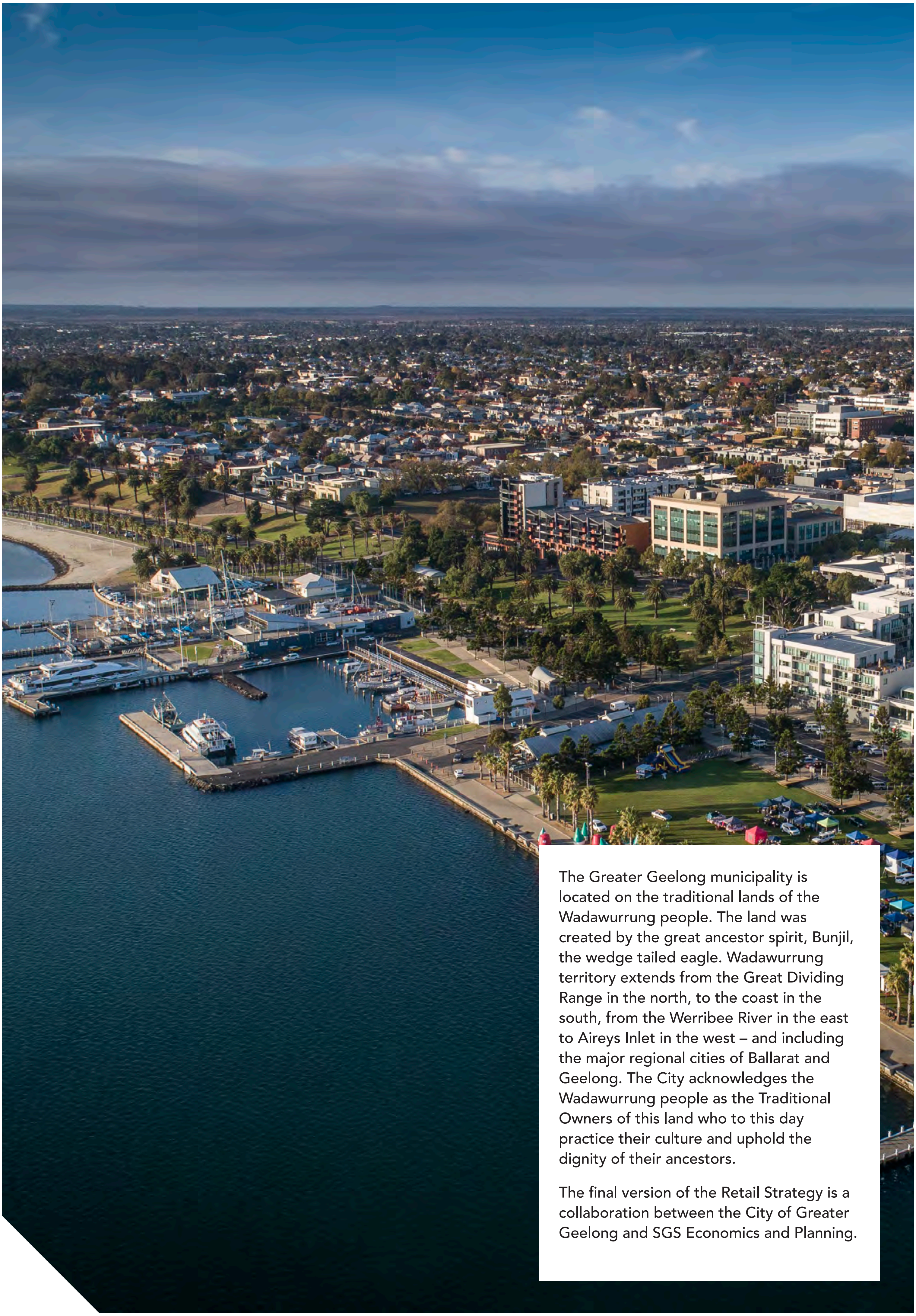
THE CITY OF
GREATER GEELONG

RETAIL STRATEGY

2016–36

CITY OF GREATER
GEELONG



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 in the south, from the Werribee River in the east to Aireys Inlet in the west – and including the major regional cities of Ballarat and Geelong. 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.


PISTOL
PETES
FOOD N BLUES
CELLAR DOOR
GEELONG CELLAR DOOR
GEELONG CELLAR DOOR
LARGEST SELECTION OF LOCAL WINES IN GEELONG
OVER 20 WINES BY THE GLASS
CHEESE AND CHARCUTERIE PLATTERS AVAILABLE
WARM OPEN FIRE

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.[1]

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.

[1] .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

CITY OF GREATER GEELONG

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[2]. 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[3]. 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.

2. Australian Bureau of Statistics compiled by.id Forecast prepared for the City of Greater Geelong
3. 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.[4]

TABLE 1 – POPULATION GROWTH CITY OF GREATER GEELONG.

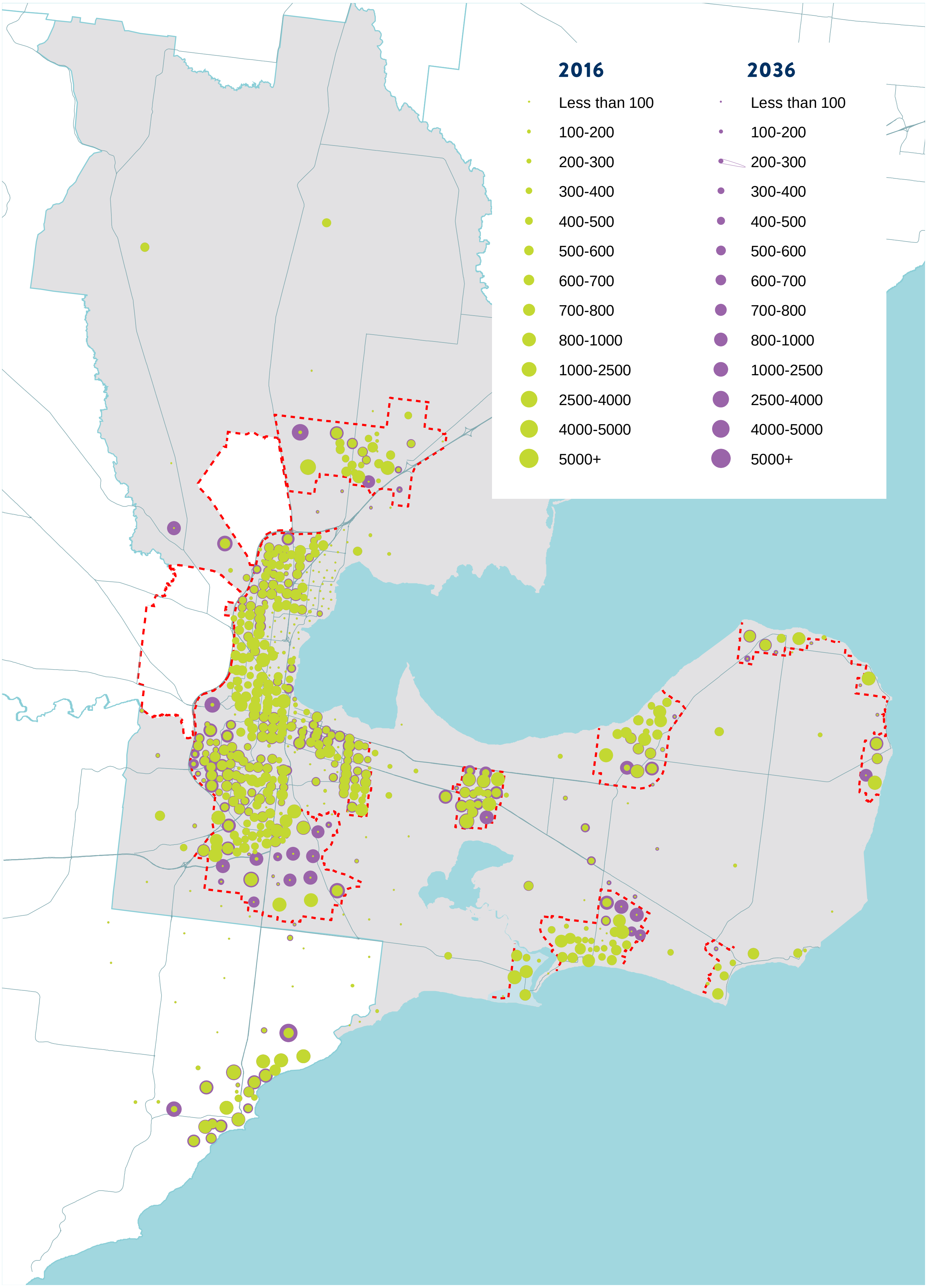
YEAR	2016–CURRENT	2021	2026	2031	2036
Population forecast 2.0% growth[5]	237,129	258,753	280,975	308,909	351,499

Source: SGS Economics and Planning

4. .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)

5 SGS Economics and Planning, Population Forecast 2.0% Growth Rate

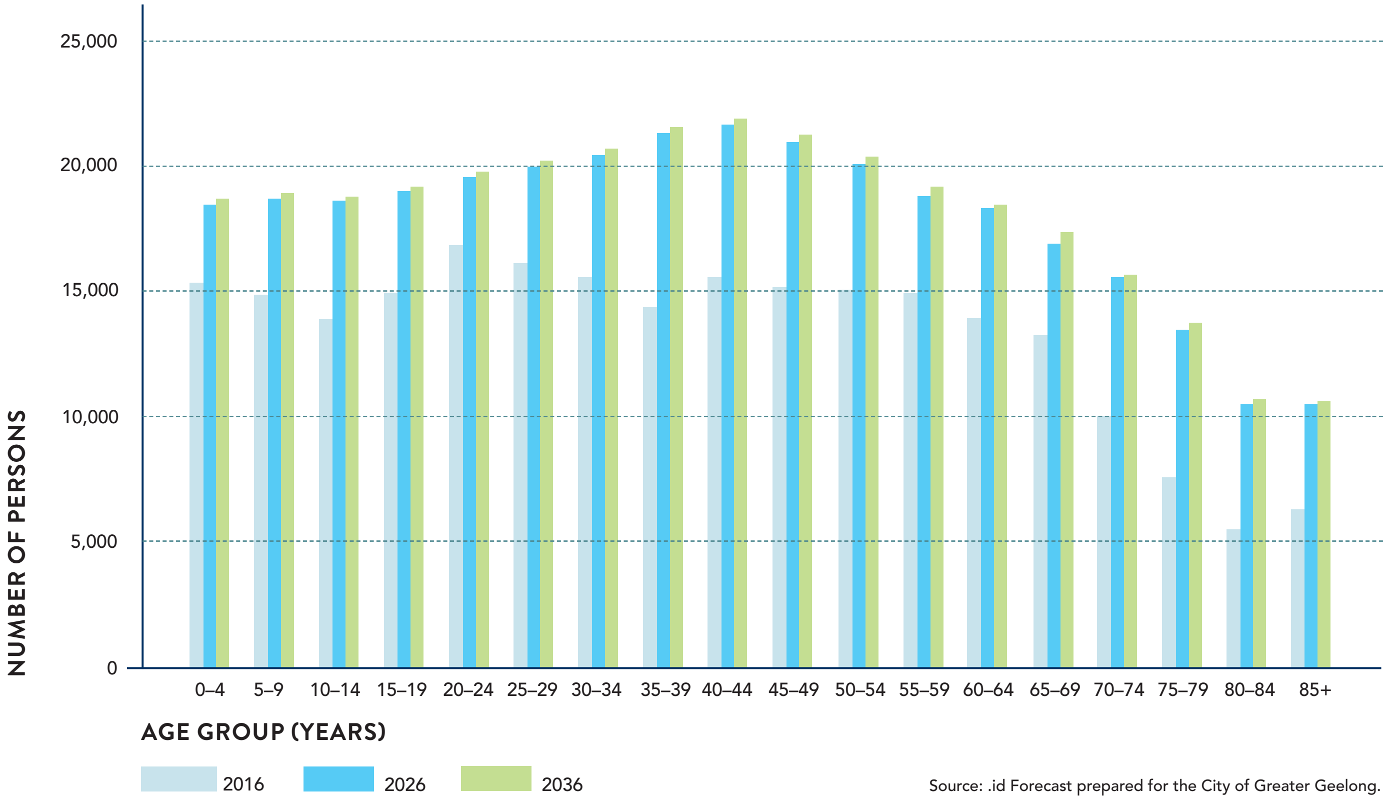
FIGURE 2: POPULATION GROWTH AND LOCATIONS – SGS ECONOMICS AND PLANNING



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



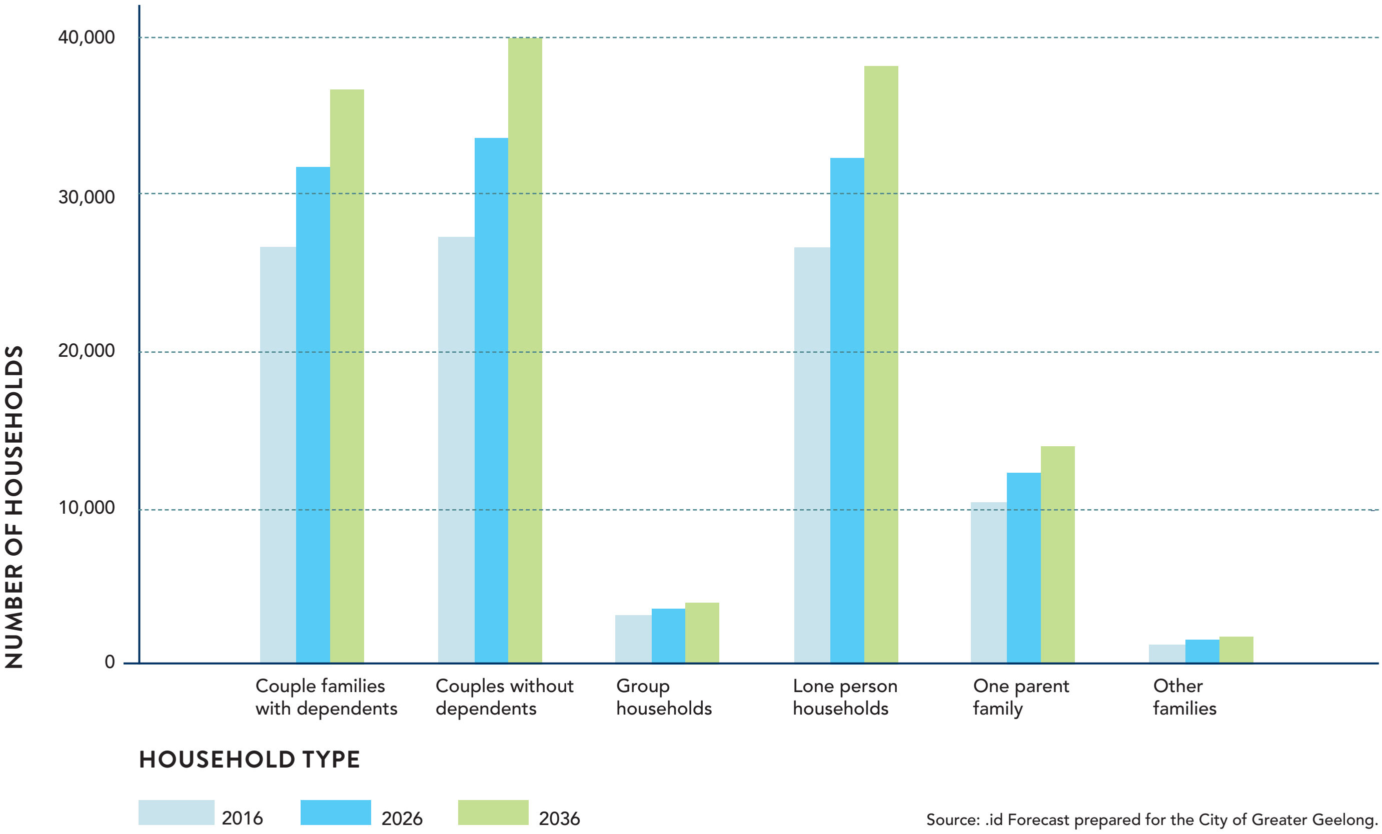
Source: .id Forecast prepared for the City of Greater Geelong.

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)[6].

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.[7]

FIGURE 4: FORECAST HOUSEHOLD TYPE



Source: .id Forecast prepared for the City of Greater Geelong.

[6] https://forecast.id.com.au/geelong/household-types (accessed July 2018)

[7] 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:

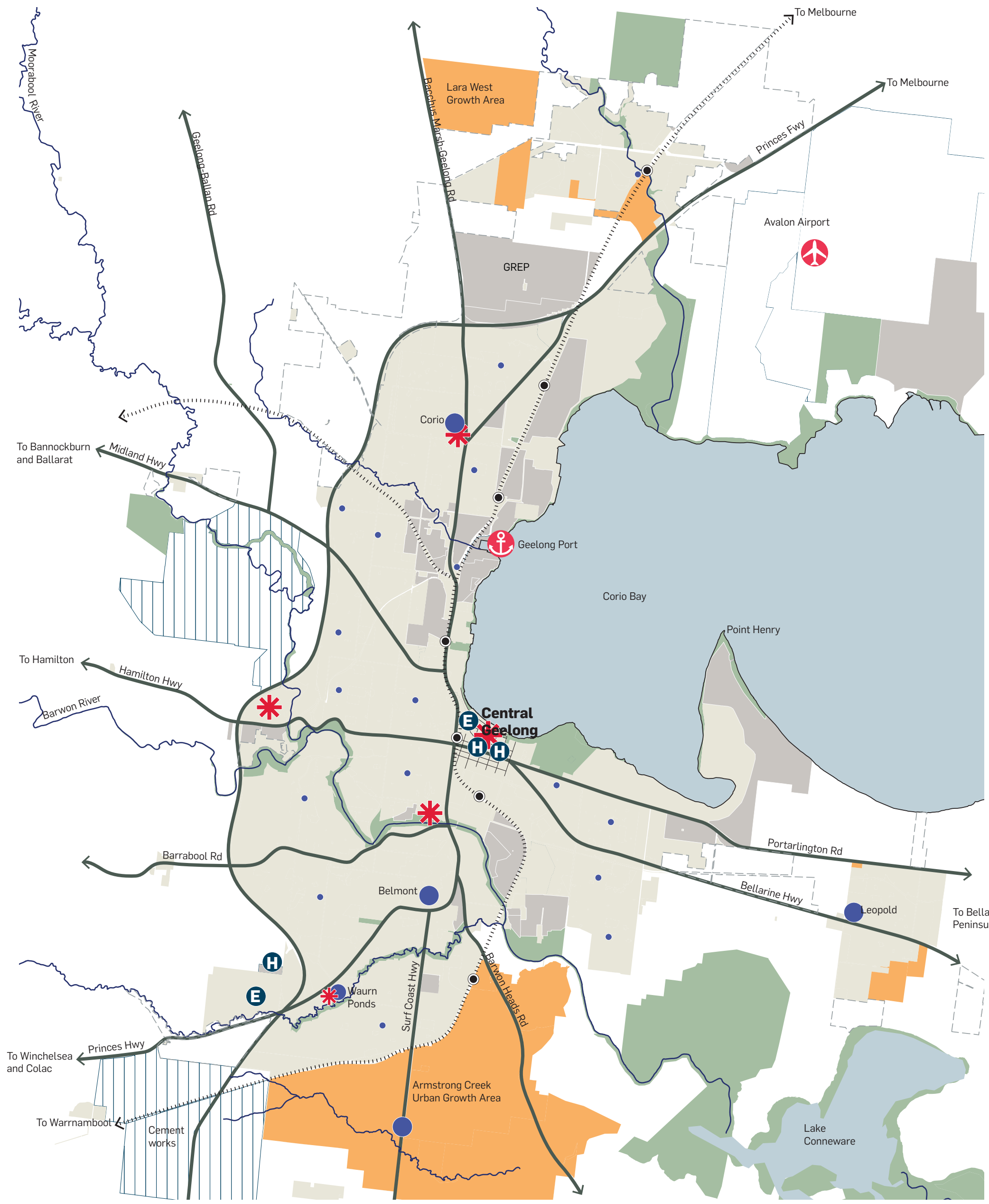
STATE PLANNING POLICY FRAMEWORK

- 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
- H HOSPITALS
- E 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	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. 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.	1	More than 100,000 square metres	Central Geelong
Sub-regional	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.	4/5	15,000 to 60,000 square metres	Belmont, Waurn Ponds, Corio, Leopold, Armstrong Creek
Specialised	Traditional major centres that have grown from strip shopping centres. They are typically located along main arterial routes and/or public transport nodes. Tend to capture niche trade from wider catchments and play an important community role, as the focus for retail, civic and community uses.	1	15,000 to 60,000 square metres	Pakington Street (Geelong West)
Town centre	Major community shopping locations. Provide weekly grocery shopping for the local township, in combination with specialty store shopping that also services visitors.	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, Waurn 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.

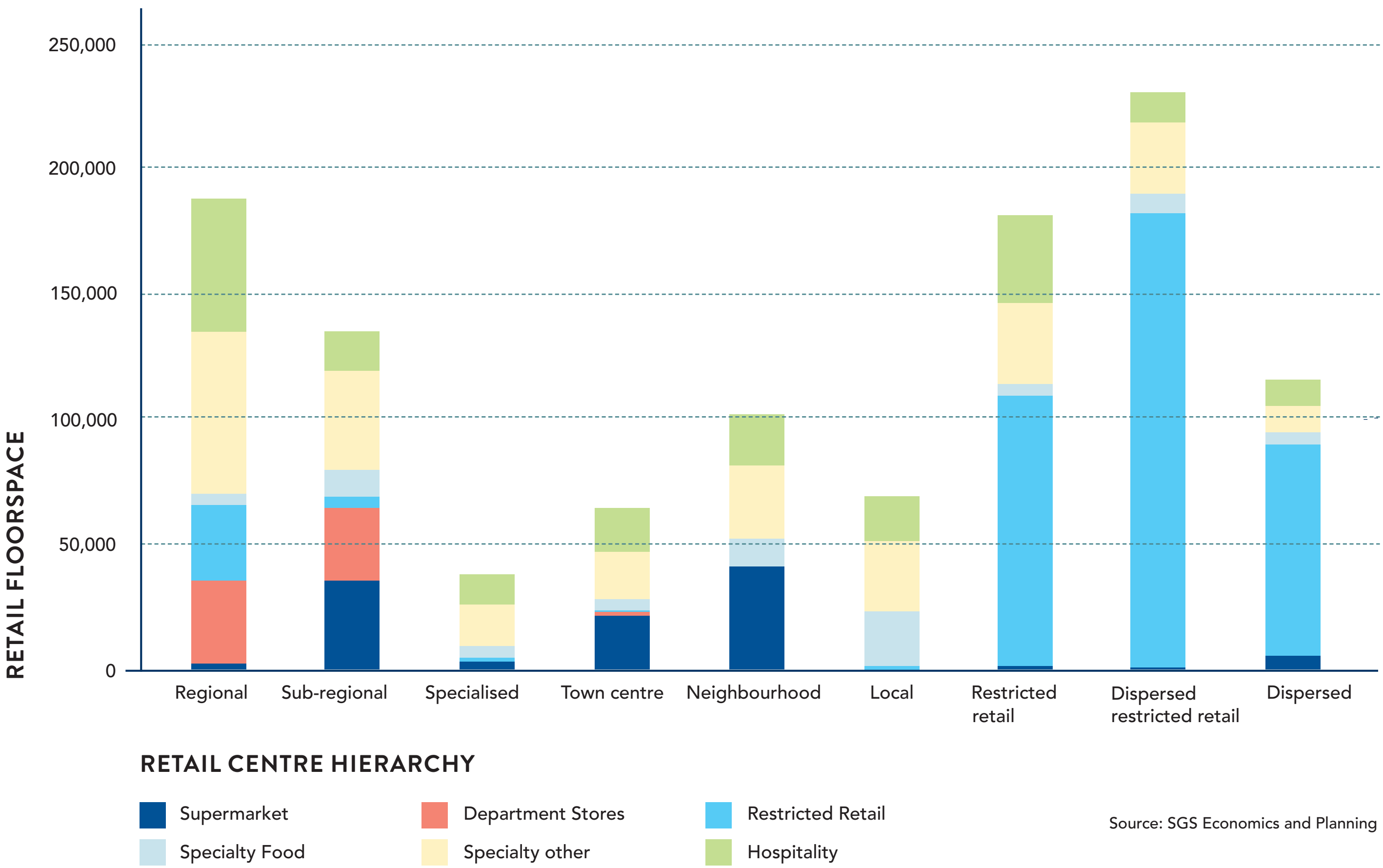
TABLE 3: RETAIL FLOOR SPACE AUDIT 2018

CENTRE NAME	SUPERMARKET	DEPARTMENT STORES	RESTRICTED RETAIL	SPECIALTY FOOD	SPECIALTY OTHER	HOSPITALITY	TOTAL RETAIL
Regional	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
Subregional	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
Waurn Ponds	12,887	11,650	0	2,437	11,294	3,492	41,760
Specialised	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
Town Centre	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
Neighbourhood	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
Local (68)	0	0	1,852	21,571	28,185	17,850	69,459
Restricted Retail	2,156	0	107,109	4,456	31,833	35,994	149,153
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
Waurn Ponds	0	0	31,398	473	14,821	280	46,972
Waurn Ponds	0	0	31,398	473	14,821	280	46,972
Dispersed Restricted Retail	3,775	0	187,825	7,425	31,106	12,886	233,584
Dispersed Retail	5,400	0	84,500	4,200	10,600	10,700	115,300
Total Audit Floorspace	115,565	63,624	353,676	71,117	265,136	160,994	1,030,013

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



Source: SGS Economics and Planning

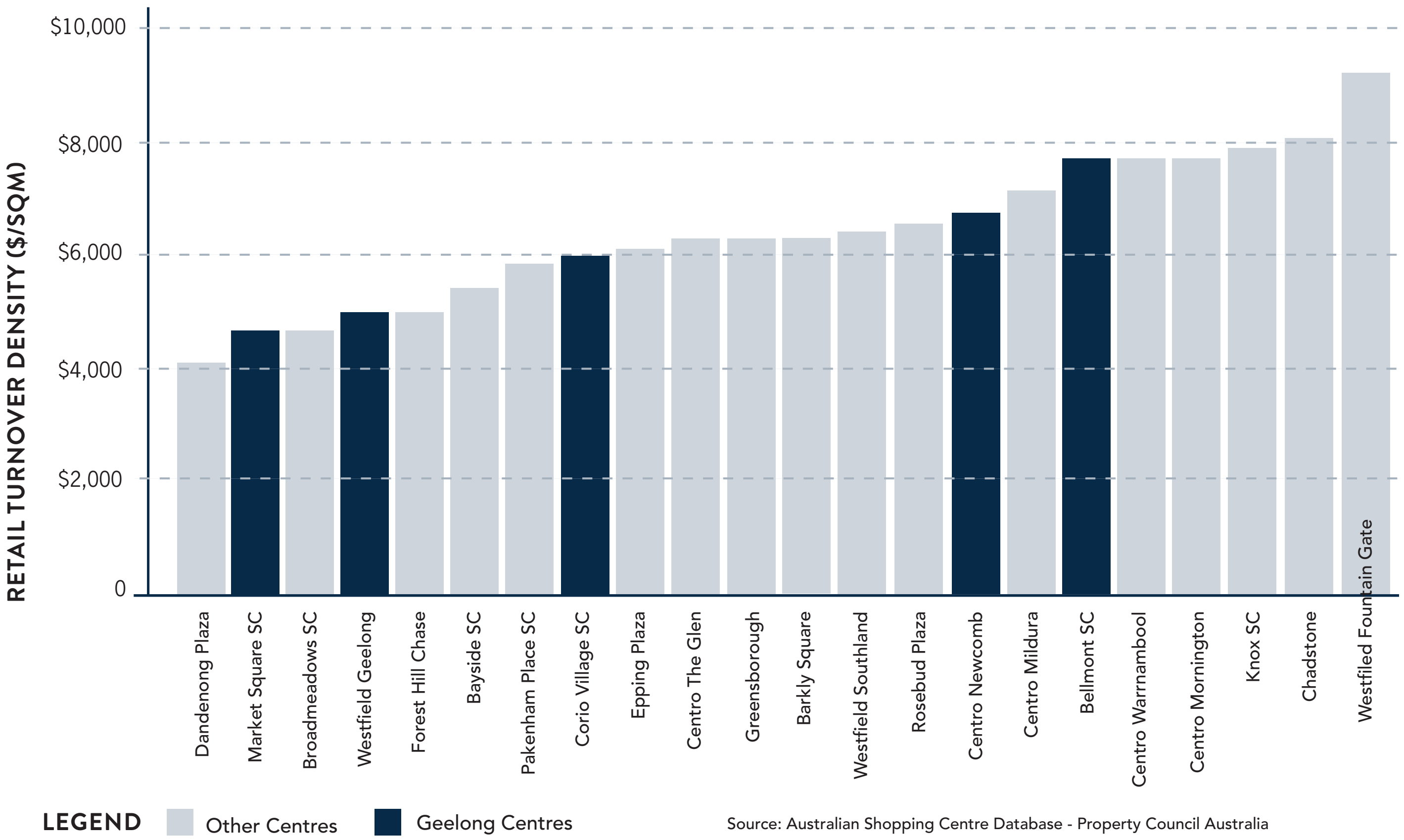
RETAIL CENTRE TURNOVER

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



Source: Australian Shopping Centre Database - Property Council Australia

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.

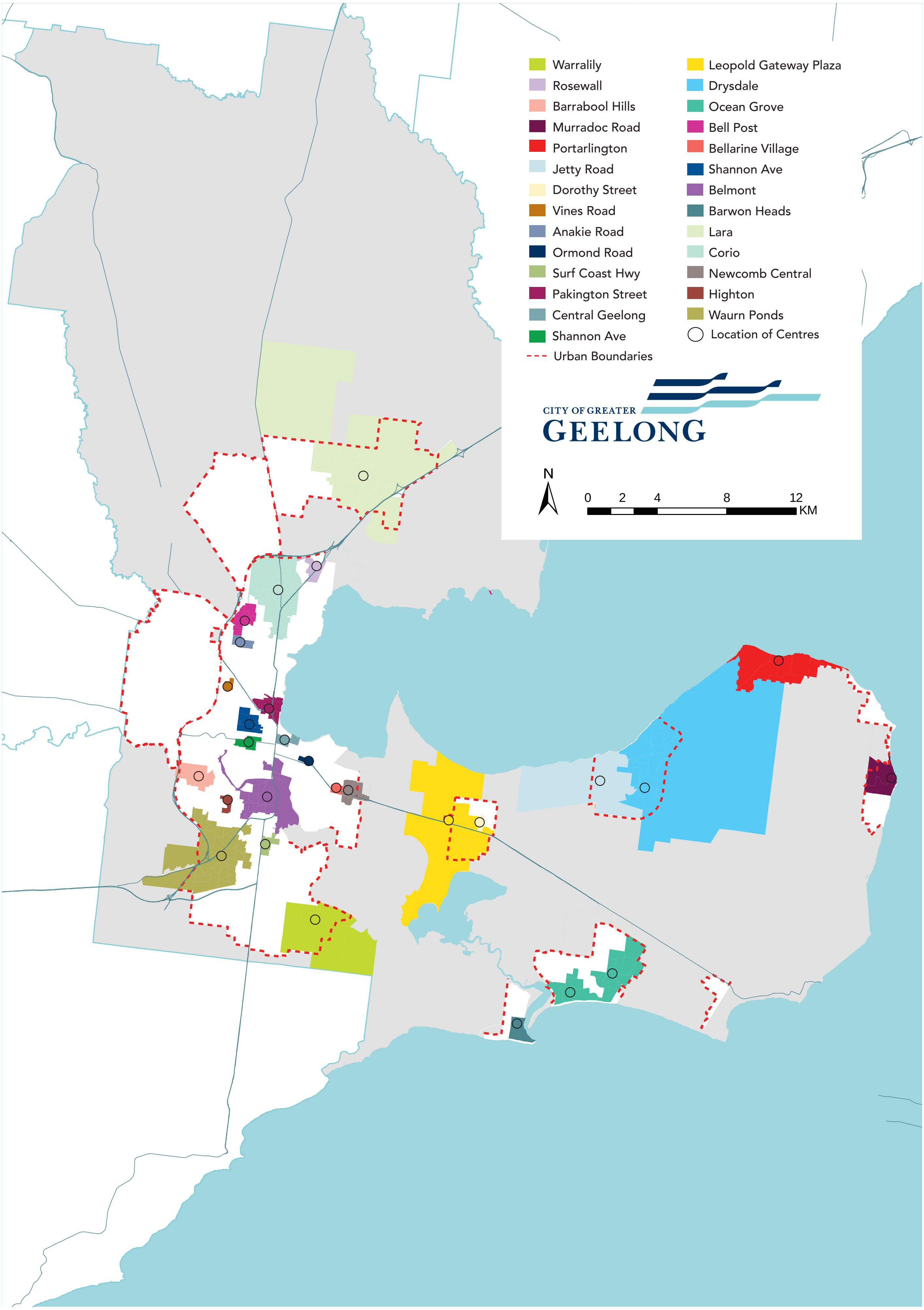
Figures 9 to 11 map trade areas for all significant centres across Greater Geelong. The lines map the primary trade area for each centre. Areas that do not fall under any centre's primary catchment trade area are 'contested', which means home-based expenditure is fairly evenly distributed among multiple 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, Waurn Ponds, Leopold and Corio. These centres each contain discount department stores, multiple supermarkets and a large number of specialty shops.

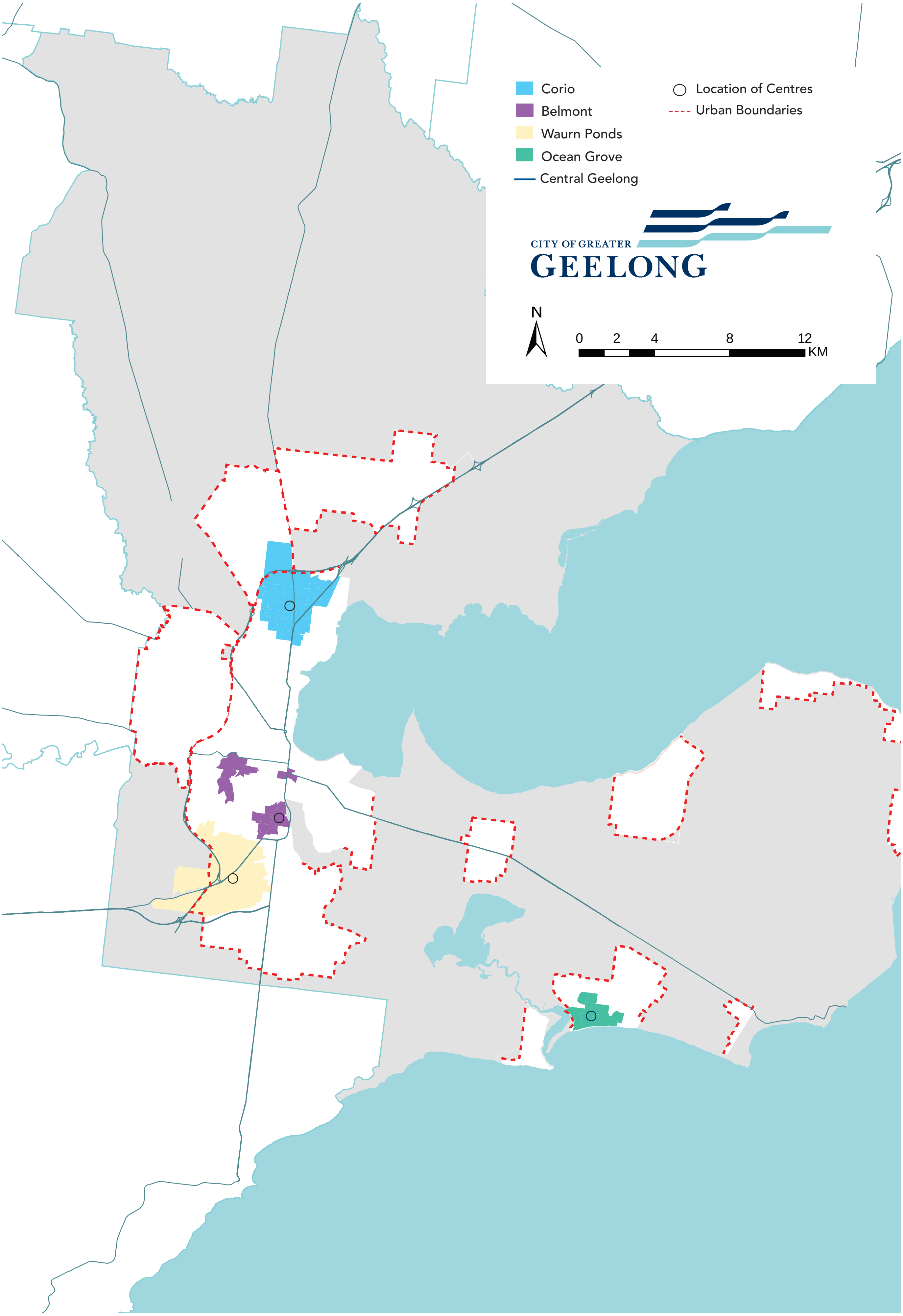
The catchment areas of neighbourhood centres are more localised. Central Geelong typically captures no more than 10–20 per cent of people residing in the catchment of another centre, which could be improved if the retail offer was stronger. Competition from other centres also plays a role in this.

FIGURE 9: SUPERMARKET CENTRE PRIMARY CATCHMENT



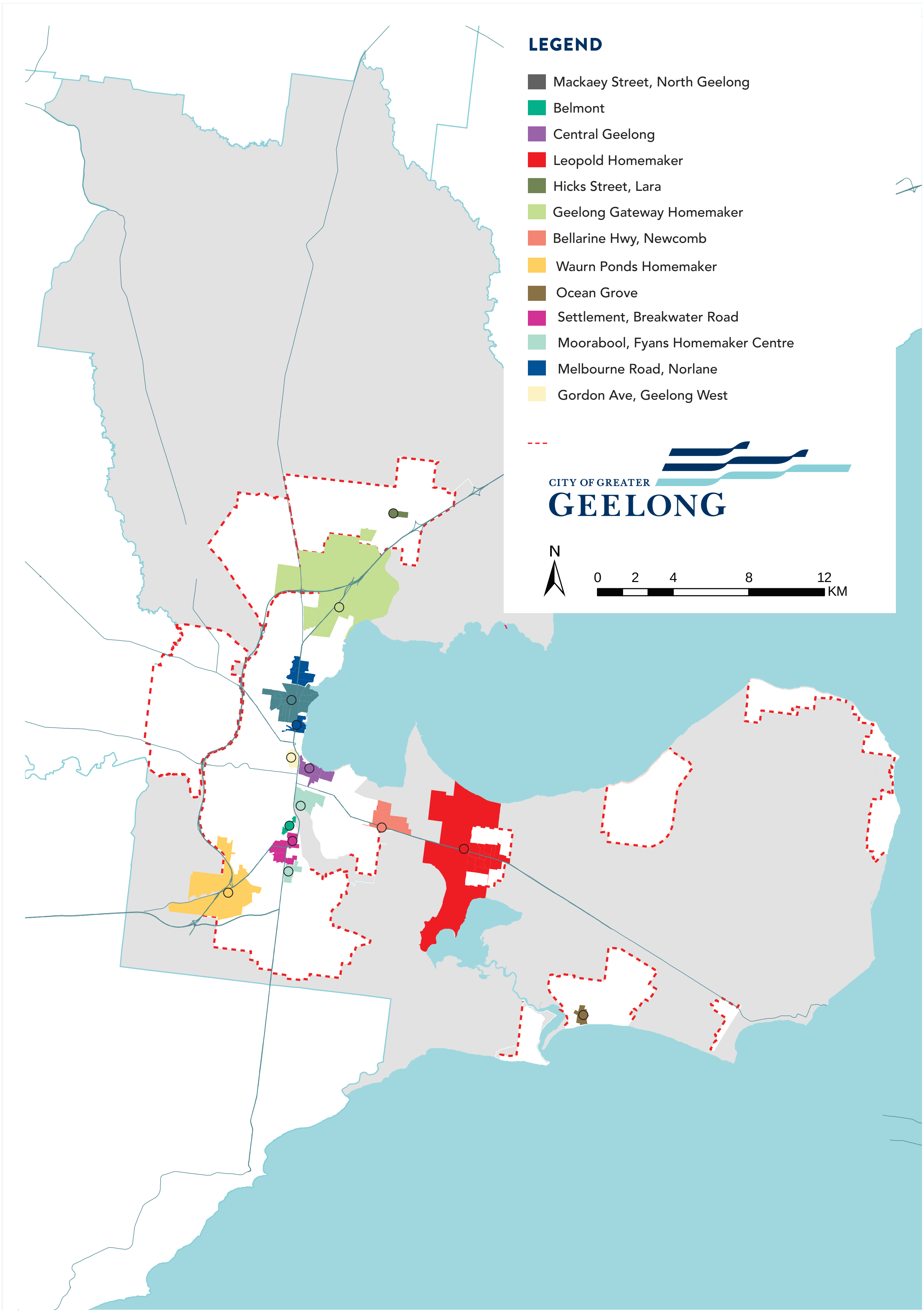
Not all centres have a trade area, as a result of expenditure being evenly distributed among multiple centres, due to competition.

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



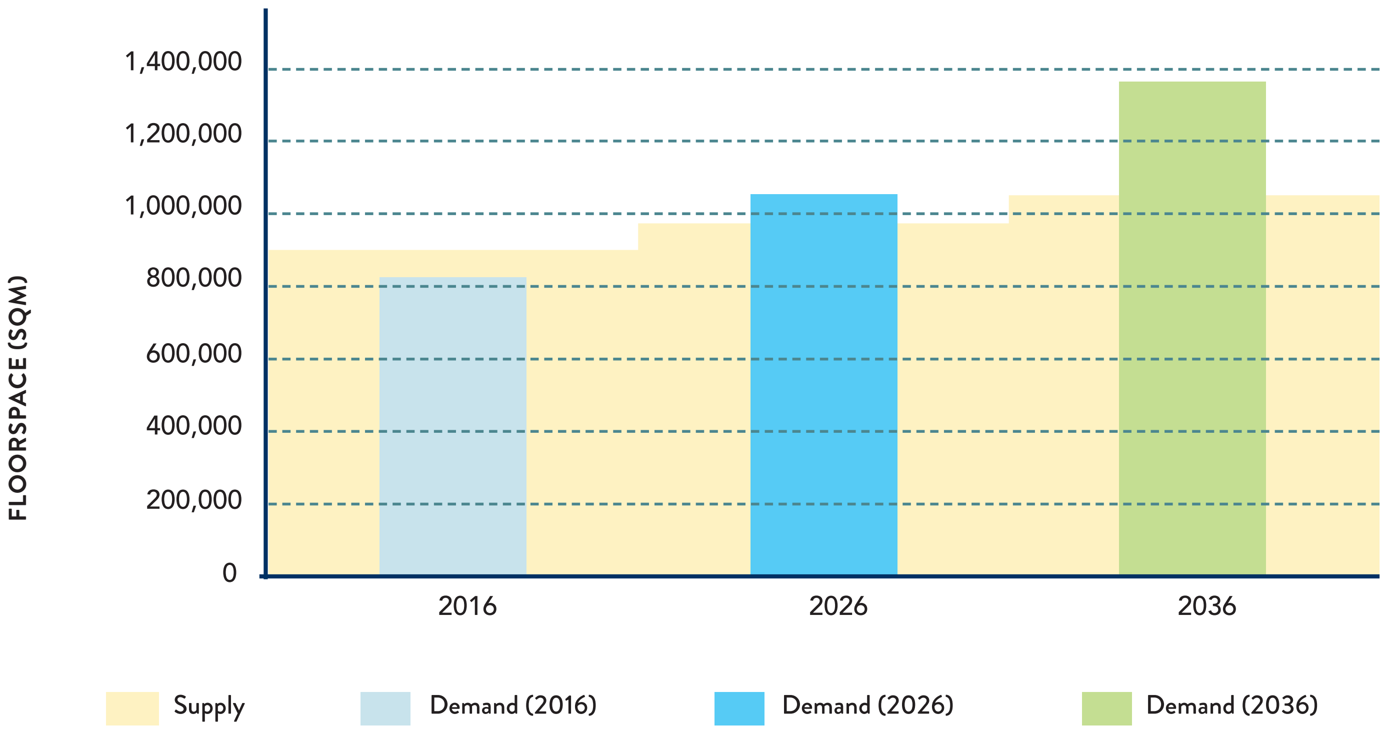
Not all centres have a trade area, as a result of expenditure being evenly distributed among multiple centres, due to competition.

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.

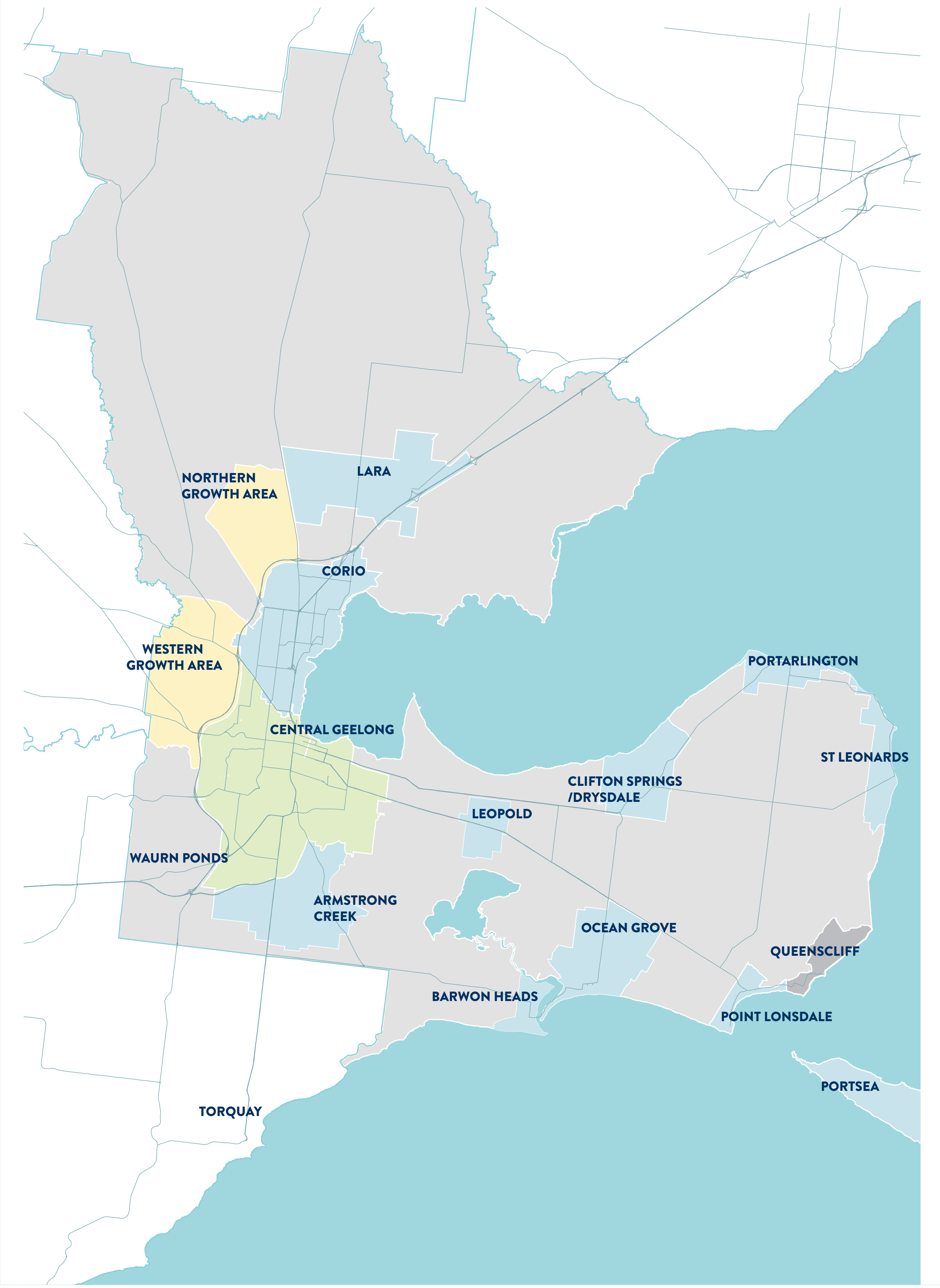
To be meaningful and avoid either oversupply or undersupply in a given area, an assessment of how this alignment looks at a local level and by sub-regions (see Figure 13) is needed.

FIGURE 12: OVERALL SUPPLY DEMAND FLOORSPACE ALIGNMENT



Source: SGS Economics and Planning

FIGURE 13: RETAIL SUB-REGIONS ACROSS GREATER GEELONG

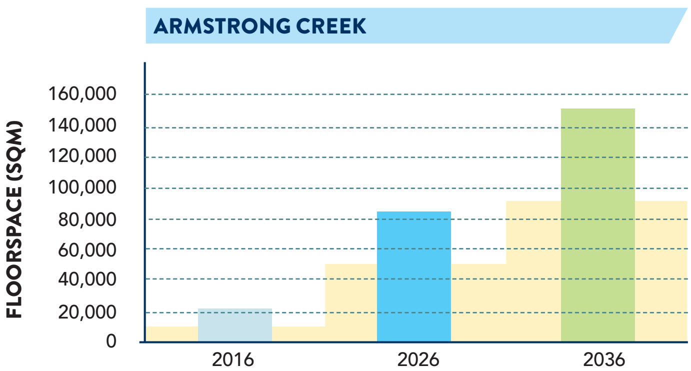


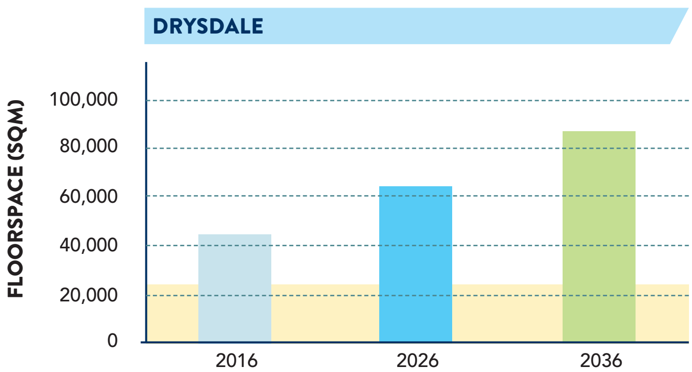
Source: SGS Economics and Planning

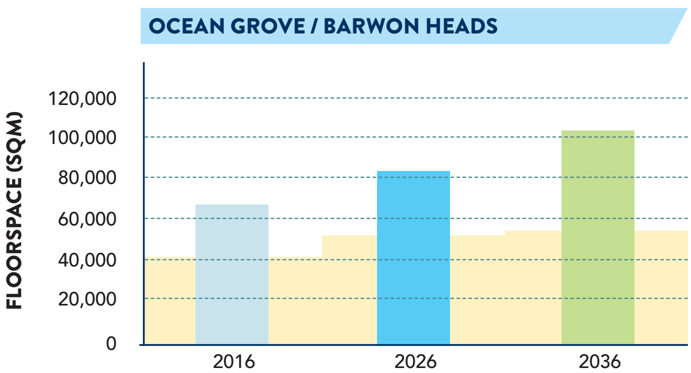
The below figures show that expenditure demand currently exceeds supply in the townships but not in the Geelong-Central and Geelong-Corio Norlane. With the exception of Geelong–Central, by 2036, all other sub region expenditure demand is forecast to exceed supply. This indicates that additional floor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

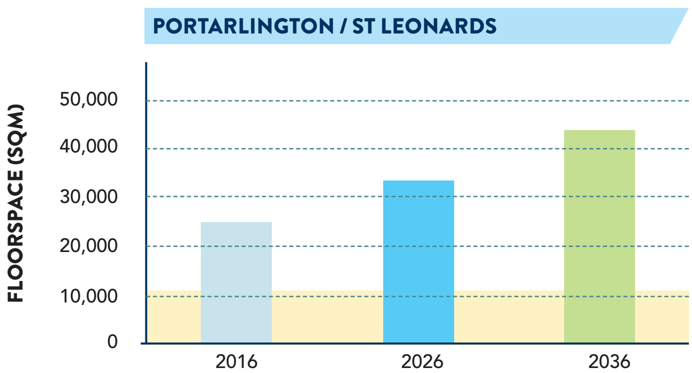
FIGURE 14: SUPPLY DEMAND FLOOR SPACE ALIGNMENT – GEELONG SUB-REGIONS

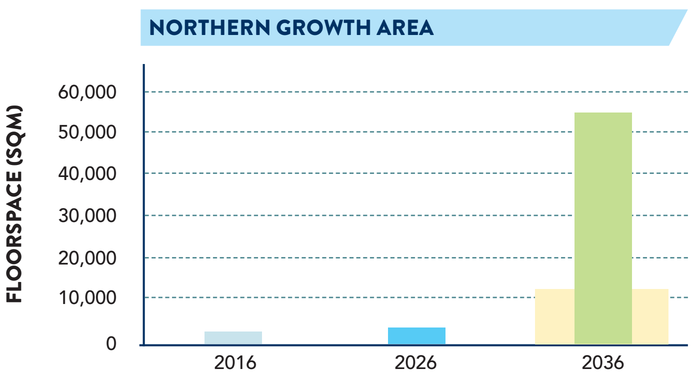
Source: SGS Economics and Planning

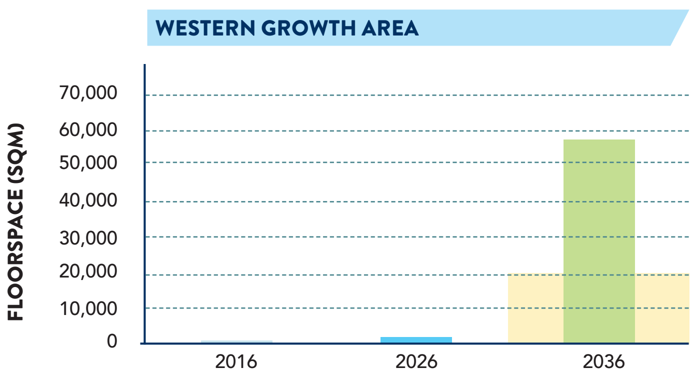












Supply Demand (2016) Demand (2026) Demand (2036)

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

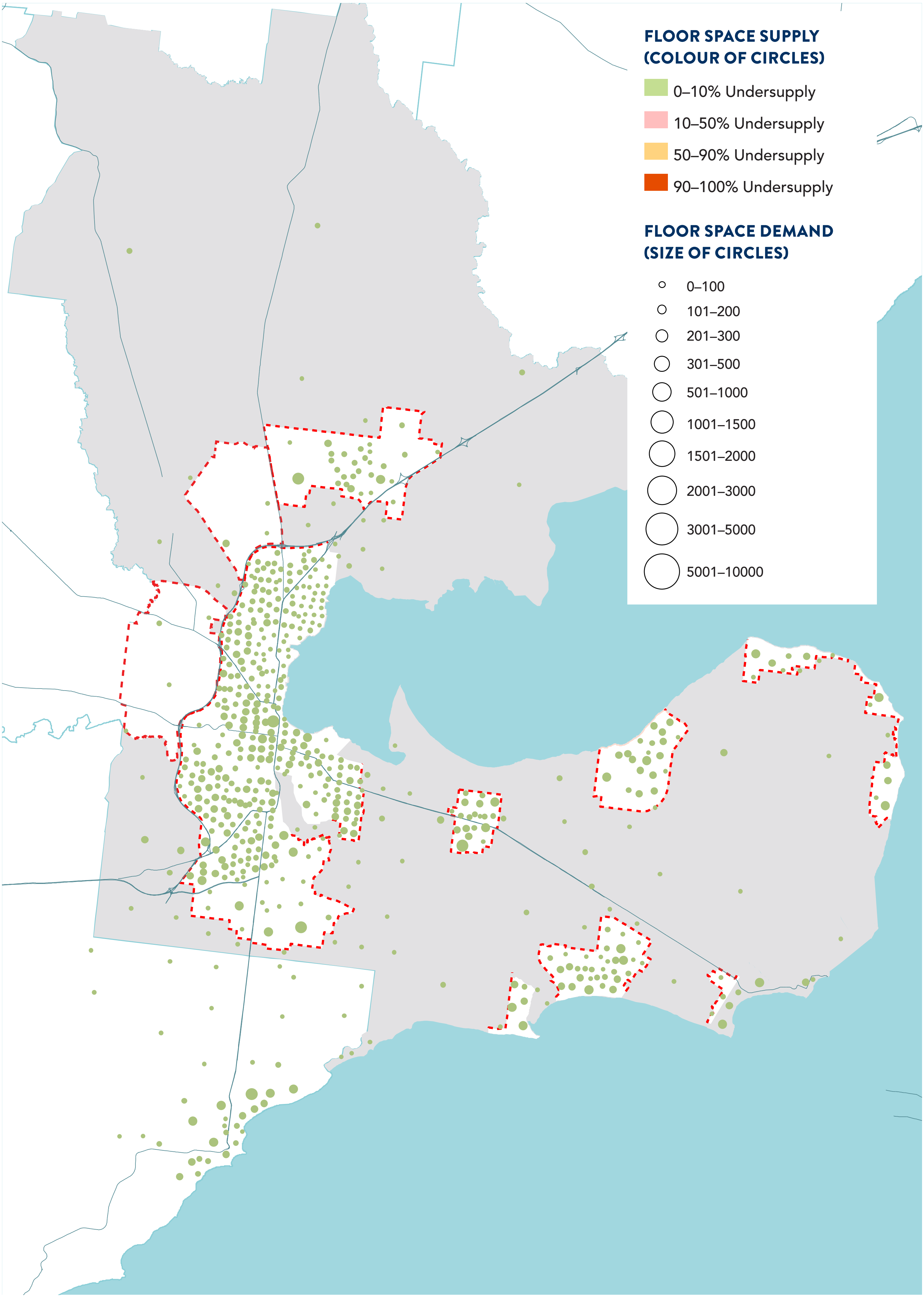


FIGURE 15B: SUPERMARKET SUPPLY-AND-DEMAND EQUATION 2026

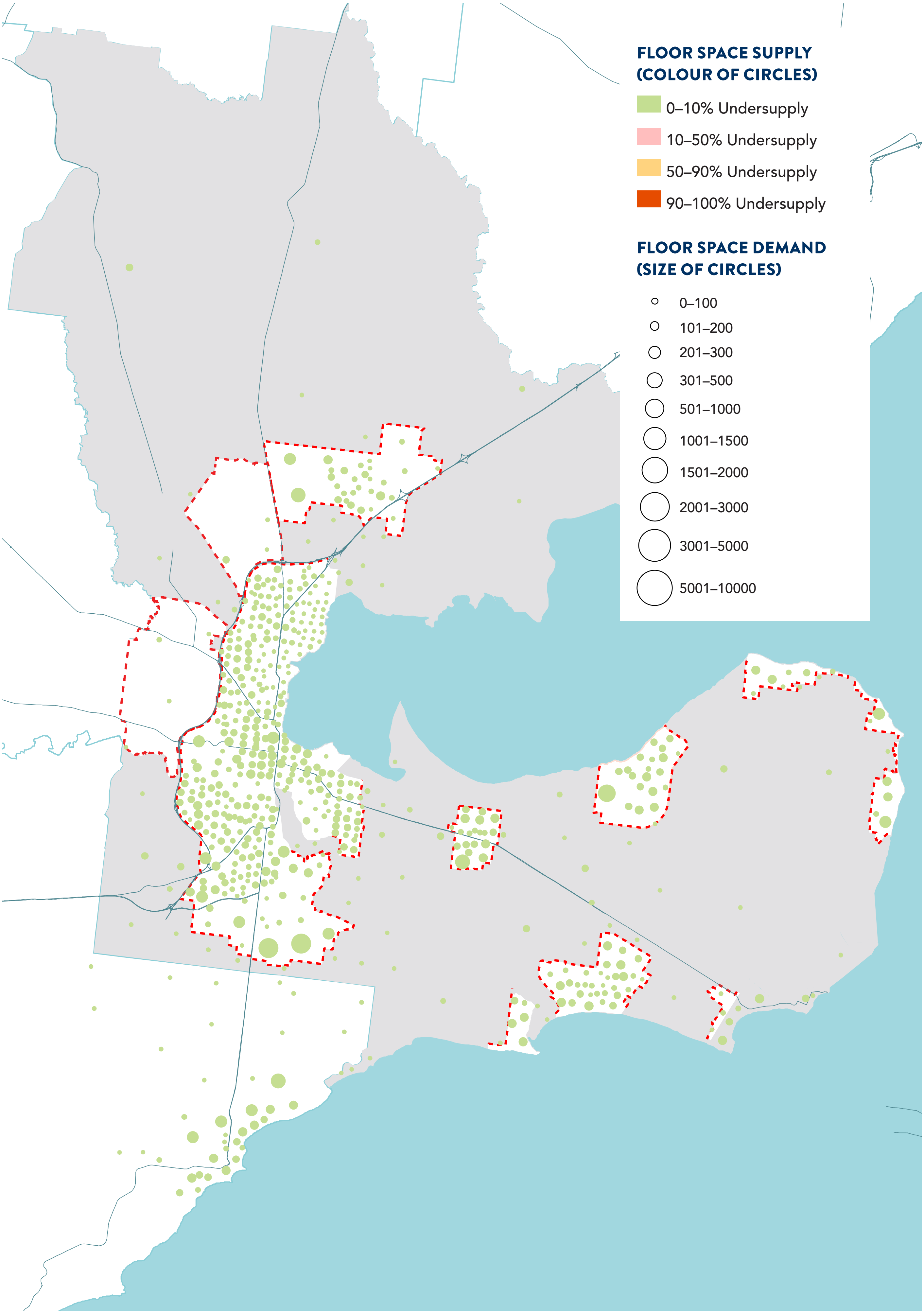
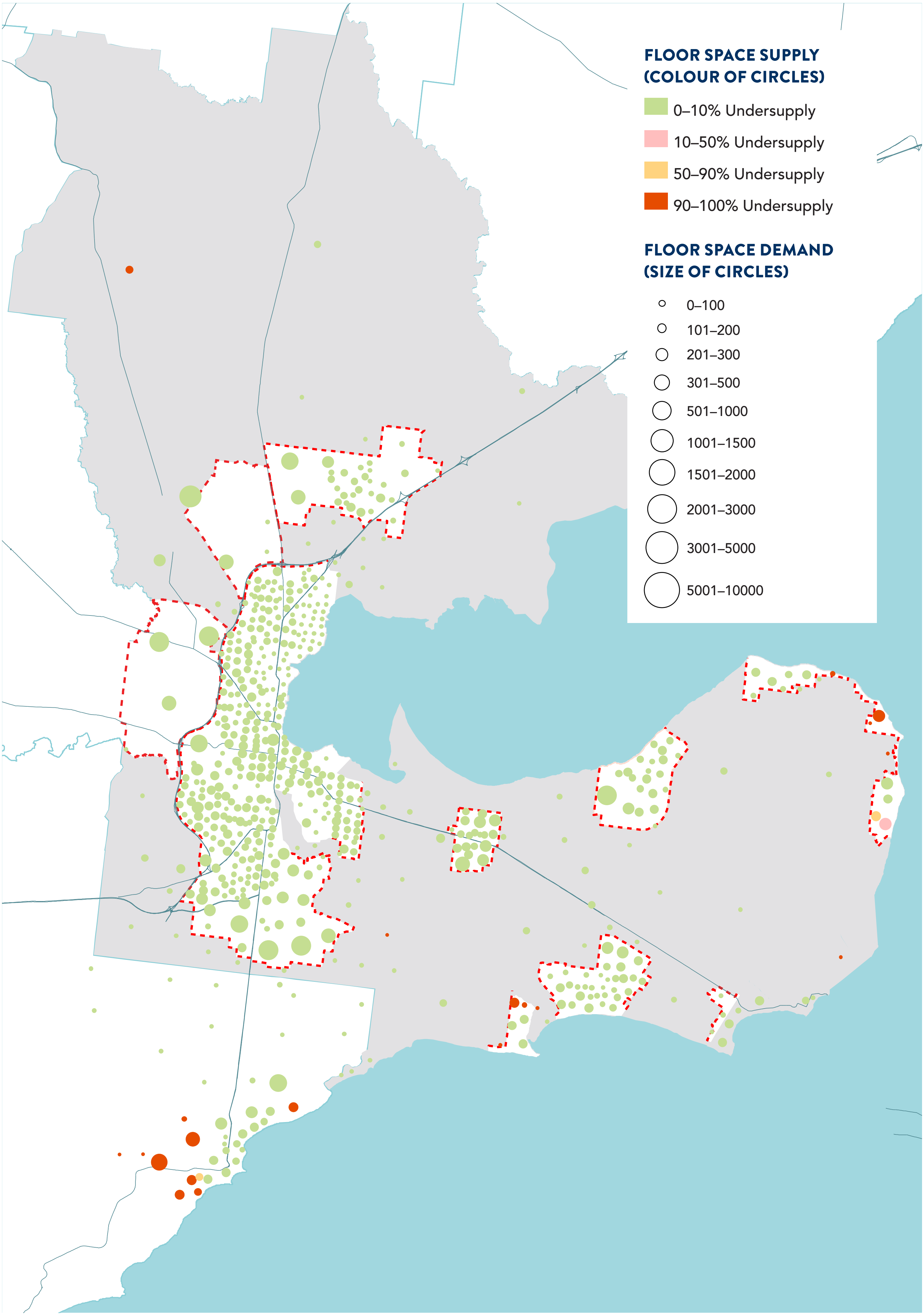


FIGURE 15C: SUPERMARKET SUPPLY-AND-DEMAND EQUATION 2036



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

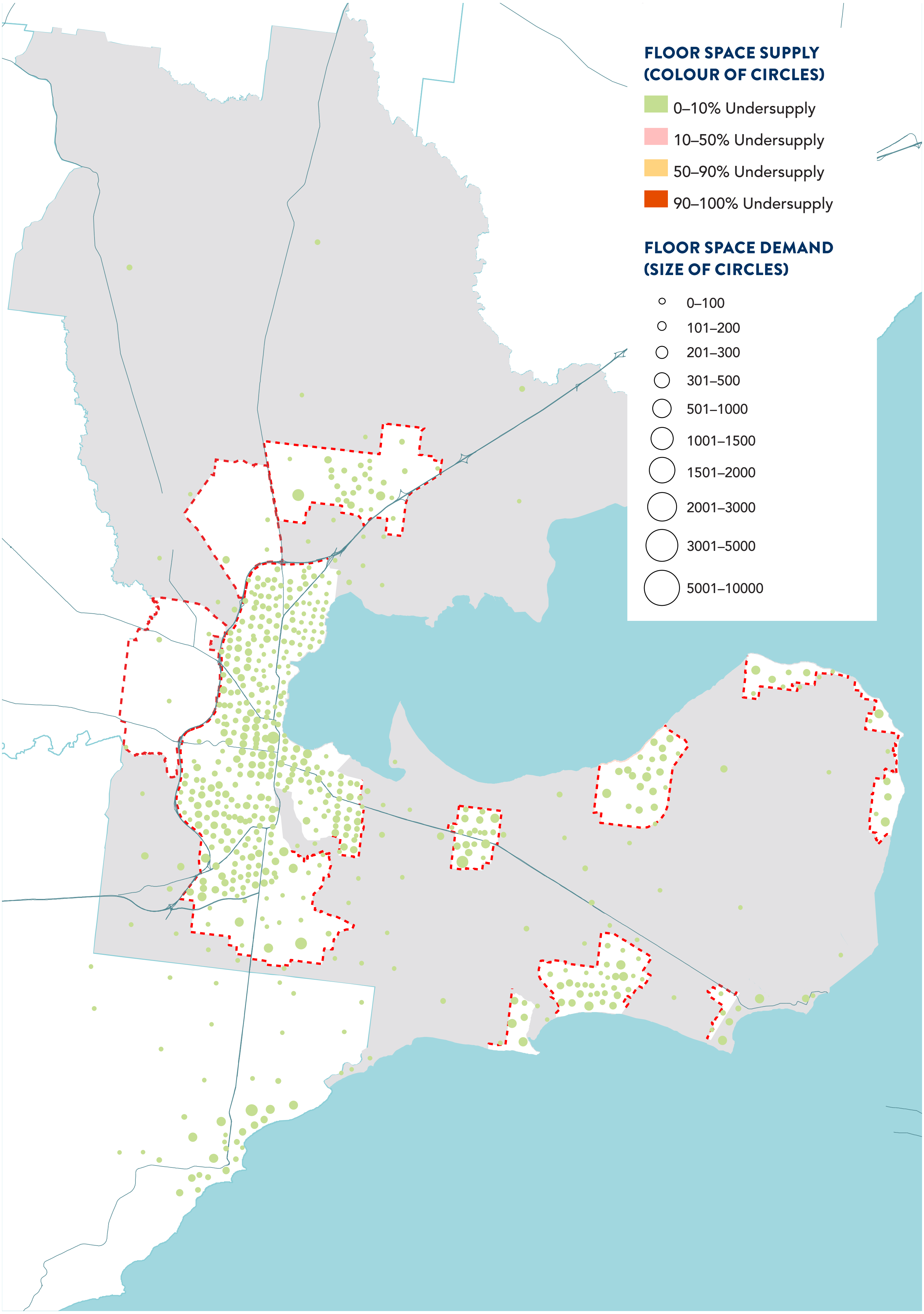


FIGURE 16B: DISCOUNT DEPARTMENT STORE SUPPLY-AND-DEMAND EQUATION 2026

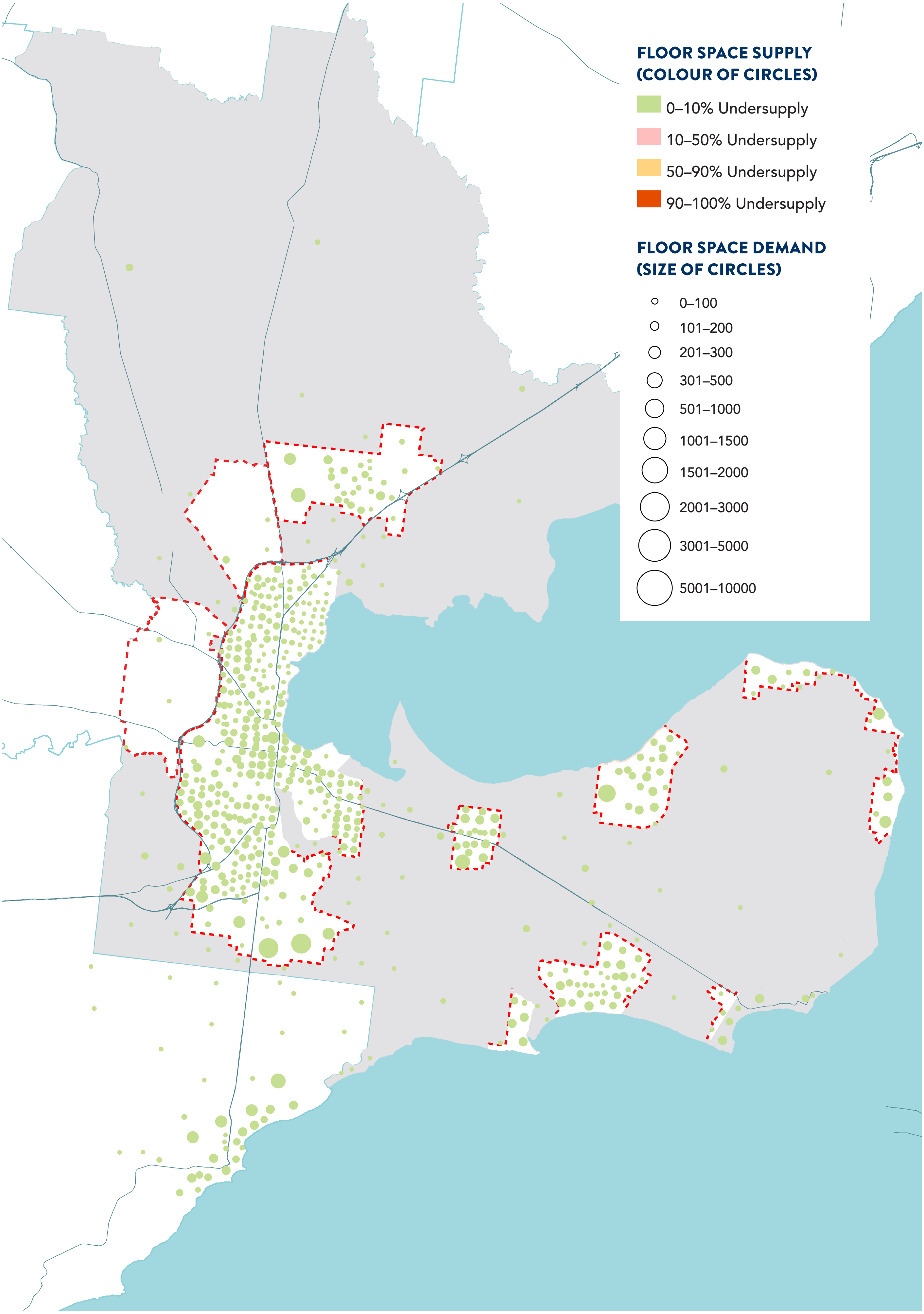
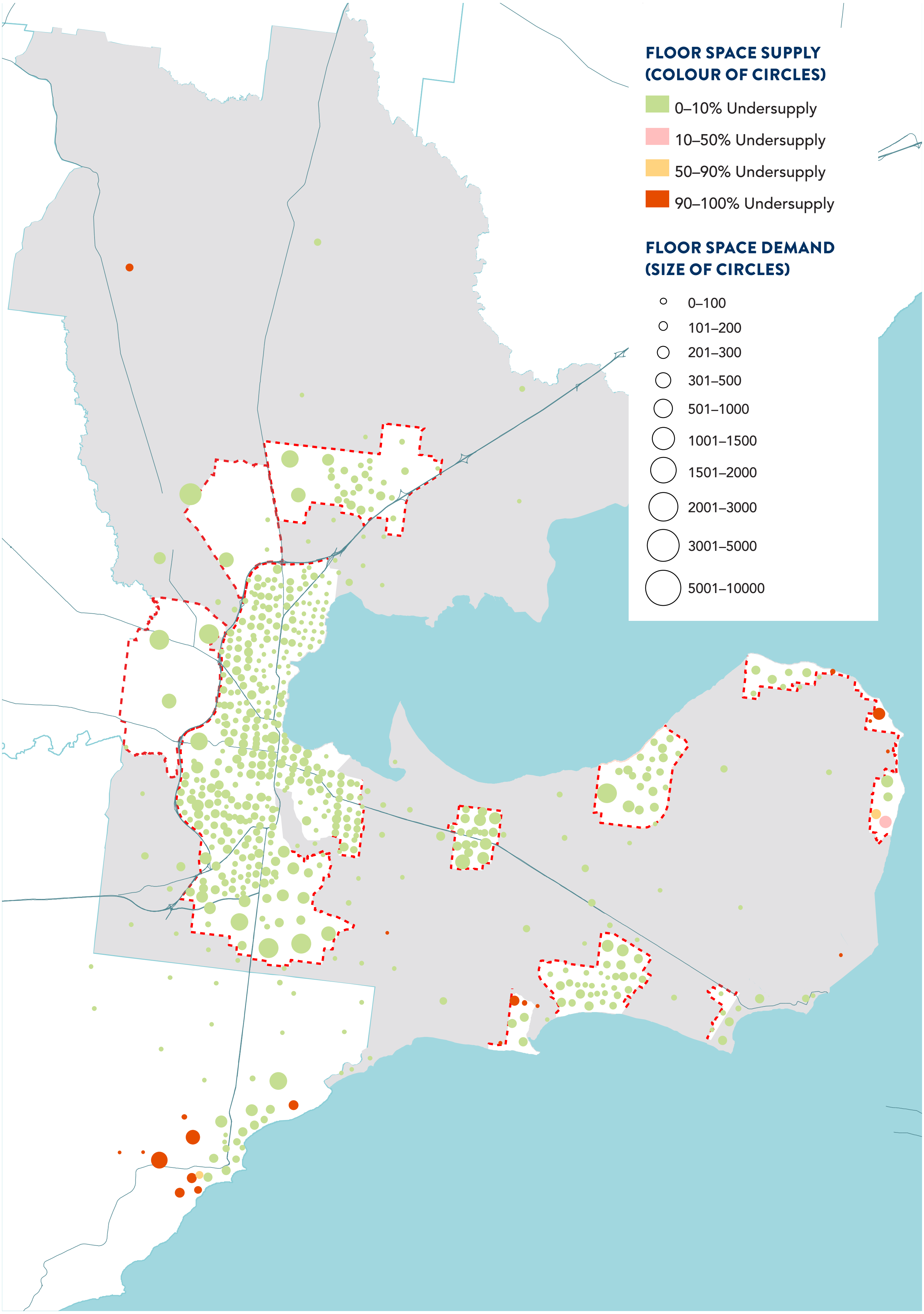


FIGURE 16C: DISCOUNT DEPARTMENT STORE SUPPLY-AND-DEMAND EQUATION 2036



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

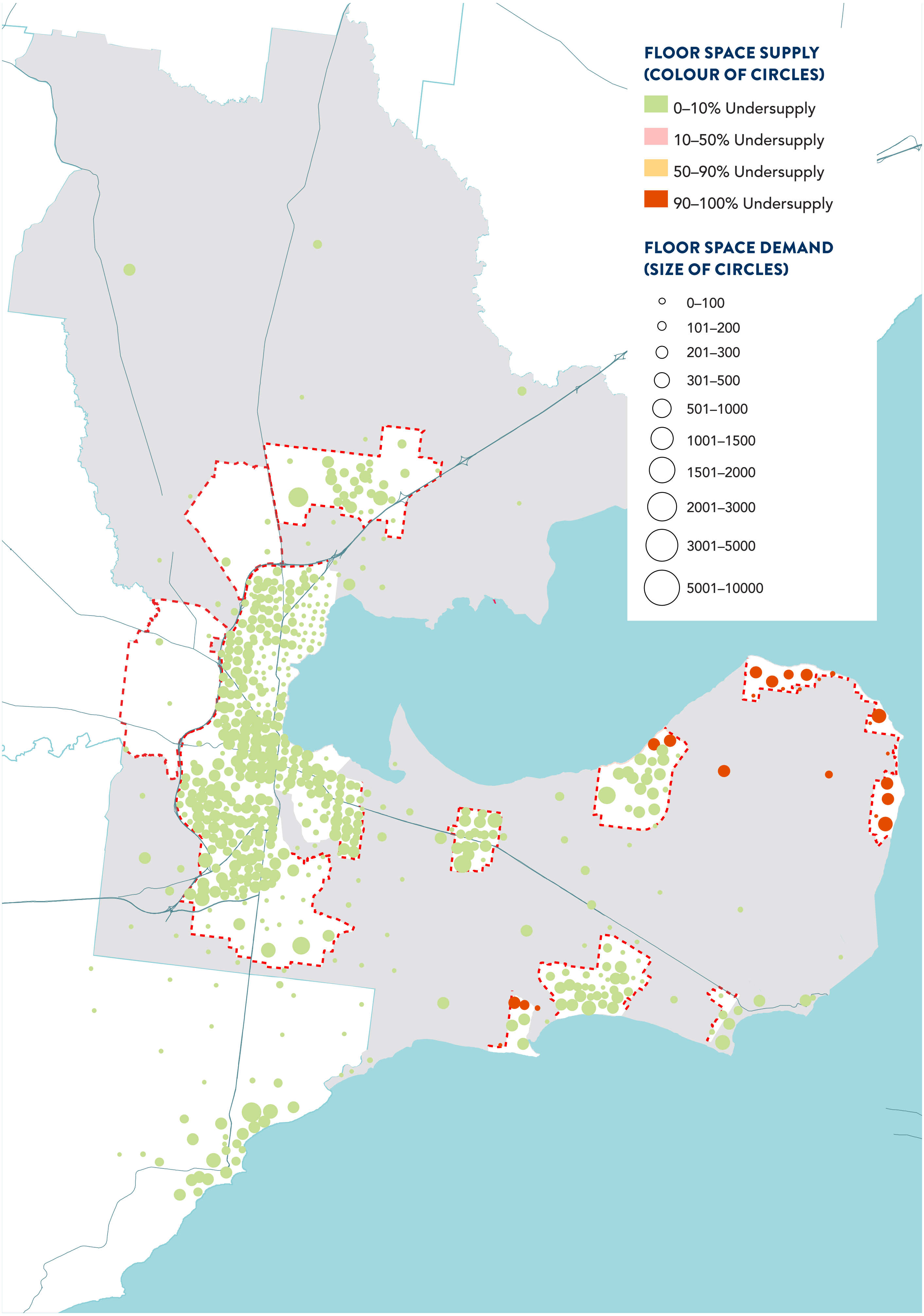


FIGURE 17B: RESTRICTED RETAIL SUPPLY-AND-DEMAND EQUATION 2026

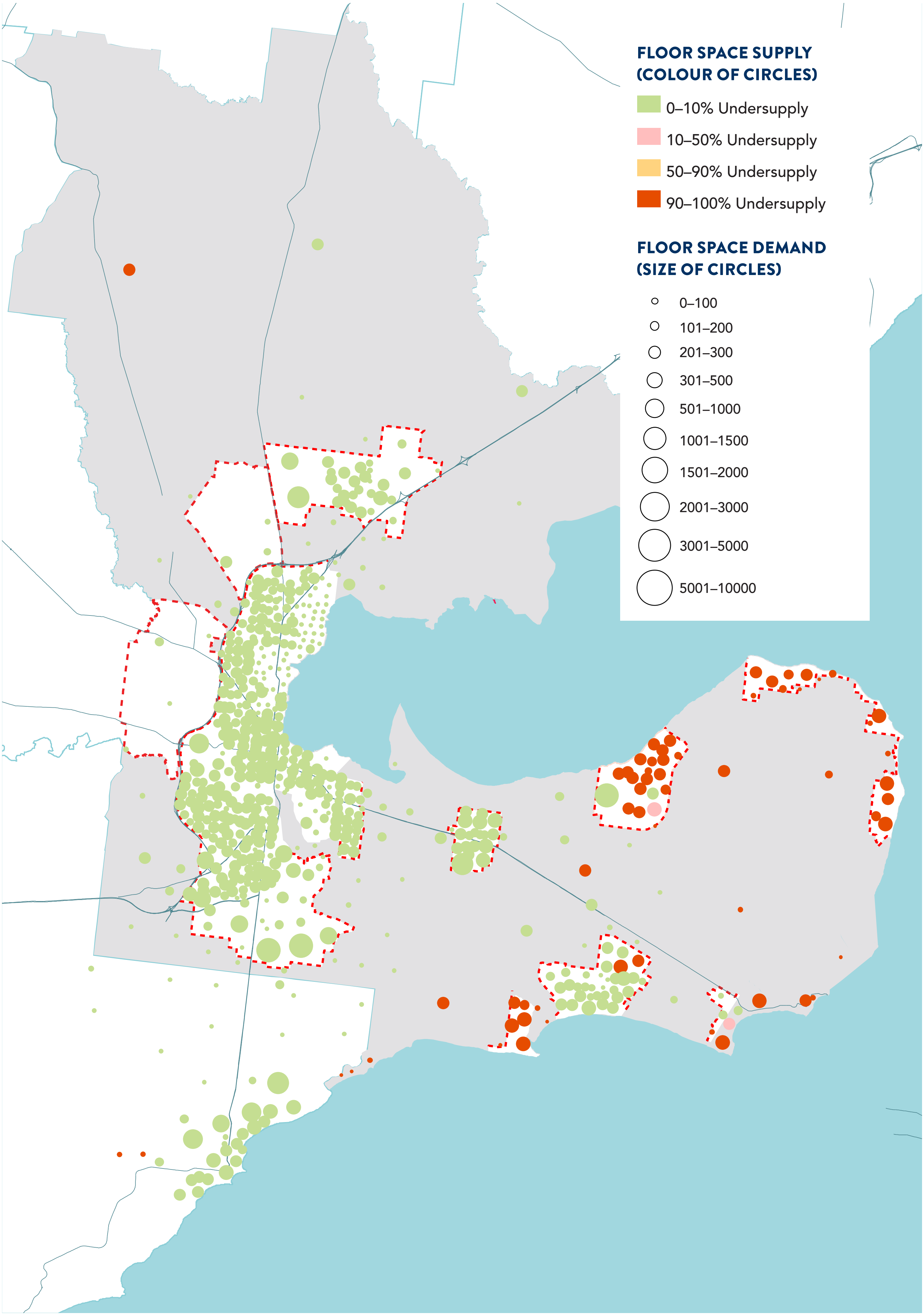
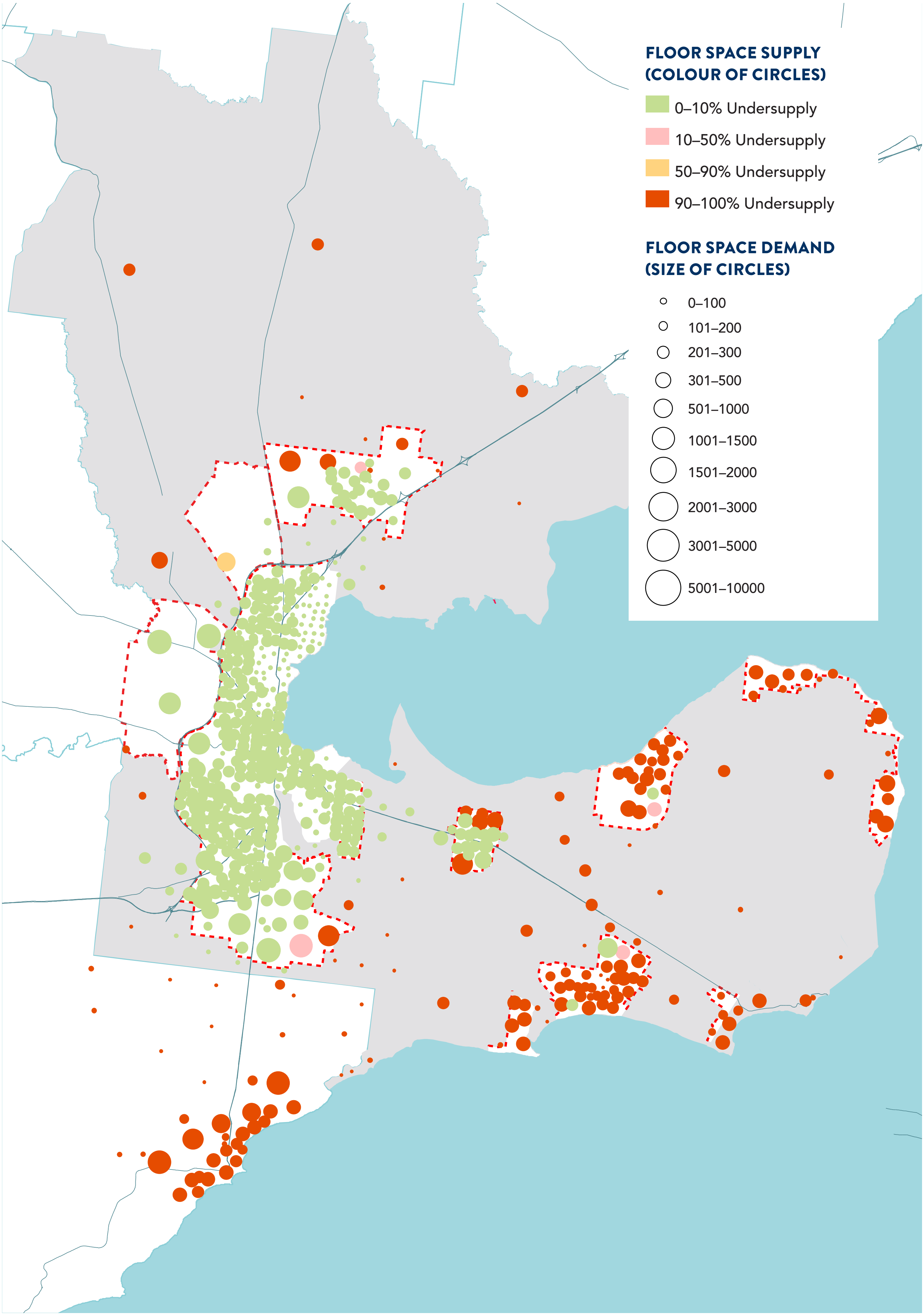


FIGURE 17C: RESTRICTED RETAIL SUPPLY-AND-DEMAND EQUATION 2036



SUPPORTABLE FLOOR SPACE 2016–2036

Table 5 further distils 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 FLOORSPACE – ALL RETAIL

	FLOORSPACE SUPPLY				PROJECTED FLOOR SPACE DEMAND				TOTAL SUPPLY LESS DEMAND		
Precinct	Existing Floor space in 2016	Vacant Floor space	Planned new/ add floor space	Total	2016	2026	2036	2016-36	2016	2026	2036
Regional	187,300	26,000	0	213,300	189,100	253,700	345,800	156,700	24,200	-40,400	-132,500
Central Geelong	187,300	26,000	0	213,300	189,100	253,700	345,800	156,700	24,200	-40,400	-132,500
Sub-Regional	132,500	1,400	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
Waurn 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
Specialised	38,100	5,000	0	43,100	38,200	47,300	61,100	22,900	4,900	-4,200	-18,000
Pakington Street (Geelong West)	38,100	5,000	0	43,100	38,200	47,300	61,100	22,900	4,900	-4,200	-18,000
Town	64,500	2,700	5,900	73,100	61,100	74,700	95,800	34,700	12,000	-1,600	-22,700
Ocean Grove	16,300	400	0	16,700	16,100	17,800	20,200	4,100	600	-1,100	-3,500
Drysdale	14,900	200	0	15,100	13,400	18,000	23,200	9,800	1,700	-2,900	-8,100
Lara	15,000	100	0	15,100	13,200	16,400	20,800	7,600	1,900	-1,300	-5,700
Barwon Heads	8,700	1,100	500	10,300	9,100	10,400	11,900	2,800	1,200	-100	-1,600
Portarlington	6,400	800	0	7,200	6,200	7,800	9,700	3,500	1,000	-600	-2,500
St Leonards (Murradoc Road)	3,200	100	0	3,300	3,100	4,300	5,400	2,300	200	-1,000	-2,100

	FLOORSPACE SUPPLY				PROJECTED FLOOR SPACE DEMAND				TOTAL SUPPLY LESS DEMAND		
Precinct	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

	FLOORSPACE SUPPLY				PROJECTED FLOOR SPACE DEMAND				TOTAL SUPPLY LESS DEMAND		
Precinct	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
Waurn 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.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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 busineses, 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 Waurn 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 localand 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.