

GREATER GEELONG PLANNING SCHEME

AMENDMENT C225

EXPLANATORY REPORT

Who is the planning authority?

This amendment has been prepared by the Greater Geelong City Council which is the planning authority for this amendment.

Land affected by the amendment.

The amendment applies to a portion of 87 and 120 Station Lake Road, Lara (known as Austin Park), a portion of Station Lake Road Lara, a portion of Waverley Road, Lara and an adjoining road reserve. The land affected by the amendment is generally known as the Lara town centre expansion site.

What the amendment does.

The amendment proposes to:

- Rezone part of 87 Station Lake Road and 120 Station Lake Road Lara, from Public Park and Recreation Zone to Business 1 Zone to enable expansion of the Lara town centre.
- Rezone part of Station Lake Road Lara, from Road Zone Category 2 to part Business 1 and part Public Park and Recreation Zone to enable expansion of the Lara town centre and reconfiguration of Austin Park.
- Rezone part of Waverley Road, Lara from Residential 1 Zone to Business 1 Zone.
- Apply a Design and Development Overlay Schedule 25 to the Lara town centre expansion site (same area proposed to be rezoned to Business 1 Zone) and exempt applications from notice and review under the Schedule; and
- Rezone part of 120 Station Lake Road, Lara and the adjoining road reserve from Public Park and Recreation Zone to Road Zone Category 2 to enable realignment of Station Lake Road Lara.
- Make minor changes to Clause 21.13 of the Municipal Strategic Statement.

Strategic assessment of the amendment

- **Why is the amendment required?**

The Amendment is required to enable expansion of the Lara Town Centre, providing for additional retail and commercial floor space to serve the needs of the township.

The amendment aims to implement the principles of the Lara Town Centre Urban Design Framework March 2006, by rezoning the area designated for the expansion of the town centre to a Business 1 Zone.

The Lara Town Centre Urban Design Framework March 2006 was implemented into the planning scheme via Amendment C123 by including the Urban Design Framework as a reference document and introducing relevant objectives and strategies into the Municipal Strategic Statement at clause 21.13.

Recent analysis undertaken as part of reviewing the Lara Structure Plan indicates that escape expenditure in the town is at 79%. The existing retail and commercial facilities are inadequate to service the current and growing population of Lara. The existing supermarket in the town centre is relatively small at 1450sqm. This amendment will rezone land to Business 1 Zone enabling development of a full line supermarket and specialty shops.

- **How does the amendment implement the objectives of planning in Victoria? (S.4 of the Planning and Environment Act 1987)**

The Amendment implements the objectives of planning in Victoria as outlined in Section 4 of the *Planning and Environment Act 1987*. The Amendment will provide for the fair, orderly, economic and sustainable use and development of the land by providing opportunities to enhance the role of the existing town centre to better meet the needs of existing and future residents.

- **How does the amendment address the environmental effects and any relevant social and economic effects?**

This proposal is expected to result in a net community benefit as it will increase the range of retail choice in the Lara area and reduce escape expenditure. Rezoning of the proposed town centre expansion site will enable consolidation of the existing centre, creating a strong town centre with retail and commercial facilities, community services, open space and access to public transport. This will enable residents to access a broader range of retail and commercial choices within the township. It is anticipated that the expansion of retail and commercial facilities will reduce car trips by providing a broader range of facilities therefore reducing the need for residents to shop in Corio or other locations outside of Lara. The amendment offers environmental, social and economic benefits.

- **Does the amendment comply with the requirements of any Minister's Direction applicable to the amendment?**

The Amendment is not affected by any of the Minister's Directions under section 12 (2)(a) of the *Planning and Environment Act 1987*.

The Amendment is not affected by any of the Minister's Directions under section 46M of the *Planning and Environment Act 1987*.

The Amendment is consistent with the Ministerial Direction on the Form and Content of Planning Schemes under section 7(5) of the *Planning and Environment Act 1987*.

- **How does the amendment support or implement the State Planning Policy Framework?**

The expansion of the existing centre complies with the objective of State Planning Policy Framework Clause 17.01 *Economic Development: Activity Centres*, which is “*To encourage the concentration of major retail, commercial, administrative, entertainment and cultural developments into activity centres (including strip shopping centres) which provide a variety of land uses and are highly accessible to the community*”.

- **How does the amendment support or implement the Local Planning Policy Framework?**

The proposal complies with the objectives of Local Planning Policy Framework in relation to Clause 21.07 of the Municipal Strategic Statement relating to Economic Development and Employment supports activity centres to provide for a range of activities and uses.

Clause 21.13 of the Municipal Strategic Statement in relation to Lara, includes under Key Issues and Influences “*A key issue to be addressed for the township is the expansion of the town centre to provide more shops and better facilities for the current and future population of Lara.*”

Clause 21.13 also includes the following objectives in relation to the town centre expansion:

- *To reinforce the area around The Centreway Shopping Centre as the primary activity centre in Lara.*
- *To provide a wider range of commercial services and community facilities within the town centre to service the projected population growth of Lara.*

Under Implementation at Clause 21.13 includes to *Consolidate and develop the Lara Town Centre as the primary retail, commercial and cultural centre for Lara in accord with principles of Lara Town Centre Urban Design Framework March 2006.*

Clause 22.03 *Assessment Criteria for Retail Planning Applications* is relevant in this instance. This Local Planning Policy aims to ensure that a retail need is established and that a net community benefit is provided. The proposal meets the requirements as it consolidates and strengthens the existing town centre. The need for this expansion is well supported in background documents in particular the Lara Town Centre Urban Design Framework and the Economist report prepared by Tim Nott ‘Lara Structure Plan – Retail Development Issues’.

The amendment is also consistent with the *City of Greater Geelong Retail Strategy 2006* in that retail expansion of the existing centre will not adversely affect the activity centre hierarchy in the area. The proposal would add to the retail mix for food shopping in the area and would provide increased competition and choice for regional consumers.

- **Does the amendment make proper use of the Victoria Planning Provisions?**

The Amendment makes proper use of the Victoria Planning Provisions by correctly applying the Business 1 Zone and a Design and Development Overlay to the subject land.

- **How does the amendment address the views of any relevant agency?**

Council has been working with relevant State Government Departments in order to facilitate the delivery of this project, including Department of Sustainability and Environment and Department of Treasury and Finance.

The views of relevant agencies will also be sought through the statutory exhibition process for the amendment.

- **Does the proposed amendment have a significant impact on the transport system, as defined by Section 3 of the Transport Integration Act?**

This amendment will not have a significant impact on the transport system, minor changes to a bus stop may be required, however the impact is not considered significant.

- **What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?**

It is not expected that the proposal will result in significant resource and administrative cost for Council. A planning permit application will need to be lodged and assessed by Council for future developments, however this is not considered to be a significant implication on Council.

Where you may inspect this Amendment.

The amendment is available for public inspection, free of charge, following places.

During Office Hours at:

1. **Greater Geelong City Council**, Customer Service Centre, Ground Floor, 131 Myers Street. Geelong.
2. **Greater Geelong City Council**, Customer Service Centre, Corio Village, Corio
3. **Lara Community Centre**, 9-11 Waverley Road, Lara (9am to 3pm Monday to Friday).

‘Have a Say’ section of the City’s website www.geelongaustralia.com.au/council/yoursay

Department of Planning and Community Development website at:
www.dpcd.vic.gov.au/planning/publicinspection

Further information

- For further information about Amendment C225, please contact the Planning Strategy Unit at the City of Greater Geelong on (03) 52724814 or via email planningstrategy submissions@geelongcity.vic.gov.au.

Written submissions

Submissions about Amendment C225 should be received by Monday 27th September 2010 and addressed to:

Planning Strategy
City of Greater Geelong

either by mail to:

- PO Box 104, GEELONG VIC 3220

or by email to:

- planningstrategy submissions@geelongcity.vic.gov.au.