

# 158-162 High Street, BELMONT

Planning permit no. PA2403035



Officer Assessment Report  
Development Approvals & Design

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Department  
of Transport  
and Planning

OFFICIAL

# Executive Summary



Key Information		Details		
DFP Application No:	ENQ-475			
Application No:	PA2403035			
Received by DFP	10 May 2024			
Date lodged in POL	12 July 2024			
Statutory Days:	68			
Applicant:	Coles Group Property Developments Ltd c/- Tract Consultants Pty Ltd			
Planning Scheme:	Greater Geelong Planning Scheme			
Land Address:	158-162 High Street, BELMONT			
Proposal:	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.			
Development Value:	\$31 million			
Why is the Minister responsible?	In accordance with the schedule to Clause 72.01 of the Planning Scheme, the Minister for Planning is the responsible Authority for this application for which Clause 53.22 applies			
DFP eligibility criteria in accordance with 53.22	Category	Category 1		
	Sector	Retail Premises		
	Land use	Supermarket		
	Location	Outside Metropolitan Melbourne		
	Alignment with the DFP threshold/criteria	\$20 million (development cost is \$31m)		
	OVGA	N/A		
	Invest Victoria	1 July 2024		
	Quantity Surveyor Report	Waive		
Why is a permit required?	Clause	Control	Trigger	
Zone:	34.04-1	Commercial 1 Zone (C1Z)	A permit is required to construct a building or construct or carry out works.	
Overlays:	N/A			
Particular Provisions:	52.05-11	Category 1 – Commercial	A permit is required to display any sign not in Section 1 of the Table to this provision.	
	52.06-3	Car Parking	A permit is required to Reduce (including reduce to zero) the number of car parking spaces required under Clause 52.06-5.	
Cultural Heritage:	N/A			
Total Site Area:	7,400sqm			
Gross Floor Area:	3,831sqm			
Height:	10.78m			
Land Uses:	Dwellings	Office	Retail	Other



	0	0	Supermarket and Bottle Shop	0
<b>Parking:</b>	<b>Cars</b>	<b>Motorcycles</b>		<b>Bicycles</b>
	182	7		17
<b>Referral Authorities:</b>	N/A			
<b>Public Notice:</b>	Notice of the application was given by mail to owners and occupiers of adjacent land and nearby properties.			
<b>Delegates List:</b>	Approval to determine under delegation received on 9 October 2024			



## Application Process

### Background

1. The key milestones in the application process were as follows:

Development Facilitation Program: Pre-application	
Enquiry lodgement	10 May 2024
Invest Victoria	Advice received on 1 July 2024, advising the applicant the project will likely be feasible subject to normal considerations required.
Application process	
Application lodgement	12 July 2024
Further information requested	N/A
Further information received	N/A
Further plans submitted	N/A
Decision Plans	Architectural plans prepared by Clarke Hopkins Clarke Architects
Other Assessment Documents	<ul style="list-style-type: none"><li>• Urban Context Report prepared by Clarke Hopkins Clarke Architects</li><li>• Landscape Plan prepared by Tract Consultants</li><li>• Sustainable Management Plan prepared by Ark Resources</li><li>• Town Planning Report prepared by Tract Consultants</li><li>• Transport Impact Assessment Report prepared by Ratio</li><li>• Green Travel Plan prepared by Ratio</li><li>• Waste Management Plan prepared by Ratio</li><li>• Stormwater Management Strategy prepared by KD Engineering</li><li>• Acoustic Report prepared Clarity Acoustics</li><li>• Supporting information regarding Liquor License</li><li>• Cover Letter prepared by Tract Consultants</li><li>• Legal Access Mechanism prepared by Herbert Smith Freehills</li></ul>

2. The subject of this report is the decision plans (as described above).

## Proposal Summary

3. The proposal is 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.
4. Specific details of the proposal include:
  - Demolition of the existing Supermarket and Bottle Shop.
  - Buildings and works to construct a 3,626sqm Supermarket (Coles) (including mezzanine) and 205sqm Bottle Shop (Liquor Land).
  - Supermarket floor area will be increased and the loading bay relocated from the west side of the site (accessed internally) to the north-east corner accessed from Church Street.

- Bottle Shop is proposed within the south-west section of the Supermarket fronting Belmont Walk. Evidence has been provided that the Bottle Shop is exempt from Clause 52.27, as it benefits from an existing license issued prior to 8 April 2011.
- Construction of basement level containing 161 car parking spaces. At grade car parking is provided with 21 spaces located in the forecourt to High Street. A car parking reduction is sought for 7 spaces.
- Staff and visitor bicycle parking spaces (17 in total) are provided at ground level and in the basement.
- Vehicle and access provisions are maintained linking Discovery Lane to Belmont Square and Belmont Walk.

5. The applicant has provided the following concept image/s of the proposal:

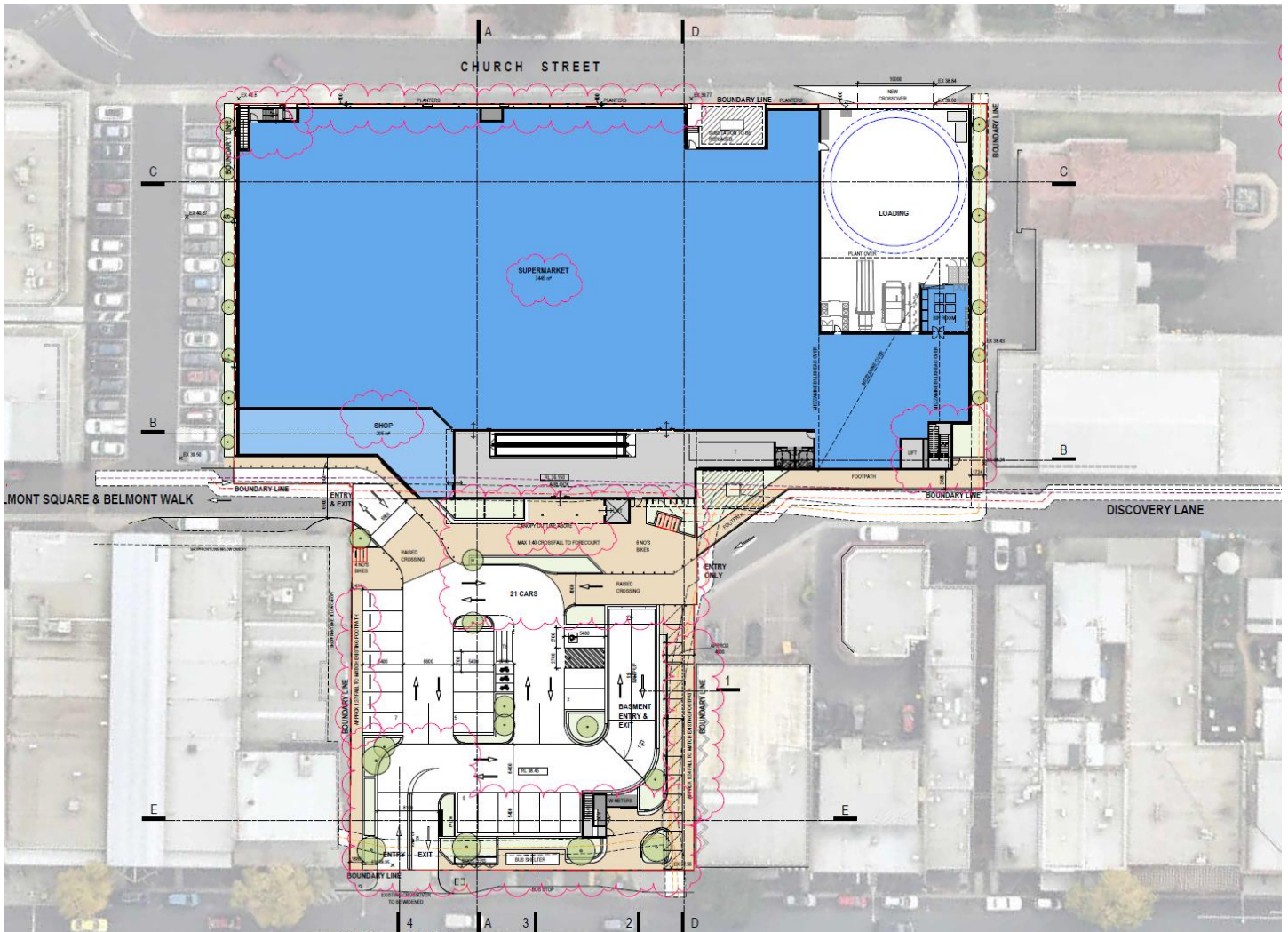


Figure 1: Site layout plan



Figure 2: Render from High Street



Figure 3: Render of Church Street

# Subject Site and Surrounds

## Site Description

- The site is located 158-162 High Street, Belmont and is within the 'High Street, Belmont' Sub-regional Activity Centre.
- The existing site comprises a Coles Supermarket which includes a Liquor Land Bottle Shop. At-grade carparking is located at each interface surrounding the building.
- The lot is in a 'T configuration' and has frontages to High Street to the south-east and Church Street to the north-east. The overall site area is approximately 7,345sqm.
- Existing access arrangements on site comprise of two crossovers from High-Street, one-way access from Discovery Lane, three crossovers from Church Street and two-way access from Belmont Walk.
- The site is formally described as comprising the following land parcels:
  - Land in Plan of Consolidation 364115P
- The site is affected by an easement (E-1) where the land interfaces with Discovery Lane. The easement is for the purpose of drainage and is benefitted/in favour of City of Greater Geelong.

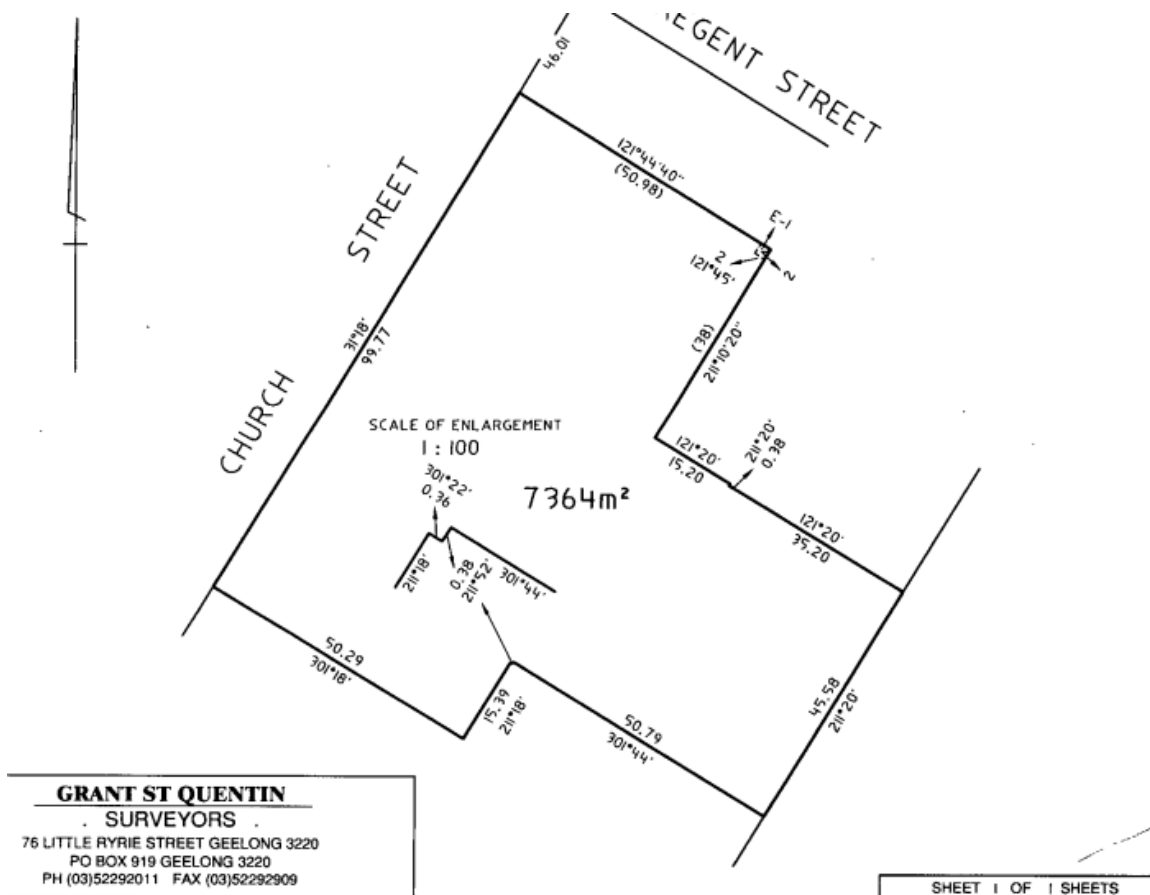


Figure 4: Plan of subdivision



Figure 5: Aerial of site and surrounds (supplied by applicant)

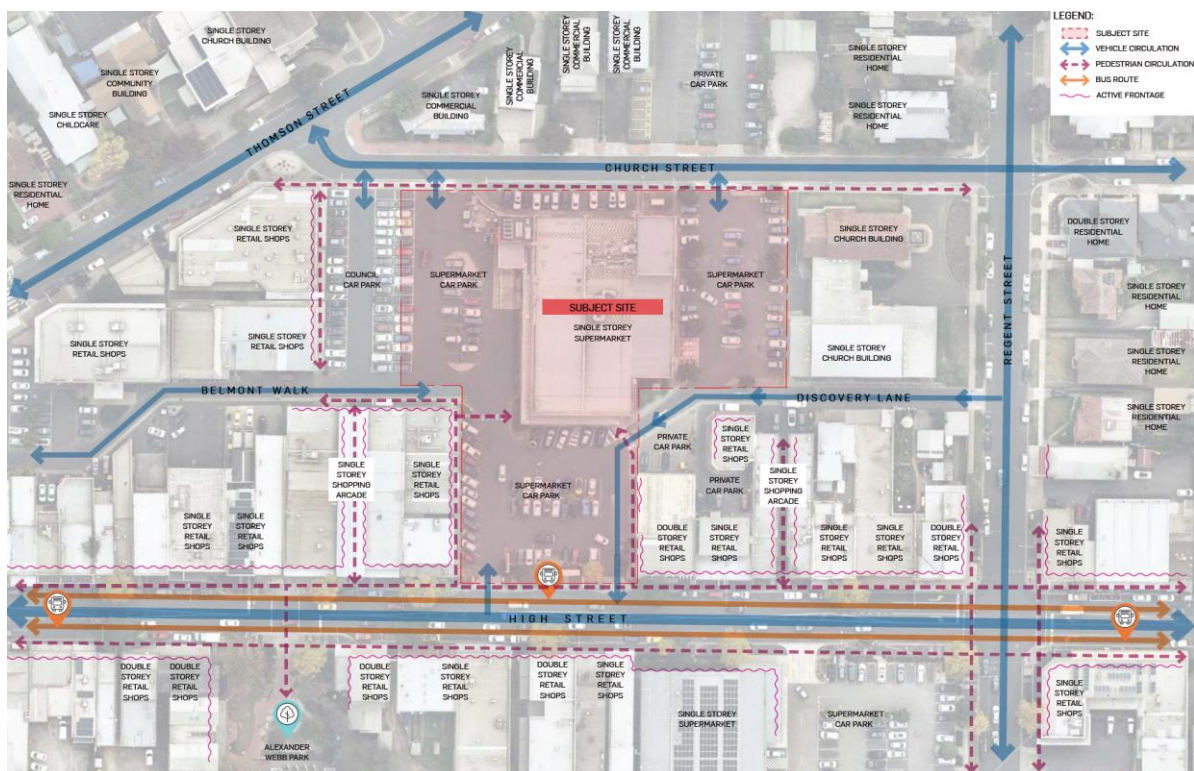


Figure 6: Site context and transport circulation



## Site Surrounds

12. The surrounding development context is predominantly commercial forming part of the High Street activity centre with a transition to established residential to the north and west. Further residential is located east of the commercial zoning along High Street.
13. Development surrounding the site can be described as follows:
  - To the **north-east** of the site is 25-27 Regent Street, Belmont, which operates as the Geelong Masonic Centre. This site is subject to Heritage Overlay – Schedule 1860 (HO1860). Except for a small building in the south-east corner of the adjoining site, the buildings on the adjoining site are setback from the shared boundary approximately 5m. This setback is principally occupied by a sealed driveway and footpath connecting to Church Street. Buildings on the adjoining site are orientated towards Regent Street with some rear windows and doorways facing towards the Site. Land further to the north in Regent Street is contained in GRZ4 and contains low-rise dwellings.
  - To the **south** of the site: The southern interface is to commercial tenancies in the ‘Centreway’ Shopping Centre.
  - To the **east and west** of the site: Various food and drink and retail premises.

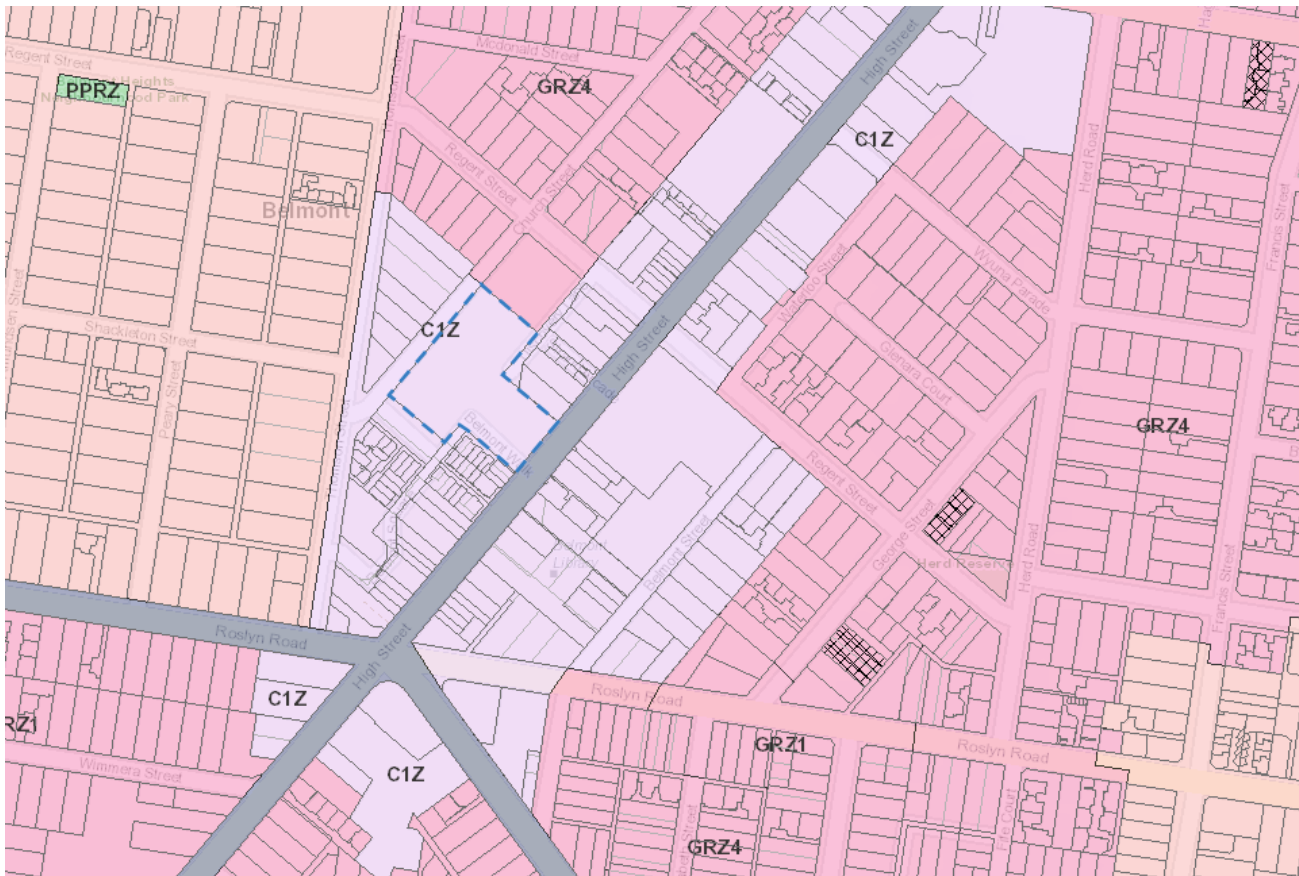


Figure 6: Surrounds zone map



## Referrals

14. The application was referred to the City of Greater Geelong which did not object to the proposal and provided various internal referral comments and draft permit conditions.

## Notice

15. The application is not exempt from the notice requirements of section 52(1)(a), (b) and (d),) of the *Planning and Environment Act 1987* pursuant to the following provisions:

- Clause 34.01-7. The land is within 30 metres of land in a Residential Zone (adjoining lot the north is contained in the General Residential Zone – Schedule 4).

16. The applicant was directed to give notice of the application in accordance with Section 52(1) of the Act, pursuant to the following provisions:

Provision	Organisation	Response Received (date)
Section 52(1)(a)	Notice to owners and occupiers of land in the immediate surrounds	Between 15 August 20024 and 17 September 2024
Section 52(1)(b)	City of Greater Geelong	21 August 2024
Section 52(1)(c)	N/A	
Section 51(1)(d)	Notice to owners and occupiers of land in the immediate surrounds	Between 15 August 20024 and 17 September 2024

## Objections

17. At the time of writing this report, 5 objections have been received from properties in the area. The details of their objection are outlined as follows

Issue of concern	Department Response
Increased lighting and signage	The proposed signage is consistent with the robust character and is of scale and type that is expected. It is noted that the site has a sensitive interface to its north-east in the form of the Church Site. In response to this character, the proposal does not include any signage orientated towards the Church site. Notwithstanding the above, a permit condition will require that all illuminated signage and lighting associated with the premises must be turned off between 10pm and 7am the next day, and that all outdoor lighting must be designed, baffled and located to the satisfaction of the Responsible Authority to prevent any adverse effects on adjoining properties. Only lighting directly related to the security of the premises may remain active outside these times. On this basis, some level of lighting is appropriate for the signs and the building given the commercial context of the site.
Position of waste, plant machinery and location of loading areas	Swept paths are provided as part of Ratio's Transport Impact Assessment report and demonstrate that the site layout has been designed suitably to allow for all vehicles to access all areas of the car park without conflict. Conditions will address the operational requirements of the loading bay to minimise any potential amenity impacts to the surrounding area.
Traffic management and disruption	A Transport Impact Assessment report (dated 24 November 2023) provides a comprehensive assessment of the anticipated traffic impacts of the proposal development. The report notes the road network surrounding the site is highly permeable, therefore mitigating the reliance on any one road or intersection in the nearby vicinity. Furthermore, the assessment undertaken demonstrates that



Issue of concern	Department Response
	additional traffic generated following redevelopment of the site can be accommodated by the surrounding road network in a safe and satisfactory manner without creating detrimental traffic safety or operational impacts. The City of Greater Geelong's Engineering Department response dated 20 May 2024 confirmed that there are no traffic concerns, with the proposal supported.
Market need and commercial impacts to other businesses in the area	Invest Victoria, as well as Coles, has already assessed the proposal and deemed to warrant investment for the broader community. The expanded supermarket is expected to require an additional 80 workers to operate, equivalent to +35 FTE jobs, when compared to the existing workforce at the smaller Coles store. It has been demonstrated that the proposal meets the purpose of Clause 53.22 'Significant Economic Development' as it is a project that will make a significant contribution to Victoria's economy and provide substantial public benefit, including jobs for Victorians.
Reduction in car parking	The application is seeking a minor reduction of seven spaces against the statutory requirements outlined in Clause 52.06 of the Greater Geelong Planning Scheme. The submitted Transport Impact Assessment report provides a detailed response as to the acceptability of the proposed car parking provision. In particular, car parking surveys undertaken at various other supermarkets indicate that the car parking demand generated by each site is lower than statutory car parking rate for supermarkets.
Construction impacts relating to noise dust and parking impacts. Construction of a basement and soil stability	Management and mitigation of construction impacts can be addressed via relevant permit conditions. Appropriate structural and geotechnical methods will be employed to ensure the foundations are suitable for the ultimate construction of the basement car park.
Shadowing impacts	Overshadowing diagrams are typically prepared to assess the shadow impacts to residential properties, in particular habitable rooms and private open space. There is no planning requirement to demonstrate overshadowing of commercial properties. Notwithstanding, the proposed building is 1 to 2 storeys in height and is proposed to be separated by approximately 18m from [REDACTED] which is expected to minimise any unreasonable overshadowing impacts.
Odour and rubbish from waste collection area	A Waste Management Plan has been prepared by Ratio to ensure waste is appropriately managed to avoid smells, spillages and the risk of attracting vermin and pests. Bins will be screened from public view to limit impacts on the visual amenity along Church Street and the WMP will form a condition on the permit to ensure any non-compliance may be subject to an enforcement order.
Personal detriment, Loss in property value and not being able to age in place	Impact to property values is not a relevant planning consideration. Concerns about the proposal's effect on the submitter to ageing in place is also not a relevant planning consideration.
Landscaping maintenance	A Landscape Plan will form part of the permit and this document will set out the necessary maintenance and management requirements.



## Statutory Controls – Greater Geelong Planning Scheme

Provision		Permit Trigger
<b>Zone</b>		Commercial Zone 1
<b>Overlay</b>		N/A
<b>Particular and General Provisions</b>	Clause 52.06 (Car Parking)	Clause 52.06-3 - <b>A permit is required</b> to reduce car parking A full assessment is provided below.
	Clause 52.34 (Bicycle Facilities).	<b>No permit required</b> – The development generates a statutory bicycle parking requirement of 14 spaces for the proposed shop uses. The development proposal includes a total of 17 bicycle spaces, exceeding the provision requirements of Clause 52.34.
	Clause 53.18 (Stormwater Management in Urban Development)	<b>No permit required</b> - this clause applies to an application under a provision of a zone to construct a building or construct or carry out works. An application to construct a building or to construct or carry out works: <ul style="list-style-type: none"> <li>a) Must meet all of the objectives of Clauses 53.18-5 and 53.18-6.</li> <li>b) Should meet all of the standards of Clauses 53.18-5 and 53.18-6.</li> </ul>

## Planning Policy Framework

19. The *Planning Policy Framework* encourages appropriate land use and development which enhances the built environment, supports economic growth, meets the community expectations on retail and commercial provision, delivers diversity in housing supply to meet existing and future needs, and integrates transport and infrastructure planning.
20. The relevant MPS and PPF policies have been considered in assessing the application and the following are considered relevant:

Clause	Description
<b>02.01</b>	Context
<b>02.02</b>	Vision
<b>2.03</b>	Strategic directions
<b>02.04</b>	Strategic framework plans
<b>Clause 11</b>	Settlement
Clause 11.03-1L	Activity Centres in Greater Geelong
<b>Clause 13</b>	<b>Environmental Risks and Amenity</b>
Clause 13.07-1S	Land use compatibility
<b>Clause 15</b>	<b>Built Environment and Heritage</b>
Clause 15.01-1S	Urban Design
Clause 15.01-1L-01	Development in activity centres
Clause 15.01-2S	Building Design
Clause 15.01-2L	Environmentally sustainable development
<b>Clause 17</b>	<b>Economic Development</b>
Clause 17.02-1S	Business
<b>Clause 19</b>	<b>Infrastructure</b>

21. The proposal is considered to provide an appropriate response to the above-mentioned planning policies as outlined below:

- Clause 02.03 of the MPS identifies High Street, Belmont as a sub-regional activity centre, where its role and function is to *'serve a wide catchment but smaller than a regional centre) anchored by one or more discount department stores, supermarket(s), min major(s) and specialty stores'*. The proposal is appropriately located in High Street and consistent with the following directions of the MPS:
  - *Ensure that new retail development is consistent with the Geelong Retail Centre Hierarchy.*
  - *Encourage expanding existing centres over developing new centres in out-of-centre locations.*
- The proposal is consistent with the objectives and strategies of Clause 11 as:
  - The continued use and expansion of the site as a full-line supermarket will maintain a major retail development on the site as an anchor for the southern end of High Street, Belmont Activity Centre. This will build up the activity centre as a focus for high-quality development and activity which is well connected by public transport. This will also be achieved by redeveloping the existing car park for additional retail opportunities and relocating and increasing the number of spaces provided within a concealed basement.
  - The proposal will maximise choices for local residents in terms of services, employment and interaction.
  - The proposal will encourage and attract other complementary businesses such as retail, office, cafes to locate within the centre.
- The proposal is in line with the strategies of Clause 15.01-1S Urban Design by:
  - Providing a site responsive design which considers the activity centre context of the site, the adjoining heritage church, residential zone and retail tenancies which are orientated towards the site.
  - Supermarket main entry lobby located towards High Street
  - Separating pedestrian and vehicle access.
  - Preserving and enhancing the existing bus stop area on High Street, as well as providing a separated and weather protected pathway between the supermarket and High Street and bus stop; and a second separated pedestrian access point along the south-western boundary of the site.
  - Providing well integrated landscaping within the High Street frontage, the car parking area and pedestrian areas including new trees, garden beds and vegetation, as well as vine/climbing plants along the Church Street interface and the interface to the Council car park.
- The proposal aligns with strategies of Clause 15.01-1L-01 Development in Activity Centres as noted below.
- The proposal is in accordance with strategies of Clause 15.01-2S Building Design as:
  - The proposal responds appropriately to its location and role as a retail anchor within the High Street, Belmont sub-regional activity centre, with no interfaces to sensitive land uses.
  - The proposal appropriately minimises potential amenity impacts on neighbouring properties and the public realm. Further, the proposal will not result in any overlooking, overshadowing or noise impacts on existing sensitive/residential areas.
  - The Proposal includes various initiatives to optimise the energy performance of the building, including minimisation of western and northern glazing to mitigate unwanted solar heat gain to retail shops, high level lazing providing natural light and green walls along the western façade.
- In accordance with the requirements of Clause 15.02-1L, the proposal includes a Sustainability Management Plan, prepared by utilising the BESS tool demonstrating best practice outcomes are achieved.



- In terms of Clause 17, the development will facilitate the ongoing aggregation of a major retail development within a sub-regional activity centre in locating commercial facilities in existing or planned activity centres.
- The Proposal provides for the on-site treatment and use of stormwater through the incorporation of landscape areas which promote filtration during storm events including a gross pollutant trap. Measures to meet the best practice objectives set out in the Urban Stormwater Best Practice Environmental Management Guidelines will also be incorporated.

## Use

22. The proposal does not seek approval for the use of land as a supermarket, being an existing use on site, as well as not requiring a permit in accordance with Clause 34.01-1 of the CZ1.
23. Whilst there is no permit trigger for the use on site, protection of the amenity of the area has none the less been considered, particularly given there are some residential properties in the nearby vicinity. As such permit conditions will be included in respect to the recommendations of the acoustic report be noted on plan, including: a full height wall/ acoustic screen along the north-eastern end of the loading dock, all mechanical equipment on site to be designed to comply with relevant regulations and for the car park exhaust fans to be designed as to achieve a maximum sound pressure level of 50dB LAeq at 1m from the discharge vents.

## Buildings and Works

24. In considering the design and built form of the proposed development, the most relevant clauses of the scheme are Clause 15.01-1S Urban Design and Clause 15.01-2S (Building Design). The following assessment will consider the building design response with respect to height, massing, setbacks and the associated relationship to nearby buildings.
25. The built form is of an appropriate height and well setback from Church Street and High Street to facilitate landscaping along each frontage which will improve the site's interface with the public realm. In addition, high quality materials and appropriate colours ensure an improved streetscape presentation.
26. Provision of landscaping is maximised to all setbacks and by planting 11 new canopy trees which will improve the attractiveness and contribute to urban heat cooling.
27. The development is designed to protect and enhanced the adjoining heritage church building as the main valued visual landmark in the surrounding area. The proposal utilises brick materials and a colour palette which takes cues and is sympathetic to the church building, as well as reduced building heights to protect views of the church when viewed from Church Street.

## Landscaping

28. As set out above, the proposal responds appropriately to the PPF, proposing well landscaped side setbacks, including canopy trees, green walls and garden beds around the car park area. It is noted Council has requested an extension of garden bed no.21 to the edge of the adjoining car parking bay which will be addressed as a condition.

## Car and Bicycle Parking, Loading, and Other Services

### Car Parking

29. The following car parking rates are relevant to the application:

Use	Rate	Amount Required	Amount Provided
Supermarket	5 spaces to each 100sqm of	181 spaces	Not Achieved



	leasable floor area		
<b>Bottle shop</b>	4 spaces to each 100sqm of leasable floor area	8 spaces	Not achieved

30. A total of 182 car parking spaces will be provided on-site, with a reduction in the statutory car parking requirement of 7 spaces required. This variation is a relatively minor shortfall and overall acceptable in the context of the development, as:

- The existing car parking area at the site is all connected and publicly accessible and therefore currently shared between users of the existing supermarket and surrounding commercial and retail tenancies. Whilst the development proposed to relocate a large portion of car parking within a basement, the permit applicant intends on maintaining existing parking arrangements, i.e. non-supermarket users will continue to have the ability to park within the basement should they wish to.
- Multi-purpose trips in the locality are highly likely in an Activity Centre, with a portion of customers visiting the supermarket in conjunction with a trip to another use in the area and vice versa. As such the sole car parking demand generated by the subject site will be reduced as a result of multi-purpose trips in the vicinity.
- The site has access to public transport, including various bus routes that operate with the Greater Geelong municipality. A bus stop conveniently located along the High Street boundary provides access to/from the site to four out of seven available bus routes.
- Car parking occupancy surveys undertaken at various supermarkets within metropolitan Melbourne, as outlined in the supporting Transport Impact Assessment Report prepared by Ratio note the site could conservatively be expected to generate a peak car parking demand of up to 149 spaces. Therefore, the proposed 182 spaces are sufficient to accommodate the anticipated peak parking demand, with 33 surplus spaces.
- Changes in typical travel patterns have occurred since the Covid-19 lockdowns, wherein the provision of Click & Collect and home delivery ordering systems allow customers to order groceries without the use of an on-site car parking space.

### Design Standards for Car Parking

31. The proposed car parking spaces have been designed in accordance with the relevant design standards of Clause 52.06-9 of the Greater Geelong Planning Scheme.

### Access, Traffic Movement and Circulation

32. The proposed access arrangements are appropriate, allowing traffic flows from Discovery Lane and the Council Car Park to High Street via the proposed internal road network.

33. Vehicle access will be provided as follows:

- By widening the existing crossover to High Street to 8.1m providing for two-way ingress and egress movements
- A 6.2m wide connection from Discovery Lane, providing one way access to the car park
- A 6.6m wide connection to/from the existing adjacent Council Car Park providing two-way access
- A new 10m wide crossover in the northern corner of the site to Church St providing access to the loading area



34. All other existing vehicle crossover will be removed as part of the application and reinstated with kerb and channel. It is noted the proposed accessway strategy is consistent with feedback received from Council’s traffic department.
35. In terms of pedestrian access across the site, safety is improved by ensuring pedestrians do not have to cross the primary internal roads. Specifically, the proposal includes:
- A main pedestrian path providing access from High Street via a four-metre-wide arbour structure along the northern boundary with limited vehicle conflict points.
  - A widened pedestrian path along the site’s southern boundary
  - Improved connection to the Council car park located south-west of the supermarket building.
  - Direct access to the basement will be provided for pedestrians via the travelators located within the lobby area, or via lift located in the same location.
36. As noted above, the proposal seeks to retain the one-way access to the site via Discovery Lane. This lane is also used to provide back-of-house loading for the various retail business along High Street. Council has raised concerns with this historical access arrangement and the utilisation of Coles’ private property to allow for access from Discovery Lane. The applicant has acknowledged this concern and agrees to a formalised access arrangement be executed as part of the subject planning application. This is proposed via a s.173 Agreement between Coles and Council, to provide the adjoining tenancies backing onto Discovery Lane to the north-east of the site, access to Coles’ land to legally re-enter the public road network. Both Council and the permit applicant have been in discussions and agreed on the wording of the relevant s.173 Agreement which will be secured via condition.

**Bicycle Facilities**

37. Clause 52.34-1 of the Scheme requires bicycle parking facilities as follows:

Proposed Use	Purpose	Bicycle Parking Rate	No. of Spaces Required	No. of Spaces Provided
Shop	Employee	1 space / 600m <sup>2</sup> of LFRA if the LFA exceeds 1000m <sup>2</sup>	6	7
	Customer	1 space / 500m <sup>2</sup> of LFRA if the LFA exceeds 1000m <sup>2</sup>	8	10
<b>Total</b>				<b>17</b>

38. The proposal generates a requirement for one shower/ change room facility for employees. Shower and change facilities will be provided within the male and female amenity rooms on the ground level available for employees to use which exceeds the minimum statutory requirement.

**Loading / Unloading**

39. The proposed loading arrangements are considered appropriate, being consolidated at the at-grade loading dock within the back-of house loading area. Due to the site layout, a turn table loading area is proposed which will allow vehicles to enter via the 10-metre-wide crossover from Church Street before stopping at the turntable and rotating position. It is recommended that a Loading Management Plan be included as a condition of permit to ensure the operation and management of the loading area is efficient and effective.

**Waste**

40. A waste management plan has been provided noting that waste collection will be undertaken by a private contractor. Council has stated they are comfortable with the waste arrangements, being well screened, with private contractors responsible for collection and that the plans and waste room and compactor are satisfactory. It is noted Council requested the compactor be used between 7am and 6pm, 7 days a week, whilst the applicant requested 10pm closing time. DTP considers 7am to 8pm to be an appropriate time to limit the use of the compactor, noting the applicant has agreed to this recommendation.





## Sustainability

### Environmentally Sustainable Design (ESD)

41. The proposal includes a number of sustainability initiatives outlined in the Sustainability Management Plan, prepared by utilising the BESS tool and demonstrating best practice outcomes are achieved. A condition will be included on the permit to ensure the development is undertaken in accordance with the SMP.

### Water Sensitive Urban Design (WSUD)

42. The Proposal utilises WSUD infrastructure to provide for on-site filtration and retardation of stormwater during storm events.

### Stormwater Management

43. The council recommended standard stormwater conditions be included on any permit issued. The Council also requested that a s.173 Agreement be prepared for the stormwater pump system, however DTP does not agree that a s.173 Agreement is necessary for the operation of this system and instead can be appropriately required via a condition of permit.
44. Subject to relevant conditions, the proposal will result in appropriate stormwater outcomes.

## Signs

45. The proposal includes signage that responds appropriately to the building, the surrounding context and minimises any potential safety and amenity impacts. The High Street, Belmont sub-regional activity centre is a robust environment with extensive signage. The proposed signage is consistent with this character and the scale and type of what is expected in the area for the following reasons:
  - The business identification signage does not extend outside the building envelope, with the exception of the sky sign and direction signs.
  - By generally limiting the signs to within the building envelope, the proposal will not obscure or comprise important views nor dominate the skyline and will not impede views to existing signs.
  - The proposal rationalises signage by providing fewer, larger signs in fewer locations as to minimise any potential visual clutter.
  - The internally illuminated signs limit light spill and do not face any residentially zoned land or existing residential dwellings. As such, the illumination of signs will not impact the amenity of any dwellings.
  - It is noted that apart from the adjoining Church site, the site has no sensitive interfaces. In response to this, the proposal does not include any signage orientated towards the church site.
  - The proposed directional signs will improve road and driver safety by providing visible instructions to users of the car park area.

## Other Matters

### Cultural Heritage

46. The land is not mapped as an area of potential cultural heritage sensitivity.



### Clause 52.27 - Licensed Premises

47. A planning permit is not required pursuant to Clause 52.27 (Licenced Premises) to sell packaged liquor from the site as it benefits from an exemption as the liquor licence was issued prior to 8 April 2011. The applicant has provided evidence the license was issued prior to this date.



48. The proposal is generally consistent with the relevant planning policies of the Greater Geelong Planning Scheme and will contribute to the provision of retail and commercial services within a designated Activity Centre area.
49. The proposal is generally supported by the various referral agencies.
50. It is recommended that Planning Permit No. PA2403035 for the 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 at 158-162 High Street, Belmont be issued subject to conditions.
51. It is **recommended** that the applicant and the council be notified of the above in writing.



**Prepared by:**

I have considered whether there is a conflict of interest in assessing this application and I have determined that I have:

- No Conflict**
- Conflict and have therefore undertaken the following actions:
  - Completed the **Statutory Planning Services declaration of Conflict/Interest form.**
  - Attached the Statutory Planning Services declaration of Conflict/Interest form on to the hardcopy file.
  - Attached the Statutory Planning Services declaration of Conflict/Interest form into the relevant electronic workspace.

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Name: [Redacted]  
Title: Senior Planner, Development Approvals and Design  
Signed: [Redacted]  
Phone: [Redacted]  
Dated: 10 October 2024

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**Reviewed / Approved by:**

I have considered whether there is a conflict of interest in assessing this application and I have determined that I have:

- No Conflict**
- Conflict and have therefore undertaken the following actions:
  - Completed the **Statutory Planning Services declaration of Conflict/Interest form.**
  - Attached the Statutory Planning Services declaration of Conflict/Interest form on to the hardcopy file.
  - Attached the Statutory Planning Services declaration of Conflict/Interest form into the relevant electronic workspace.

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Name: [Redacted]  
Title: Manager, Development Approvals and Design  
Signed: [Redacted]  
Phone: [Redacted]  
Dated: 14 October 2024

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