

Central Geelong's transforming before our eyes

Central Geelong has been a hub of expansion over the past two years.

The CBD, with more people and ever-improving streetscapes, is well on its way to becoming a thriving, energetic and diverse precinct. And the most exciting part is we are only just beginning.

The Revitalising Central Geelong (RCG) Action Plan sets out the Victorian Government's 10-year agenda designed to drive change in central Geelong. The State Government and City of Greater Geelong (the City) are working in partnership to deliver the plan successfully and efficiently. To date they have contributed \$195M and \$33M, respectively.

The city centre is fast becoming a dynamic place to live, work, study and invest as RCG projects, along with private investment, change the urban landscape. With large-scale cranes scattered throughout the inner city constructing new commercial and residential buildings, we can see our skyline shifting dramatically.

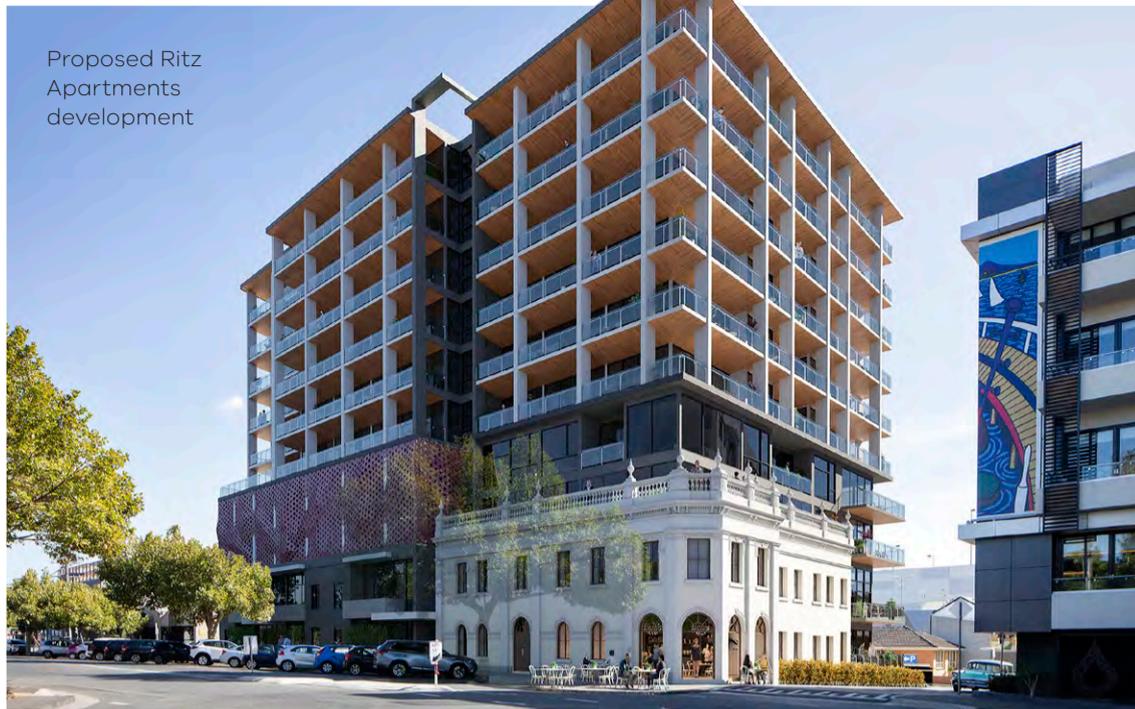
Several significant projects have already been completed, such as the Lt Malop St West End Laneways Project, the new Barwon Water and WorkSafe headquarters, the first stage of the Malop Street Green Spine, the Johnstone Park Raingarden, and the Lt Malop Street Pedestrian and Cycling Bridge.

Nine major planning permit applications have been approved since late 2015 with a construction value of \$359M.

There are a number of projects currently underway or upcoming, including the redevelopment of the Geelong Performing Arts Centre, the Geelong Waterfront Safe Harbour Precinct project, and a range of private investments such as serviced apartments, hotels and retail developments.

More works are in the pipeline. The Geelong Authority is currently reviewing a further three major planning permit applications, with a combined construction value of \$55 million. Pre-application discussions are continuing for another 14 sites in central Geelong.

As these projects and initiatives



Proposed Ritz Apartments development

continue to be delivered, Geelong becomes smarter, greener and more attractive, supporting increased demand for retail services, new growth opportunities and job creation. We are moving closer to the Victorian Government and City's goal of a residential target population of 10,000 people in central Geelong by 2026.

Visit revitalisingcentralgeelong.vic.gov.au to watch a new video by the RCG Partnership Team, which captures the exciting developments and lifestyle changes taking place in Geelong. With all this activity, it is little wonder Geelong is Australia's fastest growing regional city. The new developments promise to turn the urban area

into a productive, creative centre that is a magnet for new jobs and sustainable growth.

The project map below captures the development taking place as part of the RCG Action Plan. The plan is being delivered by the RCG Partnership Team, which comprises officers from the Victorian Government and the City.

