

# DOING BUSINESS WITH GOOGONG

INFORMATION MEMORANDUM



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# SUMMARY

## **ADDRESS:**

Googong Dam Road, Googong

## **SITE FOCUS:**

Googong Village North

## **LOCATION:**

16km south-east of Canberra CBD

## **SEEKING:**

Expressions of Interest from

- institutions
- retailers
- commercial users
- developers and
- aged care providers

## **OFFERING:**

- Club Googong – Café/General store operator (completion late 2013)
- Googong North – 1,600m<sup>2</sup> GFA (completion 2015)
- Googong Town Centre – 30,000m<sup>2</sup> GFA (completion 2020)

## **EXPRESSION OF INTEREST DUE:**

15 November 2012

# BACKGROUND

Googong is a new masterplanned township. It will cover 780 hectares of former grazing land and will take 20 to 25 years to complete. Around 16,000 people will one day call Googong home.

The Googong masterplan creates five distinct but connected neighbourhoods. Each neighbourhood will have its own character while still being linked into the wider township.

Googong is not a rural residential development. It's a township, and will offer all the amenities and advantages of modern living. Housing will range from large family homes, through lifestyle homes such as cottages and courtyard homes, to compact, easy-to-care-for terraces and apartments. The higher density home styles will be located in the heart of each neighbourhood and in the town centre, along with shops and offices, to create an active and vibrant place to live, work and visit.

Lot sizes in our Googong North release (the first release) will range from terrace homes to residential lots of around 1,050m<sup>2</sup>. Our first precinct Googong North, will deliver approximately 1,600 lots and a population of over 4,000 people.



*Googong landscape*

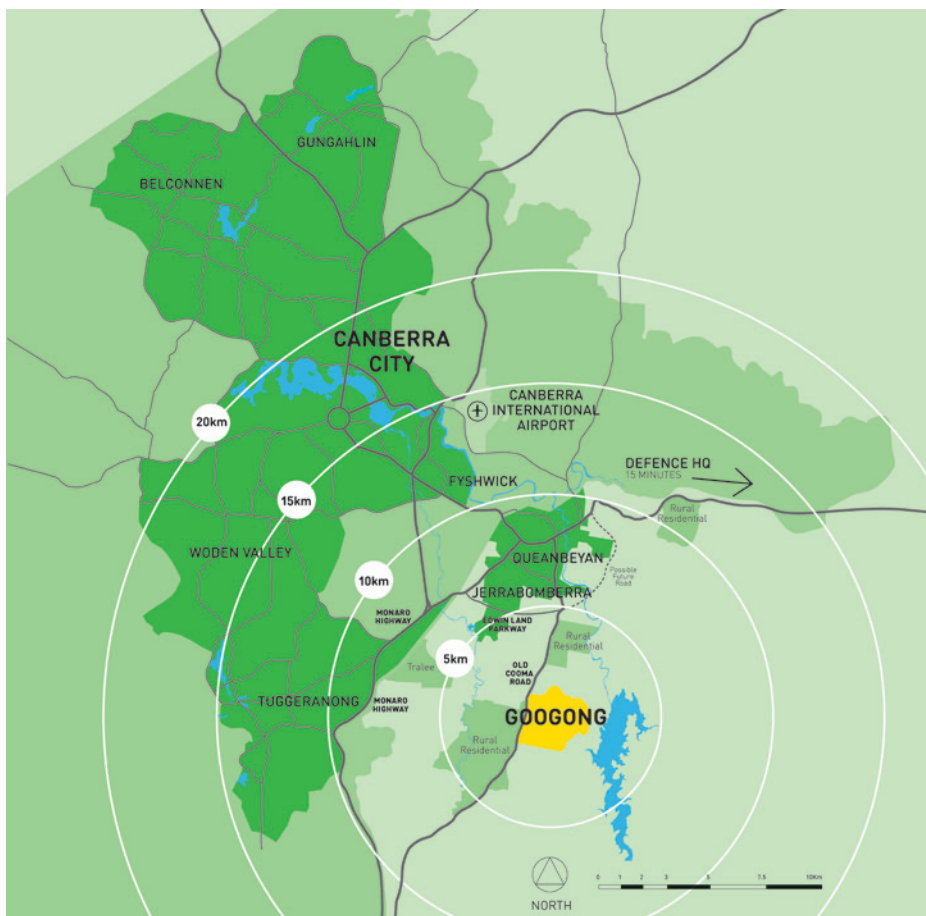
# LOCATION

Googong township will be situated on a 780 hectare site just 16km south-east of Parliament House in Canberra, and less than 4km south-east of Jerrabomberra.

The site is located on the Old Cooma Road in NSW adjacent to the Googong Dam and is just a 20-minute drive from the centre of Canberra. Access to Canberra will be via Jerrabomberra on the extended Edwin Land Parkway. The road linkages, improvements to the access along Old Cooma Road, and proximity to Canberra and Queanbeyan, make Googong well placed to support future forecast growth for the region.

The picturesque site is characterised by gently undulating slopes and plains, and dominated by the dramatic mountain backdrop of the Molonglo Ranges.

A significant proportion of Googong's area – over 23% – will be dedicated to open spaces and high quality landscaping will be provided throughout the township. In developing the parklands, we will be revegetating degraded areas with native species. Endangered native grasslands will be protected, along with habitats for other threatened species.



## ACCESS TO GOOGONG

Travel between Googong and Canberra or Queanbeyan is now easier and safer thanks to significant upgrades that have already been completed, or are ready to be undertaken, to the main access roads.

A new 2.3 kilometre section of Edwin Land Parkway was opened on 23 July 2012, marking another major infrastructure milestone for Googong. This new section of road links the Monaro Highway to Old Cooma Road via Jerrabomberra, and will put Googong residents within easy reach of Tuggeranong, Woden and Canberra City.

There will also be significant roadworks in Old Cooma Road, widening and straightening this access road into Queanbeyan. The winding part of Old Cooma Road will be by-passed by a new, much more direct and safer route. Stage 1 of these roadworks should commence later this year (2012).



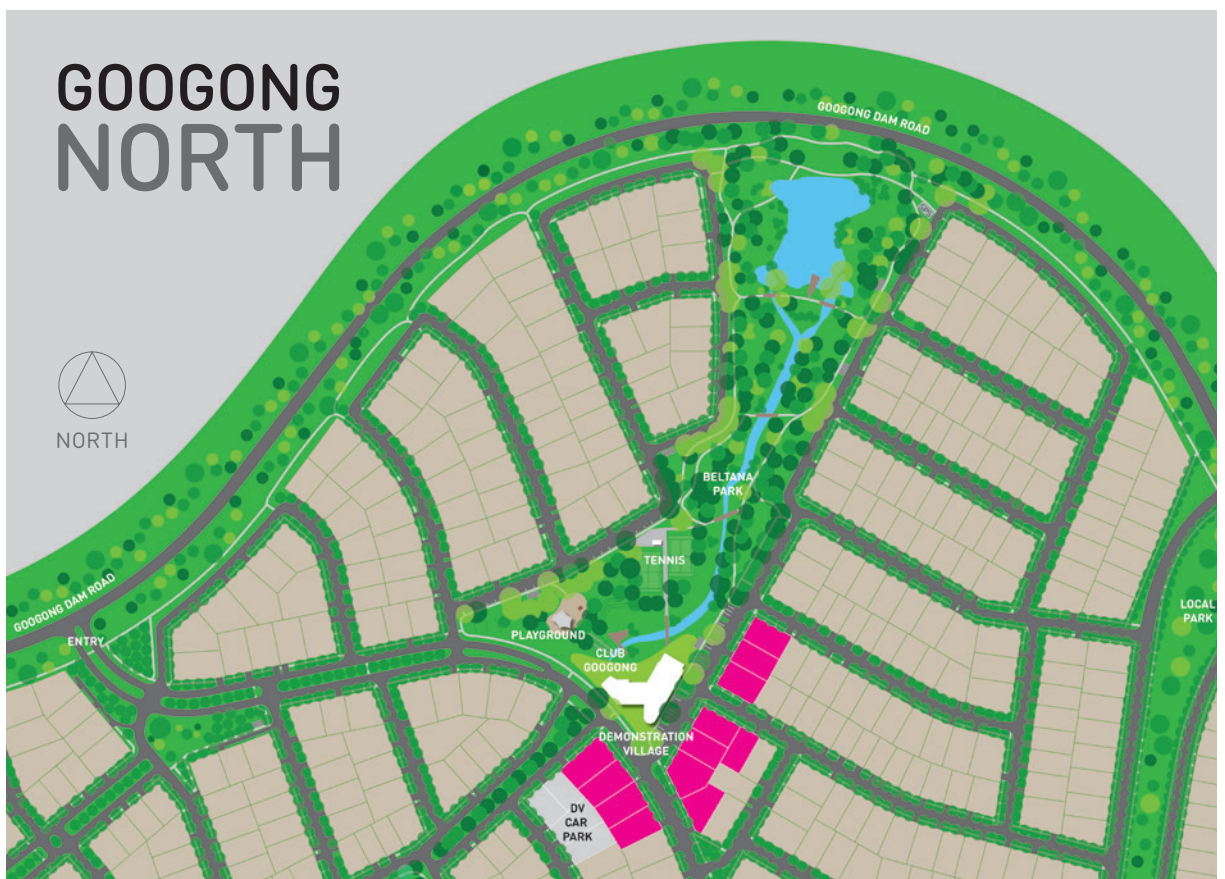


# INFRASTRUCTURE

We want to make sure Googong is a great place to live. So, in addition to the all the local streets and utility services you'd expect, we're spending an additional \$283 million to increase Googong's amenity.

We are setting aside land for community facilities such as schools, and providing community buildings and infrastructure, including some very smart new technology. We are:

- upgrading local approach roads to benefit both Googong and the Queanbeyan region,
- installing a purpose-built water and sewerage system that will deliver recycled water to every home for toilet flushing and garden watering, as well as providing irrigation for parks and open spaces,
- building community facilities, including a multi-purpose community centre and library in the town centre, an indoor sports and aquatic centre, two neighbourhood community centres and a community clubhouse with facilities such as an indoor pool, tennis courts and a gym,
- creating recreational facilities including a variety of sports fields, a regional playground, neighbourhood and local parks, and a network of walkways and bike paths.

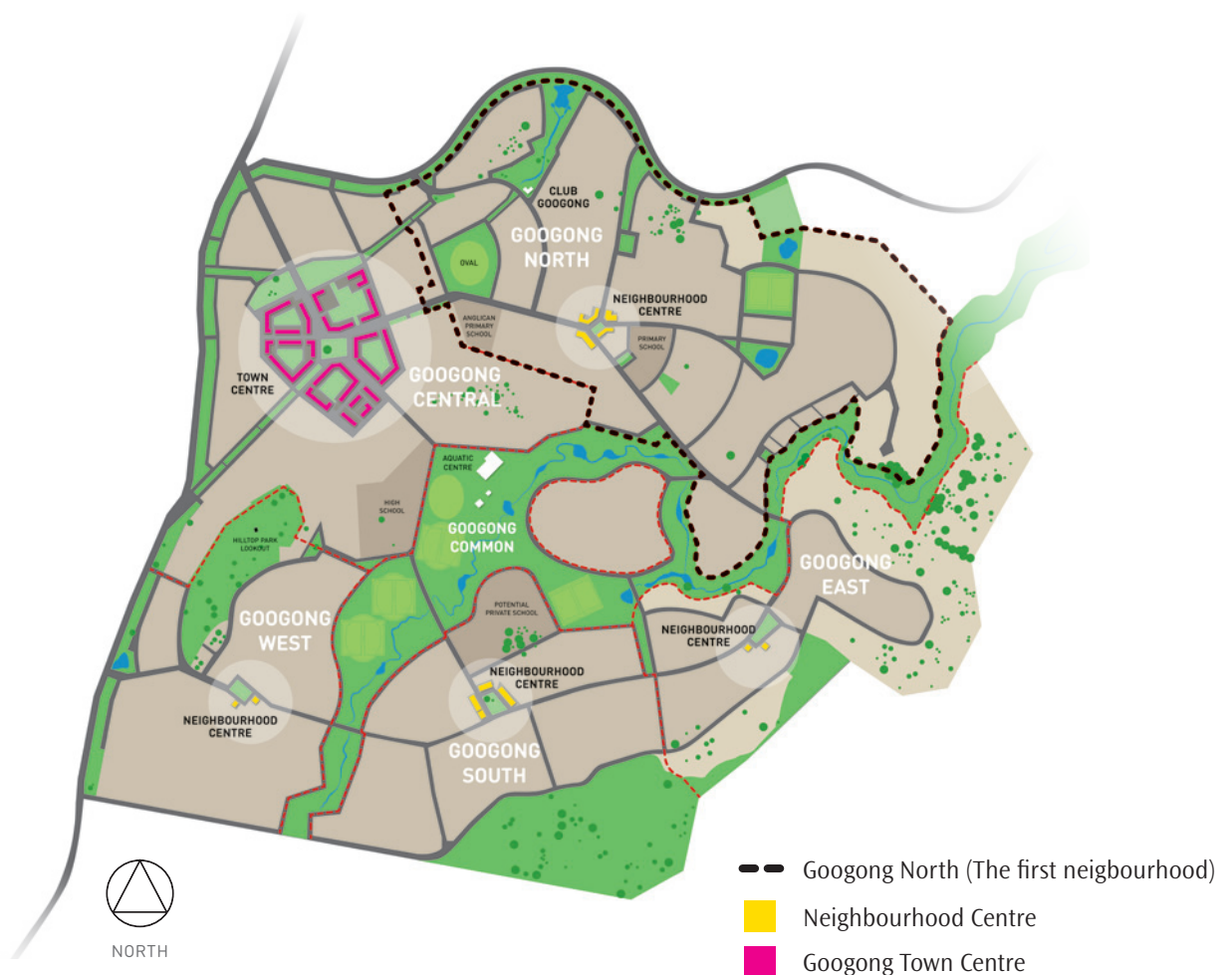


# RETAIL AND COMMERCIAL EVOLUTION AT GOOGONG

The community at Googong will grow and evolve, starting with its first neighbourhood.

Each neighbourhood (five in total) will have either a village or town centre as its 'hub'. The village centres will range in size from several shops to a small retail centre, around the size of the Ainslie shops in the ACT.

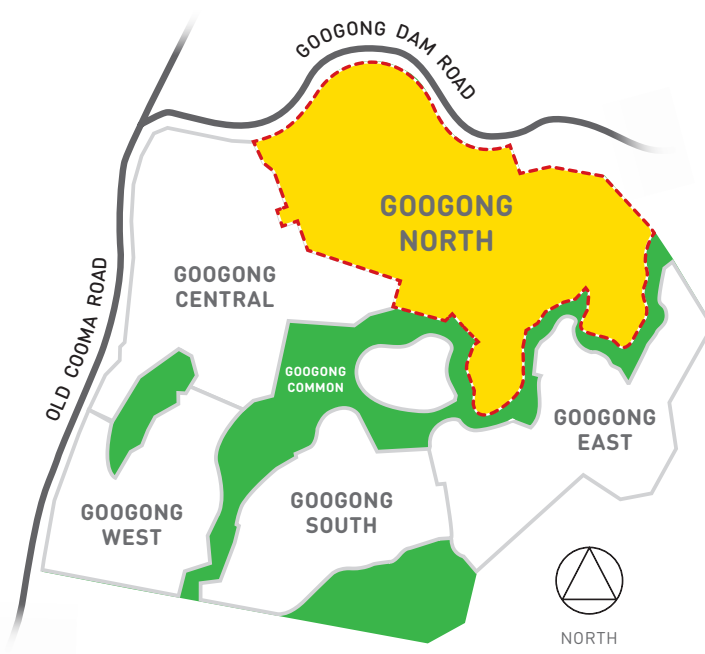
Over time the Googong Town Centre will become the urban, retail and commercial focal point for the five neighbourhoods. This town centre will be about the same size as Manuka, with a greater variety of shops, cafés, restaurants, community facilities (including an aquatic and sports centre) and commercial premises. There will also be apartments and townhouses in the town centre, creating a truly vibrant place to visit and live.





# GOOGONG NORTH

Googong North is the first neighbourhood to take shape at Googong. Entry will be from Googong Dam Road. Our first Demonstration Village will also be built in this area as will Club Googong, with its café, general store, gym and pool.



# GOOGONG NORTH – CLUB GOOGONG

Club Googong will initially be used as a café/general store, pool and gym, and sales and information centre for a period of up to five years and is due for completion late 2013. We are keen to speak with café owners/operators and pool and gym operators.



*A street view of Club Googong*



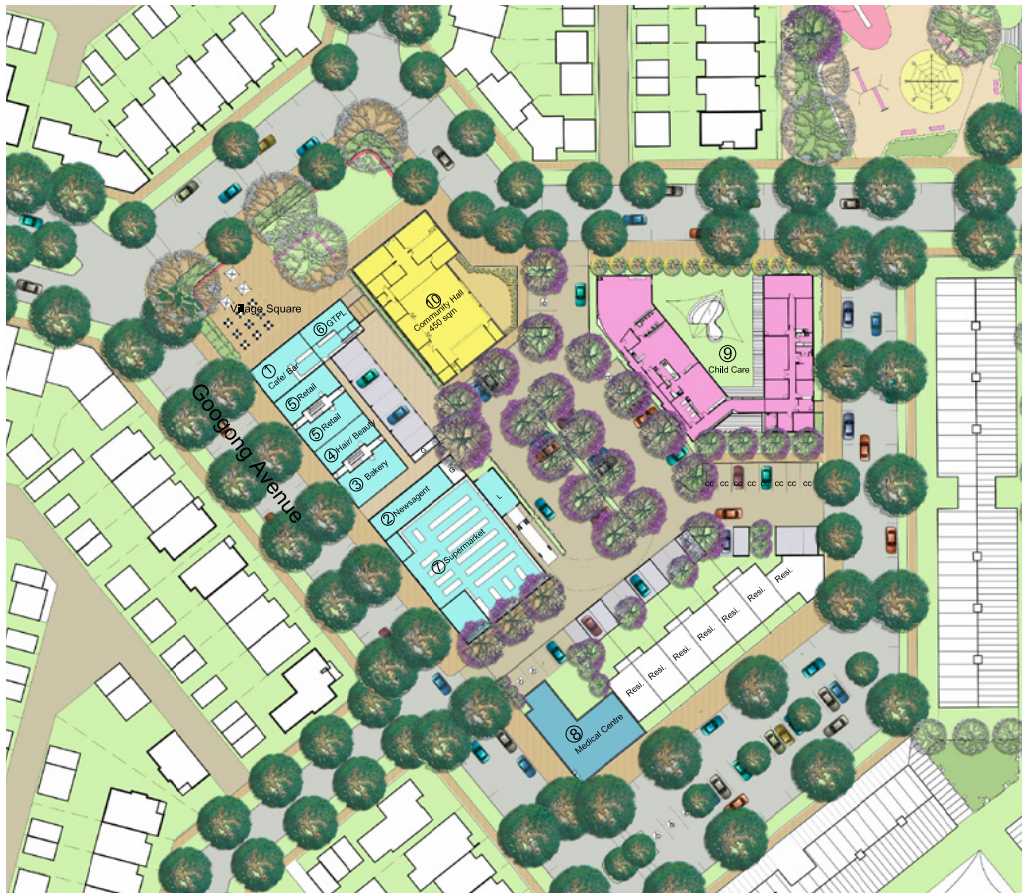
*Club Googong from Beltana Park*





# GOOGONG NORTH – VILLAGE CENTRE

The overall commercial floorspace in the village centre is planned to be 1,600m<sup>2</sup>–2,200m<sup>2</sup>. As the first urban centre in the township it will be instrumental in developing the vision for and culture of Googong.



*Googong North Village Centre (Indicative layout)*

The layout shown here is based on traditional and timeless town-making principles that are evident in the best of our country villages;

- A vibrant mix of commercial, community and residential uses in close proximity
- Tree lined walkable streets with engaging shopfronts and shady awnings
- A village square with lively outdoor eating and a community heart
- Plentiful easily accessed parking, mainly kerbside
- An ‘urban’ building character reflecting the special nature of the village centre.

# GOOGONG NORTH – RECOMMENDED COMPOSITION

Googong North Village Centre – Recommended Composition		
Proposed Use	Size (GFA m <sup>2</sup> )	Timing
Supermarket (including liquor)	500m <sup>2</sup>	2015
Bakery	50m <sup>2</sup>	2015
Café/Bar	50–100m <sup>2</sup>	2015
Take away	50m <sup>2</sup>	2015
Hair/Beauty	50m <sup>2</sup>	2016
Local/Niche	50–100m <sup>2</sup>	2016
Newsagent/Post Office	100m <sup>2</sup>	2015
Retail Total	800–1,000m <sup>2</sup>	NA
Medical Centre/Allied Health	100–200m <sup>2</sup>	2015
Child Care Centre	300–600m <sup>2</sup>	2015
Community Centre	450m <sup>2</sup>	2015
Offices	50–100m <sup>2</sup>	2015
Commercial Total	800–1,200m <sup>2</sup>	NA
Googong North Village Centre	1,600–2,200m <sup>2</sup>	2015–16
Source: MacroPlan Dimasi		

## Key take-outs:

- **1,600m<sup>2</sup> GFA**
- **Adaptable uses**
- **1,200–1,500 dwellings**
- **3,500–4,500 population**
- **Over 200 sales to date.**

# TOWN CENTRE – COMPOSITION

Googong Centres – Recommended Composition				
Centre	Role and Function	Size (GFA m <sup>2</sup> )	Timing	Land Users
1. Googong Town Centre	Primary retail and commercial centre  Estate entry statement	26,000–30,000m <sup>2</sup>	Stage 1 = 2022 Stage 2 = 2027/28	2 x supermarkets (7,000m <sup>2</sup> ). Supporting specialty retail (5,000–6,000m <sup>2</sup> ). Secondary retail (2,000–3,000m <sup>2</sup> ). Commercial space (10–15,000m <sup>2</sup> ).
2. Googong North Village Centre	Initial retail convenience and commercial  Second tier/ periphery town centre	1,600–2,200m <sup>2</sup>	2015	Convenience shop and some local retail/office.
3. Googong East Village Centre	Small shop/s and offices	300–500m <sup>2</sup>	2021–2031	Convenience shop and some local retail/office.
4. Googong South Village Centre	Small supermarket and commercial	1,000–2,000m <sup>2</sup>	2026–2031	Retail = 1,000m <sup>2</sup> including 500m <sup>2</sup> supermarket. Commercial = 500–1,000m <sup>2</sup> including medical.
5. Googong West Village Centre	Small shop/s and offices	300–500m <sup>2</sup>	2021–2031	Convenience shop and some local retail/office.
Total Googong (Retail/Commercial) 30,000–35,000m <sup>2</sup>				
Source: MacroPlan Dimasi				

## Key take-outs:

- **Staged over five neighbourhoods**
- **20–25 year program**
- **5,500+ dwellings**
- **16,000+ population**
- **Over 200 sales to date.**



# EXPRESSIONS OF INTEREST SOUGHT

## CLUB GOOGONG

**(Completion late 2013)**

Club Googong will be owned and operated by Googong Township Pty Ltd for a period of up to five years. We are seeking interest from parties that would:

- be interested in running a café/general store
- would be interested in operating the fitness centre (gym and pool).

## GOOGONG NORTH VILLAGE CENTRE

**(Completion 2015)**

The design, delivery and ownership of the Googong North Village Centre is a work in progress. We would like to hear from parties that:

- would be interested in pursuing a business opportunity in Googong North Village Centre or Club Googong
- would be interested in purchasing all or part of Googong North Village Centre on completion.

## GOOGONG TOWN CENTRE

**(Completion 2020)**

Although it is still some time from completion, we would also like to hear from interested parties that may wish to be involved in the design and delivery of the Googong Town Centre. On completion the Town Centre will likely facilitate:

- 2 x 3,500m<sup>2</sup> supermarkets
- 50–60 specialty shops
- 15,000m<sup>2</sup> commercial GFA.

# CONTACT DETAILS

**Chris Newman**

Commercial Manager

Phone: 0419 765 052

Email: [commercial@googong.net](mailto:commercial@googong.net)

To express your interest in Googong please provide:

**Name:**

**Title:**

**Organisation:**

**Address:**

**Contact Details:**

**Area of Interest:**

**Previous Experience:**

# FURTHER INFORMATION

More information about Googong can be obtained at **[googong.net](http://googong.net)**

Thank you for your interest in Googong.

**Disclaimer:**

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