TOWN PLANNING ASSESSMENT

KAUFLAND STORE NETWORK – VICTORIAN ENTRY PROPOSAL

PART SIX – 1550 PASCOE VALE ROAD, COOLAROO
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Part Six – 1550 Pascoe Vale Road, Coolaroo

1 Local strategic context

The Subject Site at 1550 Pascoe Vale Road, Coolaroo (‘Site’) is located within the boundaries of Hume City Council. The Site is located in the southern section of the Roxburgh Park Activity Centre, which is recognised as a Major Activity Centre in the Hume Planning Scheme.

As will be discussed later, the previous development of the site as a Masters Home Improvement Store was considered by the Woolworths Advisory Committee which found that development of the site is regarded as ‘in centre’. At the time of the Advisory Committee’s report, it found that the proposal met the recently adopted Hume Retail Strategy.

Since the approval of site’s rezoning and the construction of the Master’s building, the land immediately south of the Site (which used to form part of the lot) has been developed as a fast food restaurant and service station including a service centre.

2 The Subject Site

The Site is known formally as Lot 1 on PS 709155T and is affected by Owners Corporation 1 Plan No. PS709155T.

The Plan of Subdivision identifies that the Site is affected by three (3) easements for the purposes of sewerage, water supply and powerline. We refer to the Reeds Consulting Report dated 4 April 2018 for details about the easements affecting the site.

The Site is irregularly shaped and has a total site area of 5.414ha.

The Site is located on east side of Pascoe Vale Road, approximately 425m south of Somerton Road.

The Site and surrounds. (Source: www.street-directory.com.au)

The Site has previously been partially developed as a Masters Home Improvement store, which closed down in late 2016 and has been vacant since. The existing building is set back from Pascoe Vale Road between 20-60m, with the setback fully landscaped. The building was constructed in 2011 and appears to have been intended as the anchor store of a larger retail development.
The existing warehouse building is approximately 9,500sqm in area, with the entrance facing south, towards an open parking lot, which currently comprises 305 car parking spaces with trees and landscaping located within the parking lot. Primary access is via a signalised intersection with Pascoe Vale Road, south of the parking lot. A restricted secondary access at the northern boundary of the site provides access to the rear loading bay.

The eastern portion of the Site is proposed to be developed as part of this proposal. As shown below, this portion of the Site is currently undeveloped land, devoid of trees and generally comprises grasses and some shrubs. The whole site falls to the south east, with the fall becoming more pronounced near the southern boundary and along the eastern boundary to the rail line.

There are a range of public transport options near the Site including:

- Bus Routes 901 (Smart bus) and 953 run past the site on Pascoe Vale Road, with a bus stop located at the site's entrance.
- Roxburgh Train Station – is located 500 metres east of the Site on Cooper Street.
Public Transport Options

Subject Site

Front of existing building
Main car park to existing building.

Looking north to vacant supermarket site, with existing building visible on the left.
2.1 Site interfaces

2.1.1 North

The interface to the north is the rear of several industrial and mixed-use buildings with blank walls facing the site. It is noted that the immediately north of the vacant land is a place of worship and associated car parking lot.
2.1.2 East

The eastern boundary of the site (the rear of the existing building) is bounded by Craigieburn Train Line. The land on the opposite side of the rail line appears to be used commercially for industrial purposes.
Site’s eastern interface with train line

View of the vacant supermarket lot, looking east, with development on the other side of the rail line in the background

2.1.3 South

The land immediately south of the parking lot is vacant, with a cluster of buildings approximately 100 metres south of the site comprising a service station and fast food outlets.
Southern interface

(formerly site of the gasworks)

Service station and food and drink south of site

(Source: NearMaps)
2.1.4 West

Across Pascoe Vale Road to the west is a housing development comprising primarily single dwellings, with their backs turned towards the site. The Pacific Epping Shopping Centre, with one access also provided by the signalised intersection at High Street.

Western interface to Pascoe Vale Road and rear yards of housing. Source: (Nearmap)

Looking west across intersection with Pascoe Vale Road

2.1.5 Emerging context

The Site is located in the southern section of the Roxburgh Park Activity Centre, which is recognised as a Major Activity Centre in the Hume Planning Scheme. Since the approval of site’s rezoning and the construction of the Master’s building, the land immediately south of the Site (which used to form part of the lot) has been developed as a fast food restaurant and service station including a service centre.
2.2 Key contextual cues

The key contextual elements that have been considered and informed the preparation of the design response include:

▪ Responding to the existing building on the site (former Master’s building):
  - Vehicle access to the Site.
  - Shared car parking arrangements with the existing building.
  - Loading arrangements.

▪ Developing a site previously earmarked as appropriate for retail development, capitalising on the site’s commercial zoning and location with the Roxburgh Activity Centre.

▪ Utilising the existing arterial road network and its linkages to the broader metropolitan and traffic network such as the Western Ring Road and Hume Highway, that can accommodate the vehicle volumes associated with a high volume use.

▪ Providing built form in keeping with existing built form on site and in the immediate area.

▪ Lack of sensitive interfaces.
3 Proposal

3.1 Proposed use and development

It is proposed to use and develop the land for a supermarket with ancillary retail uses (including packaged liquor) and associated on site car parking. The proposal is illustrated in the drawings of Leffler Simes Architects and the consultant assessments submitted with the application.

Broadly, the application proposes the following:

- Use and development of the Site for 6,905sqm building containing the following, inter alia:
  - 3,657sqm of supermarket floor area.
  - 354sqm bottle shop.
  - 285sqm food hall and 138sqm outdoor area.
  - 229sqm tenancy.
  - Associated inhouse facilities including 1,400sqm back of house facilities, 169sqm services, 307sqm of administration.
  - Loading area.
  - Associated signage (refer details below).
  - A total of 36 bicycle spaces.

- A total of 549 car parking spaces are proposed to be provided on site:
  - 228 spaces – within the Kaufland site.
  - 4 accessible spaces.
  - 8 family spaces.
  - 216 general spaces.

- 321 existing spaces – to be shared with redeveloped neighbouring building.

The Kaufland store will involve employment generation in the order of 80-100 ongoing jobs.

3.2 Layout and built form

The proposed development adopts a built form and scale reflective of the existing former Master’s building on site and the medium and large-scale warehouse and ‘big box’ retail buildings located along the rear boundary. The orientation of the proposed building is in line with the façade of the and building envelope of the existing building, forming a natural cohesion between the two. The existing staff parking and secondary rear access along the existing building will be demolished.

Car parking will leverage off the existing car parking for the existing building, with the provision of additional car parking at the front of the site. Staff car parking will be located at the eastern side of the new building. The main customer vehicular access will continue from the access point at Pascoe Vale Road south of the parking lot.

Similar to the existing building, the loading bay will be located at the rear of the building, accessed via the separate entrance at the northern boundary of the site.

The proposed building will be located abutting the eastern wall of the existing building to maximise efficient use of the site. The site of the proposed building has no sensitive interfaces, with the closest residential land to the west of the former Master’s building, across Pascoe Vale Road.
The proposed development adopts a built form typical of a supermarket and will consist of a single storey building comprising a mix of feature cladding as described below. The building will range from 6m-9m in height with the entrance parapet accentuated by an extruding element to 11m.

### 3.2.1 South elevation

The southern elevation abuts the existing building to the west and provides a clearly defined and recognisable customer entry to the building at the southwest corner, in a location and format that responds to the existing building on the site. An entry parapet extends approximately 20m of the frontage before transitioning to the main building and a height of 6m-9m. The feature entry parapet incorporates timber vertical battens, black powder coated aluminium windows at ground and feature cladding in white and a business identification sign above ground.

The central portion of the southern elevation comprises powder coated aluminium windows at ground with alternative feature cladding of timber pattern and dark grey above. The windows adjacent to the food hall area open onto an outdoor eatery that is protected by a steel canopy with prefinished metal battens in a timber pattern. The canopy continues for the bulk of the western façade to provide weather protection and visual interest. Landscaping is incorporated along this frontage through timber planters.

Towards the eastern half of the façade will feature three products signs and a business identification sign at the southeast corner. Beneath the product signs will be a long highlight window comprising rendered precast concrete panel in black and black powder coated aluminium windows. The building will be finished in light grey cladding before transitioning to white cladding at the eastern end.

### 3.2.2 East elevation

The eastern building elevation adjacent to the railway corridor will be mostly clad in light grey with a portion of white cladding with an attached steel entry canopy at the southern end and a portion of white cladding at the eastern end. It serves as the employee entrance with parking provided along both sides of the secondary access to the rear of the Site. There is no customer access from this elevation.

At its northern end the building will incorporate clear double-glazed highlight windows. This elevation will feature one business identification sign and four product signs. Due to the topography of the land, the rear (northern) portion of the site falls away. The floor level will remain the same and thus stairs are provided to the employee access doors.

### 3.2.3 North elevation

The northern (rear) elevation adjacent to the existing industrial and bulky goods retailing to the north serves as the loading bay, in keeping with the existing conditions to the abutting building to the west. The loading area is accessed via the existing secondary access north of the existing building. Due to the topography of the land the trucks will ramp down to the subject site. The loading bay protrudes from the northwestern corner of the building to allow for easier loading/unloading and turning.

Staff car and bicycle parking and additional services are located between the building and the northern boundary. This elevation will be mostly clad in light grey and will incorporate a series of powder-coated aluminium louvres to break up the built form. Full length windows to the site’s administration area and smaller windows are located near the façade’s north-eastern corner.

One business identification sign is proposed in the middle of this elevation.

### 3.2.4 West elevation

The building abuts the existing building along its western boundary for approximately 29 metres behind the façade of the buildings. A pedestrian egress path leading to the rear loading access lane separates the two
buildings for the remainder of the common boundary. The wall will be clad in light grey. Towards the western front façade the parapet of feature white cladding will be visible.

3.3 Signage

A signage location plan has been prepared by Leffler Simes Architects. The application proposes the following signage:

- Internally illuminated logo signage: Entry logo mark 1a (5m x 5m), typical logo mark 1b (5m x 5m); 1x typical logo mark 1c (4m x 4m); and typical logo mark 1d (3m x 3m).
- Billboard signage lit by linear LED lighting from brackets above: 5.01m x 3.51m;
- Pylon Sign type 1: 8m (h) x 2-2.4m (w)
- Pylon sign type 2 (pole sign): 21.8m (h) with a sign 5m x 5m.
- Trolley enclosure signage.
4 Planning policy context

4.1 Plan Melbourne & State Planning Policy Framework (SPPF)

The proposal is supported by Plan Melbourne and State level planning policy directives having regard to those elements of policy as summarised in Part One to this report.

4.2 Local Planning Policy Framework (LPPF)

The Greater Dandenong MSS includes policy direction that reflects the diverse land uses and development intensity of the City. The policies are general in nature and build on the overarching strategic directions of the State planning policy framework outlined above.

Relevant clauses of the Municipal Strategic Statement (MSS) include:

- **Clause 21.01 Municipal Profile** – recognises that Hume, along with Whittlesea and Mitchell, form the Northern Growth corridor, which plays an important role in meeting the demands of Melbourne’s population.

- **Clause 21.02 Urban Structure and Settlement** – Identifies Council’s objectives and strategies for managing growth and increasing choice within greenfield areas, noting that key issues facing Council include managing population growth and providing jobs near where people live.

- **Clause 21.05 Activity Centres** – Identifies Hume’s activity centres and in particular, identifies Roxburgh Park as a Major Activity Centre. Seeks to ensure that retailing reinforces and complements the hierarchy of Activity Centres and ‘that retail activity should be the basic ‘building block’ and economic driver in activity centres’.

- **Clause 21.06 Economic Development** – Outlines Council’s objectives to facilitate economic growth and job diversity through both existing and new businesses and to facilitate greater employment opportunities in Activity Centres.

- **Clause 22.12 Roxburgh Park Activity Centre** – South of Somerton Road – this policy applies specifically to the land between the Site and Somerton Road and pre-dates the Master’s building. Nonetheless, it identifies that development should be respectful of the residential land to the west, while also ensuring proposals are not affected by industrial land uses across the rail corridor to the east.

- **Clause 22.20 Liquor Licensing** – This policy applies to all applications for licensed premises and while it focusses more on on-premises licenses.

The MSS and LPPF clearly seek to direct commercial, and in particular, retail development to within existing or new activity centres. The previous development of the site as the Master’s store and the gradual development of the surrounding vacant land are indicative of the site’s potential to make a positive contribution to the Roxburgh Park Activity Centre. The proposal will provide new jobs, and attractive redevelopment of a vacant and deteriorating building and additional choice for residents. The proposed building will comprise quality architecture and finishes, improving the public realm and restoring the attractiveness of the area.

4.3 Planning scheme controls

The subject land and the proposal is subject to the following controls within the Hume Planning Scheme:

- **Commercial 2 Zone**

- **Special Building Overlay**

The permit requirements under the above zone and overlays is discussed below, in addition to permit requirements under other provisions of the Scheme.

- **Clause 34.02 Commercial 2 Zone (C2Z)**
In accordance with the C2Z, the following list identifies whether the proposes uses require a planning permit:

- Supermarket – Permit required as leasable floor area exceeds 1,800sqm.
- Shop – permit not required as the shop is located on the same land as a supermarket and the combined leasable floor area for all shops does not exceed 500sqm.

A planning permit is required for buildings and works.

- **Clause 44.05 Special Building Overlay (SBO)**

The SBO affects a small portion (approximately 26sqm) of the site's northeastern boundary (see Error! Reference source not found.). A planning permit is required for buildings and works located on land affected by the SBO.

- **Clause 52.05 Advertising Signs**

A permit is required for the proposed signage due to the size of each sign (classified major promotion signs). A commercial area is designated as a minimum limitation area.

- **Clause 52.06 Car Parking**

Clause 52.06 Car Parking stipulates the following minimum car parking rates relevant to this proposal:

  - Supermarket – 5 spaces to each 100sqm of leasable floor area
  - Shop (other than listed in the table) - 4 spaces to each 100sqm of leasable floor area

We refer to the transport site assessments prepared by GTA, which confirms the statutory parking requirement for the proposal is 316 spaces. A total of 228 parking spaces are proposed on site, with additional car parking spaces shared with the restricted retail site (former Master’s building) adjacent to the site.

- **Clause 52.17 Native Vegetation**

We refer to the Preliminary Ecological and Cultural Heritage Assessment prepared by Eco Logical Australia and dated, which confirms the site does not support remnant native vegetation and therefore no planning permit is required.

- **Clause 52.27 Licensed Premises**

A planning permit is required to sell liquor as a licence is required under the Liquor Control Reform Act 1998.

- **Clause 52.29 Land adjacent to a Road Zone, Category 1, or a Public Acquisition Overlay for a Category 1 Road**

Pascoe Vale Road is a Road Zone, Category 1. Any changes to the access to this road or any subdivision would require planning permission and would require the application to be referred to VicRoads as a determining authority.

- **Clause 52.34 Bicycle Facilities**

Clause 52.34 Bicycle Facilities stipulates the following minimum bicycle facilities relevant to this proposal:

  - Supermarket.
    - Employee – 1 space per 300sqm of leasable floor area.
    - Customer – 1 space per 500sqm of leasable floor area.
  - Shop (other than listed in the table)
    - Employee – 1 space per 600sqm of leasable floor area if greater than 1000sqm
    - Customer – 1 space per 500sqm of leasable floor area if greater than 1000sqm

We refer to the Stage 1 Preliminary Traffic & Transport Site Assessments prepared by GTA which confirms the minimum statutory bicycle facilities for the site are:

  - Employee – 21 spaces.
- Customer – 12 spaces.
- Showers – Two (2).

A planning permit is not required for the proposed development as 22 employee bicycle and 14 customer spaces are provided.
5 Planning merits

This section of the report provides an objective assessment of the planning merits of the proposal.

Cl 10.04 of the Hume Planning Scheme (Integrated decision making and decision guidelines) provides that “Planning authorities and responsible authorities should endeavour to integrate the range of policies relevant to the issues to be determined and balance conflicting objectives in favour of net community benefit and sustainable development for the benefit of present and future generations” (emphasis added).

Ultimately, when considering applications, as set out at clause 65, “the responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the decision guidelines of this clause” (emphasis added).

5.1 Key planning considerations

Based on review of the urban context and the statutory planning context, the key planning considerations for this proposal are set out and addressed in turn below.

▪ Is the proposal supported by and aligned to strategic policy objectives?
▪ Is the proposal consistent with the zone, overlay and other provisions?
▪ Are acceptable built form, urban design, and streetscape outcomes achieved?
▪ Will the development be adequately serviced and accessible?

5.2 Is the proposal supported by strategic policy directives?

The proposal is supported by strategic policy being appropriately located within the Roxburgh Park Activity Centre and within an area previously developed as a Masters store. The Woolworths Advisory Committee and Hume Council recognised that this was an appropriate, in-centre, location for development.

The site allows convenient access and choice to local residents, but its locational attributes ensure that amenity impacts are minimal. The site is located between a major arterial and a rail corridor with light industrial and bulky goods retailing along the northern boundary. The closest residential properties are across Pascoe Vale Road and have minimal interaction with the site as they are oriented with their ‘backs’ to Pascoe Vale Road.

Plan Melbourne, and both State and local planning policies support retail development within existing activity centres. The redevelopment of this site, which is rapidly deteriorating in its current condition, will continue the intent of the former development by offering additional choice as well as job creation for the residents of the local area.

The proposal’s locational context is appropriate for a large-scale supermarket with excellent traffic linkages and with limited proximity to sensitive uses.

The Site has excellent transport linkages to major arterial roads and freeways including direct access to Pascoe Vale Road. The Site also provides good access to the public transportation network, with the Smart bus route 901 providing frequent linkages to the Roxburgh Train Station north of the site.

5.2.1 Plan Melbourne

This project will deliver on some of the major initiatives contained at the top level of planning policy through Plan Melbourne 2017-2050 in the following ways:

▪ Commitment to major investment wholly aligned to the city’s goal of being a productive city that attracts investment, supports innovation and creates jobs (Plan Melbourne Outcome 1).
▪ Contribute to the creation of a city of 20-minute neighbourhoods.
- Support the role, functioning and development of the Roxburgh Park Activity Centre.
- Utilisation of environmentally sustainable design technologies in the building design.

5.2.2 SPPF

This project will deliver on and support relevant objectives of the State planning policies in the following ways:
- Creating investment, employment and growth within the Roxburgh Park Activity Centre.
- Facilitating increased local access to employment in addition to convenient access to daily shopping needs.
- Promoting good urban design by improving the safety of the existing conditions and designing a building with an activated frontage to the public realm for safety and the perception of safety.
- Recognition of the need to create consumer choice to provide a net community benefit in relation to commercial facilities; and
- Contributing to the existing mixed-use nature the neighbourhood by delivering access to a new large scale retail offering with complementary retail offerings.

5.3 Consistency with zone, overlay controls and other provisions

5.3.1 Zone

The Site is in the C2Z, the purpose of which is to:
- To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.
- To ensure that uses do not affect the safety and amenity of adjacent, more sensitive uses.

The proposal for a supermarket with adjoining shop is consistent with the purpose of the zone as it provides area for retail uses. A supermarket is an appropriate use clearly contemplated by the C2Z, with a Supermarket of less than 1,800sqm being an as of right use.

It is noteworthy that the site and the immediately surrounding land including the previous Masters store and land to the south, was rezoned to a zone appropriate to allow retail uses complementary to the remainder of the Roxburgh Park Activity Centre.

The proposed building represents a contemporary, vibrant design that will enliven what has become a derelict, vacant site and provide the additional commercial and retail uses originally contemplated for this area as part of the rezoning for the Master’s site.

The proposed building is located almost 200m from any residential dwelling with all interfaces comprising either retail, rail or service uses. The proposed site layout and use of the Site is generally consistent with the previous use of the Site with loading continuing to utilise vehicle access from the service road and Pascoe Vale Road.

These matters are further discussed in detail in the following sections.

5.3.2 Car parking and loading

The site is located adjacent to an existing large retail building, with car parking located at its front and the main access from a signalised intersection to Pascoe Vale Road. Loading is via the dedicated rear access way.
It is proposed to retain these conditions as they are appropriate for the site’s overall proposed use. The statutory car parking requirement is dictated by clause 52.06. As previously discussed, the proposed use generates a statutory car parking requirement of 316 spaces. A total of 228 car parking spaces are proposed within the Kaufland site, with an additional 321 existing spaces shared with the existing retail building on the site.

The parking spaces, aisle widths and access arrangements comply with clause 52.06-9 design standards for car parking. 12 accessible car parking spaces and 16 car parking spaces dedicated to families are proposed. The staff car parking is proposed to be located at the rear – near the building’s northeastern corner.

Service vehicle access to Pascoe Vale allows for dedicated access to the loading bay provided at the rear of the site. This accessway provides for safer access by appropriately separating pedestrian movements from the truck route and minimising traffic conflicts. The rear loading bay provides three docks that will allow independent access for vehicles up to a 19m semi-trailer.

We refer you to the traffic and car parking assessment prepared by GTA Consultants for further details and to confirm the appropriateness of proposed traffic and access arrangements requirements.

5.3.3 Bicycle requirements

Clause 52.34 sets out the statutory requirements for the provision of bicycle facilities for the proposed development. The proposed use attracts a statutory bicycle requirement of 33 bicycle, with 36 spaces provided on-site. The proposal will also generate a statutory requirement for two change rooms and showers under clause 52.34-3, which will be provided.

We refer you to the traffic and car parking assessment prepared by GTA consultants for further details and to confirm the appropriateness of proposed bicycle and end of trip facility arrangements.

5.3.4 Liquor

The proposal will incorporate the sale of packaged liquor for consumption off premises in a designated area of 354sqm. It is envisaged that this liquor will be a component of the primary supermarket use.

Clause 52.27 and local policy clause 22.20 require consideration of the impact of the licensed premises on the amenity of the surrounding area. In this instance, it is submitted the proposal will have a limited impact as the proposed liquor provision operates ancillary to the supermarket use and is unlikely to have a negative impact on the amenity of the area by virtue of the surrounding non-sensitive commercial and industrial uses.

5.3.5 Signage

A consideration of clause 52.05 is relevant to an assessment of signage. The proposal incorporates several types of signage on each of the building’s interfaces (excepting the western façade which abuts the existing building), one pylon sign and one pole sign within the Site. The Site is classified as Category 1 Commercial Areas with Minimum Limitation area in accordance with clause 52.05-7.

Kaufland is an international brand with an established corporate branding that allows international brand recognition. A signage strategy has been developed specifically for the Australian entry into the market with careful consideration to local conditions for built form and development.

Overall, the proposed building design is typical of a supermarket building and signage is used to add visual interest to each interface as much as for the identification of the premises. The Site is located away from any sensitive uses, and setback approximately 150m from Pascoe Vale Road.

The on-building signage will be visible mostly from those customers already on the site and has been positioned to provide both an attractive and efficient layout. The signs have been strategically located on
the building so as to both serve an advertisement purpose but will also serve to add visual interest by breaking up the extent of walls.

Given the Site’s location within the C2Z and its existing context, as well as the advertising sign category (minimum limitation designation), the signs proposed are an acceptable outcome.

We refer to the proposed signage plan prepared by Leffler Simes Architect for details, locations and designs of the proposed signage.

5.4 Are acceptable built form, urban design, & streetscape outcomes achieved?

The proposal adopts a design and built form that is typical of a supermarket proposal and appropriately responds to the surrounding context.

5.4.1 Built form and address to the public realm

The proposal has been designed to enhance the built form and the public realm through the provision of a quality building set in an appropriate location. In many respects, the form is typical to a supermarket with heights, proportions and massing in keeping with the existing building on the site as well as other typical supermarkets. However, the introduction of additional design details is apparent in the finish and range of materials such as timber cladding and steel supports.

The front entrance is easily recognisable with a feature parapet consisting of white panelling with the simple Kaufland logo. Timber and metal battens offset the dark grey cladding at the front and offer a contemporary and attractive façade detail.

The food hall area at the front includes an outdoor eating area that will provide a welcome respite for customers and help provide an active frontage. Raised planter boxes provide both opportunities for greenery at the public interface as well as a formal demarcation of the area.

The light grey cladding along the eastern façade along the rail corridor is visually broken through the introduction of highlight windows, louvres, panelling and signage. Rooftop services and exterior elements will be sited appropriately, incorporated into the overall design.

The main car parking area will be designed to ensure easy access to the front entrance. Landscaping beds will be integrated into the car park, with trolley bays conveniently located. Windows along the three facades of the building allow for visibility into the surrounding area.

The proposed building height of 6-11m is in keeping with the existing building on site and buildings adjacent to the Site’s northern boundary.

Whilst the overall built form is typical of a supermarket design, the built form response has been carefully conceived to ensure that the development will provide a meaningful built form contribution to the Site’s future as part of the Roxburgh Major Activity Centre.

5.4.2 Landscaping

The majority of the existing landscaping within the existing car park is proposed for retention, including the established trees. The new Kaufland car park will provide opportunities for landscaping throughout via garden beds.

At the front of the building, a series of planter boxes will provide an attractive, easily maintained feature that also serves to demarcate the outdoor eatery.

5.4.3 Fencing & storage
No fencing is proposed at the main frontage of the site. Security fencing will be located at the rear of the site as necessary adjacent to the rail corridor. Existing fencing is proposed to be retained along the northern boundary.

5.5 Will the development be adequately serviced and accessible?

The traffic and transport assessment undertaken by GTA consultants concludes that the proposed vehicle movements, car parking numbers, and configurations are appropriate noting:

- The provision of a combined total of 549 car parking spaces.
- The appropriate provision of bicycle parking.
- Satisfactory space for loading and unloading of vehicles supported by swept path analysis.
- Satisfactory service vehicle access and manoeuvrability throughout the site as supported by swept path analysis.

For further details please refer to the assessment provided by GTA consultants.
6 Conclusion

Having regard to the carefully and comprehensively developed planning strategies, policies and controls, this assessment has demonstrated that overall and on balance, the proposal will deliver significant net community benefit, and will reflect sustainable and economic development principles as sought by the Whittlesea Planning Scheme.

For the following reasons, favourable consideration of this significant and important proposal both locally and collectively as a whole to the State of Victoria, is warranted.

6.1 Net community benefit

Net community benefit will be derived from factors including the following:

▪ Significant employment generated through the construction phase of the project.
▪ Significant ongoing and additional permanent job creation, which is anticipated to be in the order of 80-100 direct jobs.
▪ The creation of these local employment opportunities that will be equitable in an accessibility sense located in a strategic employment cluster.
▪ Greater range and quality of product and grocery lines available to the local community.
▪ Downward pressure on pricing of groceries that can be reasonably anticipated through the creation of greater competition in the grocery and supermarket sector which has historically and is presently dominated by a limited number of major operators.
▪ Broader economic and supplier benefits derived from a major investment sourced from offshore funds additional to the Victorian economy.

6.2 State level planning objectives

▪ Plan Melbourne provides a supportive policy framework for this proposal generally, and particularly, given the commercial land zoning and activity centre context.
▪ The proposal is strongly aligned to and reflective of Plan Melbourne’s key objectives for the city to become a global city of opportunity and choice, and a city that is innovative and attracts investment.
▪ It is also supported by Plan Melbourne directives for accessible employment creation, and the efficient and competitive use of metropolitan land more generally as the city continues its significant growth trajectory with accompanying growing demand for retail servicing spread across existing suburban areas which are to accommodate 70% of new dwelling stock.
▪ The SPPF clearly supports the managed introduction of development in commercially zoned land in activity centres, particularly where non ‘single use’ outcomes are facilitated and where net community benefit is achieved for the region to be serviced – both tests that this Kaufland proposal satisfies. This is to be considered in the context of a broader current SPPF policy environment that is geared towards economic growth, local employment and the pragmatic and efficient use of metropolitan land.

6.3 Proposed planning framework & approval mechanism

▪ Due to the level of planning and timing certainty required to commit to a significant investment involving coordination, implementation and operation of six stores, national headquarters and a major distribution centre, a facilitated planning process is necessary to enable entering and competing in the Victorian market, including where a review of existing zoning would otherwise be required in this instance. Hence, the proposed approval via incorporated document pursuant to clause 52.03 is necessary and appropriate.
6.4 Proposed use and built form

- The proposed built form and layout has been shown to be appropriate from a design perspective and from a technical / functional perspective including in relation to accessibility, environmental suitability, acoustic performance and the like.