



Maddocks

Lawyers
Collins Square, Tower Two
Level 25, 727 Collins Street
Melbourne VIC 3008
Australia

Telephone 61 3 9258 3555
Facsimile 61 3 9258 3666

info@maddocks.com.au
www.maddocks.com.au

DX 259 Melbourne

Email Letter

From Briana Eastaugh	Date 22 October 2019	
Direct 03 9258 3372	Email briana.eastaugh@maddocks.com.au	
Partner Terry Montebello		
To Kate Morris	Organisation Harwood Andrews	Email kmorris@ha.legal

Our Ref TGM:BJE:7974443

Dear Kate

Amendment C393 - Lovely Banks Development Group (LBDG)

We continue to act for Lovely Banks Development Group (**LBDG**) in relation to this matter.

We confirm that most of the concerns raised by LBDG in its submission to Amendment C393 have been resolved. This is on the basis that Council's submissions at the Panel Hearing will be consistent with:

- the officer response to submissions in the Delegated Authority Report dated 22 August 2019; and
- the material circulated by Council on 26 September 2019, including the list of proposed changes to the *City of Greater Geelong Retail Strategy 2016-36 (Retail Strategy)*.

LBDG's intention for the hearing on 7 November 2019 is to make a short presentation confirming this and identifying two outstanding issues. The outstanding issues relate to:

- **Figure 13: Supply Demand Floor Space Alignment – Geelong Sub-Regions of the Retail Strategy (page 43)**, which is not listed in the proposed changes to the Retail Strategy (as per the material circulated on 26 September 2019) and, as a result, we understand will continue to nominate floor space expenditure demand to 2036 in the Northern and Western Growth Areas. LBDG will be submitting that this is premature given the further work that is to be done in the Precinct Structure Planning process.
- **Clause 22.03 – Assessment Criteria for Retail Planning Applications**, which requires an economic impact assessment for proposals considered 'low' or 'high' impact, as well as a net community benefit assessment for 'high' impact proposals. Further to this, the policy contains an extensive list of matters which an economic impact assessment must address. The relationship between this policy and clause 21.19 is not yet clear with respect to future centres in the NGGA. It is not clear, for example, whether the policy would apply to proposals which may depart even slightly from any future PSP floorspace 'cap'. On the assumption that it would apply, LBDG will be submitting that these requirements are onerous and unreasonable.

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In addition to these matters, LBDG reserves the right to address any other matters raised during the course of the Council's Part B submission and evidence.

Please contact Briana Eastaugh if you have any questions in relation to this.

Yours faithfully

Terry Montebello
Partner

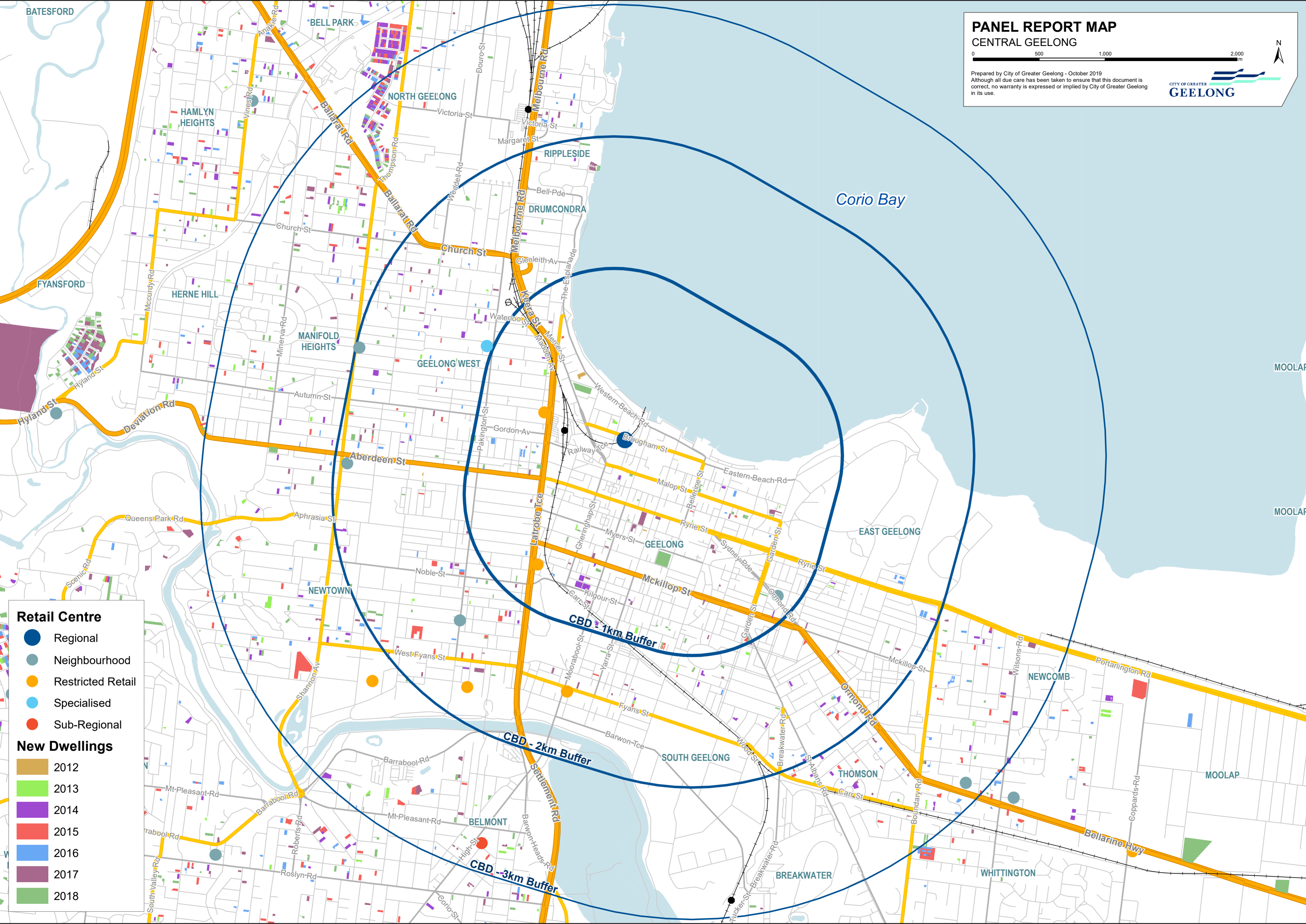
PANEL REPORT MAP

CENTRAL GEELONG

0 500 1,000 2,000 m



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Retail Centre

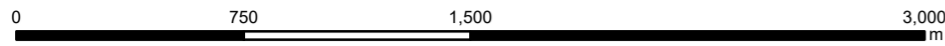
- Regional
- Neighbourhood
- Restricted Retail
- Specialised
- Sub-Regional

New Dwellings

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018

PANEL REPORT MAP

NORTH GEELONG



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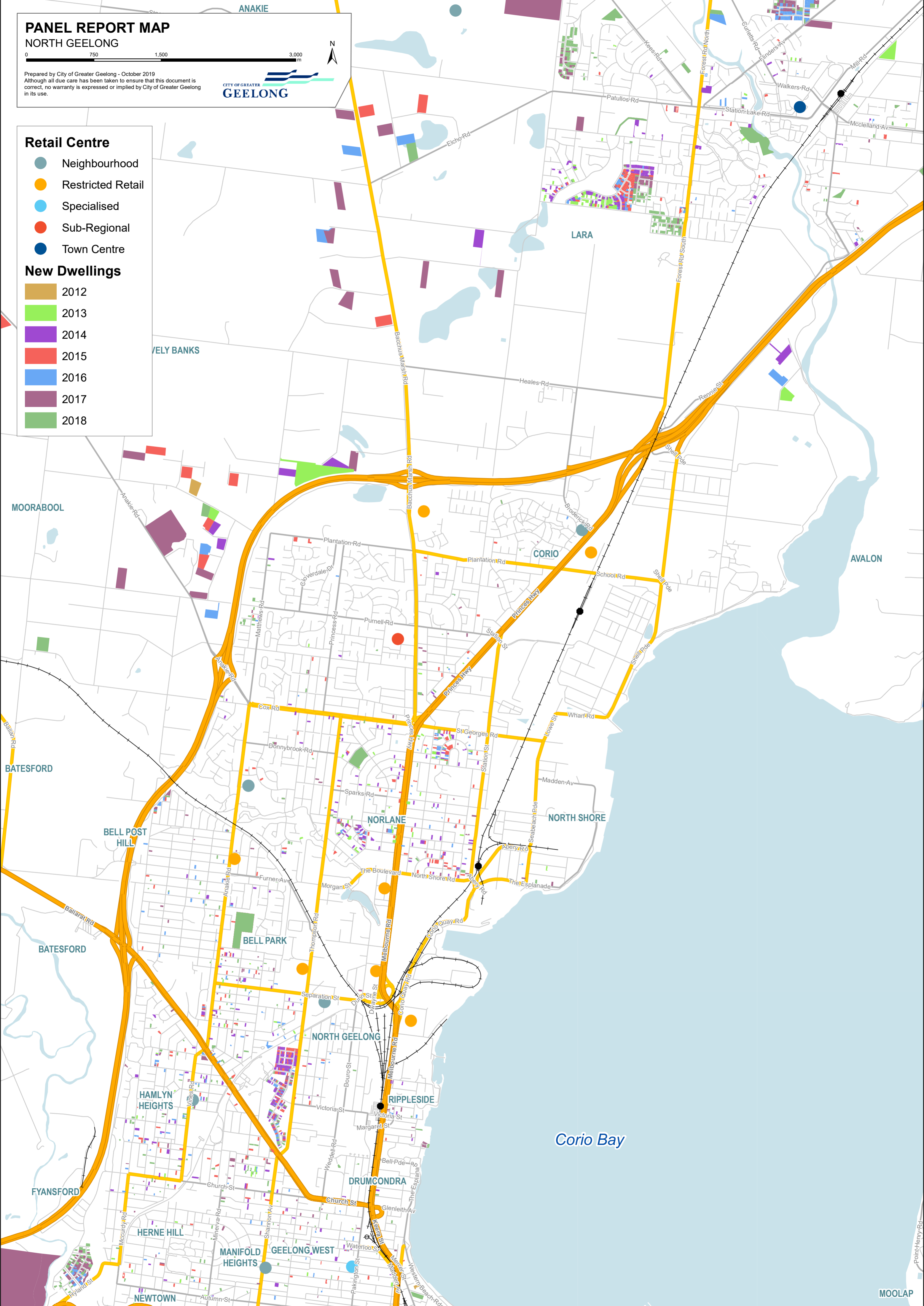


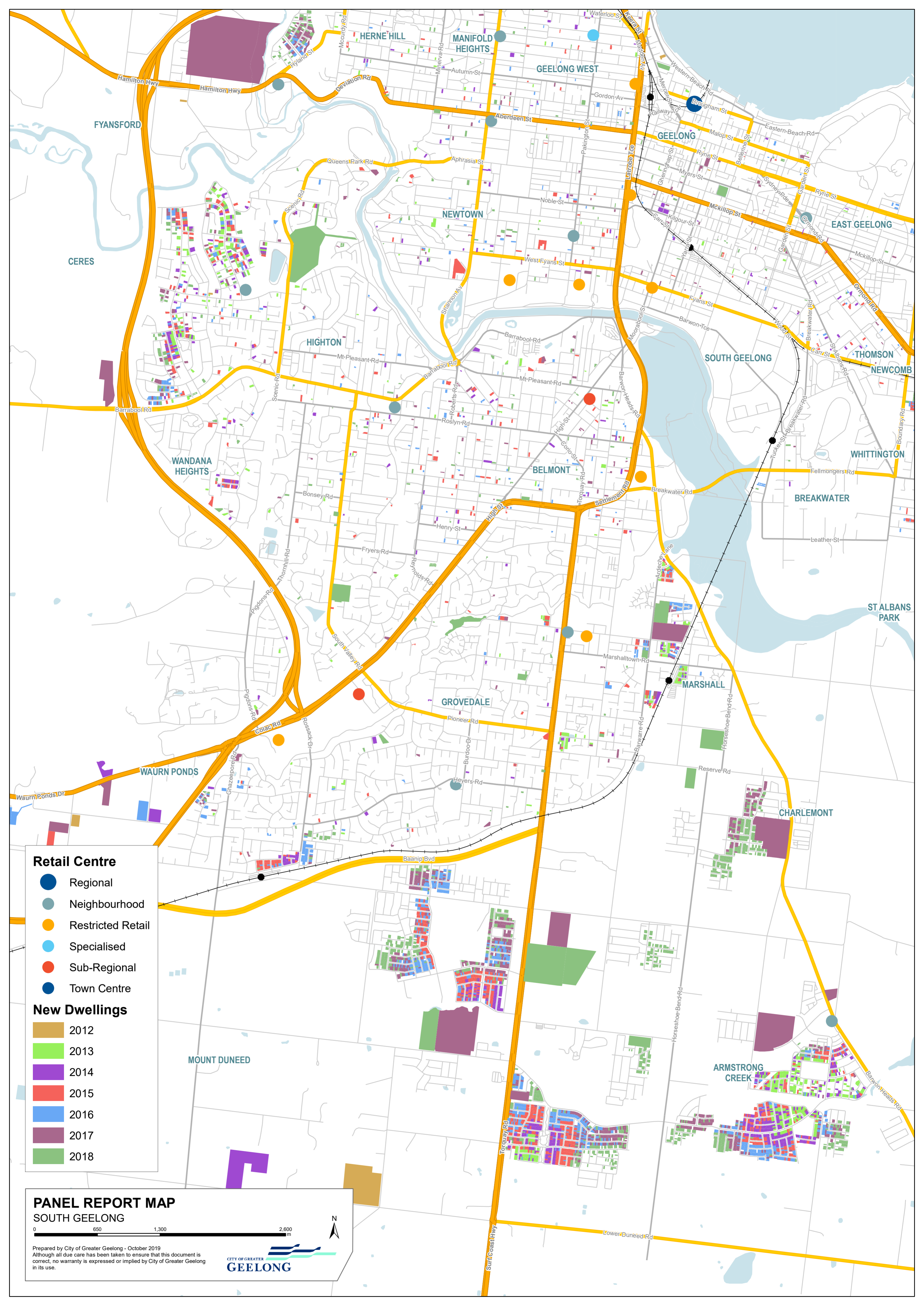
Retail Centre

- Neighbourhood
- Restricted Retail
- Specialised
- Sub-Regional
- Town Centre

New Dwellings

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018





Retail Centre

- Regional
- Neighbourhood
- Restricted Retail
- Specialised
- Sub-Regional
- Town Centre

New Dwellings

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018

PANEL REPORT MAP
SOUTH GEELONG

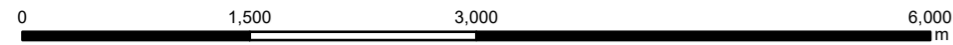


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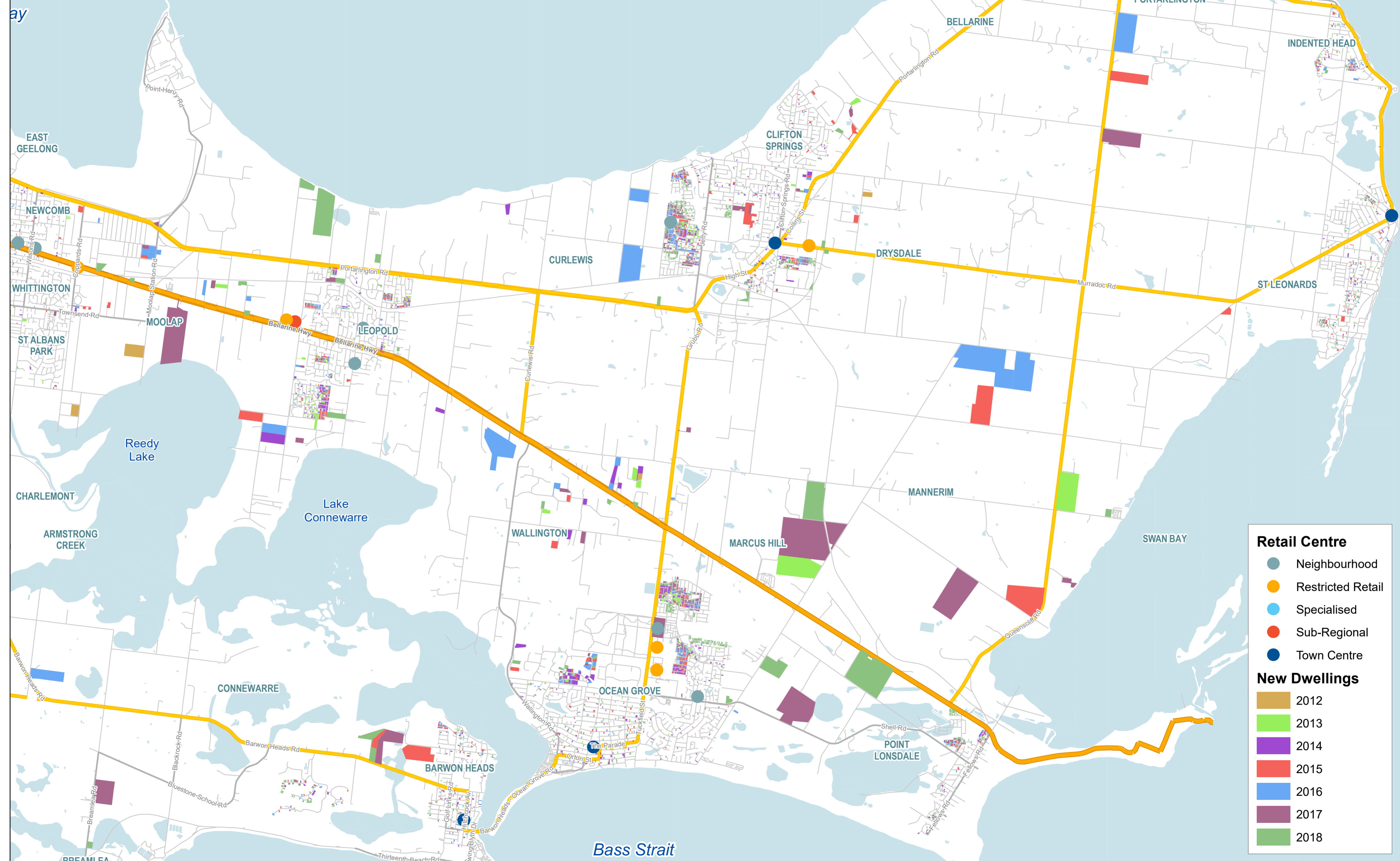


PANEL REPORT MAP

BELLARINE PENINSULA



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Retail Centre

- Neighbourhood
- Restricted Retail
- Specialised
- Sub-Regional
- Town Centre

New Dwellings

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018

1.4 LEOPOLD

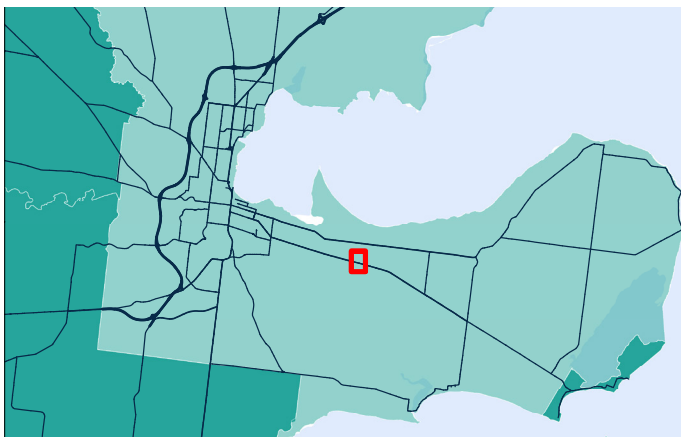
CENTRE BOUNDARY AND EXISTING FLOOR SPACE USES



LEGEND

- Bulky Goods
- Car park
- Commercial
- Commercial Services
- Department Stores
- Education
- Enclosed Mall
- Entertainment
- Hospitality
- Industrial
- Medical
- Non-leasable Retail
- Public Facility
- Residential
- Specialty Food
- Specialty Other
- Supermarket
- Unclassified Shop
- Under Construction
- Vacant

CENTRE LOCATION MAP



GREATER GEELONG PLANNING SCHEME

27/11/2014
C259
Proposed C393

SCHEDULE TO CLAUSE 34.01 COMMERCIAL 1 ZONE

Land	Maximum leasable floor area (m2) for office	Maximum leasable floor area (m2) for shop (other than restricted retail premises)
Certificate of Title Vol. 9960 Fol. 950 and Lot 2, Certificate of Title Vol 10982 Fol 810 located at the corner of Princes Highway and Pioneer Road, Grovedale (Waurn Ponds Sub-Regional Activity Centre)	None specified	38,100 35,000 38,300
Corio Shopping Centre, corner Purnell and Bacchus Marsh Road, Corio	None specified	27,400
Newcomb Shopping and Community Centre, Corner of Bellarine Highway and Wilsons Road, Newcomb	None specified	6,000
South west corner of Heyers Road and Burdoo Drive, Grovedale.	None specified	2,650
Meadowvale shopping centre north of the leisure time centre Corio, east of Anakie Road, Corio.	None specified	5,500
2-20 Kingston Downs Drive and rear of 12-19 Ashwood Close, Ocean Grove (north eastern corner of Kingston downs Drive and Shell Road).	None specified	7,500
Bellarine Gateway Plaza, 621-639 and 641-659 Bellarine Highway, Leopold (Leopold Sub-Regional Activity Centre)	None specified	23,000 30,000 30,000
Lara West Neighbourhood Activity Centre	None specified	5,000
Kingston Downs Neighbourhood Activity Centre, Grubb Road, Ocean Grove	None specified	7,650
Armstrong Creek East Precinct Neighbourhood Activity Centre (Warrailly)	None specified	7,700 6,000
Armstrong Creek East Precinct Local Activity Centre	None specified	1,000
Jetty Road Neighbourhood Activity Centre, Drysdale	1,000	6,000
Armstrong Creek West Precinct Neighbourhood Activity Centre	None specified	3,000
Armstrong Creek West Precinct Whites Road Local Activity Centre	None specified	1,000
Armstrong Creek West Precinct Boundary Road Local Activity Centre	None specified	500
Armstrong Creek West Precinct Train Station Local Activity Centre	None specified	1,000

GREATER GEELONG PLANNING SCHEME

Land	Maximum leasable floor area (m2) for office	Maximum leasable floor area (m2) for shop (other than restricted retail premises)
Barrabool Hills Neighbourhood Shopping Centre (north eastern corner of Province Boulevard and Stoneleigh Crescent Highton)	None specified	3,895
Armstrong Creek Town Centre Precinct 1 (Sub-Regional)	None specified	40,000
Armstrong Creek Horseshoe Bend Precinct North East Neighbourhood Activity Centre	None specified	7,000
Armstrong Creek Horseshoe Bend Precinct Southern Local Activity Centre	None specified	1,000
Armstrong Creek Horseshoe Bend Precinct Western Local Activity Centre	None specified	1,000

21.19 Activity Centres

DD/MM/YYYY
Proposed C393

21.19-1 Key Issues and Influences

DD/MM/YYYY
Proposed C393

The City of Greater Geelong is forecast to experience significant population growth increasing the demand for new and expanded retail services.

Retail centres should contribute to the vibrancy and attractiveness of suburbs and townships.

The City of Greater Geelong has a number of retail centres, but not all of these centres form part of the Geelong Retail Centre Hierarchy identified at Clause 21.19-5.

A 'retail centre' is defined as:

Any place where retail transactions take place for **household** goods and services and where one or more of the following conditions apply:

- The retail activity is lawful under all relevant statutes including the Planning and Environment Act
- The location accommodates at least one shop, and
- The total floor space of the shop(s) exceeds 500sqm.

A place can be a 'retail centre' without being an 'activity centre' which includes a range of other community facilities and services.

A centre which develops without the need for a planning permit for the use, is not automatically included within the Geelong Retail Centre Hierarchy at Clause 21.19-5.

The boundary of all retail centres included within the Geelong Retail Centre Hierarchy is as delineated in the City of Greater Geelong Retail Strategy 2016-2036, November 2018.

The boundary of all other 'retail centres' includes is determined by those contiguous land parcels into which the existing or planned uses might may lawfully be used for the purpose of a 'shop' locate without the need for a Planning Scheme Amendment.

'Edge of centre retailing' means a proposal to use land directly adjoining a retail centre boundary for a 'shop/s'.

'Out of centre retailing' means a proposal to use land for a 'shop/s' where the land is neither in nor adjoining a retail centre and use of the land for a 'shop/s' is not as-of-right.

Retail centres should be easily accessible and conveniently located, minimising the need for, and length of, car trips.

Activity centres support a range of uses including retail, commercial, accommodation, community, cultural, education, social, entertainment, leisure and civic services.

The Geelong Retail Centre Hierarchy identifies the role and function fulfilled by centres of different sizes. The retail hierarchy supports the primacy of Central Geelong as the focus of retail and cultural activity in the region.

Successful shopping centre networks typically feature strong representation from across the 4 retail systems. These systems including fast retail (supermarkets, bottle shops), slow retail (café, deli's), cultural retail (museums and galleries) and restricted retail (hardware, furniture).

Analysis into current retail demand and supply trends in Greater Geelong finds the following:

- Pressure to approve new centres in out of centre locations is expected to continue.
- Demand for additional retail floor space will increase overtime in line with population growth.
- There is sufficient Commercial 2 Zoned land to accommodate future demand for restricted retail uses within Greater Geelong particularly on the Bellarine Peninsula.
- Supermarket and bottleshops dominate retail sales across Geelong.

- Townships on the Bellarine struggle to create a year round retail market relying heavily on the summer tourism period. Improvements in the slow and cultural retailing offer will be important for these locations.
- The 4 retail systems are currently not occurring in retail centres in Geelong particularly in Central Geelong,

Council has planned for the establishment of new activity centres within identified growth locations to meet the needs of future residents.

Increased residential densities in increased housing diversity areas will support the viability of existing retail centres improving walkability and limiting travel times required to access essential day to day services.

The retail hierarchy will be enhanced through high quality urban design and improved pedestrian and public transport accessibility.

Greater Geelong exhibits a number of factors that contribute to an increased vulnerability to problem gambling which requires sensitive consideration of their location.

21.19-2 Objectives

DD/MM/YYYY
Proposed C393

- To consolidate and strengthen the established Geelong Retail Centre Hierarchy
- To facilitate the development of vibrant and viable retail centres
- To ensure that Central Geelong remains the primary activity centre in the municipality.
- To ensure that new retail development complies with the Geelong Retail Centre Hierarchy included at Clause 21.19-5, and failing this, provides a net community benefit.
- To encourage a competitive supply of goods and services.
- To encourage walkable access to retail and activity centres from residential areas.
- To distribute restricted retail activity across the retail hierarchy.
- To ensure there is a diversity of uses in all centres, particularly in Central Geelong, Town and Sub-regional Centres.
- To encourage retail centres to become activity centres over time.
- To support the expansion of existing centres.
- To ensure new retail centres have direct access to a major road and good access to public transport.
- To limit retail uses in industrial zones.
- To provide ~~an appropriate~~ forward land supply for retail and activity centre development to meet the current and anticipated demand in greenfield locations.
- To avoid the risk of exacerbating problem gambling.

21.19-3 Strategies

General

- Encourage a mix of retail, office, cafes, higher density housing, education and community facilities to locate within centres, but particularly Central Geelong, Sub-regional and Town Centres.
- Support accommodation uses above ground level floor space in retail and activity centres subject to appropriate provision of parking and access requirements.
- Direct entertainment and cultural activities to Central Geelong and support local events in other centres.

Gaming

- Direct the location of gaming machines to venues that makes gaming accessible but not convenient as detailed in Clause 22.57.

Retail Hierarchy

- Direct new retail development to existing centres, consistent with the role and function described in the Geelong Retail Centre Hierarchy included at Clause 21.19-5.
- ~~Where a permit is required for use, s~~Support in centre or edge of centre retail development where it can be demonstrated that there are no adverse impacts on the operation of the Geelong Retail Centre Hierarchy.
- Support the development of new retail centres where it can be demonstrated that;
 - additional floor space cannot be delivered in the existing network of centres;
 - there is demand for additional floor space;
 - the economic impact on a nearby centre is less than 10 per cent; and
 - where a net community benefit can be achieved.
- Direct the location of discount department stores to Central Geelong and sub-regional centres.

Planned Centres

- Discourage planned centres in greenfield locations becoming larger than the maximum leasable floor area identified in the schedule to the Commercial 1 Zone, prior to all planned neighbourhood and sub-regional centres establishing, to ensure new communities have timely and convenient access to services.
- Ensure that the use and development of any planned centre is consistent with an approved Development Plan or Precinct Structure Plan.

Uses

- Encourage diversity and competition between different sized supermarkets in sub-regional centres and neighbourhood activity centres.
- Encourage development that supports a diversity of retail forms across the hierarchy.~~Encourage new supermarket developments to provide floorspace for other uses.~~
- Encourage development that supports different forms of fast, slow, cultural and restricted retailing systems within all retail centres, but particularly in Central Geelong.

Residential Growth Zone land

- Ensure that retail use and development on residential growth zoned land adjoining an existing centre:
 - can physically connect to the centre or provide new or upgraded infrastructure to provide safe and convenient connectivity to the centre; and
 - is designed and sized to operate without amenity impacts to neighbouring residents.

Commercial and industrial land

- Discourage retail use and development in industrial areas unless associated with an industrial use occurring on the land or it can be demonstrated that it will meet the needs of people employed in the area.
- Where a planning application for use is required for a new or expanded supermarket based centre within the commercial 2 and industrial 3 zone, ensure;
 - that the development does not have a significant economic impact on a nearby centre(s) identified within the Geelong Retail Centre Hierarchy and
 - that the centre provides a net community benefit.

Restricted Retail Uses

- Direct restricted retail use and development to nominated restricted retail precincts as identified in the Geelong Retail Centre Hierarchy.
- Support the development of smaller scale, higher density restricted retail uses such as homewares within retail and activity centres in preference to identified homemaker precincts.

Preferred Location

- Locate new retail centres on sites that have existing or potential future access to public transport.
- New retail centres should have direct access to a Category 1 or 2 zoned road.
- Locate new centres within an 4800 metre walking distance to residential zoned land, reducing car usage and encouraging walking.

Design and Layout

- Encourage the redevelopment of car parking areas for commercial and residential uses where adequate car parking requirements for existing and future development can be achieved.
- Support increased intensity and vertical growth of centres to encourage expansion and to reduce the need to develop new centres.

Retail Demand

- Support the use of maximum leasable floor areas in the Schedule to the Commercial 1 Zone; for sub-regional centres and in greenfield locations, and where;
 - the size of a centre needs to be restricted to protect the retail hierarchy, or
 - to encourage the timely delivery of a planned centre.
- ~~Direct development to centres identified in table 1, where demand for floor space has been identified.~~

Table 1 Supportable Retail Floor Space Guidelines to 2036*

Centre Name	Total floor space including existing, vacant and planned floor space sqm 2016	Total floor space demand sqm 2036	Amount of supportable floor space sqm 2036 [#]
Regional Centre			
Central Geelong	213,300	315,400	+102,100
Sub-regional Centre			
Belmont	44,000	59,600	+15,600
Waurin Ponds	41,800	60,800	+19,000
Corio SC	27,500	42,100	+14,600
Leopold	20,600	34,500	+13,900
Armstrong Creek	40,000	46,700	+6,700
Specialised Centre			
Pakington St	43,100	58,000	+14,900
Town Centre			
Ocean Grove	16,700	19,400	+2,700
Drysdale	15,100	22,800	+7,700
Lara	15,100	20,500	+5,400
Barwon Heads	10,300	11,600	+1,300
Portarlington	7,200	9,600	+2,400
St Leonards	3,300	5,300	+2,000
Neighbourhood Centres			
Shannon Ave (Geelong West)	12,900	17,400	+4,500
Separation Street	6,000	9,100	+3,100
Pakington Street (Newtown)	9,500	13,900	+4,400
Highton	7,100	9,500	+2,400
Newcomb Central	7,400	9,500	+2,100
Geelong East	6,100	9,100	+3,000

Bellarine Village	6,900	9,100	+2,200
Bell Post SC	5,600	7,900	+2,300
Barrabool Hills Shopping Centre	4,200	5,500	+1,300
Shannon Ave (Newtown)	4,900	6,100	+1,200
Ocean Grove (Marketplace)	5,800	6,700	+900
Vines Road	3,200	4,700	+1,500
Evansford	11,800	10,800	-1,000
Grovedale Central	2,700	3,200	+500
Dorothy Street	1,800	2,800	+1,000
Ash Road	1,800	3,100	+1,300
Rosewall	1,700	2,200	+500
Jetty Road	4,200	3,300	-900
Warralily	8,800	16,100	+7,300
Surf Coast Hwy			
Lara West	3,400	4,600	+1,200
Armstrong Creek West	4,700	800	-3,900
Horseshoe Bend North East	3,000	1,500	-1,500
Kingston Downs	7,000	4,300	-2,700
Restricted Retail Centre [△]			
Drysdale	3,600	5,000	+1,400
Geelong Gateway	33,600	50,600	+17,000
Waurin Ponds	47,300	76,000	+28,700
Melbourne Rd (Norlane)	23,600	36,100	+12,500
Melbourne Rd (North Geelong)	14,300	22,200	+7,900
Sinclair St	4,100	7,800	+3,700
Leopold Central	12,300	20,400	+8,100
Armstrong Creek	25,000	24,400	-600

*Supportable floor space is defined as all retail uses.

#Where the amount of supportable floor space includes a 'minus', the size of this centre already exceeds retail demand.

△Excludes dispersed Restricted Retail Centres.

21.19-4 Implementation

DD/MM/YYYY
Proposed C393

These strategies will be implemented by:

Using policy and the exercise of discretion

Using the Assessment Criteria for Retail Planning Applications Policy at Clause 22.03.

Using the Gaming Policy at Clause 22.57.

Further work

- Prepare Structure Plans or Urban Design Frameworks for Belmont and Waurin Ponds Sub Regional Centres to guide the ongoing development of these centre.

- Prepare a Structure Plan for Pakington Street (Geelong West) and the Gordon Ave Homemaker Precinct. The plan should consider rezoning opportunities and review the role of the Gordon Ave Homemaker Precinct.
- Prepare a Structure Plan or Urban Design Framework for Separation Street Neighbourhood Centre to facilitate growth of the centre and streetscape improvements.

References

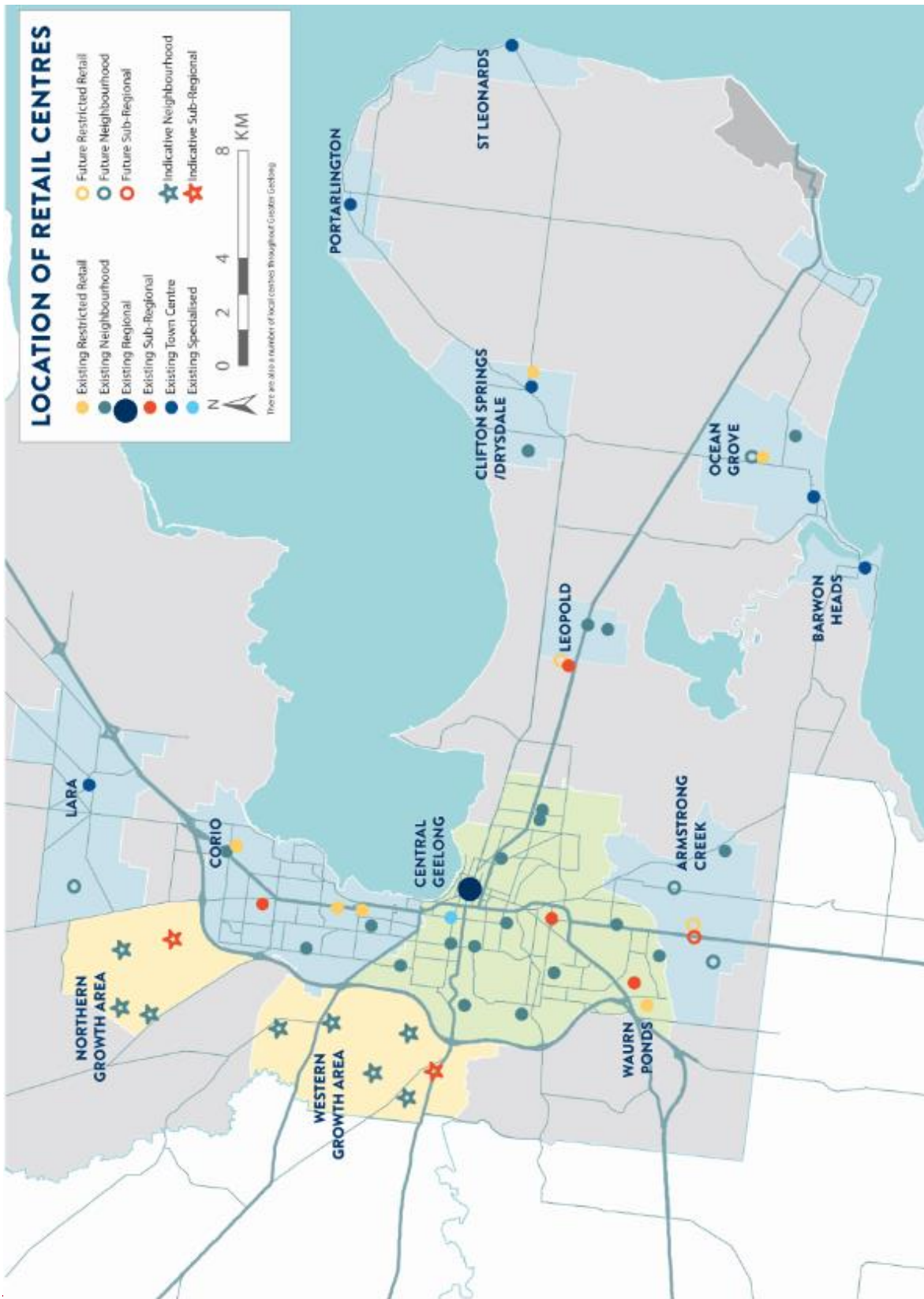
Greater Geelong Gaming Policy Framework, City of Greater Geelong, 2007.

Armstrong Creek Town Centre, Precinct Structure Plan, March 2014

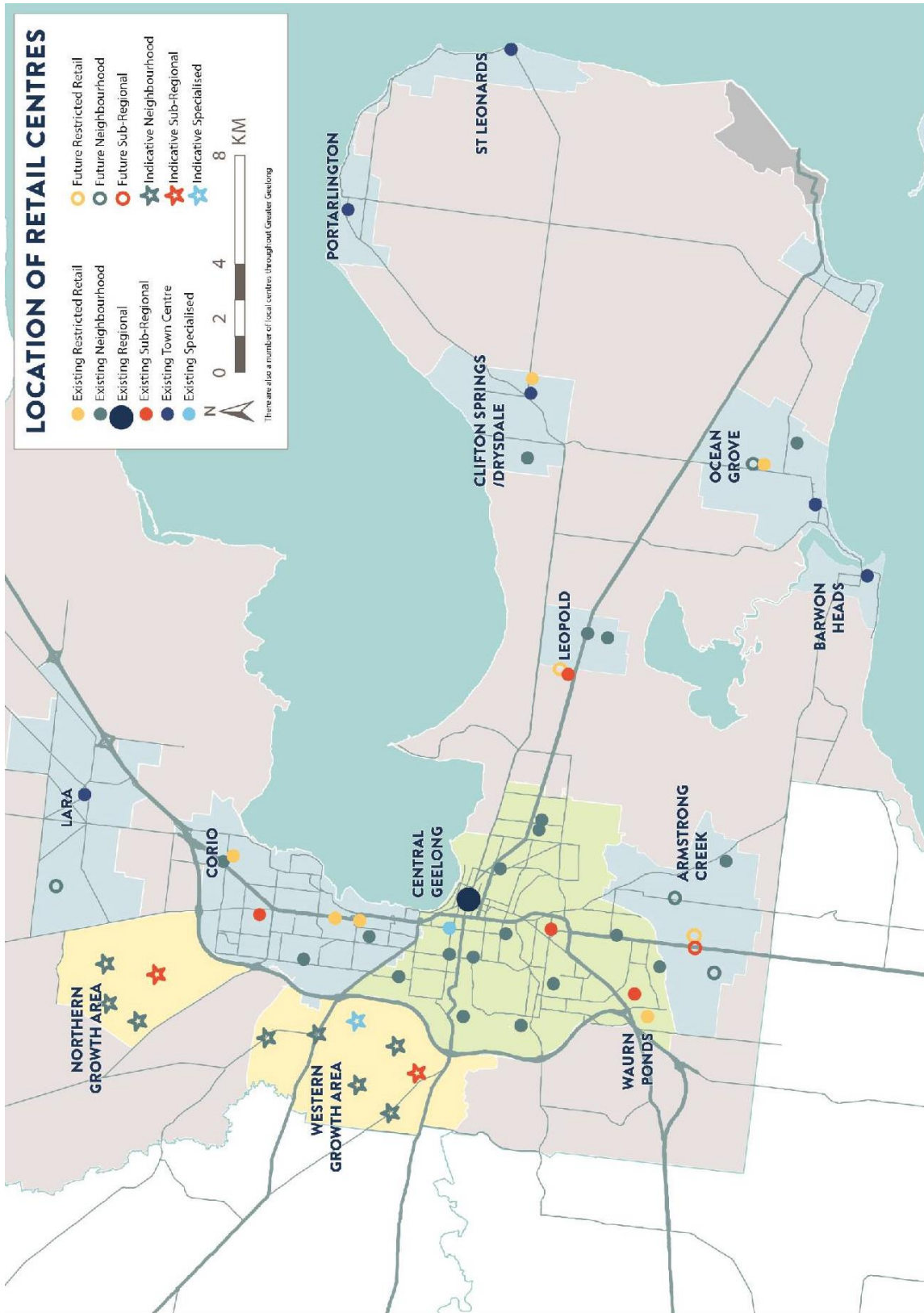
City of Greater Geelong Retail Strategy 2016-2036, November 2018

21.19-5 Geelong Retail Centre Hierarchy

DD/MM/YYYY
Proposed C393



GREATER GEELONG PLANNING SCHEME



Type of Centre	Level in Hierarchy	Indicative retail floorspace range	Centres
Regional	<p>A major retail centre that serves a wide catchment and is anchored by one or more department stores, discount department store(s), supermarket(s), mini major(s) and speciality stores.</p> <p>Often associated with bulky goods adjacent to or near the core retail centre. Provides a full range of retail needs and more successful when associated with entertainment and leisure activities such as cinemas and restaurants or niche retail precincts</p>	More than 100,000 sqm	Geelong CBD
Sub-Regional	<p>A major retail centre that serves a wide catchment (but smaller than a regional centre) and is anchored by one or more discount department stores, supermarket(s), mini major(s) and speciality stores.</p> <p>Because of their smaller size, they have less provision for higher-order activities including full-line department stores, and the range of specialty shopping is less extensive.</p>	15,000 to 60,000 sqm	Belmont, Waurm Ponds, Corio, Leopold, Armstrong Creek
Specialised	<p>More traditional major centres that have grown from strip shopping centres and which are typically located along main arterial routes and/or public transport nodes</p> <p>Tend to capture niche trade from wider catchments in addition to having an important community role as the focus for retail, civic, and community uses.</p>	15,000 to 60,000 sqm	Pakington Street (Geelong West)
Town Centre	Major community shopping locations providing weekly grocery shopping for the local township in combination with specialty store	2,000 to 20,000 sqm	Ocean Grove, Drysdale, Lara, Barwon Heads, Portarlington, St Leonards

Type of Centre	Level in Hierarchy	Indicative retail floorspace range	Centres
	shopping that also services visitors to the region		
Neighbourhood	A retail centre that serves a neighbourhood catchment and is anchored by one or more supermarkets plus speciality stores	2,000 to 15,000 sqm	Shannon Ave (Geelong West), Separation St, Pakington St (Newtown), Highton, Newcomb Central, Geelong East, Bellarine Village, Bell Post SC, Barrabool Hills SC, Shannon Ave (Newtown), Ocean Grove (Marketplace), Vines Rd, Fyansford, Grovedale Central, Dorothy St, Ash Rd, Rosewall, Jetty Rd, Warralily, Lara West, Armstrong Creek West, Horseshoe Bend North East, Kingston Downs, Surf Coast Highway
Local	Small groups of shops serving a limited catchment, and typically providing for the daily convenience needs of residents in the surrounding area	Up to 5,000 sqm	Dispersed location across the municipality
Restricted Retail (Homemaker)	A collection of bulky goods stores, generally comprising furniture, white goods, electrical, floor and window coverings, lighting, hardware and related retail operations Can be adjacent to core retail centres or in stand-alone precincts	50,000+	Geelong Gateway, Geelong West, Waurn Ponds, Melbourne Rd (Norlane), Melbourne Rd (North Geelong), Sinclair St, Anakie Rd, Leopold Central, Armstrong Creek

22.03 Assessment Criteria for Retail Planning Applications

DD/MM/YYYY
Proposed C393

This policy applies where a planning scheme amendment or planning permit is required for the use and/or development of land for a new or expanded provision of retail floorspace.

Policy Basis

The City of Greater Geelong is forecast to experience significant population growth increasing the demand for new and expanded retail services. It is critical to ensure our community has access to every day services within a 20 minute drive from home. Our retail centres should be encouraged to grow and transition over time to activity centres extending their offer to include uses other than retail.

The Geelong Retail Centre Hierarchy has been established to articulate the role and function fulfilled by centres of different sizes. The retail centre hierarchy can be found at Clause 21.19.

Expanding our existing centres is encouraged over developing new centres in out of centre locations

The expansion of several existing centres in Greater Geelong are constrained particularly at the subregional and neighbourhood centre level. Expansion of these centres should consider opportunities to make better use of at grade car parking areas and expand in a vertical direction.

~~Retail~~~~Supermarket~~-based centres should be within an 4800 metre walking distance to residential zoned land to limit car usage, encourage urban consolidation and better utilise existing infrastructure.

Growth should be directed to the locations identified in Clause 21.19. The amount of growth supportable within these locations will be determined by the application requirements identified within this clause.

A proposal which increases the floor area of an existing centre and remains consistent with the role and function of a centre identified in the Geelong retail centre hierarchy is considered a low impact proposal.

A proposal to use land in an existing activity centre for a Beauty Salon, Convenience shop, Dry cleaning agent, Hairdresser, or Laundromat is deemed to be a no impact proposal.

Out of centre development or development which alters the role and function of a centre identified in the Geelong retail centre hierarchy is considered to be a high impact proposal.

New development should provide high quality built form outcomes which are sympathetic to the character of the surrounding area and minimises amenity impacts on nearby sensitive land uses.

Objectives

- To ensure that applications or rezoning requests for new and expanded centres establish a demand for such use and demonstrate that there are no adverse impacts on nearby centres or the operation of the retail centre hierarchy.
- To support the viability of centres identified in the retail hierarchy.
- To ensure all high impact proposals provides a net community benefit
- To guide consideration of applications involving an increase in a maximum leasable floor area identified in the schedule to the Commercial 1 Zone,
- To ensure the design and layout of new or expanding centres minimise amenity impacts on surrounding uses and contributes positively to the streetscape and surrounding area.

Policy

Use applications

It is policy that an application other for a no impact proposal demonstrate if the proposal is low or high impact, based on the following;

- a) Whether the proposal is considered to be in centre, edge of centre or out of centre.
- b) Whether the proposal conforms with the role and function identified in the Geelong Retail Centre Hierarchy as outlined in the table at Clause 21.19-5.

Proposals considered low impact must~~should~~ submit an economic impact assessment.

Proposals considered high impact must submit an economic impact assessment, including a net community benefit assessment.

Buildings and works applications

It is policy to:

- Ensure blank walls and loading bays are not adjacent to sensitive land uses and key vehicle and pedestrian accessways to a centre.
- Ensure illuminated signage does not impact on sensitive land uses.
- Ensure new development provides visually interesting and active street frontages where buildings abut the street or a public space.
- Encourage car parking areas to be located to the side or rear of a centre.
- Ensure car parking areas do not visually dominate the front setback area of a centre by providing landscaping including canopy trees.
- Ensure there are safe and convenient pedestrian connections from car parking areas and the surrounding footpath network to the entrance(s) of a centre.

Application Requirements

Economic Impact Assessment

The following issues and information are required to be addressed as part of an economic impact assessment:

General

- Amount of overall retail floorspace.
- Number of retail tenancies and their floor area.
- All proposed land uses.
- The location and amount of floor space dedicated to shop uses within the development if the centre is listed in the schedule to the Commercial 1 Zone.
- Assessment of any likely impact on existing, planned or approved retail facilities.
- Description of anticipated benefits to the community (whether or not these can be monetised).
- Estimated net employment benefits (if any).

Retail Supply

- The existing supply of retail floor space serving the catchment, by type, size, role and function.
- Details of any other proposals for new or expanded retail development in the catchment or beyond, which could have an effect on the proposal, existing centres or planned development.
- Demonstrate how the proposed retail floorspace would fit into the Geelong retail centre hierarchy as detailed in Clause 21.19.
- Demonstrate whether the existing supply of retail floorspace is adequate to meet existing and foreseeable demand levels over a 15 year period.

- Whether there are any existing retail gaps in merchandise/services which the proposal will fill.

Retail Demand

- The need or demand for new or expanded retail floorspace provision to serve the identified catchment, taking into consideration the objectives and strategies contained in Clause 21.19.
- The current catchment population, forecast population and retail spending growth rate for a 15 year period.
- The extent to which the proposal will draw trade from beyond the catchment, and from passing trade.
- Whether the proposed or expanded retail provision would mean an expansion in the size of the catchment of that centre.
- Impacts on the catchment of nearby centres and the effect this may have on centres within those catchments.

Escape Spending

- Estimates of existing levels of escape spending from the catchment.
- Estimates on the share of this escape spending that could reasonably be retained by the proposal.

Impact on Existing Retail Facilities

- Assessment of the expected trading effects on existing or planned retail facilities based on each of the following scenarios; where relevant:
 - The proposal did not go ahead and existing centres in the catchment continue to trade.
 - The proposal is located adjoining an existing nearby centre already identified in the retail hierarchy or
 - Where an out of centre development is proposed, if the centre was approved.
- Demonstration of the extent to which the proposal is expected to lead to an overall improvement in the provision of retail facilities to the catchment population, including the potential for retaining spending that would otherwise escape to other centres.
- Demonstrate that the proposal will improve access to services by reducing travel times for residents.
- Demonstrate that a proposal which results in a development exceeding the maximum floor area specified in the schedule to the Commercial 1 Zone, does not impact on the timing, delivery and viability of other retail centres including planned centres.
- High impact proposals must demonstrate a net community benefit. The assessment must:
 - Establish a realistic outlook of what the floor space growth may be in the catchment, in the absence of the proposal over the coming 15 years (base case).
 - For an out of centre proposal, consider what the costs and benefits to the community are, if the out of centre proposal was to proceed as proposed.
 - Compare the costs and benefits of the proposal against the costs and benefit of the established base case.
 - Quantify and monetise the costs and benefits of the proposal versus the base case
 - As a minimum, the following costs must be considered:
 - Greater motorised travel externalities (air pollution, greenhouse gas emissions, congestion)

- Reduced consumer surplus (shoppers paying more in vehicle operating costs to achieve similar retail service outcomes).
- Lost opportunities for more consolidated urban development.
- Potentially, impacting considerably on competing centres within the planned hierarchy (persistent vacancies, vandalism etc).
- Potential foregone opportunities for co-location of retail services with community uses.
- Potential loss of employment development through displacement of strategic commercial or industrial land.
- As a minimum, the following benefits must be considered:
 - Improved amenity and place quality at the out of centre location achieved through the development
 - Potentially, earlier provision of expanded retail services for the catchment population.

The Responsible Authority may waive any of the above requirements relating to an economic impact assessment.

Out of centre applications

An application for an out of centre development must demonstrate:

- Why the proposal cannot be accommodated within an existing centre identified in the retail hierarchy.
- Why the proposal cannot be accommodated on the edge of an existing centre identified in the retail hierarchy.
- That the proposal will not significantly impact on the character and amenity of the surrounding area.
- That the location of the centre will reduce travel times for the community when compared to nearby existing centres with a similar retail offer.
- That the centre has excellent connectivity to the surrounding residential area(s).
- That the proposal will not result in traffic and safety conflicts between cars, trucks and pedestrians external to the site.

References

City of Greater Geelong Retail Strategy 2016-36, November 2018

Greater Geelong Amendment C393

Day 2/Part B version CoGG response to expert evidence

Proposed changes to the *City of Greater Geelong Retail Strategy 2016-36* Adopted November 2018

PAGE/S	ACTION	REASON
1-6	No change	
7	Under the heading <i>Statutory Recommendations</i> delete last bullet point: “Use of floor space guidelines, contained within policy, to help direct development to locations where there is demand for more retail floor space”.	Ensure consistency with Council Delegated Authority Report p. 11 further consideration of Clause 21.19 drafting
8-2411	No change	
12	Replace Table 1 in the Retail Strategy with Table 3 from page 12 of Julian Szafraniec’s expert witness report.	Response to expert witness report of Julian Szafraniec, [97] bullet point 2.
13	Figure 2 in the Retail Strategy should be amended to include the assumed population growth to 2036 in the NGGA and WGGGA. Full build out capacity of growth areas could potentially also be plotted on the map or in a footnote to highlight the need to consider additional growth beyond the strategy planning horizon of 2036.	Response to expert witness report of Julian Szafraniec, [97], bullet point 3.
14-21	No change	
22	Under the heading <i>Northern and Western Growth Areas</i> update the second paragraph to make clear that a framework plan for these Growth Areas was adopted by Council on 26 March 2019. However, Precinct Structure Plans must be completed before development can begin in these areas.	Ensure the Strategy is up to date.
23-24	No change	
25	Replace Figure 6 <i>Location of Retail Centre</i> with a new Figure 6 as shown in Appendix 1	Response to submissions to correct the location of retail centres in the NWGGA and to designate NWGGA centres as ‘indicative’ not ‘future’
26-27	No change	
28	Under the heading <i>Future Retail Centres in the Northern and Western Geelong Growth Areas</i> : <ul style="list-style-type: none"> ▪ Second paragraph last sentence: replace the word “six” with “seven”. ▪ Amend second last paragraph to read: <i>The PSPs will consider the timing, location and scale of the proposed retail centres, particularly the sub regional centres, and any potential impacts on the existing centre network and will consider applying floor space caps.</i> <p>Under the heading <i>Definition of a Retail Centre</i>, replace this section with a new section as follows:</p>	Correct error and response to Submission no. 8 Improve the definition of a retail centre by clarifying the boundary of a retail centre and including a definition

PAGE/S	ACTION	REASON
	<p>“Greater Geelong has a number of retail centres, but not all of these centres will form part of the identified retail hierarchy. A retail centre is:</p> <p><i>Any place where retail transactions take place for household goods and services, and where one or more of the following conditions apply:</i></p> <p><i>The retail activity is lawful under all relevant statutes, including the Planning and Environment Act 1987.</i></p> <p><i>The location accommodates at least one shop, and the total floor space of the shop(s) exceeds 500 square metres (this is a nominal limit to signify a significant concentration of shops or sales activity).</i></p> <p><i>The boundary of any-such all retail centres identified in will be determined by Figure 6 of this Strategy is as delineated in Appendix 1. The boundary of all other retail centres will be determined by those contiguous land parcels which may lawfully be used for the purpose of a ‘shop’ without the need for a planning scheme amendment.</i></p> <p><i>‘Edge of centre retailing’ means a proposal to use land for a ‘shop/s’ directly adjoining a centre boundary.</i></p> <p><i>‘Out-of-centre retailing’ is defined as means a proposals to use land for a ‘shop/s’ which are not consistent with the planned hierarchy of retail centres and which are not permissible ‘as of right’ where the land is neither in nor adjoining a retail centre and the use of the land for a “shop/s” is not as-of-right.</i></p> <p>Based on the above definition, planning policy will primarily direct retail development to existing centres identified in the retail hierarchy in Table 2.”</p>	<p>for ‘edge of centre retailing’. This change is not the result of a submission or raised in the Delegated Authority Report</p>
29	No change	
30-31	<p>In Table 3 <i>Retail Floor Space Audit 2018</i>, in the ‘Restricted Retail’ section:</p> <ul style="list-style-type: none"> ▪ Under the ‘Supermarket’ column, replace ‘2,156’ with zero. ▪ The ‘Waurnd Ponds’ row has been repeated therefore remove one ‘Waurnd Ponds’ row. ▪ Change ‘Restricted Retail’ in ‘Dispersed Restricted Retail’ from 187,825 to 174,501, consistent with total existing floor space identified in Table 5, page 59. 	<p>Correct errors including in response to expert witness report of Julian Szafraniec [97], bullet point 4.</p>
32- 39 53	No change	
40	Update Figure 12 in the Retail Strategy with data from Table 20 in the expert witness report of Julian Szafraniec.	In response to expert witness report of Julian

PAGE/S	ACTION	REASON
		Szafraniec [97], bullet point 5.
41	Remove Figure 13 because it replicates Figure 1.	In response to expert witness report of Julian Szafraniec [97], bullet point 5.
42-43	Update Figure 14 in the Retail Strategy with data from Table 20 in the expert witness report of Julian Szafraniec.	In response to expert witness report of Julian Szafraniec [97], bullet point 5.
44-53	No change	
54-56	Figure 17C to be corrected by officers as per Council Delegated Authority Report p.7	Response to Submission no. 2
55	Correct Figure 17c, page 56 of the Retail Strategy as red bubble is missing for Drysdale.	Response to expert evidence of Julian Szafraniec [97], bullet point 7.
57	Replace Table 5 on page 57 of the Retail Strategy with Table 20 in expert witness report of Julian Szafraniec.	Response to expert evidence of Julian Szafraniec [97], bullet point 7.
57-59	Replace page 57 and Table 5 <i>Supportable Floor Space 201-2036</i> with a new page 57 and Table 5 as shown in Appendix 2	Response to submissions and correct errors and inconsistencies
60-64	No change	
65	Under criteria number 3a. replace "page 17" with "page 62".	Correct error also in response to expert evidence of Julian Szafraniec, [97], bullet point 8.
66-69	No change	
70	Under the heading <i>Waurin Ponds sub-regional centre</i> replace 'Recommendation: 35,000' with 'Recommendation: 38,300' and re-word the paragraph as follows: "This centre has expanded in recent years to the current floor space of 41,800 square metres. The centre currently exceeds or is close to the current maximum floor space cap at 35,000 square metres. It is proposed to retain adjust the existing floor space cap at 35,00 to 38,300 square metres. By maintaining the cap at the current shop floor space, Proposals to increase the size of the centre will require a planning permit enabling Council to consider the timing and impact of new development on the retail hierarchy."	Correct inconsistencies following response to Submission no. 7
71	Replace the heading <i>Neighbourhood Centres</i> with <i>Neighbourhood Centres (in existing urban areas)</i> .	Clarify 'Neighbourhood Centre' headings. These changes are not the result of a submission or raised in the Council

PAGE/S	ACTION	REASON
	<p>Replace the heading <i>Areas Experiencing Growth</i> with <i>Neighbourhood Centres (in areas experiencing greenfield growth)</i>.</p> <p>Under the heading <i>Areas Experiencing Growth</i>, sub-heading <i>General</i>: in the recommendation replace “7,650 square metres” with “7,700 square metres”.</p>	<p>Delegated Authority Report</p> <p>Correct inconsistencies</p>
72-73	Under the heading <i>Kingston Downs Neighbourhood Activity Centre, Grubb Road, Ocean Grove</i> , replace this section with a new section as shown in Appendix 3	Response to submissions (no’s 7, 9 and 11)
74	Under the heading <i>Warralily Neighbourhood Activity Centre – Armstrong Creek East Precinct</i> , replace the recommendation with: “Adjust floor space cap from 6,000 to 7,700 square metres” and remove the last sentence of the last paragraph.	Response to submissions (no’s 1 and 3)
75	No change	
76	Replace Table 7 <i>Proposed Floor Space Caps</i> with a new Table 7 as shown in Appendix 4	Response to submissions and correction of inconsistencies also in response to expert evidence of Julian Szafraniec, [97], bullet point 9
77	<p>Replace the first paragraph with a new first paragraph as follows:</p> <p>“Even though floor space caps have not been proposed for all centres, floor space guidelines for all centres within the retail hierarchy should be included within the municipal strategic statement, as shown in Table 8 have been provided in Table 8.”</p>	Council Delegated Authority Report p. 11 further consideration of clause drafting
78	Removing Table 8 from the Retail Strategy as it presents the same information as in Table 20 of Mr Szafraniec’s evidence which is to be included on page 40 of the Retail Strategy albeit in a slightly different form.	
78-79	Replace Table 8 Supportable Retail Floor Space Guidelines to 2036 with a new Table 8 as shown in Appendix 5	Response to submissions and correct errors and inconsistencies
80	Remove the last bullet point.	Council Delegated Authority Report p. 11 further consideration of clause drafting
81-97	No change	
98-99	Page 99: Replace the maps with the correct maps for the Lara Town Centre.	Correct error
100-117	No change	

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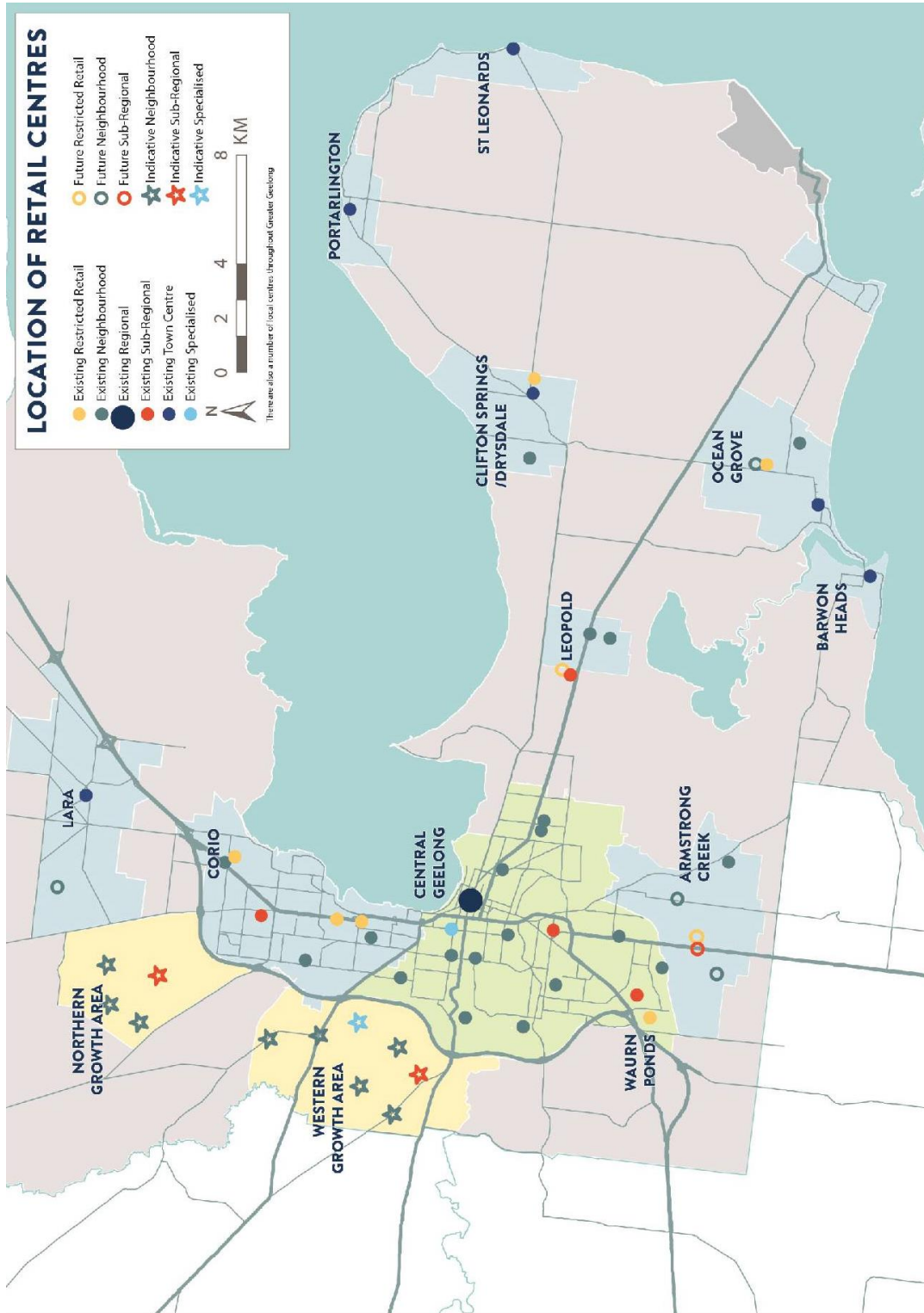
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PAGE/S	ACTION	REASON
118-119	In the table <i>Zoning (sqm)</i> row, remove "158,470" from the C2Z column and insert "40,000" under the C1Z column. In the table <i>Growth opportunities</i> row, replace the figure "-900" with "1,400".	Response to Submission no. 2 and correction of error
120-141	No change	
142-143	To be updated	Correct inconsistencies
144-157	No change	
158-9	Remove pages	NWGGA centres are not 'planned centres' such as centres in the Armstrong Creek Growth Area. Premature to be included in Appendix 1
160	No change	
161	To be updated	Correct inconsistencies
162	No change	
163-168	Remove pages	NWGGA centres are not 'planned centres' such as centres in the Armstrong Creek Growth Area. Premature to be included in Appendix 1
169-194	No change	

APPENDIX 1

FIGURE 6: LOCATION OF RETAIL CENTRE



There are also a number of local centres throughout Greater Geelong

APPENDIX 2

SUPPORTABLE FLOOR SPACE 2016–2036

Table 5 further distils this analysis by focusing on the commercially-supportable floor space at each centre as at 2036, taking into account projected population growth. Population growth increases the demand for additional retail floor space. By 2036 most centres in Greater Geelong are able to expand. Existing and approved floor space in some centres, is already in excess of what is expected to be supportable in 2036.

The calculations provided here are not intended to limit the growth of a centre beyond what has been indicated in this table. Indeed, some centres may never achieve the supportable floor space identified for a range of reasons, such as land constraints. This demand may then be taken up by a nearby centre or new centre. Planning policy contained in the Greater Geelong Planning Scheme should be used to determine whether growth of a centre should occur.

The time scale provided in the table is not intended to prevent centres expanding earlier than identified. If population growth rates were to increase above the projected 2% average annual growth rate, then it is likely that planning policy would support more retail floor space sooner.

Floor space has not been attributed to indicative centres in the Northern and Western Geelong Growth Areas. Detailed floor space assessments will be undertaken as part of the preparation of Precinct Structure Plans.

TABLE 5: SUPPORTABLE FLOORSFACE – ALL RETAIL

Precinct	Floorspace supply				Projected Floorspace Demand				Total supply less demand		
	Existing Floorspace in 2016	Vacant Floorspace	Planned new/add floorspace	Total	2016	2026	2036	2016-36	2016	2026	2036
Regional	187,300	26,000	0	213,300	189,100	253,700	345,800	156,700	24,200	-40,400	-132,500
Central Geelong	187,300	26,000	0	213,300	189,100	253,700	345,800	156,700	24,200	-40,400	-132,500
Sub-Regional	132,500	1,400	40,000	173,900	125,800	180,600	259,400	133,600	48,100	-6,700	-85,500
Belmont	42,600	1,400	0	44,000	40,200	51,600	64,800	24,600	3,800	-7,600	-20,800
Wauron Ponds	41,800	0	0	41,800	39,600	51,500	64,500	24,900	2,200	-9,700	-22,700
Corio SC	27,500	0	0	27,500	26,100	33,000	44,100	18,000	1,400	-5,500	-16,600
Leopold Gateway Plaza	20,600	0	0	20,600	19,900	26,900	36,400	16,500	700	-6,300	-15,800
Armstrong Creek Town Centre	0	0	40,000	40,000	0	17,600	49,600	49,600	40,000	22,400	-9,600
Sub-regional Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0
Sub-regional Centre - NGGA	0	0	0	0	0	0	0	0	0	0	0
Specialised	38,100	5,000	0	43,100	38,200	47,300	61,100	22,900	4,900	-4,200	-18,000
Pakington Street (Geelong West)	38,100	5,000	0	43,100	38,200	47,300	61,100	22,900	4,900	-4,200	-18,000
Specialised Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0
Town	64,500	2,700	500	67,700	61,100	74,700	94,200	30,100	6,600	-7,000	-26,500
Ocean Grove	16,300	400	0	16,700	16,100	17,800	20,200	4,100	600	-1,100	-3,500
Drysdale	14,900	200	0	15,100	13,400	18,000	23,200	9,800	1,700	-2,900	-8,100
Lara	15,000	100	0	15,100	13,200	16,400	20,800	7,600	1,900	-1,300	-5,700
Barwon Heads	8,700	1,100	500	10,300	9,100	10,400	11,900	2,800	1,200	-100	-1,600
Portarlington	6,400	800	0	7,200	6,200	7,800	9,700	3,500	1,000	-600	-2,500
St Leonards (Murradoc Road)	3,200	100	0	3,300	3,100	4,300	5,400	2,300	200	-1,000	-2,100

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Neighbourhood	101,400	3,000	37,300	141,700	93,800	134,300	176,400	80,300	47,900	7,400	-34,700
Shannon Avenue (Geelong West)	12,900	0	0	12,900	12,200	14,600	18,100	5,900	700	-1,700	-5,200
Separation St	5,600	400	0	6,000	5,800	7,100	9,500	3,700	200	-1,100	-3,500
Pakington Street (Newtown)	9,200	300	0	9,500	9,700	12,000	14,800	5,100	-200	-2,500	-5,300
Highton	7,000	100	0	7,100	6,500	8,000	9,900	3,400	600	-900	-2,800
Newcomb Central	7,400	0	0	7,400	6,200	7,700	9,900	3,700	1,200	-300	-2,500
East Geelong	5,900	200	0	6,100	6,000	7,600	9,600	3,600	100	-1,500	-3,500
Bellarine Village	6,900	0	0	6,900	6,000	7,400	9,500	3,500	900	-500	-2,600
Bell Post SC	5,600	0	0	5,600	4,800	5,800	8,300	3,500	800	-200	-2,700
Barrabool Hills Neighbourhood Shopping Centre	4,200	0	0	4,200	3,500	4,500	5,600	2,100	700	-300	-1,400
Shannon Avenue (Newtown)	4,500	400	0	4,900	4,200	5,100	6,300	2,100	700	-200	-1,400
Ocean Grove (Marketplace)	5,700	100	0	5,800	5,000	5,800	6,900	1,900	800	0	-1,100
Vines Road	3,100	100	0	3,200	3,000	3,600	4,900	1,900	200	-400	-1,700
Fyansford	2,300	0	9,500	11,800	2,400	7,900	11,300	8,900	9,400	3,900	500
Grovedale Central	2,500	200	0	2,700	2,300	2,800	3,400	1,100	400	-100	-700
Dorothy Street	1,800	0	0	1,800	1,700	2,200	2,900	1,200	100	-400	-1,100
Ash Road	1,600	200	0	1,800	1,600	2,400	3,200	1,600	200	-600	-1,400
Rosewall	1,700	0	0	1,700	1,300	1,700	2,200	900	400	0	-500
Jetty Road	4,100	100	0	4,200	3,400	4,100	5,600	-100	800	100	-1,400
The Village Warralily	6,000	900	1,900	8,800	5,200	11,100	16,600	11,400	3,600	-2,300	-7,800
Surf Coast Highway NAC	3,400	0	0	3,400	3,000	3,900	4,800	1,800	400	-500	-1,400
Kingston Downs	0	0	11,200	11,200	0	4,400	6,300	6,300	11,200	6,800	4,900
Lara West NAC	0	0	4,700	4,700	0	600	800	800	4,700	4,100	3,900
Armstrong Creek West NAC	0	0	3,000	3,000	0	1,100	1,600	1,600	3,000	1,900	1,400
Armstrong Creek Horseshoe Bend Precinct North East NAC	0	0	7,000	7,000	0	2,900	4,400	4,400	7,000	4,100	2,600
Elcho Rd East - NGGA	0	0	0	0	0	0	0	0	0	0	0
Elcho Rd West - NGGA	0	0	0	0	0	0	0	0	0	0	0
Heales Rd West - NGGA	0	0	0	0	0	0	0	0	0	0	0
Northern Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0
Midland Hwy - WGGA	0	0	0	0	0	0	0	0	0	0	0
Lakeside West - WGGA	0	0	0	0	0	0	0	0	0	0	0
Lakeside South - WGGA	0	0	0	0	0	0	0	0	0	0	0
Western Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0
Local#	69,500	5,900	11,800	87,200	19,000	23,700	31,900	12,900	0	-4,700	-12,900
Restricted Retail	136,100	2,900	25,000	164,000	121,500	189,700	290,400	168,900	42,500	-25,700	-126,400
Geelong Gateway Homemaker precinct	31,500	2,100	0	33,600	27,300	40,000	59,700	32,400	6,300	-6,400	-26,100
Waurrn Ponds Homemaker Retail	47,000	300	0	47,300	42,900	64,600	90,900	48,000	4,400	-17,300	-43,600
Melbourne Road (Norlane)	23,700	100	0	23,800	20,600	29,800	43,500	22,900	3,200	-6,000	-19,700
Melbourne Road (North Geelong)	14,300	0	0	14,300	13,200	18,400	26,100	12,900	1,100	-4,100	-11,800
Sinclair Street	4,100	0	0	4,100	4,200	6,100	8,900	4,700	-100	-2,000	-4,800
Drysdale Homemaker	3,200	400	0	3,600	2,900	4,300	5,600	2,700	700	-700	-2,000
Leopold Homemaker	12,300	0	0	12,300	10,400	16,400	24,500	14,100	1,900	-4,100	-12,200
Armstrong Creek	0	0	25,000	25,000	0	10,100	31,200	31,200	25,000	14,900	-6,200
Central Restricted Retail Centre - WGGA	0	0	0	0	0	0	0	0	0	0	0
Dispersed Restricted Retail*	174,500	9,100	0	183,600	154,800	154,800	154,800	0	28,800	28,800	28,800
Bellarine Highway (Newcomb)	19,200	1,300	0	20,500	17,700	17,700	17,700	0	2,800	2,800	2,800
Settlement and Breakwater Road Belmont - Spotlight centre	33,000	200	0	33,200	28,200	28,200	28,200	0	5,000	5,000	5,000
Smithton Grove	4,300	0	0	4,300	4,000	4,000	4,000	0	300	300	300
North Geelong - Mackey Street	11,200	0	0	11,200	9,400	9,400	9,400	0	1,800	1,800	1,800
Sharon Court	10,500	0	0	10,500	8,800	8,800	8,800	0	1,700	1,700	1,700
Princess Hwy Auto Centre	300	0	0	300	200	200	200	0	100	100	100
Gordon Avenue Precinct (Geelong West)	20,300	1,800	0	22,100	17,900	17,900	17,900	0	4,200	4,200	4,200
Moorabool-Fyans Dispersed	42,500	3,100	0	45,600	38,100	38,100	38,100	0	7,500	7,500	7,500
Anakie Road	3,900	300	0	4,200	3,700	3,700	3,700	0	500	500	500
Gregory Avenue	2,500	0	0	2,500	2,300	2,300	2,300	0	200	200	200
West Fyans Street	13,300	400	0	13,700	12,400	12,400	12,400	0	1,300	1,300	1,300
Surf Coast Highway	13,500	2,000	0	15,500	12,100	12,100	12,100	0	3,400	3,400	3,400
Bacchus Marsh Road (Corio)	0	0	0	0	0	0	0	0	0	0	0
Legend											
Planned or indicative centre											
Total											
*Future floor space growth of dispersed centres has been restricted. Growth will be directed to centres identified in the retail hierarchy at table 2											
# Supportable floorspace was not calculated for local centres individually											
NGGA - Northern Geelong Growth Area											
WGGA - Western Geelong Growth Area											
Red bold indicates where change has been made											

APPENDIX 3

Kingston Downs Neighbourhood Activity Centre, Grubb Road, Ocean Grove

Planned retail floor space total: 10,935 square metres

Planned shop floor space: 8,707 square metres

Current floor space cap: No

Recommendation: Floor space cap of 7,650 square metres.

The Ocean Grove Structure Plan 2007, and subsequent Amendment C60, rezoned:

- 9.7 hectares of land to Commercial 1 Zone (previously Business 1) and
- 14.5 hectare to the Commercial 2 Zone (previously Business 4).

Recent planning scheme reform allows for supermarket and shop uses to establish, as of right, within the Commercial 2 Zone land. This means a significant amount of retail floor space could be established, without the need for a planning permit. This is of concern, given the potential trade impacts on the Ocean Grove Town Centre, Ocean Grove Market Place, Leopold sub-regional centre and the established retail hierarchy.

There is an approved development plan for the Kingston Neighbourhood Activity Centre and Industrial Estate which shows the location of future land uses, road network and other details (see Figure 18). A planning application (PP233/2016) has been approved to develop stage 1 of the Kingston Neighbourhood Centre. Separate permits have been granted for Convenience restaurant and Service station. The Centre is under construction.

The proposed neighbourhood centre will contain:

A total of 10,935 square metres of retail floor space, comprising:

- 6,877 square metres of floor space to the north of Coastal Boulevard (Commercial 1 Zone); and
- 1,830 square metres of floor space to the south (Commercial 2 Zone);
- key centre anchors including Woolworths and Aldi supermarkets, a Dan Murphy's liquor store and McDonalds.

The northern side of the centre (Commercial 1 Zone) will consist of:

- a 3,895 square metre Woolworths;
- a 1,376 square metre Dan Murphy's;
- 3,212 square metres of floor space dedicated to specialty retail tenancies, which will comprise a variety of uses including shops, cafes, takeaway food premises and other retail uses; and
- 2,053 square metres dedicated to non-retail uses, such as office spaces and gym.

Assuming 50 per cent of the speciality retail stores are not used for shop uses, the north of Coastal Boulevard is expected to consist of approximately 6,877 square metres of shop uses.

Greater Geelong Amendment C393

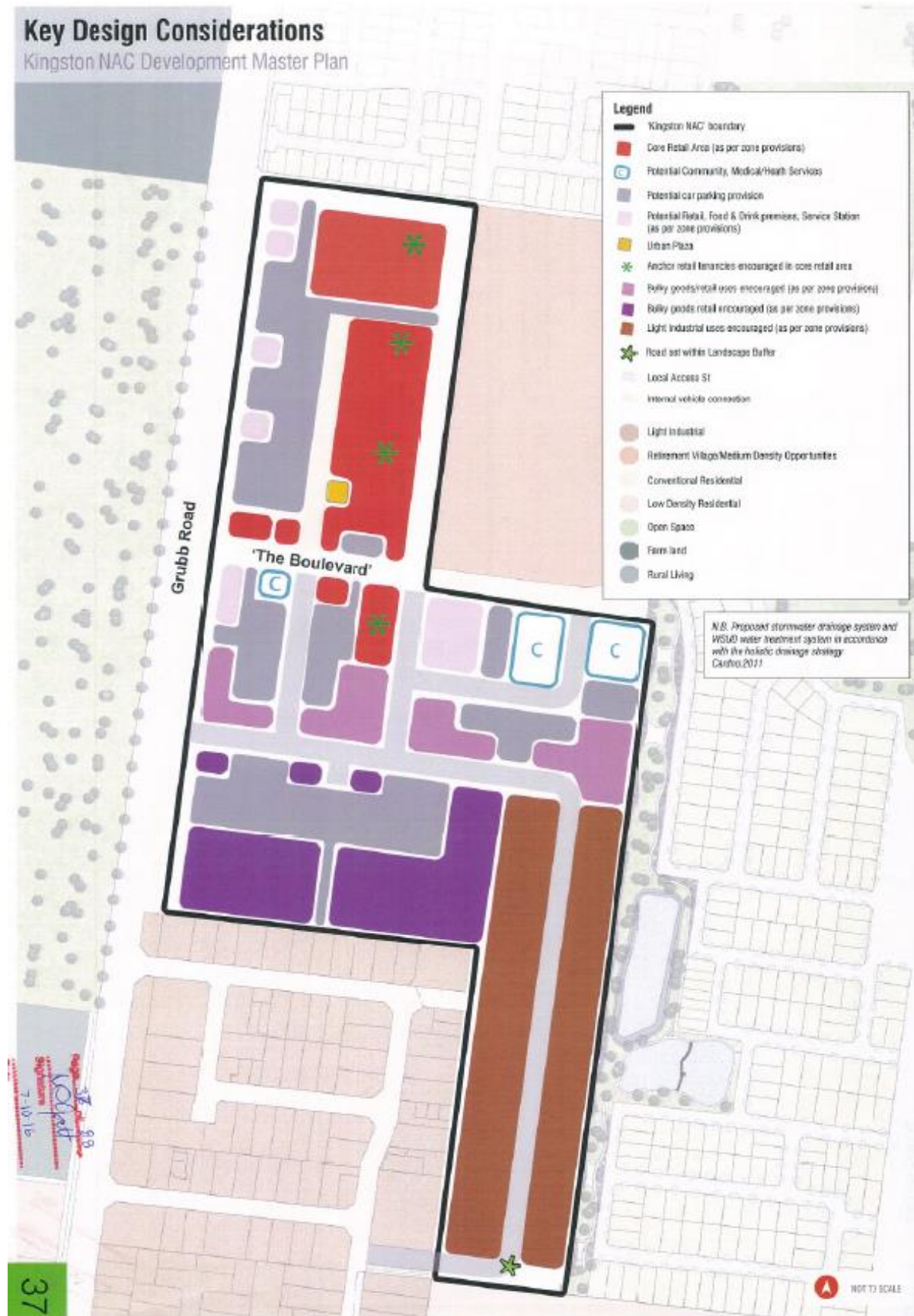
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Proposed changes to the *City of Greater Geelong Retail Strategy 2016-36* Adopted November 2018

Taking into consideration the existing planning permit and that floor space caps do not apply to Commercial 2 Zone land, a floor space cap of 7,650 square metres should be applied to the Kingston Downs Neighbourhood Centre.

This is consistent with the planning permit on Commercial 1 Zone land (conservatively allowing for higher than 50% shop floor space). Under this cap, further development will then trigger an economic impact assessment and provide an opportunity to review the impact of further development on the retail hierarchy particularly the Ocean Grove Town Centre and Leopold Sub-regional Centre.

FIGURE 18: KINGSTON NEIGHBOURHOOD ACTIVITY CENTRE AND INDUSTRIAL ESTATE DEVELOPMENT PLAN, APPROVED OCTOBER 2016



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APPENDIX 4

TABLE 7: PROPOSED FLOOR SPACE CAPS

NAME OF CENTRE	SIZE IN SQUARE METRES IN 2016 (SHOP)	OVERALL SQUARE METRES SUPPORTABLE FLOOR SPACE BY 2036 (SHOP)*	EXISTING FLOOR SPACE CAP IN SCHEME 2016	PROPOSED FLOOR SPACE CAP SQUARE METRES (SHOP ONLY)
Sub-regional centres				
Corio	26,400	42,400	-	27,400
Leopold	18,000	31,500	30,000	30,000
Waurin Ponds	38,300	59,200	35,000	38,300
Growth Areas				
Armstrong Creek Town Centre	0	42,700	40,000	40,000
Fyansford	0	4,800	-	4,800
Horseshoe Bend North East	0	3,600	7,000	7,000
Jetty Road	4,100	5,400	6,000	6,000
Warralily	7,700	13,000	6,000	7,700
Kingston Downs	0	5,300	-	7,650
Armstrong Creek West	0	1,600	3,000	3,000
Lara West	0	800	-	5,000
Armstrong Creek East Precinct Local Activity Centre [^]	0	N/A	1,000	1,000
Armstrong Creek West Precinct Whites Road Local Activity Centre [^]	0	N/A	1,000	1,000
Armstrong Creek West Precinct Boundary Road Local Activity Centre [^]	0	N/A	1,000	1,000
West Precinct Train Station Local Activity Centre [^]	0	N/A	1,000	1,000
Armstrong Creek Horseshoe Bend Precinct Southern Local Activity Centre [^]	0	N/A	1,000	1,000
Armstrong Creek Horseshoe Bend Precinct Western Local Activity Centre [^]	0	N/A	1,000	1,000
Yellow highlight indicates where change has been made				

Note: In some instances shop floor space already exceed existing caps. In most instances this occurs in an existing centre where changes of land use occur frequently but the overall floor space of the centre does not e.g. Waurin Ponds sub-regional centre.

APPENDIX 5

TABLE 8: SUPPORTABLE RETAIL FLOOR SPACE GUIDELINES TO 2036*

Centre Name	Total floor space including existing, vacant and planned floor space sqm 2016	Total floor space demand sqm 2036	Amount of supportable floor space sqm 2036 [#]
Regional Centre			
Central Geelong	213,300	345,800	+132,500
Sub-regional Centre			
Belmont	44,000	64,800	+20,800
Wauron Ponds	41,800	64,500	+22,700
Corio SC	27,500	44,100	+16,600
Leopold	20,600	36,400	+15,800
Armstrong Creek	40,000	49,600	+9,600
Specialised Centre			
Pakington St	43,100	61,100	+18,000
Town Centre			
Ocean Grove	16,700	20,200	+3,500
Drysdale	15,100	23,200	+8,100
Lara	15,100	20,800	+5,700
Barwon Heads	10,300	11,900	+1,600
Portarlington	7,200	9,700	+2,500
St Leonards	3,300	5,400	+2,100
Neighbourhood Centres			
Shannon Ave (Geelong West)	12,900	18,100	+5,200
Separation Street	6,000	9,500	+3,500
Pakington Street (Newtown)	9,500	14,800	+5,300
Highton	7,100	9,900	+2,800
Newcomb Central	7,400	9,900	+2,500
Geelong East	6,100	9,600	+3,500
Bellarine Village	6,900	9,500	+2,600
Bell Post SC	5,600	8,300	+2,700
Barrabool Hills Shopping Centre	4,200	5,600	+1,400
Shannon Ave (Newtown)	4,900	6,300	+1,400
Ocean Grove (Marketplace)	5,800	6,900	+1,100
Vines Road	3,200	4,900	+1,700
Fyansford	11,800	11,300	-500
Grovedale Central	2,700	3,400	+700
Dorothy Street	1,800	2,900	+1,100
Ash Road	1,800	3,200	+1,400
Rosewall	1,700	2,200	+500
Jetty Road	4,200	5,600	+1,400
Warralily	8,800	16,600	+7,800
Surf Coast Hwy	3,400	4,800	+1,400
Kingston Downs	7,000	6,300	-4,900
Lara West	3,400	800	-3,900

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Armstrong Creek West	4,700	1,600	-1,400
Horseshoe Bend North East	3,000	4,400	-2,600
Restricted Retail Centre[^]			
Drysdale	3,600	5,600	+2000
Geelong Gateway	33,600	59,7600	+26,100
Waurm Ponds	47,300	90,900	+43,600
Melbourne Rd (Norlane)	23,600	43,500	+19,700
Melbourne Rd (North Geelong)	14,300	26,100	+11,800
Sinclair St	4,100	8,900	+4,800
Leopold Central	12,300	24,500	+12,200
Armstrong Creek	25,000	31,200	+6,200

* Supportable floor space is defined as all retail uses.

Where the amount of supportable floor space includes a 'minus', the size of this centre already exceeds retail demand.

[^] Excludes dispersed Restricted Retail Centres.

Yellow highlight indicates where change has been made

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Leopold Structure Plan map



14/08/2014
C277**SCHEDULE 30 TO CLAUSE 43.04 DEVELOPMENT PLAN OVERLAY**

Shown on the planning scheme map as **DPO30**.

LEOPOLD SUB REGIONAL ACTIVITY CENTRE

This schedule applies to land at 641-659 Bellarine Highway, Leopold (the existing shopping centre), 621-639 Bellarine Highway, Leopold (the “southern expansion site”) and 92-100 Melaluka Road, Leopold (the “northern expansion site”).

The aim of the schedule is to ensure development occurs generally in accordance with the objectives of the Leopold Sub Regional Activity Centre Urban Design Framework 2011, and to coordinate the expansion of the centre across the three properties outlined above.

1.014/08/2014
C277**Requirement before a permit is granted**

Before a Development Plan has been approved by the responsible authority, a permit may be granted for:

- Any buildings and works associated with the use of the land for agriculture;
- Minor extensions or alterations to existing buildings and associated works including no more than 500 square metres of additional leasable floor space at the existing shopping centre;
- New uses, signage, alterations to access to the Road Zone, and use of land to sell or consume liquor, on the existing shopping centre land only;
- Building and works, use of land for an office and restricted recreation facility (gymnasium), car parking waiver and removal of native vegetation where generally in accordance with planning permit 944/2012 (including any amendment to that permit) which applies to the existing shopping centre and southern expansion sites.

2.014/08/2014
C277**Conditions and requirements for permits**

A permit must contain conditions or requirements which give effect to the provisions and requirements of the approved Development Plan.

Before any permit (including permit 944/2012) is granted which would result in an activity centre expansion of greater than 500 square metres of leasable floor space the owner must enter into an agreement (s) with Council pursuant to Section 173 of the *Planning and Environment Act 1987* in relation to contributions (including works in kind) towards key infrastructure including:

- A new signalised intersection at Clifton Avenue and Bellarine Highway;
- Upgrades to Melaluka Road and Clifton Avenue adjoining the site;
- Construction of the new central east-west street and the northern service road;
- Extensions and improvements to the existing, off-site footpath and shared pathway network; and
- Off site stormwater management systems.

3.014/08/2014
C277**Requirements for development plan**

A Development Plan must be generally consistent with the Leopold Sub Regional Activity Centre Concept Plan in Clause 4.0 and the objectives of the Leopold Sub Regional Activity Centre Urban Design Framework 2011 (page10).

Separate development plans may be prepared, submitted and approved for the southern and northern expansion sites but must show how development may be integrated across both sites.

A Development Plan must include:

An overall **Urban Design Masterplan** which includes:

GREATER GEELONG PLANNING SCHEME

- Proposed land uses, car parking, vehicle, pedestrian and cycling access, public spaces, and infrastructure;
- A breakdown of floor space allocation for different land uses including shop, food and drink, restricted retail, office and trade supplies;
- The total amount of “shop” leasable floor space (other than restricted retail premises) limited to a total of 35,000 square metres within the area covered by this overlay including: no more than 30,000 square metres of shop on the existing and southern expansion sites; and no more than 5,000 square metres of shop on the northern expansion site;
- A pedestrian based, main street treatment along Melaluka Road that is consistent for both the southern and northern expansion sites;
- Concept sketches and plans showing elevations of building frontages to all streets and public spaces, including:
 - A high standard of design treatment and activation of frontages to the public realm in particular Bellarine Highway and Melaluka Road;
 - High quality building design for the south west corner of the site as the western gateway to Leopold and the Bellarine Peninsula;
 - Avoidance of elevations that are blank and clad in a single material where they are visible from the public realm.
 - Elevations of significant size broken down through a combination of window openings, projections and recessions, and the use of different materials;
 - The use of awnings and shade canopies to provide pedestrian protection from inclement weather (excluding car park areas);
 - The use of public art work in accordance with Council’s Public Art Strategy.

A **Traffic Management Plan** that takes into account likely development on both the southern and northern expansion sites, has regard to any VicRoads requirements and includes:

- Proposed car parking provision, indicative design of access, service roads and intersections, bicycle routes, bicycle parking and arrangements for loading and unloading of vehicles;
- Plans and cross sections of the central east-west road showing staging and pedestrian friendly treatments;
- Plans and cross sections of the “main street” treatment of Melaluka Road including traffic calming measures, pedestrian crossing points and vehicle access into the activity centre having regard to the Memorial Reserve Masterplan;
- Traffic modelling showing how the projected traffic flows would be catered for;
- Details of upgrades required to the surrounding road system (Bellarine Highway, Melaluka Road and Clifton Avenue), including road cross sections and intersection layouts;
- Accessible and integrated public transport facilities for people of all abilities.

A detailed **Flooding, Stormwater and Drainage Management Plan** that is cognisant of catchment boundaries, takes into account likely development on both the southern and northern expansion sites and includes:

- Reference to, but not restricted to, the following documents:
 - WSUD Engineering Procedures: Stormwater, CSIRO Publishing, 2005;
 - Clause 34.03 including decision guidelines relating to drainage and flooding in Clause 65 of the Greater Geelong Planning Scheme;
 - City of Greater Geelong Stormwater Management Plan, 2002

- Melbourne Water Guidelines for Development in Flood Prone Areas 2003
- Royal Lifesaving Society – guidelines concerning safety in an around open water bodies to ensure adequate safety measures are built into the design.
- A Drainage Feasibility Study;
- A Water Quality Impact Report;
- A Flood Impact Report;

The above technical reports must include the following elements:

- The principle of ‘no adverse impact’ elsewhere (post-development) must be followed within the work undertaken for the above technical reports;
- A drainage and flood mitigation design that manages upstream flows affecting the site and caters for any loss of onsite storage;
- Approximate size and location of all on and off site drainage system components;
- Measures to minimise inundation around the basin on the south side of the Bellarine Highway;
- Access, maintenance and power supply arrangements for the basin on the south side of the Bellarine Highway.

A **Landscape Masterplan** that shows consistency with any development plan approved for an adjoining expansion site and includes:

- Details of landscaping across the activity centre including along street frontages and access roads, within car parks and along buffer areas to adjoining properties;
- Details of the proposed treatment of any existing native vegetation;
- Details of all hard landscaping treatments such as street furniture and paving;
- A consistent landscape treatment along the frontage to Melaluka Road.

An **Economic Impact Assessment** for any new or expanded provision of retail floorspace that includes:

- A demonstration that there is sufficient retail demand for any new floor area without unacceptable impact on existing centres (including Central Geelong) and the retail hierarchy;
- A new or updated assessment for any new stages of development prepared at the time the expansion is proposed;
- Reference to, but not restricted to, the following documents:
 - City of Greater Geelong Retail Strategy 2006 (or subsequent updates).
 - Assessment Criteria for Retail Planning Applications at Clause 22.03 of the Planning Scheme (or subsequent updates and revisions).

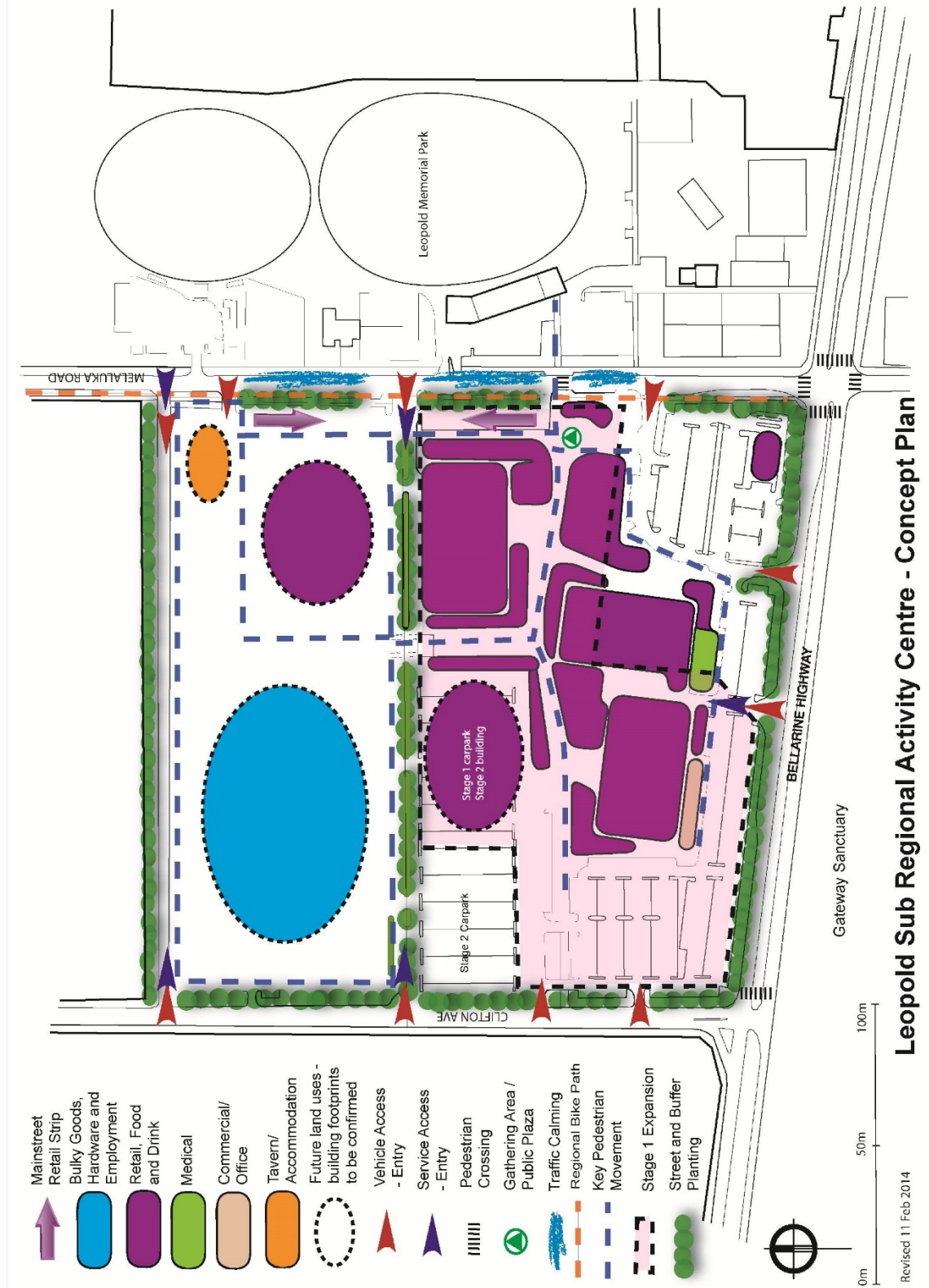
A **Staging Plan** that includes:

- The creation of a “main street” strip along Melaluka Road as part of the first stage of development of the activity centre;
- Stage 1 of the expansion generally as indicated in the Concept Plan in Clause 4.0 with the amount of leasable “shop” floor space no greater than 23,000 square metres.
- Information relating to the timing of construction of new activity centre buildings (shops, offices etc) and related infrastructure such as car parking, road intersections, access streets and stormwater management systems;
- Plans that show how the activity centre will function at each stage of its development as an attractive and user friendly centre including, but not limited to: interim carparking and access arrangements, landscape treatments, pedestrian connections and building frontage treatments.

4.0

14/08/2014
C277

Leopold Sub Regional Activity Centre Concept Plan



- Mainstreet
- Retail Strip
- Bulky Goods, Hardware and Employment
- Retail, Food and Drink
- Medical
- Commercial/ Office
- Tavern/ Accommodation
- Future land uses - building footprints to be confirmed
- Vehicle Access - Entry
- Service Access - Entry
- Pedestrian Crossing
- Gathering Area / Public Plaza
- Traffic Calming
- Regional Bike Path
- Key Pedestrian Movement
- Stage 1 Expansion
- Street and Buffer Planting

Leopold Sub Regional Activity Centre - Concept Plan

Revised 11 Feb 2014