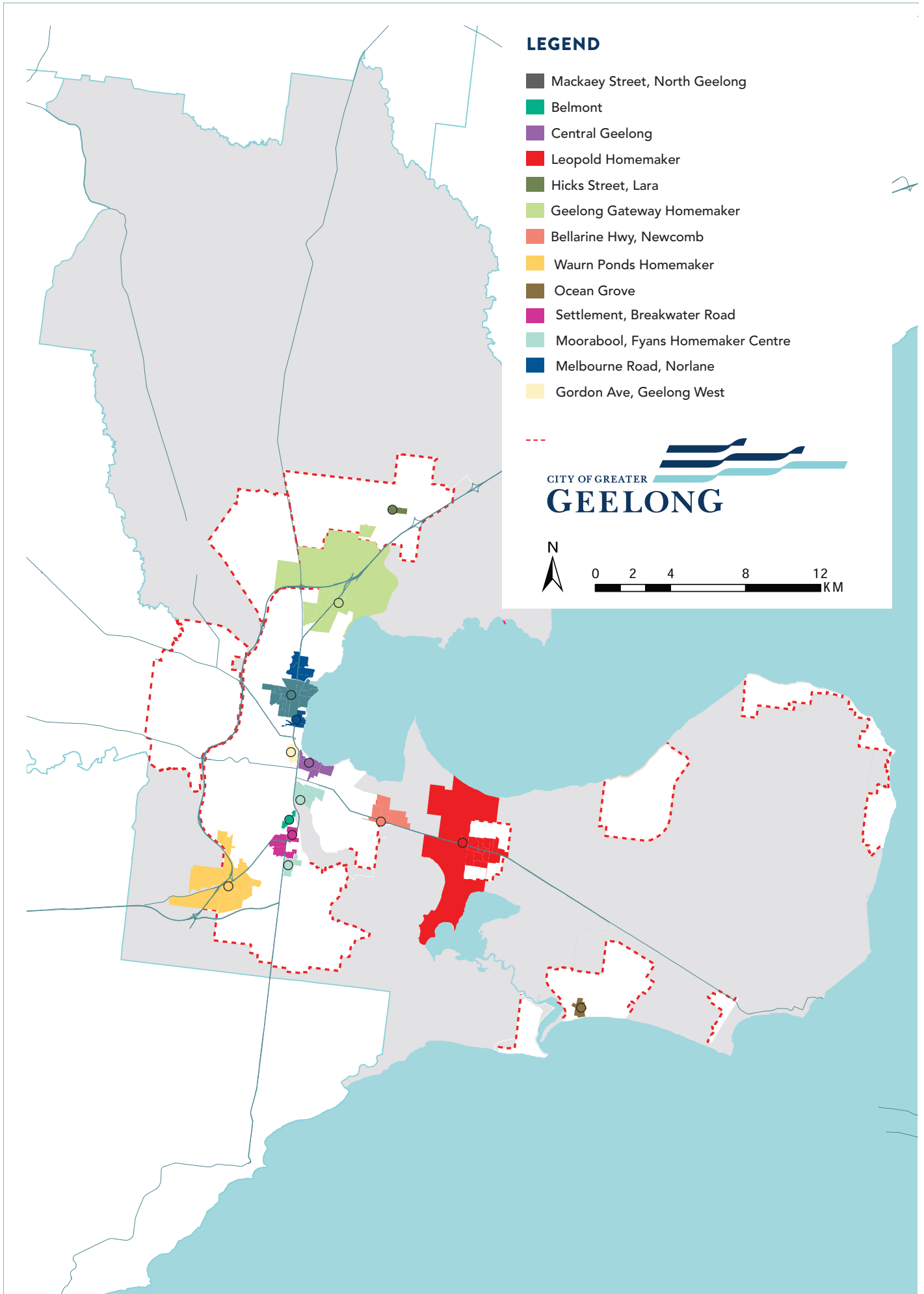
Not all centres have a trade area, as a result of expenditure being evenly distributed among multiple centres, due to competition.

**FIGURE 10: DISCOUNT DEPARTMENT STORE PRIMARY CATCHMENT**



Not all centres have a trade area, as a result of expenditure being evenly distributed among multiple centres, due to competition.

**FIGURE 11: RESTRICTED RETAIL CENTRE PRIMARY CATCHMENT**



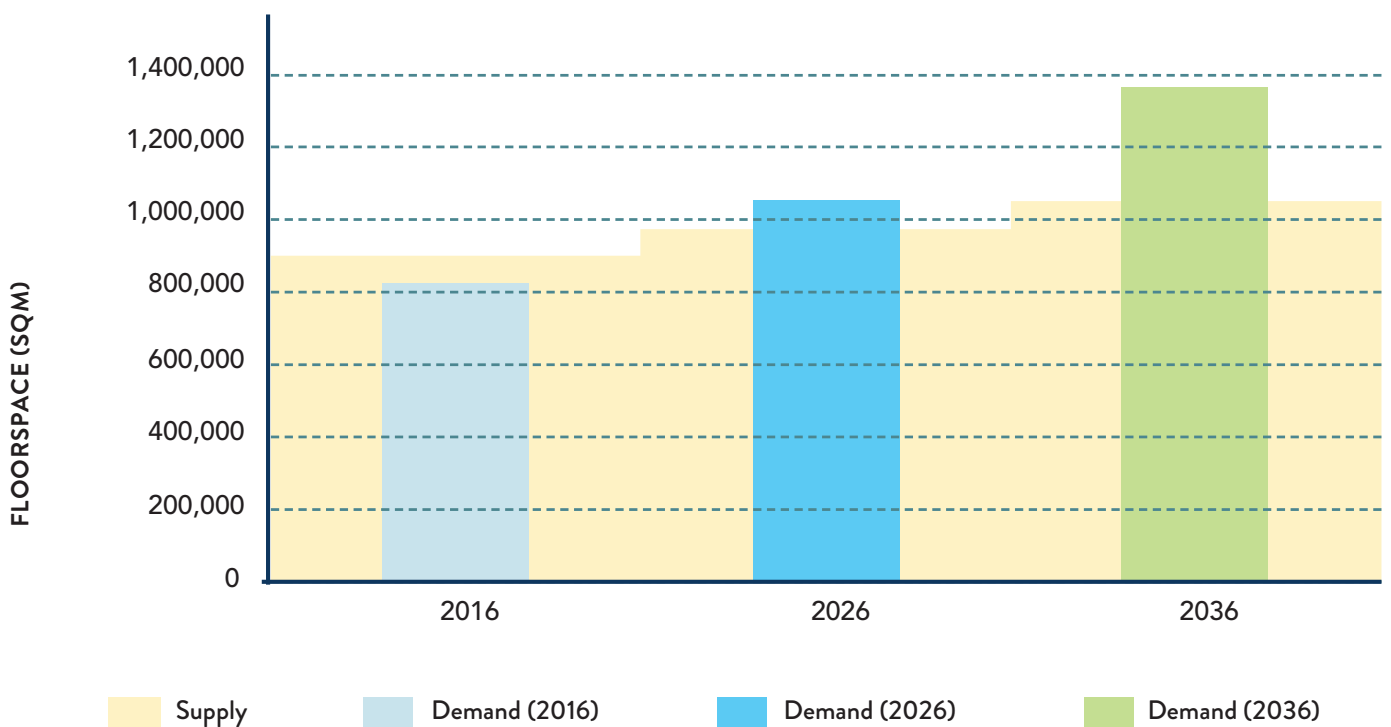
Not all centres have a trade area, as a result of expenditure being evenly distributed among multiple centres, due to competition.

Figure 12 presents the current and prospective supply-demand balance for retail floor space across all commodity/store types in Greater Geelong. Due to the significant population growth projected for the municipality, the following undersupply of retail floor space is predicted:

- 2016 (current) – 0 square metre undersupply
- 2026 – 134,000 square metre undersupply
- 2036 – 465,000 square metre undersupply.

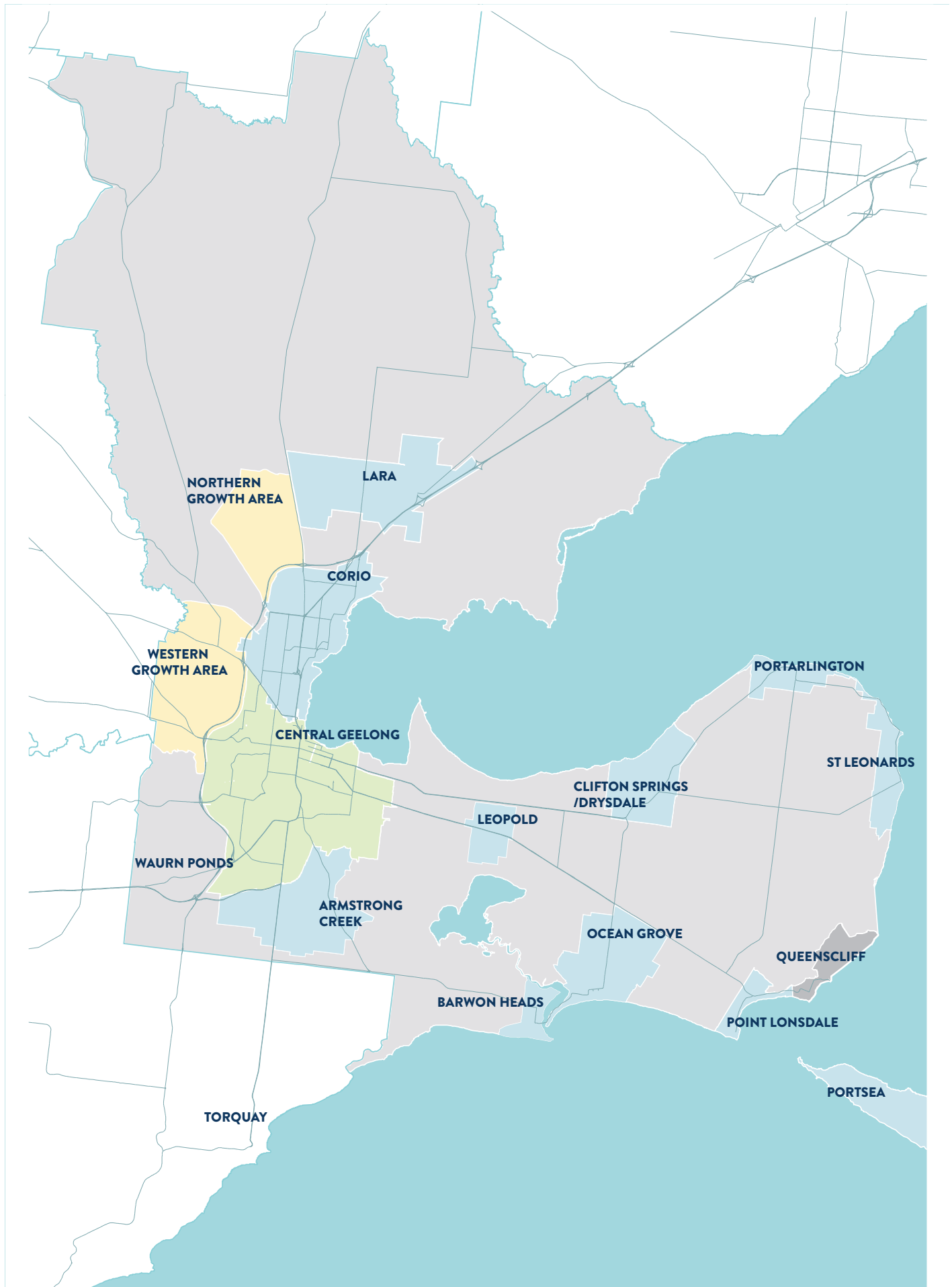
To be meaningful and avoid either oversupply or undersupply in a given area, an assessment of how this alignment looks at a local level and by sub-regions (see Figure 13) is needed.

**FIGURE 12: OVERALL SUPPLY DEMAND FLOORSAPCE ALIGNMENT**



Source: SGS Economics and Planning

**FIGURE 13: RETAIL SUB-REGIONS ACROSS GREATER GEELONG**



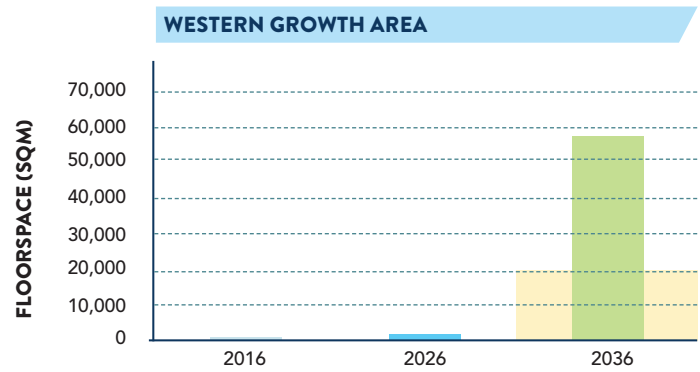
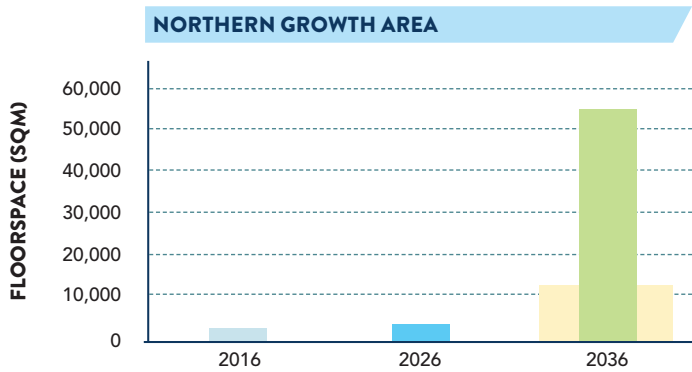
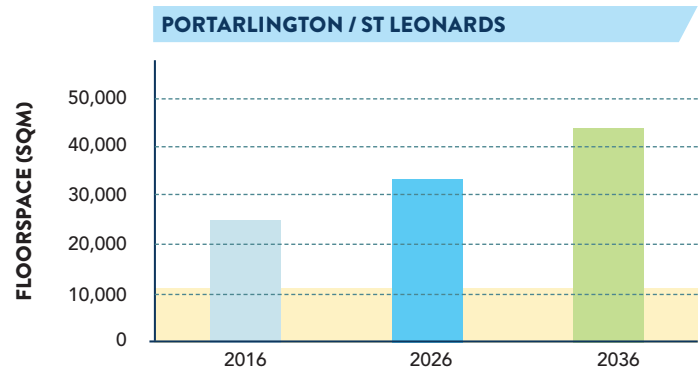
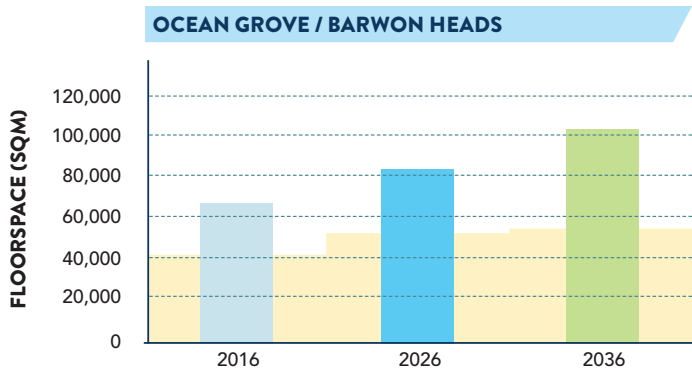
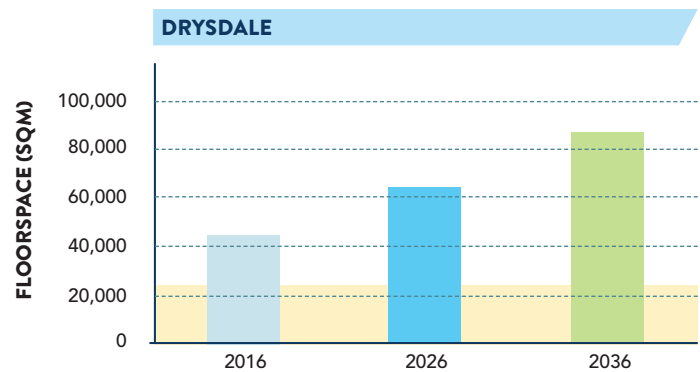
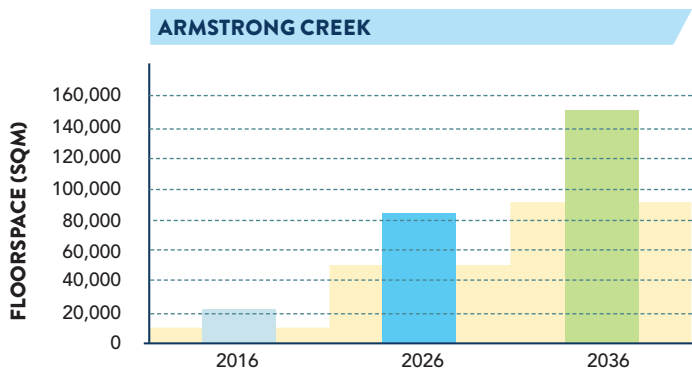
Source: SGS Economics and Planning

The below figures show that expenditure demand currently exceeds supply in the townships but not in the Geelong-Central and Geelong-Corio Norlane. With the exception of Geelong-Central, by 2036, all other sub region expenditure demand is forecast to exceed supply. This indicates that additional floor space is needed in all locations except Geelong-Central by 2036.

**FIGURE 14: SUPPLY DEMAND FLOOR SPACE ALIGNMENT – GEELONG SUB-REGIONS**



Source: SGS Economics and Planning



Supply Demand (2016) Demand (2026) Demand (2036)

Source: SGS Economics and Planning

## A BASE-CASE SCENARIO

In planning for retail centres across Greater Geelong over the next 20 years, it is important to understand the 'business-as-usual' or base-case scenario. In this theoretical scenario, it is assumed that existing and planned retailers will absorb increasing levels of demand in the current/committed floor space and store mix, with no extra floor space required above planned growth.

Under this scenario, the growing population and expenditure across the region would result in centres experiencing ever-increasing retail turnover density for all store types. Indeed, by 2036, all centres established pre-2016 would be trading strongly.

Armstrong Creek Town Centre would also be highly likely to draw significant trade. However, trade levels are expected to grow at a slower pace for the neighbourhood centres in Armstrong Creek. This is because they are unlikely to capture significant trade from a wider catchment to offset the lack of population and expenditure in their local catchment from 2016-2036.



# OPPORTUNITIES FOR RETAIL INVESTMENT

## SUPERMARKETS

Figures 15a to 15c focus on the need for local food and groceries.

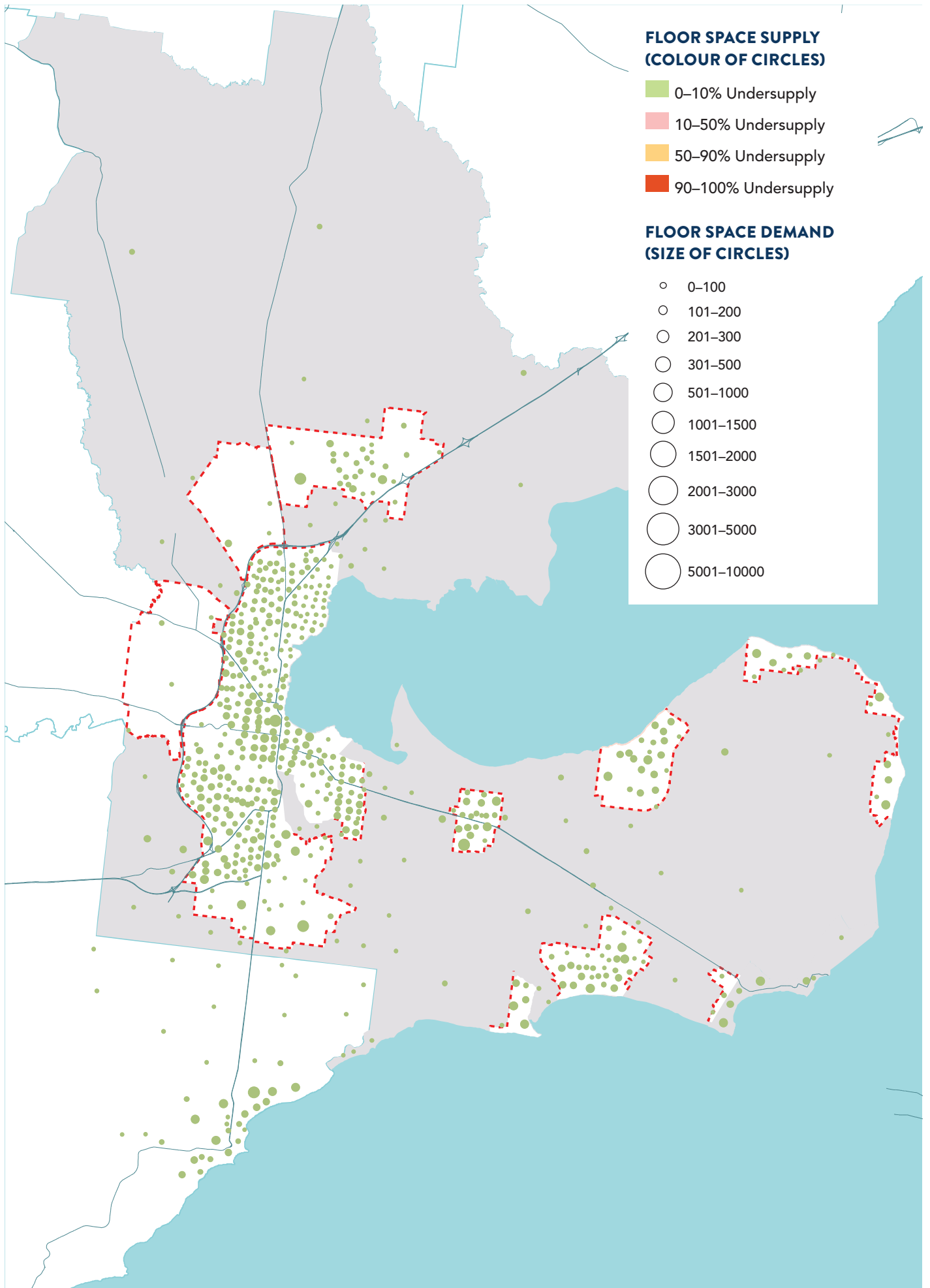
- Green circles indicate floor space demand met by a supermarket up to a 20-minute drive.
- Red circles indicate unmet demand.
- The size of the circles represent the quantum of floor space demand.

This analysis assumes no increase in floor space supply over and above that which is planned for across the network.

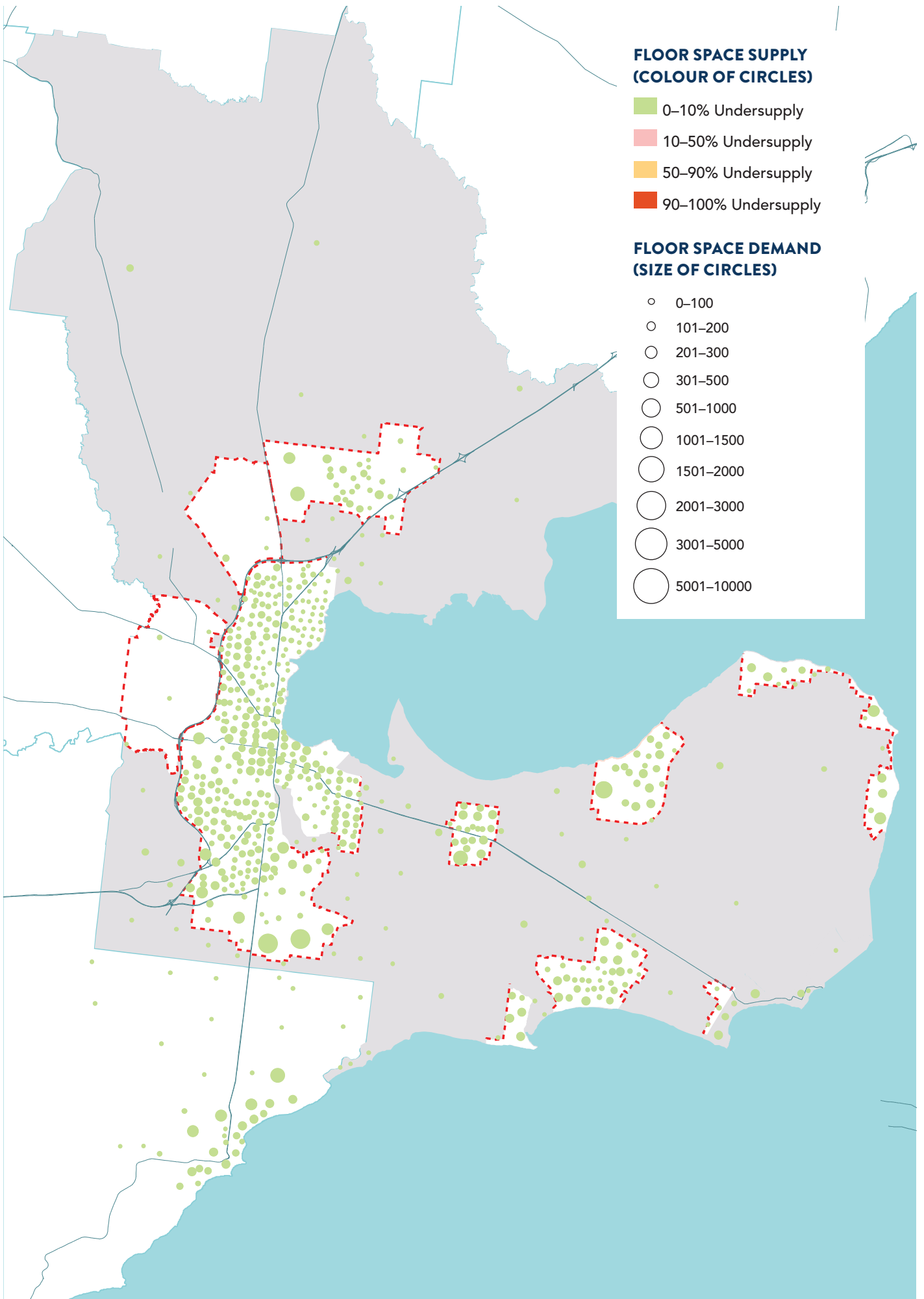
Whether a circle is green or red it is driven by travel times and the underlying supply and demand equation, based on trade area catchments. When red circles appear within a 20-minute drive of a supermarket, it suggests that these supermarkets are overtrading, and there is a case for supplying new supermarket floor space either:

- at the nearby centre(s) or
- in a new centre if:
  - a. the nearest centre is relatively distant and
  - b. there is sufficient demand.

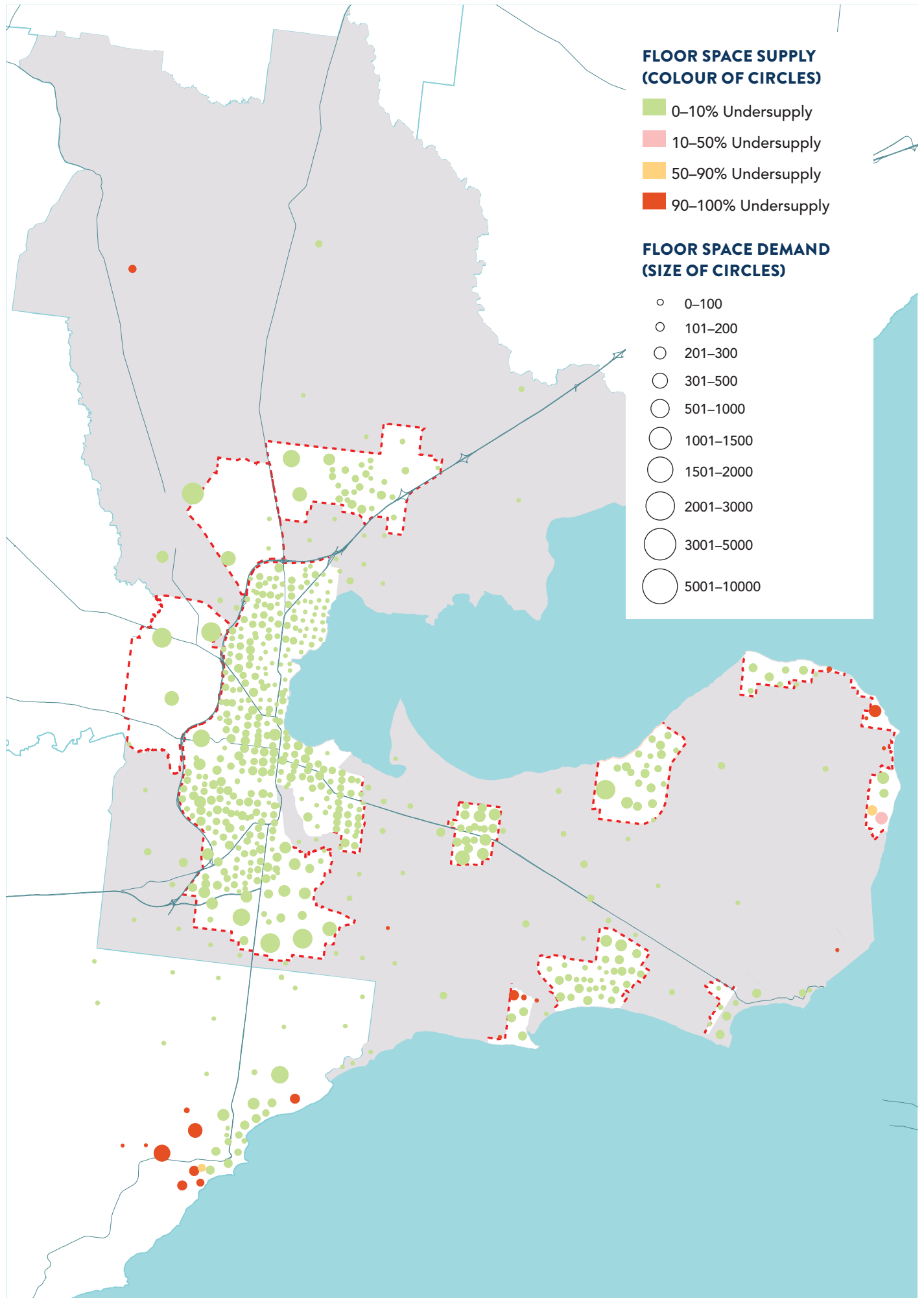
**FIGURE 15A: SUPERMARKET SUPPLY-AND-DEMAND EQUATION 2016**



**FIGURE 15B: SUPERMARKET SUPPLY-AND-DEMAND EQUATION 2026**



**FIGURE 15C: SUPERMARKET SUPPLY-AND-DEMAND EQUATION 2036**



## DISCOUNT DEPARTMENT STORES

Figures 16a to 16c focus on the need for department stores and discount department stores.

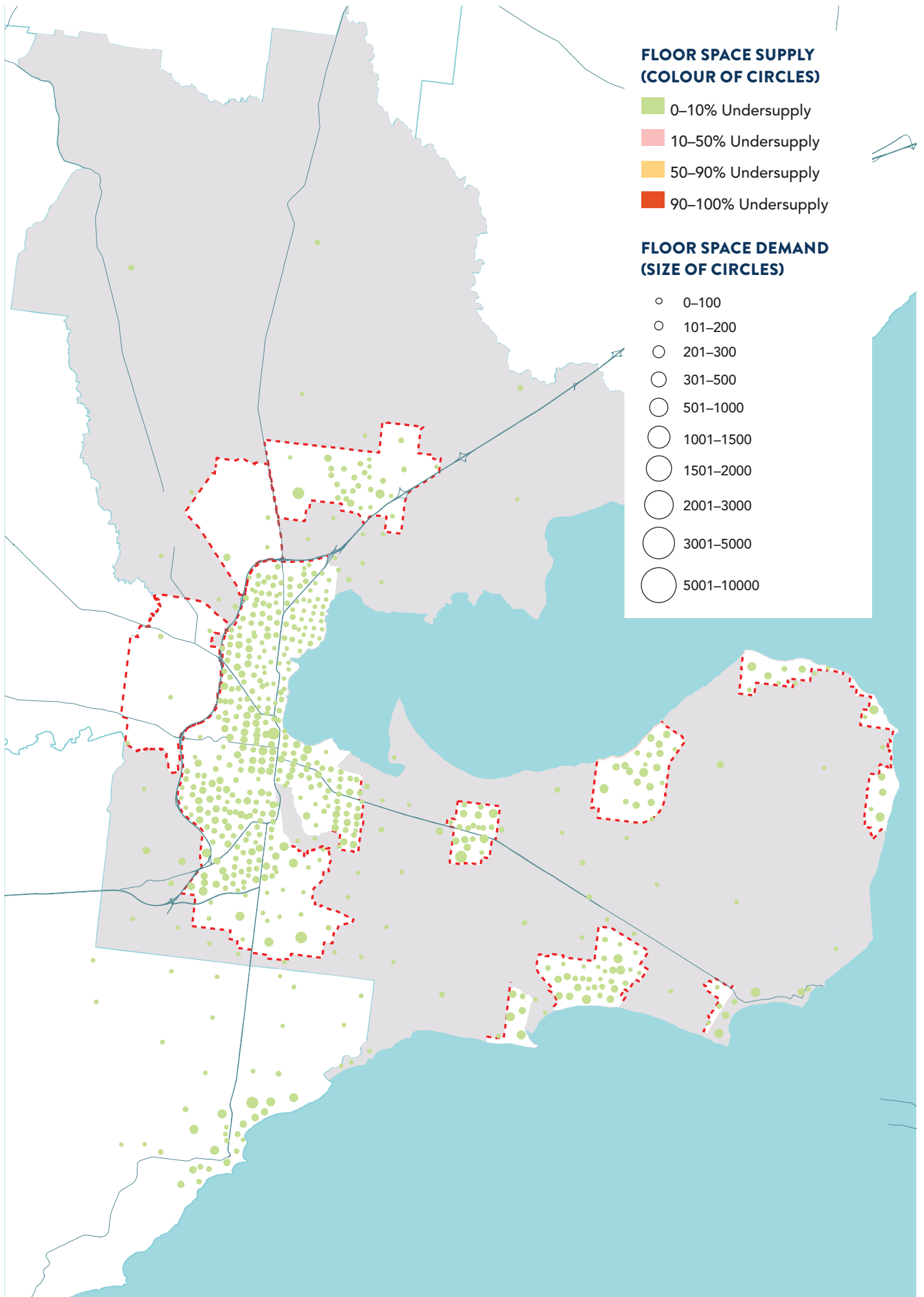
- Green circles indicate floor space demand which is met by stores within a 30-minute drive.
- Red circles indicate unmet demand.
- The size of the circles represent the quantum of floor space demand.

This analysis assumes no increase in floor space supply over and above that which is planned for across the network.

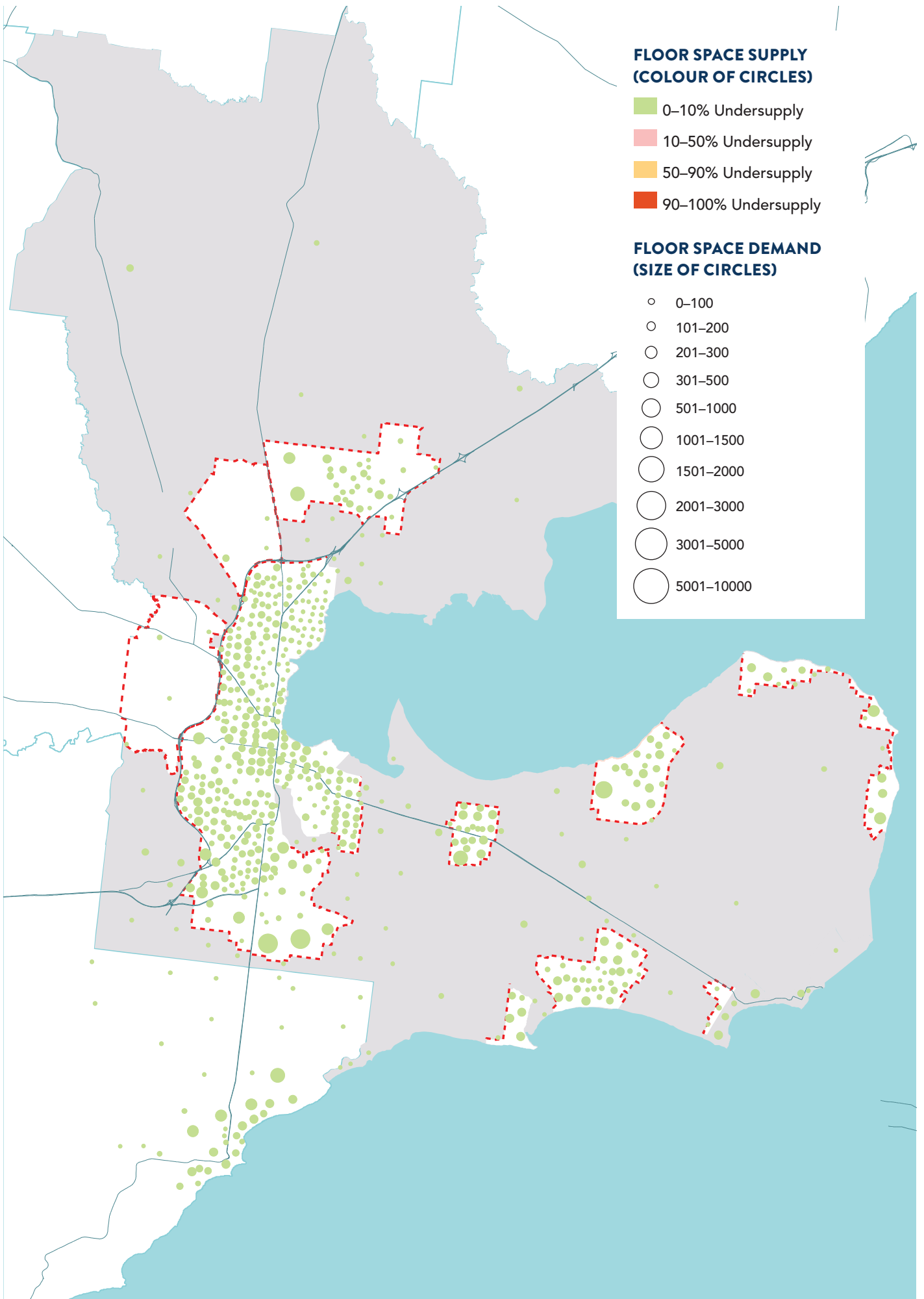
Whether a circle is green or red it is driven by travel times and the underlying supply and demand equation, based on trade area catchments. When maroon circles appear within a 30-minute drive of a department store or discount department store, it suggests the nearby stores are overtrading and there is a case for supplying new stores of this type either:

- at the nearby centre(s) or
- in a new centre if:
  - a. the nearest centre is relatively distant and
  - b. there is sufficient demand.

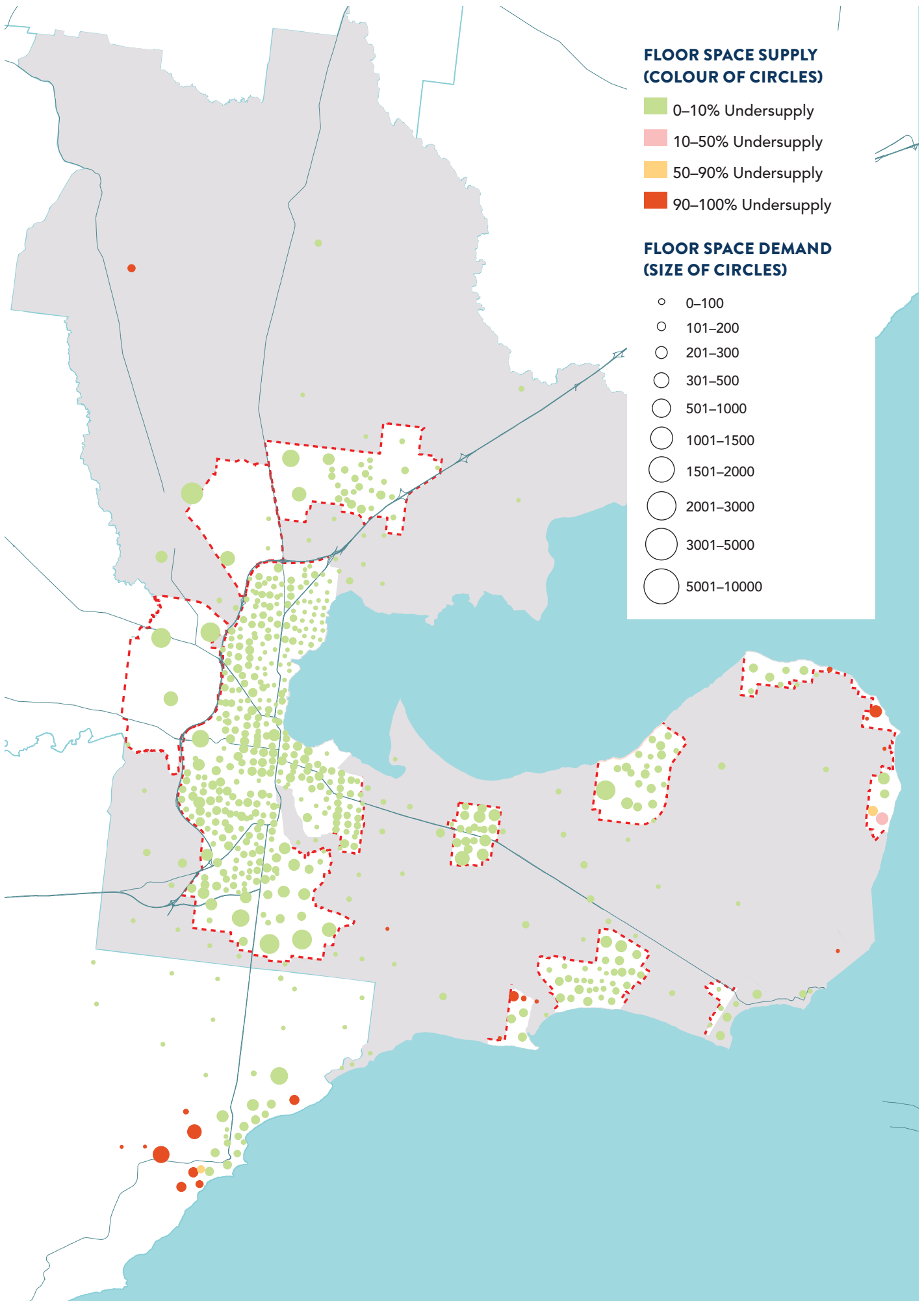
**FIGURE 16A: DISCOUNT DEPARTMENT STORE SUPPLY-AND-DEMAND EQUATION 2016**



**FIGURE 16B: DISCOUNT DEPARTMENT STORE SUPPLY-AND-DEMAND EQUATION 2026**



**FIGURE 16C: DISCOUNT DEPARTMENT STORE SUPPLY-AND-DEMAND EQUATION 2036**



## RESTRICTED RETAIL

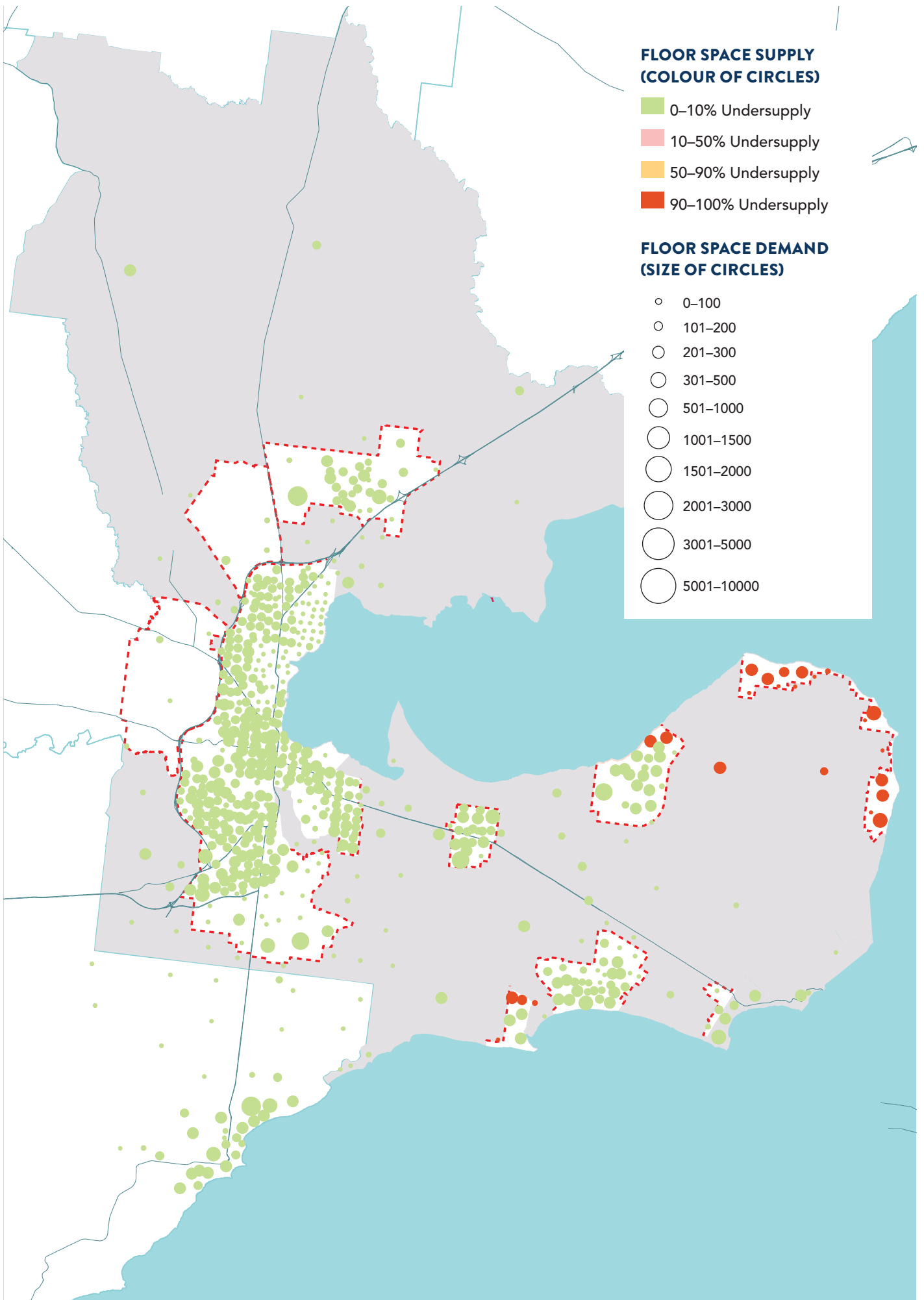
Figures 17a to 17c focus on the need for restricted retail floor space.

- Green circles indicate floor space demand which is met by a restricted retail destination within a 30-minute drive.
- Red circles indicate unmet demand.
- The size of the circles represent the quantum of floor space demand.

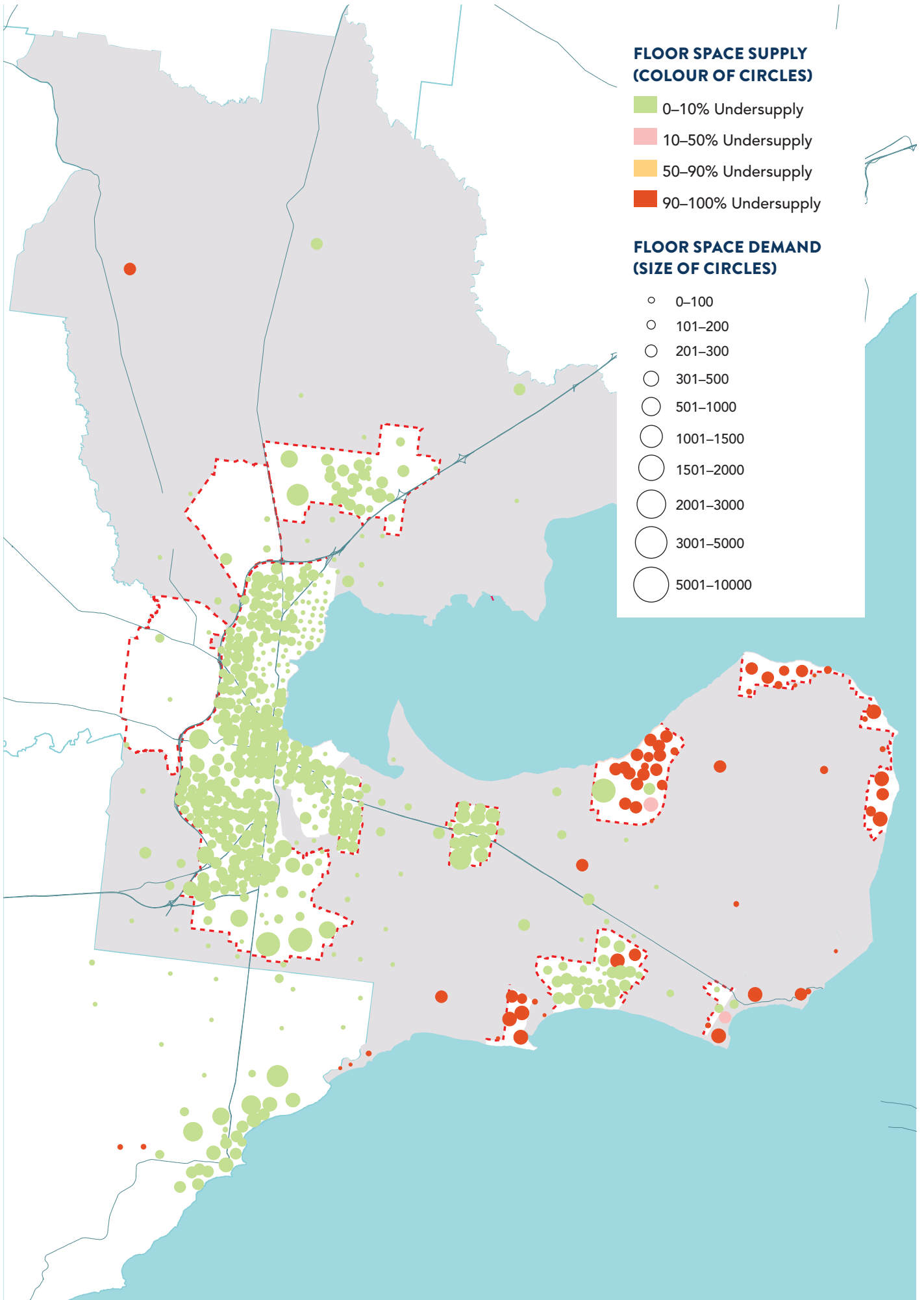
Whether a circle is green or red it is driven by travel times and the underlying supply and demand equation, based on trade area catchments. When maroon circles appear even within a 30-minute drive of a restricted retail centre, it suggests the nearby centre is overtrading, and there is a case for supplying new restricted retail floor space either:

- at the nearby centre(s) or
- in a new centre if:
  - a. the nearest centre is relatively distant and
  - b. there is sufficient demand.

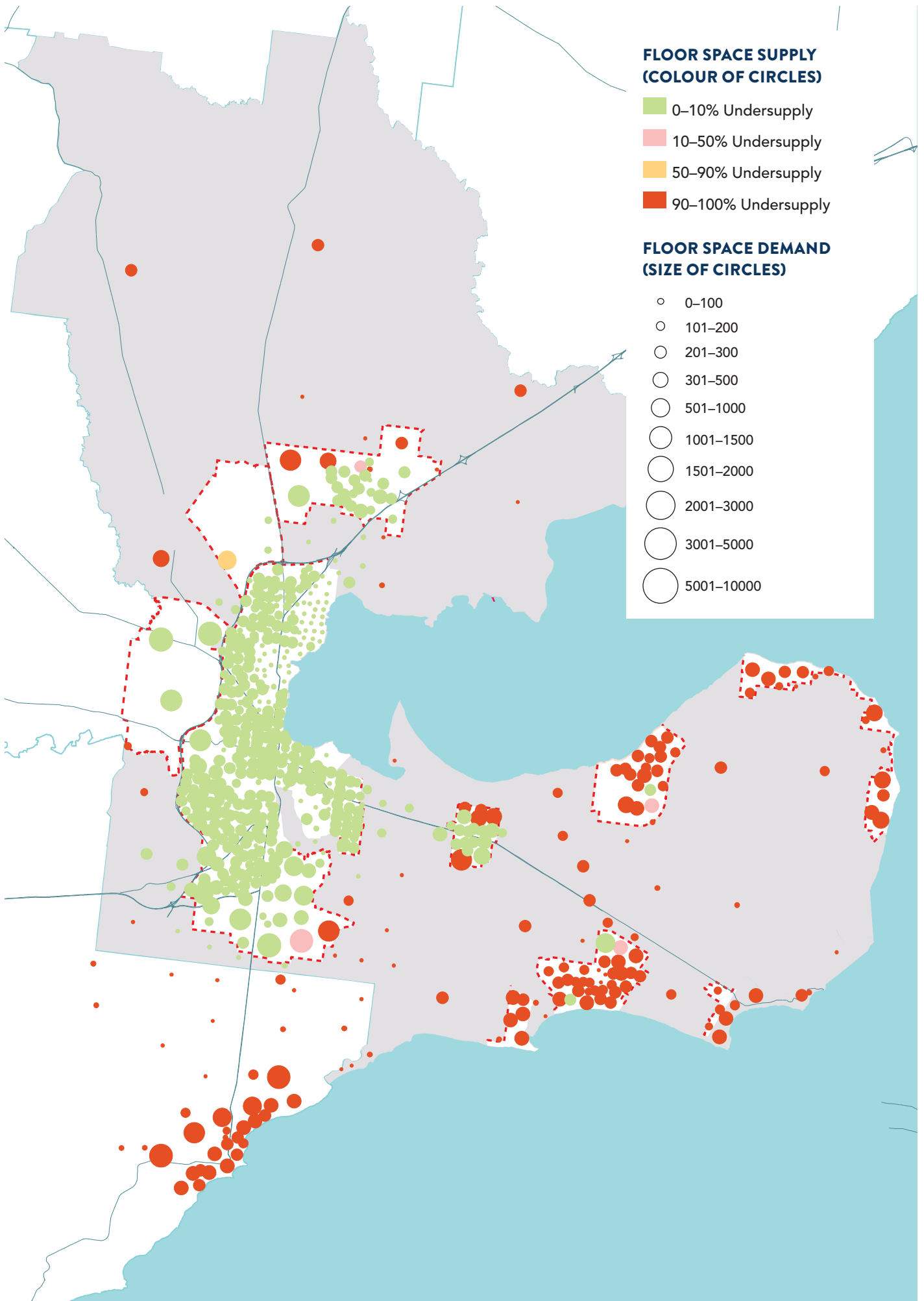
**FIGURE 17A: RESTRICTED RETAIL SUPPLY-AND-DEMAND EQUATION 2016**



**FIGURE 17B: RESTRICTED RETAIL SUPPLY-AND-DEMAND EQUATION 2026**



**FIGURE 17C: RESTRICTED RETAIL SUPPLY-AND-DEMAND EQUATION 2036**



# SUPPORTABLE FLOOR SPACE 2016–2036

Table 5 further distills this analysis by focusing on the commercially-supportable floor space at each centre as at 2031, taking into account projected population growth. Population growth increases the demand for additional retail floor space, by 2036 most centres in Greater Geelong are able to expand. Existing and approved floor space in some centres, is already in excess of what is expected to be supportable in 2036.

**TABLE 5: SUPPORTABLE FLOORSACE – ALL RETAIL**

| Precinct                        | FLOORSACE SUPPLY             |                    |                              |         | PROJECTED FLOOR SPACE DEMAND |         |         |         | TOTAL SUPPLY LESS DEMAND |         |          |
|---------------------------------|------------------------------|--------------------|------------------------------|---------|------------------------------|---------|---------|---------|--------------------------|---------|----------|
|                                 | Existing Floor space in 2016 | Vacant Floor space | Planned new/ add floor space | Total   | 2016                         | 2026    | 2036    | 2016-36 | 2016                     | 2026    | 2036     |
| <b>Regional</b>                 | 187,300                      | 26,000             | 0                            | 213,300 | 189,100                      | 253,700 | 345,800 | 156,700 | 24,200                   | -40,400 | -132,500 |
| Central Geelong                 | 187,300                      | 26,000             | 0                            | 213,300 | 189,100                      | 253,700 | 345,800 | 156,700 | 24,200                   | -40,400 | -132,500 |
| <b>Sub-Regional</b>             | 132,500                      | 1,400              | 62,000                       | 195,900 | 125,800                      | 180,600 | 281,600 | 155,800 | 70,100                   | 15,300  | -85,700  |
| Belmont                         | 42,600                       | 1,400              | 0                            | 44,000  | 40,200                       | 51,600  | 64,800  | 24,600  | 3,800                    | -7,600  | -20,800  |
| Waurm Ponds                     | 41,800                       | 0                  | 0                            | 41,800  | 39,600                       | 51,500  | 64,500  | 24,900  | 2,200                    | -9,700  | -22,700  |
| Corio SC                        | 27,500                       | 0                  | 0                            | 27,500  | 26,100                       | 33,000  | 44,100  | 18,000  | 1,400                    | -5,500  | -16,600  |
| Leopold Gateway Plaza           | 20,600                       | 0                  | 0                            | 20,600  | 19,900                       | 26,900  | 36,400  | 16,500  | 700                      | -6,300  | -15,800  |
| Armstrong Creek Town Centre     | 0                            | 0                  | 40,000                       | 40,000  | 0                            | 17,600  | 49,600  | 49,600  | 40,000                   | 22,400  | -9,600   |
| Southern Major Centre - WGGA    | 0                            | 0                  | 16,600                       | 16,600  | 0                            | 0       | 17,600  | 17,600  | 16,600                   | 16,600  | -1,000   |
| Central Major Centre - NGGA     | 0                            | 0                  | 5,400                        | 5,400   | 0                            | 0       | 4,600   | 4,600   | 5,400                    | 5,400   | 800      |
| <b>Specialised</b>              | 38,100                       | 5,000              | 0                            | 43,100  | 38,200                       | 47,300  | 61,100  | 22,900  | 4,900                    | -4,200  | -18,000  |
| Pakington Street (Geelong West) | 38,100                       | 5,000              | 0                            | 43,100  | 38,200                       | 47,300  | 61,100  | 22,900  | 4,900                    | -4,200  | -18,000  |
| <b>Town</b>                     | 64,500                       | 2,700              | 5,900                        | 73,100  | 61,100                       | 74,700  | 95,800  | 34,700  | 12,000                   | -1,600  | -22,700  |
| Ocean Grove                     | 16,300                       | 400                | 0                            | 16,700  | 16,100                       | 17,800  | 20,200  | 4,100   | 600                      | -1,100  | -3,500   |
| Drysdale                        | 14,900                       | 200                | 0                            | 15,100  | 13,400                       | 18,000  | 23,200  | 9,800   | 1,700                    | -2,900  | -8,100   |
| Lara                            | 15,000                       | 100                | 0                            | 15,100  | 13,200                       | 16,400  | 20,800  | 7,600   | 1,900                    | -1,300  | -5,700   |
| Barwon Heads                    | 8,700                        | 1,100              | 500                          | 10,300  | 9,100                        | 10,400  | 11,900  | 2,800   | 1,200                    | -100    | -1,600   |
| Portarlington                   | 6,400                        | 800                | 0                            | 7,200   | 6,200                        | 7,800   | 9,700   | 3,500   | 1,000                    | -600    | -2,500   |
| St Leonards (Murradoc Road)     | 3,200                        | 100                | 0                            | 3,300   | 3,100                        | 4,300   | 5,400   | 2,300   | 200                      | -1,000  | -2,100   |

| Precinct   | FLOORSPACE SUPPLY            |                    |                              |         | PROJECTED FLOOR SPACE DEMAND |         |         |         | TOTAL SUPPLY LESS DEMAND |        |         |
|--|------------------------------|--------------------|------------------------------|---------|------------------------------|---------|---------|---------|--------------------------|--------|---------|
|  | Existing Floor space in 2016 | Vacant Floor space | Planned new/ add floor space | Total   | 2016                         | 2026    | 2036    | 2016-36 | 2016                     | 2026   | 2036    |
| Neighbourhood  | 101,400                      | 3,000              | 50,500                       | 154,900 | 93,800                       | 134,300 | 186,000 | 92,200  | 61,100                   | 20,600 | -31,100 |
| Shannon Avenue (Geelong West)                          | 12,900                       | 0                  | 0                            | 12,900  | 12,200                       | 14,600  | 18,100  | 5,900   | 700                      | -1,700 | -5,200  |
| Separation St  | 5,600                        | 400                | 0                            | 6,000   | 5,800                        | 7,100   | 9,500   | 3,700   | 200                      | -1,100 | -3,500  |
| Pakington Street (Newtown)                             | 9,200                        | 300                | 0                            | 9,500   | 9,700                        | 12,000  | 14,800  | 5,100   | -200                     | -2,500 | -5,300  |
| Highton  | 7,000                        | 100                | 0                            | 7,100   | 6,500                        | 8,000   | 9,900   | 3,400   | 600                      | -900   | -2,800  |
| Newcomb Central  | 7,400                        | 0                  | 0                            | 7,400   | 6,200                        | 7,700   | 9,900   | 3,700   | 1,200                    | -300   | -2,500  |
| East Geelong   | 5,900                        | 200                | 0                            | 6,100   | 6,000                        | 7,600   | 9,600   | 3,600   | 100                      | -1,500 | -3,500  |
| Bellarine Village                                      | 6,900                        | 0                  | 0                            | 6,900   | 6,000                        | 7,400   | 9,500   | 3,500   | 900                      | -500   | -2,600  |
| Bell Post SC   | 5,600                        | 0                  | 0                            | 5,600   | 4,800                        | 5,800   | 8,300   | 3,500   | 800                      | -200   | -2,700  |
| Barrabool Hills Neighbourhood Shopping Centre          | 4,200                        | 0                  | 0                            | 4,200   | 3,500                        | 4,500   | 5,600   | 2,100   | 700                      | -300   | -1,400  |
| Shannon Avenue (Newtown)                               | 4,500                        | 400                | 0                            | 4,900   | 4,200                        | 5,100   | 6,300   | 2,100   | 700                      | -200   | -1,400  |
| Ocean Grove (Marketplace)                              | 5,700                        | 100                | 0                            | 5,800   | 5,000                        | 5,800   | 6,900   | 1,900   | 800                      | 0      | -1,100  |
| Vines Road   | 3,100                        | 100                | 0                            | 3,200   | 3,000                        | 3,600   | 4,900   | 1,900   | 200                      | -400   | -1,700  |
| Fyansford  | 2,300                        | 0                  | 9,500                        | 11,800  | 2,400                        | 7,900   | 11,300  | 8,900   | 9,400                    | 3,900  | 500     |
| Grovedale Central                                      | 2,500                        | 200                | 0                            | 2,700   | 2,300                        | 2,800   | 3,400   | 1,100   | 400                      | -100   | -700    |
| Dorothy Street   | 1,800                        | 0                  | 0                            | 1,800   | 1,700                        | 2,200   | 2,900   | 1,200   | 100                      | -400   | -1,100  |
| Ash Road   | 1,600                        | 200                | 0                            | 1,800   | 1,600                        | 2,400   | 3,200   | 1,600   | 200                      | -600   | -1,400  |
| Rosewall   | 1,700                        | 0                  | 0                            | 1,700   | 1,300                        | 1,700   | 2,200   | 900     | 400                      | 0      | -500    |
| Jetty Road   | 4,100                        | 100                | 0                            | 4,200   | 3,400                        | 4,100   | 3,300   | -100    | 800                      | 100    | 900     |
| The Village Warralily                                  | 6,000                        | 900                | 1,900                        | 8,800   | 5,200                        | 11,100  | 16,600  | 11,400  | 3,600                    | -2,300 | -7,800  |
| Surf Coast Highway NAC                                 | 3,400                        | 0                  | 0                            | 3,400   | 3,000                        | 3,900   | 4,800   | 1,800   | 400                      | -500   | -1,400  |
| Kingston Downs   | 0                            | 0                  | 11,200                       | 11,200  | 0                            | 4,400   | 6,300   | 6,300   | 11,200                   | 6,800  | 4,900   |
| Lara West NAC  | 0                            | 0                  | 4,700                        | 4,700   | 0                            | 600     | 800     | 800     | 4,700                    | 4,100  | 3,900   |
| Armstrong Creek West NAC                               | 0                            | 0                  | 3,000                        | 3,000   | 0                            | 1,100   | 1,600   | 1,600   | 3,000                    | 1,900  | 1,400   |
| Armstrong Creek Horseshoe Bend Precinct North East NAC | 0                            | 0                  | 7,000                        | 7,000   | 0                            | 2,900   | 4,400   | 4,400   | 7,000                    | 4,100  | 2,600   |
| Northern Local Centre - NGGA                           | 0                            | 0                  | 6,600                        | 6,600   | 0                            | 0       | 4,700   | 4,700   | 6,600                    | 6,600  | 1,900   |
| Western Local Centre - NGGA                            | 0                            | 0                  | 0                            | 0       | 0                            | 0       | 0       | 0       | 0                        | 0      | 0       |
| North-Western Local Centre - NGGA                      | 0                            | 0                  | 0                            | 0       | 0                            | 0       | 0       | 0       | 0                        | 0      | 0       |
| Northern Local Centre - WGGA                           | 0                            | 0                  | 6,600                        | 6,600   | 0                            | 0       | 7,200   | 7,200   | 6,600                    | 6,600  | -600    |
| Central-North Local Centre - WGGA                      | 0                            | 0                  | 0                            | 0       | 0                            | 0       | 0       | 0       | 0                        | 0      | 0       |
| Central-West Local Centre - WGGA                       | 0                            | 0                  | 0                            | 0       | 0                            | 0       | 0       | 0       | 0                        | 0      | 0       |
| South-Eastern Local Centre - WGGA                      | 0                            | 0                  | 0                            | 0       | 0                            | 0       | 0       | 0       | 0                        | 0      | 0       |

| Precinct  | FLOORSPACE SUPPLY            |                    |                              |         | PROJECTED FLOOR SPACE DEMAND |         |         |         | TOTAL SUPPLY LESS DEMAND |         |          |
|---|------------------------------|--------------------|------------------------------|---------|------------------------------|---------|---------|---------|--------------------------|---------|----------|
|   | Existing Floor space in 2016 | Vacant Floor space | Planned new/ add floor space | Total   | 2016                         | 2026    | 2036    | 2016-36 | 2016                     | 2026    | 2036     |
| South-Western Local Centre - WGGA                         | 0                            | 0                  | 0                            | 0       | 0                            | 0       | 0       | 0       | 0                        | 0       | 0        |
| #Local  | 69,500                       | 5,900              | 11,800                       | 87,200  | 19,000                       | 23,700  | 31,900  | 12,900  | 0                        | -4,700  | -12,900  |
| Restricted Retail   | 136,100                      | 2,900              | 25,000                       | 164,000 | 121,500                      | 189,700 | 290,400 | 168,900 | 42,500                   | -25,700 | -126,400 |
| Geelong Gateway Homemaker precinct                        | 31,500                       | 2,100              | 0                            | 33,600  | 27,300                       | 40,000  | 59,700  | 32,400  | 6,300                    | -6,400  | -26,100  |
| Waurm Ponds Homemaker Retail                              | 47,000                       | 300                | 0                            | 47,300  | 42,900                       | 64,600  | 90,900  | 48,000  | 4,400                    | -17,300 | -43,600  |
| Melbourne Road (Norlane)                                  | 23,700                       | 100                | 0                            | 23,800  | 20,600                       | 29,800  | 43,500  | 22,900  | 3,200                    | -6,000  | -19,700  |
| Melbourne Road (North Geelong)                            | 14,300                       | 0                  | 0                            | 14,300  | 13,200                       | 18,400  | 26,100  | 12,900  | 1,100                    | -4,100  | -11,800  |
| Sinclair Street   | 4,100                        | 0                  | 0                            | 4,100   | 4,200                        | 6,100   | 8,900   | 4,700   | -100                     | -2,000  | -4,800   |
| Drysdale Homemaker  | 3,200                        | 400                | 0                            | 3,600   | 2,900                        | 4,300   | 5,600   | 2,700   | 700                      | -700    | -2,000   |
| Leopold Homemaker   | 12,300                       | 0                  | 0                            | 12,300  | 10,400                       | 16,400  | 24,500  | 14,100  | 1,900                    | -4,100  | -12,200  |
| Armstrong Creek   | 0                            | 0                  | 25,000                       | 25,000  | 0                            | 10,100  | 31,200  | 31,200  | 25,000                   | 14,900  | -6,200   |
| Central Restricted Retail Centre - WGGA                   | 0                            | 0                  | 0                            | 0       | 0                            | 0       | 0       | 0       | 0                        | 0       | 0        |
| Dispersed Restricted Retail                               | 174,500                      | 9,100              | 0                            | 183,600 | 154,800                      | 154,800 | 154,800 | 0       | 28,800                   | 28,800  | 28,800   |
| Bellarine Highway (Newcomb)                               | 19,200                       | 1,300              | 0                            | 20,500  | 17,700                       | 17,700  | 17,700  | 0       | 2,800                    | 2,800   | 2,800    |
| Settlement and Breakwater Road Belmont - Spotlight centre | 33,000                       | 200                | 0                            | 33,200  | 28,200                       | 28,200  | 28,200  | 0       | 5,000                    | 5,000   | 5,000    |
| Smithton Grove  | 4,300                        | 0                  | 0                            | 4,300   | 4,000                        | 4,000   | 4,000   | 0       | 300                      | 300     | 300      |
| North Geelong - Mackey Street                             | 11,200                       | 0                  | 0                            | 11,200  | 9,400                        | 9,400   | 9,400   | 0       | 1,800                    | 1,800   | 1,800    |
| Sharon Court  | 10,500                       | 0                  | 0                            | 10,500  | 8,800                        | 8,800   | 8,800   | 0       | 1,700                    | 1,700   | 1,700    |
| Princess Hwy Auto Centre                                  | 300                          | 0                  | 0                            | 300     | 200                          | 200     | 200     | 0       | 100                      | 100     | 100      |
| Gordon Avenue Precinct (Geelong West)                     | 20,300                       | 1,800              | 0                            | 22,100  | 17,900                       | 17,900  | 17,900  | 0       | 4,200                    | 4,200   | 4,200    |
| Moorabool-Fyans Dispersed                                 | 42,500                       | 3,100              | 0                            | 45,600  | 38,100                       | 38,100  | 38,100  | 0       | 7,500                    | 7,500   | 7,500    |
| Anakie Road   | 3,900                        | 300                | 0                            | 4,200   | 3,700                        | 3,700   | 3,700   | 0       | 500                      | 500     | 500      |
| Gregory Avenue  | 2,500                        | 0                  | 0                            | 2,500   | 2,300                        | 2,300   | 2,300   | 0       | 200                      | 200     | 200      |
| West Fyans Street   | 13,300                       | 400                | 0                            | 13,700  | 12,400                       | 12,400  | 12,400  | 0       | 1,300                    | 1,300   | 1,300    |
| Surf Coast Highway  | 13,500                       | 2,00               | 0                            | 15,500  | 12,100                       | 12,100  | 12,100  | 0       | 3,400                    | 3,400   | 3,400    |
| Bacchus Marsh Road (Corio)                                | 0                            | 0                  | 0                            | 0       | 0                            | 0       | 0       | 0       | 0                        | 0       | 0        |

Planned or future centre Total

Source: SGS Economics and Planning

\* Future floor space growth of dispersed centres has been restricted. Growth will be directed to centre's identified in the retail hierarchy at table 2.

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



# OPPORTUNITIES AND CHALLENGES

## WHOLE OF NETWORK

Greater Geelong faces both challenges and opportunities to improve the retail economy:

1. Population growth is being directed to both greenfield and infill locations, which creates demand for new retail centres and may provide the population base needed to increase support of existing centres.
2. Supermarket and bottleshops dominate retail sales across Geelong and do little to support other stores within a centre. Planning policy should encourage new supermarket-based developments to feature a diversity of businesses, creating opportunities for local, independent enterprises.
3. Successful shopping centre networks strongly represent the four approaches to retail (see page 16), however this is not currently happening, particularly in Central Geelong, where sub-regional centres may be considered to have a similar retail offer.
4. Townships on the Bellarine struggle to create a year-round retail market, relying heavily on the summer tourism period. Improvements in the hospitality and cultural tourism offer will be important for these locations.
5. Restricted retail is generally oversupplied across the municipality, except on the Bellarine. Here residents need to travel significant distances to reach the nearest restricted retail centre.
6. Most existing centres are forecast to support additional floor space by 2036. Managing how and where this growth occurs will require robust planning policy combined with further strategic work to guide future development.
7. Whilst online retailing was initially seen as direct competition to traditional retail stores, many retail stores have adapted by providing both an online and store experience.



# KEY STRATEGY OBJECTIVES

## INDIVIDUAL CENTRES

To guide Greater Geelong's retail centre growth, we have identified future work that could be done to support the retail hierarchy and broader retail strategy objectives. (discussed at appendix 1)

### Key recommendations include:

- Prepare an urban design framework or structure plan for Belmont sub-regional centre to guide the ongoing development of this centre. The plan should investigate future retail needs and high density housing opportunities.
- Prepare a structure plan for the Waurin Ponds sub-regional centre. The plan should investigate future retail needs and high density housing opportunities. There is also an opportunity to include the surrounding area between Pioneer Road and the ring road as part of this study.
- Prepare an urban design framework or structure plan for Pakington Street (Geelong West). The plan should consider rezoning opportunities within the northern end of Pakington Street and review the role of the Gordon Avenue restricted retail precinct.
- Prepare an urban design framework or structure plan for the Separation Street neighbourhood centre in Bell Park. The plan should investigate opportunities to develop a supermarket anchor within this centre and consider streetscape upgrades.
- Prepare an urban design framework or structure plan for Shannon Ave, Geelong West. The plan should investigate opportunities to grow this centre and consider streetscape upgrades.
- Review zoning controls on Surf Coast Highway between the industrial zoned land and Reserve Road.

## RETAIL STRATEGY OBJECTIVES

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

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

## INCORPORATING OBJECTIVES INTO LOCAL PLANNING POLICY

A revised Local Planning Policy Framework should reflect these objectives, in the following ways:

### Convenient access

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

### Competitive supply of goods and services

- Provide an appropriate forward land supply for retail and activity centre development to meet current and anticipated needs of communities and stimulate competition.
- Where demand is expected to exceed supply, encourage new stores to establish in existing retail centres, in conformity with the agreed retail hierarchy.
- Allow the development of new retail centres only where all of the following can be demonstrated:
  - a. supply in the existing network of centres is constrained
  - b. they are justified by demand growth and
  - c. where they generate a net community benefit.
- Where possible, provide retail-zoned land in multiple land ownerships, to avoid monopoly conditions in catchments. Monopoly holdings can encourage restrictive lease practices and anti-competitive land withholding behaviour, leading to undersupply of retail floor space within the network.

- Require advocates for new supermarket-based centres to encourage a diversity of businesses in their proposals, creating opportunities for local and independent enterprises.

### Walkable access to day-to-day essentials

- Reduce travel distances for day-to-day needs by encouraging development of a dense network of convenience-based local and neighbourhood centres within walking distance for all residential areas of Greater Geelong (approximately 800 metres).

### Vibrant and inviting retail centres

- Distribute supermarket-based neighbourhood and town centres across the municipality to perform the role of primary food centres for communities.
- Consolidate the demand base of individual retail centres by integrating housing where possible.
- Where demand exists, make it easier to expand existing centres, without undermining the structure of the centre's hierarchy.
- Encourage a broad mix of activities in higher-order town and sub-regional centres, including office and community uses.
- Minimise amenity impacts by ensuring the built form of new or expanding centres maintain an appropriate interface with abutting sensitive land uses.
- Maintain active frontages to abutting streets in new or expanding centres.

## Restricted retail

- A number of regional-scale, specialised, restricted-retail centres should continue to service regional catchments to accommodate large-scale and low-density restricted retail.
- Encourage smaller-scale and/or higher-density restricted retail to locate in Central Geelong and sub-regional centres, in preference to the specialised restricted retail precincts.
- Discourage restricted retail in other locations, unless it can be proven that a net community benefit will be created by the proposed development.

## Industrial areas

- Support retail uses where they have direct synergies to industrial land use activities.
- Retail premises should be directed to commercial 1 or 2 zoned land.
- Retail uses should not detrimentally impact on current and future industrial operations.



# ASSESSING RETAIL DEVELOPMENTS

**A revised planning policy aims to provide convenient access to retail services, by supporting existing retail centres and encouraging investment. Out-of-centre development will be supported, but only where it can be demonstrated that:**

- there is a low level of impact in the immediate context and wider region and
- it will result in a genuine net community benefit.

In the case of retail development proposals where a planning permit or scheme amendment is required, we will apply the following criteria:

- 1. We will appraise how the retail proposal aligns with the adopted retail hierarchy in terms of:**
  - a. Location – relative to the existing centres network, presented in Table 2.
  - b. Indicative size – assessed against the floor space caps, presented in Table 7.
  - c. Centre role – assessed against the expectations of centre level within the hierarchy, also presented in Table 2.
- 2. Proposals consistent with the above will be deemed low impact and required to submit an economic impact assessment. This must demonstrate the following to gain support:**
  - a. trade diversion impact of 10 per cent, or less, on any competing centre and
  - b. no significant direct competition, with similar offerings in designated regional, sub-regional and town centres, as identified in the retail hierarchy.

- 3. Proposals that are not consistent with the centre hierarchy and policy (see criteria in point 1) will be considered high impact (non-compliant proposals). These will be assessed using:**

- a. the objectives set for the retail system, as detailed on page 17
- b. an economic impact assessment and
- c. a net community benefit test.

The net community benefit test will measure marginal costs and benefits generated by the non-compliant proposal, versus the base case (see page 44). The (minimum) scope of the net community benefit test is shown in table 6.

Victorian Government guidance on how these costs and benefits may be measured can be found in the Department of Treasury and Finance's *Victorian Guide to Regulation Toolkit 2: Cost benefit analysis* (updated July 2014).

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

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

| BENEFITS VERSUS THE BASE CASE   | COSTS VERSUS THE BASE CASE  |
|---|---|
| <ol style="list-style-type: none"> <li>1. Improved amenity and place quality at the out-of-centre location, achieved through retail development.</li> <li>2. Providing expanded retail services earlier for the district population (potential).</li> </ol> | <ol style="list-style-type: none"> <li>1. Greater motorised travel externalities, such as air pollution, accidents and congestion.</li> <li>2. Reduced consumer surplus – that is, shoppers will have to pay more in vehicle operating costs to achieve similar retail service outcomes.</li> <li>3. Foregone opportunities for consolidating urban development in the district.</li> <li>4. Negative impacts on competing centres within the planned hierarchy, such as persistent vacancies and vandalism (potential).</li> <li>5. Foregone opportunities for co-locating retail services with community services (potential).</li> <li>6. Foregone employment development, by displacing strategic business land (potential).</li> </ol> |

Source: SGS Economics and Planning



# FLOOR SPACE CAPS AND GUIDELINES

## **Floor space caps in the Greater Geelong Planning Scheme will be retained. Floor space caps assist in helping to create a planned centre network where retail hierarchies are vulnerable.**

In the past, floor space caps have been applied inconsistently across Greater Geelong. This has created confusion over their role and purpose. Under the Victorian Planning Provisions, a floor space cap can only relate to uses defined as a 'shop'.

A shop is defined at Clause 73.03 of the Greater Geelong Planning Scheme as:

*Land used to sell goods or services, or to hire goods. It includes the selling of bread, pastries, cakes or other products baked on the premises. It does not include food and drink premises, gambling premises, landscape gardening supplies, manufacturing sales, market, motor vehicle, boat, or caravan sales, postal agency, primary produce sales, or trade supplies.*

### **BENEFITS OF FLOOR SPACE CAPS**

Floor space caps require a planning permit in cases where a development exceeds the cap, even if a planning permit is not otherwise required. The benefits of applying floor space caps are:

- all permit applicants must submit an economic impact assessment and, in the case of high-impact proposals, a net community benefit test to determine trade impacts on nearby centres (greater than 10%) and whether the proposal will deliver a genuine benefit to the community.
- they ensure that new development is consistent with the established retail hierarchy
- they ensure centres grow in line with the population
- provide an opportunity to review whether a centre will come on line too early, resulting in possible delays of planned centres, or significant trade impacts on nearby centres.

### **APPLYING FLOOR SPACE CAPS IN GREATER GEELONG**

Floor space caps will generally be applied to sub-regional centres and centres in growth area locations. Generally floor space caps have been determined by the shop component of existing or planned centres, as follows:

## REGIONAL CENTRES

### Central Geelong

**Existing floor space total:** 213,300 square metres

**Existing shop floor space:** 131,400 square metres

**Current floor space cap:** No

**Recommendation:** Floor space cap not recommended.

Central Geelong sits at the top of our retail hierarchy and will remain the focus of investment, retail, education, culture, leisure, commerce, services and higher-density residential living.

The retail audit has identified that sub-regional centres compete strongly with Central Geelong, as they are conveniently located near residents and have a similar retail offering.

We have a number of strategies in place to strengthen the role of Central Geelong as a regional centre and create a point of difference with other sub-regional centres. A strong focus has been on encouraging arts and culture, hospitality and accommodation.

## SUB-REGIONAL CENTRES

Generally a floor space cap, will be applied to sub-regional centres. This will support the retail hierarchy, by giving us an opportunity to review the size, timing and offering of such centres through the planning permit process. Where a different recommendation has been made, reasons why are given.

### Belmont sub-regional centre

**Existing floor space total:** 44,000 square metres

**Existing shop floor space:** 32,500 square metres

**Current floor space cap:** No

**Recommendation:** Floor space cap not recommended.

This centre is primarily a strip shopping centre which is anchored by a Coles and Kmart (discount department stores). The centre has a high proportion of hospitality and speciality shops. Property within the centre is controlled by multiple owners, making it difficult to manage in comparison to a large shopping complex. Paired with constant small changes to the use of land and multiple ownership patterns, make administrating a floor space cap for this centre complex.

Future floor space demand for this centre is estimated to be 20,800 square metres by 2036 (13,600 square metres of this relates to shop uses). While some of this growth may be accommodated within existing zoned land without significantly impacting the retail hierarchy, growth beyond this would likely require land rezoning enabling Council to consider the timing and impact of new development on the retail hierarchy.

### Leopold sub-regional centre

**Existing floor space total:** 20,600 square metres

**Existing shop floor space:** 18,000 square metres

**Current floor space cap:** 30,000 square metres

**Recommendation:** Retain existing floor space cap.

Leopold is identified in the retail hierarchy as a sub-regional centre, servicing the Bellarine Peninsula. An Urban Design Framework and existing Development Plan Overlay (DPO30) currently guide the development of the centre. Planning policy has identified land to the north of the existing centre for future expansion. The existing floor space cap is considered sufficient to allow this centre to grow in line with population growth on the Bellarine Peninsula.

### Corio Shopping Centre

**Existing floor space total:** 27,500 square metres

**Existing shop floor space:** 26,400 square metres

**Current floor space cap:** No

**Recommendation:** Introduce a floor space cap of 26,400 square metres.

The centre currently has 26,400 square metres of shop floor space. Forecasts suggest that by 2036, the centre could support an additional 16,600 square metres of retail floor space (16,000 of this relates to shop uses). By setting the cap at the current shop floor space, proposals to increase the size of the centre will require a planning permit enabling Council to consider the timing and impact of new development on the retail hierarchy.

### Waurrn Ponds sub-regional centre

**Existing floor space total:** 41,800 square metres

**Existing shop floor space:** 38,300 square metres

**Current floor space cap:** 35,000

**Recommendation:** 35,000

This centre has expanded in recent years to the current floor space of 41,800 square metres. The centre currently exceeds or is close to the current maximum floor space cap. It is proposed to retain the existing floor space cap at 35,000 square metres. By maintaining the cap at the current shop floor space, proposals to increase the size of the centre will require a planning permit enabling Council to consider the timing and impact of new development on the retail hierarchy.

## SPECIALISED CENTRE

### Pakington Street (Geelong West)

**Existing floor space total:** 43,100 square metres

**Existing shop floor space:** 29,200 square metres

**Current floor space cap:** No

**Recommendation:** Floor space cap not recommended.

This centre is similar in size and character to Belmont, in that it is primarily a strip-shopping centre. However, it doesn't meet the definition of a sub-regional centre because it does not contain a discount department store.

This centre plays an important role in the Greater Geelong retail hierarchy. It acts as a core retail, commercial and community centre in the municipality, with a broader employment role.

Future floor space demand is forecast to be an additional 18,700 square metres by 2036 (8,400 of this relates to shop uses). Whilst some of this growth may be able to be accommodated within existing commercial zoned land, growth beyond 18,700 would likely require land to be rezoned enabling Council to consider the timing and impact of new development on the retail hierarchy.

## TOWN CENTRES

**Recommendation:** Do not apply floor space caps

Town centres are similar to neighbourhood centres, in that they support the daily retail needs of residents. However, they are often larger, due to the isolated nature of the townships. Additional retail investment should be encouraged in town centres as our analysis indicates that town centres can accommodate additional retail investment, without posing a threat to the hierarchy.

## NEIGHBOURHOOD CENTRES

**Recommendation:** Floor space caps not recommended.

As most neighbourhood centres in Greater Geelong are 'land locked', requiring significant redevelopment of existing buildings and car parking areas or rezoning to accommodate additional growth, floor space caps are not recommended. Additionally, if rezoning of nearby land was required, it would enable Council to consider the timing and impact of the development on the retail hierarchy.

## AREAS EXPERIENCING GROWTH

### General

**Recommendation:** Various floor space caps between 3,000 and 7,650 square metres.

There are several locations experiencing growth within Greater Geelong, including Armstrong Creek, Drysdale/ Clifton Springs, Fyansford, Ocean Grove and Lara. The development of each area is supported by a precinct structure plan or development plan. The location, size and make up of centres have been agreed on and, in most instances, have also been reviewed by an independent Planning Panel.

All planned centres are located in convenient places for residents, and with their size determined by the estimated surrounding population. In most cases, planned centres have a current floor space cap.

We propose retaining floor space caps where they already exist and applying them where they don't. This will allow each centre to service a particular trade area.

Removing or increasing the floor space caps in these locations may:

- make it difficult for new centres to establish, as those established early are likely to dominate;
- make established centres more attractive as an investment for new business and delay other planned centres from establishing;
- remove an opportunity to review the impacts of additional retail floor space – both on the established hierarchy and any planned or existing centres;
- delay residents in new communities having good access to essential retail services.

### **Kingston Downs Neighbourhood Activity Centre, Grubb Road, Ocean Grove**

**Planned retail floor space total:** 12,260 square metres

**Planned shop floor space:** 10,500 square metres

**Current floor space cap:** No

**Recommendation:** Floor space cap of 7,650 square metres.

The Ocean Grove Structure Plan 2007, and subsequent Amendment C60, rezoned:

- 9.7 hectares of land to Commercial 1 Zone (previously business 1) and
- 14.5 hectare to the Commercial 2 Zone (previously business 4).

Recent planning scheme reform allows for supermarket and shop uses to establish, as of right, within the Commercial 2 Zone land. This means a significant amount of retail floor space could be established, without the need for a planning permit. This is of concern, given the potential trade impacts on the Ocean Grove Town Centre, Ocean Grove Market Place, Leopold sub-regional centre and the established retail hierarchy.

There is an approved development plan for the Kingston Downs Estate which shows the location of future land uses, road network and other details (see Figure 18). A planning application (PP233/2016) has been approved to develop stage 1 of the Kingston Downs Neighbourhood Centre. The proposed neighbourhood centre would contain:

A total of 12,2634 square metres of floor space, comprising:

- 9,752 square metres of floor space to the north of Coastal Boulevard (Commercial 1 Zone); and
- 2,882 square metres of floor space to the south (Commercial 2 Zone);
- key centre anchors including Woolworths and Aldi supermarkets, and a Dan Murphy's liquor store.

The northern side of the centre (Commercial 1 Zone) would consist of:

- a 4,200 square metre Woolworths;
- a 1,446 square metre Dan Murphy's;
- a 650 square metre mini major;
- approximately 2,700 square metres of floor space dedicated to specialty retail tenancies, which will comprise a variety of uses including shops, cafes, takeaway food premises and other retail uses;
- approximately 700 square metres dedicated to non-retail uses, such as office spaces or gyms.

Assuming 50 per cent of the speciality retail stores are not used for shop uses, the north of Coastal Boulevard is expected to consist of approximately 7,650 square metres of shop uses.

Taking into consideration the existing planning application and that floor space caps do not apply to Commercial 2 Zone land, a floor space cap of 7,650 square metres should be applied to the Kingston Downs Neighbourhood Centre.

This is consistent with the planning permit on Commercial 1 Zone land. Under this cap, further development will then trigger an economic impact assessment and provide an

opportunity to review the impact of further development on the retail hierarchy particularly the Ocean Grove Town Centre and Leopold Sub-regional Centre.

**FIGURE 18: KINGSTON DOWNS – APPROVED DEVELOPMENT PLAN**



| LEGEND |                                  |  |                               |  |   |
|--------|----------------------------------|--|-------------------------------|--|---|
|        | SITE BOUNDARY                    |  | ENCUMBERED LAND               |  | CONVENTIONAL LOTS   |
|        | ARTERIAL ROAD                    |  | INDUSTRIAL                    |  | LOW DENSITY LOTS  |
|        | CONNECTOR ROAD LEVEL 2           |  | NEIGHBOURHOOD ACTIVITY CENTRE |  | STORM WATER TREATMENT FACILITY                              |
|        | CONNECTOR ROAD LEVEL 1           |  | COMMUNITY FACILITY LAND       |  | EXISTING TREES TO BE RETAINED WHERE PRACTICAL               |
|        | ACCESS STREET LEVEL 1            |  | RESTRICTED RETAIL             |  | RETAINED TREES SUBJECT TO A FAVOURABLE HORTICULTURAL REPORT |
|        | PEDESTRIAN OPEN SPACE CONNECTION |  | RETIREMENT VILLAGE            |  | EXISTING TREES TO BE REMOVED                                |
|        | PASSIVE OPEN SPACE               |  | MEDIUM DENSITY LOTS           |  |   |
|        | EXISTING OPEN SPACE              |  |                               |  |   |

### **Warralily Neighbourhood Activity Centre – Armstrong Creek East Precinct**

**Retail floor space total:** 9,625 square metres

**Existing shop floor space:** 7,700 square metres

**Current floor space cap:** Yes

**Recommendation:** Retain floor space cap of 6000 square metres.

Known as The Village Warralily, this centre opened in 2017 and includes:

- a full line 3800 square metre Woolworths supermarket;
- 1544 square metres of speciality retail;
- 2424 square metres of hospitality and other uses; and
- 400 car parking spaces.

A subsequent planning permit (PP722/2016) has been approved to include a 1600 square metre Aldi supermarket and 257 square metres of speciality retail within this centre. Combined with the existing centre, this means approximately 9,625 square metres will be dedicated to retail uses. This centre currently has a floor space cap of 6,000 square metres.

It is forecast that this centre could support 16,100 square metres of retail floor space (13,000 dedicated to shop uses) by 2036.

The precinct structure plan anticipates there will be a number of non-retail uses within this centre, including office and community uses. Sufficient land has already been identified for this purpose.

Prior to granting additional planning permits for retail development in this centre, we should consider whether there is sufficient land available to deliver a variety of uses within the centre and review the impact on other planned centres within Armstrong Creek. It is recommended that the current floor space cap be retained.

### **Lara West Neighbourhood Centre**

**Planned Retail floor space total:** 5,000

**Current Floor space cap:** No

**Recommendation:** Introduce a floor space cap of 5000 square metres.

The Lara West growth area is located on the western edge of Lara. A neighbourhood centre has been identified in the approved precinct structure plan (Amendment C246) as needed to service future residents. Amendment C246 suggests the size of the centre should be approximately 5,000 square metres and include a full-line supermarket and speciality retail, however no floor space cap was proposed. Forecasting suggests that a centre of this size is appropriate. A planning permit has not been lodged to develop the neighbourhood centre, however subdivision permits to commence development of the land have been lodged. The proposed centre would be delivered between 2020 and 2030.

It is recommended that a 5,000 square metre floor space cap be applied to this centre. Additionally, the Lara West Neighbourhood Centre should be included within the retail hierarchy and identified as our preferred location for additional retail services to support residential growth within Lara.

## LOCAL ACTIVITY CENTRES

**Recommendation:** Floor space caps of 1000 square metres retained for all local activity centres within the Armstrong Creek Growth Area.

The retail audit accounted for all local activity centres, but did not attribute growth modelling to them.

The Armstrong Creek Growth Area has been planned to accommodate a number of smaller local activity centres. Floor space caps of 1000 square metres have been applied to these, to make sure the majority of retail growth is directed to identified neighbourhood activity centres.

## PROPOSED FLOOR SPACE CAPS

Table 7 identifies the recommended floor space caps for sub-regional and growth area locations. These floor space caps relate to shop uses only. This shows:

- Existing floor space caps have been retained for some sub-regional centres and growth-area locations.
- In other centres, floor space caps have been calculated using the gravity model.
- In some individual cases, discussed above, an alternative floor space cap has been recommended.

In some locations, the supportable floor space is below already established floor space caps. This is not considered to be a significant issue. It is anticipated that the various centres will expand over time and contain a mix of uses, consistent with their approved precinct structure plans, development plans, or township structure plans.

**TABLE 7: PROPOSED FLOOR SPACE CAPS**

| NAME OF CENTRE  | SIZE IN SQUARE METRES IN 2016 (SHOP) | OVERALL SQUARE METRES SUPPORTABLE FLOOR SPACE BY 2036 (SHOP)* | EXISTING FLOOR SPACE CAP IN SCHEME 2016 | PROPOSED FLOOR SPACE CAP SQUARE METRES (SHOP ONLY) |
|---|--------------------------------------|---|---|--|
| <b>Sub-regional centres</b>   |                                      |   |   |  |
| Corio   | 26,400                               | 42,400  | -                                       | 26,400   |
| Leopold   | 18,000                               | 31,500  | 30,000                                  | 30,000   |
| Waurin Ponds  | 38,300                               | 59,200  | 35,000                                  | 35,000   |
| <b>Growth Areas</b>   |                                      |   |   |  |
| Armstrong Creek Town Centre   | 0                                    | 42,700  | 40,000                                  | 40,000   |
| Fyansford   | 0                                    | 4,800   | -                                       | 4,800  |
| Horseshoe Bend North East   | 0                                    | 3,600   | 7,000                                   | 7,000  |
| Jetty Road  | 4,100                                | 5,400   | 6,000                                   | 6,000  |
| Warralily   | 7,700                                | 13,000  | 6,000                                   | 6,000  |
| Kingston Downs  | 0                                    | 5,300   | -                                       | 7,650  |
| Armstrong Creek West  | 0                                    | 1,600   | 3,000                                   | 3,000  |
| Lara West   | 0                                    | 800   | -                                       | 5,000  |
| Armstrong Creek East Precinct Local Activity Centre <sup>^</sup>                    | 0                                    | N/A   | 1,000                                   | 1,000  |
| Armstrong Creek West Precinct Whites Road Local Activity Centre <sup>^</sup>        | 0                                    | N/A   | 1,000                                   | 1,000  |
| Armstrong Creek West Precinct Boundary Road Local Activity Centre <sup>^</sup>      | 0                                    | N/A   | 1,000                                   | 1,000  |
| West Precinct Train Station Local Activity Centre <sup>^</sup>                      | 0                                    | N/A   | 1,000                                   | 1,000  |
| Armstrong Creek Horseshoe Bend Precinct Southern Local Activity Centre <sup>^</sup> | 0                                    | N/A   | 1,000                                   | 1,000  |
| Armstrong Creek Horseshoe Bend Precinct Western Local Activity Centre <sup>^</sup>  | 0                                    | N/A   | 1,000                                   | 1,000  |

Note: In some instances shop floor space already exceed existing caps. In most instances this occurs in an existing centre where changes of land use occur frequently but the overall floor space of the centre does not e.g. waurin ponds sub-regional centre

## FLOOR SPACE GUIDELINES

Even though floor space caps have not been proposed for all centres, floor space guidelines for all centres within the retail hierarchy should be included within the municipal strategic statement, as shown in Table 8.

These guidelines will assist in:

- directing development to a centre where demand has been identified;
- encouraging retail growth in line with population growth and;
- supporting the identified hierarchy of centres, by directing growth to existing centres.

These guidelines are not intended to prevent centres growing larger than the floor space indicated in Table 8. They also shouldn't override the recommendations of economic impact assessments, including net benefit community tests, in cases where the planning scheme requires them. Indeed, some centres may never achieve the supportable floor space identified for a range of reasons, such as land constraints. This demand may then be taken up by a nearby centre or new centre, provided the proposed development can comply with the planning scheme.

**TABLE 8: SUPPORTABLE RETAIL FLOOR SPACE GUIDELINES TO 2036\***

| CENTRE NAME                   | TOTAL FLOOR SPACE INCLUDING EXISTING, VACANT AND PLANNED FLOOR SPACE SQUARE METRES 2016 | TOTAL FLOOR SPACE DEMAND SQUARE METRES 2036 | AMOUNT OF SUPPORTABLE FLOOR SPACESQUARE METRES 2036# (difference from 2016) |
|-------------------------------|---|---|---|
| <b>Regional Centre</b>        |   |   |   |
| Central Geelong               | 213,300   | 315,400                                     | +102,100  |
| <b>Sub-regional</b>           |   |   |   |
| Belmont                       | 44,000  | 59,600                                      | +15,600   |
| Waurin Ponds                  | 41,800  | 60,800                                      | +19,000   |
| Corio Shopping Centre         | 27,500  | 42,100                                      | +14,600   |
| Leopold                       | 20,600  | 34,500                                      | +13,900   |
| Armstrong Creek               | 40,000  | 46,700                                      | +6,700  |
| <b>Specialised</b>            |   |   |   |
| Pakington Street              | 43,100  | 58,000                                      | +14,900   |
| <b>Town Centres</b>           |   |   |   |
| Ocean Grove                   | 16,700  | 19,400                                      | +2,700  |
| Drysdale                      | 15,100  | 22,800                                      | +7,700  |
| Lara                          | 15,100  | 20,500                                      | +5,400  |
| Barwon Heads                  | 10,300  | 11,600                                      | +1,300  |
| Portarlington                 | 7,200   | 9,600                                       | +2,400  |
| St Leonards                   | 3,300   | 5,300                                       | +2,000  |
| <b>Neighbourhood centres</b>  |   |   |   |
| Shannon Avenue (Geelong West) | 12,900  | 17,400                                      | +4,500  |
| Separation Street             | 6,000   | 9,100                                       | +3,100  |
| Pakington Street (Newtown)    | 9,500   | 13,900                                      | +4,400  |
| Highton                       | 7,100   | 9,500                                       | +2,400  |
| Newcomb Central               | 7,400   | 9,500                                       | +2,100  |
| Geelong East                  | 6,100   | 9,100                                       | +3,000  |
| Bellarine Village             | 6,900   | 9,100                                       | +2,200  |
| Bell Post Shopping Centre     | 5,600   | 7,900                                       | +2,300  |

| CENTRE NAME                     | TOTAL FLOOR SPACE INCLUDING EXISTING, VACANT AND PLANNED FLOOR SPACE SQUARE METRES 2016 | TOTAL FLOOR SPACE DEMAND SQUARE METRES 2036 | AMOUNT OF SUPPORTABLE FLOOR SPACESQUARE METRES 2036# (difference from 2016) |
|---------------------------------|---|---|---|
| Barrabool Hills Shopping Centre | 4,200   | 5,500                                       | +1,300  |
| Shannon Avenue (Newtown)        | 4,900   | 6,100                                       | +1,200  |
| Ocean Grove (Marketplace)       | 5,800   | 6,700                                       | +900  |
| Vines Road                      | 3,200   | 4,700                                       | +1,500  |
| Fyansford                       | 11,800  | 10,800                                      | -1,000  |
| Grovedale Central               | 2,700   | 3,200                                       | +500  |
| Dorothy Street                  | 1,800   | 2,800                                       | +1,000  |
| Ash Road                        | 1,800   | 3,100                                       | +1,300  |
| Rosewall                        | 1,700   | 2,200                                       | +500  |
| Jetty Road                      | 4,200   | 3,300                                       | -900  |
| Warrally                        | 8,800   | 16,100                                      | +7,300  |
| Surf Coast Hwy                  | 3,400   | 4,600                                       | +1,200  |
| Lara West                       | 4,700   | 800   | -3,900  |
| Armstrong Creek West            | 3,000   | 1,500                                       | -1,500  |
| Horseshoe Bend North East       | 7,000   | 4,300                                       | -2,700  |
| Kingston Downs                  | 11,200  | 6,000                                       | -5,200  |
| <b>Restricted Retail^</b>       |   |   |   |
| Drysdale                        | 3,600   | 5,000                                       | +1,400  |
| Geelong Gateway                 | 33,600  | 50,600                                      | +17,00  |
| Wauron Ponds                    | 47,300  | 76,000                                      | +28,700   |
| Melbourne Road (Norlane)        | 23,600  | 36,100                                      | +12,300   |
| Melbourne Road (North Geelong)  | 14,300  | 22,200                                      | +7,900  |
| Sinclair Street                 | 4,100   | 7,800                                       | +3,700  |
| Leopold                         | 12,300  | 20,400                                      | +8,100  |
| Armstrong Creek                 | 25,000  | 24,400                                      | -600  |

\* Supportable floor space is defined as all retail uses.

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

^ Excludes dispersed Restricted Retail Centres.

## **SUMMARY OF CHANGES TO THE GREATER GEELONG PLANNING SCHEME**

**Based on the findings contain in the Retail Strategy it is recommended that the following changes be made to the Greater Geelong Planning Scheme:**

- A new policy context, including objectives to deliver convenient access to services, improved competition, walkability, continued support for existing centres and better urban design outcomes.
- An updated retail hierarchy which reflects the role and function of centres across the retail network.
- An updated policy which requires economic impact assessments to be undertaken for new development which challenge the retail hierarchy.
- An updated policy which requires a net community benefit assessment for new development likely to have a high impact on the retail hierarchy, for example a new retail centre.
- Use of floor space caps applied as part of a schedule to the Commercial 1 Zone, to ensure that the timing and size of development will not impact on the retail hierarchy or other nearby centres.
- Use of floor space guidelines, contained within policy, to help direct development to locations where there is demand for more retail floor space.

# CONCLUSION



**The retail sector in Greater Geelong will need to grow to meet future demand for retail services by 2036. Support to grow the retail sector within planned and existing retail centres will continue.**

A significant amount of retail planning and development has occurred in Greater Geelong over the last 10 years, to meet existing and forecast population growth. Most residents currently have access to a retail centre capable of meeting their daily retail needs, within a 20-minute drive of their home. Population growth will see existing centres increase retail turnover densities, creating demand for additional retail floor space. This strategy seeks to direct this demand for floor space to existing retail centres, supporting the established retail hierarchy and meeting a number of broader planning policy objectives, such as urban consolidation.

This may not always be possible, as demand for new centres in out-of-centre locations will continue. However, an updated planning policy will strengthen the assessment criteria for these applications, making sure the established retail hierarchy will not be undermined.

# APPENDIX 1

## REGIONAL CENTRES

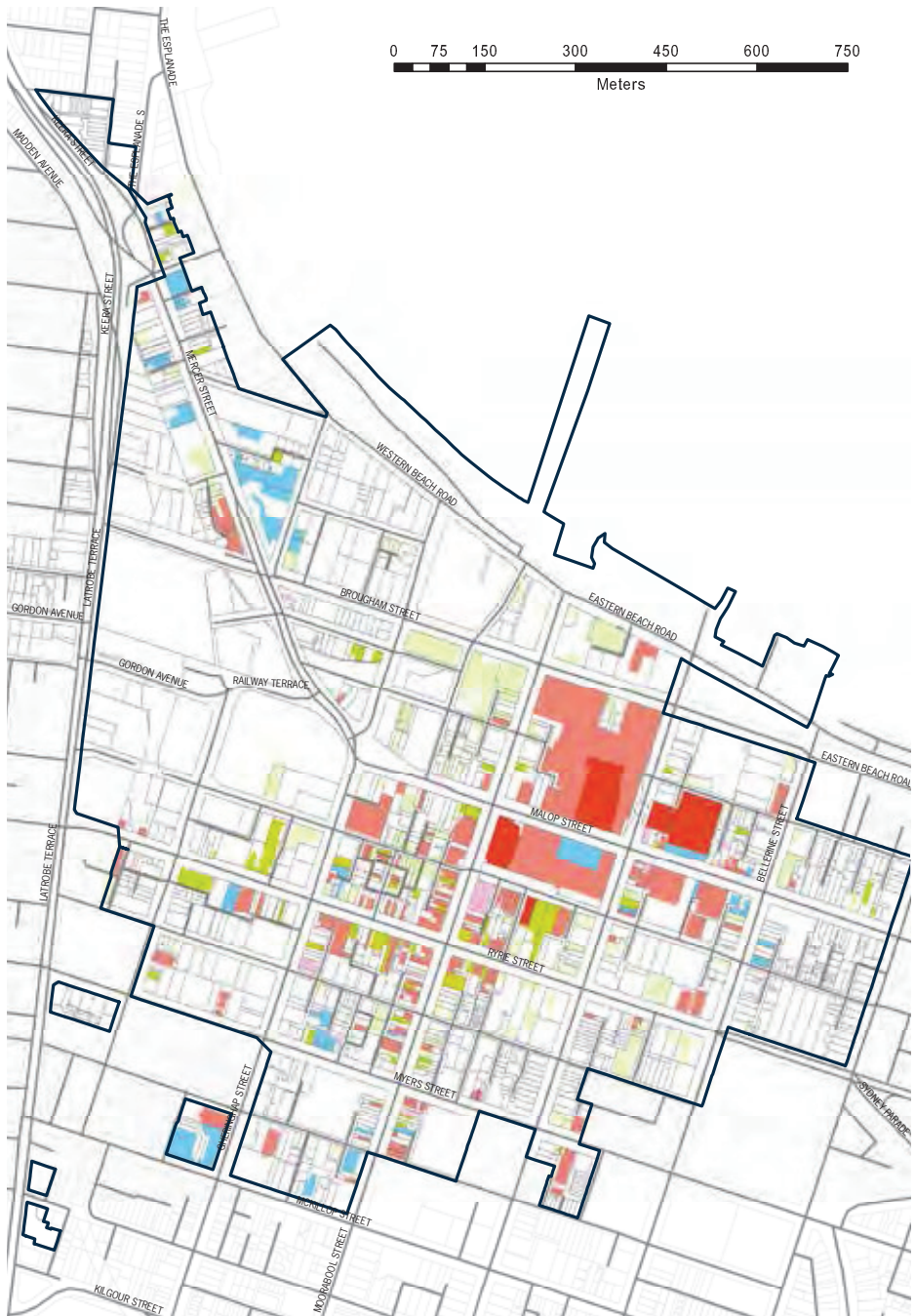
### 1.1 CENTRAL GEELONG

| CENTRE NAME: CENTRAL GEELONG  |  |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
|---|--|--|--|---|---|-----------------|---------------|--------------|---------------|--------|---------|--------|--------|-------|--------|--------|---------|---|--------|
| Hierarchy status:   | Regional   |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Location:   | Geelong  |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Key characteristics:  | Large retail and commercial precinct with two shopping centres (Westfield Geelong and Market Square Geelong). There is limited on-street pedestrian activity and high vacancy levels in parts of the precinct.   |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Current role:   | Strong retail and business focus but is faced with strong competition from surrounding centres including Pakington Street (Geelong West), Belmont and Waurm Ponds.   |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Zoning (sqm):   | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>974,206</td> <td>1,481</td> <td>0</td> <td>44,280</td> <td>186,164</td> </tr> </tbody> </table>   | ACZ  | C1Z  | C2Z   | MUZ   | Other           | 974,206       | 1,481        | 0             | 44,280 | 186,164 |        |        |       |        |        |         |   |        |
| ACZ   | C1Z  | C2Z  | MUZ  | Other   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| 974,206   | 1,481  | 0  | 44,280   | 186,164   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Retail and commercial floor space* (sqm):   | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>3,242</td> <td>32,959</td> <td>29,133</td> <td>4,670</td> <td>64,536</td> <td>52,764</td> <td>187,304</td> <td>-</td> <td>25,985</td> </tr> </tbody> </table>   | Super market   | Depart' Store  | Restricted Retail   | Specialty Food  | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 3,242   | 32,959 | 29,133 | 4,670 | 64,536 | 52,764 | 187,304 | - | 25,985 |
| Super market  | Depart' Store  | Restricted Retail  | Specialty Food                                       | Specialty Other   | Hospitality   | Total Retail    | Other Employ' | Vacant       |               |        |         |        |        |       |        |        |         |   |        |
| 3,242   | 32,959   | 29,133   | 4,670  | 64,536  | 52,764  | 187,304         | -             | 25,985       |               |        |         |        |        |       |        |        |         |   |        |
| Retail anchors:   | 1 DS (Myer), 3 DDS (Big W, Dimmeys, Harris Scarfe, Target), 1 supermarket (2,542sqm Coles)   |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Transport connections:  | <table border="1"> <thead> <tr> <th>Public</th> <th>Private</th> </tr> </thead> <tbody> <tr> <td>Geelong Railway Station (approx. 400m), South Geelong Railway Station (approx. 1.1km), bus service (several bus routes)</td> <td>Several blocks on either side of Ryrie Street, accessible via Princes Highway, Hamilton Highway, Bellarine Highway and Portarlington Road</td> </tr> </tbody> </table>   | Public   | Private  | Geelong Railway Station (approx. 400m), South Geelong Railway Station (approx. 1.1km), bus service (several bus routes) | Several blocks on either side of Ryrie Street, accessible via Princes Highway, Hamilton Highway, Bellarine Highway and Portarlington Road |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Public  | Private  |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Geelong Railway Station (approx. 400m), South Geelong Railway Station (approx. 1.1km), bus service (several bus routes) | Several blocks on either side of Ryrie Street, accessible via Princes Highway, Hamilton Highway, Bellarine Highway and Portarlington Road  |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Future role and opportunities:  | <p>Recent public realm, residential and office investment within Central Geelong has resulted in more people working and living within the precinct. The number of people living and working in Central Geelong is expected to increase overtime.</p> <p>The City of Greater Geelong is committed to promoting a strong arts and cultural precinct focused around the Geelong Gallery and Geelong Performing Arts Centre located in Little Malop Street.</p> <p>The development of Central Geelong is guided by the <i>Central Geelong Structure Plan</i>, <i>Central Geelong Action Plan</i> and the <i>Revitalising Central Geelong Action Plan</i>. Council in partnership with the State Government will continue to promote economic productivity and pedestrian activity in the precinct by implementing the recommendations of these plans.</p> <p>Whilst there is currently a strong retail and business focus in Central Geelong there is strong competition from surrounding centres including Pakington St (Geelong West), Belmont and Waurm Ponds.</p> <p>An additional 132,500 square metres of floor space could be supported within Central Geelong by 2036. It is considered that this growth could be accommodated within existing zoned land with support for higher and more dense development.</p> |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Action required:  | Nil  |  |  |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| Growth Opportunities  | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>132,500</td> <td>Yes</td> <td>No</td> <td>No</td> </tr> </tbody> </table>   | Forecast supportable floor space 2016-2036 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  | 132,500         | Yes           | No           | No            |        |         |        |        |       |        |        |         |   |        |
| Forecast supportable floor space 2016-2036 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 |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |
| 132,500   | Yes  | No   | No   |   |   |                 |               |              |               |        |         |        |        |       |        |        |         |   |        |

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

# 1.1 CENTRAL GEELONG

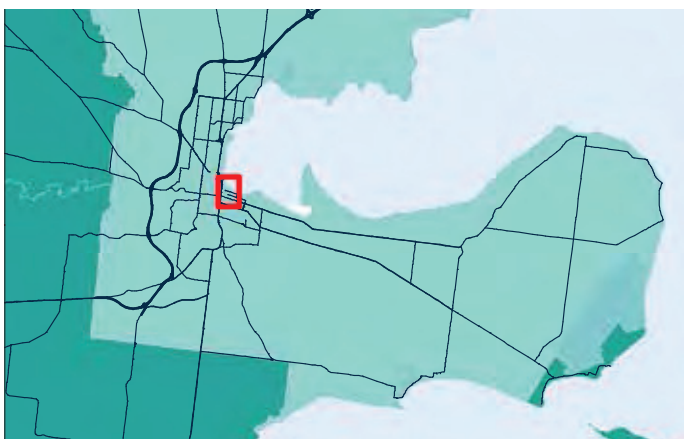
## CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# SUB-REGIONAL CENTRES

## 1.2 BELMONT

| <b>CENTRE NAME: BELMONT</b>   |   |  |  |   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
|---|---|--|--|---|--|-----------------|---------------|--------------|---------------|--------|-------|-------|-------|-------|--------|-------|--------|------|-------|
| 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 and a kmart (DDS).  |  |  |   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
| 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):   | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>156,570</td> <td>0</td> <td>1,000</td> <td>0</td> </tr> </tbody> </table>   | ACZ  | C1Z  | C2Z   | MUZ  | Other           | 0             | 156,570      | 0             | 1,000  | 0     |       |       |       |        |       |        |      |       |
| ACZ   | C1Z   | C2Z  | MUZ  | Other   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
| 0   | 156,570   | 0  | 1,000  | 0   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
| Retail and commercial floor space* (sqm):   | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>9,597</td> <td>6,108</td> <td>4,244</td> <td>5,267</td> <td>10,098</td> <td>7,275</td> <td>42,590</td> <td>5780</td> <td>1,370</td> </tr> </tbody> </table>  | Super market   | Depart' Store  | Restricted Retail   | Specialty Food   | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 9,597 | 6,108 | 4,244 | 5,267 | 10,098 | 7,275 | 42,590 | 5780 | 1,370 |
| Super market  | Depart' Store   | Restricted Retail  | Specialty Food                                       | Specialty Other   | Hospitality  | Total Retail    | Other Employ' | Vacant       |               |        |       |       |       |       |        |       |        |      |       |
| 9,597   | 6,108   | 4,244  | 5,267  | 10,098  | 7,275  | 42,590          | 5780          | 1,370        |               |        |       |       |       |       |        |       |        |      |       |
| Retail anchors:   | 1 DDS (6,108sqm Kmart), 3 supermarkets (6,027sqm Coles, 1,927sqm Coles, 1,643sqm Aldi)  |  |  |   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
| Transport connections:  | <table border="1"> <thead> <tr> <th>Public</th> <th>Private</th> </tr> </thead> <tbody> <tr> <td>South Geelong Railway Station (approx. 2km), bus service along High Street (routes 14, 15, 16, 17, 19, 20 and 74)</td> <td>High Street, Belmont from Barwon Heads Road to Roslyn Road</td> </tr> </tbody> </table>   | Public   | Private  | South Geelong Railway Station (approx. 2km), bus service along High Street (routes 14, 15, 16, 17, 19, 20 and 74) | High Street, Belmont from Barwon Heads Road to Roslyn Road |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
| Public  | Private   |  |  |   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
| South Geelong Railway Station (approx. 2km), bus service along High Street (routes 14, 15, 16, 17, 19, 20 and 74) | High Street, Belmont from Barwon Heads Road to Roslyn Road  |  |  |   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
| Future role and opportunities:  | <p>There is demand for an additional 20,800 square metres of floor space within this centre by 2036. Council should prepare an Urban Design Framework (UDF) or Structure Plan to guide the growth and development of the centre, investigating how additional floor space could be accommodated within existing zoned land. The plan should also include the surrounding residential land identified as an increased housing diversity area, identifying opportunities to increase housing densities around the sub-regional centre to help promote increased activity within the centre.</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 plan should consider among other things; how to accommodate additional floor space, housing options, built form, car parking and streetscape improvements.  |  |  |   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
| Growth Opportunities  | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>20,800</td> <td>Yes</td> <td>Yes</td> <td>No</td> </tr> </tbody> </table>  | Forecast supportable floor space 2016-2036 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       | 20,800          | Yes           | Yes          | No            |        |       |       |       |       |        |       |        |      |       |
| Forecast supportable floor space 2016-2036 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 |   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |
| 20,800  | Yes   | Yes  | No   |   |  |                 |               |              |               |        |       |       |       |       |        |       |        |      |       |

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

## 1.2 BELMONT

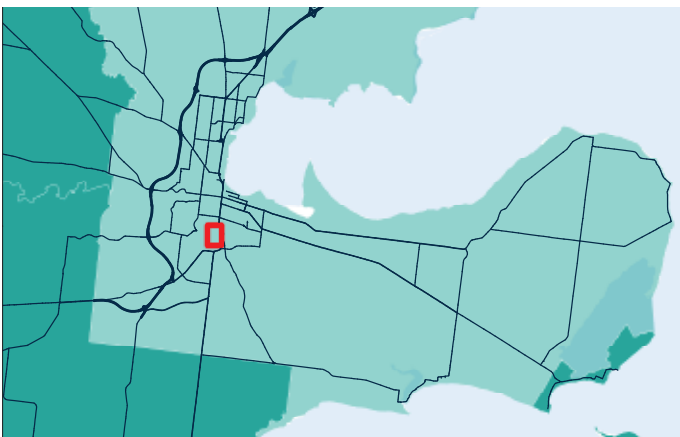
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# SUB-REGIONAL CENTRES

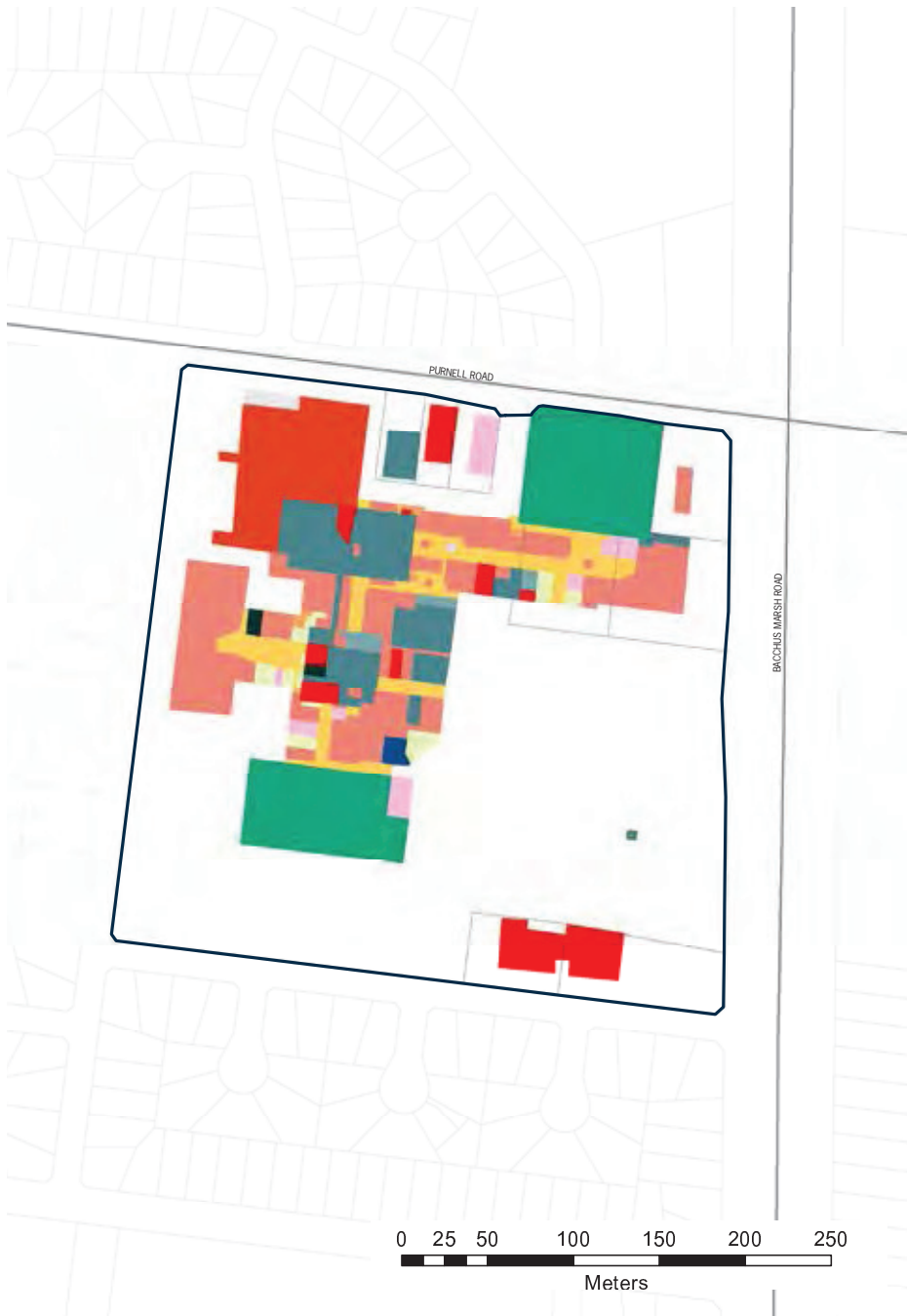
## 1.3 CORIO SC

| <b>CENTRE NAME: CORIO</b>  |  |  |  |                                |  |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |
|--|--|--|--|--------------------------------|--|-----------------|----------------------------|--------------|---------------|--------|-------|-------|---|-------|--------|-------|--------|------|---|
| 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 centre plays a central role in the provision of retail and services in the wider Corio area.   |  |  |                                |  |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>100,860</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z                            | MUZ  | Other           | 0                          | 100,860      | 0             | 0      | 0     |       |   |       |        |       |        |      |   |
| ACZ  | C1Z  | C2Z  | MUZ  | Other                          |  |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |
| 0  | 100,860  | 0  | 0  | 0                              |  |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>8,695</td> <td>5,772</td> <td>0</td> <td>1,245</td> <td>10,708</td> <td>1,043</td> <td>27,463</td> <td>3500</td> <td>0</td> </tr> </tbody> </table>   | Super market   | Depart' Store  | Restricted Retail              | Specialty Food   | Specialty Other | Hospitality                | Total Retail | Other Employ' | Vacant | 8,695 | 5,772 | 0 | 1,245 | 10,708 | 1,043 | 27,463 | 3500 | 0 |
| Super market   | Depart' Store  | Restricted Retail  | Specialty Food                                       | Specialty Other                | Hospitality  | Total Retail    | Other Employ'              | Vacant       |               |        |       |       |   |       |        |       |        |      |   |
| 8,695  | 5,772  | 0  | 1,245  | 10,708                         | 1,043  | 27,463          | 3500                       | 0            |               |        |       |       |   |       |        |       |        |      |   |
| Retail anchors:  | 1 DDS (6156sqm Kmart), 2 supermarkets (3634sqm Coles, 3655sqm Woolworths)  |  |  |                                |  |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |
| Transport connections:   | <table border="1"> <tbody> <tr> <td>Public</td> <td>Bus service (routes 10, 11, 12, 30 and 45)</td> </tr> <tr> <td>Private</td> <td>Corner of Bacchus Marsh Road and Purnell Road, accessed via the Geelong Ring Road and Princes Highway.</td> </tr> </tbody> </table>  | 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. |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |
| 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:   | <p>The residential area surrounding the centre is part of a large increased housing diversity area which supports higher density housing.</p> <p>The <i>Corio-Norlane Structure Plan 2012</i> supports the development of a mixed use precinct on the residential land directly opposite the shopping centre. This precinct could be a focus for community activity in the area.</p> <p>A number of different initiatives to provide housing choice and services for the community are underway which may help to encourage growth in this area.</p> <p>There is demand for an additional 16,600 square metres of floor space within this centre by 2036. It is likely that given surrounding site constraints, any further expansion of this centre will occur within the existing boundaries of the site. New development should be encouraged over existing car parking or buildings.</p> |  |  |                                |  |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |
| Action required:   | Nil  |  |  |                                |  |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>16,600</td> <td>Yes – but with constraints</td> <td>No</td> <td>No</td> </tr> </tbody> </table>   | Forecast supportable floor space 2016-2036 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   | 16,600          | Yes – but with constraints | No           | No            |        |       |       |   |       |        |       |        |      |   |
| Forecast supportable floor space 2016-2036 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 |                                |  |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |
| 16,600   | Yes – but with constraints   | No   | No   |                                |  |                 |                            |              |               |        |       |       |   |       |        |       |        |      |   |

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

### 1.3 CORIO SC

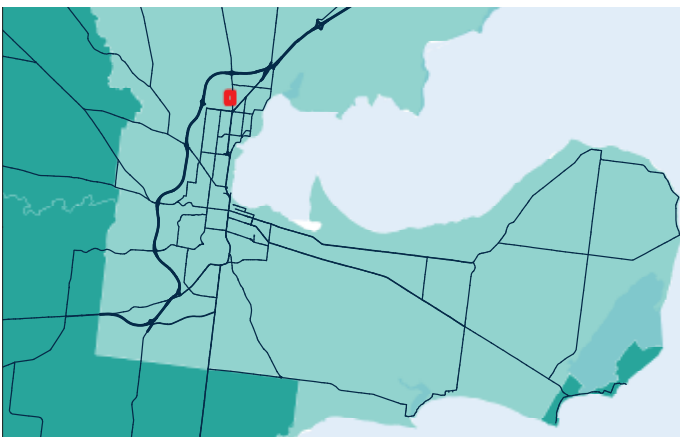
#### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# SUB-REGIONAL CENTRES

## 1.4 LEOPOLD

| <b>CENTRE NAME:</b>                       |  | <b>LEOPOLD</b>                                |   |                |                                |             |  |               |        |
|---|--|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Sub-Regional   |   |   |                |                                |             |  |               |        |
| Location:                                 | Leopold  |   |   |                |                                |             |  |               |        |
| Key characteristics:                      | Gateway Plaza is a sub-regional centre located along the Bellarine Highway. It contains Coles and Aldi Supermarkets, Kmart and a number of specialty stores.   |   |   |                |                                |             |  |               |        |
| Current role:                             | This 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 and the mixed use precinct diagonally opposite the site.  |   |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |   | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  |   | 89,750                                      |                | 0                              |             | 29,130   |               | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store                                 | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 4,959  | 5,293   | 638   | 957            | 6,805                          | 1,952       | 20,604   | 660           | 0      |
| Planned Floor space sqm (additional)      | Nil  |   |   |                |                                |             |  |               |        |
| Retail anchors:                           | 2 supermarkets (3,018sqm Coles, 1900sqm Aldi), 1 DDS (5,293 Kmart)   |   |   |                |                                |             |  |               |        |
| Transport connections:                    | Public   | Bus service (routes 75, 76, 77, 83)           |   |                |                                |             |  |               |        |
|   | Private  | Corner of Bellarine Highway and Melaluka Road |   |                |                                |             |  |               |        |
| Future role and opportunities:            | <p>This centre has recently been expanded. It consists of a Coles, Aldi, Kmart and speciality stores. The increase in the size of this centre from 6,900 square metres to 20,600 square metres completes the transition of this centre to a sub-regional centre status. With this expansion, the centre may attract consumers from the wider Bellarine Peninsula.</p> <p>This centre is also supported by a small number of retail uses, mainly hospitality, on the south east corner of the Bellarine Highway and Melaluka Road. This area is considered part of the sub-regional centre and is zoned mixed use.</p> <p>The <i>Leopold Urban Design Framework 2010</i> and the <i>Leopold Structure Plan 2011</i> supported the transition of this centre from a neighbourhood centre to a sub-regional centre to service the Bellarine Peninsula. Existing planning policy (DPO30) supports the future expansion of the centre in a northerly direction along Melaluka Road.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 15,800   |   | No  |                | No – already complete          |             | Yes – already planned                                |               |        |

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

## 1.4 LEOPOLD

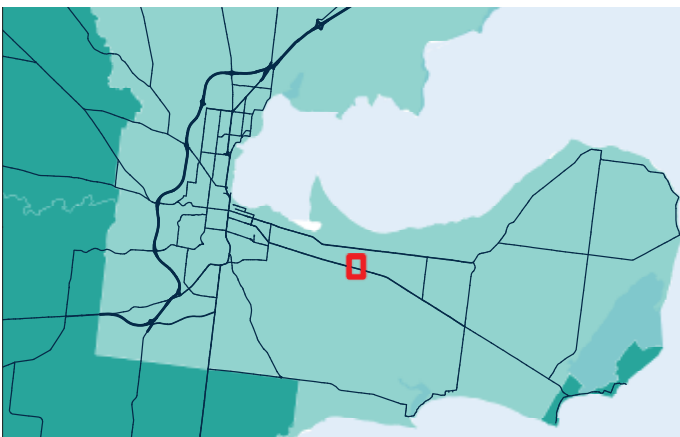
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# SUB-REGIONAL CENTRES

## 1.5 WAURN PONDS

| <b>CENTRE NAME: WAURN PONDS</b>  |   |  |  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
|--|---|--|--|-------------------------------------|--|-----------------|----------------------------|--------------|---------------|--------|--------|--------|---|-------|--------|-------|--------|------|---|
| Hierarchy status:  | Sub-Regional  |  |  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Location:  | Grovedale   |  |  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Key characteristics:   | Major shopping centre in the south west of Greater Geelong with over 115 stores, along with an Aldi supermarket across the Highway. In close proximity to Deakin University's Waurm Ponds campus and a municipal library.   |  |  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Current role:  | This centre serves a wide catchment, with the closest competing retail centres located in Belmont and Highton.  |  |  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>147,330</td> <td>0</td> <td>0</td> <td>14,080</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z                                 | MUZ  | Other           | 0                          | 147,330      | 0             | 0      | 14,080 |        |   |       |        |       |        |      |   |
| ACZ  | C1Z   | C2Z  | MUZ  | Other                               |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| 0  | 147,330   | 0  | 0  | 14,080                              |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>12480</td> <td>11,640</td> <td>0</td> <td>2,437</td> <td>11,294</td> <td>3,492</td> <td>41,760</td> <td>2330</td> <td>0</td> </tr> </tbody> </table>   | Super market   | Depart' Store  | Restricted Retail                   | Specialty Food   | Specialty Other | Hospitality                | Total Retail | Other Employ' | Vacant | 12480  | 11,640 | 0 | 2,437 | 11,294 | 3,492 | 41,760 | 2330 | 0 |
| Super market   | Depart' Store   | Restricted Retail  | Specialty Food                                       | Specialty Other                     | Hospitality  | Total Retail    | Other Employ'              | Vacant       |               |        |        |        |   |       |        |       |        |      |   |
| 12480  | 11,640  | 0  | 2,437  | 11,294                              | 3,492  | 41,760          | 2330                       | 0            |               |        |        |        |   |       |        |       |        |      |   |
| Retail anchors:  | 2 DDS (6,155sqm Kmart, 5,488sqm Target), 3 supermarkets (6,800sqm Coles, 3,712sqm Woolworths, 1,563sqm Aldi)  |  |  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Transport connections:   | <table border="1"> <thead> <tr> <th>Public</th> <th>Private</th> </tr> </thead> <tbody> <tr> <td>Bus service (14, 15, 17, 70 and 71)</td> <td>Corner of Pioneer Road and Princes Highway (Colac Road), accessed via the Geelong Ring Road and Surf Coast Highway</td> </tr> </tbody> </table>   | Public   | Private  | Bus service (14, 15, 17, 70 and 71) | Corner of Pioneer Road and Princes Highway (Colac Road), accessed via the Geelong Ring Road and Surf Coast Highway |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Public   | Private   |  |  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Bus service (14, 15, 17, 70 and 71)  | 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 include Aldi and the commercial properties on the north western side of Colac Road, as well as the Waurm Ponds Shopping Centre.</p> <p>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 Council's Housing Diversity Strategy and is zoned Residential Growth Schedule 1. 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>This centre is located directly to the east of the Waurm Ponds restricted retail precinct. Overtime it can be envisaged that there will be demand to grow both the sub-regional and restricted retail centres. Given the mix of land uses within the area, including some farming and residential zoned land, it is recommended that a Structure Plan for the area between Pioneer/South Valley Road and Pigdons Road be undertaken to inform future land use and built form outcomes. It is recommended this review consider the rezoning of the land at 250 South Valley Road and 126-138 Colac Road to a commercial Zone.</p> |  |  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Action required:   | Amend the boundary of the Waurm Ponds shopping centre to include the north western side of Colac Road, to incorporate the Aldi, Apco Service Station, McDonalds and take away food premises.  |  |  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>22,700</td> <td>Yes – but with constraints</td> <td>Yes</td> <td>Yes</td> </tr> </tbody> </table>  | Forecast supportable floor space 2016-2036 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   | 22,700          | Yes – but with constraints | Yes          | Yes           |        |        |        |   |       |        |       |        |      |   |
| Forecast supportable floor space 2016-2036 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 |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |
| 22,700   | Yes – but with constraints  | Yes  | Yes  |                                     |  |                 |                            |              |               |        |        |        |   |       |        |       |        |      |   |

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

## 1.5 WAURN PONDS

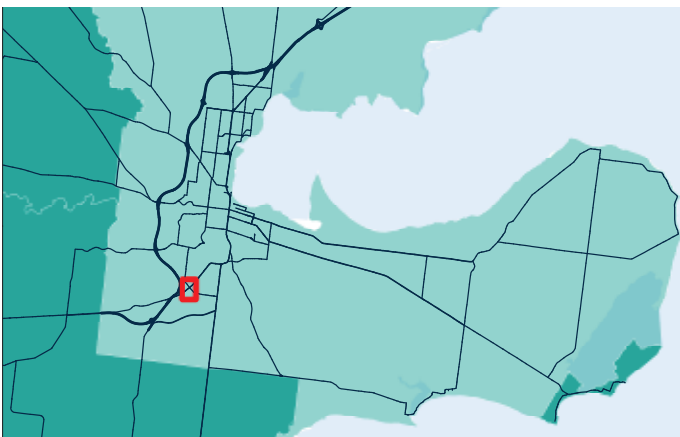
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# SPECIALISED CENTRE

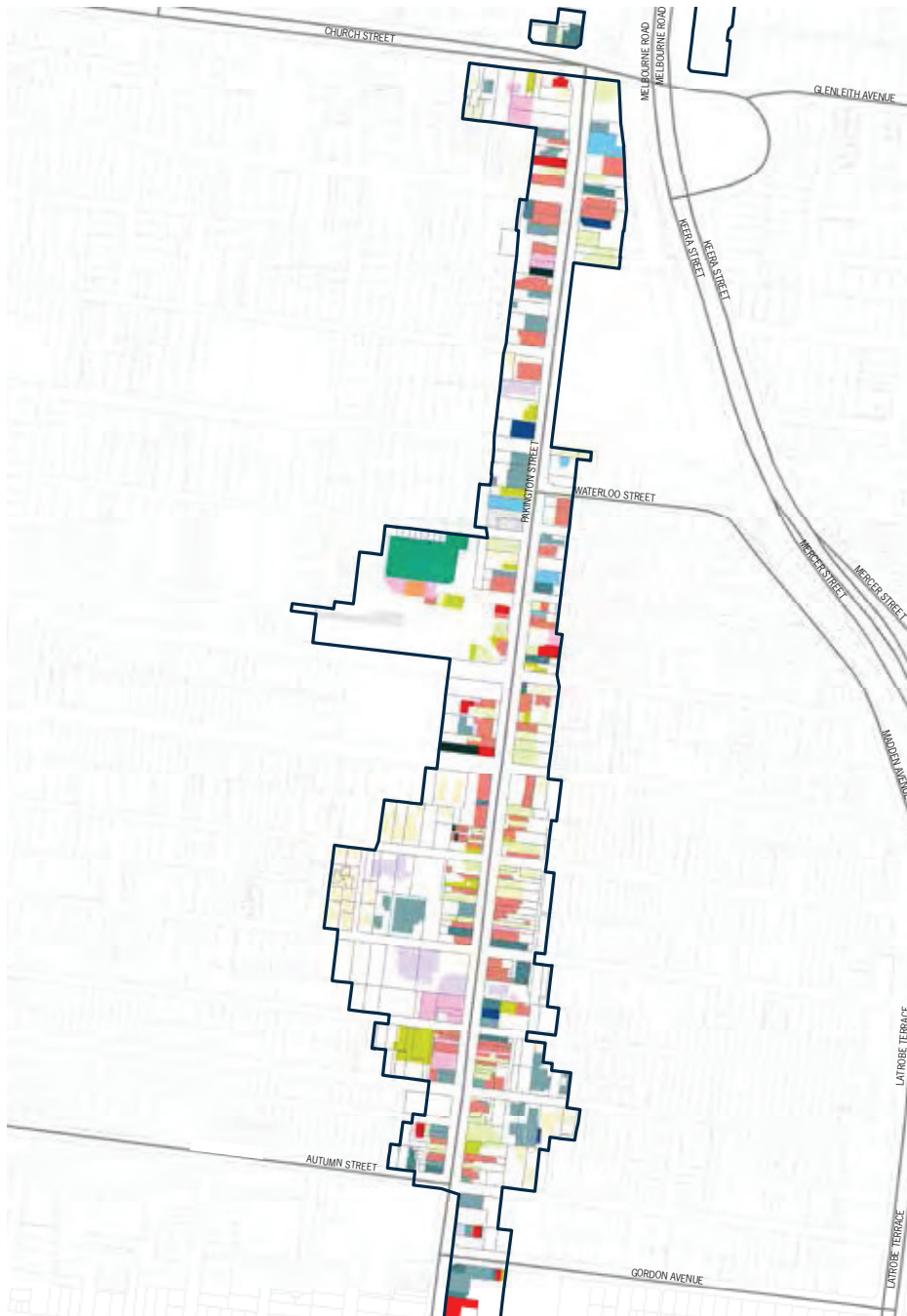
## 1.6 PAKINGTON STREET

| 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 floor space* (sqm): | Super market   | Depart' Store  | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 3692   | 0  | 1,916                                       | 4,431          | 16099                          | 12,007      | 38,145   | 4530          | 5,000  |
| Retail anchors:                           | 3754sqm Woolworth supermarket  |  |   |                |                                |             |  |               |        |
| 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>Future role and opportunities: 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, including the commercial 2 zone land located to the north. Attention is needed to ensure Pakington Street maintains its specialty retailing function and does not undermine the Geelong CBD.</p> <p>Council has commenced work on an Urban Design Framework for the commercial 1 zone land in Pakington Street. This project primarily seeks to identify streetscape upgrades. There is scope to broaden this piece of work to investigate re-development and re-zoning opportunities at the northern end of Pakington Street as well as along Gordon Avenue.</p> |  |   |                |                                |             |  |               |        |
| Action required:                          | Prepare an UDF or Structure Plan for Pakington Street (Geelong West). The plan should consider development and re-zoning opportunities in Pakington Street, north of Waratah and Wellington Streets and within the dispersed restricted retail area along Gordon Ave.  |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 18,000   |  | Yes   |                | Yes                            |             | Yes  |               |        |

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

## 1.6 PAKINGTON STREET

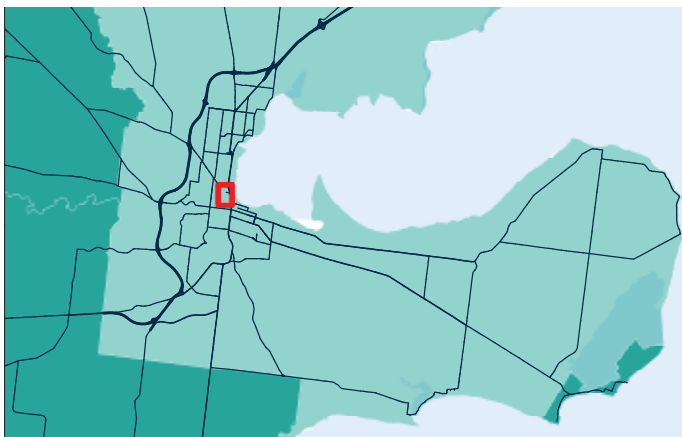
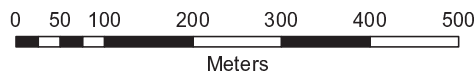
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# TOWN CENTRES

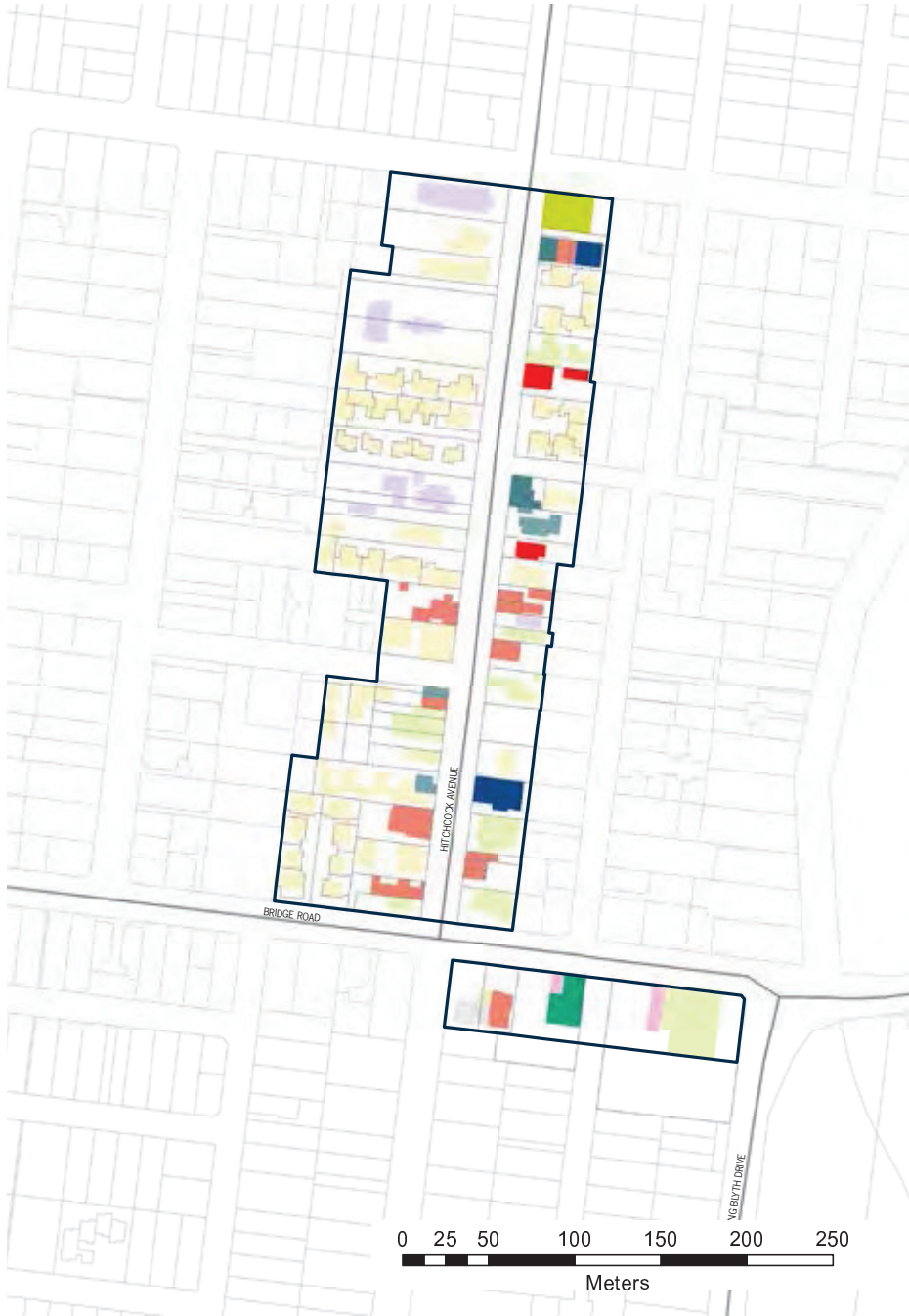
## 1.7 BARWON HEADS

| CENTRE NAME: BARWON HEADS                 |  |  |   |                |                                |             |  |               |        |
|---|--|--|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Town   |  |   |                |                                |             |  |               |        |
| Location:                                 | Barwon Heads   |  |   |                |                                |             |  |               |        |
| Key characteristics:                      | Small township located on the mouth of the Barwon River. The 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 a small supermarket anchor.   |  |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |  | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  |  | 26,490                                      |                | 0                              |             | 29,820   |               | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store  | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 1100   | 0  | 0   | 270            | 3,040                          | 4,990       | 10,300   | 370           | 1,100  |
| Retail anchors:                           | 1 supermarket IGA (430 square meters current - 1100 future)  |  |   |                |                                |             |  |               |        |
| 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. A planning permit has been granted to expand the supermarket but construction has not yet commenced. 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.</p> <p>There is limited demand for additional retail floor space within Barwon Heads between 2016 and 2036.</p> <p>The <i>Barwon Heads Urban Design Framework 2003 (UDF)</i> and <i>Barwon Heads Structure Plan 2018</i> relate to the Barwon Heads Town Centre (and wider township). The recommendations of UDF have been implemented through significant streetscape upgrades. The structure plan does not identify the need for any additional commercial zoned land in the township.</p> |  |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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.

## 1.7 BARWON HEADS

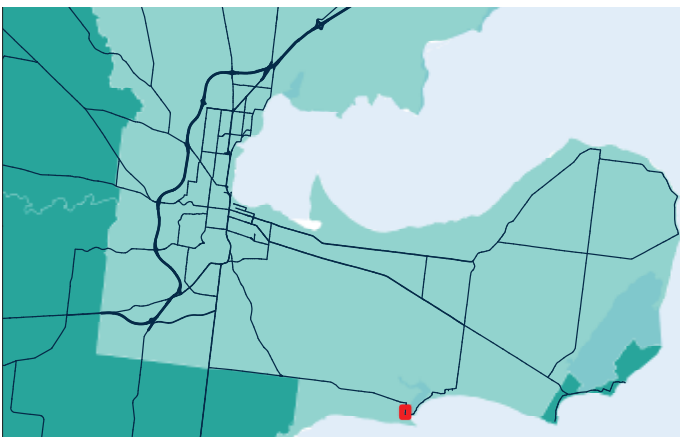
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
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### CENTRE LOCATION MAP



# TOWN CENTRES

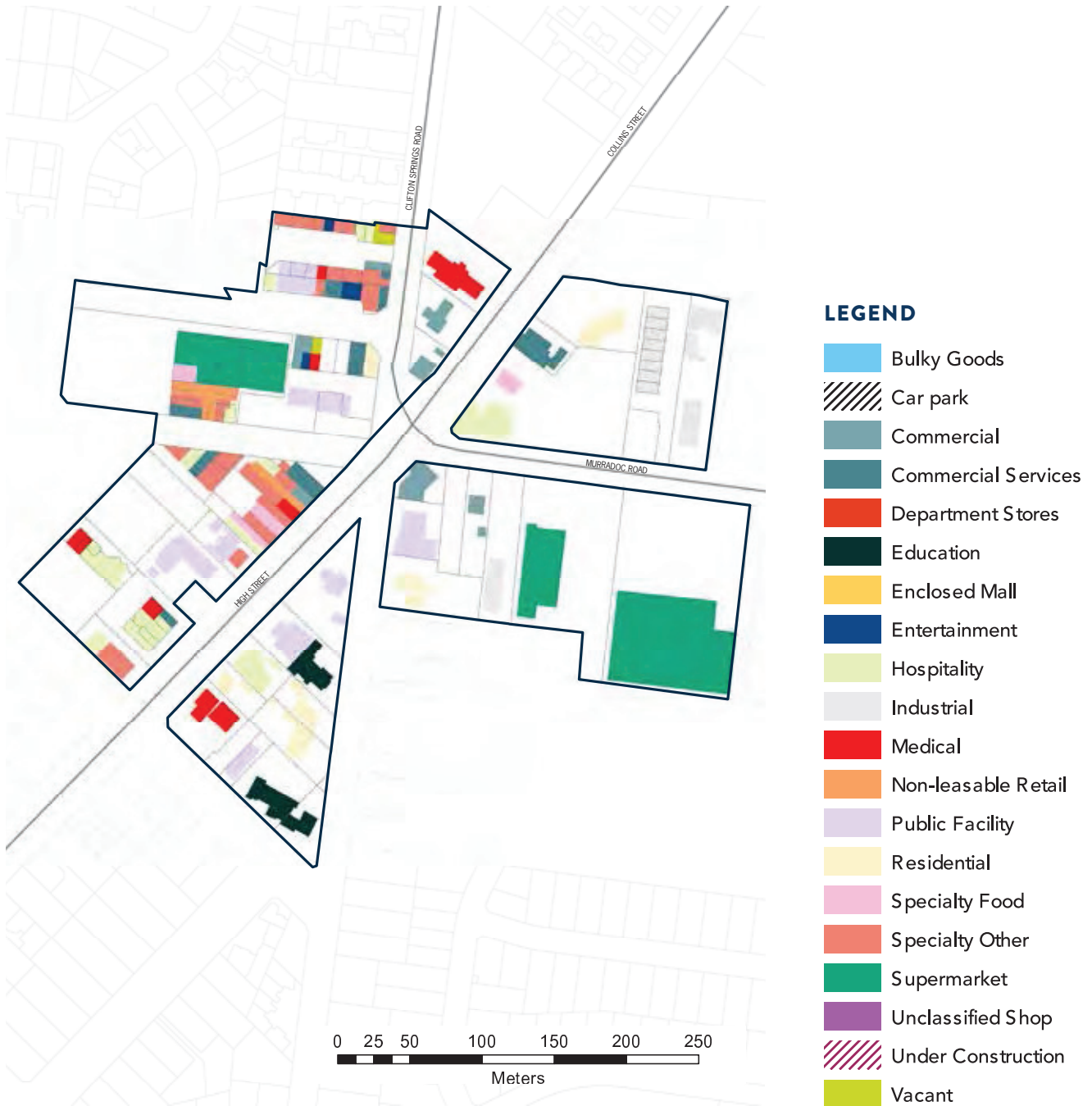
## 1.8 DRYSDALE

| CENTRE NAME: DRYSDALE                     |   |   |   |                |                                |             |  |               |        |
|---|---|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Town  |   |   |                |                                |             |  |               |        |
| Location:                                 | Drysdale  |   |   |                |                                |             |  |               |        |
| Key characteristics:                      | A significant area in terms of size, the Drysdale Town Centre can be divided into two distinct areas in terms of land use and appearance. The areas are bounded by Portarlington Road to the north and Princess St to the south. The western section comprises the main Drysdale retail centre, while the eastern section is largely industrial.  |   |   |                |                                |             |  |               |        |
| Current role:                             | Anchored by three supermarkets Woolworths, Aldi and 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 floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 8,013   | 0   | 0   | 675            | 3,293                          | 2,900       | 14,886   | 1710          | 200    |
| Retail anchors:                           | 3 supermarkets (2,560sqm Woolworths, 1,396sqm Aldi, 4,000sqm Coles)   |   |   |                |                                |             |  |               |        |
| 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 new retail development, Coles in the town centre and Woolworths in Curlewis there is likely to be no need for additional supermarkets in Drysdale and Clifton Springs</p> <p>The development of Drysdale and Clifton Springs is guided by the <i>Drysdale Urban Design Framework 2012</i> (UDF) and the <i>Drysdale/Clifton Springs Structure Plan 2010</i>. 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> <p>The Drysdale UDF identifies a number of vacant sites within the Commercial 1 Zone. Any additional demand for floor space can be achieved within existing zoned land.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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   |                | No                             |             | No   |               |        |

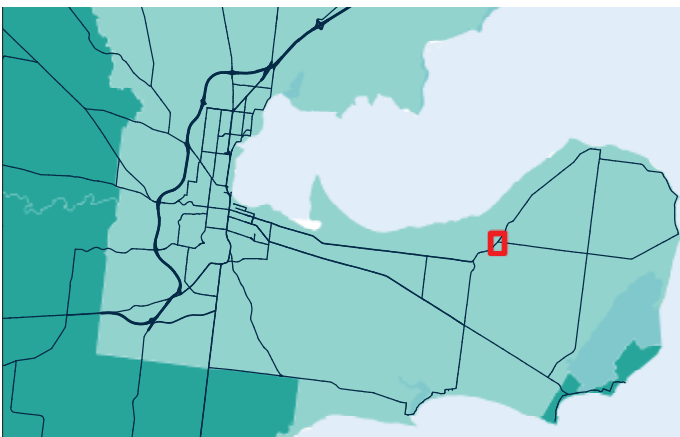
\* Excludes non employment uses such as residential, car parking and sites under construction.

## 1.8 DRYSDALE

### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### CENTRE LOCATION MAP



# TOWN CENTRES

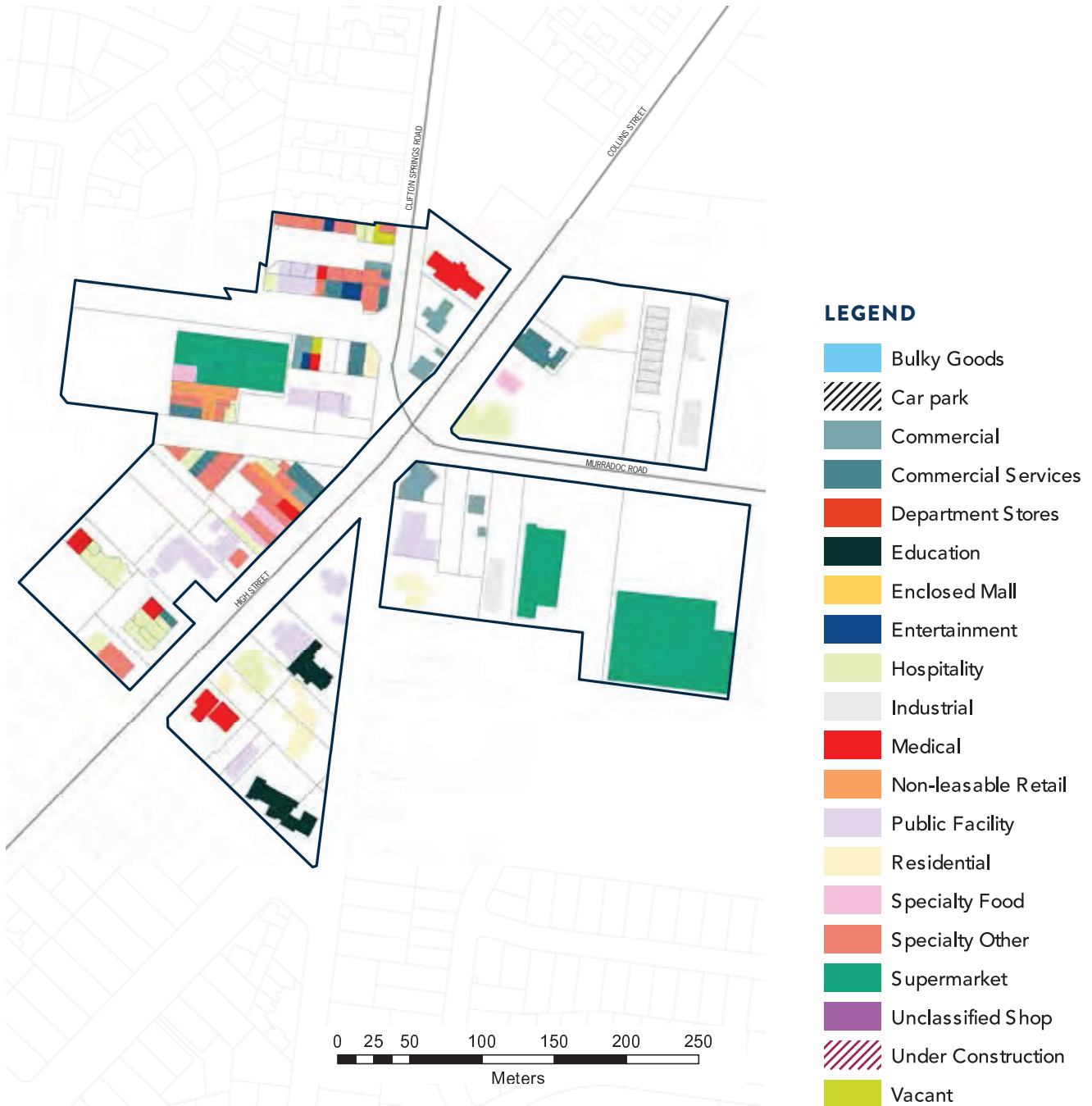
## 1.9 LARA

| CENTRE NAME: LARA                         |   |   |   |                |                 |                                |              |  |        |
|---|---|---|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:                         | Town  |   |   |                |                 |                                |              |  |        |
| Location:                                 | Lara  |   |   |                |                 |                                |              |  |        |
| Key characteristics:                      | Lara's main, walkable retail area is anchored by Woolworths (recently redeveloped) and Coles (new). Though the Lara area has been growing in population in recent years, this centre does not appear to be performing as well as other town centres in Greater Geelong. With the township now having two full line supermarkets, spending may be more likely to be retained within the township.  |   |   |                |                 |                                |              |  |        |
| Current role:                             | This centre serves both the Lara area and commuter traffic.   |   |   |                |                 |                                |              |  |        |
| Zoning (sqm):                             | ACZ   |   | C1Z   |                | C2Z             |                                | MUZ          |  | Other  |
|   | 0   |   | 48,180                                      |                | 0               |                                | 0            |  | 20     |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|   | 8395  | 0   | 0   | 1,215          | 3,500           | 1,842                          | 14,952       | 960  | 100    |
| Retail anchors:                           | 2 supermarkets (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>The <i>Lara Urban Design Framework (UDF) 2006</i> and <i>Lara Structure Plan 2011</i> relate to the Lara Town centre and the wider township. The recommendations from these documents have been implemented into the Greater Geelong Planning Scheme. Of particular note is the Lara UDF which facilitated the redevelopment of the Lara Town Centre to create additional retail floor space consisting of a Coles supermarket and speciality stores. Since the opening of the Coles Supermarket, the Woolworth store has been redeveloped.</p> <p>The further outward expansion of the Lara Town Centre may be challenging to achieve given the abutting land uses. Council would encourage increasing the height of buildings within the town centre to achieve additional floor space and land use mix.</p> |   |   |                |                 |                                |              |  |        |
| Action required:                          | Nil   |   |   |                |                 |                                |              |  |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |        |
|   | 5,700   |   | Yes – with constraints                      |                |                 | No                             |              | No   |        |

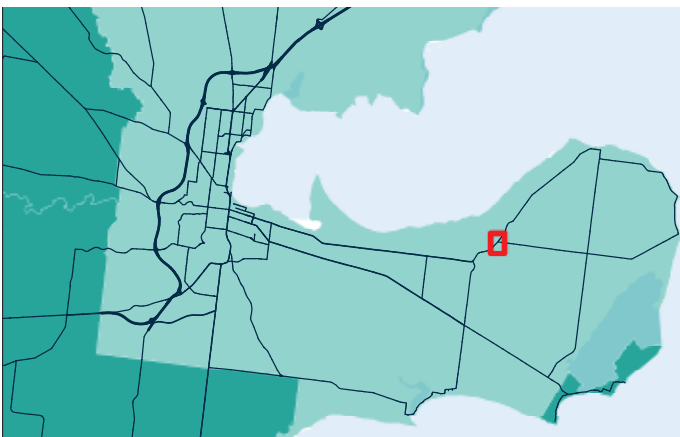
\* Excludes non employment uses such as residential, car parking and sites under construction.

## 1.9 LARA

### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### CENTRE LOCATION MAP



# TOWN CENTRES

## 1.10 OCEAN GROVE

| CENTRE NAME: OCEAN GROVE                  |   |   |   |                |                 |                                |              |  |        |
|---|---|---|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:                         | Town  |   |   |                |                 |                                |              |  |        |
| Location:                                 | Ocean Grove   |   |   |                |                 |                                |              |  |        |
| Key characteristics:                      | Thriving, beachside centre with high quality streetscape along main road (The Terrace). The precinct is to a degree disjointed by the large, centrally-located car park and the sprawling retail uses to the north, northeast and east of the fine-grain, walkable retail strip along The Terrace.  |   |   |                |                 |                                |              |  |        |
| Current role:                             | This centre has a mix of retail, restricted retail, 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 floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|   | 2713  | 1,842   | 701   | 1,013          | 6,445           | 3,579                          | 16,293       | 2400   | 400    |
| 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 district town, there may be pressure to increase stores and services in the centre.</p> <p>The <i>Ocean Grove Urban Design Framework (UDF) 2016</i> and the <i>Ocean Grove Structure Plan 2015</i> 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. The UDF identifies development opportunities within the town centre which would achieve additional retail floor space.</p> |   |   |                |                 |                                |              |  |        |
| Action required:                          | Nil   |   |   |                |                 |                                |              |  |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |        |
|   | 3,500   |   | Yes   |                |                 | No                             |              | No   |        |

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

## 1.10 OCEAN GROVE

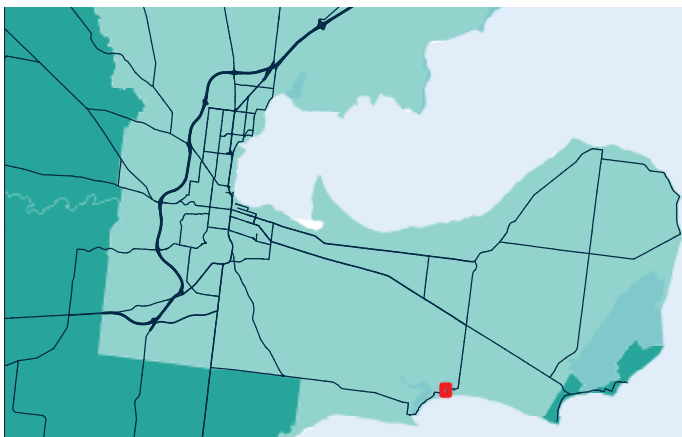
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# TOWN CENTRES

## 1.11 PORTARLINGTON

| CENTRE NAME: PORTARLINGTON                |   |   |   |                |                                |             |  |               |        |
|---|---|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Town  |   |   |                |                                |             |  |               |        |
| Location:                                 | Portarlington   |   |   |                |                                |             |  |               |        |
| Key characteristics:                      | Small but lively beachside retail strip with a significant hospitality component.   |   |   |                |                                |             |  |               |        |
| 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 floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 1430  | 0   | 0   | 1,043          | 1,145                          | 2,796       | 6,408  | 1010          | 800    |
| 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>The <i>Portarlington Urban Design Framework (UDF) 2011</i> and <i>Portarlington Structure Plan 2016</i> 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 development opportunities within the town centre. A small increase in retail floor space demand has been identified by 2036, which could be accommodated within existing zoned land.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 2,500   |   | Yes   |                | No                             |             | No   |               |        |

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

## 1.11 PORTARLINGTON

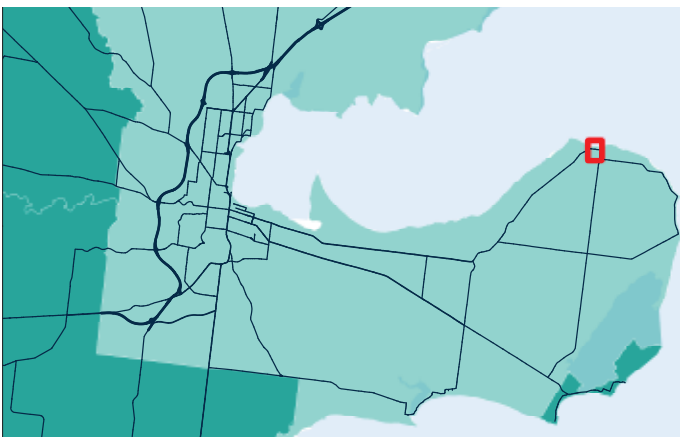
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# TOWN CENTRES

## 1.12 ST LEONARDS

| CENTRE NAME: ST LEONARDS   |   |  |  |                                |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
|--|---|--|--|--------------------------------|---|-----------------|---------------|--------------|---------------|--------|------|---|---|---|-------|-------|-------|---|-----|
| Hierarchy status:  | Town  |  |  |                                |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Location:  | St Leonards   |  |  |                                |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Key characteristics:   | Small seaside holiday town on the northern Bellarine Peninsula, low permanent population base but grows significantly over the summer months.   |  |  |                                |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Current role:  | Small town centre anchored by a small IGA and speciality retail.  |  |  |                                |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>15,440</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z                            | MUZ   | Other           | 0             | 15,440       | 0             | 0      | 0    |   |   |   |       |       |       |   |     |
| ACZ  | C1Z   | C2Z  | MUZ  | Other                          |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| 0  | 15,440  | 0  | 0  | 0                              |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>1000</td> <td>0</td> <td>0</td> <td>0</td> <td>1,039</td> <td>1,146</td> <td>3,185</td> <td>0</td> <td>100</td> </tr> </tbody> </table>  | Super market   | Depart' Store  | Restricted Retail              | Specialty Food  | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 1000 | 0 | 0 | 0 | 1,039 | 1,146 | 3,185 | 0 | 100 |
| Super market   | Depart' Store   | Restricted Retail  | Specialty Food                                       | Specialty Other                | Hospitality   | Total Retail    | Other Employ' | Vacant       |               |        |      |   |   |   |       |       |       |   |     |
| 1000   | 0   | 0  | 0  | 1,039                          | 1,146   | 3,185           | 0             | 100          |               |        |      |   |   |   |       |       |       |   |     |
| Retail anchors:  | 1000 sqm IGA  |  |  |                                |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Transport connections:   | <table border="1"> <thead> <tr> <th>Public</th> <th>Private</th> </tr> </thead> <tbody> <tr> <td>Bus Service (route 60)</td> <td>Murradoc Road, accessible via Drysdale-St Leonards Road (Muradoc Road) and Portarlington-Road</td> </tr> </tbody> </table>   | Public   | Private  | Bus Service (route 60)         | Murradoc Road, accessible via Drysdale-St Leonards Road (Muradoc Road) and Portarlington-Road |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Public   | Private   |  |  |                                |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Bus Service (route 60)   | 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 2036, which could be accommodated within existing zoned land.</p> <p>The <i>St Leonards Urban Design Framework (UDF) 2006</i> made recommendation regarding improvement to the streetscape within the Town Centre. The <i>St Leonards Structure Plan 2015</i> recommended a review of the retail needs of the township in 10 years due to the potential population growth of the town but also acknowledged there were vacant sites within the centre which could accommodate growth.</p> |  |  |                                |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Action required:   | Nil   |  |  |                                |   |                 |               |              |               |        |      |   |   |   |       |       |       |   |     |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>2,100</td> <td>Yes</td> <td>No</td> <td>No</td> </tr> </tbody> </table>  | Forecast supportable floor space 2016-2036 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            |        |      |   |   |   |       |       |       |   |     |
| Forecast supportable floor space 2016-2036 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.

## 1.12 ST LEONARDS

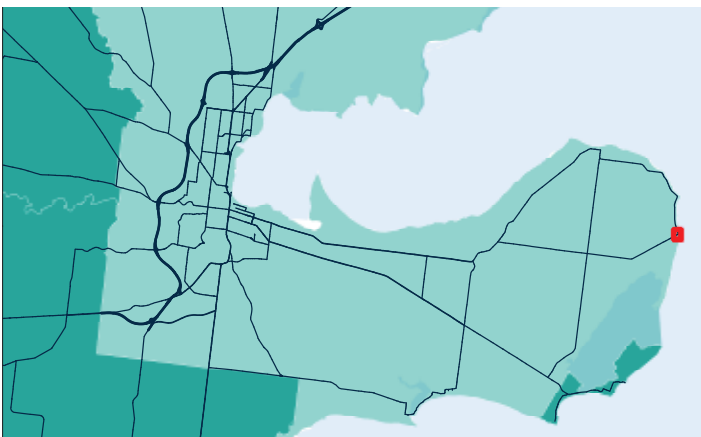
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

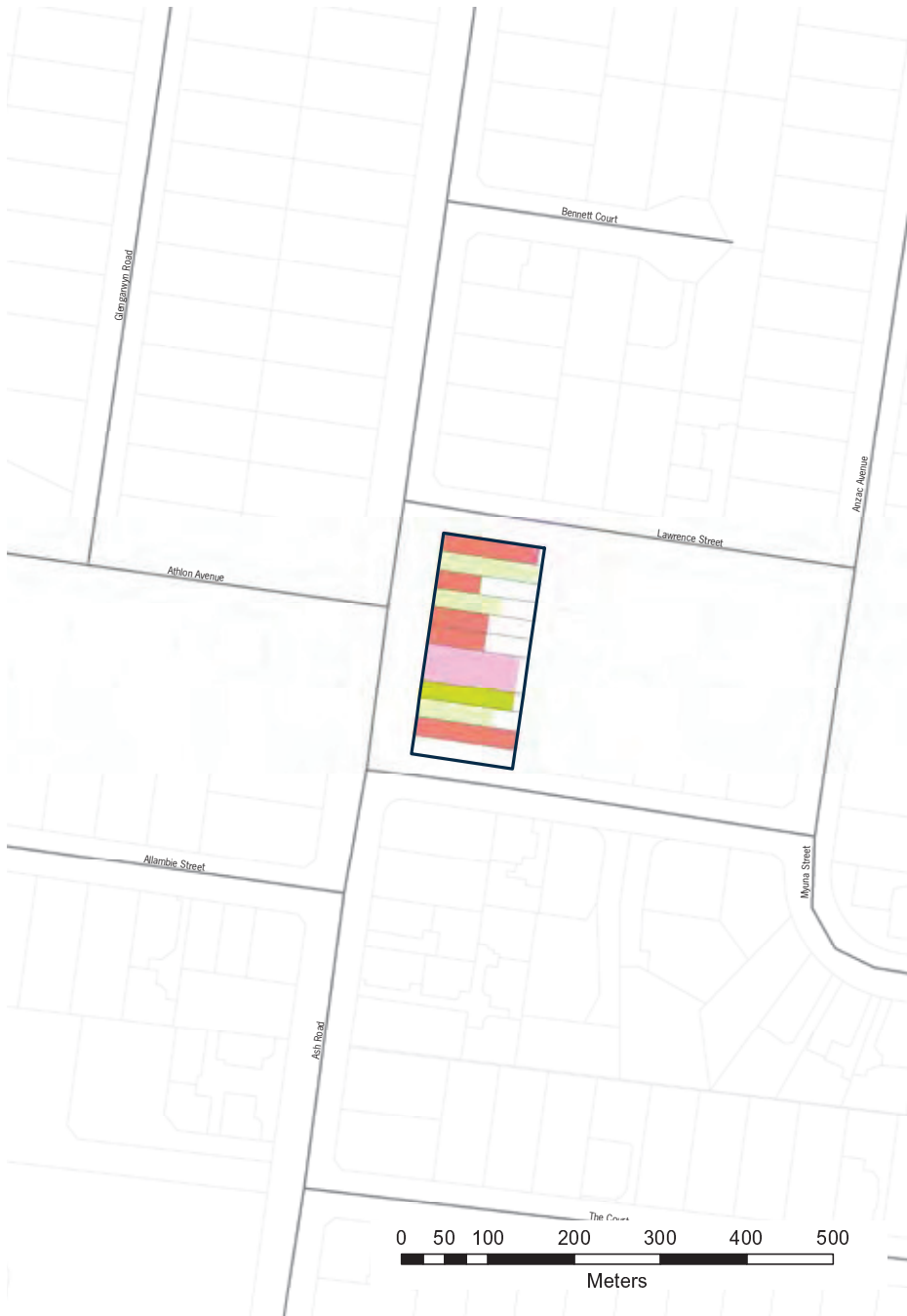
## 1.13 ASH RD, LEOPOLD

| CENTRE NAME: ASH RD, LEOPOLD              |   |  |                   |   |                 |                                |              |  |        |
|---|---|--|-------------------|---|-----------------|--------------------------------|--------------|--|--------|
| 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 floor space* (sqm): | Super market  | Depart' Store  | Restricted Retail | 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                      | Forecast supportable floor space 2016-2036 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 |        |
|   | 1,400   |  |                   | No  |                 | No                             |              | No   |        |

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

### 1.13 ASH RD, LEOPOLD

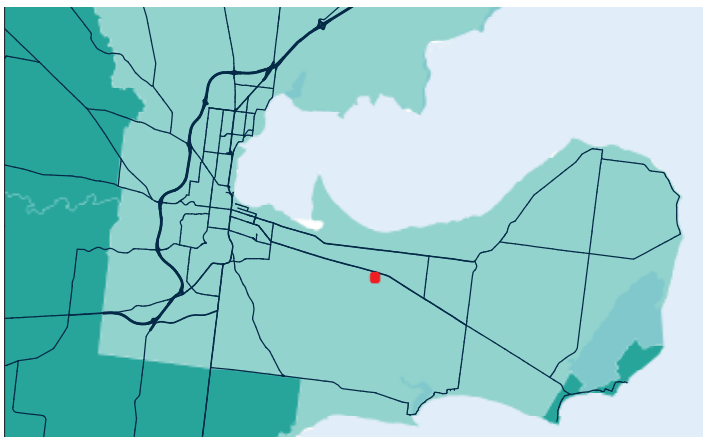
#### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

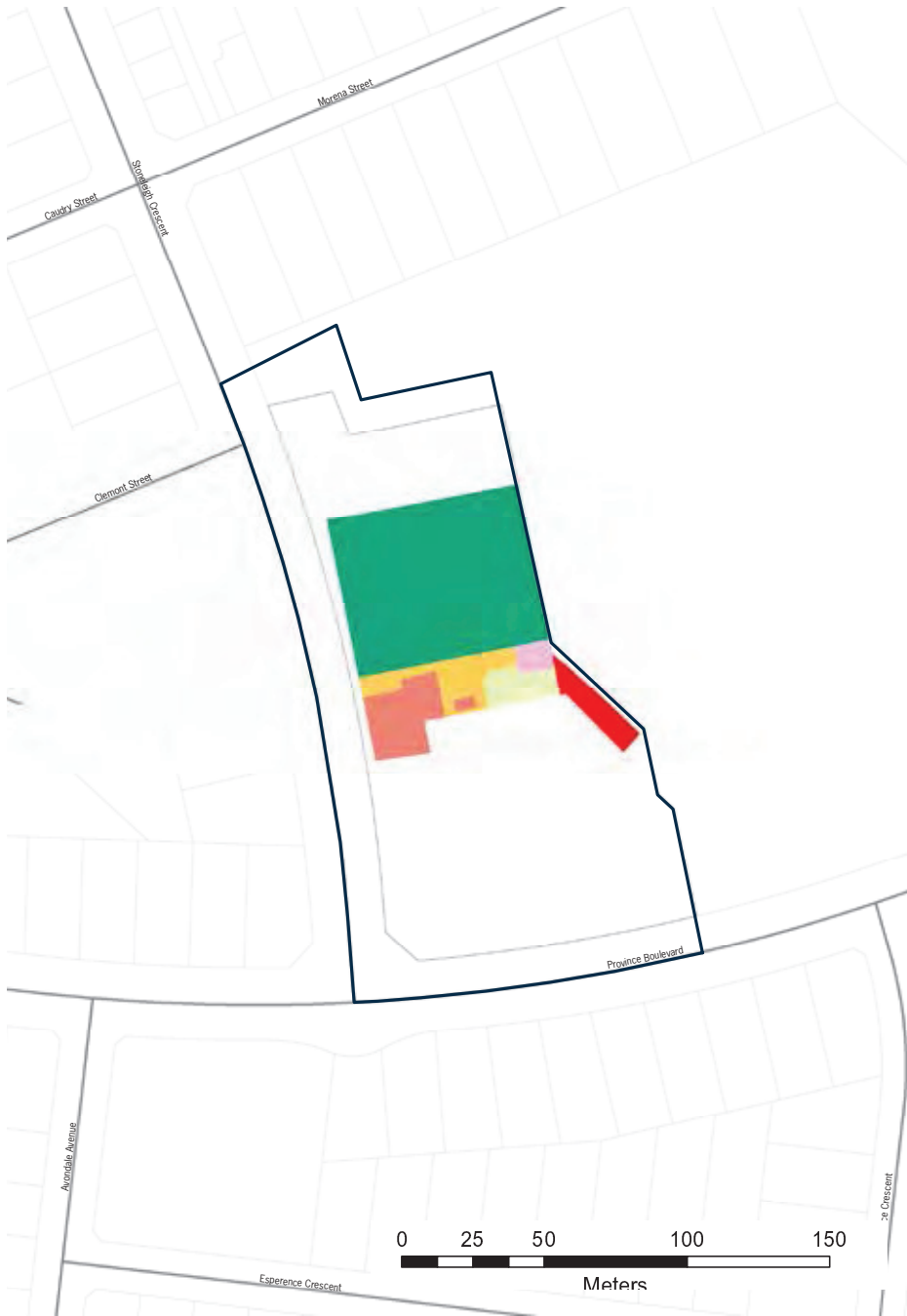
## 1.14 BARRABOOL HILLS SHOPPING CENTRE

| 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 floor space* (sqm): | Super market  | Depart' Store  | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 3318  | 0  | 0   | 110            | 543                            | 255         | 4226   | 0             | 0      |
| Retail anchors:                           | 1 supermarket (3,318sqm Woolworths)   |  |   |                |                                |             |  |               |        |
| Transport connections:                    | Public  | Bus service (route 34)   |   |                |                                |             |  |               |        |
|   | Private   | Corner Stoneleigh Crescent and Province Boulevard, accessible via Barrabool Road |   |                |                                |             |  |               |        |
| Future role and opportunities:            | <p>The centre services Highton and Wandana Heights, an area that has a growing residential population and prior to this centre opening was strongly lacking in its retail offer.</p> <p>This centre was opened in 2015. Further expansion of this centre may be limited given land constraints.</p> |  |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 1,400   |  | No  |                | No                             |             | No   |               |        |

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

# 1.14 BARRABOOL HILLS SHOPPING CENTRE

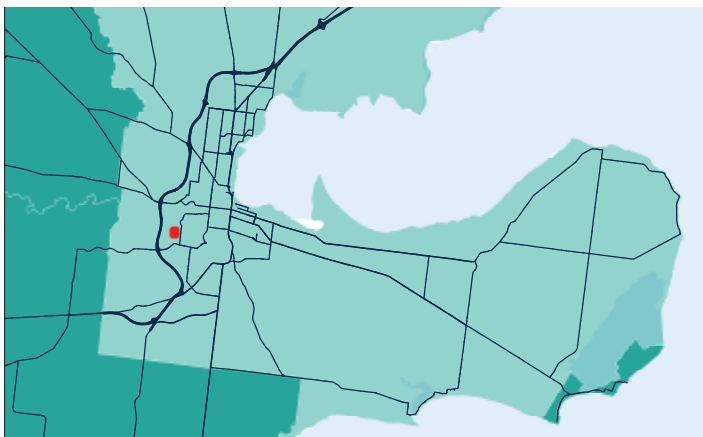
## CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

## CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

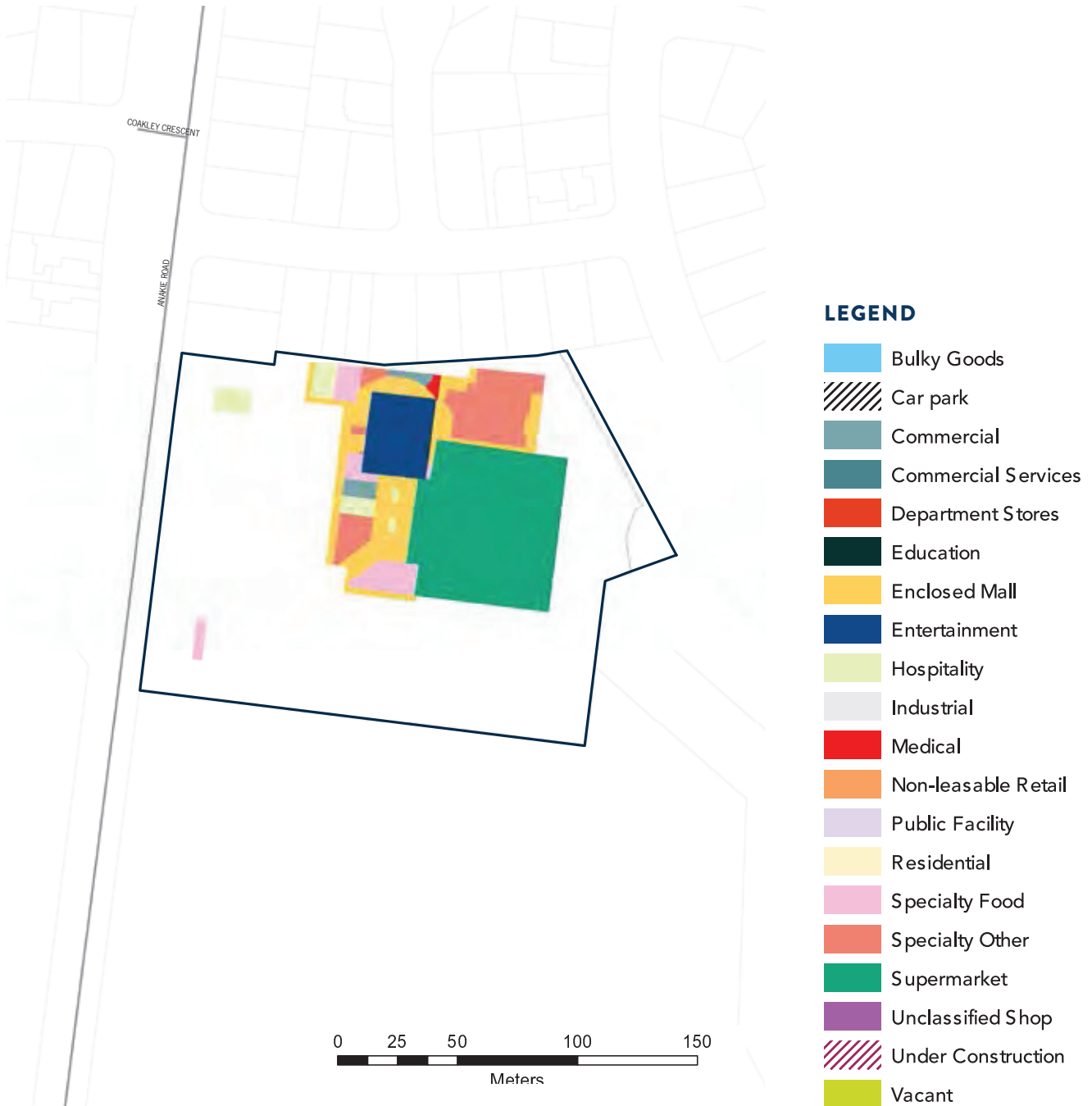
## 1.15 BELL POST SHOPPING CENTRE

| CENTRE NAME: BELL POST SHOPPING CENTRE    |   |  |   |                |                                |             |  |               |        |
|---|---|--|---|----------------|--------------------------------|-------------|--|---------------|--------|
| 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 floor space* (sqm): | Super market  | Depart' Store  | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 3352  | 0  | 0   | 675            | 1,169                          | 366         | 5,562  | 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 and anchor, there is significant potential for the performance of the shopping centre to be improved.</p> <p>An Aldi store has been constructed 800m to the south of this centre on Anakie Road. This may create competition for this centre.</p> <p>This centre could look at ways to improve the retail offer of the centre to attract more trade.</p> |  |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 – with constraints                      |                | No                             |             | No   |               |        |

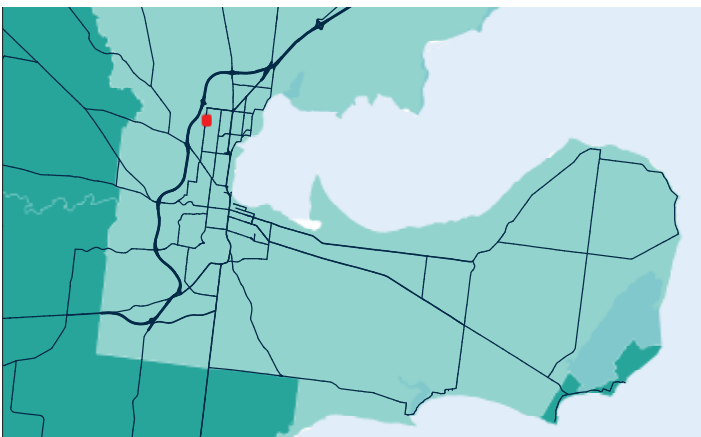
\* Excludes non employment uses such as residential, car parking and sites under construction.

## 1.15 BELL POST SHOPPING CENTRE

### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

## 1.16 BELLARINE VILLAGE

| <b>CENTRE NAME: BELLARINE VILLAGE</b>  |   |  |  |                                |   |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |
|--|---|--|--|--------------------------------|---|-----------------|----------------------------|--------------|---------------|--------|-------|---|---|-------|-----|-----|-------|-----|---|
| 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. These areas 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. It benefits from being located along the highway ahead of Newcomb Central for commuters travelling from Geelong. |  |  |                                |   |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>20,740</td> <td>0</td> <td>0</td> <td>2,480</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z                            | MUZ   | Other           | 0                          | 20,740       | 0             | 0      | 2,480 |   |   |       |     |     |       |     |   |
| ACZ  | C1Z   | C2Z  | MUZ  | Other                          |   |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |
| 0  | 20,740  | 0  | 0  | 2,480                          |   |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>3868</td> <td>0</td> <td>0</td> <td>1,438</td> <td>827</td> <td>796</td> <td>6,929</td> <td>430</td> <td>0</td> </tr> </tbody> </table>  | Super market   | Depart' Store  | Restricted Retail              | Specialty Food  | Specialty Other | Hospitality                | Total Retail | Other Employ' | Vacant | 3868  | 0 | 0 | 1,438 | 827 | 796 | 6,929 | 430 | 0 |
| Super market   | Depart' Store   | Restricted Retail  | Specialty Food                                       | Specialty Other                | Hospitality   | Total Retail    | Other Employ'              | Vacant       |               |        |       |   |   |       |     |     |       |     |   |
| 3868   | 0   | 0  | 1,438  | 827                            | 796   | 6,929           | 430                        | 0            |               |        |       |   |   |       |     |     |       |     |   |
| Retail anchors:  | 1 supermarket (3,868sqm Woolworths)   |  |  |                                |   |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |
| Transport connections:   | <table border="1"> <tbody> <tr> <td>Public</td> <td>Bus service (routes 45, 75, 76, 77 and 83)</td> </tr> <tr> <td>Private</td> <td>Bellarine Highway, between Boundary Road and Wilsons Road</td> </tr> </tbody> </table>  | Public   | Bus service (routes 45, 75, 76, 77 and 83)           | Private                        | Bellarine Highway, between Boundary Road and Wilsons Road |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |
| Public   | Bus service (routes 45, 75, 76, 77 and 83)  |  |  |                                |   |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |
| Private  | Bellarine Highway, between Boundary Road and Wilsons Road   |  |  |                                |   |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |
| Future role and opportunities:   | A moderate amount of retail growth is forecast for this centre through to 2036. 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   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>2,600</td> <td>Yes – but with constraints</td> <td>No</td> <td>No</td> </tr> </tbody> </table>   | Forecast supportable floor space 2016-2036 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      | 2,600           | Yes – but with constraints | No           | No            |        |       |   |   |       |     |     |       |     |   |
| Forecast supportable floor space 2016-2036 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 |                                |   |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |
| 2,600  | Yes – but with constraints  | No   | No   |                                |   |                 |                            |              |               |        |       |   |   |       |     |     |       |     |   |

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

## 1.16 BELLARINE VILLAGE

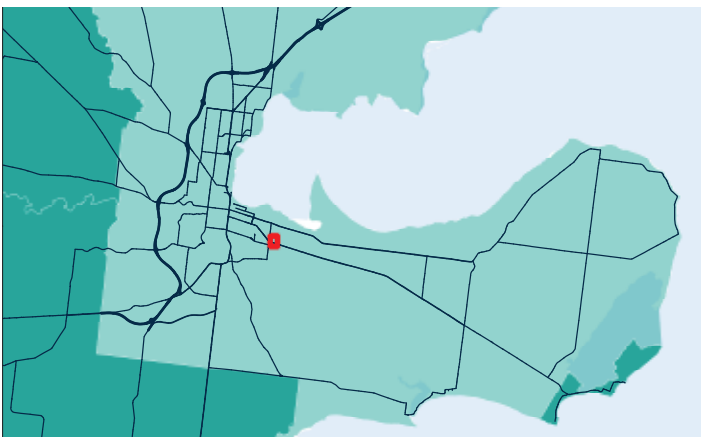
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

## 1.17 DOROTHY STREET, LEOPOLD

| CENTRE NAME: DOROTHY STREET, LEOPOLD      |  |   |   |                |                                |             |  |               |        |
|---|--|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| 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  |               | 2,480  |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 636  | 0   | 0   | 0              | 860                            | 306         | 1,803  | 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:            | This centre 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                      | Forecast supportable floor space 2016-2036 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  |   | No  |                | No                             |             | No   |               |        |

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

## 1.17 DOROTHY STREET, LEOPOLD

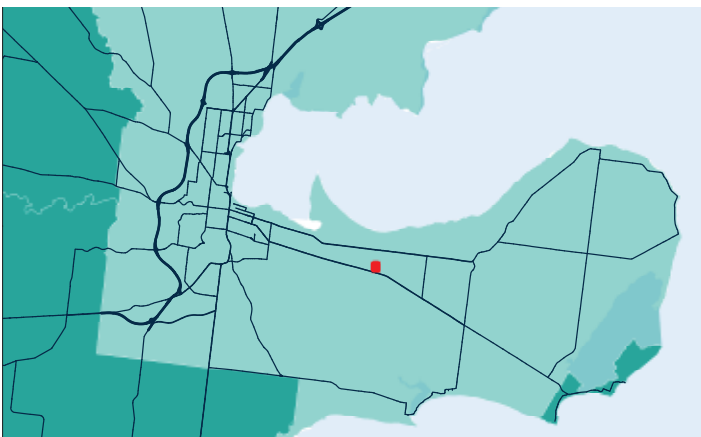
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

## 1.18 HYLAND STREET, FYANSFORD

| CENTRE NAME: HYLAND STREET, 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 emerging Fyansford and existing Herne Hill community.   |   |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ   |   | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0   |   | 63,000                                      |                | 0                              |             | 18,430   |               | 0      |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0   | 0   | 290   | 0              | 0                              | 2,060       | 2,350  | 0             | 0      |
| Planned Floor space 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:            | <p>Significant residential development is planned for the Fyansford area including a new neighbourhood centre to service the new community. Land on the southern side of Hyland Street has been rezoned to commercial 1 to accommodate a future centre. Whilst the site is large, much of it isn't able to be developed due to the steep topography of the site.</p> <p>The area is covered by <i>Development Plan Overlay Schedule 15</i>. The Development Plan requires a master plan to be submitted for the new neighbourhood centre. There is no time frame for when a new neighbourhood centre will be constructed on the site.</p> <p>No additional retail floor space is required for this centre beyond what has been planned for. In the future this centre may be challenged by planned retail centres in the Western Geelong Growth Area.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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   |                | Yes – as per the DPO           |             | No   |               |        |

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

# 1.18 HYLAND STREET, FYANSFORD

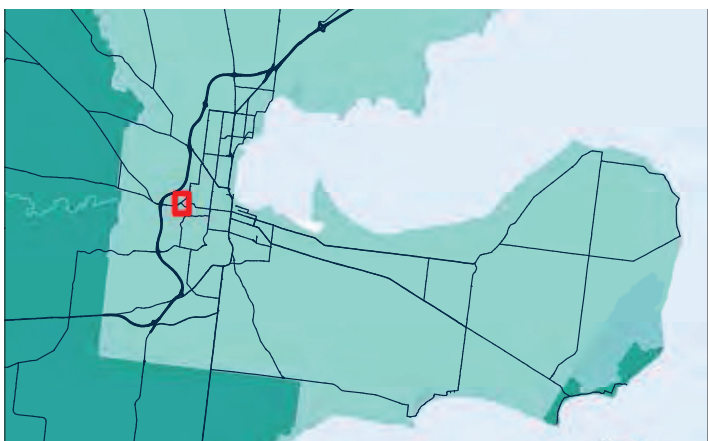
## CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

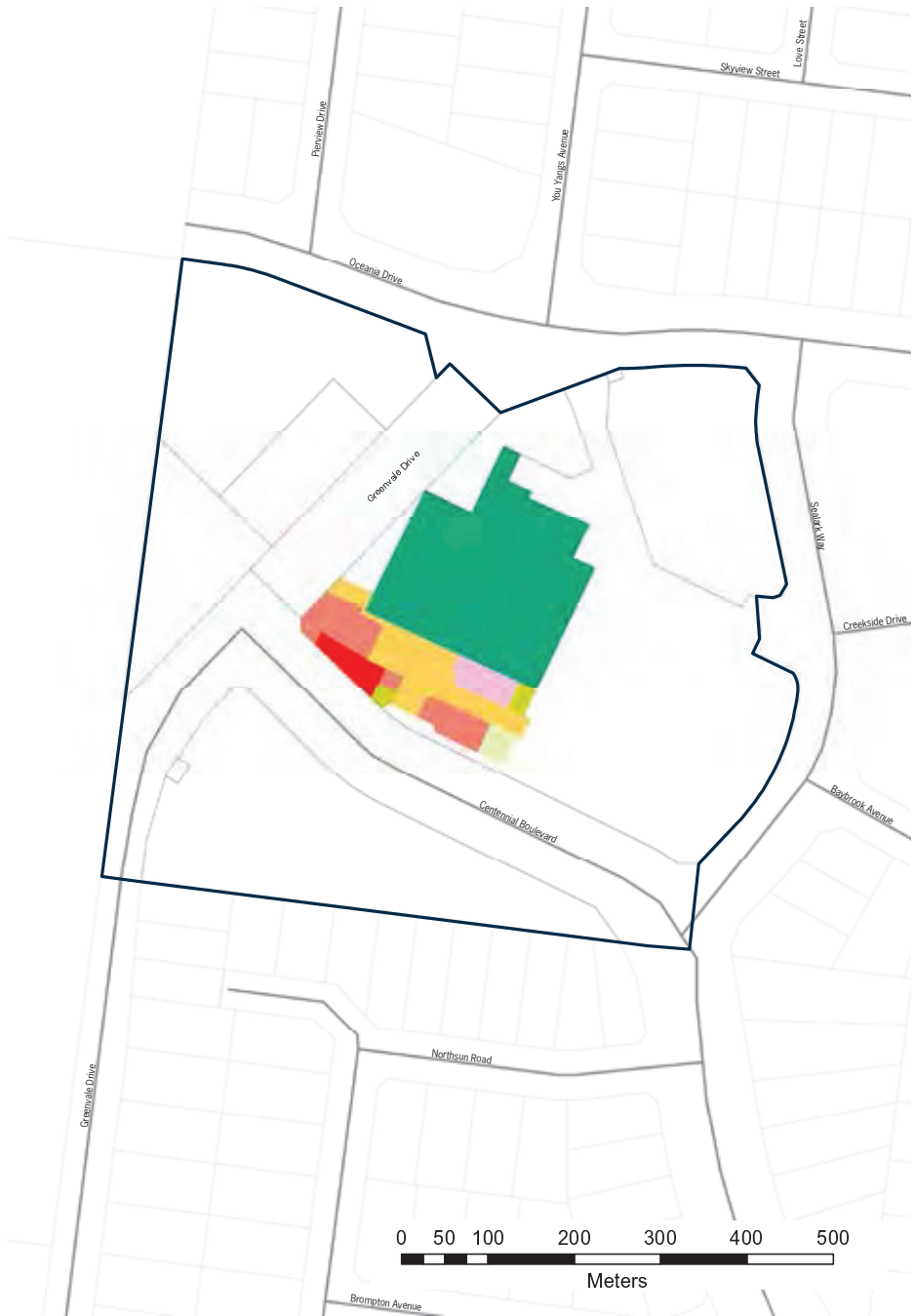
## 1.19 JETTY ROAD, CURLEWIS

| CENTRE NAME: JETTY ROAD, CURLEWIS         |  |  |   |                |                                |             |  |               |        |
|---|--|--|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Neighbourhood  |  |   |                |                                |             |  |               |        |
| 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  | 0   | 0              | 158,470                        | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store  | Restricted Retail                           | 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. 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                      | Forecast supportable floor space 2016-2036 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   |  | Yes   |                | No                             |             | No   |               |        |

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

# 1.19 JETTY ROAD, CURLEWIS

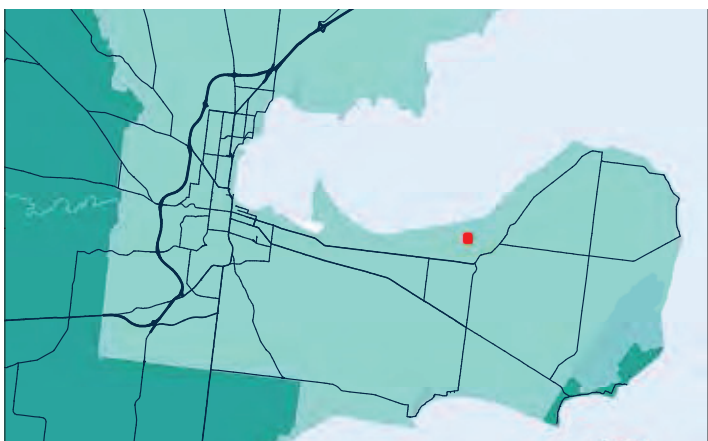
## CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

## 1.20 ORMOND ROAD, GEELONG EAST

| CENTRE NAME: ORMOND ROAD, 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 floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|   | 627   | 0   | 0   | 516            | 4,256           | 519                            | 5,917        | 880  | 200    |
| 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. Some streetscape upgrades have been undertaken by Council, but given the disjointed nature of the centre there may be opportunities to investigate ways to better integrate the centre. |   |   |                |                 |                                |              |  |        |
| Action required:                          | Nil   |   |   |                |                 |                                |              |  |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |        |
|   | 3,500   |   | Yes – but with constraints                  |                |                 | No                             |              | No   |        |

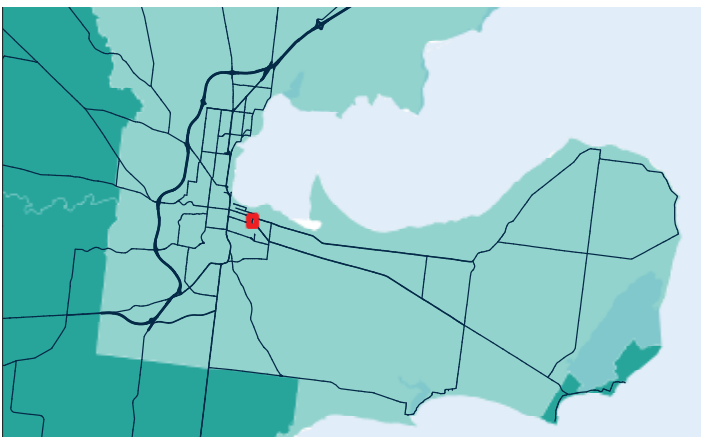
\* Excludes non employment uses such as residential, car parking and sites under construction.

## 1.20 ORMOND ROAD, GEELONG EAST

### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

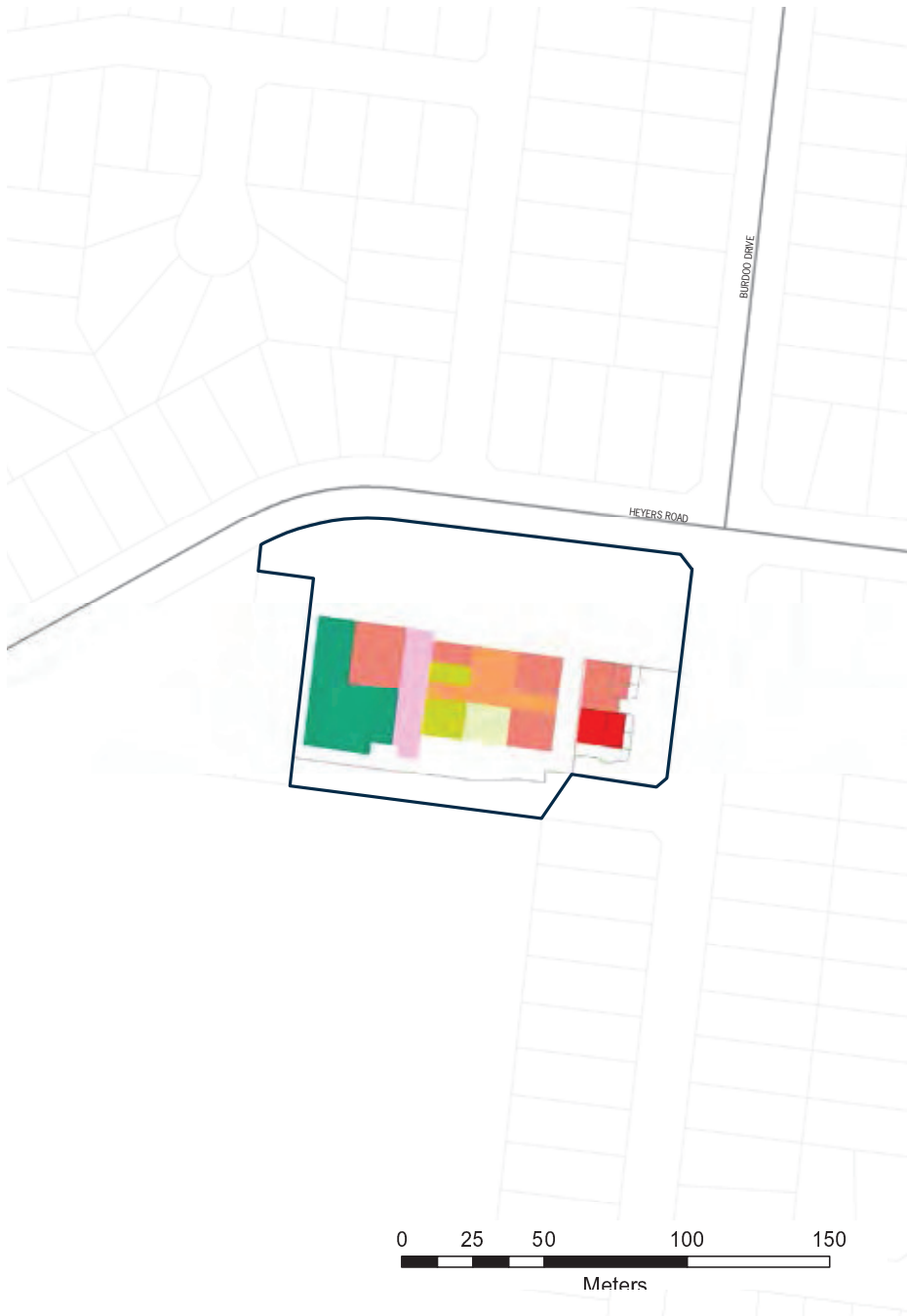
## 1.21 GROVEDALE CENTRAL

| CENTRE NAME: GROVEDALE CENTRAL            |   |   |   |                |                                |             |  |               |        |
|---|---|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Neighbourhood   |   |   |                |                                |             |  |               |        |
| Location:                                 | Grovedale   |   |   |                |                                |             |  |               |        |
| Key characteristics:                      | Small local shopping centre with IGA and medical centre. Adjacent to primary school and high school.  |   |   |                |                                |             |  |               |        |
| Current role:                             | While the centres 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 floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 866   | 0   | 0   | 382            | 1,055                          | 176         | 2,479  | 0             | 200    |
| 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:            | <p>Several new hospitality businesses have recently established within this centre, occupying shops that appear to have been vacant for some time.</p> <p>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 Waurm Ponds Sub-Regional Centre.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 700   |   | Yes – but with constraints                  |                | No                             |             | No   |               |        |

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

## 1.21 GROVEDALE CENTRAL

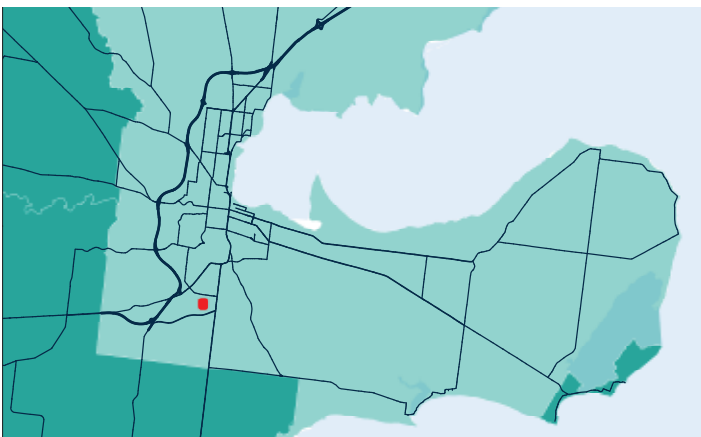
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

## 1.22 HIGHTON

| CENTRE NAME: HIGHTON                      |   |  |   |                |                                |             |  |               |        |
|---|---|--|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Neighbourhood   |  |   |                |                                |             |  |               |        |
| Location:                                 | Highton   |  |   |                |                                |             |  |               |        |
| Key characteristics:                      | Strong performing neighbourhood centre in Highton with significant amounts of office and community/public use.  |  |   |                |                                |             |  |               |        |
| Current role:                             | This thriving centre plays a local day-to-day retail and hospitality role within Highton.   |  |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ   |  | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0   |  | 16,960                                      |                | 0                              |             | 0  |               | 3,690  |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store  | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 2150  | 0  | 0   | 1,717          | 2,139                          | 966         | 6,972  | 1140          | 100    |
| 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 Waurm 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 between 2016-2036. Council has developed a draft UDF for this centre. The UDF has identified development opportunities which would deliver additional floor space within the centre. It also has a strong focus on streetscape upgrades, pedestrian and traffic movements.</p> |  |   |                |                                |             |  |               |        |
| Action required:                          | Finalise the draft UDF  |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 2,800   |  | Yes – with constraints                      |                | Yes                            |             | Yes  |               |        |

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

## 1.22 HIGHTON

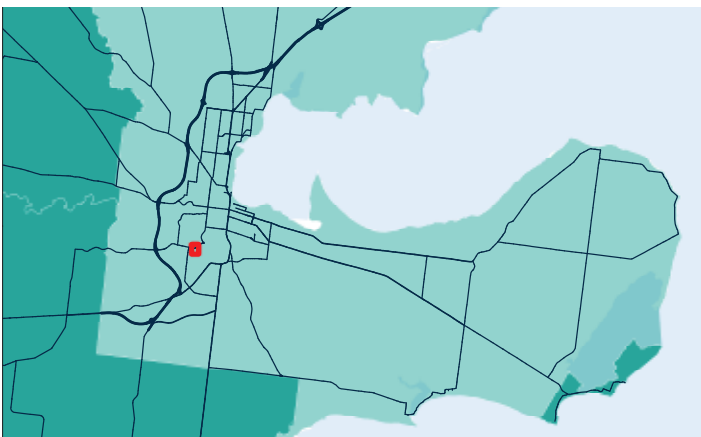
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

## 1.23 NEWCOMB CENTRAL

| <b>CENTRE NAME: NEWCOMB CENTRAL</b>  |   |  |  |  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
|--|---|--|--|--|--|-----------------|------------------------|--------------|---------------|--------|------|---|---|-----|-------|-----|-------|-----|---|
| 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):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>24,730</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z  | MUZ  | Other           | 0                      | 24,730       | 0             | 0      | 0    |   |   |     |       |     |       |     |   |
| ACZ  | C1Z   | C2Z  | MUZ  | Other  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
| 0  | 24,730  | 0  | 0  | 0  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>4691</td> <td>0</td> <td>0</td> <td>630</td> <td>1,194</td> <td>315</td> <td>6,820</td> <td>430</td> <td>0</td> </tr> </tbody> </table>                      | Super market   | Depart' Store  | Restricted Retail                              | Specialty Food                                       | Specialty Other | Hospitality            | Total Retail | Other Employ' | Vacant | 4691 | 0 | 0 | 630 | 1,194 | 315 | 6,820 | 430 | 0 |
| Super market   | Depart' Store   | Restricted Retail  | Specialty Food                                       | Specialty Other                                | Hospitality  | Total Retail    | Other Employ'          | Vacant       |               |        |      |   |   |     |       |     |       |     |   |
| 4691   | 0   | 0  | 630  | 1,194  | 315  | 6,820           | 430                    | 0            |               |        |      |   |   |     |       |     |       |     |   |
| Retail anchors:  | 2 supermarkets (3,533sqm Woolworths, 1158sqm Aldi)  |  |  |  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
| Transport connections:   | <table border="1"> <thead> <tr> <th>Public</th> <th>Private</th> </tr> </thead> <tbody> <tr> <td>Bus service (routes 45, 55, 75, 76, 77 and 83)</td> <td>Corner of Bellarine Highway and Wilsons Road</td> </tr> </tbody> </table>  | Public   | Private  | Bus service (routes 45, 55, 75, 76, 77 and 83) | Corner of Bellarine Highway and Wilsons Road         |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
| Public   | Private   |  |  |  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
| Bus service (routes 45, 55, 75, 76, 77 and 83)                                     | Corner of Bellarine Highway and Wilsons Road  |  |  |  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
| Future role and opportunities:   | <p>A moderate amount of retail growth is forecast for this centre through to 2036. The centre is land locked but could redevelop over existing car parking or through acquisition of adjacent housing to provide additional floor space in the future.</p> <p>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.</p> |  |  |  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
| Action required:   | Nil   |  |  |  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>2,500</td> <td>Yes – With constraints</td> <td>No</td> <td>No</td> </tr> </tbody> </table>                       | Forecast supportable floor space 2016-2036 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 | 2,500           | Yes – With constraints | No           | No            |        |      |   |   |     |       |     |       |     |   |
| Forecast supportable floor space 2016-2036 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 |  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |
| 2,500  | Yes – With constraints  | No   | No   |  |  |                 |                        |              |               |        |      |   |   |     |       |     |       |     |   |

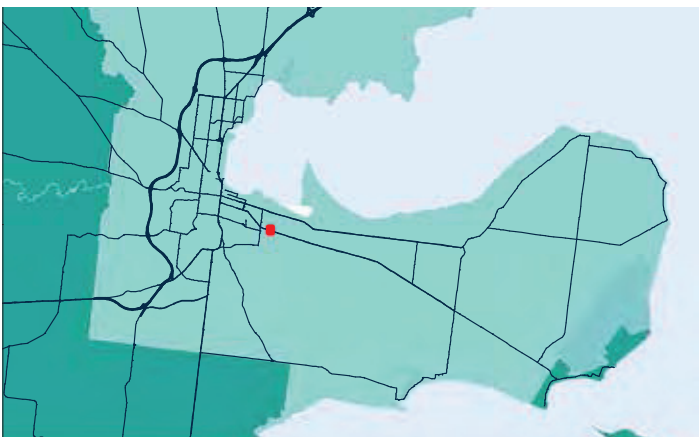
\* Excludes non employment uses such as residential, car parking and sites under construction.

## 1.23 NEWCOMB CENTRAL

### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

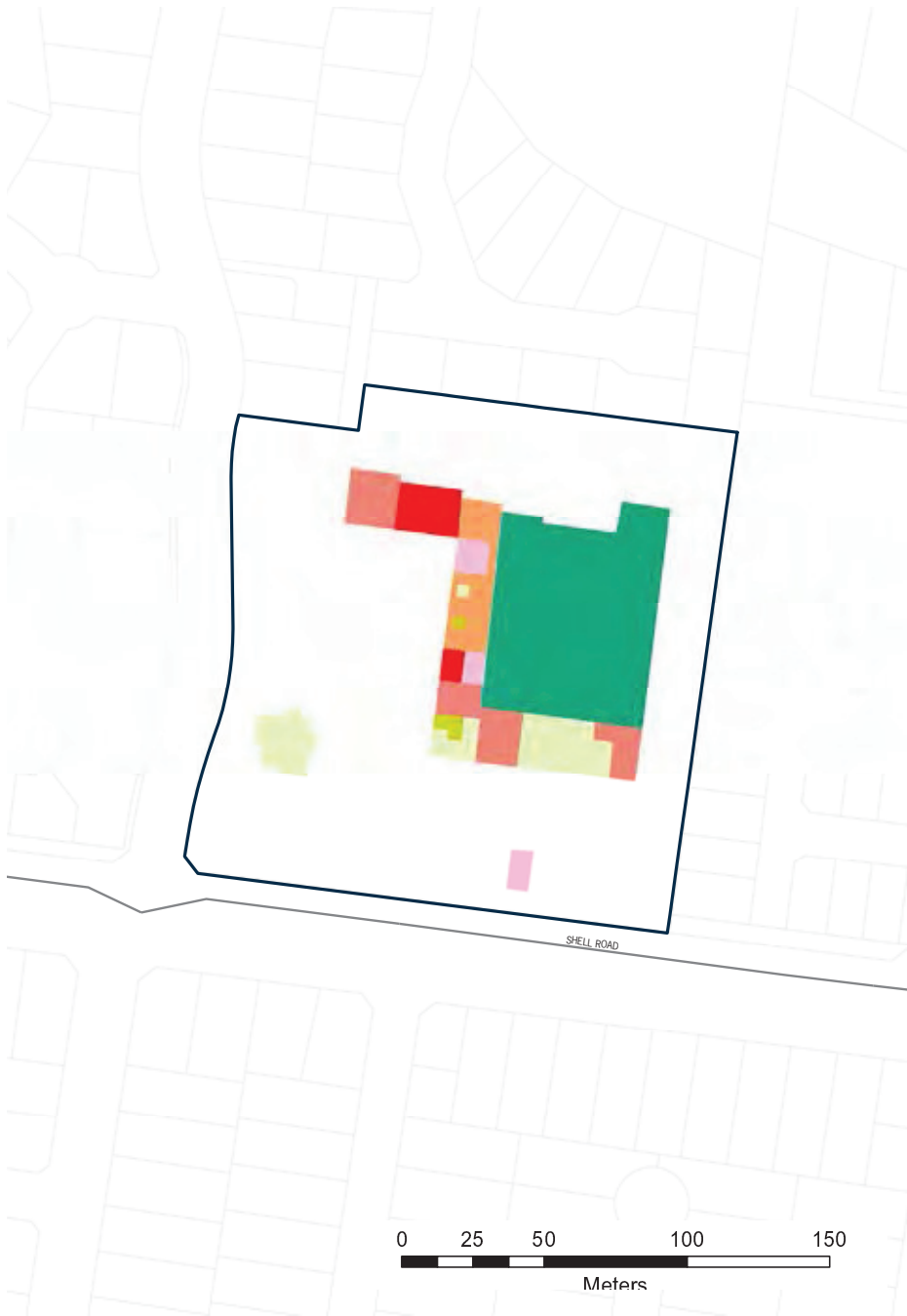
## 1.24 OCEAN GROVE (MARKETPLACE)

| CENTRE NAME: OCEAN GROVE (MARKETPLACE)    |  |  |   |                |                                |             |  |               |        |
|---|--|--|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Neighbourhood  |  |   |                |                                |             |  |               |        |
| Location:                                 | Ocean Grove  |  |   |                |                                |             |  |               |        |
| Key characteristics:                      | Mid-sized shopping centre (anchored by Woolworths) along Shell Road. Strong hospitality base, along with specialty and food retail.  |  |   |                |                                |             |  |               |        |
| Current role:                             | This centre serves the local community and the wider southern region of the Bellarine Peninsula.   |  |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |  | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  |  | 25,720                                      |                | 0                              |             | 0  |               | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store  | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 3566   | 0  | 0   | 287            | 910                            | 985         | 5,748  | 90            | 100    |
| Retail anchors:                           | Expired planning permit for additional 1,500 sqm   |  |   |                |                                |             |  |               |        |
| 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>An expired planning permit (PP399/2010/A) allowed the centre to expand to the north of the site. This would have increased the floor space from 5670m<sup>2</sup> to 7085m<sup>2</sup>. This development could still occur subject to a new planning permit being approved.</p> |  |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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.

## 1.24 OCEAN GROVE (MARKETPLACE)

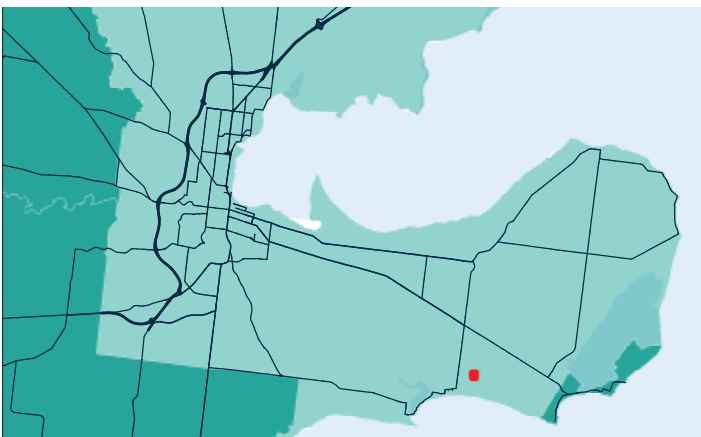
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

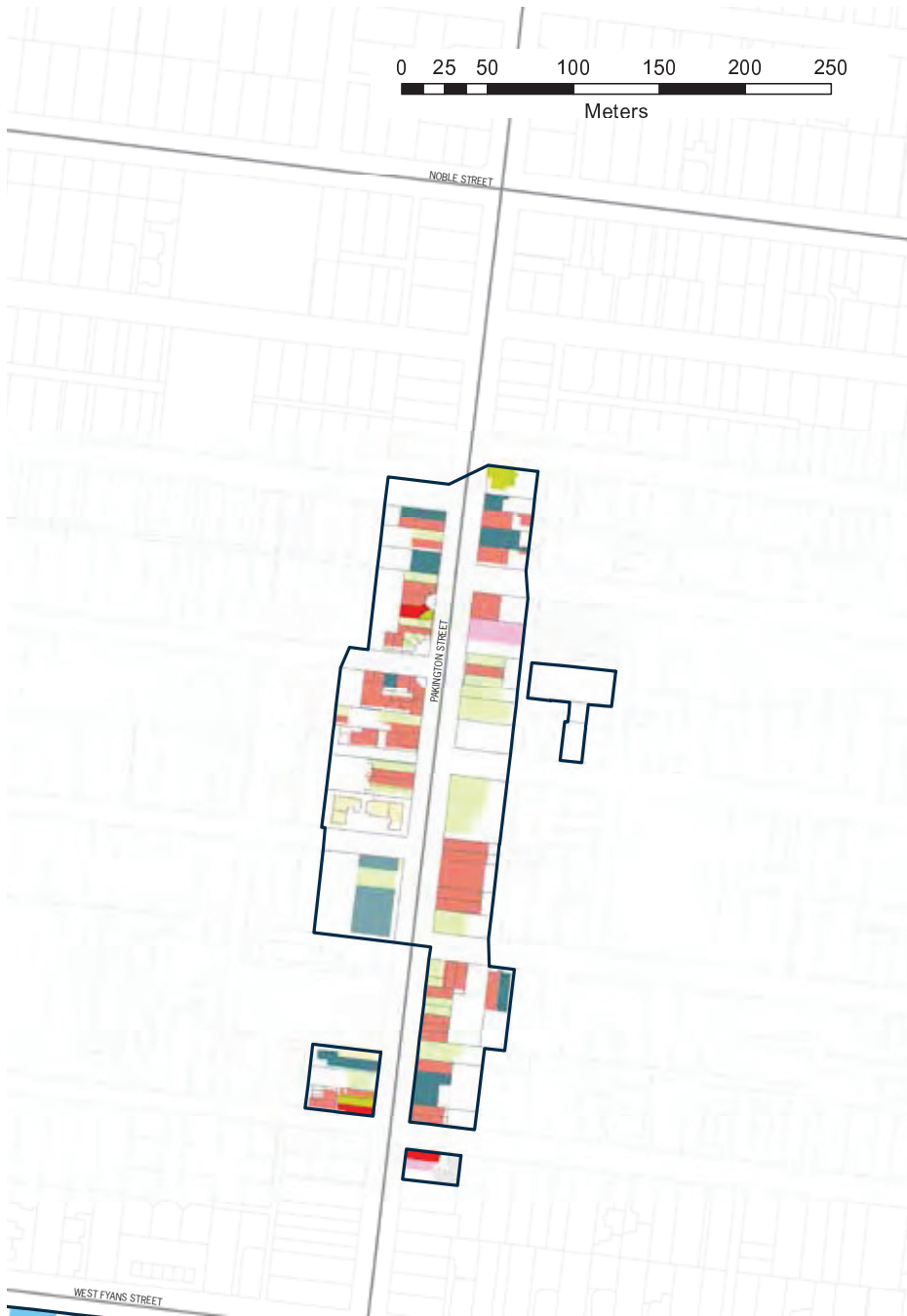
## 1.25 PAKINGTON STREET (NEWTOWN)

| 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 Geelong West 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):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>29,670</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z                            | MUZ  | Other           | 0             | 29,670       | 0             | 0      | 0 |   |   |     |       |       |       |      |     |
| ACZ  | C1Z   | C2Z  | MUZ  | Other                          |  |                 |               |              |               |        |   |   |   |     |       |       |       |      |     |
| 0  | 29,670  | 0  | 0  | 0                              |  |                 |               |              |               |        |   |   |   |     |       |       |       |      |     |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>0</td> <td>446</td> <td>4,759</td> <td>3,946</td> <td>9,151</td> <td>1130</td> <td>300</td> </tr> </tbody> </table>  | Super market   | Depart' Store  | Restricted Retail              | Specialty Food   | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 0 | 0 | 0 | 446 | 4,759 | 3,946 | 9,151 | 1130 | 300 |
| Super market   | Depart' Store   | Restricted Retail  | Specialty Food                                       | Specialty Other                | Hospitality  | Total Retail    | Other Employ' | Vacant       |               |        |   |   |   |     |       |       |       |      |     |
| 0  | 0   | 0  | 446  | 4,759                          | 3,946  | 9,151           | 1130          | 300          |               |        |   |   |   |     |       |       |       |      |     |
| Retail anchors:  | None  |  |  |                                |  |                 |               |              |               |        |   |   |   |     |       |       |       |      |     |
| Transport connections:   | <table border="1"> <thead> <tr> <th>Public</th> <th>Private</th> </tr> </thead> <tbody> <tr> <td>Bus service (34, 35 and 36)</td> <td>Pakington Street, from Noble Street to West Fyans Street</td> </tr> </tbody> </table>   | Public   | Private  | Bus service (34, 35 and 36)    | Pakington Street, from Noble Street to West Fyans Street |                 |               |              |               |        |   |   |   |     |       |       |       |      |     |
| Public   | Private   |  |  |                                |  |                 |               |              |               |        |   |   |   |     |       |       |       |      |     |
| Bus service (34, 35 and 36)  | 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 higher density housing supported closer to the river end of Pakington Street through the implementation of the West Fyans-Fyans Street Precinct Structure Plan 2009.</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 amount of new development and high land values it is unlikely that a parking precinct plan would be successful in delivering a significant amount of additional car parking.</p> <p>Whilst the centre does not currently have a supermarket anchor, there is sufficient floor space demand over the next 20 years to support a supermarket establishing in this centre. However high land values and a lack of large land parcels may make establishing a supermarket in this location difficult. If a supermarket based development was proposed, it should directly adjoin the existing centre and have frontage to Pakington Street.</p> |  |  |                                |  |                 |               |              |               |        |   |   |   |     |       |       |       |      |     |
| Action required:   | Nil   |  |  |                                |  |                 |               |              |               |        |   |   |   |     |       |       |       |      |     |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>5,300</td> <td>No</td> <td>No</td> <td>No</td> </tr> </tbody> </table>   | Forecast supportable floor space 2016-2036 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     | 5,300           | No            | No           | No            |        |   |   |   |     |       |       |       |      |     |
| Forecast supportable floor space 2016-2036 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 |                                |  |                 |               |              |               |        |   |   |   |     |       |       |       |      |     |
| 5,300  | No  | No   | No   |                                |  |                 |               |              |               |        |   |   |   |     |       |       |       |      |     |

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

## 1.25 PAKINGTON STREET (NEWTOWN)

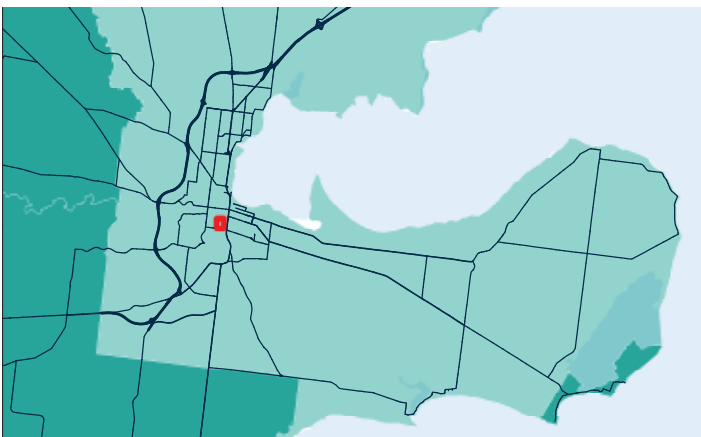
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

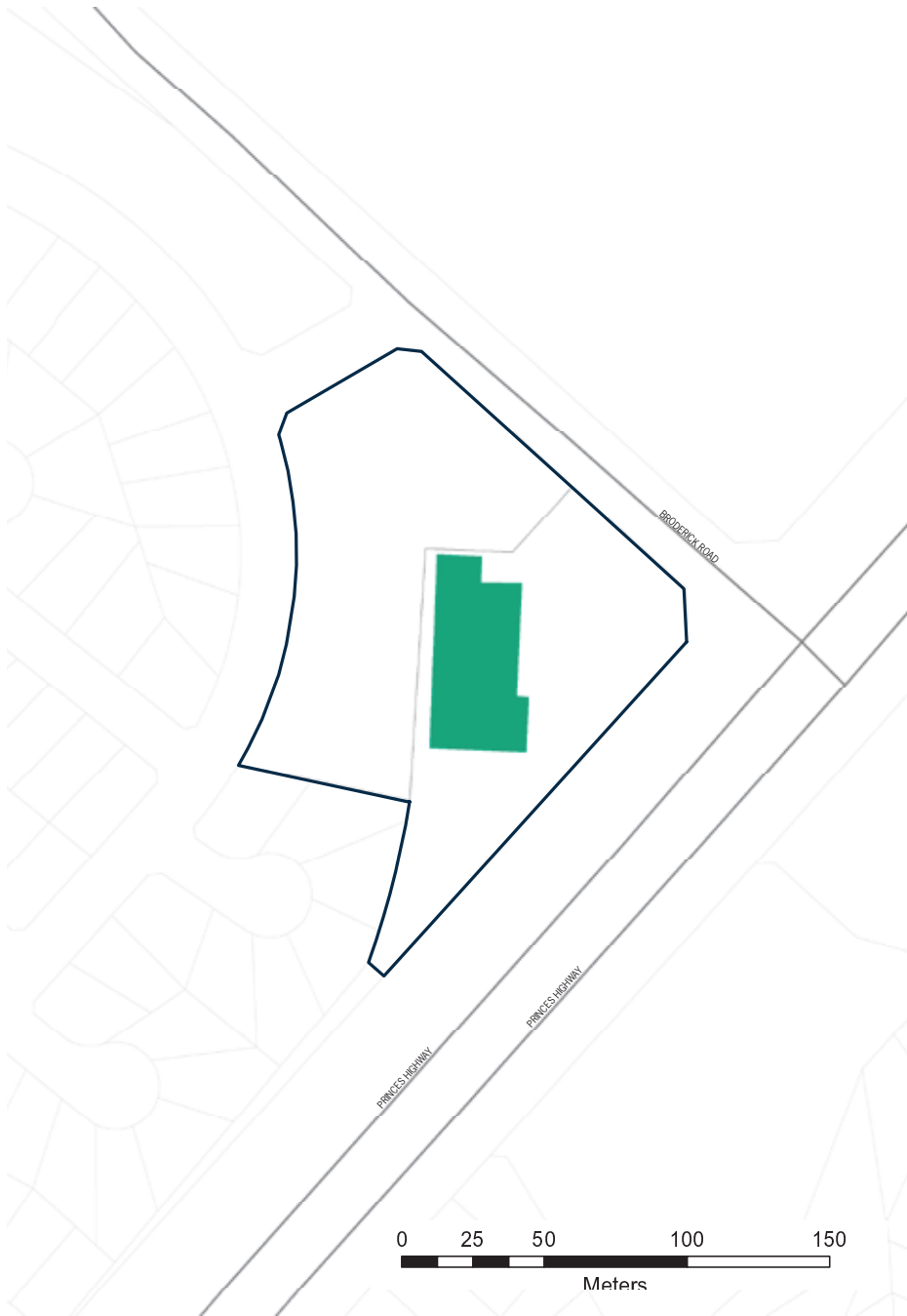
## 1.26 ROSEWALL

| <b>CENTRE NAME: ROSEWALL</b>   |   |  |  |   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
|--|---|--|--|---|--|-----------------|---------------|--------------|---------------|--------|-------|---|---|---|---|---|-------|---|---|
| Hierarchy status:  | Neighbourhood   |  |  |   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Location:  | Corio   |  |  |   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Key characteristics:   | Comprises a single Aldi store and a vacant, adjacent site at Fairbairn Drive which is also zoned commercial 1.  |  |  |   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Current role:  | This centre serves the local community with a supermarket.  |  |  |   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>15,710</td> <td>0</td> <td>0</td> <td>20</td> </tr> </tbody> </table>   | ACZ  | C1Z  | C2Z   | MUZ  | Other           | 0             | 15,710       | 0             | 0      | 20    |   |   |   |   |   |       |   |   |
| ACZ  | C1Z   | C2Z  | MUZ  | Other   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| 0  | 15,710  | 0  | 0  | 20  |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>1,740</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>1,740</td> <td>0</td> <td>0</td> </tr> </tbody> </table>   | Super market   | Depart' Store  | Restricted Retail   | Specialty Food                                       | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 1,740 | 0 | 0 | 0 | 0 | 0 | 1,740 | 0 | 0 |
| Super market   | Depart' Store   | Restricted Retail  | 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:   | <table border="1"> <thead> <tr> <th>Public</th> <th>Private</th> </tr> </thead> <tbody> <tr> <td>Corio Railway Station (approx. 1.2km), bus service (route 12)</td> <td>Intersection of Princess Highway and Broderick Road</td> </tr> </tbody> </table>  | Public   | Private  | Corio Railway Station (approx. 1.2km), bus service (route 12) | Intersection of Princess Highway and Broderick Road  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Public   | Private   |  |  |   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Corio Railway Station (approx. 1.2km), bus service (route 12)                      | Intersection of Princess Highway and Broderick Road   |  |  |   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Future role and opportunities:   | <p>Comprises a single Aldi store and a 0.8ha site at 12-20 Fairbairn Drive which is zoned commercial 1. Planning approval (pp366-2011) for a medical centre and 4 speciality retail stores at the Fairbairn Drive site has expired and the site remains vacant.</p> <p>Even though the planning permit has expired, there is still support to maintain the centre as a neighbourhood centre within the retail hierarchy. The future development of additional retail floor space adjacent to the established supermarket anchor, would help to provide additional retail and other services for the nearby community. This centre would continue to service a local catchment and would be unlikely to have any trade impacts on the Corio shopping centre which is approximately 2km away.</p> |  |  |   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Action required:   | Nil   |  |  |   |  |                 |               |              |               |        |       |   |   |   |   |   |       |   |   |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>500</td> <td>Yes</td> <td>No</td> <td>No</td> </tr> </tbody> </table>  | Forecast supportable floor space 2016-2036 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            |        |       |   |   |   |   |   |       |   |   |
| Forecast supportable floor space 2016-2036 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.

## 1.26 ROSEWALL

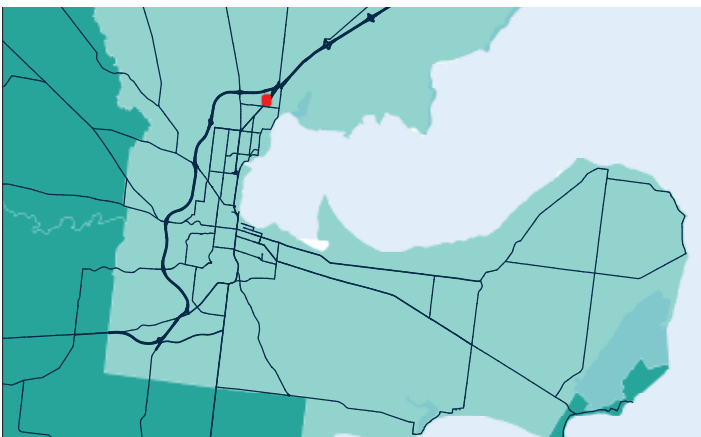
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

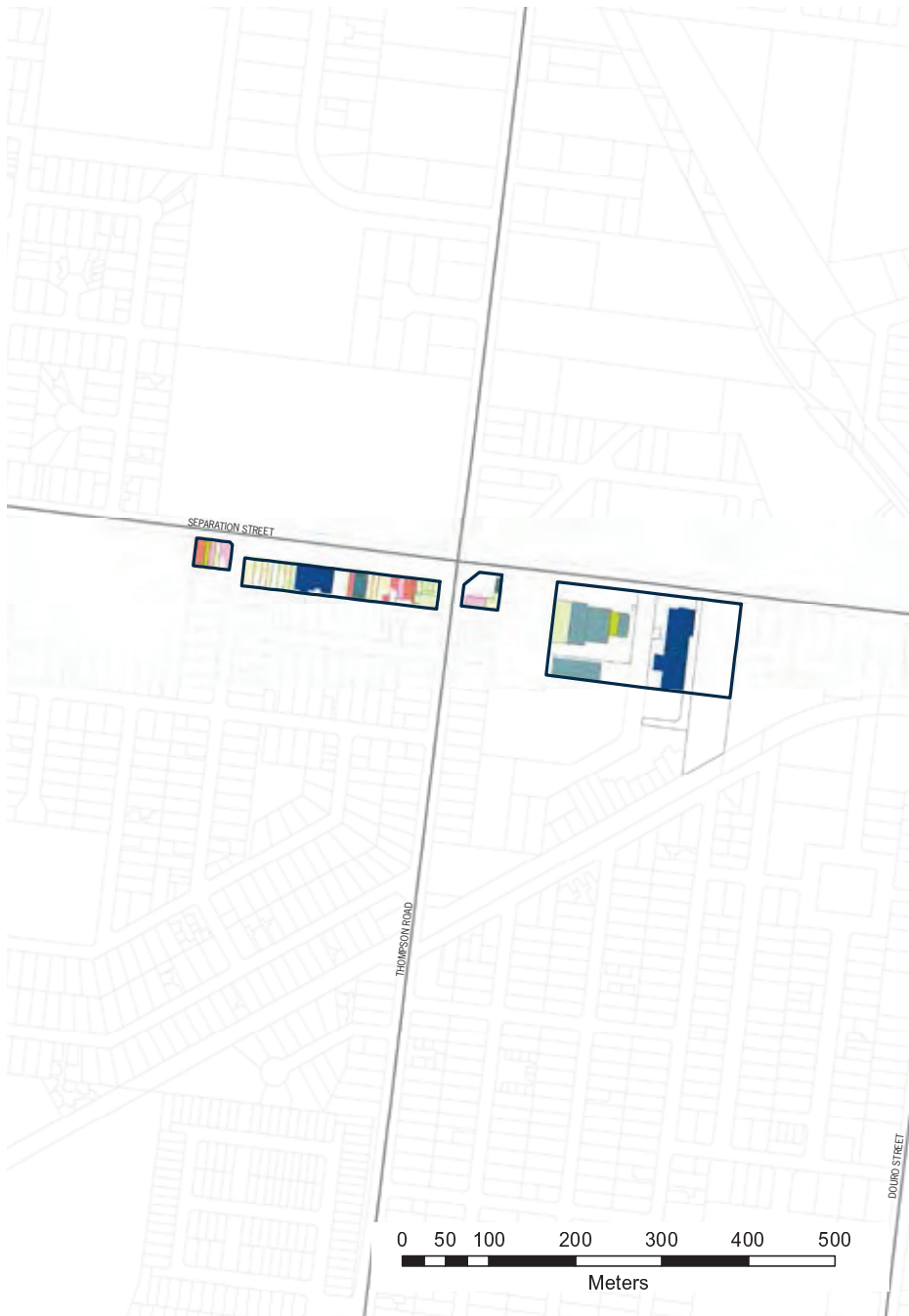
## 1.27 SEPARATION STREET, NORTH GEELONG

| <b>CENTRE NAME: SEPARATION STREET, NORTH GEELONG</b>                               |   |  |  |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
|--|---|--|--|--------------------------------|---|-----------------|---------------|--------------|---------------|--------|----|---|---|-----|-------|-------|-------|-------|-----|
| 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 floor space.  |  |  |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| Current role:  | This centre serves the local Bell Park and North Geelong community.   |  |  |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>9,150</td> <td>20,850</td> <td>0</td> <td>20</td> </tr> </tbody> </table>   | ACZ  | C1Z  | C2Z                            | MUZ   | Other           | 0             | 9,150        | 20,850        | 0      | 20 |   |   |     |       |       |       |       |     |
| ACZ  | C1Z   | C2Z  | MUZ  | Other                          |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| 0  | 9,150   | 20,850   | 0  | 20                             |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>0</td> <td>908</td> <td>1,898</td> <td>2,766</td> <td>5,572</td> <td>1,130</td> <td>400</td> </tr> </tbody> </table>   | Super market   | Depart' Store  | Restricted Retail              | Specialty Food  | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 0  | 0 | 0 | 908 | 1,898 | 2,766 | 5,572 | 1,130 | 400 |
| Super market   | Depart' Store   | Restricted Retail  | Specialty Food                                       | Specialty Other                | Hospitality   | Total Retail    | Other Employ' | Vacant       |               |        |    |   |   |     |       |       |       |       |     |
| 0  | 0   | 0  | 908  | 1,898                          | 2,766   | 5,572           | 1,130         | 400          |               |        |    |   |   |     |       |       |       |       |     |
| Retail anchors:  | None  |  |  |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| Transport connections:   | <table border="1"> <thead> <tr> <th>Public</th> <th>Private</th> </tr> </thead> <tbody> <tr> <td>Bus service (12 and 30)</td> <td>Separation Street from Tallin Street to Mina Place, accessible via Anakie Road, Thompson Road and Princes Highway</td> </tr> </tbody> </table>  | Public   | Private  | Bus service (12 and 30)        | Separation Street from Tallin Street to Mina Place, accessible via Anakie Road, Thompson Road and Princes Highway |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| Public   | Private   |  |  |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| Bus service (12 and 30)  | Separation Street from Tallin Street to Mina Place, accessible via Anakie Road, Thompson Road and Princes Highway   |  |  |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| Future role and opportunities:   | <p>The neighbourhood role of Separation Street is likely to be maintained into the future.</p> <p>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. There is demand for additional retail floor space within this centre by 2036.</p> <p>A natural extension of the centre would be to the east, along Separation Street, in the location of the existing commercial 2 zoned land at 35-57 Separation Street. These sites combined, would be large enough to support a future supermarket and additional speciality retail. A planning permit can be sought, for a full line supermarket within the commercial 2 zone.</p> <p>For this reason the commercial 2 zone land has been included within the centre boundary.</p> <p>A UDF or Structure Plan should be developed for this centre. It should investigate streetscape upgrades and identify a preferred supermarket site.</p> |  |  |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| Action required:   | Develop a UDF or Structure Plan for this centre and investigate streetscape upgrades and a preferred location for a supermarket.  |  |  |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>3,500</td> <td>Yes</td> <td>Yes</td> <td>No</td> </tr> </tbody> </table>   | Forecast supportable floor space 2016-2036 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  | 3,500           | Yes           | Yes          | No            |        |    |   |   |     |       |       |       |       |     |
| Forecast supportable floor space 2016-2036 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 |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |
| 3,500  | Yes   | Yes  | No   |                                |   |                 |               |              |               |        |    |   |   |     |       |       |       |       |     |

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

## 1.27 SEPARATION STREET, NORTH GEELONG

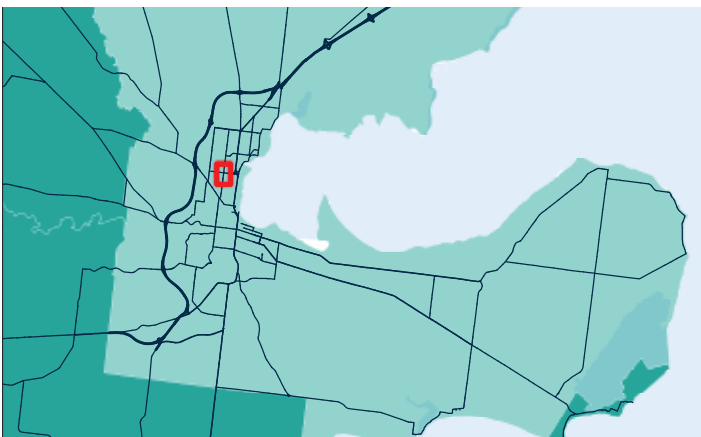
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

## 1.29 SHANNON AVENUE (NEWTOWN)

| 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 floor space, 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 floor space* (sqm): | Super market   | Depart' Store                                      | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 1967   | 0  | 0   | 151            | 740                            | 1,637       | 4,495  | 0             | 400    |
| 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:            | <p>A new service station has opened on the north west corner of Aberdeen Street and Shannon Avenue. There may be opportunities to redevelop car parking areas to provide additional retail floor space in the future.</p> <p>The Great Western Hotel, on the corner of Shannon Avenue and Aberdeen Street is located in the Neighbourhood Residential Zone and forms part of this retail centre. This zone could restrict the future use of the site for other commercial purposes. Rezoning of the site to a commercial zone could be considered if the site were to be re-developed.</p> <p>The role of the southern Shannon Avenue precinct is likely to be maintained into the future.</p> |  |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 1,400  |  | Yes – with constraints                      |                | No                             |             | Yes  |               |        |

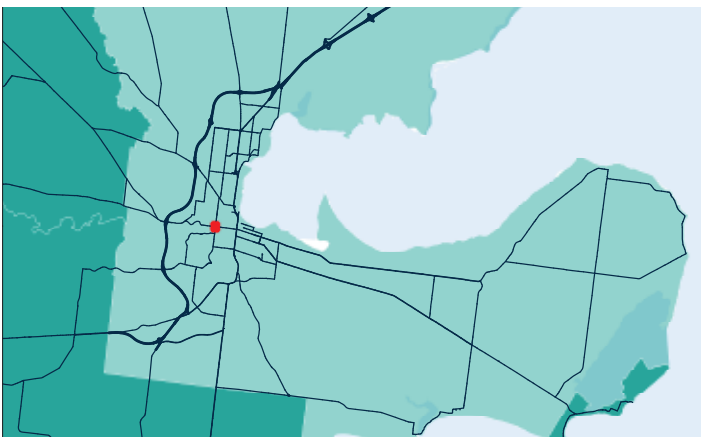
\* Excludes non employment uses such as residential, car parking and sites under construction.

## 1.29 SHANNON AVENUE (NEWTOWN)

### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

## 1.30 SURF COAST HIGHWAY

| CENTRE NAME: SURF COAST HIGHWAY           |  |  |   |                |                 |                                |              |  |        |
|---|--|--|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:                         | Neighbourhood  |  |   |                |                 |                                |              |  |        |
| Location:                                 | Grovedale  |  |   |                |                 |                                |              |  |        |
| Key characteristics:                      | A small neighbourhood centre anchored by an Aldi Supermarket, take away stores, a chemist, butcher, subway, bakery, and an opportunity shop. Located on the Surfcoast Highway frontage   |  |   |                |                 |                                |              |  |        |
| Current role:                             | This centre mainly services a local catchment, given the presence of other Aldi supermarkets at Waurrn Ponds/Highton and Belmont. The centre benefits from commuters travelling to and from the Surf Coast. The hospitality offer also benefit from the workers in the adjacent industrial estate and passing traffic.   |  |   |                |                 |                                |              |  |        |
| Zoning (sqm):                             | ACZ  |  | C1Z   |                | C2Z             |                                | MUZ          |  | Other  |
|   | 0  |  | 23,850                                      |                | 0               |                                | 0            |  | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store  | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|   | 1,781  | 0  | 0   | 648            | 204             | 757                            | 3,390        | 0  | 0      |
| Retail anchors:                           | 1 supermarket (1,778sqm Aldi,)   |  |   |                |                 |                                |              |  |        |
| 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 Grove Road                                    |   |                |                 |                                |              |  |        |
| Future role and opportunities:            | <p>The Surfcoast Highway serves as a physical barrier, disconnecting the west and east sides of Grovedale. This centre whilst separated provides access to essential every day supermarket based needs for the east Grovedale community.</p> <p>There is also a medium sized IGA supermarket (2,157sqm) located in the adjacent industrial estate, opposite the Grovedale Primary School. Whilst this supermarket is separated from the Aldi based centre, it plays a role in contributing to the supermarket based retail offer for the surrounding community.</p> <p>This centre may benefit from a wider residential catchment in the future with the development of the Marshall residential precinct further to the east.</p> |  |   |                |                 |                                |              |  |        |
| Action required:                          | Nil  |  |   |                |                 |                                |              |  |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |        |
|   | 1,400  |  | Yes   |                |                 | No                             |              | No   |        |

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

### 1.30 SURF COAST HIGHWAY

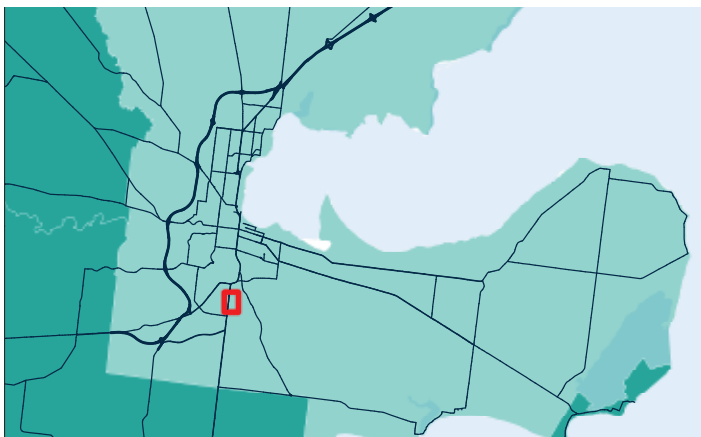
#### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

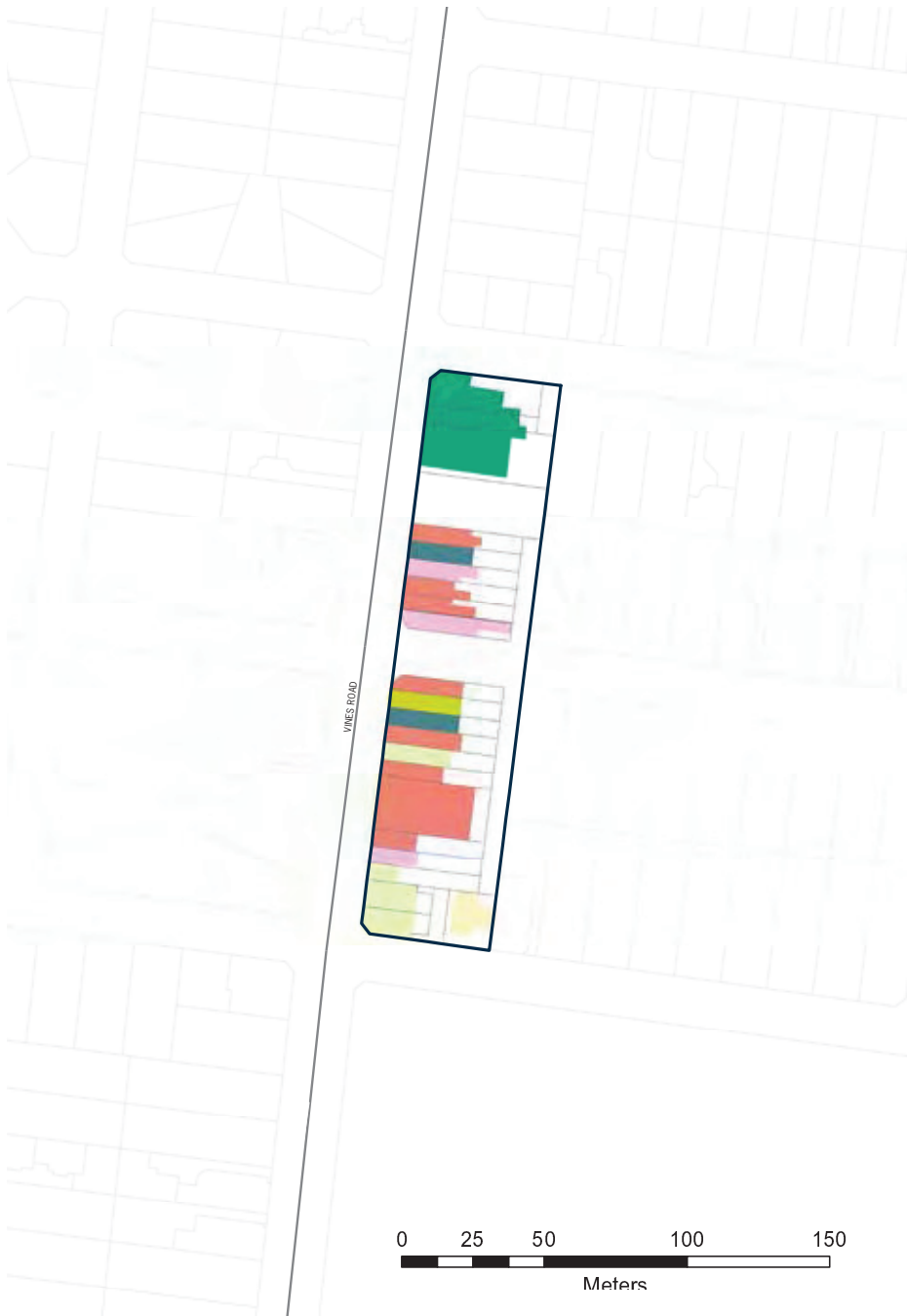
## 1.31 VINES ROAD, HAMLYN HEIGHTS

| CENTRE NAME: VINES ROAD, HAMLYN HEIGHTS   |   |   |   |                |                                |             |  |               |        |
|---|---|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| 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 floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                             | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 862   | 0   | 0   | 399            | 1,368                          | 480         | 3,110  | 250           | 100    |
| 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 by 2036. 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                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 1,700   |   | Yes- with constraints – Council car park site |                | No                             |             | No   |               |        |

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

### 1.31 VINES ROAD, HAMLYN HEIGHTS

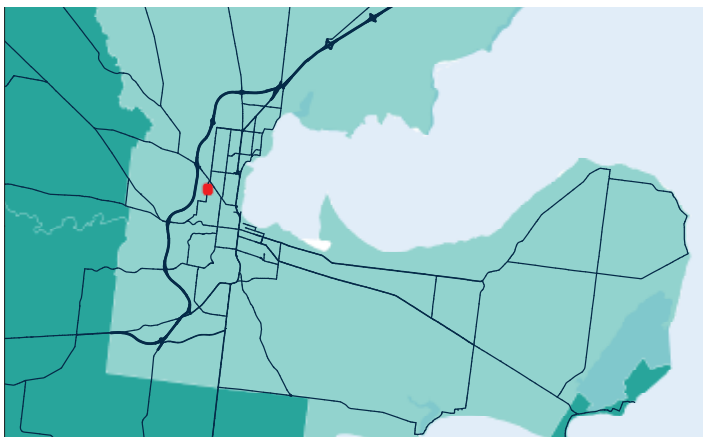
#### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

-  Bulky Goods
-  Car park
-  Commercial
-  Commercial Services
-  Department Stores
-  Education
-  Enclosed Mall
-  Entertainment
-  Hospitality
-  Industrial
-  Medical
-  Non-leasable Retail
-  Public Facility
-  Residential
-  Specialty Food
-  Specialty Other
-  Supermarket
-  Unclassified Shop
-  Under Construction
-  Vacant

#### CENTRE LOCATION MAP



# NEIGHBOURHOOD CENTRES

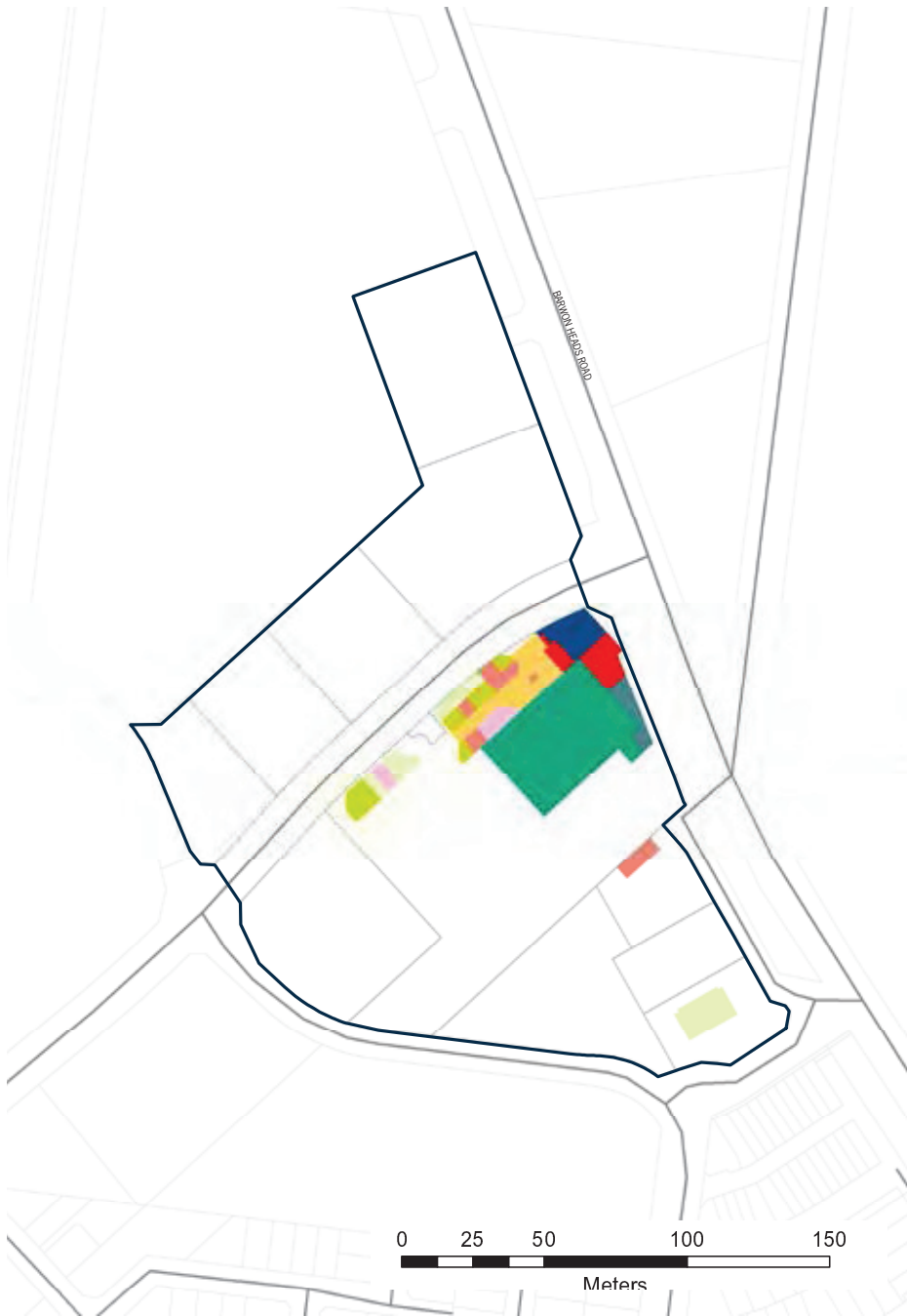
## 1.32 WARRALILY

| <b>CENTRE NAME: WARRALILY</b>  |   |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
|--|---|--|--|--------------------------------|--|-----------------|---------------|--------------|---------------|--------|---------|---|---|-----|-----|------|------|-----|-----|
| Hierarchy status:  | Neighbourhood Centre  |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Location:  | Barwon Heads Road, Armstrong Creek  |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Key characteristics:   | New supermarket base centre with several speciality stores, cafes, liquor store, medical centre and dentist. Several stores are still vacant.   |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Current role:  | Service the local area of Armstrong Creek (Warralily Estate) and potentially commuters to Geelong from Barwon Heads and Ocean Grove   |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>Unknown</td> </tr> </tbody> </table>   | ACZ  | C1Z  | C2Z                            | MUZ  | Other           | 0             | 0            | 0             | 0      | Unknown |   |   |     |     |      |      |     |     |
| ACZ  | C1Z   | C2Z  | MUZ  | Other                          |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| 0  | 0   | 0  | 0  | Unknown                        |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>3826</td> <td>0</td> <td>0</td> <td>341</td> <td>773</td> <td>1060</td> <td>6000</td> <td>650</td> <td>897</td> </tr> </tbody> </table>  | Super market   | Depart' Store  | Restricted Retail              | Specialty Food                                       | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 3826    | 0 | 0 | 341 | 773 | 1060 | 6000 | 650 | 897 |
| Super market   | Depart' Store   | Restricted Retail  | Specialty Food                                       | Specialty Other                | Hospitality  | Total Retail    | Other Employ' | Vacant       |               |        |         |   |   |     |     |      |      |     |     |
| 3826   | 0   | 0  | 341  | 773                            | 1060   | 6000            | 650           | 897          |               |        |         |   |   |     |     |      |      |     |     |
| Retail anchors:  | Woolworths and Aldi Supermarkets  |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Transport connections:   | <table border="1"> <tbody> <tr> <td>Public</td> <td>Bus Service (Route 61)</td> </tr> <tr> <td>Private</td> <td>Portarlington Road via Jetty Road and Centennial Bvd</td> </tr> </tbody> </table>   | Public   | Bus Service (Route 61)                               | Private                        | Portarlington Road via Jetty Road and Centennial Bvd |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Public   | Bus Service (Route 61)  |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Private  | Portarlington Road via Jetty Road and Centennial Bvd  |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Future role and opportunities:   | <p>A neighbourhood centre located within the Armstrong Creek Growth Area south of Geelong, on Barwon Heads Road. Known as the Warralily Village, this centre contain a full line Woolworths supermarket and 14 speciality stores totaling 4000sqm of floor space. There is a medical centre, pharmacy, office space, gym and cafes with 400 car parking spaces. The centre opened in 2017.</p> <p>A recent planning permit 722/2016 has been granted which allows an Aldi supermarket (1600sqm) and specialty retail 250sqm. Construction is yet to commence. This would bring the total size of the centre to 8,100 sqm.</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. Council should ensure that the centre provides for a range of other uses, not just retail uses.</p> |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Action required:   | Nil   |  |  |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>7,800</td> <td>Yes</td> <td>No</td> <td>No</td> </tr> </tbody> </table>  | Forecast supportable floor space 2016-2036 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 | 7,800           | Yes           | No           | No            |        |         |   |   |     |     |      |      |     |     |
| Forecast supportable floor space 2016-2036 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 |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |
| 7,800  | Yes   | No   | No   |                                |  |                 |               |              |               |        |         |   |   |     |     |      |      |     |     |

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

### 1.32 WARRALILY

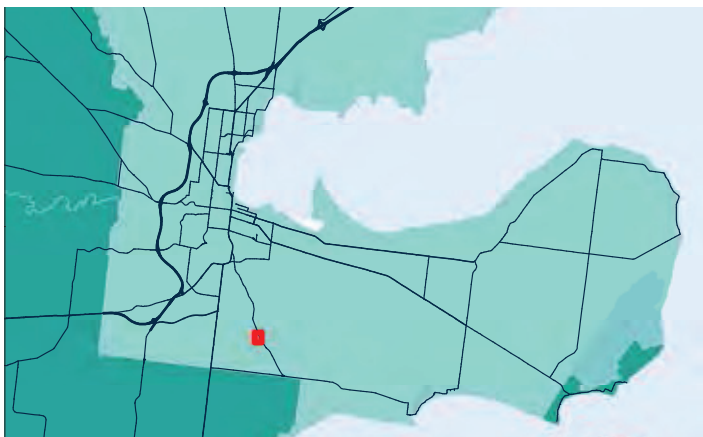
#### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# RESTRICTED RETAIL

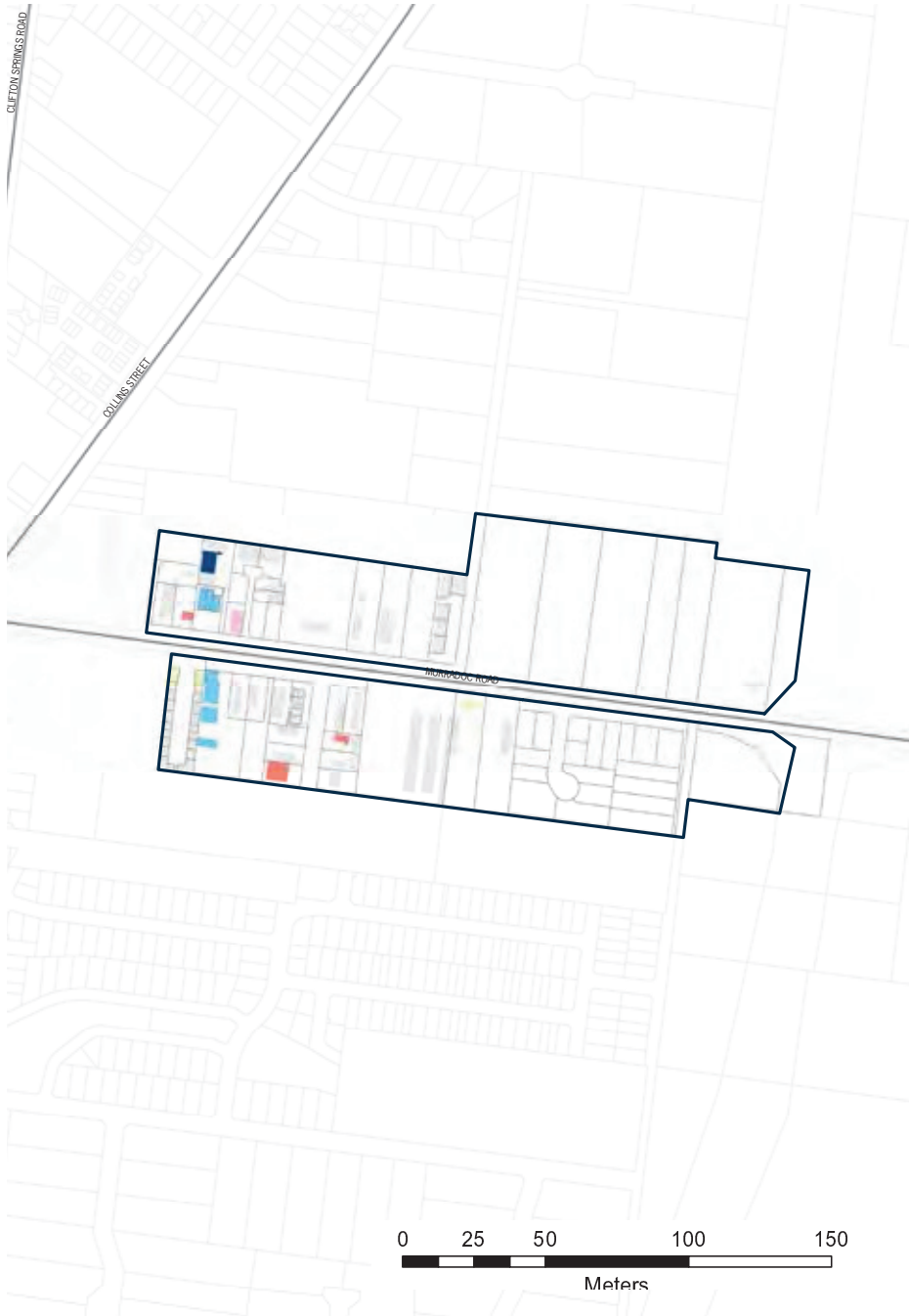
## 1.33 DRYSDALE

| CENTRE NAME: DRYSDALE                     |  |                         |   |                |                                |             |  |               |        |
|---|--|-------------------------|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Restricted retail  |                         |   |                |                                |             |  |               |        |
| Location:                                 | Drysdale   |                         |   |                |                                |             |  |               |        |
| Key characteristics:                      | Largely undeveloped commercial/industrial estate on the eastern edge of the Drysdale Town Centre.  |                         |   |                |                                |             |  |               |        |
| Current role:                             | Restricted retail precinct   |                         |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |                         | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  | 0                       | 0   | 0              | 200,000                        | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store           | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0  | 0                       | 1,655                                       | 328            | 755                            | 436         | 3,174  | 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 restricted retail 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 <i>Drysdale Urban Design Framework (UDF) 2012</i> and the <i>Drysdale/Clifton Springs Structure Plan 2010</i>. 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>There is demand for restricted retailing in the Northern Bellarine and on the Bellarine more generally by 2036. There is approximately 19 hectares of developable Commercial 2 Zoned land in Drysdale, which is considered more than sufficient to meet the future restricted retail retailing needs of the Northern Bellarine until 2036.</p> |                         |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |                         |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 2000   |                         | Yes   |                | No                             |             | No   |               |        |

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

### 1.33 DRYSDALE

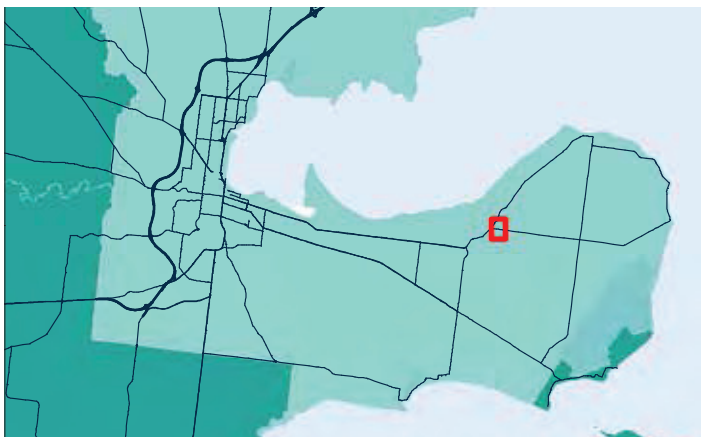
#### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# RESTRICTED RETAIL

## 1.34 GEELONG GATEWAY

| CENTRE NAME: GEELONG GATEWAY              |   |   |   |                |                                |             |  |               |        |
|---|---|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Restricted retail   |   |   |                |                                |             |  |               |        |
| Location:                                 | Corio   |   |   |                |                                |             |  |               |        |
| Key characteristics:                      | Mid-sized restricted retail precinct located along the Princes Highway, across from Rosewall Activity Centre. Comprises Geelong Gate Restricted retail 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                              | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0   | 0   | 26,022                                      | 1,540          | 2,775                          | 1,125       | 31,463   | 0             | 2,120  |
| Retail anchors:                           | Multiple large format chain stores such as Fantastic Furniture, Plush etc includes a large gymnasium  |   |   |                |                                |             |  |               |        |
| 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:            | Amendment C282 to the Geelong Planning scheme rezoned this area from the Industrial 1 and Industrial 3 Zone to the Commercial 2 Zone and included the area as a restricted retail precinct in the retail hierarchy. This amendment was approved on 16 October 2016. There is still vacant land within this centre that could be developed for future restricted retailing uses. |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 26,100  |   | Yes   |                | No                             |             | No   |               |        |

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

## 1.34 GEELONG GATEWAY

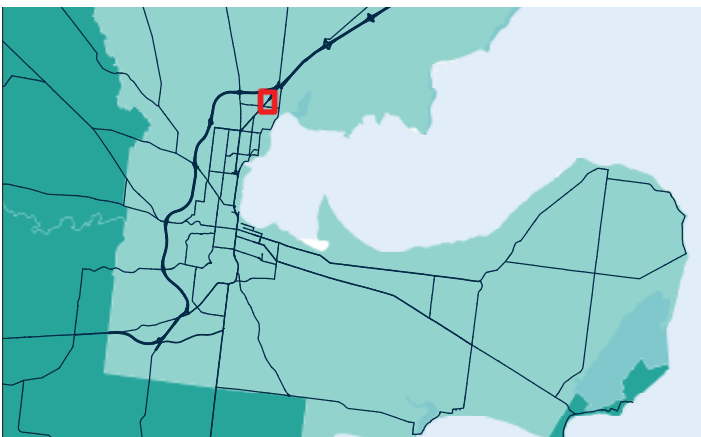
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# RESTRICTED RETAIL

## 1.35 MELBOURNE RD (NORLANE)

| CENTRE NAME: MELBOURNE RD (NORLANE)       |  |   |   |                |                                |             |  |               |        |
|---|--|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Restricted retail  |   |   |                |                                |             |  |               |        |
| Location:                                 | Norlane  |   |   |                |                                |             |  |               |        |
| Key characteristics:                      | Low density restricted retail 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 restricted retail 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 floor space* (sqm): | Super market   | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0  | 0   | 18,968                                      | 1,400          | 2,286                          | 988         | 23,652   | 0             | 92     |
| Retail anchors:                           | Bunnings   |   |   |                |                                |             |  |               |        |
| 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:            | <p>Given the presence of a Bunnings store, this precinct is likely to continue to play this role into the future.</p> <p>There are several sites in the Commercial 2 zone which have development potential and could accommodate the additional demand for restricted retail floor space in this location.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 19,700   |   | Yes   |                | No                             |             | No   |               |        |

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

# 1.35 MELBOURNE RD (NORLANE)

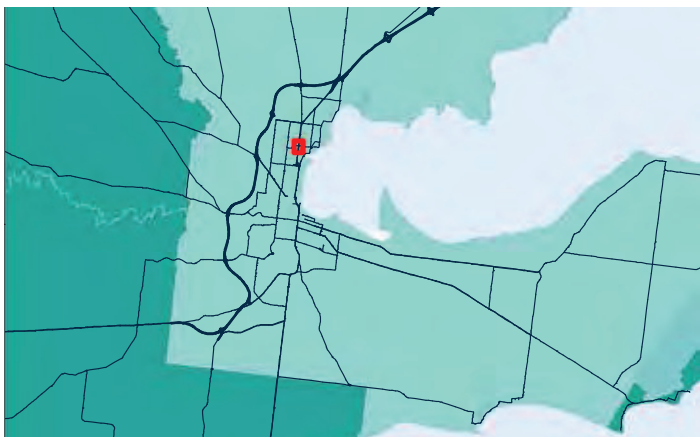
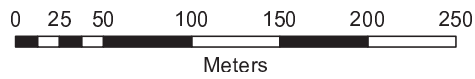
## CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# RESTRICTED RETAIL

## 1.36 MELBOURNE RD (NORTH GEELONG)

| CENTRE NAME: MELBOURNE RD (NORTH GEELONG) |  |   |   |                |                                |             |  |               |        |
|---|--|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Restricted retail  |   |   |                |                                |             |  |               |        |
| Location:                                 | North Geelong  |   |   |                |                                |             |  |               |        |
| Key characteristics:                      | Mid-sized, low density restricted retail precinct with under 25 stores and services. Has high exposure along the Princes Highway.  |   |   |                |                                |             |  |               |        |
| Current role:                             | With a mix of uses including fire place sales, bakery, furniture sales, post office (depot) and beacon lighting. This precinct largely serves the northern Greater Geelong area with restricted retail and industrial service needs.   |   |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |   | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  | 0   | 0   | 0              | 42,640                         | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0  | 0   | 9,080                                       | 0              | 4,800                          | 440         | 14,320   | 3620          | 0      |
| Retail anchors:                           | None   |   |   |                |                                |             |  |               |        |
| Transport connections:                    | Public   | North Geelong Station (approx. 1.7km), bus service (routes 10 and 11) |   |                |                                |             |  |               |        |
|   | Private  | Princes Highway, at Dunne Street intersection, near Separation Street |   |                |                                |             |  |               |        |
| Future role and opportunities:            | <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 may be some redevelopment opportunities within the existing zoned area to accommodate the forecast demand for retail in the centre. A new showroom has been developed at 346 Melbourne Road, which may attract new uses in the area.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 11,800   |   | Yes   |                | No                             |             | No   |               |        |

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

### 1.36 MELBOURNE RD (NORTH GEELONG)

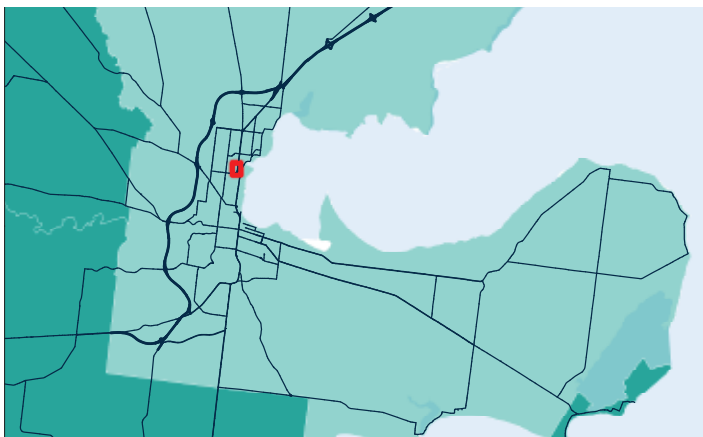
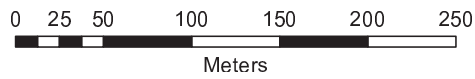
#### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# RESTRICTED RETAIL

## 1.37 SINCLAIR STREET, OCEAN GROVE

| CENTRE NAME: SINCLAIR STREET, OCEAN GROVE |   |   |   |                |                 |                                |              |  |        |
|---|---|---|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:                         | Restricted retail   |   |   |                |                 |                                |              |  |        |
| Location:                                 | Ocean Grove   |   |   |                |                 |                                |              |  |        |
| Key characteristics:                      | Small existing restricted retail 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   | 0   | 0              | 187,500         | 0                              | 0            | 0  | 0      |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|   | 0   | 0   | 724   | 0              | 2,836           | 998                            | 4,095        | 9,500  | 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 restricted retail precinct in Ocean Grove. This centre has a minimum of restricted retail industrial and retail use. The area consists of mechanics, furniture sales, plumbing supplies, opportunity shop and other retail uses. In the past this commercial area was the only location for service business and large format retail uses to locate..</p> <p>An expanded Commercial 2 Zone located to the north of Sinclair Street has been added to this existing restricted retail 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 restricted retail 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                      | Forecast supportable floor space 2016-2036 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 |        |
|   | 4,800   |   | Yes   |                |                 | No                             |              | No   |        |

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

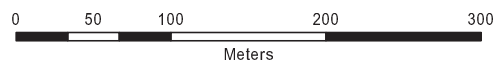
# 1.37 SINCLAIR STREET, OCEAN GROVE

## CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES

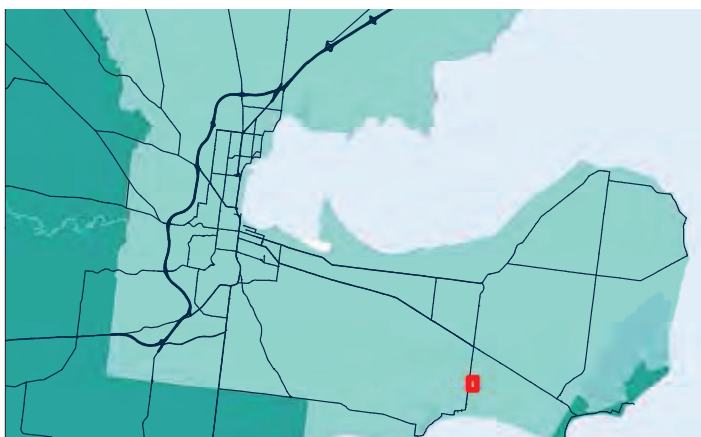


### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant



### CENTRE LOCATION MAP



# RESTRICTED RETAIL

## 1.38 WAURN PONDS

| <b>CENTRE NAME: WAURN PONDS</b>  |   |  |  |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
|--|---|--|--|--|---|-----------------|---------------|--------------|---------------|--------|---|---|--------|-----|--------|-----|--------|---|-----|
| Hierarchy status:  | Restricted retail   |  |  |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Location:  | Waurrn Ponds  |  |  |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Key characteristics:   | Large low density restricted retail precinct on Princes Highway, close to Waurrn Ponds Shopping Centre and Deakin University Waurrn Ponds campus. Includes the Geelong Homemaker Centre.  |  |  |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Current role:  | This centre is a large restricted retail precinct 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):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>158470</td> <td>0</td> <td>0</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z                                    | MUZ   | Other           | 0             | 0            | 158470        | 0      | 0 |   |        |     |        |     |        |   |     |
| ACZ  | C1Z   | C2Z  | MUZ  | Other                                  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| 0  | 0   | 158470   | 0  | 0                                      |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>31,398</td> <td>473</td> <td>14,821</td> <td>280</td> <td>46,972</td> <td>0</td> <td>333</td> </tr> </tbody> </table>  | Super market   | Depart' Store  | Restricted Retail                      | Specialty Food  | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 0 | 0 | 31,398 | 473 | 14,821 | 280 | 46,972 | 0 | 333 |
| Super market   | Depart' Store   | Restricted Retail  | Specialty Food                                       | Specialty Other                        | Hospitality   | Total Retail    | Other Employ' | Vacant       |               |        |   |   |        |     |        |     |        |   |     |
| 0  | 0   | 31,398   | 473  | 14,821                                 | 280   | 46,972          | 0             | 333          |               |        |   |   |        |     |        |     |        |   |     |
| Retail anchors:  | Bunnings, Harvey Norman, SuperAmart   |  |  |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Transport connections:   | <table border="1"> <thead> <tr> <th>Public</th> <th>Private</th> </tr> </thead> <tbody> <tr> <td>Bus service (routes 14, 18, 19 and 20)</td> <td>Intersection of Princes Highway and Pigdons Road, accessible via Princes Freeway, Pioneer Road and Surf Coast Highway</td> </tr> </tbody> </table>   | Public   | Private  | Bus service (routes 14, 18, 19 and 20) | Intersection of Princes Highway and Pigdons Road, accessible via Princes Freeway, Pioneer Road and Surf Coast Highway |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Public   | Private   |  |  |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Bus service (routes 14, 18, 19 and 20)   | Intersection of Princes Highway and Pigdons Road, accessible via Princes Freeway, Pioneer Road and Surf Coast Highway   |  |  |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Future role and opportunities:   | <p>The Waurrn Ponds restricted retail precinct provides a genuine restricted retail offer to the southern suburbs of Geelong. Whilst slightly disjointed in nature there are sufficient retail anchors to make this centre attractive for consumers. The centre also benefits from its location at the Grovedale on/off ramp of the Geelong Ring Road.</p> <p>This centre has synergies with the Waurrn Ponds sub-regional precinct in terms of its location along Colac Road. There may be opportunities to visually connect the two centres and promote the area as major retail, employment and residential hub in Geelong.</p> <p>As per the recommendations from the Waurrn Pond sub-regional centre, a structure plan for the broader area should be developed.</p> |  |  |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Action required:   | Prepare a structure plan for the broader Waurrn Ponds area between South Valley/Pioneer Road and Pigdons Road.  |  |  |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>43,600</td> <td>No</td> <td>Yes</td> <td>No</td> </tr> </tbody> </table>   | Forecast supportable floor space 2016-2036 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  | 43,600          | No            | Yes          | No            |        |   |   |        |     |        |     |        |   |     |
| Forecast supportable floor space 2016-2036 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 |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |
| 43,600   | No  | Yes  | No   |  |   |                 |               |              |               |        |   |   |        |     |        |     |        |   |     |

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

## 1.38 WAURN PONDS

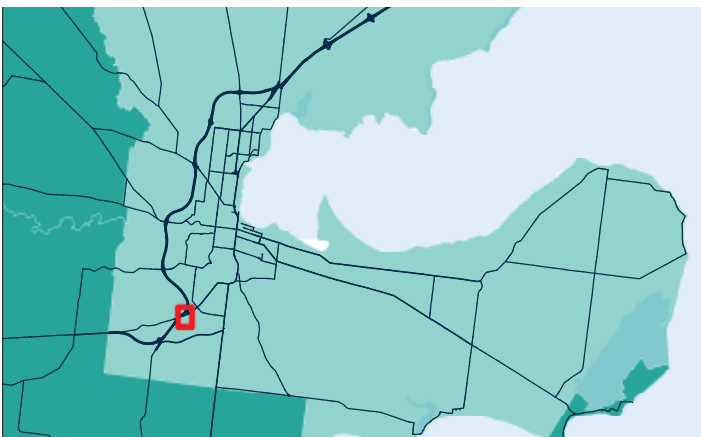
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# PLANNED CENTRES

## 1.39 ARMSTRONG CREEK TOWN CENTRE

| 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                              | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store               | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0   | 0                           | 0   | 0              | 0                              | 0           | 40,000   | 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:            | <p>A future sub-regional centre located on the Surf Coast Highway in Armstrong Creek. The <i>Armstrong Creek Town Centre Precinct Structure Plan</i> was approved in March 2016. This 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.</p> <p>Planning permit 1338/2016 has been granted in January 2018 for the use of a supermarket, retail premises, food and drink, office and a gym. Development is yet to commence.</p> <p>Planning permits have also been sought for a second supermarket, more retail premises, a service station, child care facility, tavern and food and drink premises. No decision has been made on these applications.</p> <p>If these permits were acted upon the town centre would contain a number of uses which would benefit the wider community and encourage further development within the Armstrong Creek Growth Area</p> |                             |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |                             |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 9,600   |                             | Yes   |                | No                             |             | No   |               |        |

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

# PLANNED CENTRES

## 1.40 ARMSTRONG CREEK WEST

| CENTRE NAME: ARMSTRONG CREEK WEST         |  |                    |   |                |                 |                                |              |  |        |
|---|--|--------------------|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:                         | Neighbourhood Centre   |                    |   |                |                 |                                |              |  |        |
| 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   | 0              | 0               | 0                              | Unknown      |  |        |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store      | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|   | 0  | 0                  | 0   | 0              | 0               | 0                              | 3000         |  | 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                      | Forecast supportable floor space 2016-2036 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 |        |
|   | -1600  |                    | Yes   |                |                 | No                             |              | No   |        |

# PLANNED CENTRES

## 1.41 CENTRAL NORTH LOCAL CENTRE – WESTERN GEELONG GROWTH AREA

| CENTRE NAME: CENTRAL NORTH LOCAL CENTRE – WESTERN GEELONG GROWTH AREA |   |               |   |                |                                |             |  |               |        |
|---|---|---------------|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:   | Neighbourhood Centre  |               |   |                |                                |             |  |               |        |
| Location:   | Western Geelong Growth Area – Batesford   |               |   |                |                                |             |  |               |        |
| Key characteristics:  | Planned Neighbourhood Centre yet to be developed.   |               |   |                |                                |             |  |               |        |
| Current role:   | Service the western growth area in Batesford  |               |   |                |                                |             |  |               |        |
| Zoning (sqm):   | ACZ   |               | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0   | 0             | 0   | 0              | 0                              | 0           | 0  | 0             |        |
| Retail and commercial floor space* (sqm):                             | Super market  | Depart' Store | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0   | 0             | 0   | 0              | 0                              | 0           | 0  | 0             | 0      |
| Retail anchors:   | Nil   |               |   |                |                                |             |  |               |        |
| Transport connections:  | Public  | unknown       |   |                |                                |             |  |               |        |
|   | Private   | unknown       |   |                |                                |             |  |               |        |
| Future role and opportunities:  | A planned Neighbourhood Centre in the Western Geelong Growth Area in Batesford. It is anticipated that this centre would not be constructed in the forecast period. |               |   |                |                                |             |  |               |        |
| Action required:  | Consider applying floor space caps during preparation of PSP  |               |   |                |                                |             |  |               |        |
| Growth Opportunities  | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 0   |               | N/A   |                | N/A                            |             | N/A  |               |        |

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

# PLANNED CENTRES

## 1.42 CENTRAL WEST LOCAL CENTRE – WESTERN GEELONG GROWTH AREA

| CENTRE NAME: CENTRAL WEST LOCAL CENTRE – WESTERN GEELONG GROWTH AREA |   |               |   |                |                 |                                |              |  |        |
|--|---|---------------|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:  | Neighbourhood Centre  |               |   |                |                 |                                |              |  |        |
| Location:  | Western Geelong Growth Area – Batesford   |               |   |                |                 |                                |              |  |        |
| Key characteristics:   | Planned Neighbourhood Centre yet to be developed.   |               |   |                |                 |                                |              |  |        |
| Current role:  | Service the western growth area in Batesford  |               |   |                |                 |                                |              |  |        |
| Zoning (sqm):  | ACZ   |               | C1Z   |                | C2Z             |                                | MUZ          |  | Other  |
|  | 0   |               | 0   |                | 0               |                                | 0            |  | 0      |
| Retail and commercial floor space* (sqm):                            | Super market  | Depart' Store | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|  | 0   | 0             | 0   | 0              | 0               | 0                              | 0            |  | 0      |
| Retail anchors:  | Nil   |               |   |                |                 |                                |              |  |        |
| Transport connections:   | Public  | unknown       |   |                |                 |                                |              |  |        |
|  | Private   | unknown       |   |                |                 |                                |              |  |        |
| Future role and opportunities:                                       | A planned Neighbourhood Centre in the Western Geelong Growth Area in Batesford. It is anticipated that this centre would not be constructed in the forecast period. |               |   |                |                 |                                |              |  |        |
| Action required:   | Nil   |               |   |                |                 |                                |              |  |        |
| Growth Opportunities   | Forecast supportable floor space 2016-2036 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 |        |
|  | 0   |               | N/A   |                |                 | N/A                            |              | N/A  |        |

# PLANNED CENTRES

## 1.43 HORSESHOE BEND NORTH EAST

| CENTRE NAME: HORSESHOE BEND NORTH EAST    |  |                        |   |                |                 |                                |              |  |        |
|---|--|------------------------|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:                         | Neighbourhood Centre   |                        |   |                |                 |                                |              |  |        |
| 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               | 0                              | 0            | 0  |        |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store          | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|   | 0  | 0                      | 0   | 0              | 0               | 0                              | 7000         | 0  | 0      |
| Retail anchors:                           | Nil  |                        |   |                |                 |                                |              |  |        |
| 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                      | Forecast supportable floor space 2016-2036 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 |        |
|   | -2600  |                        | Yes   |                |                 | No                             |              | No   |        |

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

# PLANNED CENTRES

## 1.44 KINGSTON DOWNS

| CENTRE NAME: KINGSTON DOWNS               |  |                        |   |                |                                |             |  |               |        |
|---|--|------------------------|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Neighbourhood Centre   |                        |   |                |                                |             |  |               |        |
| 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   | 0              | 0                              | 0           | 0  | 0             |        |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store          | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 5300   | 0                      | 0   | 0              | 5,200                          | 0           | 10,500   | 1,760         | 0      |
| Retail anchors:                           | Woolworths and Aldi Supermarkets   |                        |   |                |                                |             |  |               |        |
| Transport connections:                    | Public   | Bus Service (Route 56) |   |                |                                |             |  |               |        |
|   | Private  | Grubb Road             |   |                |                                |             |  |               |        |
| Future role and opportunities:            | <p>A 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 Boulevard 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. It 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>A planning permit 233/2018 has been granted for the construct a Woolworths and Aldi supermarket, Dan Murphy's Liquor Store, office, medical and specialty retail. The proposal provides for 12,260sqm of floor space of which approximately 10,500sqm is retail floor space. Construction has not commenced.</p> <p>The retail strategy indicates that between 2016 and 2036 this centre could support approximately 6,300sqm of retail floor space. A large amount of commercially zoned land is available within the Kingston Down neighbourhood centre. Which would potentially support 20,000+ sqm of retail floor space. The potential size of the neighbourhood centre 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 based on current planning approvals  |                        |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | -4,900   |                        | Yes   |                | No                             |             | No   |               |        |

# PLANNED CENTRES

## 1.45 LARA WEST

| CENTRE NAME: LARA WEST                    |  |   |   |                |                                |             |  |               |        |
|---|--|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Neighbourhood Centre   |   |   |                |                                |             |  |               |        |
| 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   | 0              | 0                              | 0           | Unknown  |               |        |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 3600   | 0   |   | 0              | 1100                           | 0           | 4700   | 0             | 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:            | <p>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. The Lara West Precinct Structure Plan requires an urban design framework to be approved prior to the development of the neighbourhood centre.</p> <p>Council is currently considering two planning applications for subdivision, 496/2018 and 588/2018 for approx. 2500 lots.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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.

# PLANNED CENTRES

## 1.46 NORTHERN LOCAL CENTRE – NORTHERN GEELONG GROWTH AREA

| CENTRE NAME: NORTHERN LOCAL CENTRE – NORTHERN GEELONG GROWTH AREA |  |               |   |                |                 |                                |              |  |        |
|---|--|---------------|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:   | Neighbourhood Centre   |               |   |                |                 |                                |              |  |        |
| Location:   | Northern Geelong Growth Area – Lovely Banks  |               |   |                |                 |                                |              |  |        |
| Key characteristics:  | Planned Neighbourhood Centre yet to be developed.  |               |   |                |                 |                                |              |  |        |
| Current role:   | Service the northern growth area in Lovely Banks   |               |   |                |                 |                                |              |  |        |
| Zoning (sqm):   | ACZ  |               | C1Z   |                | C2Z             |                                | MUZ          |  | Other  |
|   | 0  |               | 0   |                | 0               |                                | 0            |  | 0      |
| Retail and commercial floor space* (sqm):                         | Super market   | Depart' Store | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|   | 0  | 0             | 0   | 0              | 0               | 0                              | 0            |  | 0      |
| Retail anchors:   | Nil  |               |   |                |                 |                                |              |  |        |
| Transport connections:  | Public   | unknown       |   |                |                 |                                |              |  |        |
|   | Private  | unknown       |   |                |                 |                                |              |  |        |
| Future role and opportunities:                                    | A planned Neighbourhood Centre in the Northern Geelong Growth Area in Lovely Banks. It is anticipated that this centre would be constructed late in the forecast period. |               |   |                |                 |                                |              |  |        |
| Action required:  | Consider applying floor space caps during preparation of PSP   |               |   |                |                 |                                |              |  |        |
| Growth Opportunities  | Forecast supportable floor space 2016-2036 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   |               | N/A   |                |                 | N/A                            |              | N/A  |        |

# PLANNED CENTRES

## 1.47 WESTERN LOCAL CENTRE – NORTHERN GEELONG GROWTH AREA

| <b>CENTRE NAME: WESTERN LOCAL CENTRE</b>   |  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
|--|--|--|--|--------------------------------|--|-----------------|---------------|--------------|---------------|--------|---|---|--|---|---|---|---|---|---|
| Hierarchy status:  | Neighbourhood Centre   |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Location:  | Northern Geelong Growth Area – Lovely Banks  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Key characteristics:   | Planned Neighbourhood Centre yet to be developed.  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Current role:  | Service the northern growth area in Lovely Banks   |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z                            | MUZ  | Other           | 0             | 0            | 0             | 0      | 0 |   |  |   |   |   |   |   |   |
| ACZ  | C1Z  | C2Z  | MUZ  | Other                          |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| 0  | 0  | 0  | 0  | 0                              |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td></td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> | Super market   | Depart' Store  | Restricted Retail              | Specialty Food                                       | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 0 | 0 |  | 0 | 0 | 0 | 0 | 0 | 0 |
| Super market   | Depart' Store  | Restricted Retail  | Specialty Food                                       | Specialty Other                | Hospitality  | Total Retail    | Other Employ' | Vacant       |               |        |   |   |  |   |   |   |   |   |   |
| 0  | 0  |  | 0  | 0                              | 0  | 0               | 0             | 0            |               |        |   |   |  |   |   |   |   |   |   |
| Retail anchors:  | Nil  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Transport connections:   | <table border="1"> <tbody> <tr> <td>Public</td> <td>unknown</td> </tr> <tr> <td>Private</td> <td>unknown</td> </tr> </tbody> </table>  | Public   | unknown  | Private                        | unknown  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Public   | unknown  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Private  | unknown  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Future role and opportunities:   | A planned Neighbourhood Centre in the Northern Geelong Growth Area in Lovely Banks. It is anticipated that this centre would not be constructed during the forecast period.  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Action required:   | Consider applying floor space caps during preparation of PSP   |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>N/A</td> <td>N/A</td> <td>N/A</td> </tr> </tbody> </table>     | Forecast supportable floor space 2016-2036 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 | 0               | N/A           | N/A          | N/A           |        |   |   |  |   |   |   |   |   |   |
| Forecast supportable floor space 2016-2036 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 |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| 0  | N/A  | N/A  | N/A  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |

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

# PLANNED CENTRES

## 1.48 NORTH WESTERN LOCAL CENTRE – NORTHERN GEELONG GROWTH AREA

| CENTRE NAME: NORTH WESTERN LOCAL CENTRE   |   |               |   |                |                 |                                |              |  |        |
|---|---|---------------|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:                         | Neighbourhood Centre  |               |   |                |                 |                                |              |  |        |
| Location:                                 | Northern Geelong Growth Area – Lovely Banks   |               |   |                |                 |                                |              |  |        |
| Key characteristics:                      | Planned Neighbourhood Centre yet to be developed.   |               |   |                |                 |                                |              |  |        |
| Current role:                             | Service the northern growth area in Lovely Banks  |               |   |                |                 |                                |              |  |        |
| Zoning (sqm):                             | ACZ   |               | C1Z   |                | C2Z             |                                | MUZ          |  | Other  |
|   | 0   | 0             | 0   | 0              | 0               | 0                              | 0            | 0  |        |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store | Restricted Retail                           | Specialty Food | Specialty Other | Hospitality                    | Total Retail | Other Employ'  | Vacant |
|   | 0   | 0             | 0   | 0              | 0               | 0                              | 6,600        |  | 0      |
| Retail anchors:                           | Nil   |               |   |                |                 |                                |              |  |        |
| Transport connections:                    | Public  | unknown       |   |                |                 |                                |              |  |        |
|   | Private   | unknown       |   |                |                 |                                |              |  |        |
| Future role and opportunities:            | A planned Neighbourhood Centre in the Northern Geelong Growth Area in Lovely Banks. It is anticipated that this centre would not be constructed during the forecast period. |               |   |                |                 |                                |              |  |        |
| Action required:                          | Consider applying floor space caps during preparation of PSP  |               |   |                |                 |                                |              |  |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |        |
|   | 0   |               | N/A   |                |                 | N/A                            |              | N/A  |        |

# PLANNED CENTRES

## 1.49 NORTHERN LOCAL CENTRE – WESTERN GEELONG GROWTH AREA

| <b>CENTRE NAME:</b>                       |  | <b>NORTHERN LOCAL CENTRE</b> |   |                |                                |             |  |               |        |
|---|--|------------------------------|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Neighbourhood Centre   |                              |   |                |                                |             |  |               |        |
| Location:                                 | Western Geelong Growth Area – Batesford  |                              |   |                |                                |             |  |               |        |
| Key characteristics:                      | Planned Neighbourhood Centre yet to be developed.  |                              |   |                |                                |             |  |               |        |
| Current role:                             | Service the western growth area in Batesford   |                              |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |                              | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  | 0                            | 0   | 0              | 0                              | 0           | 0  | 0             |        |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store                | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0  | 0                            |   | 0              | 0                              | 0           | 6,600  | 0             | 0      |
| Retail anchors:                           | Nil  |                              |   |                |                                |             |  |               |        |
| Transport connections:                    | Public   | unknown                      |   |                |                                |             |  |               |        |
|   | Private  | unknown                      |   |                |                                |             |  |               |        |
| Future role and opportunities:            | A planned Neighbourhood Centre in the Western Geelong Growth Area in Batesford. It is anticipated that this centre would be constructed late in the forecast period. |                              |   |                |                                |             |  |               |        |
| Action required:                          | Consider applying floor space caps during preparation of PSP   |                              |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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  |                              | N/A   |                | N/A                            |             | N/A  |               |        |

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

# PLANNED CENTRES

## 1.51 SOUTH EAST LOCAL CENTRE – WESTERN GEELONG GROWTH AREA

| CENTRE NAME: SOUTH EAST LOCAL CENTRE      |   |               |   |                |                                |             |  |               |        |
|---|---|---------------|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Neighbourhood Centre  |               |   |                |                                |             |  |               |        |
| Location:                                 | Western Geelong Growth Area – Batesford   |               |   |                |                                |             |  |               |        |
| Key characteristics:                      | Planned Neighbourhood Centre yet to be developed.   |               |   |                |                                |             |  |               |        |
| Current role:                             | Service the western growth area in Batesford  |               |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ   |               | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0   | 0             | 0   | 0              | 0                              | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0   | 0             | 0   | 0              | 0                              | 0           | 0  | 0             | 0      |
| Retail anchors:                           | Nil   |               |   |                |                                |             |  |               |        |
| Transport connections:                    | Public  | unknown       |   |                |                                |             |  |               |        |
|   | Private   | unknown       |   |                |                                |             |  |               |        |
| Future role and opportunities:            | A planned Neighbourhood Centre in the Western Geelong Growth Area in Batesford. It is anticipated that this centre would not be constructed in the forecast period. |               |   |                |                                |             |  |               |        |
| Action required:                          | Consider applying floor space caps during preparation of PSP  |               |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 0   |               | N/A   |                | N/A                            |             | N/A  |               |        |

# PLANNED CENTRES

## 1.52 SOUTH WESTERN LOCAL CENTRE – WESTERN GEELONG GROWTH AREA

| <b>CENTRE NAME: SOUTH WESTERN LOCAL CENTRE</b>                                     |  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
|--|--|--|--|--------------------------------|--|-----------------|---------------|--------------|---------------|--------|---|---|--|---|---|---|---|---|---|
| Hierarchy status:  | Neighbourhood Centre   |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Location:  | Western Geelong Growth Area – Batesford  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Key characteristics:   | Planned Neighbourhood Centre yet to be developed.  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Current role:  | Service the western growth area in Batesford   |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z                            | MUZ  | Other           | 0             | 0            | 0             | 0      | 0 |   |  |   |   |   |   |   |   |
| ACZ  | C1Z  | C2Z  | MUZ  | Other                          |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| 0  | 0  | 0  | 0  | 0                              |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td></td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> | Super market   | Depart' Store  | Restricted Retail              | Specialty Food                                       | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 0 | 0 |  | 0 | 0 | 0 | 0 | 0 | 0 |
| Super market   | Depart' Store  | Restricted Retail  | Specialty Food                                       | Specialty Other                | Hospitality  | Total Retail    | Other Employ' | Vacant       |               |        |   |   |  |   |   |   |   |   |   |
| 0  | 0  |  | 0  | 0                              | 0  | 0               | 0             | 0            |               |        |   |   |  |   |   |   |   |   |   |
| Retail anchors:  | Nil  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Transport connections:   | <table border="1"> <tbody> <tr> <td>Public</td> <td>unknown</td> </tr> <tr> <td>Private</td> <td>unknown</td> </tr> </tbody> </table>  | Public   | unknown  | Private                        | unknown  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Public   | unknown  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Private  | unknown  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Future role and opportunities:   | A planned Neighbourhood Centre in the Western Geelong Growth Area in Batesford. It is anticipated that this centre would not be constructed in the forecast period.  |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Action required:   | Consider applying floor space caps during preparation of PSP   |  |  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>N/A</td> <td>N/A</td> <td>N/A</td> </tr> </tbody> </table>     | Forecast supportable floor space 2016-2036 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 | 0               | N/A           | N/A          | N/A           |        |   |   |  |   |   |   |   |   |   |
| Forecast supportable floor space 2016-2036 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 |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |
| 0  | N/A  | N/A  | N/A  |                                |  |                 |               |              |               |        |   |   |  |   |   |   |   |   |   |

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

# DISPERSED CENTRES

## 1.53 BACCHUS MARSH ROAD, CORIO

| CENTRE NAME: BACCHUS MARSH ROAD, CORIO    |   |  |   |                |                                |             |  |               |        |
|---|---|--|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Dispersed restricted retail   |  |   |                |                                |             |  |               |        |
| Location:                                 | Corio   |  |   |                |                                |             |  |               |        |
| Key characteristics:                      | Large vacant commercial 2 zoned land with good access to and from the Geelong Ring Road and the Geelong Employment Precinct. Approximately 1km north of the Corio Shopping Centre   |  |   |                |                                |             |  |               |        |
| Current role:                             | None  |  |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ   |  | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0   | 0  | 0   | 0              | 100,000                        | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store                                | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0   | 0  | 0   | 0              | 0                              | 0           | 0  | 0             | 0      |
| Retail anchors:                           | None  |  |   |                |                                |             |  |               |        |
| Transport connections:                    | Public  | Bus service on Bacchus Marsh Road (route 10) |   |                |                                |             |  |               |        |
|   | Private   | Bacchus Marsh Road                           |   |                |                                |             |  |               |        |
| Future role and opportunities:            | The site was re zoned from residential to commercial 2 to support the development of a Master Homemaker store. The store was never developed and the site remains vacant.<br>The centre has not been identified as a restricted retail centre given the site is vacant. |  |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | 0   |  | Yes   |                | No                             |             | No   |               |        |

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

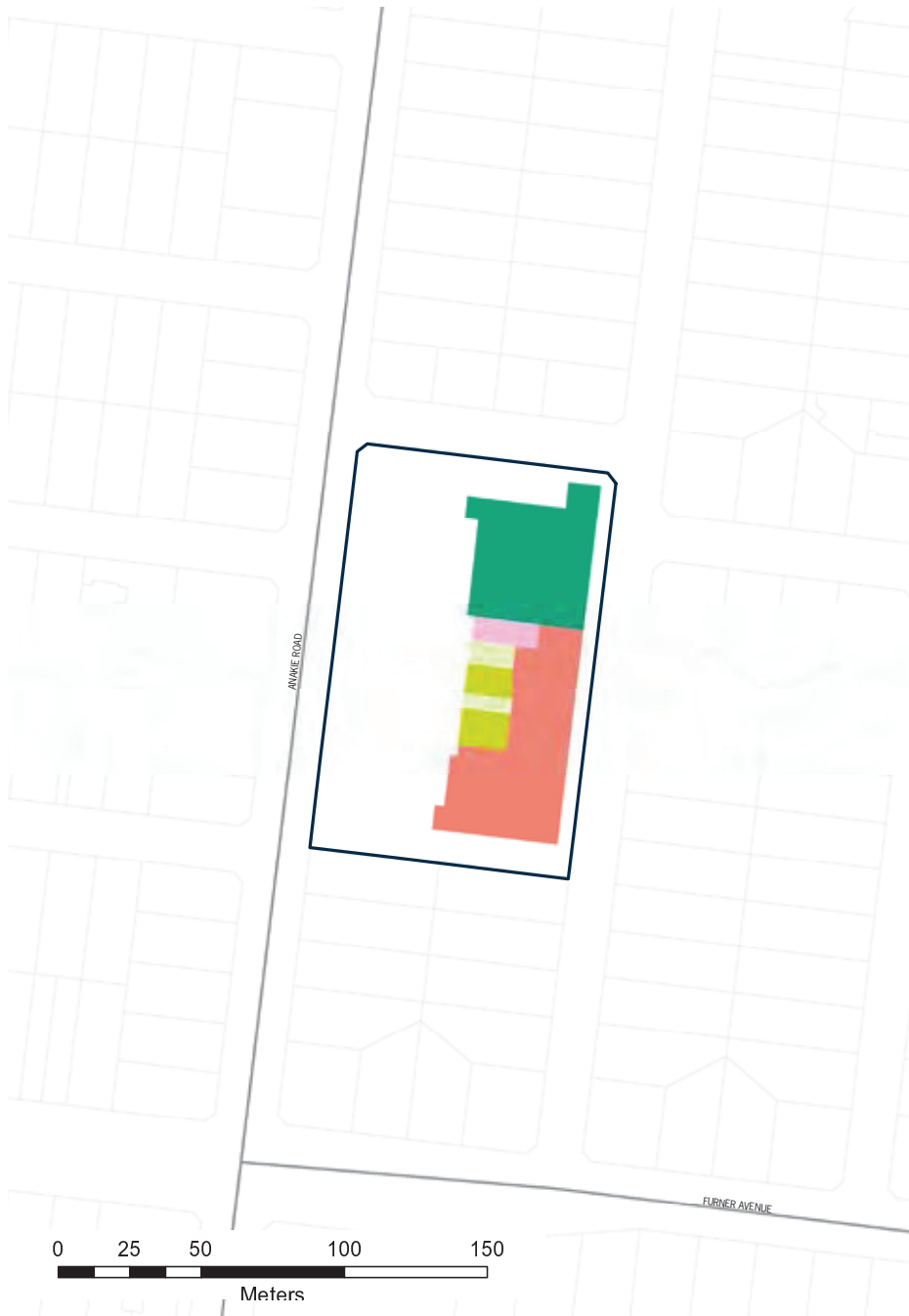
# DISPERSED CENTRES

## 1.54 ANAKIE ROAD, BELL PARK

| CENTRE NAME: ANAKIE ROAD, BELL PARK       |   |  |   |                |                                |             |  |               |        |
|---|---|--|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Dispersed retail  |  |   |                |                                |             |  |               |        |
| Location:                                 | Bell Park   |  |   |                |                                |             |  |               |        |
| Key characteristics:                      | Known as the Bell Park Plaza, this supermarket based centre is 800m south of the Bell Post Hill Shopping Centre. The centre contains and Aldi, cheap as chips, liquor store, café and fish and chip shop. Recently opened, this centre replaces a previous Mitre 10 that was located on this site.  |  |   |                |                                |             |  |               |        |
| Current role:                             | Retail  |  |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | Retail  |  | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0   |  | 1725  |                | 9,500                          |             | 0  |               | 0      |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store                            | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 1,619   | 0  | 0   | 170            | 1,932                          | 188         | 3,909  | 0             | 0      |
| Retail anchors:                           | Aldi, Cheap as Chips  |  |   |                |                                |             |  |               |        |
| Transport connections:                    | Public  | Bus service on Station Street (route 22) |   |                |                                |             |  |               |        |
|   | Private   | Anakie Road                              |   |                |                                |             |  |               |        |
| Future role and opportunities:            | <p>This centre was previously occupied by a Mitre 10 store. Changes in 2013 to the provisions of the Commercial 2 Zone, facilitated the development of small supermarkets (up to 1800m2) and 500m2 of shop uses. A planning permit was only required to develop the site.</p> <p>This site is located close to the Bell Post Hill Shopping centre. Council has not had the opportunity to assess the impact of this development on the retail hierarchy or the Bell Post Hill centre. Therefore this centre has not been included in the retail hierarchy to support the viability of Bell Post Hill Shopping Centre and other smaller surrounding centre's.</p> <p>In the future, this centre may be included as a neighbourhood centre in the hierarchy if it can be demonstrated that it does not impact on the viability of nearby centres.</p> |  |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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  |  | No  |                | No                             |             | No   |               |        |

## 1.54 ANAKIE ROAD, BELL PARK

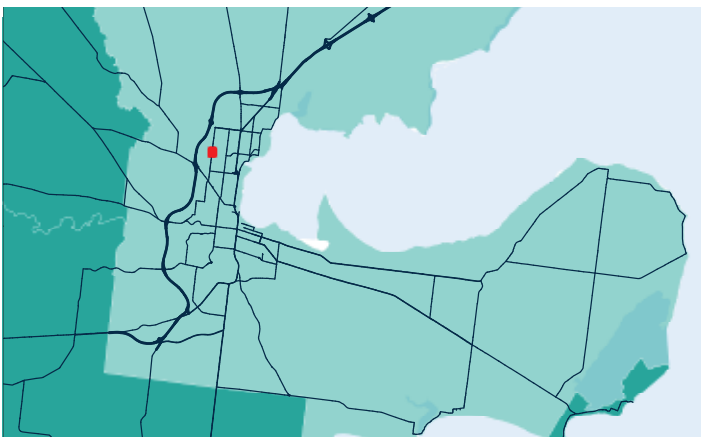
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# DISPERSED CENTRES

## 1.55 BELLARINE HIGHWAY, NEWCOMB

| CENTRE NAME: BELLARINE HIGHWAY, NEWCOMB   |   |                                     |   |                |                                |             |  |               |        |
|---|---|-------------------------------------|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Dispersed restricted retail   |                                     |   |                |                                |             |  |               |        |
| Location:                                 | Newcomb   |                                     |   |                |                                |             |  |               |        |
| Key characteristics:                      | Land on the southern side of the Highway consists of low density retailing in the form of caravan sales as well as a McDonalds, KFC, car wash and light industrial uses. The northern side of the highway includes take away food premises, shops, a petrol station and hotel. Caravan Sales are a prominent feature of this centre.  |                                     |   |                |                                |             |  |               |        |
| Current role:                             | Nil   |                                     |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | Retail  |                                     | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0   | 0                                   | 0   | 0              | 200,000                        | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market  | Depart' Store                       | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0   | 0                                   | 9,300                                       | 3,740          | 3,892                          | 2,292       | 19,234   | 0             | 1,332  |
| Retail anchors:                           | Caravan Sales, Mill Market  |                                     |   |                |                                |             |  |               |        |
| Transport connections:                    | Public  | Bus service (routes 30, 32, 56, 61) |   |                |                                |             |  |               |        |
|   | Private   | Bellarine Highway                   |   |                |                                |             |  |               |        |
| Future role and opportunities:            | <p>A dispersed restricted retail centre on the northern and southern sides of the Bellarine Highway 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 under utilised land within the existing Commercial 2 zone. The expansion of this centre is discourage and therefore the centre not been identified as a designated restricted retail centre.</p> |                                     |   |                |                                |             |  |               |        |
| Action required:                          | Nil   |                                     |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | -2,800  |                                     | Yes   |                | No                             |             | No   |               |        |

## 1.55 BELLARINE HIGHWAY, NEWCOMB

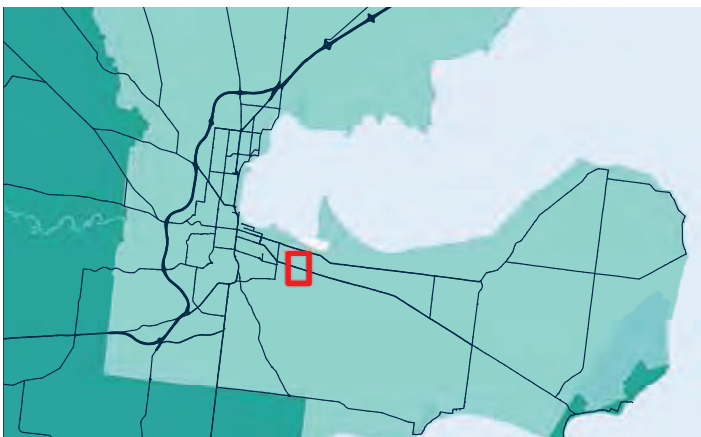
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# DISPERSED CENTRES

## 1.55 GORDON AVE, GEELONG WEST

| CENTRE NAME: GORDON AVE, GEELONG WEST     |  |  |   |                |                                |             |  |               |        |
|---|--|--|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Dispersed restricted retail  |  |   |                |                                |             |  |               |        |
| Location:                                 | Geelong West   |  |   |                |                                |             |  |               |        |
| Key characteristics:                      | Mid-sized restricted retail precinct located along the Princes Highway, close to Central Geelong and perpendicular to Pakington (Geelong West) 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 restricted retail precinct role, though it also has a significant proportion of office and industrial floor space.   |  |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |  | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  | 0  | 0   | 91,200         | 0                              | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store  | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0  | 0  | 16,650                                      | 120            | 3,390                          | 140         | 20,300   | 0             | 1,800  |
| 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 restricted retail precinct in the retail hierarchy to help support the potential transition of the area over time. This area should be identified as a dispersed restricted retail centre.</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 West) centres.   |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | -4,200   |  | Yes   |                | Yes                            |             | No   |               |        |

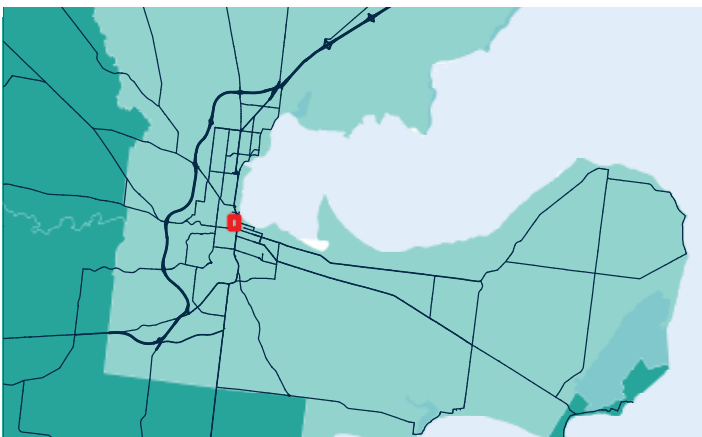
\* Excludes non employment uses such as residential, car parking and sites under construction.

## 1.55 GORDON AVE, GEELONG WEST

### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



### CENTRE LOCATION MAP



# DISPERSED CENTRES

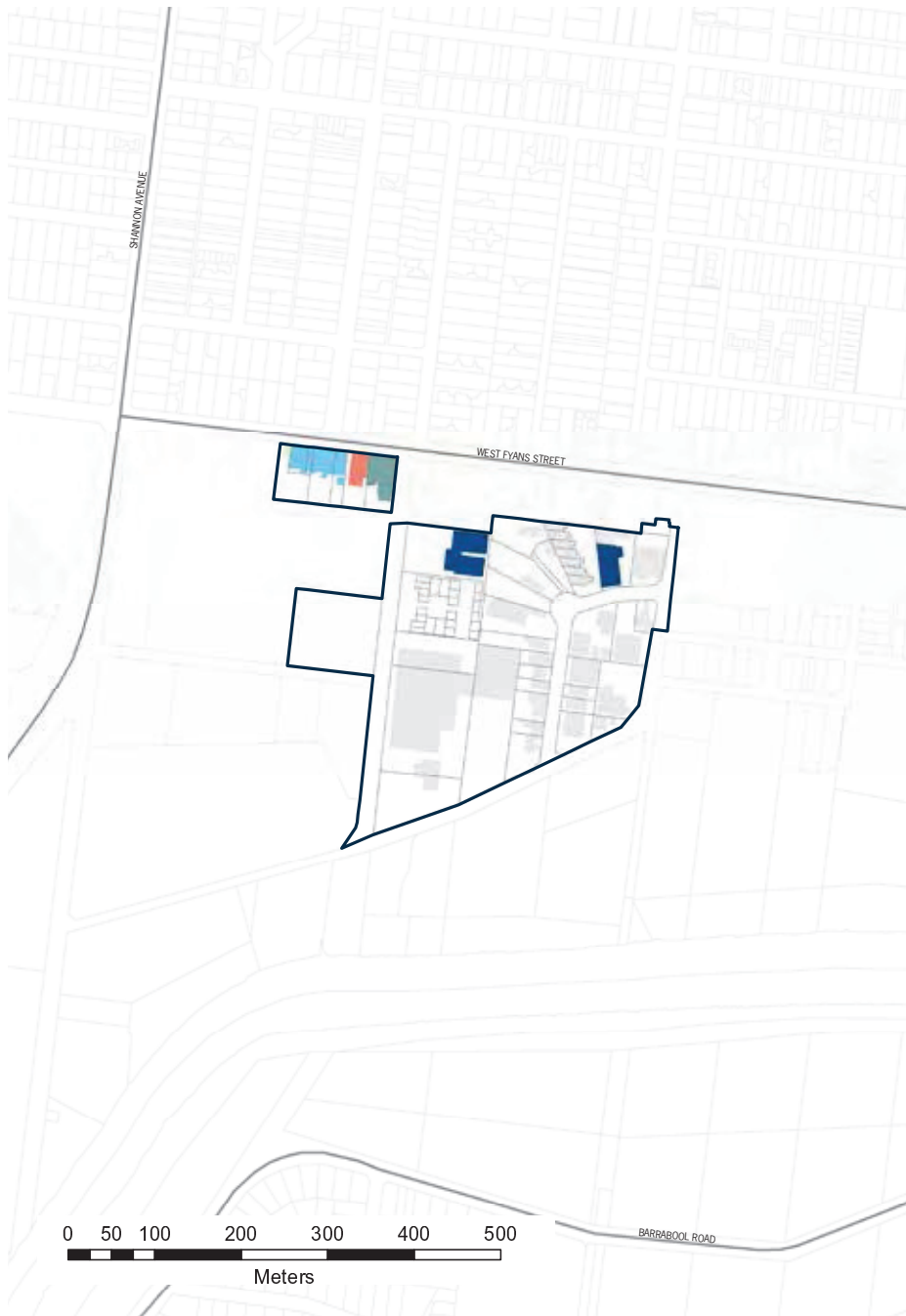
## 1.56 GREGORY AVE, NEWTOWN

| CENTRE NAME: GREGORY AVE, NEWTOWN         |  |   |   |                |                                |             |  |               |        |
|---|--|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Dispersed restricted retail  |   |   |                |                                |             |  |               |        |
| Location:                                 | Newtown  |   |   |                |                                |             |  |               |        |
| Key characteristics:                      | <p>An old industrial precinct containing automotive industries such as mechanics, window tinting, window manufacturing and steel fabrication. The area also contains a roller skating rink, and in more recent times, cafes and a number of recreation uses.</p> <p>A key land use in this precinct is a wool scouring operation which has been operating in the area since the 1920's</p>   |   |   |                |                                |             |  |               |        |
| Current role:                             | In very close proximity to the Pakington Street (Newtown) centre.  |   |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |   | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  | 0   | 0   | 0              | 94,120                         | 98          | 7,798  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0  | 0   | 1,725                                       | 0              | 686                            | 98          | 2,509  | 28,169        | 0      |
| Retail anchors:                           | None   |   |   |                |                                |             |  |               |        |
| Transport connections:                    | Public   | Bus service (24, 43)                                      |   |                |                                |             |  |               |        |
|   | Private  | West Fyans/Fyans Street, Shannon Avenue, La Trobe Terrace |   |                |                                |             |  |               |        |
| Future role and opportunities:            | <p>The development of this area south of Fyans and West Fyans Street is guided by the <i>Fyans-West Fyans Precinct Structure Plan 2009</i>. This Structure Plan divides the area into several precincts.</p> <p><b>Gregory Ave area</b></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 restricted 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 Gregory Ave area be identified as dispersed restricted retail and not be identified as a dedicated restricted retail centre to discourage restricted retail activity and to accommodate the long term vision for this area.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Review the use of the Commercial 2 Zone in this location and any planning policies associated with the long term vision for this area.   |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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.

## 1.56 GREGORY AVE, NEWTOWN

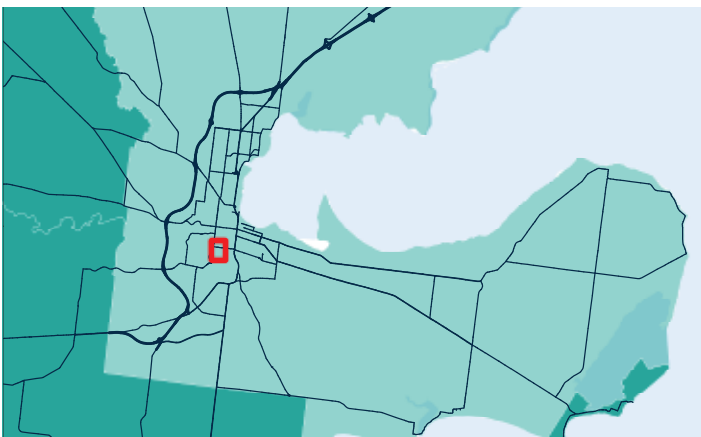
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# DISPERSED CENTRES

## 1.57 MACKEY STREET, NORTH GEELONG

| CENTRE NAME: <b>MACKEY STREET, NORTH GEELONG</b> |   |                                 |   |                |                 |                                |              |  |        |
|--|---|---------------------------------|---|----------------|-----------------|--------------------------------|--------------|--|--------|
| Hierarchy status:                                | Dispersed restricted retail   |                                 |   |                |                 |                                |              |  |        |
| 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               | 0                              | 0            | 0  | 77,910 |
| Retail and commercial floor space* (sqm):        | Super market  | Depart' Store                   | Restricted Retail                           | 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 offices, industry, 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 such as offices to this otherwise industrial area. The Federal Mills complex is a key feature of the 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 noxious industries which operates 24/7.</p> <p>The centre has not been identified as a designated restricted retail centre. Whilst the area now contains a number of large format retail stores and offices the further expansion of retail and offices uses is not supported at this location.</p> |                                 |   |                |                 |                                |              |  |        |
| Action required:                                 | Nil   |                                 |   |                |                 |                                |              |  |        |
| Growth Opportunities                             | Forecast supportable floor space 2016-2036 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.

## 1.57 MACKEY STREET, NORTH GEELONG

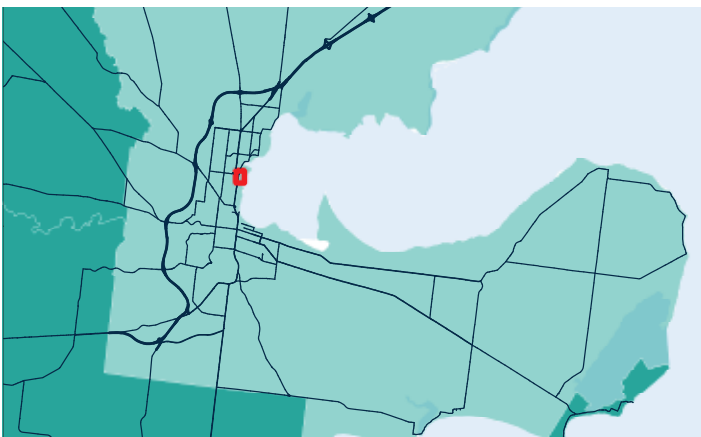
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# DISPERSED CENTRES

## 1.58 MOORABOOL/FYANS PRECINCT, SOUTH GEELONG

| CENTRE NAME: MOORABOOL/FYANS PRECINCT, SOUTH GEELONG |  |   |   |                |                                |             |  |               |        |
|--|--|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                                    | Dispersed restricted retail  |   |   |                |                                |             |  |               |        |
| Location:  | South Geelong  |   |   |                |                                |             |  |               |        |
| Key characteristics:                                 | Large low density retail precinct, with low density restricted retail along 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.  |   |   |                |                                |             |  |               |        |
| Current role:  | In very close proximity to Central Geelong and Belmont centres, the Moorabool/Fyans Precinct has a diverse range of stores and services that attracts a wide catchment   |   |   |                |                                |             |  |               |        |
| Zoning (sqm):  | ACZ  |   | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|  | 0  | 0   | 0   | 0              | 110,792                        | 0           | 89,000   | 0             | 0      |
| Retail and commercial floor space* (sqm):            | Super market   | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|  | 0  | 0   | 31,297                                      | 428            | 7,139                          | 3,596       | 42,460   | 22,001        | 3,121  |
| Retail anchors:                                      | Mitre 10, E and S Trading, car yards   |   |   |                |                                |             |  |               |        |
| Transport connections:                               | Public   | South Geelong Railway Station (approx. 800m), Bus service (routes 1, 41, 42, 51, 50 and 55) |   |                |                                |             |  |               |        |
|  | 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><b>Moorabool/Fyans (Moorabool Street) Area</b></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 plan supports precinct 5 continuing to be used for restricted retail type activity but anticipates a shift away from this land use focus for precinct 7, acknowledging that there are some well-established restricted retail 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 restricted retail 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 restricted retail precinct.</p> <p>It is recommended that the Fyans – West Fyans Area be identified as dispersed restricted retail and not be identified as a dedicated restricted retail centre to discourage restricted retail activity and to accommodate the long term vision for this area.</p> |   |   |                |                                |             |  |               |        |
| Action required:                                     | Ensure that local planning policy identifies the location of preferred restricted retail precincts and provides guidance around the future use and development of restricted retail and dispersed restricted retail precincts.   |   |   |                |                                |             |  |               |        |
| Growth Opportunities                                 | Forecast supportable floor space 2016-2036 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   |   | No  |                | No                             |             | No   |               |        |

## 1.58 MOORABOOL/FYANS PRECINCT, SOUTH GEELONG

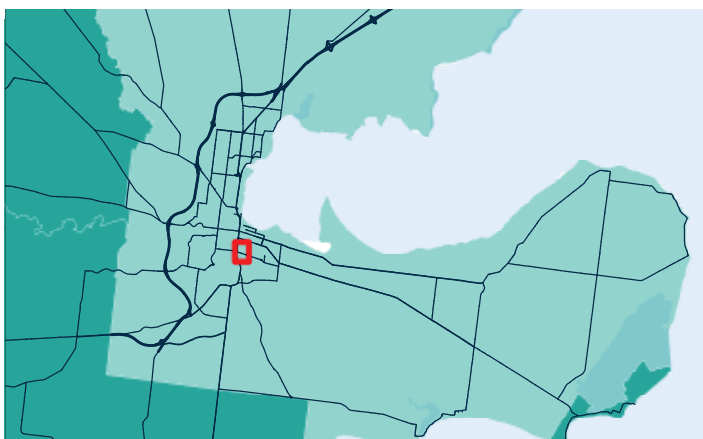
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



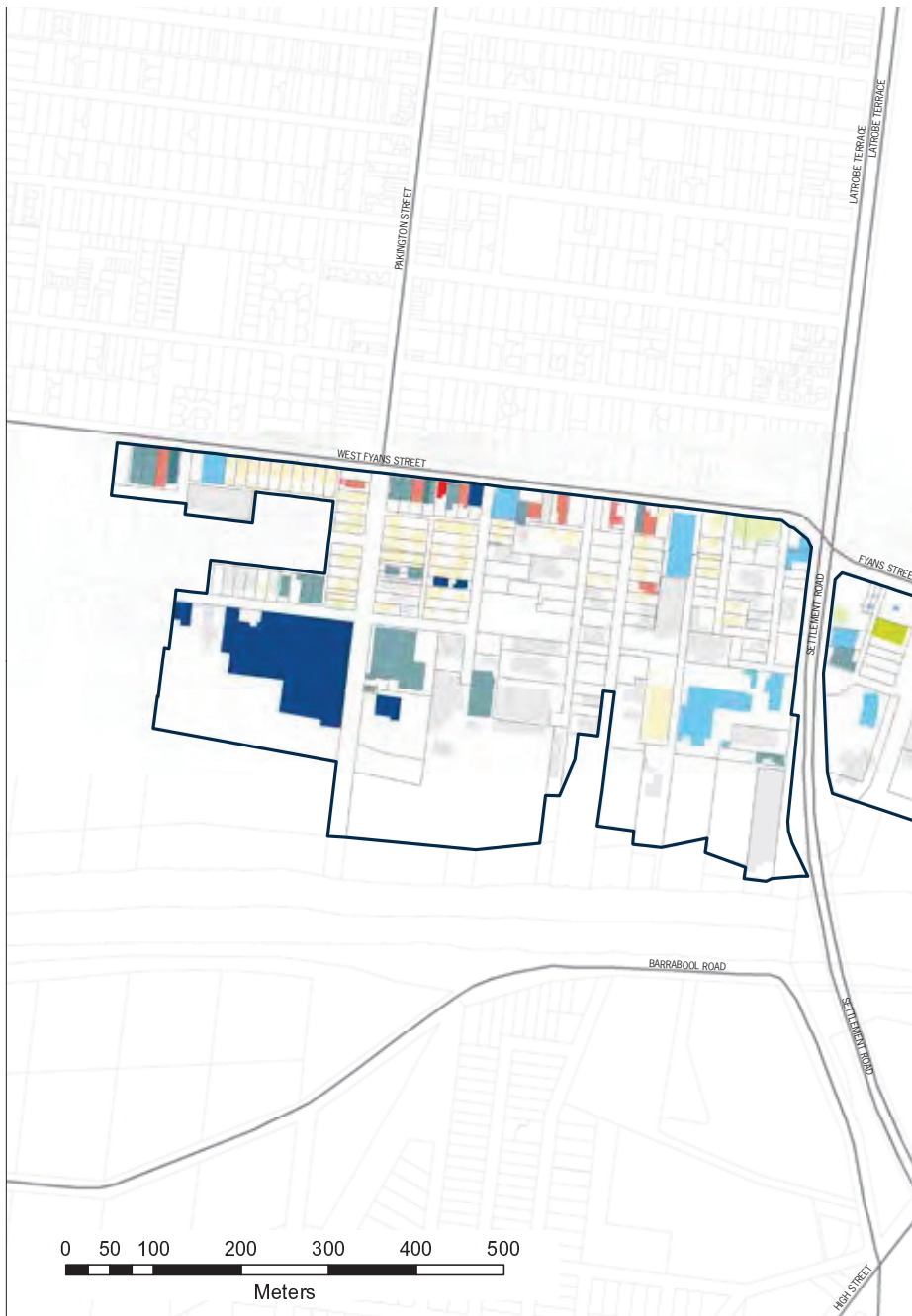
# DISPERSED CENTRES

## 1.59 MOORABOOL/WEST FYANS PRECINCTS, NEWTOWN

| CENTRE NAME: MOORABOOL/WEST FYANS PRECINCTS, NEWTOWN |  |   |   |                |                                |             |  |               |        |
|--|--|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                                    | Dispersed restricted retail  |   |   |                |                                |             |  |               |        |
| Location:  | Newtown  |   |   |                |                                |             |  |               |        |
| Key characteristics:                                 | Large low density retail precinct. There is a significant proportion of very low density restricted retail due to the presence of land used for car storage. A mix of activity centre retail, office and residential use can also be found in the balance of 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) centres, the Moorabool/Fyans Precinct s currently transitioning to a mixed use environment.  |   |   |                |                                |             |  |               |        |
| Zoning (sqm):  | ACZ  |   | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|  | 0  | 0   | 0   | 0              | 22,550                         | 0           | 214,380  | 0             | 0      |
| Retail and commercial floor space* (sqm):            | Super market   | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|  | 0  | 0   | 7,940                                       | 0              | 3,059                          | 184         | 13,528   | 52,794        | 384    |
| Retail anchors:                                      | None   |   |   |                |                                |             |  |               |        |
| Transport connections:                               | Public   | Bus service (routes 24 and 43)  |   |                |                                |             |  |               |        |
|  | 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><b>Moorabool/West Fyans Area</b></p> <p>The Moorabool/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> <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>It is recommended that the Moorabool–West Fyans Area be identified as dispersed restricted retail as current planning policy supports a significant shift away from retail uses to residential uses over time.</p> |   |   |                |                                |             |  |               |        |
| Action required:                                     | Ensure that local planning policy supports the transition of this area overtime to a mixed use/ residential precinct.  |   |   |                |                                |             |  |               |        |
| Growth Opportunities                                 | Forecast supportable floor space 2016-2036 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 |               |        |
|  | -1,300   |   | No  |                | No                             |             | No   |               |        |

## 1.59 MOORABOOL/WEST FYANS PRECINCTS, NEWTOWN

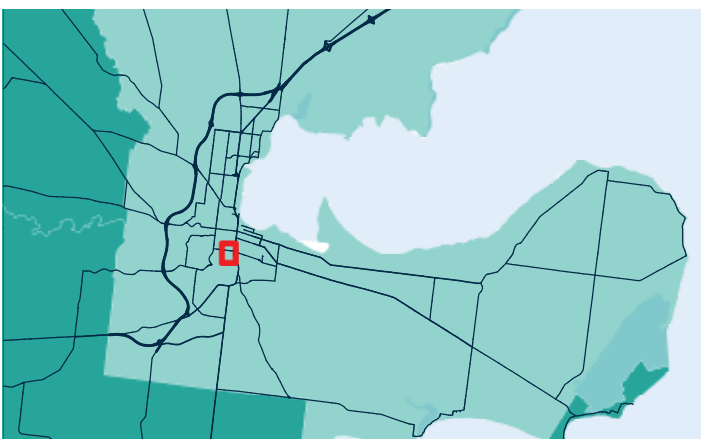
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



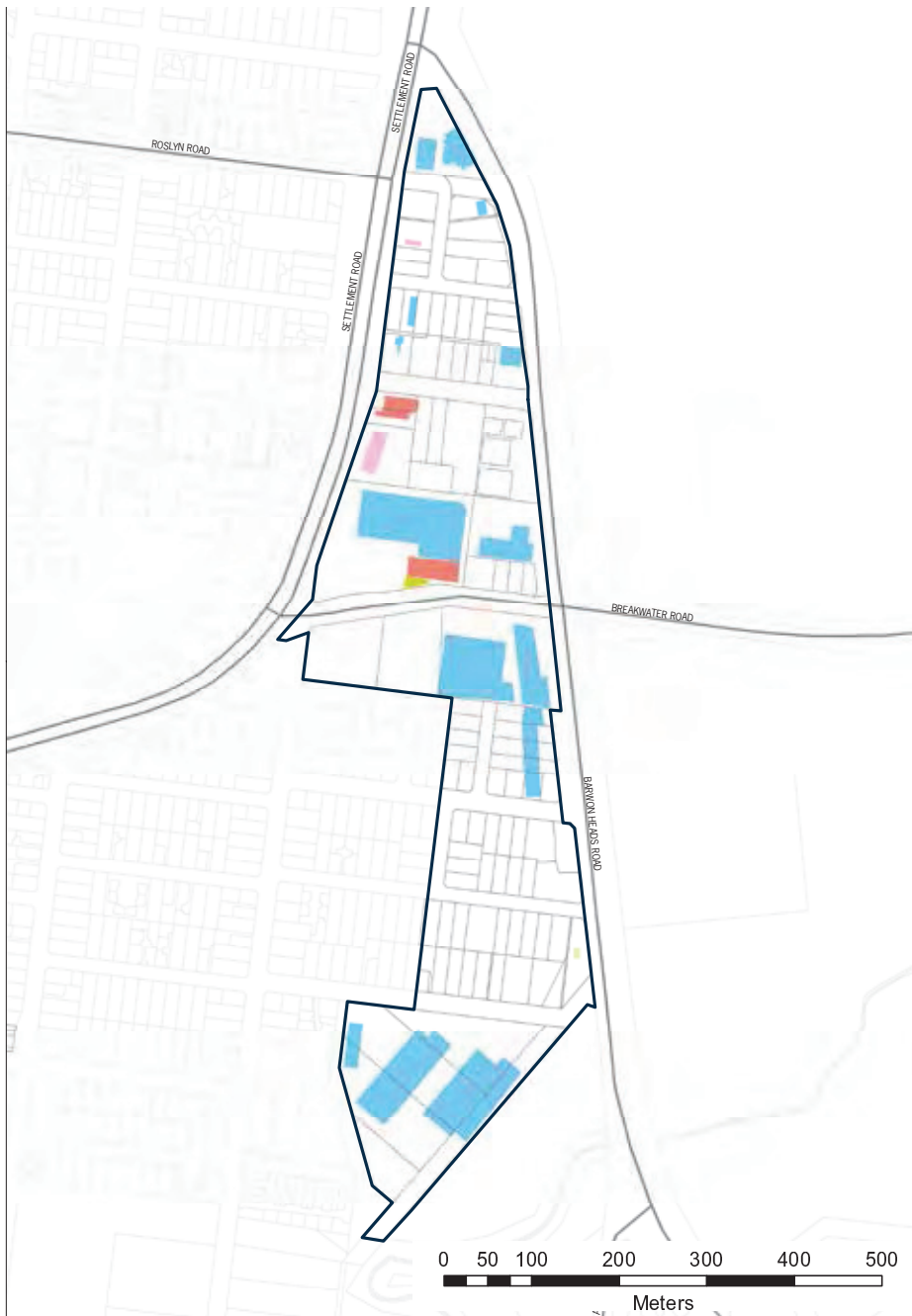
# DISPERSED CENTRES

## 1.60 SETTLEMENT ROAD/BREAKWATER ROAD, BELMONT

| CENTRE NAME: SETTLEMENT ROAD/BREAKWATER ROAD,BELMONT |  |                                   |   |                |                                |             |  |               |        |
|--|--|-----------------------------------|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                                    | Dispersed restricted retail  |                                   |   |                |                                |             |  |               |        |
| Location:  | Belmont  |                                   |   |                |                                |             |  |               |        |
| Key characteristics:                                 | Industrial precinct 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 boat 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              | 0                              | 0           | 0  | 200,000       |        |
| Retail and commercial floor space* (sqm):            | Super market   | Depart' Store                     | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|  | 0  | 0                                 | 29,995                                      | 846            | 2,036                          | 82          | 32,959   | 0             | 210    |
| 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 restricted retail 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 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 restricted retail centre.</p> |                                   |   |                |                                |             |  |               |        |
| Action required:                                     | Nil  |                                   |   |                |                                |             |  |               |        |
| Growth Opportunities                                 | Forecast supportable floor space 2016-2036 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 |               |        |
|  | -5,000   |                                   | No  |                | No                             |             | No   |               |        |

## 1.60 SETTLEMENT ROAD/BREAKWATER ROAD, BELMONT

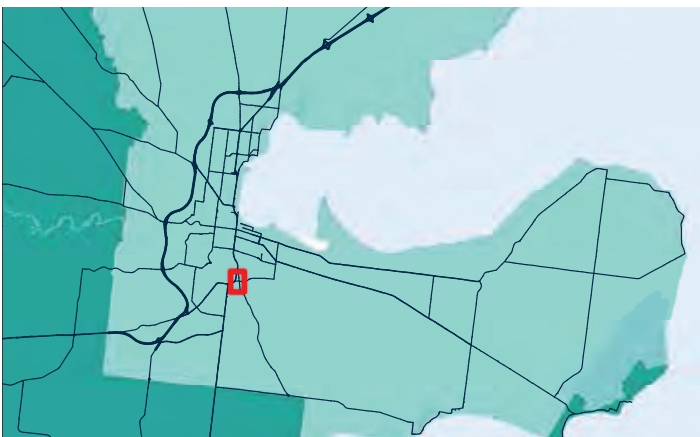
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

#### CENTRE LOCATION MAP



# DISPERSED CENTRES

## 1.61 SHARON COURT, BELL PARK

| CENTRE NAME: SHARON COURT, BELL PARK      |  |                                     |   |                |                                |             |  |               |        |
|---|--|-------------------------------------|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Dispersed restricted retail  |                                     |   |                |                                |             |  |               |        |
| 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:                             | Dispersed restricted retail  |                                     |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |                                     | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  | 0                                   | 0   | 0              | 19,820                         | 0           | 0  | 0             | 0      |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store                       | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0  | 0                                   | 10,519                                      | 0              | 0                              | 0           | 10,500   | 0             | 0      |
| Retail anchors:                           | None   |                                     |   |                |                                |             |  |               |        |
| Transport connections:                    | Public   | Bus service (routes 56)             |   |                |                                |             |  |               |        |
|   | Private  | Thompson Road via Separation Street |   |                |                                |             |  |               |        |
| Future role and opportunities:            | There is no room to expand this centre beyond what currently exists. There is no support to rezone surrounding industrial land to expand this centre. Given the presence of the commercial 2 zone, it is likely existing or similar uses will remain in Sharon Court in the long term. |                                     |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |                                     |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | -1,700   |                                     | Yes   |                | No                             |             | No   |               |        |

## 1.61 SHARON COURT, BELL PARK

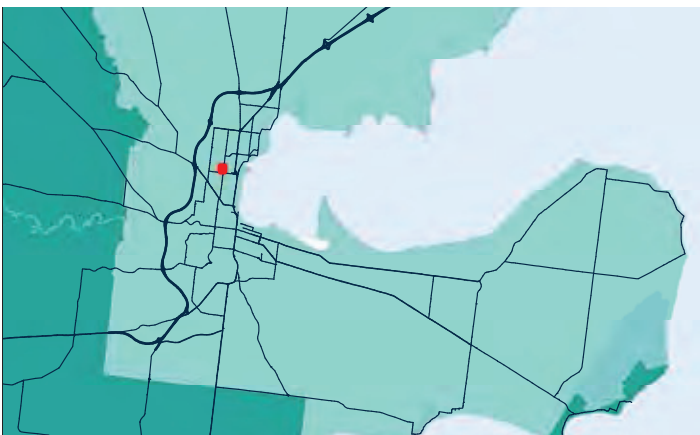
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# DISPERSED CENTRES

## 1.62 SMITHTON GROVE, OCEAN GROVE

| CENTRE NAME: SMITHTON GROVE, OCEAN GROVE  |  |   |   |                |                                |             |  |               |        |
|---|--|---|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Dispersed restricted retail  |   |   |                |                                |             |  |               |        |
| Location:                                 | Ocean Grove  |   |   |                |                                |             |  |               |        |
| Key characteristics:                      | Small existing restricted retail 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   | 0   | 0              | 0                              | 0           | 191,910  |               |        |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store   | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0  | 0   | 2,518                                       | 0              | 1,396                          | 363         | 4,277  | 25,300        | 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>This industrial area has until recently been used to meet the service business and restricted retailing needs of Ocean Grove. Whilst the area is zoned industrial there is a large amount of restricted retail uses occurring within this centre. Given the historic use of this centre for a mix of retail and industrial uses, this centre has been included as a dispersed restricted retail centre.</p> <p>Recent planning work undertaken to develop the Kingston Downs and Oakdene residential estates in Ocean Grove resulted in the rezoning of 7 hectares of land to the east of the industrial 1 zone from farming to the Industrial 3 Zone. A further 15 hectares of land has been re-zoned to the commercial 2 zone.</p> <p>Prior to this rezoning there was limited commercial and industrial land available in Ocean Grove. Now that more land is available it is likely that retail and industrial uses will locate in the appropriate zone. Potentially overtime this industrial area will transition away from retail uses.</p> <p>Future retail uses should be directed to locate in commercial zoned land.</p> |   |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |   |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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   |                | No                             |             | No   |               |        |

## 1.62 SMITHTON GROVE, OCEAN GROVE

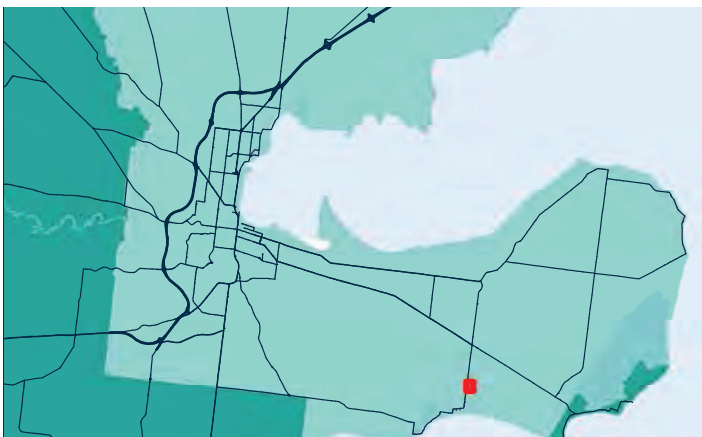
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

-  Bulky Goods
-  Car park
-  Commercial
-  Commercial Services
-  Department Stores
-  Education
-  Enclosed Mall
-  Entertainment
-  Hospitality
-  Industrial
-  Medical
-  Non-leasable Retail
-  Public Facility
-  Residential
-  Specialty Food
-  Specialty Other
-  Supermarket
-  Unclassified Shop
-  Under Construction
-  Vacant

### CENTRE LOCATION MAP



# DISPERSED CENTRES

## 1.63 SURF COAST HIGHWAY, GROVEDALE

| CENTRE NAME: SURF COAST HIGHWAY, GROVEDALE   |   |  |  |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
|--|---|--|--|--------------------------------|--|-----------------|---------------|--------------|---------------|--------|------|---|-------|-----|-------|-----|--------|--------|-------|
| Hierarchy status:  | Dispersed Restricted Retail   |  |  |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| Location:  | Grovedale   |  |  |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| Key characteristics:   | A large car-oriented precinct with a typically industrial feel, especially along streets set back from highway.   |  |  |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| Current role:  | <p>This precinct has a significant proportion of industrial uses. 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 restricted retail or wholesale retail perspective.</p> <p>This centre directly adjoins the Surf Coast Highway Neighbourhood Centre</p>  |  |  |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| Zoning (sqm):  | <table border="1"> <thead> <tr> <th>ACZ</th> <th>C1Z</th> <th>C2Z</th> <th>MUZ</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>23,850</td> <td>165,690</td> <td>0</td> <td>0</td> </tr> </tbody> </table>  | ACZ  | C1Z  | C2Z                            | MUZ  | Other           | 0             | 23,850       | 165,690       | 0      | 0    |   |       |     |       |     |        |        |       |
| ACZ  | C1Z   | C2Z  | MUZ  | Other                          |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| 0  | 23,850  | 165,690  | 0  | 0                              |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| Retail and commercial floor space* (sqm):  | <table border="1"> <thead> <tr> <th>Super market</th> <th>Depart' Store</th> <th>Restricted Retail</th> <th>Specialty Food</th> <th>Specialty Other</th> <th>Hospitality</th> <th>Total Retail</th> <th>Other Employ'</th> <th>Vacant</th> </tr> </thead> <tbody> <tr> <td>2156</td> <td>0</td> <td>6,915</td> <td>715</td> <td>3,558</td> <td>184</td> <td>13,528</td> <td>37,668</td> <td>2,015</td> </tr> </tbody> </table>  | Super market   | Depart' Store  | Restricted Retail              | Specialty Food   | Specialty Other | Hospitality   | Total Retail | Other Employ' | Vacant | 2156 | 0 | 6,915 | 715 | 3,558 | 184 | 13,528 | 37,668 | 2,015 |
| Super market   | Depart' Store   | Restricted Retail  | Specialty Food   | Specialty Other                | Hospitality  | Total Retail    | Other Employ' | Vacant       |               |        |      |   |       |     |       |     |        |        |       |
| 2156   | 0   | 6,915  | 715  | 3,558                          | 184  | 13,528          | 37,668        | 2,015        |               |        |      |   |       |     |       |     |        |        |       |
| Retail anchors:  | 1 supermarkets (2,157sqm IGA)   |  |  |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| Transport connections:   | <table border="1"> <tbody> <tr> <td>Public</td> <td>Marshall Railway Station (approx. 1.6km), bus service (routes 17, 19, 20, 72 and 74)</td> </tr> <tr> <td>Private</td> <td>Intersection of Surf Coast Highway and Marshalltown Road</td> </tr> </tbody> </table>   | 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 |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| 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 available in the south of Geelong, this precinct has been a popular location to establish service business uses such as mechanics, cabinet makers and showroom sales rather than retail uses.</p> <p>A Supa IGA is located within this precinct, which combined with the Aldi located in the neighbourhood centre, provides a grocery offer to surrounding residents and workers.</p> <p>With the limited vacant land in restricted retail precinct and the proximity of this precinct to the Waurm Ponds Restricted Retail Precinct, there may be limited demand for additional restricted retail retailing in the area.</p> <p>There are a number of existing commercial uses in the General Residential Zone on the east side of Torquay Road between the industrial zone and Reserve Road. These uses currently consist of vacant land, a medical centre, a motel, car wash, the Grovedale hotel and 8 houses (ex-display homes), Council has received numerous verbal requests to rezone this land to a commercial zone. Given the lack of amenity in this location and the mix of existing commercial uses, Council should consider whether the development outcomes of this area would be improved if the land was zoned commercial. Whilst this would not necessarily meet council policy in terms of expanding a centre where there is demand, it may deliver an improved land use outcome for this busy road frontage without significantly adding additional retail floor space</p> |  |  |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| Action required:   | Reviewing zoning controls on Surf Coast Highway between the industrial zoned land and Reserve Road.   |  |  |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| Growth Opportunities   | <table border="1"> <thead> <tr> <th>Forecast supportable floor space 2016-2036 sqm (difference from total floor space)</th> <th>Potential to grow within current zoned land</th> <th>Sub precinct planning required</th> <th>Potential for rezoning to align with centre boundary</th> </tr> </thead> <tbody> <tr> <td>-3,400</td> <td>Yes</td> <td>No</td> <td>No</td> </tr> </tbody> </table>   | Forecast supportable floor space 2016-2036 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     | -3,400          | Yes           | No           | No            |        |      |   |       |     |       |     |        |        |       |
| Forecast supportable floor space 2016-2036 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                                 |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |
| -3,400   | Yes   | No   | No   |                                |  |                 |               |              |               |        |      |   |       |     |       |     |        |        |       |

## 1.63 SURF COAST HIGHWAY, GROVEDALE

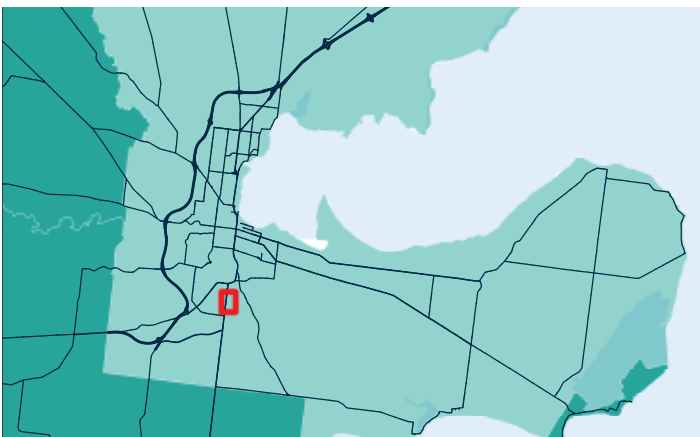
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



# DISPERSED CENTRES

## 1.64 PRINCESS HWY, CORIO

| CENTRE NAME: PRINCESS HWY, CORIO          |  |  |   |                |                                |             |  |               |        |
|---|--|--|---|----------------|--------------------------------|-------------|--|---------------|--------|
| Hierarchy status:                         | Dispersed Restricted Retail  |  |   |                |                                |             |  |               |        |
| 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:                             | Industrial   |  |   |                |                                |             |  |               |        |
| Zoning (sqm):                             | ACZ  |  | C1Z   |                | C2Z                            |             | MUZ  |               | Other  |
|   | 0  | 0  | 0   | 0              | 0                              | 0           | 150,000  |               |        |
| Retail and commercial floor space* (sqm): | Super market   | Depart' Store                            | Restricted Retail                           | Specialty Food | Specialty Other                | Hospitality | Total Retail   | Other Employ' | Vacant |
|   | 0  | 0  | 5,300                                       | 0              | 0                              | 0           | 5,300  | 0             | 0      |
| Retail anchors:                           | Dan Murphy's, Gateway hotel, Petstock  |  |   |                |                                |             |  |               |        |
| Transport connections:                    | Public   | Bus service on Station Street (route 23) |   |                |                                |             |  |               |        |
|   | Private  | Princess highway, Harpur Road            |   |                |                                |             |  |               |        |
| Future role and opportunities:            | The centre has not been identified as a designated restricted retail centre given its industrial zoning. Existing retail uses benefit from the Highway frontage. This area should be used for industrial purposes rather than retail purposes.   |  |   |                |                                |             |  |               |        |
| Action required:                          | Nil  |  |   |                |                                |             |  |               |        |
| Growth Opportunities                      | Forecast supportable floor space 2016-2036 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 |               |        |
|   | -100   |  | No  |                | No                             |             | No   |               |        |

## 1.64 PRINCESS HWY, CORIO

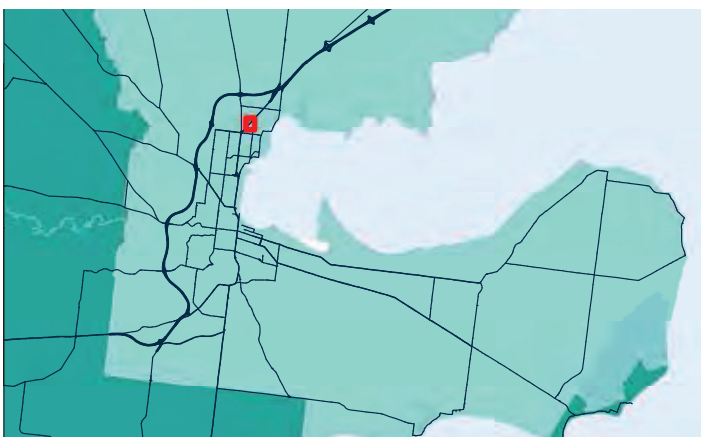
### CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



#### LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

### CENTRE LOCATION MAP



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**CITY OF GREATER GEELONG**

PO Box 104

Geelong VIC 3220

**P:** 5272 5272

**E:** [contactus@geelongcity.vic.gov.au](mailto:contactus@geelongcity.vic.gov.au)

[www.geelongaustralia.com.au](http://www.geelongaustralia.com.au)

**CUSTOMER SERVICE CENTRE**

100 Brougham Street

Geelong VIC 3220

8:00am – 5:00pm

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