

Perez Submission- 17 January 2020

**Amendment: The City Greater Geelong Retail Strategy 2016-2036
Planning Scheme (Amendment) C393**

Perez Response:

17 January 2020

Kathy Mitchell

Panel Chair

Planning Panels Victoria

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Dear Madam Chair,

Amendment: The City Greater Geelong Retail Strategy 2016-2036

Planning Scheme (Amendment) C393

We refer to the Panel's Further Direction in this matter dated 9 December 2019.

The following submissions are made on behalf of Elizabeth and Margarita Perez the registered proprietors of 92 – 100 Melaluka Road, Leopold, the Northern Expansion Site for the Leopold Sub-Regional Activity Centre. The land is referred to in this submission as the "Northern Expansion Site".

Background

1. The Northern Expansion Site for the Leopold Sub-Regional Activity Centre has a frontage to both Melaluka Road and Clifton Avenue of 171.4m whilst its north and south boundaries are 382.2m giving it an overall size of 6.55 hectares.
2. Melaluka Road is the front of the Leopold Sub-Regional Activity Center and emerging "Main Street". Clifton Avenue, a largely unsealed road separating Leopold from Moolap, is to the west.
3. The Northern Expansion Site abuts the Leopold Gateway Shopping Centre to the south which has an area of approximately 8.6 hectares.

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4. Existing planning policy (DPO30), the Leopold Urban Design Framework 2010 and the Leopold Structure Plan 2011 support the future expansion of the centre in a northerly direction along Melaluka Road.
5. The Northern Expansion Site was selected after comprehensive community consultation, council deliberation and conclusive support in Amendment C254 Panel Report (Planning Victoria, 2012) which canvassed retail options as well as a much broader range of issues including settlement boundaries, walkability and importantly, a main Street and “heart “for Leopold.
6. The proposed expansion abuts residential developments and community infrastructure.
7. A previous submission was made to this Panel on 30 October 2019.

With respect to this submission, we confine our comments largely to matters that impact Leopold.

Summary of Perez key recommendations/amendments

- A. Amend Schedule to Clause 34.01 Commercial Zone 1 to show a total of 35,000 sqm of leasable floor space for shop (other than Restricted Retail) for Leopold Sub-Regional Activity Centre.

This will provide clarity, certainty, consistency with DPO30 and will encourage future investment, particularly as the description in the “Land” column of the Schedule now refers to “Leopold Sub-Regional Activity Centre”.

- B. In the Amended Retail Strategy – at page 25 Figure 6 – Location of Retail Centre, Leopold is shown as a Sub-Regional (red dot) and Restricted Retail (full yellow dot).

We support this description on the assumption that both dots relate to the land along Melaluka Road, north of the Bellarine Highway. This approach is consistent with page 105 – which includes Northern Expansion Site in the Centre Boundary. The description is also consistent with the approach taken by Council in considering the Bunnings as being generally in accordance with the DPO as it involved moving uses around within a generally defined area.

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If our assumption is incorrect, then we request that Figure 6 – Location of Retail Centre, page 25, and any other affected pages, be amended to reflect the above.

In any event, we request that wording be included within the retail strategy to clarify exactly what is intended to improve clarity, certainty, reduce grounds for dispute and guide future investment. Specifically, any additional retail should be on the land along Melaluka Road, north of the Bellarine Highway as defined in the Amended Retail Strategy.

Discussion re: The City of Greater Geelong Retail Strategy 2016-36 amended 6 December 2019 including Appendix 1 (“Amended Retail Strategy”) and related documents

We support:

8. We support the inclusion at page 105 of Amended Retail Strategy of the centre boundary of the Leopold Sub-regional Activity Centre to include the Northern Expansion Site as reinforced by the inclusion at 21.19 Activity Centre’s at 21.19.1:

“The boundary of all retail Centre’s included in the Geelong Retail Centre Hierarchy is as delineated in the City of Greater Geelong Retail Strategy 2016-2036.”

This will provide clarity, certainty, consistency and will encourage future investment.

9. We support the clarity at Page 104 – “1.4 Leopold” that there is no further potential to grow within current zoned land. Existing planning policy (DPO30) supports the future expansion of the centre in a northerly direction along Melaluka Road. The lack of potential is as a result of the development of Bunnings which has taken up a large easily accessible portion of the southern site.
10. It would be useful to add Bunnings (restricted retail) to the summary of “Current Role” as occurs in other parts of the document as it supports the Sub- Regional Centre’s role as a “destination in its own right”.
11. The reference to Gateway Plaza in Table 5 on page 55 should be corrected to include both parcels as “Leopold”. Gateway Plaza can be confused as relating only to the southern

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parcel. As noted, Appendix 2 on page 105 includes the Perez land – Northern Expansion site, within the sub regional centre boundary.

12. The total retail floor area (excluding Restricted Retail) should remain as 35,000m², consistent with DPO30. Table 14 on page 95 of the Retail Strategy shows the shortage of retail floor area over the planning period as 13,440m² which is closer to 35,000m² than 30,000m².

13. We support the recommendation to place a cap at Kingstown Downs given additional growth could adversely impact the retail hierarchy.

We thank you for the opportunity to provide submissions.

Regards

Elizabeth and Margarita Perez

17 January, 2020.