

GREATER SHEPPARTON PLANNING SCHEME AMENDMENTS C192 & C193 PLANNING PERMIT APPLICATION 2016-269

221-229 NUMURKAH ROAD AND 10 FORD ROAD SHEPPARTON



STATEMENT OF EVIDENCE BY ANDREW CLARKE ON PLANNING ISSUES

Prepared for Lascorp Development Group (Aust) Pty Ltd

JULY 2017

Matrix Planning Australia Pty Ltd

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CONTENTS

1	INTRODUCTION: PRACTICE NOTE – EXPERT EVIDENCE				
2	SUBJEC	CT SITE & ENVIRONS	2		
3	EXISTIN	NG PLANNING POLICIES & CONTROLS	8		
	_	ATE PLANNING POLICY FRAMEWORK	_		
	3.2 Lo	CAL PLANNING POLICY FRAMEWORK	10		
	3.2.1	Municipal Strategic Statement	10		
	3.2.2	Local Planning Policies	12		
	3.3 Ex	SISTING PLANNING CONTROLS	12		
	3.3.1	Zoning	12		
	3.3.2	Overlays	15		
	3.3.3	Particular Provisions	15		
4	BACKG	GROUND STRATEGIC PLANNING DOCUMENTS	15		
	4.1 Co	DMMERCIAL ACTIVITY CENTRES STRATEGY NOVEMBER 2015	15		
		IEPPARTON NORTH URBAN DESIGN FRAMEWORK (JULY 2017)			
5	THE PR	ROPOSAL	21		
	5.1 An	MENDMENT C192	21		
		иеndment C193			
	5.2.1	Proposed Zoning			
	5.2.2	Proposed Overlay			
	_	ANNING PERMIT APPLICATION 2016-269			
6	PLANN	IING CONSIDERATIONS	26		
	6.1 AP	PPROPRIATENESS OF THE LOCATION	26		
		RATEGIC AND POLICY JUSTIFICATION FOR THE AMENDMENTS			
		VO COMMERCIAL 1 ZONES			
		ie Permit Application			
	6.4.1	Site Layout and Building Design			
	6.4.2	Planning and Development Assessment Criteria			
	6.4.3	Residential Amenity Impacts			
	6.4.3	, ,			
	6.4.3	·			
	6.5 NE	ET COMMUNITY BENEFIT ASSESSMENT			
7	CONCL	USIONS	34		

1 INTRODUCTION: PRACTICE NOTE – EXPERT EVIDENCE

Name and Address of Expert

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Matrix Planning Australia 2nd Floor, 50 Budd Street Collingwood Vic 3066.

Qualifications of Expert

Bachelor of Town and Regional Planning (Hons), University of Melbourne, 1982

Member, Planning Institute of Australia

Refer Curriculum Vitae at Attachment 1.

<u>Any Private or Business Relationship between the Expert Witness and the Party for Whom the Report is Prepared</u>

None.

Instructions

Verbal instructions from Lascorp Development Group (Aust.) Pty Ltd as follows:

- a) Provide a preliminary view whether I am able to support the Lascorp proposal, and
- b) If so, to prepare this report for presentation to the Panel.

Facts, Matters and Assumptions

Facts, matters and assumptions on which opinions expressed in the report are based are set out in the report.

Documents and Materials Taken Into Account

The documents and any literature or other materials taken into account in preparing the report are identified in the report.

Examinations, Tests and Investigations

All examinations, tests and investigations have been undertaken by me.

Summary of Opinion

A summary of opinion is included in the Conclusion.

Provisional Opinion

There are no provisional opinions.

P16029

Relevant Questions Outside of Expertise

There are two matters of relevance outside of my expertise. These relate to the disciplines of traffic engineering and economics.

Whether the report is incomplete or inaccurate in any respect

As far as I am aware the report is not incomplete or inaccurate in any respect.

Declaration

I have made all the enquiries which I believe are desirable and appropriate, and that no matters of significance which I regard as relevant have to my knowledge been withheld from the Panel.

2 SUBJECT SITE & ENVIRONS

The subject site is an L-shaped parcel fronting the east side of Numurkah Road (Goulburn Valley Highway) for a distance of approximately 112 metres and fronting the south side of Ford Road for a distance of 177.73 metres. The northern alignment of Doody Street forms its southern boundary. It has an area of approximately 3.5 ha (deduced from the planning report that accompanied the amendment request).

The site is flat, devoid of vegetation other than grasses, vacant and unused (refer Aerial Photographs over page).

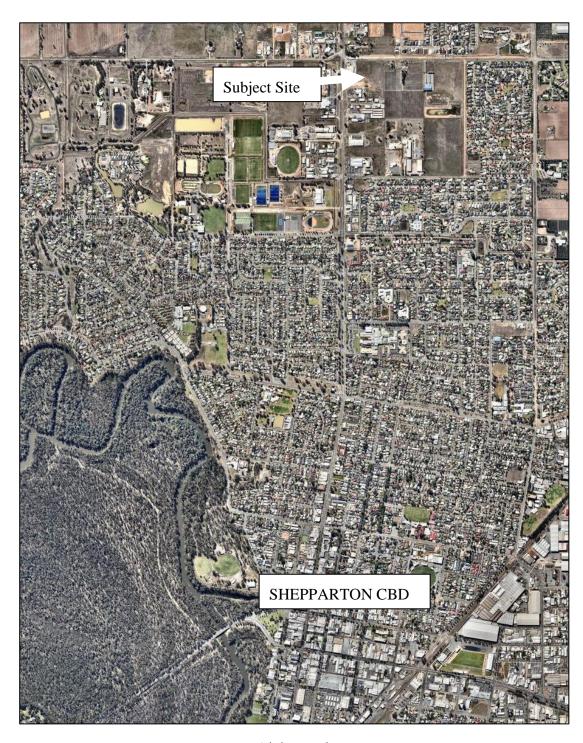
The subject site forms part of a commercial strip that extends along both sides of Numurkah Road in this location.

South of Ford Road, Numurkah Road is a 4 lane divided arterial road. At the subject site's frontage a service road is provided. Ford Road is a two lane bitumised rural standard road.

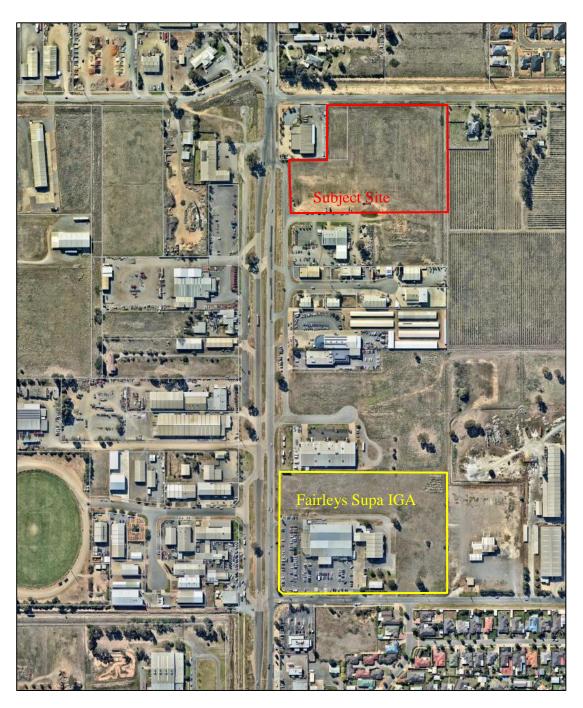
Adjoining the subject site at the south-east corner of Numurkah Road and Ford Road is a fencing business/workshop/display. To the immediate south across Doody Street is a John Deere tractor sales business and vacant land, part of which has recently been granted planning approval for a 108 place child care centre. To the west across Numurkah Road opposite the subject site there is a fitness centre and farm machinery sales. To the immediate east is a former farm with remnant fruit trees and two dwellings fronting Ford Road. This land is destined for future residential purposes as part of the Shepparton North Urban Growth Area. Similarly, land north of Ford Road is developed or destined for future residential use also as part of the Shepparton North Urban Growth Area.

Proceeding in a southerly direction from Ford Road the following land uses exist on the east side of Numurkah Road:

- Fencing business/workshop/display at 231 Numurkah Road;
- The subject site (vacant);
- Doody Street;
- John Deere tractor sales at 219 Numurkah Road;



Aerial Photograph 1



Aerial Photograph 2



Aerial Photograph 3



Numurkah Road frontage of the subject site



Ford Road frontage of the subject site



West side of Numurkah Road opposite the subject site



North side of Ford Street opposite the subject site

- A number of factoryettes both sides of Grant Court;
- Boat sales at 207-209 Numurkah Road;
- CFA depot at 205 Numurkah Road;
- Vacant land at 201 Numurkah Road;
- Shelby Court;
- Caravan sales at 195 Numurkah Road;
- Fairleys IGA supermarket at 177 Numurkah Road;
- Hawkins Street;
- McDonald's convenience restaurant at 169 Numurkah Road
- 4 take away food/convenience restaurants (one vacant) at 161-167 Numurkah Road;
- Caltex petrol station at 145 Numurkah Road.

Fairleys Supa IGA Supermarket is located 400 metres south of the subject site. It comprises approximately 3,400 m² of retail floorspace including the supermarket, bottle shop, in-store bakery, in-house café offering light meals and snacks and a Tatts agency.

I understand that Fairleys Supa IGA has existed on this site for many years. I am instructed that it has a live planning permit issued in April 2012 for an expanded 8,000 m² retail complex, but it has not acted on that permit. I am further instructed and have been provided with a copy of a recent application to amend that permit comprising a total of 8,000 m² retail floorspace as follows:

- Supermarket: 4,000 m²;
- Large format retail (unspecified): 1,680 m²;
- Specialty shops and kiosks (23 tenancies): 2,320 m²;
- Community facility (non-retail): 195 m².

More recently, a Stage 2 application has been made over the Fairleys Supa IGA site. It contemplates a future additional 6,000 m² floor area including:

- A second 3,470 m² supermarket;
- Two mini-majors of 800 m² and 600 m²;
- 680 m² of specialty shops in 9 tenancies, and
- 405 m² medical centre.

The Fairleys Supa IGA site is in a Commercial 1 Zone with a discretionary retail floorspace cap of 8,000 m².



Fairleys Supa IGA

3 EXISTING PLANNING POLICIES & CONTROLS

3.1 STATE PLANNING POLICY FRAMEWORK

The State Planning Policy Framework is the enunciation of State planning policies common to all Victorian new format planning schemes. State planning policies relevant to both amendments and the permit application include:

- Clause 10.04: Integrated Decision Making, which seeks to balance conflicting objectives in favour of net community benefit and sustainable development for the benefit of present and future generations;
- Clause 11.01-1 Settlement Networks, which identifies Shepparton as one of various foci for investment and growth;
- Clause 11.02-3: Planning for Growth Areas, which includes the strategy to create a
 network of mixed-use activity centres that are high quality, well designed and create a
 sense of place;
- Clause 11.03-1: Activity Centre Network. The objective is:

"To build up activity centres as a focus for high-quality development, activity and living for the whole community by developing a network of activity centres."

It includes the following strategy:

"Develop a network of activity centres that:

- Comprises a range of centres that differ in size and function.
- Is a focus for business, shopping, working, leisure and community facilities.
- Provides different types of housing, including forms of higher density housing.
- Is connected by public transport and cycling networks.
- Maximises choices in services, employment and social interaction."
- Clause 11.03-2: Activity Centre Planning. The objective seeks:

"To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres which provide a variety of land uses and are highly accessible to the community"

It includes the following strategies:

"Undertake strategic planning for the use and development of land in and around the activity centres.

Give clear direction in relation to preferred locations for investment.

Encourage a diversity of housing types at higher densities in and around activity centres.

Reduce the number of private motorised trips by concentrating activities that generate high numbers of (non-freight) trips in highly accessible activity centres.

Improve access by walking, cycling and public transport to services and facilities for local and regional populations.

Broaden the mix of uses in activity centres to include a range of services over longer hours appropriate to the type of centre and needs of the population served.

Provide a focus for business, shopping, working, leisure and community facilities.

Encourage economic activity and business synergies.

...

Locate new small scale education, health and community facilities that meet local needs in or next to Neighbourhood Activity Centres.

Ensure Neighbourhood Activity Centres are located within convenient walking distance in the design of new subdivisions.

Improve the social, economic and environmental performance and amenity of activity centres."

- Clause 15.01-1: Urban Design Principles which includes 11 design principles for development proposals not covered by the ResCode provisions;
- Clause 17.01-1 Business. The objective is:

"To encourage development which meet the communities' needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities."

It includes the following strategies:

"Locate commercial facilities in existing or planned activity centres.

Provide new convenience shopping facilities to provide for the needs of the local population in new residential areas and within, or immediately adjacent to, existing commercial centres.

...

A five year time limit for commencement should be attached to the planning approval for all shopping centres or expansions of over 1,000 square metres in floorspace."

 Clause 17.01-2: Out of Centre Development. It includes the following relevant strategies:

"Ensure that proposals or expansion of single use retail, commercial and recreational facilities outside activity centres are discouraged by giving preference to locations in or on the border of an activity centre.

Ensure that out-of-centre proposals are only considered where the proposed use or development is of net benefit to the community in the region served by the proposal or provides small scale shopping opportunities that meet the needs of local residents and workers in convenient locations."

3.2 LOCAL PLANNING POLICY FRAMEWORK

3.2.1 Municipal Strategic Statement

The Municipal Strategic Statement (MSS) is the expression of the planning vision, objectives and strategies at the municipal level of consideration.

The Greater Shepparton Planning Scheme MSS identifies that the City of Greater Shepparton is the fourth largest regional centre in Victoria (Clause 21.01).

At various clauses the MSS identifies the Shepparton CBD as the principal retail centre in the region and that primacy needs to be supported and reinforced (Clauses 21.01, 21.02, 21.06-5).

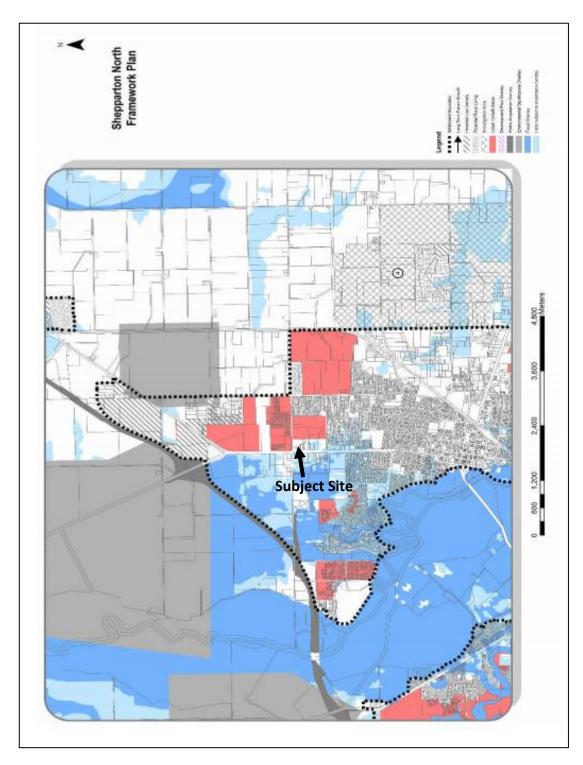
The MSS identifies four residential growth corridors including the northern corridor between Verney Road and the Goulburn Valley Highway, Shepparton, and which includes the subject site (Clause 21.04-1). These are intended to accommodate the majority of new residential development. Growth is intended to occur on a number of fronts (Clause 21.04-1).

The first objective for Urban Consolidation and Growth is:

"To contain urban growth to identified growth areas in order to protect higher quality and intact agricultural areas and achieve a more compact built up area."

The MSS includes a number of framework plans for various locations derived from the Greater Shepparton Housing Strategy. The Shepparton North Framework Plan is reproduced on the following page indicating growth areas to the immediate north and east of the subject site.

Clause 21.06 deals with Economic Development. Clause 21.06-5 specifically deals with Commercial/Activity Centres. It references the *Greater Shepparton 2030 Economic Development Report* noting that it identifies that no foreseeable demand exists in the long term for new major freestanding centres, other than in the north and south growth corridors, and for suitably accommodating bulky goods activities. It references a retail hierarchy where Fairleys (Numurkah Road) is identified as one of various Neighbourhood/Township Centres.



Map 1: Shepparton North Framework Plan

The first two objectives for Commercial/Activity Centres are:

"To have a hierarchy of viable activity centres.

To reinforce the Shepparton CBD as the principal retail centre in the region, in accordance with the provisions of Schedule 1 to the Activity Centre Zone and the Shepparton CBD Strategy October 2008."

Relevant strategies to achieve these objectives include:

"Support a hierarchy of retail centres that promotes the primacy of the Shepparton CBD as a multi-function centre complemented by local centres for convenience shopping."

"Identify lower order neighbourhood retail and community centres to serve convenience needs of north Shepparton, Mooroopna and Kialla.

Facilitate the expansion of the neighbourhood centre in the north at the Fairley's supermarket site subject to an Economic Impact Assessment."

"Provide neighbourhood commercial and retail centres that are accessible to the local community, especially by public transport and bicycle, and that also have adequate car parking provisions."

The Shepparton Business Framework Plan identifies the Fairleys site as "future/expanded neighbourhood centre". The balance of Numurkah Road is identified as "highway business" (refer Map 2 over page).

3.2.2 Local Planning Policies

There are no local planning policies in the Greater Shepparton Planning Scheme.

3.3 Existing Planning Controls

3.3.1 Zoning

Under the Greater Shepparton Planning Scheme the subject site is in a Commercial 2 Zone (refer Map 3 over page).

The purposes of the Commercial 2 Zone are:

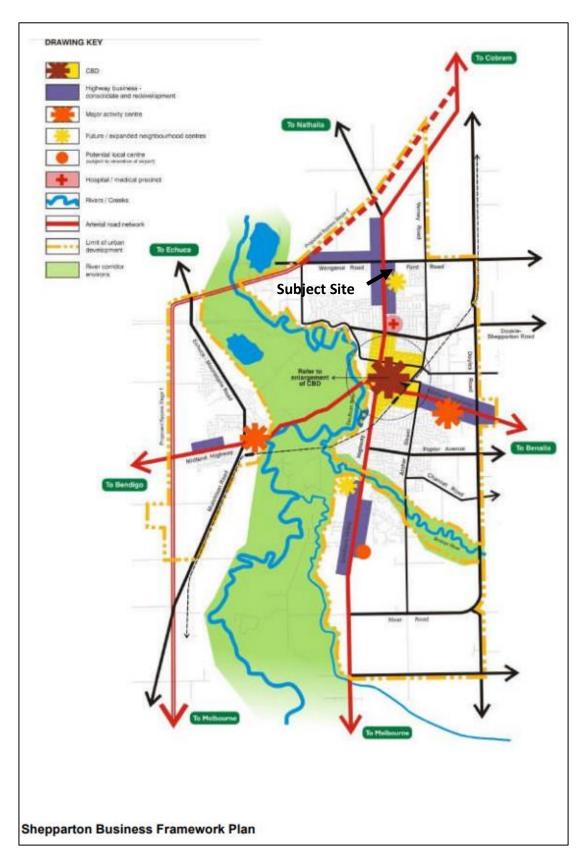
"To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.

To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.

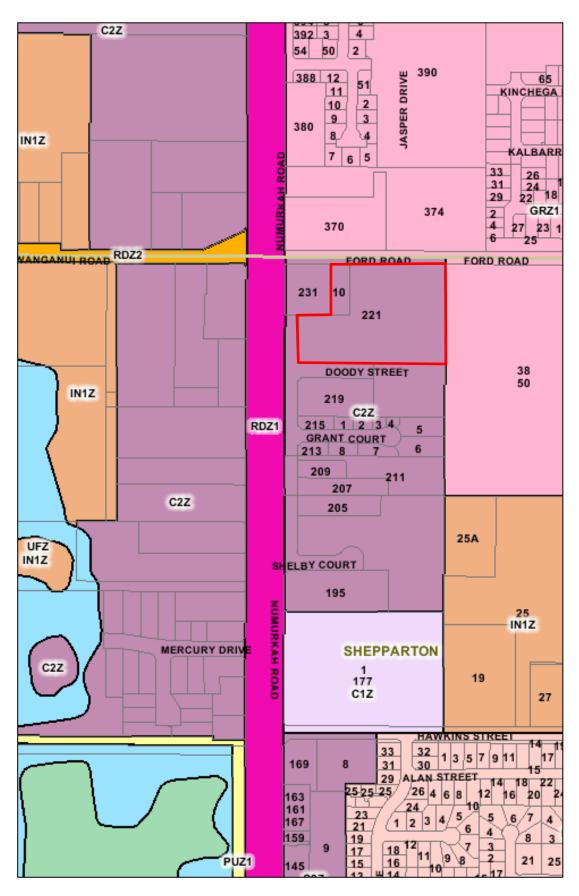
To ensure that uses do not affect the safety and amenity of adjacent, more sensitive uses."

A supermarket in Shepparton is a Section 2 use subject to the conditions:

"The leasable floor area must not exceed 1800 square metres unless on land within the City of Greater Geelong or within an urban growth boundary in metropolitan Melbourne.



Map 2: Shepparton Business Framework Plan



Map 3: Zoning

The site must adjoin, or have access to, a road in a Road Zone."

As the first condition is unable to be met because the supermarket leasable floor area exceeds 1,800 m² a planning scheme amendment is required.

3.3.2 Overlays

There are no planning scheme overlays affecting the subject site. However Development Plan Overlays apply to the identified residential growth areas to the immediate north and east of the subject site (refer Map 4 over page).

3.3.3 Particular Provisions

There are a number of Particular Provisions permit triggers that apply to the planning permit application:

- Clause 52.06: Car Parking (although the traffic report identifies no waiver of car parking is required);
- Clause 52.07: Loading and Unloading of Vehicles (although the traffic report identifies no waiver or reduction of the requirement is required);
- Clause 52.27: Licensed Premises (packaged liquor sales);
- Clause 52.29: Land Adjacent to a Road Zone Category 1 (altered access to Numurkah Road).

4 BACKGROUND STRATEGIC PLANNING DOCUMENTS

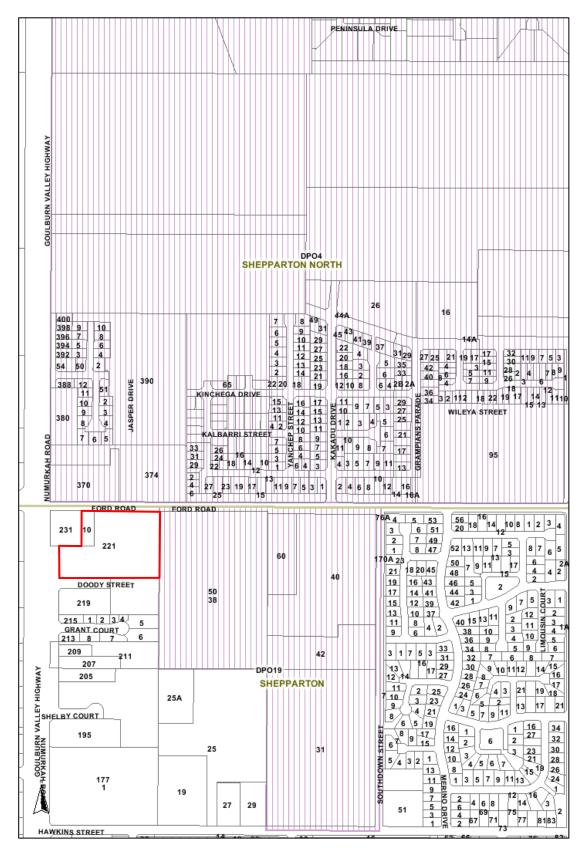
In this section I describe some of the background strategic planning documents that have informed both amendments.¹

4.1 COMMERCIAL ACTIVITY CENTRES STRATEGY NOVEMBER 2015

The City of Greater Shepparton *Commercial Activity Centres Strategy,* November 2015 was prepared by Essential Economics in association with Spiire. It was adopted by Council in February 2016.

The Strategy underpins and provides the principal strategic justification for both amendments.

¹ It is unnecessary to refer to those background strategic planning documents already referenced in the planning scheme as they already form part of the MSS.



Map 4: Development Plan Overlay

The purpose of the Strategy was to provide a municipal-wide strategy that:

- 1. Provides a clear understanding of the role and function of urban and rural activity centres in Greater Shepparton;
- 2. Identifies future retail/commercial floorspace requirements for activity centres; and
- 3. Identifies the relationship between economic activity, population levels, demographics, and social sustainability of activity centres (page 1).

The Strategy redefined the Shepparton activity centre retail hierarchy (see Section 5.1 below) and included the Shepparton North activity centre as a sub-regional centre, noting:

"Although Shepparton North has been identified as a sub-regional centre in the hierarchy, in reality the centre <u>currently</u> serves a more limited role that is dominated by a single use (supermarket) and a lack of diversity in retail and commercial activities. This is in contrast to the greater scale, range and diversity of uses present in the Riverside and Mooroopna CBD centres." (page 23).

The Strategy describes the Shepparton North Centre as follows:

"Shepparton North

Location and Description

The Shepparton North activity centre effectively comprises the Fairleys IGA and a small number of shops located immediately adjacent to the front of the store. At present, the centre contains approximately 4,000m2 of retail floorspace, which is well-below the allowable shop floorspace cap of 8,000m2 in the planning scheme.

Located on the eastern side of the Goulburn Valley Highway, the centre occupies a prominent position at a 'gateway' location to the northern edge of the Shepparton urban area. The northern edge of the Shepparton CBD is located approximately 1.5km to the south and Maude Street Mall is 3km to the south.

Previously identified in the Shepparton Planning Scheme as Fairleys (Numurkah Road), the activity centre is now more appropriately known simply as Shepparton North.

Role and Function

Patronage is primarily generated from the northern areas of urban Shepparton and from rural and regional areas to the north and north-west.

Fairleys IGA is a popular grocery shopping destination and is one of the best-performing independent supermarkets in Victoria.

However, the role of the centre in meeting community need is limited by the lack of supporting speciality shops and other non-retail uses that would typically characterise a centre of this type. This has been reflected in previous planning policy considerations relevant to the centre (for

P16029

example Amendment C119).

Main Features and Issues

Considerations for the Strategy relevant to the Shepparton North activity centre include:

- Potential Expansion the opportunity exists for the Shepparton North activity centre to expand within the existing planning framework for the centre that includes a shop floorspace cap of 8,000m2 and significant land in the Commercial 1 Zone that is currently vacant. This opportunity for expansion has not been realised.
- Growing Demand the northern parts of the Shepparton urban area continue to experience population growth, and this is expected to continue for the foreseeable future. Development of the northeast growth area that has been identified by Greater Shepparton and is located a short distance to the east will further increase demand for additional facilities required to meet the needs of this expanding population.
- Mix of Uses at present, the limited mix of uses in the Shepparton North activity centre is not consistent with the expectations of both planning policy and the general community.
- Future Role as the Shepparton North centre expands to meet the needs of surrounding residents and a large regional hinterland, an enhanced role for the activity centre hierarchy as a sub-regional centre is anticipated. For this to occur, the centre must contain a broader range of retail and commercial functions consistent with this definition within the hierarchy.
- Centre Layout Although at present the Shepparton North activity centre is dominated by the Fairleys IGA site, it is appropriate that opportunities for further expansion are considered. This could represent an extension of the existing Commercial 1 Zoned land or, if required, a new area within the Commercial 1 Zone located elsewhere in that part of the Shepparton North Gateway between Ford Road and Hawkins Street in which a range of commercial uses are currently concentrated." (pages 42-43).

The recommendations for Shepparton North included:

"Shepp. North Action 1:

Encourage the expansion of retail and commercial facilities in the existing Commercial 1 Zone area so that residents of Shepparton North are provided with an enhanced range of local convenience shopping facilities and services.

Shepp. North Action 2:

Expansion of the Shepparton North centre to provide a range of retail and non-retail facilities that is consistent with sub-regional status in the activity centres hierarchy. This could include the addition of a second full-line supermarket and enhanced supporting retail (not including a major non-food retail anchor such as a discount department store).

Shepp. North Action 3:

Ensure that future development of the Shepparton North centre takes place in a manner supported by appropriate urban design and planning guidance. In indicative terms, an increase of 6,000m2 in shop floorspace may be supported on land outside the existing Commercial 1 Zone at Shepparton North, which is sufficient to accommodate a 2nd supermarket and supporting retail such as specialty shops. This should be subject to detailed assessment through application of the Planning and Development Assessment Criteria to any proposal. An appropriate site in the area fronting the Goulburn Valley Highway between Ford Road in the north and Hawkins Street in the south can be endorsed for this extension to the Commercial 1 Zone.

Shepp. North Action 4:

Consider implementation of a maximum shop tenancy size which restricts a discount department store or other major non-food based anchor 'shop' tenant in the Shepparton North centre (similar to that applied to a supermarket in Riverside Plaza). This will ensure large anchor tenants better suited to the CBD or Shepparton Marketplace are not located in the Commercial 1 Zone at Shepparton North.

Shepp. North Action 5:

Once the location of an expanded Commercial 1 Zone in Shepparton North is identified, develop an urban design framework or similar assessment that provides appropriate guidance on how the centre can develop in a manner that provides a high-level of amenity to shoppers and is consistent with best-practice activity centre development guidelines. If required, apply a Development Plan Overlay (DPO) or similar mechanism to the Shepparton North centre.

Shepp. North Action 6:

Allow for the development of a small local centre in association with the new North-East residential growth area. This centre will meet local convenience needs only, and will not include uses (such as a full-line supermarket) that would be more appropriately located in the Shepparton North centre." (pages 117-118).

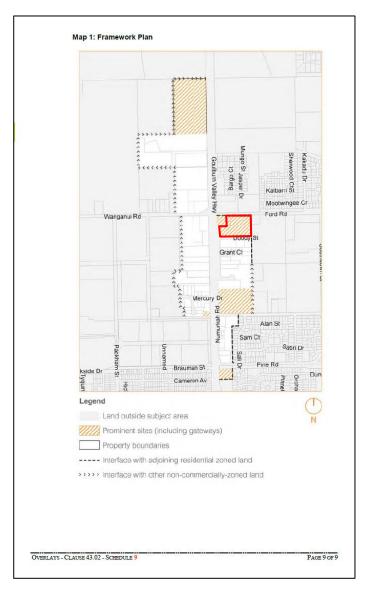
4.2 SHEPPARTON NORTH URBAN DESIGN FRAMEWORK (JULY 2017)

Planisphere recently completed for Greater Shepparton City Council Addendum to the Urban Design Framework – Shepparton North & South Business Areas (July 2017).

The study sought to include two additional areas to the existing Urban Design Framework, one of which was the Shepparton North Gateway Commercial Precinct (land covered by the Commercial 1 and 2 Zones; page 2).

The Urban Design Framework is essentially a series of recommended built form guidelines under various subject headings such as gateway sites, building massing and height, setbacks, roof forms, car parking, landscaping, signage, architectural detail and external finishes.

It included a draft Design and Development Overlay covering the North precinct which includes a Framework Plan identifying the subject site and the Fairleys Supa IGA site as "prominent site (including gateways)". (Refer Map 5).



Map 5: Proposed DDO9 Framework Plan

The Urban Design Framework appears to me to provide a response to the Essential Economics recommendation in the Commercial Activity Centres Strategy for the preparation of "an urban design framework or similar assessment guiding built form and development outcomes" ²

I am advised that Greater Shepparton City Council has sought authorisation to prepare and exhibit a planning scheme amendment to implement the study recommendations.

5 THE PROPOSAL

The proposal comprises 3 components:

- Amendment C192;
- Amendment C193; and
- Planning Permit Application 2016-269.

5.1 AMENDMENT C192

Amendment C192 to the Greater Shepparton Planning Scheme ("Amendment C192") updates the MSS and Activity Centre Zone to implement the recommendations of the *Commercial Activity Centres Strategy, November 2015.* I have reviewed Amendment C192 generally, but have concentrated my review on the issues raised by the rezoning of the subject site.

The relevant parts of Amendment C192 therefore seek to:

- Update the activity centre hierarchy in the MSS at Clause 21.06-5: Commercial/ Activity Centres;
- Amend the MSS at Clause 21.06-5 Commercial/ Activity Centres to:
 - Discourage the location of cinemas and department stores outside the retail core (Precinct 1);
 - Reinforce the Shepparton CBD as the principal retail centre;
 - Include the Commercial Activity Centres Strategy November 2015 as a reference document;
 - Encourage expansion of retail and commercial convenience facilities in Shepparton North, subject to detailed planning and development assessment criteria.

The principal thrust of the MSS changes are to Clause 21.06-5 so as to reference the *Commercial Activity Centres Strategy*.

Amendment C192 provides an updated activity centre hierarchy (refer Figure 1 over page):

P16029 21

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² Essential Economics, pages 117 and 118.

Level in Hierarchy	No. of Centres in Shepparton	Centre
Shepparton Central Activities District	1	Shepparton CBD
Regional Retail Centre	1	Shepparton Marketplace
Sub-Regional Centre	3	Riverside, Mooroopna CBD, Shepparton North
Neighbourhood Centre or Town Centre	3	Echuca Road (Mooroopna North), Rowe Street East (Shepparton Plaza), Tatura
Local Centre or Township Centre	29	Branditt Ave, Graham St, Parkside Drv, King St, Dunkirk Ave, Conifer St, Parker St, Macintosh St, Swallow St, Michel St, Poplar Ave, Archer St, Colliver Rd, Guthrie St, Longstaff St, Kialla Lakes, Joseph St, MacIsaac Rd, St Georges Road, Murchison, Dookie, Toolamba, Tallygaroopna, Undera, Shepparton East, Lemnos, Congupna, Katandra West, Merrigum
Enterprise Corridor	3	Benalla Road, Gateway North (Numurkah Road), Gateway South (Melbourne Road)

Figure 1: Proposed Retail Hierarchy

The MSS continues to identify the primacy of the Shepparton CBD as the principal activity centre in the hierarchy.

Amendment C192 introduces a new sentence to the MSS:

"Further expansion of retail and commercial facilities may be needed to serve the residents in the north to reflect its role as a sub-regional centre."

Amendment C192 replaces the strategy that specifically references the Fairleys site with:

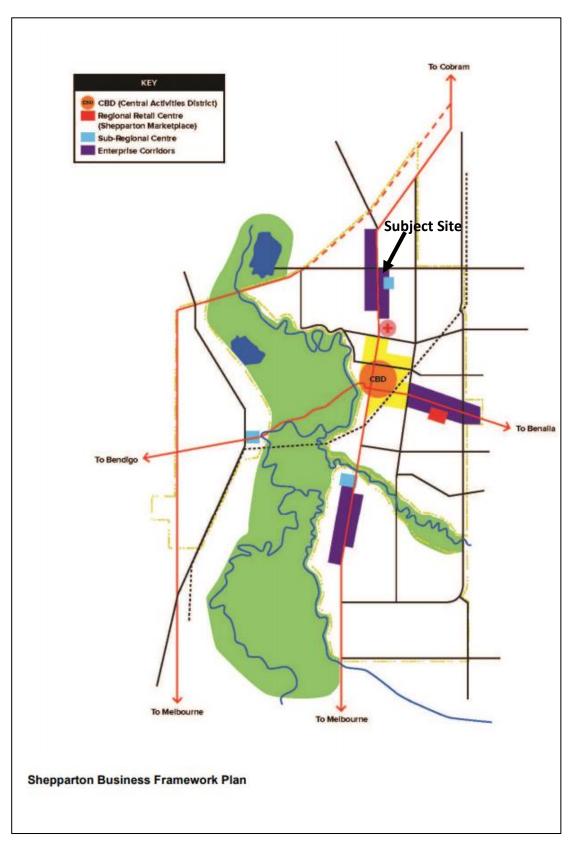
"Facilitate the expansion of additional retail and commercial facilities for the neighbourhood centre in the north between Ford Road and Hawkins Street, subject to the application of the planning and development assessment criteria at Appendix A of the Commercial Activity Centres Strategy November 2015, to reflect the designated sub-regional role and function of the centre in the future."

Amendment C192 includes a policy to discourage department stores from locating outside of the retail core (Precinct 1), particularly in regional, sub-regional or neighbourhood activity centres and to discourage development of cinemas outside of the retail core (Precinct 1).

Further strategic work includes:

"Prepare Structure Plans/Urban Design Frameworks for activity centres where further development is likely to occur."

The Shepparton Business Framework Plan is amended to reflect the above outcomes (refer Map 6 over page).



Map 6: Amendment C192 - Amended Shepparton Business Framework Plan

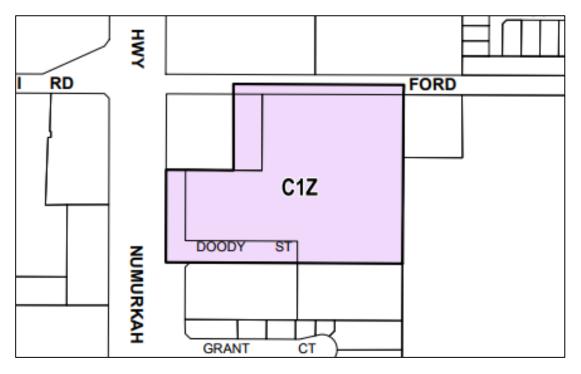
5.2 AMENDMENT C193

Amendment C193 to the Greater Shepparton Planning Scheme ("Amendment C193") seeks to:

- Rezone the subject site from Commercial 2 Zone to Commercial 1 Zone;
- Apply a Public Acquisition Overlay to part of the subject site and nearby sites to provide for drainage infrastructure.

5.2.1 Proposed Zoning

Amendment C193 rezones the subject site from Commercial 2 to Commercial 1 Zone (refer Map 7).



Map 7: Proposed Zoning under Amendment C193

The purposes of the Commercial 1 Zone are:

"To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.

To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.

To provide for residential uses at densities complementary to the role and scale of the commercial centre."

In the Commercial 1 Zone Shop (which includes a Supermarket) is an as of right no permit required use subject to the condition that the leasable floor area for all shops must not exceed any amount specified in the schedule to the zone. No floor area amount is proposed to be included in the schedule.

Planning permission is required for buildings and works.

5.2.2 Proposed Overlay

The proposed Public Acquisition Overlay is to facilitate land acquisition by Council for stormwater management.

5.3 Planning Permit Application 2016-269

Planning Permit Application 2016-269 seeks permission to use land for a (place of assembly) community meeting space, buildings and works in a Commercial 1 Zone, erection and display of business identification signs, a packaged liquor licence and creation of access to a Road Zone Category 1.

Specifically, the application seeks approval for:

- A licensed supermarket of 3,960m²;
- Specialty retail (14 tenancies including a chemist adjacent to the medical centre) of 2,030 m²;
- A medical centre of 300 m²; and
- A community meeting space of 100 m².

External building finishes are varied to provide a contemporary shopping complex affording a high level of visual articulation.

Signage is integrated into the building design as well as pylon signs at both street frontages (one per frontage).

Vehicular access to the complex will be provided by:

- Left turn slip lane from the north and right turn lane on Numurkah Road to an entry only;
- Entry/exit along Ford Street;
- Entry/exit along Doody Street.

Separate pedestrian paths through the car park will be provided.

Car parking for 446 cars is proposed.

Loading/unloading will be from a dedicated loading route from Ford Road and along an access road to the rear (east) and south of the building where loading bays are provided.

6 PLANNING CONSIDERATIONS

In my view the proposal (both planning scheme amendments and the permit application) raise the following planning considerations:

- 1. The appropriateness of the location for a supermarket based shopping centre;
- 2. The strategic and policy justification for both amendments;
- 3. The consequences of two non-contiguous Commercial 1 Zones in the same precinct;
- 4. The appropriateness of the permit application;
- 5. The net community benefit of the proposal.

6.1 Appropriateness of the Location

The subject site has a number of physical and locational characteristics that favour its use and development as a supermarket based shopping centre. These include:

- It is of sufficient size and physical proportions to accommodate the proposal, including car parking areas and pads for expansion of future complementary retail/commercial uses;
- 2. It is located on an arterial road with access to that road;
- 3. It has two road frontages, one of which is directly opposite/adjacent to a residential growth area (Ford Road) which the centre is intended to serve. It abuts another residential growth area to its immediate east;
- 4. It is flat and unencumbered by vegetation, environmental, land management and heritage overlays;
- 5. It already forms part of an existing commercial precinct (albeit not a retail commercial precinct other than display based retailing).

The subject site has no abuttals to any existing convenience retail uses, but that is expected to occur in growth areas. It does however abut a site that has approval for a child care centre.

6.2 STRATEGIC AND POLICY JUSTIFICATION FOR THE AMENDMENTS

Shepparton is identified in the SPPF as a regional city that is a focus for residential and employment growth (Clause 11.01-1). The subject site is located immediately adjacent and opposite to one of the four identified growth areas of Shepparton.

A criticism of the proposal is that it is not on the same site or adjacent to but is 400 metres distant from the existing retail offer of the Fairleys Supa IGA site. The proposal therefore does not achieve or under-achieves the policy outcomes of concentration of activity centre functions and associated agglomeration benefits such as combined trip-making and business synergies on the same or adjacent sites (Clauses 11.03-2, 17.01). Other than a Tatts agency the Fairleys Supa IGA site offers no other activity centre functions beyond a supermarket.

Whilst there are some convenience restaurants and a petrol station to the immediate south of the Fairleys Supa IGA site these are limited in their offer and are as much highway based uses as they are associated with the supermarket. In other words, to access the full range of retail facilities expected in a neighbourhood or sub-regional centre, residents of Shepparton North are already compelled to make separate trips.

Whilst the objective of Clause 17.01 seeks the aggregation of commercial facilities, it includes the strategy to locate commercial facilities in existing or planned activity centres. The subject site forms part of a planned activity centre independently identified in Council's *Commercial Activity Centres Strategy*.

I do not consider that the location of the proposal makes it an out of centre development (because it has been independently identified as being part of a planned activity centre). Even if it was so regarded I do not see any conflict with Clause 17.01-2 because it will provide a net community benefit to the Shepparton North Growth Area residents and will help meet the needs of those residents in a convenient location to where they are located (second strategy of Clause 17.01-2).

Whilst activity centre policy is still virile in relation to the concentration and aggregation of activity centre functions, Amendment VC100 (gazetted 12 July 2013) sought to introduce greater competition and reduce prescription that hindered competition. Amendment VC100 removed commercial floor space limits in metropolitan Commercial 1 Zones, but retained them in non-metropolitan Commercial 1 Zones. I understand the reason they were retained in non-metropolitan Commercial 1 Zones was to protect the retail hierarchy in smaller urban centres where the CBDs of those centres could have their primacy threatened by retail expansions in lower order centres, rather than to protect competing centres in the same level of the hierarchy from competition. The Explanatory Report for Amendment VC100 is instructive in this regard:

"With respect to the commercial and industrial zones, the amendment will increase opportunities, open up competition, drive efficiency, provide greater planning certainty and maintain competitive advantages in a globally interconnected and changing world. The amendment responds to the recent Victorian Competition and Efficiency Commission (VCEC) Inquiry into Victoria's Regulatory Framework Final Report, March 2012 to assist in increasing competition and reducing the regulatory burden in Victoria. The amendment also addresses the Productivity Commission's Report on the Economic Structure and Performance of the Australian Retail Industry by reducing planning and zoning regulations and complexity, excessive prescription and anti-competitive policies and provisions."

That is, fostering competition between centres and within the same activity centre is regarded as a planning benefit.

Under the Greater Shepparton Planning Scheme MSS, Shepparton North is identified as a growth area. The existing MSS identifies that the only foreseeable demand for new major freestanding activity centres is in the growth areas (Clause 21.06-5).

Whilst the Fairleys Supa IGA site is presently identified in the MSS as the sole location for

retail expansion in the north growth area, growing demand for additional retail floorspace and an unwillingness/inability to provide that expansion on the Fairleys site has necessitated a review and a loosening up of that prescriptive policy. This is consistent with the complementary policy outcomes introduced by Amendment VC100 and existing State policy at Clause 17.01-1 of the SPPF which seeks to avoid a warehousing of commercial floor space approvals beyond 5 years.

I am unaware of the reasons why the Fairleys permit has not been acted on after 5 years. The *Commercial Activity Centres Strategy* identifies that Fairleys is one of the best-performing independent supermarkets in Victoria. Under those circumstances it is an appropriate policy response after 5 years to loosen policy, so if not provided on the Fairleys site (at no fault of the existing planning policy and control matrix) the necessary demanded floorspace should be provided elsewhere at the most proximate location.

The *Commercial Activity Centres Strategy* is an adopted policy of Council which I have had regard to in my assessment. It provides an independent strategic justification for the MSS changes proposed under Amendment C192 and for the rezoning of the subject site under Amendment C193.

The recommendation in the *Commercial Activity Centres Strategy* to locate shopping centre facilities elsewhere in the precinct if not on the Fairleys site was qualified by the recommendation that once the expansion location is identified an urban design framework or similar assessment guiding built form and development outcomes would be urgently required. The Greater Shepparton City Council has apparently embraced this qualification with the completion of the Planisphere Urban Design Framework for the Northern Gateway Precinct and the immediate request for authorisation to implement it through a planning scheme amendment. Whilst I accept that its implementation is not yet a seriously entertained proposal it appears to me that the need for a planning control to implement it is uncontroversial, and the objections to its implementation amendment, if any, will be in the detail of the design guidelines and the drafting of the DDO schedule. The fact that it is not seriously entertained at the moment is not in my view a significant reason to consider both of the current amendments are premature.

I am therefore of the view that both amendments, in so far as they relate to the subject site are strategically justified and supported by existing and proposed policy.

6.3 Two Commercial 1 Zones

There are advantages and disadvantages associated with the proposal.

The advantages are:

- 1. Provision of a full-line supermarket to the growing Shepparton North residential areas;
- 2. Provision of a wider range of associated retail and community facilities including a range of specialty shops, a medical centre, community meeting space and a child care facility;
- 3. Provision of retail facilities more proximate than the existing offer to the residents north of Ford Road;

- 4. The proposal addresses the apparent under-provision of convenience retail floorspace in Shepparton North;
- 5. Improved accessibility, convenience and choice to convenience retail facilities to Shepparton North residents;
- 6. Increased competition of retail facilities;
- 7. Increased employment opportunities in the construction and ongoing operations of the proposal.

The disadvantages of the proposal are:

1. It will split the retail offer by a distance of 400 metres between two supermarket based centres, potentially resulting in a dilution of the ability to make multi-purpose trips and create business synergies.

I observe that the current Fairleys Supa IGA has limited associated retail, commercial and community facility uses in its immediate environs. As noted the only retail use apart from the supermarket on its site is the small Tatts agency at its front entrance. There are also 5 convenience restaurants on the south side of Hawkins Street that are as much dependent on their highway location despite the presence of the nearby supermarket. There are no other retail, commercial or community facility uses present other than highway display based uses.³

I understand that Lascorp's, IGA's and Council's economic advisers consider two supermarkets are sustainable in this locality. In this context there are no existing facilities that I consider at risk if the proposal proceeds and the split retail offer will be between two supermarkets only rather than a split of other activity centre activities.

I am aware that an application has been made to amend the existing Fairleys Supa IGA permit to include a larger 4,000 m² supermarket and a range of other specialty shops and a community meeting space. A more recent application also contemplates a second future stage for a second supermarket, more specialty shops and a medical centre on the site. Both applications have been made after:

- the original permit issued five years ago;
- on face value in response to the Lascorp proposal; and
- on face value in response to the Council's independent Commercial Activity Centres
 Strategy that has recommended inter alia in the absence of expansion on that site an
 alternative site should be nominated to satisfy the retail demand of the growing
 residential population.

I am aware that Lascorp has a committed supermarket tenant lined up (Woolworths) but it is not clear whether there is a tenant for the second supermarket on the Fairleys site. The second supermarket on the Fairleys site appears on face value to be speculative.

P16029 29

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³ The Shepparton Sports Stadium is located to the south-west of the Fairleys Supa IGA site on the opposite side of Numurkah Road. Its vehicle entry is 200 metres south of the Fairleys IGA site. It is a regional rather than a local recreational facility.

Whilst a second supermarket serving Shepparton North on the Lascorp site will split the retail (supermarket only) offer in this locality it will provide improved access, choice and competition, which in my view represents a better outcome for Shepparton North residents.

6.4 THE PERMIT APPLICATION

6.4.1 Site Layout and Building Design

The proposed site layout is unremarkable and conventional for a supermarket on the corner of an arterial road and a side street.

The front entry is orientated to front Numurkah Road (its principal frontage) with ample car parking areas clearly visible to patrons along both road frontages. Vehicular access is available from both road frontages and Doody Street. Loading and unloading facilities are provided along the rear (east) and south sides of the building.

Specialty shops are proposed along both road frontages which helps provide greater articulation of the building façade in the horizontal plane.

The building appearance is contemporary (refer to perspectives). External building materials visible from the public domain along both road frontages include brick cladding to parapet walls with exposed steel structure, aluminium and oxidised metal cladding, timber cladding, timber battens and glazed shopfronts.

A small "town square" is proposed at the site entry to provide for an informal landscaped outdoor meeting and dining/seating area.

Building height varies and ranges from 6.0 metres to 9.7 metres (mezzanine level).

The car parking area will contain shade sails for weather protection of car parking areas, which restricts landscaping opportunities. Nevertheless, a landscape plan was provided with the application which provides for appropriate landscaping outside of the shade sail areas.

According to the traffic report accompanying the application ample car parking and loading bay areas are provided which are convenient in their layout.

An integrated advertising theme is proposed including single pylon signs along both road frontages.

6.4.2 Planning and Development Assessment Criteria

Appendix A to the *Commercial Activity Centres Strategy* includes Considerations in the Assessment of Planning Applications, with various considerations under the headings:

- 1. Accessibility and Urban Design
- 2. Retail Demand/Need
- 3. Retail Supply.

Retail demand/need and retail supply are dealt with in the economic analysis provided by others. In terms of accessibility and urban design, I respond to those matters as follows:

The relevant sections of the SPPF and MSS

Refer to Sections 3.1, 3.2 and 6.2 of this report.

The relevant sections of this Strategy

Refer to Sections 4.1 and 6.2 of this report.

Any relevant provisions in local policies

There are no local policies in the Greater Shepparton Planning Scheme.

State Government Urban Design Guidelines

The Activity Centre Design Guidelines are a reference document in the SPPF. They provide urban design guidance for all sized activity centres, including larger, more complex activity centres with fixed rail public transport.

Relevant guidelines to the subject proposal include those relating to:

- Provision of high quality public open space. The proposal includes a small landscaped town square including seating focussed at the main pedestrian entry to the building; and
- Sense of place. The proposal provides a meeting space and clearly identifiable sense
 of place focussed on the building's main entry, and glazed "active" shopfronts along
 the two facades fronting the site's street frontages.

6.4.3 Residential Amenity Impacts

The subject site adjoins an undeveloped residential zone along its eastern boundary.

6.4.3.1 Built Form Impacts

At the eastern interface the proposed building height is 6.125 metres (loading bay wall) set back from the eastern boundary by approximately 6.5 metres which I regard as adequate to protect the amenity of future residents who may abut the site in the future. By comparison, the ResCode setback requirement for a 6.125 metre high wall is 1.76 metres. The mezzanine roof has a height of 9.7 metres and is setback approximately 16 metres from the eastern boundary. The corresponding ResCode setback requirement would be 4.8 metres.

I am therefore satisfied there will be no residential amenity built form impacts as a result of the proposal.

6.4.3.2 Noise

The permit application was accompanied by an acoustic report which made various recommendations for noise mitigation, including treatment of plant and hours of loading/unloading. These have been included in the draft permit (Conditions 3(w) and 4).

6.5 Net Community Benefit Assessment

The following table summarises the benefits and disbenefits of the proposal.

Table 1: Net Community Benefit Assessment

Benefit/Disbenefit	Who is Affected?	
Provision of a full-line supermarket to the growing Shepparton North	Benefits Shepparton	
residential areas.	North residents.	
Provision of a wider range of associated retail and community	Benefits Shepparton	
facilities including a range of specialty shops, a medical centre,	North residents.	
community meeting space and a child care facility.		
Provision of retail facilities more proximate than the existing offer to	Benefits Shepparton	
the residents north of Ford Road.	North residents north of	
	Ford Road.	
The proposal addresses the apparent under-provision of convenience	Benefits Shepparton	
retail floorspace in Shepparton North.	North residents.	
Improved accessibility, convenience and choice to convenience retail	Benefits Shepparton	
facilities to Shepparton North residents.	North residents.	
Increased competition of retail facilities.	Benefits Shepparton	
	North residents.	
Increased employment opportunities in the construction and ongoing	Benefits Shepparton	
operations of the proposal.	residents generally,	
	depending on where the	
	workforce is derived.	
Proposal splits the retail offer by a distance of 400 metres between	Disadvantages	
two supermarket based centres, potentially resulting in a dilution of	Shepparton North	
the ability to make multi-purpose trips and create business synergies.	residents.	

My assessment has excluded the absence of a disbenefit as a benefit. For example, provision of adequate parking or the absence of adverse built form impacts is not a benefit but the absence of a disbenefit, whereas the under-provision of adequate parking or the creation of adverse built form impacts is a disbenefit.

Many of the benefits identified are inter-related and arguably repetitive, but can simply be summarised as increased provision of more accessible, convenient convenience retail, commercial and community services that provide greater choice and competition to the growing Shepparton North residential population as well as increased employment and wealth creation opportunities.

The only disbenefit I can identify is the splitting of the retail (supermarket and in the future other specialty shop and community facilities) offer between two sites separated by 400 metres.

In this regard, and as noted, the present retail offer is defined as a single supermarket, so the existing retail offer that may be split is limited. This disbenefit will be greater if the current Fairleys Supa IGA proposals are successful and acted on.

The split in the retail offer may result in residents accessing both centres to complete the shopping journey, but I consider this would be an unusual (but nevertheless not improbable) circumstance to visit two supermarkets as part of the same shopping journey. For example, my observation of Fairleys Supa IGA was that it did not appear to offer anything that was

particularly specialised such as a boutique Mediterranean deli, specialised cheese or wine selection as occurs at some other IGA supermarkets, other than the café which is an uncommon adjunct to most supermarkets. There appears no apparent reason why a trip to both supermarkets as part of the same shopping journey would be required.

I also expect that most shopping trips, particularly in this location which is a peripheral suburban location of a regional city with generally poor public transport accessibility, would be undertaken by car, which diminishes the adverse effect of a split retail offer.

There will also be a disadvantage to Shepparton North residents without car access (the young, the elderly and the disabled), and to existing residents south of the IGA site who may not benefit from the increased retail offer because of the need to walk or cycle a further 400-500 metres (and return).

However, whilst both sites are equidistant from the growth area to the east, the subject site is more proximate to the larger growth front north of Ford Road and the northern part of the eastern growth front. Accessing the Fairleys Supa IGA site or both sites as part of the same shopping journey will not require any additional walking distance for these residents, as they walk past the subject site as part of the same journey. That is, the subject site is more proximate than the IGA site to the majority of the Shepparton North growth area and both are on the same side of Numurkah Road.

Whilst it is difficult to quantify the relative benefits and disbenefits my qualitative opinion is that the advantages of the additional retail, commercial and community facilities on offer as a result of the proposal outweigh the disbenefits of the split offer. In coming to this conclusion I have:

- Considered both the Fairleys Supa IGA site as it currently exists as well as assumed that
 the current amended permit application for a single supermarket on the Fairleys Supa
 IGA site will issue and be acted on; and
- Accepted the economic evidence that only two supermarket based centres are sustainable in this locality and therefore assumed that if the proposal on the subject site does proceed, a second supermarket on the Fairleys Supa IGA site will not proceed irrespective of whether or not a permit issues for it.

In relation to the second assumption above I consider that there is a significant planning risk, based on the historical evidence to date, that if the Lascorp proposal is refused and irrespective of whether the second supermarket on the Fairleys Supa IGA site is granted approval, that Shepparton North residents may not be provided with a second supermarket in the foreseeable future.

7 CONCLUSIONS

I am of the view that Amendment C192 as it applies to the subject site at 221-229 Numurkah Road and 10 Ford Road is strategically justified and should be supported, Amendment C193 has been strategically justified and Planning Permit 2016—269 implements both amendments. My reasons for this view are:

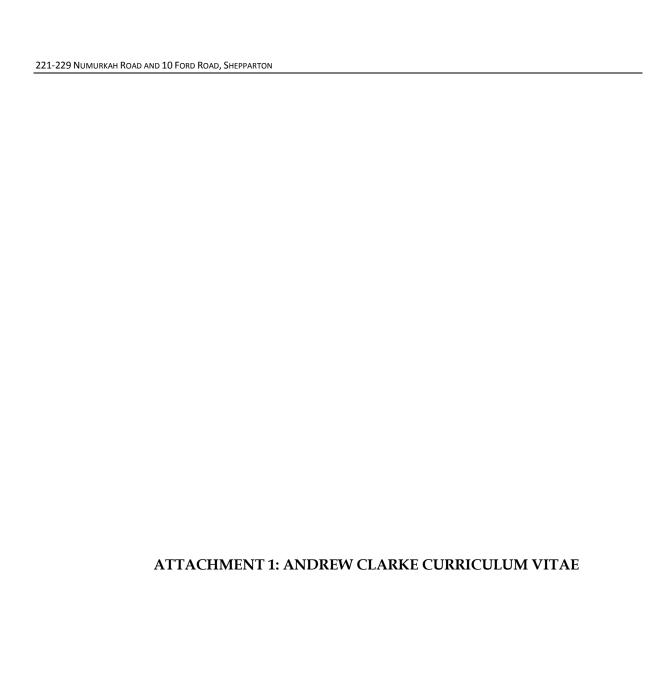
- 1. The subject site exhibits a number of physical and locational characteristics that support its use and development as a supermarket based shopping centre;
- 2. There is strong strategic planning support for Amendment C192. Amendment C193 and the permit application implement the outcomes sought by Amendment C192;
- 3. The permit application will not result in any adverse amenity impacts to future nearby residents;
- 4. There are community benefits and disbenefits associated with the proposal. In my view the benefits outweigh the disbenefits.

I have made all of the enquiries that I believe are desirable and appropriate and that no matters of significance which I regard as relevant have to my knowledge, been withheld from the Panel.

Andrew Clarke B.TRP (Hons.), MPIA

Andrew Clarke

17 July 2017



CURRICULUM VITAE ANDREW CLARKE

OCCUPATION: Consultant Town Planner

DATE OF BIRTH: 9th July 1960

NATIONALITY: Australian

ACADEMIC QUALIFICATIONS:

Bachelor of Town and Regional Planning (Hons.), University of Melbourne, 1982

PROFESSIONAL AFFILIATIONS:

Corporate Member, Planning Institute of Australia

Member, Victorian Planning and Environmental Law Association

SUMMARY OF CAREER HISTORY:

- Director, Matrix Planning Australia Pty Ltd, 2001-present
- Planning Manager, Fisher Stewart Pty Ltd, 1995-2001
- Senior Planner, SJB Planning Pty Ltd, 1993-1995
- Senior Planner, Fisher Stewart Pty Ltd, 1992-1993
- Fown Planner/Senior Planner/Associate, Wilson Sayer Pty Ltd/Wilson Sayer Core Pty Ltd, 1982-1991

OVERVIEW OF EXPERIENCE AND EXPERTISE

Since 1982, Andrew Clarke has been employed as a consultant town planner, providing advice to private individuals and firms, as well as Commonwealth, State and local government.

The particular expertise of Andrew Clarke has been in the area of planning and development approvals associated with a range of residential, commercial, industrial, recreational and institutional development projects.

Andrew regularly appears as an expert witness in planning panels, tribunals and courts. Between 1988 and 2015, Andrew was regularly appointed by the Minister for Planning to sit on and chair planning panels and enquiries including advisory committees, environment effects statements and planning scheme amendments.

Andrew is a former secretary (1990-91 and 1992-93) and chair (1993-94) of the Australian Association of Planning Consultants (Victoria Division).

Andrew established Matrix Planning Australia Pty Ltd in June 2001 as a town planning consultancy.

Representative projects undertaken by Andrew under the Matrix Planning Australia Pty Ltd banner include:

- Melbourne Cricket Ground Northern Stand Redevelopment for MCG5 Sports Architects on behalf of the Melbourne Cricket Club and Melbourne Cricket Ground Trust (2001)
- Central Creek Grasslands Residential Subdivision and Conservation Project for the Urban and Regional Land Corporation (2001)
- Pharmacy College, Redevelopment, Royal Parade Parkville for the City of Melbourne (2001)
- Watt Road Mornington, Residential Rezoning and 100 Lot Subdivision for private client (2001-2002)
- CSIRO Division of Petroleum Resources, Syndal, Subdivision Development, for CSIRO (2002)
- Hutchison Telecommunications Mobile Phone Towers Visual Impact Assessment, Hoppers Crossing (2001)
- Marlows Ltd, Marlows automotive outlets, Sunshine and Preston (2001-2002)
- Melbourne Sports and Aquatic Centre, Stage 2 Redevelopment for 2006 Melbourne Commonwealth Games (2002)
- The Esplanade Hotel, St Kilda Redevelopment for the City of Port Phillip (2002)
- Deakin University Melbourne Campus, Burwood, development control advice for Deakin University (2002)
- BassGas Project Environmental Effects Statement Panel Inquiry Chair for Victorian Department of Infrastructure (2002)
- Cheltenham Green: Land Subdivision, Apartment and Townhouse Complex, Cheltenham for VicUrban (2003) (2008 Winner Urban Development Institute of Australia (Vic) Award for Excellence in the category of Urban Renewal Projects)
- West Field Coal Mine Hazelwood Project, for International Power Hazelwood (2004-2005)
- Various School Building and Site Extensions for Brighton Grammar School (2004)
- Parkside Gardens Residential Subdivision, Shepparton, for VicUrban (2004)
- South Melbourne Supermarket and Mixed Use Commercial Development, for private client (2005)
- Mortlake Gas Fired Power Station, for Origin Energy (2005-2006)
- School Expansion Planning Scheme Amendment and Stage 1 Buildings Permit, for Donvale Christian College (2005-2006) and Plenty Valley Christian College (2008-2009)
- Princes Highway, Traralgon Bypass, for Department of Primary Industries (2007)
- Shaw River Gas Fired Power Station and Gas Pipeline, for Santos Ltd (2009-2010)
- Planning Controls Assessment, Nelson Place, Williamstown for Nelson Place Village Pty Ltd (2011)
- Numerous Licensed Premises Amenity Impact Assessments (ongoing)
- Numerous residential unit and land subdivision proposals for various private clients (ongoing)
- Numerous highest and best use advices and opinions in relation to land acquisition and compensation cases

221-229 NUMURKAH ROAD AND 10 FORD ROAD, SHEPI	PARTON		