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**TOWN PLANNING ASSESSMENT**

**KAUFLAND SUPERMARKET STORES – VICTORIAN ENTRY PROPOSAL**

**140 – 156 COLAC ROAD, HIGHTON**

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# 1 Executive summary

Kaufland Australia Pty Ltd (Kaufland) is a German-based grocery chain, and is a subsidiary of the Schwarz Group, the world's fourth largest retailer. Kaufland is entering the Victorian market by establishing an initial presence of stores across metropolitan Melbourne.

The stores will be supported through a head office for Kaufland's Australian operations (approximately 400 full time equivalent ongoing jobs across 14,000 square meters of gross floor area) in Oakleigh South, and a 115,000 square metre state-of-the-art distribution centre in Mickleham (approximately 600 full time equivalent ongoing jobs) currently under construction.

Kaufland's vision is based on four principles: simplicity, quality, variety and price. Its aim is to provide the widest variety of local, regional and international produce and products within buildings characterised by wide, generous aisles to showcase its extensive product range and provide a comfortable shopping experience. Sometimes described as 'hypermarkets,' Kaufland's stores combine traditional supermarket products with products not typically associated with supermarkets, such as household electricals, apparel, cookware, toys and so forth.

Kaufland will provide a major new retail offering for Victorians and significant net community benefit derived particularly from social and economic benefits, will diversify competition and enhance prices for all Victorian consumers which has been quantified through economic research.

Kaufland requires a critical mass of stores early in its national roll-out to enable a financially viable business to be created within a reasonable timeframe. Given the level of investment required to build and operate five new stores, national headquarters and a major distribution centre, Kaufland also seeks planning certainty through a timely and streamlined process for this additional phase of proposals which form part of a broader roll-out of proposals on sites having different characteristics and planning requirements. Noting that, Kaufland requires sites that are ideally at least 20,000-25,000 square metres in size, situated on main road locations and able to support a reasonable level of car parking associated with its stores.

Accordingly, to facilitate consideration of the proposed outcome in an integrated manner, a co-ordinated process was requested pursuant to section 151 of the *Planning and Environment Act 1987 (Vic)* (the Act) to enable appropriate consideration and assessment of the proposal pursuant to the requirements of the Act via an Advisory Committee. The Minister for Planning provided in-principle agreement to a facilitated planning assessment and approval process. As such, Kaufland proposes the following amendments to the planning scheme:

- a) application of the Specific Controls Overlay (SCO) to the land;
- b) update the schedule to the SCO; and
- c) list the proposed incorporated document in the schedule to clause 45.12 and clause 72.04.

This follows five recent store approvals by the Minister for Planning that were subject to the Kaufland Stores in Victoria Advisory Committee a facilitated public process to provide the necessary planning permissions by using the SCO and the incorporated document as the means for planning approval at the below locations:

- 1 Gladstone Road, Dandenong;
- 592-694 High Street, Epping;
- 1126-1146 Centre Road, Oakleigh South;
- 1550 Pascoe Vale Road, Coolaroo; and
- 266-268 Maroondah Highway, Chirside Park.

This report further details the proposal to be appropriate and an acceptable planning outcome that will result in net community benefit (as set out in the following parts of this report).

Further, the proposal is shown to be appropriate from a technical / functional perspective including in relation to accessibility, environmental suitability, acoustic performance and the like.

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## 2 Subject site and surrounds

### 2.1 The subject site

The Site is more commonly known as 140-156 Colac Road, Highton. It is located within the boundaries of the City of Greater Geelong. The title plans illustrate the location of drainage and sewerage easements in the northeast corner of the Site and through the western portion. The Site is comprised of the land shown as Lot 1 on PS404306Y, Lot 1 and 2 on TP851204X, Lot 1 PS331074X, and Part Lot 2 on PS331074X. The total site area is 47,124 square metres (sqm).

The 'planning unit' for consideration as part of this proposal excludes the area to the north-eastern corner of the Site, that interfaces with the church at-grade car park to the north. This area of exclusion is unrelated to the Kaufland proposal, and comprises a future development area of approximately 6,260sqm.

The land falls significantly from the north, resulting in the rear of the Site and interfacing residential properties being elevated above Colac Road. Save for some scattered trees and vegetation, the Site is currently undeveloped and has been previously cleared.

Colac Road and the South Valley Rd form part of the arterial road network and the Site's accessibility and connectivity is enhanced by convenient access to the Princes Freeway approximately 390m toward the west. In terms of vehicle access, a single access point currently exists at the southwest corner of the Site, connecting to Colac Road. It is currently fenced off.

This is a strategic location, bordering the Waurm Ponds Activity Centre and sitting on the northern side of Colac Road. Immediately to the southeast and adjacent to the Site are a cluster of convenience restaurants, a McDonalds including at grade car park, an APCO service station and a car wash. Directly opposite is the Waurm Ponds Shopping Centre, including a Coles and Woolworths supermarket, Kmart outlet, Cinema complex and range of complementary specialty retail on the opposite side of Colac Road. It also incorporates a large at-grade parking facility in the front setback. An existing Aldi supermarket is located at the northeast corner of the Colac Road and South Valley Highway, on land included in the Commercial 1 Zone (C1Z).

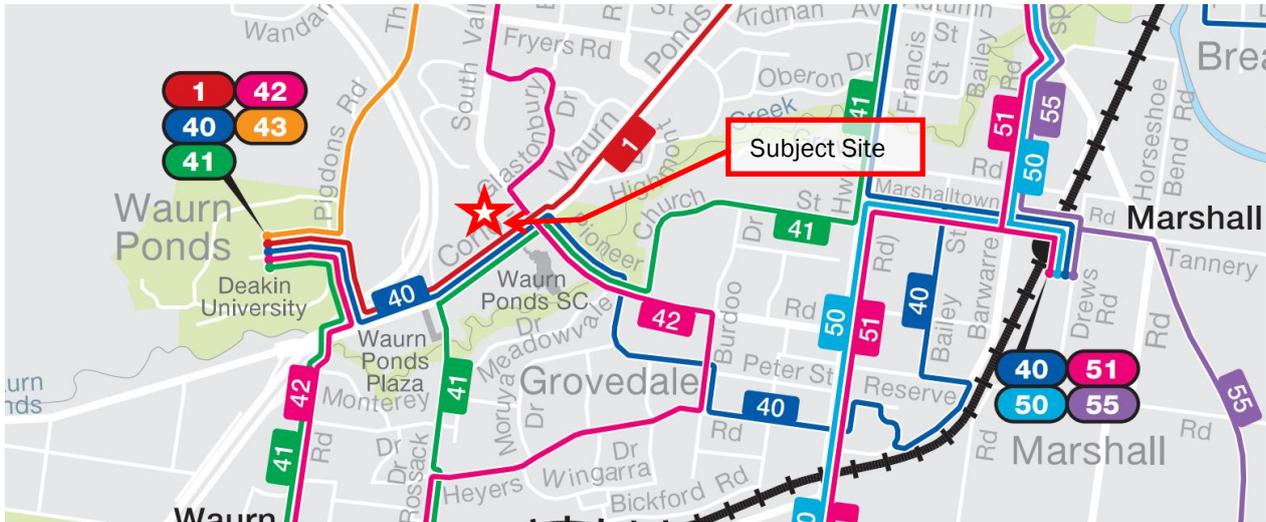


Image showing indicative location of the Site

There are a range of public transport options that operate within close proximity to the Site, being:

- Bus Route 1 – North Shore Station to Deakin University.
- Bus Route 40 – Geelong Station to Deakin University via Breakwater.

- Bus Route 41 – Geelong Station to Deakin University via Grovedale.
- Bus Route 42 – Geelong Station to Deakin University via South Valley Road.
- Marshall Railway Station.



## 2.2 Site interfaces

This Site is an irregularly shaped parcel, located by the northwest corner of the intersection of Colac Road and South Valley Highway, with a frontage of approximately 116.28m to Colac Road and a frontage of approximately 33.08m to South Valley Highway. It is located on the edge of the Waurin Ponds Activity Centre (to the south).

### 2.2.1 North

The Site abuts a pocket of established residential properties along its northern interface. These residences are zoned General Residential Zone – Schedule 1 ('GRZ1'). To the northeast resides a church, its grounds and an at-grade carpark. The church is zoned Residential Growth Zone – Schedule 2 ('RGZ2').

### 2.2.2 East

An APCO service station, a car wash and a range of convenience restaurants abut the Site to the southeast (at the corner of Colac Road and South Valley Highway). These commercial uses and developments are located on land zoned RGZ2. On the eastern side of the South Valley Road is an ALDI supermarket. The Aldi land is zoned Commercial 1 Zone ('C1Z'). At the south-eastern corner of the Colac Road / Princes Hwy and South Valley Road / Pioneer Road intersection lies the Leisurelink Aquatic & Recreation Centre. This land is zoned Public Park and Recreation Zone.

### 2.2.3 South

On the southern side of Colac Road is the Waurin Ponds Shopping Centre. This land is zoned C1Z, and forms part of the Waurin Ponds Activity Centre. The Waurin Ponds Shopping Centre consists of at-grade carparking, more than 140 tenancies, and is anchored by Woolworths, Coles, Kmart, Target, Rebel Sport, Reading Cinema and First Choice Liquor.

### 2.2.4 West

To the west lie abutting residential properties zoned RGZ2 and GRZ1, vacant land zoned Farming Zone, and a quasi-medical precinct zoned RGZ2.

## 2.3 Key contextual cues

The key contextual elements that have been taken into account and informed the preparation of the proposal include:

- The Site's location within the RGZ2, with direct access to a road (Colac Road) in a Road Zone. The Site enjoys great exposure to passing traffic, and is well-located abutting a main arterial road that serves as a connection from Geelong to the West.
  - The Site's proximity to a range of different zones and uses, including residential, commercial and farming – especially noting the convenience restaurants and commercial uses on land zoned RGZ2 abutting the Site to the southeast.
  - The Site is on the edge of the Waurm Ponds Sub-regional Activity Centre. It is surrounded by an existing context of non-residential uses, driving the context for this proposal.
  - The Site is currently undeveloped. The highway context, immediate commercial context and surrounding residential context benefits the Site and makes it a prime candidate for development.
  - The size of the Site and variance in topography allows flexibility in its use, and allows generous space for landscaping and separation between built form and the abutting residential interfaces.
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## 3 Proposal

### 3.1 Proposed changes to the Greater Geelong Planning Scheme

This proposal will seek to amend the following clauses of the Greater Geelong Planning Scheme:

- Schedule to clause 45.12 (Specific Controls Overlay):
  - Update the schedule to include reference to a proposed incorporated document comprising site specific controls to allow the proposed use and development subject to appropriate conditions.
- Schedule to clause 72.04 (Incorporated documents):
  - Update the schedule to include reference to the proposed incorporated document.

### 3.2 Proposed use and development

#### 3.2.1 Proposed Kaufland Store

The proposed Kaufland store comprises the following elements:

- Use and development of the site for a 6,892 sqm building containing the following, inter alia:
  - 3,781sqm of supermarket floor area.
  - 319sqm bottle shop.
  - 470sqm of proposed tenancies and mall area.
  - Associated inhouse facilities including 1,500sqm back of house facilities, services, customer amenities and administration.
  - 182sqm of loading area.
  - Associated signage (refer details below).
  - 26 bicycle spaces (comprising 12 staff spaces and 14 customer spaces).
- A total of 436 car parking spaces to be allocated as follows:
  - 407 standard spaces.
  - 2 electric spaces (with charging stations).
  - 9 accessible spaces.
  - 12 family spaces.
  - 6 senior spaces.

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

### 3.3 Kaufland store layout and built form

The proposed development adopts a built form that is generally reflective of the ALDI supermarket and convenience restaurants to the east and scale that is moderated by its proximity to the Waurm Ponds Shopping Centre to the south. The built form and scale of the proposed development is akin to the nearby bulky goods and restricted retail operations, including the Bunning's store and Officeworks to the southwest, and the adjacent Leisurelink Aquatic & Recreation Centre.

The building will be single storey building with a predominant height in the order of 8-9 metres, with a maximum height of 11 metres to the feature parapet at the south east corner of the building.

The proposed store is oriented with its primary frontage addressing Colac Road. The presentation is one of a contemporary, supermarket building articulated with a range of materials and finishes. The proposed

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materials include feature cladding, FC sheet cladding, metal deck roofing and clear double-glazed glass. Solar panels are proposed to be provided on the roof.

The customer entrance to the building is proposed in the south east corner of the building, with the retail tenancies located along the southern frontage of the building. The front of house building interfaces are treated with a combination of footpath areas, canopy treatments and public realm and landscaping treatments.

Car parking will be orientated to the south and east of the proposed store. The car park design includes landscaping, generous means of circulation and parking areas, and dedicated footpaths and crossing points for pedestrians along Colac Road & South Valley Road. Vehicle access is proposed from both these roads as follows:

- Truck / customer exit to Colac Road in south-eastern corner of the Site;
- New proposed customer left in and right in entry from Colac Road / left out exit to Colac Road in south-western corner of the Site; and
- New proposed truck access from South Valley Road.

The back of house area is located to the north of the building and the loading bay is located on the west side of the building. Separated service access to the loading area will be provided by the new access road from South valley Road, along the east side of the Site.

Surplus land areas toward the north-east corner of the site (as marked on the plans for information) presents a future residential development opportunity, which will be subject to further design development and later / future approval.

A number of signs are proposed within the subject site as detailed and located on the architectural plans and described as follows:

- Internally illuminated logo signage: Entry logo sign 1a (5m x 5m), typical logo sign 1b (5m x 5m), and typical logo sign 1c (4m x 4m).
  - Billboard signage lit by linear LED lighting from brackets above: 5.01m x 3.51m.
  - Outdoor electric signage: 2.345m (h) x 0.86m (w).
  - Typical e-charging station signage: 2.050m (h) x 1.450 (w).
  - Pylon sign type 1: 8m (h) x 2.5m (w).
  - Pylon sign type 2 (pole sign): 16m (h) with three 4m x 4m signs provided in a triangular shape.
  - Trolley enclosure signage / graphic treatment.
  - Internally illuminated liquor signage: 8.1m (h) x 3.0m (w).
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## 4 Planning policy context

### 4.1 Planning controls

#### 4.1.1 Zone control

The Site is located in the RGZ2.

- Pursuant to Clause 32.07-2, a supermarket use in the RGZ2 is a Section 2 (permit required) use, providing conditional requirements are met. If these conditions are not met, a supermarket is then defaulted into a Section 3 prohibited use in the RGZ2. The conditions that need to be met are:
  - The Site must be located within 100 metres of a commercial zone or Mixed Use Zone; and
  - The Site must have the same street frontage as the land in the commercial zone or Mixed Use Zone.
- Pursuant to Clause 32.07-8, A permit is required to construct a building or construct or carry out works for a use in Section 2 of Clause 32.07-2.

C1Z land lies less than 50m to the south of the Site (Waurm Ponds Shopping Centre), and both the Site and this C1Z land share a street frontage to Colac Road. Therefore, the conditions are met by the proposal and the proposed use is foreseen as allowable under the existing zoning provisions.

#### 4.1.2 Overlay controls

There are no overlay controls affecting the Site.

#### 4.1.3 Particular provisions

The proposed use and development will also need to be considered against the following particular provisions:

- **Clause 52.05 Signage:** A permit is required for the proposed signage due to the size of signage (classified business identification signs and sky signs). A residential area is designated as a medium limitation area under this clause.
- **Clause 52.27 Licensed Premises:** A permit is required to use land to sell packaged liquor.
- **Clause 52.29 Land Adjacent to a Road Zone Category 1:** a permit is required to create or alter access.

A permit is not required under the following planning scheme provisions:

- **Clause 52.06 Car parking:** The car parking provided on the Site exceeds the statutory car parking rates in Clause 52.06-5 for a 'supermarket' and 'shop' and do not require a permit.
- **Clause 52.34 Bicycle Facilities:** The bicycle parking and end of trip facilities required by clause 52.34-3 and Clause 52.34-4 are provided on the Site and do not require a permit.

## 4.2 Planning Framework

### 4.2.1 Plan Melbourne

As outlined in Plan Melbourne, there is a strong emphasis on the need to create job growth within metropolitan Melbourne. In addition, Plan Melbourne seeks to ensure high quality design and amenity is at the forefront of developments, with an emphasis placed on the need to consider sustainable design and development outcomes. Plan Melbourne has the following vision:

“Melbourne will continue to be a global city of opportunity and choice.”

The strategic outcomes outlined in the document that are of particular relevance to this application are (inter alia):

- **Outcome 1** “*Melbourne is a productive city that attracts investment, supports innovation and creates jobs*”. Specifically, Direction 1.2 seeks to “*improve access to jobs across Melbourne and closer to where*
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people live". The policy recognises that "outer suburbs and growth areas generally have less access to jobs than middle and inner Melbourne."

- **Outcome 4** "Melbourne is a distinctive and liveable city with quality environments." Specifically, Direction 4.3 seeks to "achieve and promote design excellence".
- **Outcome 5** "Melbourne is a city of inclusive, vibrant and healthy neighbourhoods." Specifically, Direction 5.1 seeks to "create a city of 20-minute neighbourhoods", where services and destinations that support local living are encouraged as is the provision of local jobs.
- **Outcome 6:** "Melbourne is a sustainable and resilient city".
- **Outcome 7:** "Regional Victoria is a productive, sustainable and supports jobs and economic growth". Specifically, Direction 7.1 to facilitate and support investment creates economic growth.

#### 4.2.2 Planning Policy framework

Although not an exhaustive list, relevant clauses of the PPF include:

- **Clause 11.01-1S Settlement** identifies the need to "...promote the sustainable growth and development of Victoria and deliver choice and opportunity for all Victorians through a network of settlements." This is to be achieved by providing convenient access to jobs, services and infrastructure.
- **Clause 11.03-1S Activity Centres** "To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres that are highly accessible to the community"
- **Clause 15.01-1S Urban Design** "To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity"
- **Clause 15.01-2S Building Design** "To achieve building design outcomes that contribute positively to the local context and enhance the public realm"
- **Clause 17.01-1S Diversified Economy** "To strengthen and diversify the economy." This is to be achieved through providing more jobs closer to where people live, and facilitating growth in a range of employment sectors, including retail, in metropolitan and regional areas.
- **Clause 17.01-1R Diversified Economy** "Facilitate investment in Melbourne's outer areas to increase local access to employment."
- **Clause 17.02-1S Business** "To encourage development that meets the community's needs for retail, entertainment, office and other commercial services". This Clause identifies the need for commercial facilities to be located in existing or planned activity centres, to ensure commercial facilities provide a net community benefit and to ensure commercial uses provide for the shopping needs of the local population.

#### 4.2.3 Local Planning Policies

The below section details the existing and proposed local planning policies applicable to the Site and the proposal. Parts of the Greater Geelong Local Planning Policy are presently under review.

Proposed Planning Scheme Amendment C393 has been granted authorisation by the Minister and a hearing will be held in 2019. This Amendment seeks to implement the findings of the *City of Greater Geelong Retail Strategy 2016-2036*. The outcomes of this Amendment will be directly relevant to this proposal.

Proposed Planning Scheme Amendment C395 has been granted authorisation by the Minister and a hearing will be held in 2019. The Amendment proposes to implement the City of Greater Geelong's *Settlement Strategy (2018)* and *Northern and Western Geelong Growth Areas Framework Plan (2019)*. The Settlement Strategy identifies land to the immediate south of the Site (over Colac Road) as the Waurn Ponds Key Development Area that is estimated could accommodate about 400 new medium and higher density dwellings. The Amendment otherwise makes no substantial changes to the policy status of the Site or the proposal.

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

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- **Clause 21.07 – Economic Development and Employment** contains policy relating to retail and the retail activity centre hierarchy that appears to be based on a reference document dated from 2006 (*City of Greater Geelong Retail Strategy*, Essential Economics and Hansen Partnership, 2006). As discussed above, Amendment C393 is seeking to update retail policy within the shire and introduce the new City of Greater Geelong Retail Strategy 2016-2036 into the Planning Scheme. Clause 21.07-3 generally seeks to facilitate development of vibrant and viable retail activity centres in accordance with the Geelong Retail Activity Centre Hierarchy, which is included at Clause 21.07-8. It includes an objective “to ensure all major retail developments, and out of centre developments, provide a clear net community benefit”. It also includes a strategy to “ensure that new retail development is directed to activity centres and is consistent with the role and function described in the Retail Activity Centre Hierarchy included at Clause 21.07-8”. At Clause 21.07-8, Waurm Ponds is identified as a sub-regional centre, and the present proposal is congruent with locating in this area.

The Relevant clauses of the existing local planning policies includes:

- **Clause 22.01 – Discretionary Uses in Residential Areas** details considerations for use and development applications within the residential zones, including the RGZ2. Clause 22.01 has the objective to provide for non-residential and service uses which are compatible with the residential character, scale and amenity of neighbourhoods, and to provide for non-residential uses which serve the needs of the local community. The policy encourages non-residential uses to locate on sites which have access to a Road Zone and discouraged from locating within a local access street, access lane or access place.
- **Clause 22.03 – Assessment Criteria for Retail Planning Applications** seeks to ensure that applications for new centres establish the retail need for such use and development and demonstrate that there are no adverse impacts on the operation of the retail activity centres hierarchy. An objective of the policy is to ensure all major retail use and development provide clear net community benefit.
- **Clause 22.63 – Increased Housing Diversity Areas** provides guidance on development in Council’s Increased Housing Diversity Areas (‘IHDA’). IHDA’s have been identified around activity centres and have significant capacity to accommodate residential growth and increased housing diversity. These areas can provide residents local shopping needs and/or are serviced by public transport. The Site is located in the Waurm Ponds Shopping Centre IHDA, and identified as a ‘high opportunity area’. An objective of this policy is to evolve the character of these areas through more intensive development.

#### 4.2.4 Other relevant strategic documents

The following incorporated document is of relevance to the Site:

- Advertising Sign Guidelines, City of Greater Geelong, November 1997, Amended C296 October 2014

Other strategic documents relevant to the Site include:

- City of Greater Geelong Reformed Residential Zones Implementation Report (October 2013)
  - City of Greater Geelong Housing Diversity Strategy, alphaPlan, David Lock Associates and the City of Greater Geelong, 2007.
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## 5 Planning merits

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

### 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 and other provisions?
- Are acceptable built form and streetscape outcomes achieved?
- Will the development be adequately serviced and accessible?

### 5.2 Is the proposal supported by strategic policy directives?

The proposal has strong strategic support and is highly aligned with State and Local planning policies and the directions of Plan Melbourne as considered above. The proposed development will contribute to the growth of jobs within the City of Greater Geelong and will also provide convenient shopping access to the surrounding residential and working population. Whilst the Site is located in a residential zone, it is located on the edge of the broader Waurn Ponds Activity Centre, and interfaces with a range of zones including commercial. Given the diversity of surrounding land uses as well as the locational attributes of the Site, the proposed land use will benefit residents and workers in the broader area without impacting on the integrity and functionality of the broader residential precinct.

The Site benefits from its location and accessibility as it has direct access to Colac Road, a major arterial road, and Princes Freeway is within 400m of the Site. In addition, the Site is well serviced by bus services and is proximate to Marshall Railway Station, which further enhances accessibility to the Site.

The proposed development will strengthen the ability for nearby residents to do their weekly shopping locally, would not detract from the hierarchy of activity centres within Greater Geelong, and will effectively respond to the evolving nature of the commercial market (refer to clause 21.07). In addition, the building will be designed to complement the surrounding built form context, including the provision of signage that is appropriate in size, appearance and character of the surrounding context. The Site is currently vacant and undeveloped, and the proposal will ensure previously underutilised land reaches its development potential.

#### 5.2.1 Plan Melbourne

This project will contribute to the delivery of the Principles and Outcomes of Plan Melbourne in the following ways;

- The proposal (and the planned rollout of Kaufland Stores throughout Victoria) will directly result in increased investment, employment opportunities and access to jobs in urban and regional areas;
- The proposal will contribute to the establishment of 20-minute neighbourhoods by increasing to the mix of uses close to residential catchments;
- The proposal will increase activity and investment in a currently underutilised employment area;
- The proposal will incorporate innovative environmentally sustainable design features to assist in the transition of Melbourne to a low carbon city.

#### 5.2.2 PPF

This project is aligned with the relevant aspects of the PPF for the following reasons:

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- The proposal complements the mix of land uses in the surrounding area and will also meet the current and future needs of the local community through creation of jobs and by providing convenient access to daily shopping needs.
- The development will provide a positive urban design response to the surrounding context through a building design and site layout that appropriately responds to the site's interfaces and improves upon the landscaped character of the Site and area.
- The proposed supermarket will positively contribute to convenience needs of the local area, whilst retaining the viability of the existing precinct through the provision of complementary land uses.
- The proposal will not prejudice the ongoing operation of the precinct or the establishment of employment generating uses in the area.

## **5.3 Consistency with zone and other provisions**

### **5.3.1 Zone**

The Site is in an RGZ2. The Schedule 2 relates to Urban Increased Housing Diversity Areas. The purpose of the RGZ is to (inter alia):

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To encourage a diversity of housing types in locations offering good access to services and transport including activity centres and town centres.*
- *To encourage a scale of development that provides a transition between areas of more intensive use and development and other residential areas.*
- *To ensure residential development achieves design objectives specified in a schedule to this zone.*
- *To allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs in appropriate locations*

In this case the existing Residential zoning makes the proposal allowable and acceptable due to its location within a broader residential precinct. However, a site-specific exemption is deemed to be appropriate given the mixed nature of the land uses in the immediate surrounding area, (a mixture of residential, commercial, residential and leisure and recreation land uses) and the existing large format retail presence.

It is considered that the proposed Kaufland Store is appropriate within the context of the Site, consistent with the PPF and the local MSS vision.

The proposed use will also provide an appropriate transition between the existing residential areas to the north and west and the commercial precinct to the east and south. Therefore, it is considered that the proposed use and development will serve the needs on the local community, and positively affect the safety and amenity of the local community and will not disadvantage the continuing use of the existing residential precinct.

### **5.3.2 Car parking and loading**

The car parking layout and design has been dictated by the planning unit's frontage to Colac Road, mirroring the other nearby C1Z stores and Waurm Ponds Shopping Centre to the south.

Clause 52.06-5 generates a statutory requirement for car parking provision on site as documented in the OneMileGrid report . The proposal will have 436 car parking spaces, in excess of statutory car parking requirements.

Car park design has been in accordance with clause 52.06-9 design standards for car parking.

Loading is provided at the rear of the building and on its western side, separated from pedestrians and the main vehicle access. Loading access will be provided from South Valley Road, along the eastern side of the Site, where a new access road is proposed. Three loading docks have been provided for the intended use of a 19m semi-trailer. Loading Egress is via a shared left out only to Colac Rd

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The traffic and car parking assessment prepared by OneMileGrid provides further details and confirms 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 proposal provides for 26 spaces on-site. Staff bicycle parking is provided in a secure area appropriately located at the rear of the proposed Kaufland store. The traffic and car parking assessment prepared by OneMileGrid provides and confirms the appropriateness of the 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 separate retail premise of 319sqm within the proposed building form. It is envisaged that this liquor will be a component of the primary supermarket use.

Clause 52.27 requires 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, is unlikely to have a negative impact on the amenity of the area by virtue of the surrounding non-sensitive commercial / residential uses, and that only packaged liquor is proposed to be sold as part of a much broader retail offering characterised in large part by food and groceries.

### **5.3.5 Signage**

A consideration of clause 52.05 is relevant to an assessment of signage. As demonstrated in the signage plan (TP09) prepared by TRG, the proposal incorporates several types of signage both on the building's interfaces and within the Site. The Site is classified as a category 3, medium limitation area in accordance with clause 52.05-8.

Some of the business identification signs are classified as sky signs subject to the definition in clause 73 as they are over 18sqm in area. The location, size and detail of the proposed signage has been specified on plan TP09.

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.

The proposed signage scheme is broadly aligned with the City of Greater Geelong Advertising Sign Guidelines November 1997 (amended October 2014), and the proposed signs achieve maximum effectiveness without being excessive in their number, height or appearance. The signs have been designed in a coordinated manner, with all signage adequately spaced within the Site to reduce visual clutter, whilst complementing the design and appearance of the building. The internally illuminated signs have been designed and located to ensure there will be no unreasonable light omitted to any surrounding sensitive interfaces, including residential uses and the surrounding road network. The proposed pole signs will be sited within the built form context of a large site with large scale surrounding subdivision and built form character, and will provide effective advertising for the business without detracting from the local character.

In the context of the Site's location and residential character (with a medium limitation designation) it is submitted that the signage as proposed is acceptable.

## **5.4 Are acceptable built form & streetscape outcomes achieved?**

The siting approach is generally reflective of the layout of the nearby C1Z properties, such as the Bunnings store and Leisurelink Aquatic and Leisure Centre. Overall, the building will be sufficiently setback from both street frontages and will be provided with a carpark configuration within the Site's frontages - typical of retail developments of this nature.

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There is proposed to be generous landscaping provided where the Site interfaces with sensitive residential uses, and the topography will also assist in softening any amenity impact to these residences. This includes an approximately 35m deep landscaping setback to the nearest residence. Sufficient landscaping will be provided within the front setback of Colac Road as well as within the carpark, which will soften the appearance of hard surfaces within the Site.

#### **5.4.1 Built form**

The built form has been designed to appropriately respond to the character of the surrounding residential and commercial buildings. Whilst the building is designed to incorporate a supermarket, the design detail includes materials, finishes and detailing to ensure an attractive and quality built form. The scale of the proposed building is similar to the built form and design of the surrounding residential area and commercial developments, moderated by the large scale of the Waurm Ponds Shopping Centre. Building height, at 11m maximum (and predominately 9m) is also in keeping with surrounding built form.

The built form includes a clearly recognisable and functional entrance at the south-east corner of the store, with the southern façade activated with tenancies, glazing and an outdoor eatery. The exterior of the building is differentiated through design with timber pattern and dark grey feature cladding, with activation wrapping around to the western corner. The east and south interfaces predominately feature light grey cladding with timber treatment, and include appropriate visual breaks and articulation through the use of signage, highlight windows and louvres. This combination of materials and finishes seek to provide an attractive and quality retail building. Due to extent the building will cut into the site, and the significant fall from the north to the south, the north elevation will not be readily seen from any accessways, residences or areas within the public realm.

Exterior elements and roof top services have been incorporated within the building design and sited appropriately.

The overall built form is typical of a good quality contemporary supermarket design, and the built form response has been carefully conceived to ensure that the development will provide a meaningful built form contribution to the edge of this broader activity centre and its interface to Colac Road.

#### **5.4.2 Setbacks & interfaces**

The proposal will have generous setbacks to adjoining residences to the north, with the built form setback approximately 35m from the closest residence and approximately 25m to its closest parcel – undeveloped and vacant land to the north west.

In terms of other interfaces, the building is approximately 62 metres from the Colac Road boundary to the south, and 250m to South Valley Road to the east. The relevant boundary setbacks have been informed by the Site's topography and surrounding context to ensure surrounding amenity is respected and impacts to existing residences are reduced. Moreover, the streetscape character of Colac Road is continued, with the design of the store and car park taking its cues from the Waurm Ponds Shopping centre directly to the south, and the collection of commercial and recreational developments located on the corner of the Colac Road / Princes Hwy and South Valley Road / Pioneer Road intersection to the east.

#### **5.4.3 Landscaping**

The Site presently has no meaningful landscaping on it. The proposed landscape plan vastly improves the amenity of the Site, incorporating generous and deep planting to the north, and along residential interfaces. Coupled with the diamond bay planting in the car park and planters by the interest, the landscape response is considered and will positively contribute to the amenity of the area.

#### **5.4.4 Fencing & storage**

There will be no boundary fencing along the main frontages of the Site. There will be internal screening adjacent to the loading areas by way of a 4m high acoustic fence to preserve neighbouring amenity and maintain the quality and character of the development.

For further details please refer to the assessment provided by Enfield Acoustics.

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## **5.5 Will the development be adequately serviced and accessible?**

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

- The provision of 436 car parking spaces.
- The proposal for a separate service vehicle access road.
- The appropriate provision of staff and customer bicycle parking.
- Satisfactory space for loading and unloading, and for general access and manoeuvrability throughout the site

For further details please refer to the assessment provided by OneMileGrid.

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## 6 Conclusion

Having regard to the relevant 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 Greater Geelong 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 associated with the Kaufland store.
- The creation of local employment opportunities that will be equitable in an accessibility sense, located at the edge of a strategic employment cluster accessible to the south and east regions of Melbourne.
- 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, including having regard to the objectives for regional areas of Melbourne.
- The proposal is 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 PPF supports the managed introduction of 'out-of-centre' development, particularly where non 'single use' outcomes are facilitated and where net community benefit is achieved for the region to be serviced – both tests that the Kaufland Highton proposal satisfies. This is to be considered in the context of a broader current PPF policy environment that is geared towards economic growth, local employment and the pragmatic and efficient use of underutilised 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 numerous 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.

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#### **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.

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