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**Matt Cohen**

12 July 2024

Director, Development Approvals & Design  
Planning & Land Services  
Department of Transport and Planning  
Wurundjeri  
8 Nicholson Street  
MELBOURNE VIC 3002  
via Online Portal

Dear Matt

**Clause 52.33 Significant Economic Development  
Coles Belmont Proposed Redevelopment - 158-162 High Street, Belmont VIC 3216**

Tract Consultants Pty Ltd acts for Coles Group Property Developments Pty Ltd (CGPD) in relation to the Site at 158-162 High Street, Belmont. We refer to correspondence received from the Department of Transport and Planning's State Planning Assessment and Facilitation team on the 8<sup>th</sup> July 2024 (ref. DFP-349) confirming eligibility to apply for a planning permit application under Clause 52.33 of the Greater Geelong Planning Scheme 'Significant Economic Development'.

We are pleased to submit a planning application for redevelopment of the existing Coles supermarket at the above address. To assist in your assessment, we enclose the following information:

1. Recent Certificate of Title.
2. Letter from Invest Victoria.
3. Town Planning Package (Architectural Plans and Urban Context Report/Design Response) prepared by CHC Architects.
4. Landscape Concept Plan prepared by Tract Consultants.
5. Planning Report prepared by Tract Consultants.
6. Traffic Engineering:
  - a. Traffic Impact Assessment and Green Travel Plan prepared by Ratio.
  - b. Discovery Lane Loading Arrangements prepared by Ratio.
7. Waste Management Plan prepared by Ratio
8. Acoustic:
  - a. Acoustic Report prepared by Clarity Acoustics.
  - b. Response to Request for Further Information prepared by Clarity Acoustics.
9. Sustainability
  - a. Sustainability Management Plan prepared by Ark Resources.
  - b. MUSIC file prepared by Ark Resources.
10. Stormwater Management Strategy prepared by KD Engineering.
11. Letter of Advice – Legal Access Mechanism prepared by Herbert Smith Freehills.
12. Supporting Information regarding Liquor Licence.

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We understand a fee is payable and that an invoice will be generated. We would be grateful if you could make any invoice out to Coles Group Property Developments Pty Ltd (not Tract) to ensure prompt payment.

## Proposal and Background

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The Site is owned by CGPD, and currently operates as a Coles supermarket with an associated Liquorland store and at-grade carparking.

The Proposal is subject to a current planning permit application with the City of Geelong (Planning Permit Application No.: PP-470-2023) which seeks the approval for *'Buildings and Works associated with the Construction of a Supermarket and Bottle Shop and Display of Signage (including illuminated signage) and Reduction in Car Parking'*. The application was lodged on the 9<sup>th</sup> of May 2023. It is proposed that following this submission, the current planning application with the City of Greater Geelong will be formally withdrawn.

The proposal is architecturally designed by CHC Architects and seeks to improve and uplift this part of High Street through a modern façade, landscaping and new covered pedestrian walkway.

The proposal is not seeking any major departures from policy, design or likewise. As such, general support has been received from Council with no significant matters under dispute. Referrals to external referral authorities has been concluded with general support also received with consent obtained from Barwon Water and Head, Transport for Victoria.

The application has been through an extensive process with the City of Geelong and external referral authorities during the Council planning permit application process and the current proposal is a highly refined outcome.

It has been demonstrated that the Proposal meets the purpose of Clause 53.22 'Significant Economic Development and Coles has a serious interest in progressing the development as soon as possible to mitigate any further development cost increase as well as capturing increased sales through the delivery of a larger format store.

## Conclusion

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We look forward to working with the Development Approvals Team in progressing the proposal and trust that the information submitted is sufficient to allow an assessment to be undertaken.

Notwithstanding, should you have any queries or require further information, please don't hesitate to contact myself at [jkirby@tract.net.au](mailto:jkirby@tract.net.au) / 0431 813 533 or my colleague Hue Lim at [hlim@tract.net.au](mailto:hlim@tract.net.au) / (03) 9427 3766.

Yours sincerely



**Jackie Kirby**  
Principal  
Tract