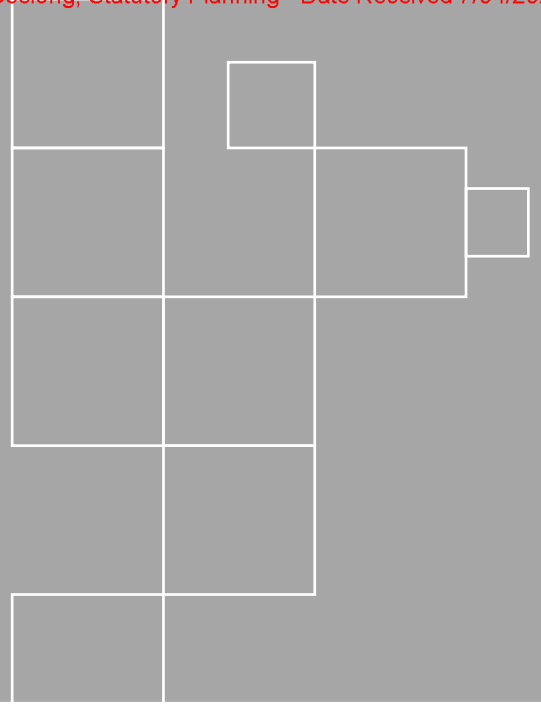


Town Planning Report

Use and development of land for 'trade supplies', display of business identification signage, and alterations to an access to the Principal Road Network

266-270 Portarlington Road, Moolap

Prepared for Briclok Building Design Pty Ltd



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Quality and Care

Project No.	Revision	Author	Date	Issue
25-230	01	Daniel Pech	2 March 2026	FINAL issued to Council
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We care about our people and community and donate a fixed percentage of our income each year to local organisations that work towards improving the world around us. We also advise to a select group of clients on a reduced-cost or pro bono basis.

Care for our environment

We care for our environment and for current and future generations by partnering with Greenfleet© to offset our business emissions. For more information, please visit www.greenfleet.com.au.

w | www.dpplanning.com.au

e | admin@dpplanning.com.au

p | (03) 9969 2263



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1. Introduction

1.1. Summary

DP Planning Pty Ltd has been engaged by Briclok Building Design Pty Ltd to prepare a planning permit application for 266-270 Portarlinton Road, Moolap (the 'Site').

Approval is sought for the use and development of land for 'trade supplies' at the 'Site', display of business identification signs and to alter access to the Principal Road Network.

The following clauses trigger a planning permit for the proposal:

- Clause 33.03-1 Industrial 1 Zone (**IN1Z**) – Table of uses.
- Clause 33.03-4 Industrial 1 Zone (**IN1Z**) – Buildings and works.
- Clause 43.02-1 Design and Development Overlay (**DDO20**) – Buildings and works.
- Clause 44.05 Special Building Overlay (**SBO1**) – Buildings and works.
- Clause 52.05 Signs – Permit requirement
- Clause 52.29 Land Adjacent to the Principal Road Network – Permit requirement

This report provides details of the subject site and surrounding area; a detailed description of the proposal; and an assessment and justification of the proposal against the applicable provisions of the Greater Geelong Planning Scheme.

Having considered the proposal with respect to the Greater Geelong Planning Scheme, it is submitted that the proposal is appropriate and warrants a planning permit for the following reasons:

- The proposal is supported by local urban design and built form policy for industrial development;
- The proposal is an appropriate response to the relevant planning controls affecting the Site, providing a design and function that is responsive to the role and scale of the area and the surrounding physical context.
- The proposal will make an attractive addition to the built form and character of the local area with high-quality materials and appropriate signage suited to the industrial environs.
- The proposal comprises an appropriate and site-responsive design and is located above the flood level for the 1% AEP flood event.
- The proposal is strategically located and compatible with surrounding land uses and nearby buildings.
- The proposed buildings and works will not cause detrimental or adverse amenity impacts in relation to visual impact; noise; parking, loading and unloading; and rubbish removal and storage.
- The proposal comprises adequate car parking provision and loading/unloading is available on site.
- The proposal will assist in diversifying the local economy by supporting the growth of a plumbing supplies business and local demand for building/trade supplies for the construction industry.

The following documents should be read in tandem with this report and are provided as part of the application:



- Certificate of Title
- Planning Property Report
- Site Photos
- Town Planning Drawings (prepared by Briclok Building Design)
- Sustainability Management Plan
- STORM Report and Civil Design Plans (by StructPlan)

For the reasons detailed within this report (and associated Appendices), we respectfully request Council support the proposal and grant a planning permit.

1.2. Limits and exclusions

This report has considered the following documents:

- Greater Geelong Planning Scheme (as of 2 March 2026)
- Certificates of Title (dated 17 December 2025)



2. Site, environs and context

2.1. Site

Site address	266-270 Portarlington Road, Moolap
Title details	Lot 2 on Plan of Subdivision 316546A (Volume 10092, Folio 508)
Site description	<p>The Site comprises one parcel of approximately 2,400 square metres. The parcel is a regular rectangular polygon shape with a splay on the north-east corner.</p> <p>This Site has a frontage of approximately 44 metres to the Portarlington Road road reserve (north) and 45 metre boundary to the Anomaly Street road reserve.</p>
Landowners	For the purposes of Section 48 of the <i>Planning and Environment Act 1987</i> , Roy Galvin Properties Pty Ltd are the registered landowners.
Easements, restrictions or covenants	<p>The Site is not encumbered by restrictive covenants or agreements pursuant to Section 173 of the <i>Planning and Environment Act 1987</i> and the <i>Subdivision Act 1988</i>.</p> <p>Refer to Appendix A - Certificate of Title for further details.</p>

2.2. Environs

The Site is approximately 2,400 square metres and is situated on the southern side of the Portarlington road reserve. The site has an regular rectangular polygon shape, with it's boundaries formed by the Portarlington Road & Anomaly Street road reserves (north and east, respectively) and freehold industrial land (west and south). The Site is flat and the lot has been cut level, constructed and connected to services at the time of subdivision.

The Site is located in the Industrial 1 Zone (**INZ1**) and has undergone a process of cut and development servicing via the original subdivision circa 1992. The Site is developed with hardstand and chain mesh fencing. The Site is serviced with reticulated water, telecommunications and power infrastructure. An existing underground septic tank is located on the Site (not to be relied upon for future servicing). A legal point of discharge is available to the Council stormwater network via the eastern boundary of the Site.

The Site is accessed via Anomaly Street & Portarlington Road. Portarlington Road comprises a 38-metre road reserve consisting of two (2) one-way two-lane carriageways and a central median. The Site has an informal access to Portarlington Road and a formalised crossover and accessway to Anomaly Street.

Portarlington is classed as an arterial road and is within the Transport 2 Zone (Principal Road Network) and is managed by the Department of Transport.

The Site is within Greater Geelong's waste collection service network and a kerbside collection is possible for general waste and recycling. A contracted waste collection service is expected, as typical of industrial development.

Refer to **Figure 1** – Aerial Plan and TP1 of the attached Town Planning Drawings (**Appendix D**) for further details.



Figure 1: Aerial Map, December 2024 (data source: Airbus © 2025)

2.3. Context

The Site is situated within an established industrial estate. The estate is well established and comprises a mix of retail, service station, vehicle sales, machinery hire, and food premises with a Portarlington Road address. The remainder of the precinct comprises a broad range of warehouse and industry type uses.

Land to the south, east and west is within the **IN1Z** and has been developed for industrial purposes while land to the north is located within the Transport 2 Zone (**TR2Z**). Land beyond the road reserve to the north comprises wetlands and the former saltworks precinct.

Refer to **Figure 1 – Aerial Map**, **Figure 2 - Context Plan** and **Appendix B** (Planning Property Report) for further details.

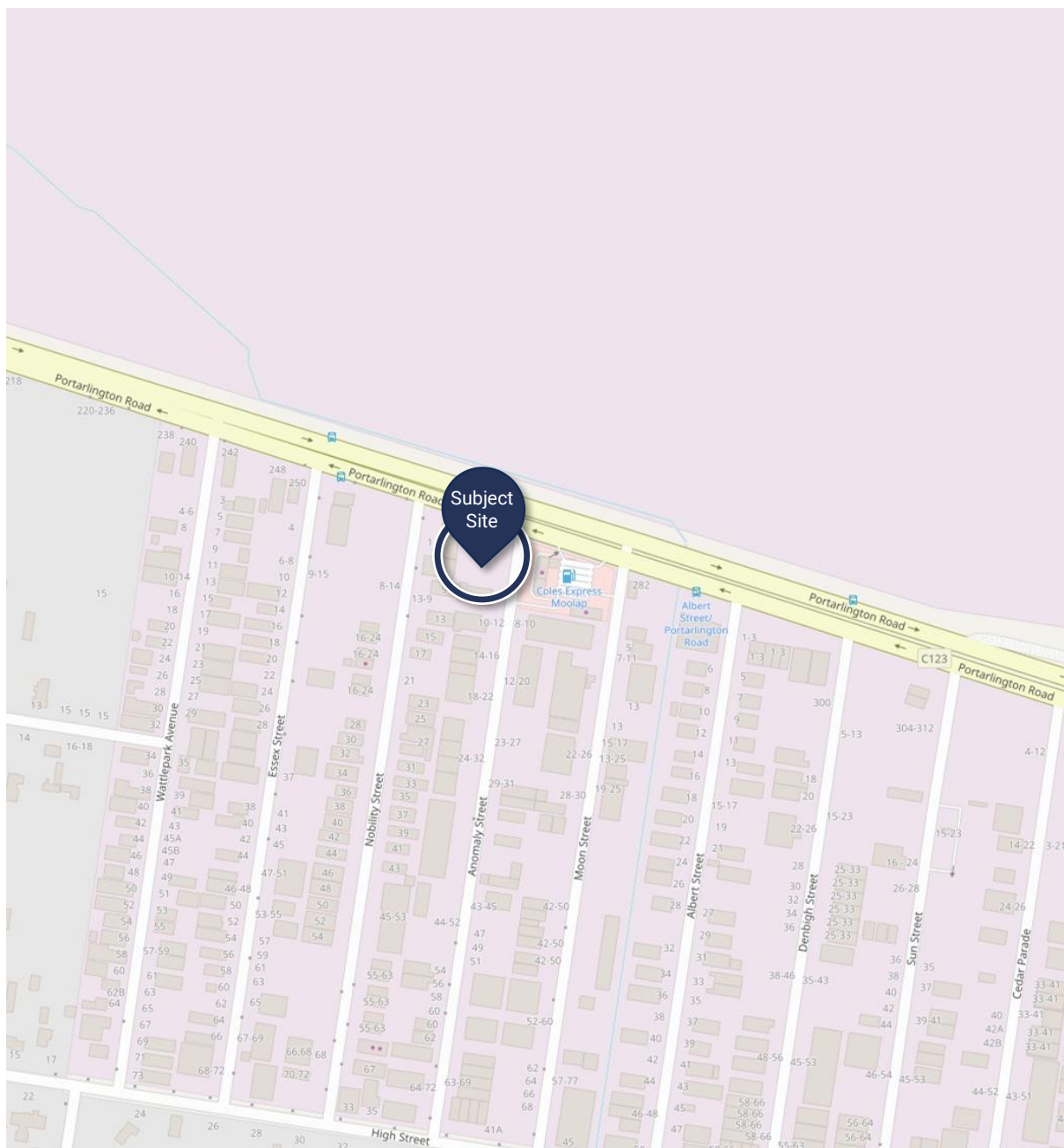


Figure 2: Context Plan (OpenStreetMap© accessed 16 February 2026)

3. Proposal synopsis

3.1. Planning permit description

A planning permit is sought for use and development of a proposed trade supplies premises and to alter access to the Principal Road Network.

The following Clauses of the Greater Geelong Planning Scheme trigger a planning permit for the proposal:

- Clause 33.03-1 Industrial 1 Zone (**IN1Z**) – Table of uses.
- Clause 33.03-4 Industrial 1 Zone (**IN1Z**) – Buildings and works.
- Clause 43.02-1 Design and Development Overlay (**DDO20**) – Buildings and works.
- Clause 44.05 Special Building Overlay (**SBO1**) – Buildings and works.
- Clause 52.05 Signs – Permit requirement.
- Clause 52.29 Land Adjacent to the Principal Road Network – Permit requirement

The following sections of this report describe in detail what the proposal is for.

3.2. Proposal characterisation

This application seeks approval for the use and development of land for a plumbing supplies (trade supplies) premises buildings and works for ‘warehouse’ and reduction in car parking requirements.

The model for development incorporates a distinctive trade supplies outlet to be operated by Roy Galvin & Co Pty Ltd trading as ‘Galvins Planning Supplies’ (website: <https://galvins.com.au/>).

The model for development offers a modern, well-designed industrial building for the purposes of storing plumbing-specific construction supplies and carrying out on-premises sales for product stored on the premises.

‘Trade supplies’ is defined at Clause 73.03 Land use terms, as:

Land used to sell by both retail and wholesale, or to hire, materials, tools, equipment, machinery or other goods for use in:

- a) *automotive repairs and servicing;*
- b) *building;*
- c) *commerce;*
- d) *industry;*
- e) *landscape gardening;*
- f) *the medical profession;*
- g) *primary production; or*
- h) *local government, government departments or public institutions.*

Of relevance to the application, the proposed 'trade supplies' will comprise a large offering of plumbing supplies generally described on the website provided. These broadly include plumbing products and tools used in residential, commercial, health, marine & industrial construction.

The characterisation of the premises as 'trade supplies' is accurate with the definition provided in Clause 73.03 Land use terms and key tests identified in *Bunnings Pty Ltd v Surf Coast SC & Ors [2011] VCAT 690* & *Bunnings Buildings Supplies Pty Ltd v Greater Geelong CC [2002] VCAT 451*.

No broader business enterprise or function is proposed for the use, which comprises a Section 2 (permit required) use. While the proposal involves the sale of goods suitable for use in the plumbing trade, the definition of 'trade supplies' is not confined to goods actually sold to persons in trades, businesses or professions described in the definition. Such sales under 'trade supplies' can be by both wholesale and retail. Under the definition, the sale of goods for the use in building/construction is also allowed. Meaning, sales are not restricted to the plumbing trade, albeit, the intended operation is for a 'plumbing supplies' business.

The proposal is expected to be a relatively passive use in terms of its amenity impacts, and does not comprise a purpose listed in the table to Clause 53.10. Meaning, there is no threshold distance specified for the use. The land is also more than 30 metres from land contained in a residential zone and within a well-established industrial estate with access to an arterial road.

The proposal is also expected to be a relatively passive use in terms of its car parking and traffic generation characteristics. The number of car parks proposed (18 car parks and associated aiseways) more than caters for the quota required under Clause 52.06 Car Parking (10 per cent of site area), comprises a combined area of more than 350 square metres (car parking and aisleway width) and will ensure no detriment to the surrounding street network caused by traffic generation.

3.2.1 Operations

Trading hours (for patrons) are proposed as follows:

- Monday to Friday: 7.00am–4.30pm.
- Saturday 8.00am–12.00pm.
- Sunday: closed to public / patrons.

Delivery vehicle arrivals are expected to occur intermittently during business hours, subject to supplier scheduling as normal for business.

Forklift use will be limited to unloading deliveries and routine onsite handling associated with the trade supplies use.

No sawing, wood cutting, or other significant noise generating activities are proposed onsite.

3.2.2 Buildings and works

The proposal includes buildings and works for the following key assets:

- Removal of existing shed and office building;
- Connections to reticulated urban development services;
- One (1) building clad with modern high-quality materials, including:
 - Structural steel roof framing with 10 degree pitch;
 - Corrugated metal roof cladding;
 - Colorbond® Trimdek cladding in 'Surfmist White' on the northern, southern and eastern elevation;
 - Structural steel awning in galvanised steel finish with Colorbond® Trimdek roof sheeting on parts of the northern, southern and eastern elevations;
 - 150mm R.C. pre-cast panels on the western elevation;
 - 5.1m (w) x 5m (h) automatic roller door on the southern elevation;
 - 7m (w) x 5m (h) automatic roller door on the eastern elevation;
 - Aluminium frame windows and external doors on the northern and eastern elevation; and
 - Metal clad p.a. door on the southern and eastern elevation.
- The floor layouts for the proposed building are generally described below:
 - setback a minimum of 13 metres from the northern (front) property boundary, a minimum of 7 metres from the southern (rear) boundary, a minimum of 25 metres from the eastern (side) boundary and zero setback from the western (side) boundary.
 - 735 square metre trade supplies floor, including office, staff room, maintenance storeroom and supplies storage / floor room; and
 - 238 square metre mezzanine for additional storage.
 - Finished floor level of 2.5m AHD.
- Three (3) model dimensions are provided within the development, comprising 5.4 (l) x 2.6m (w) and 4.9m (l) x 2.6m (wide) car parking spaces and a DDA-compliant 5.4m (l) x 4.8m (w) space. Eighteen (18) line-marked ninety (90) degree car parking spaces including one (1) accessible car parking space are to be provided, with dimensions consistent with compliant dimensions for a 6.4 metre accessway width (per Clause 52.06 Car Parking).
- Two new crossovers are to be constructed to the requirements of Council's Infrastructure Design Manual and consistent with relevant AustRoad standards comprising:
 - a new 6.4 metre-wide crossover to cater for vehicle egress/exit (only) to the Portarlington Road road reserve; and
 - a new 8 metre wide crossover to cater for access and egress to the Anomaly Street road reserve.
- Accessway and external paving areas constructed in 150mm thick reinforced concrete driveway with a non-slip finish.

- A 3 metre wide landscaping strip to locate native vegetation and ground cover along part of the front (northern) boundary, and a 50cm wide landscaping strip to locate ground cover vegetation along the side (eastern) boundary with species that are well-suited to the local climate and soil conditions.

See the Town Planning Drawings (**Appendix C**) for an existing site plan, proposed site plan (including traffic swept path diagrams), elevation plans, a colour and materials palette and general landscaping detail and paving detail.

Signage

The proposal includes works to display business identification signage over 8 square metres. The signage comprises two logo signs in red lettering affixed to a steel aluminium sheet with a white power coat on the northern and eastern elevation.

See the Town Planning Drawings (**Appendix D**) for signage elevation plans illustrating the location of the business identification signs.

Stormwater

The stormwater drainage strategy / infrastructure proposed is generally described as follows:

- Building connected to 5,000litre rainwater tank for roof rainwater capture and re-use;
- Building to be connected to underground pits and pipes sized to increase stormwater detention;
- Hardstand area to be connected to a 20 square metre raingarden treatment area (minimum); and
- LPOD connection to the eastern boundary and Anomaly Street drainage network via network of stormwater pits and pipes.

See the Sustainability Management Plan (**Appendix E**) for further details.

Environmentally Sustainable Design

The proposed building is over the 500 square metre threshold required for a Sustainable Design Assessment (or similar).

See the Sustainability Management Plan (**Appendix E**) for a detailed assessment of the proposed building and stormwater design which illustrates compliance with energy efficiency and sustainability performance measures.

The proposed building design comprises the following key energy and sustainability performance features:

Energy Efficiency & Carbon Reduction

- All-electric development (no gas connection), supporting transition to net zero emissions and 3kW rooftop solar PV system to offset operational electricity demand.
- Commitment to NCC 2022 Section J compliance with a 10% improvement to minimum floor and ceiling insulation R-values.
- High-efficiency HVAC system (VRF or packaged unit) selected within one star of the best available product or within the top 15% efficiency range.

- High-efficiency electric hot water system (within one star of best available or top 15% efficiency range).
- LED lighting throughout, designed to comply with NCC 2022 Part J7 maximum illumination power densities.
- Motion/daylight sensors for external and intermittently used areas to reduce energy consumption.
- Light-coloured roof finish (low absorptance <0.45) to reduce heat loads and mitigate urban heat island effects.

Indoor Environment

- Minimum 10% of warehouse roof area to incorporate translucent roof sheeting with $\geq 50\%$ Visible Light Transmittance (VLT) to maximise daylight penetration.
- Daylight modelling demonstrates >95% of warehouse floor area achieves required daylight factor.
- Large shopfront glazing and multiple façade windows to office areas to enhance natural light access.
- Natural ventilation via operable windows and large roller doors (meeting 5% floor area ventilation requirement).
- Mechanical ventilation to office/shopfront areas providing 50% improvement above AS1668 minimum fresh air rates or maintaining CO₂ levels below 800ppm.
- Low VOC paints, adhesives, sealants and flooring to reduce indoor air pollutants.
- Engineered timber products specified as low formaldehyde (E0 or better).
- Water-efficient fixtures and fittings to include 4-star WELS toilets and 5-star WELS taps, and rainwater harvesting for toilet and harvesting reuse.

4. Planning context

Clause 65 of the Victorian Planning Provisions identifies the relevant decision guidelines that a Responsible Authority (Council) must consider in assessing a planning permit application. The following are relevant to the proposed development:

- The matters set out in Section 60 of the Act.
- The Municipal Planning Strategy and the Planning Policy Framework.
- The purpose of the zone and other provisions.
- Any matter required to be considered in the zone or other provisions.
- The orderly planning of the area.
- The effect of the amenity of the area.
- The effect on the environment, human health and amenity of the area.
- Whether the proposed development is designed to maintain or improve the quality of stormwater within and exiting the site.
- The degree of flood, erosion or fire hazard associated with the location of the land and the use, development or management of the land so as to minimise any such hazard.

- The adequacy of loading and unloading facilities and any associated amenity, traffic flow and road safety impacts.
- The impact the use or development will have on the current and future development and operation of the transport system.

These matters, where relevant, form the framework of the following sections of this report.

4.1. Municipal Planning Strategy (MPS)

The Municipal Planning Strategy (MPS) describes the local and regional planning policies with a specific focus on areas and issues within the [municipality]. The policies relevant to the proposal are described below.

Clause 02 Municipal Planning Strategy

- **Clause 02.01 - Context** - Geelong is the largest regional city in Victoria and the primary service and employment hub for the G21 Geelong Region Alliance.
- **Clause 02.02 - Vision** – Council’s overarching vision for Greater Geelong is:

Geelong, coast, country and suburbs, is the best place to live through prosperity and cohesive communities in an exceptional environment.

The key relevant land use and development aspirations that support this vision include:

- *A prosperous economy that supports jobs and education opportunities.*
- *A fast, reliable and connected transport network.*
- *Sustainable development that supports population growth and protects the natural environment.*
- **Clause 02.03 – Strategic directions** – Relevant local strategic directions for this application are contained in:
 - Clause 02.03-3 Environmental risks and amenity
 - Clause 02.03-5 Built environment and sustainability
 - Clause 02.3-7 Economic development
- **Clause 02.04 – Strategic Framework plan** – the site is identified within an ‘existing industrial area’ of the Municipal framework Plan.

An assessment of the proposal against the policies of the MPS is contained within **Section 5.2.1** of this report.

4.2. Planning Policy Framework (PPF)

To ensure the overarching objectives of planning in Victoria are met, policies contained within the Planning Policy Framework (PPF) must be considered. The PPF clauses of most relevance to the Site and the proposal are set out below.

Clause 11 Settlement

- **Clause 11.01-1S - Settlement** - Seeks to facilitate the sustainable growth and development of Victoria and deliver choice and opportunity for all Victorians through a network of settlements.
- **Clause 11.01-1R - Settlement: Geelong G21**
- **Clause 11.03-6S** - Seeks to facilitate integrated place-based planning.

Clause 13 Environmental Risks and Amenity

- **Clause 13.01-1S Floodplain management-** Seeks to assist the protection of:
 - Life, property and community infrastructure from flood hazard, including coastal inundation, riverine and overland flows.
 - The natural flood carrying capacity of rivers, streams and floodways.
 - The flood storage function of floodplains and waterways.
 - Floodplain areas of environmental significance or of importance to river, wetland or coastal health.

Clause 15 Built Environment and Heritage

- **Clause 15.01-1S - Urban design** - Seeks to create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.
- **Clause 15.01-1L-03 Signs in urban environments** - This policy applies to all urban land in the municipality, and seeks to encourage signs to meet the objectives of the *City of Greater Geelong Sign Guidelines* (February 2024).
- **Clause 15.01-2S - Building design** - Seeks to achieve building design and siting outcomes that contribute positively to the local context, enhance the public realm and support environmentally sustainable development.
- **Clause 15.01-2SL - Environmentally sustainable development** - This policy applies to residential and non-residential development, excluding subdivision, in accordance with the thresholds detailed in this policy other than where an ESD plan or framework has been previously approved. The policy seeks to achieve best practice in environmentally sustainable development from the design stage through to construction and operation.

Clause 17 Economic Development

- **Clause 17.02-1S - Business** - Seeks to encourage development that meets the community's needs for retail, entertainment, office and other commercial services.
- **Clause 17.02-2S - Out-of-centre development** - Seeks to manage out-of-centre development.

- **Clause 17.03-2S – Sustainable industry** – Seeks to facilitate the sustainable operation of industry.
- **Clause 17.03-2L - Sustainable industry in Greater Geelong**

Clause 18 Transport

- **Clause 18.01-1S - Land use and transport integration** - To facilitate access to social, cultural and economic opportunities by effectively integrating land use and transport.
- **Clause 18.01-3S - Sustainable and safe transport:** To facilitate an environmentally sustainable transport system that is safe and supports health and wellbeing.
- **Clause 18.02-4S - Roads** – Seeks to facilitate an efficient and safe road network that integrates all movement networks and makes best use of existing infrastructure.

Clause 19 Infrastructure

- **Clause 19.03-3S - Integrated water management** - Seeks to sustainably manage water supply, water resources, wastewater, drainage and stormwater through an integrated water management approach.
- **Clause 19.03-3L - Integrated water management** - Seeks to reduce environmental degradation associated with stormwater run-off and effluent disposal.

An assessment of the proposal against the policies of the PPF is contained within **Section 5.2.1** of this report.

4.3. Zoning

The Site is located within the Industrial 1 Zone (Clause 33.01). The relevant purposes of the Industrial 1 Zone (IN31) are:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

Pursuant to Clause 73.04 **Nesting diagrams**, 'trade supplies' is nested under 'retail premises'. Pursuant to Clause 33.01-1 **Table of uses**, 'retail premises' is a Section 2 use. The proposal is for 'trade supplies' (see **Section 3** of this report for a detailed description of the proposal). It follows, that "trade supplies' is a Section 2 use.

The proposal is not for 'industry' or 'warehouse'. Meaning, the application requirements at Clause 33.01-2 **Use of land** do not apply.

Pursuant to Clause 33.01-4 **Buildings and works** a permit is required for buildings and the carrying out of works.

An application to construct a building or construct or carry out works must be accompanied by the information contained at Clause 33.01-4 **Application requirements**. The information listed has been provided at **Appendix D** (Town Planning Drawings) and **Appendix E** (Sustainability Management Plan).

There are a number of decision guidelines relevant to the proposal under Clause 33.01-4 **Buildings and works**.

An assessment under the Industrial 1 Zone is contained within **Section 5.2.2** of this report.

4.4. Overlays

4.4.1. Clause 43.02 Design and Development Overlay (Schedule 20 – Industrial 1, 2 and 3 Zones)

The Site is located within the Design and Development Overlay (Clause 43.02). The relevant purposes of the Design and Development Overlay are:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To identify areas which are affected by specific requirements relating to the design and built form of new development.

The Site, more narrowly, is within Schedule 20 to Clause 43.02 -Industrial 1, 2 and 3 Zones (**DDO20**). The relevant design objectives to be achieved are as follows:

- To improve the visual appearance and image of industrial areas through well designed site responsive developments.
- To facilitate economic development through efficient and functional industrial development.
- To provide a high level of amenity for workers and visitors to industrial areas.
- To minimise the potential for negative off-site effects to occur.
- To promote best practise storm water quality and reuse measures.

Pursuant to Clause 43.02-2 **Permit requirement**, a permit is required to construct a building or construct or carry out works.

No application requirements are specified at sub-Clause 5.0 **Application requirements**

The following decision guidelines within **DDO20** are relevant to the proposal beyond those listed at Clause 43.02-6 **Decision guidelines**:

- The design and siting of existing development in the area.
- The interface with adjoining zones.
- City of Greater Geelong Sign Guidelines (February 2024).

See **Section 5.2.2** for a detailed assessment of the proposal against the relevant provisions and decision guidelines of **DDO14**.

4.4.2. Clause 44.05 Special Building Overlay

The Site is partially located within the Special Building Overlay (Clause 44.05). The relevant purposes of the Special Building Overlay (**SBO**) are:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To identify land in urban areas liable to inundation by overland flows from the urban drainage system as determined by, or in consultation with, the floodplain management authority.
- To ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.
- To protect water quality and waterways as natural resources by managing urban stormwater, protecting water supply catchment areas, and managing saline discharges to minimise the risks to the environmental quality of water and groundwater.

Clause 44.05-2 **Buildings and works** a permit is required for buildings and the carrying out of works.

There is no flooding management objective or statement of risk stated in sub-clause 1.0 or sub-clause 2.0 (respectively).

The Site is located on the fringes of the **SBO1** area with less than 80% of the Site affected. Meaning, the proposed building is located outside of the mapped extent of **SBO1**.

The proposed features contained within the mapped extent of **SBO1** comprise:

- Landscaping (ground cover and native shrubs/trees);
- Proposed crossovers;
- Proposed aisleway and car parking areas.

Of note, the proposed works do not seek to alter, redirect or obstruct the water flow path.

The application Site is not listed within the table to **SBO1** and no exemptions are applicable. It follows, that a planning permit is required as a result of the proposed works within **SBO1**.

Application requirements are listed at sub-clause 4.0 **Application requirements**. Necessary information has been provided at **Appendix D**.

There are a number of decision guidelines relevant to the proposal under Clause 44.05-7 **Decision guidelines**.

An assessment under the Special Building Overlay is contained within **Section 5.2.2** of this report.

4.5. Particular Provisions

The Particular Provisions relate to a range of specific prerequisites for particular uses and development, and apply consistently across the state. The following Particular Provisions are relevant to the proposal.

4.5.1. Clause 52.05 Signs

The proposal requires consideration under Clause 52.05 Signs. Clause 52.05 **Signs** includes the following purposes:

- To regulate the development of land for signs and associated structures.
- To ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.
- To ensure signs do not contribute to excessive visual clutter or visual disorder.
- To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.

The Industrial 1 Zone is a Category 2 'Office & Industrial' area, as per Clause 33.01-5 **Signs**. A permit is required for a business identification sign which exceeds 8 sqm, as per Clause 52.05-13.

The proposal includes business identification signs comprising a total of ~38 square metres. It follows, a planning permit is required for the display of signs.

See the Town Planning Drawings contained at **Appendix D** for the location and dimensions of the proposed business identification signs.

4.5.2. Clause 52.06 Car Parking

The proposal requires consideration under Clause 52.06 Car Parking. The purpose of Clause 52.06 is:

- To ensure the provision of an appropriate number of car parking spaces having regard to the demand likely to be generated, the activities on the land and the nature of the locality.
- To support sustainable transport alternatives to the motor car.
- To promote the efficient use of car parking spaces through the consolidation of car parking facilities.
- To ensure that car parking does not adversely affect the amenity of the locality.
- To ensure that the design and location of car parking is of a high standard, creates a safe environment for users and enables easy and efficient use.

Pursuant to Clause 52.06-2 Provision of car parking spaces, before a new use commences the number of car parking spaces required under Clause 52.06-5 must be provided to the satisfaction of the responsible authority on the land. See the table below/overleaf for a calculation of parking measures and comparative assessment of car parking spaces.

Use	Rate Column A	Car Parking Measure Column C	Required car parking spaces	Supplied parking spaces
Trade supplies	10	Per cent of site area	240sqm // 8 car parking spaces @ 30sqm per space	18 car parking spaces

It follows, that no reduction in car parking is required or sought after.

The proposed car parking spaces are compliant with the specifications/dimensions contained at Clause 52.06-09.

See the plans at **Appendix D** for details on car parking and vehicle turning movements.

The proposed car parking caters for likely generation of expected patrons, staff and visitors to frequent the site. Careful consideration has been given to the proposed model of development and to the design of the development, which provides adequate parking type considering frequency and duration of stay by staff and patrons.

The proposal seeks to construct eighteen (18) total car parking spaces within the western, northern and eastern sections of the Site, in front of the built form. Meaning, no reduction in car parking is sought after.

One (1) accessible car parking space is located within the frontage, which is a reasonable response given the context and purpose of accessible car parking is to make manoeuvrability and access to these spaces most convenient to end-users (entering from Anomaly Street).

Constructed in accordance with the design standards, the location, number and type of car parks will ensure there are no likely adverse impacts on the surrounding transport network.

The figure of car parking provided is consistent with Clause 52.06, seeks no car parking reduction, and it is considered that the proposed car parking is appropriate and provides an overall acceptable outcomes.

4.5.3. Clause 53.18 Stormwater Management in Urban Development

The proposal requires consideration under Clause 53.18 **Stormwater Management in Urban Development**.

The purpose of this clause is to ensure that stormwater in urban development, including retention and reuse, is managed to mitigate the impacts of stormwater on the environment, property and public safety, and to provide cooling, local habitat and amenity benefits.

This clause applies to an application under a provision of a zone to subdivide land, construct a building, or construct or carry out works in an industrial zone.

The proposed measures to deal with stormwater are commensurate with the complexity of the proposal, and comprise an appropriately simple but effective system.

The stormwater drainage strategy / infrastructure proposed is generally described as follows:

- Building connected to 5,000litre rainwater tank for roof rainwater capture and re-use;
- Building to be connected to underground pits and pipes sized to increase stormwater detention;
- Hardstand area to be connected to a 20 square metre raingarden treatment area (minimum); and
- LPOD connection to the eastern boundary and Anamoly Street drainage network via network of stormwater pits and pipes.

See the Sustainability Management Plan (**Appendix E**) for further details.

4.5.4. Clause 52.29 Land Adjacent to the Principal Road Network

The proposal requires consideration under Clause 52.29 **Land Adjacent to the Principal Road Network**.

This clause applies to land adjacent to a road in the Transport Zone 2 (**TRZ2**).

The relevant purpose of this clause is 'to ensure appropriate access to the Principal Road Network or land planned to form part of the Principal Road Network'.

A permit is required to create or later access to a road in a **TRZ2**.

An application must be referred under section 55 of the Act to the person or body specified as the referral authority in Clause 66.03.

In light of the above, it is considered that the view of the relevant road authority will be considered through the planning permit application referral process.

On balance, the proposal comprises relatively passive amenity and traffic impacts and is unlikely to have a significant impact on the operation of the road and on public safety and generally responds well to the decision guidelines of **Clause 52.29-6**.

It follows, that no further assessment against this Clause is required, and further information can be considered following receipt of the views of the relevant road authority.

4.5.5. Clause 53.34 Bicycle Facilities

The proposal requires consideration under Clause 52.34 **Bicycle Facilities**. The purpose of this Clause is to:

- To encourage cycling as a mode of transport.
- To provide secure, accessible and convenient bicycle parking spaces and associated shower and change facilities.

Pursuant to Clause 52.34-1, a new use must not commence until the required bicycle facilities and associated signage has been provided on the land.

Four (4) bicycle facilities are required in accordance with Clause 52.34-5, including three (3) for employees and one (1) for visitors. It is proposed to provide bicycle rails outside of the building with capacity for four (4)

bicycles. The bicycle parking will be in the private realm of the development. No showers are required to be provided under Clause 52.34-5. Please refer to **Appendix D** (Town Planning Drawings) for further details

The proposed bicycle facilities are compliant with the requirements of Clause 53.34, and demonstrate the applicant's commitment to environmentally friendly design, and the policies of the PPF and MPS that seek to encourage bicycle use in urban areas. It follows, that the proposed bicycle facilities demonstrate that clients and staff who live within cycling distance of the Site will be supported if they chose to commute to their workplace by walking or by bicycle transport.

4.6. Other planning considerations

4.6.1. Aboriginal Cultural Heritage Sensitivity

The Site is not identified within an 'area of cultural heritage sensitivity' pursuant to the Aboriginal Heritage Regulations 2018.

See the Planning Property Report at **Appendix B** for a copy of a plan verifying the area is within a mapped cultural heritage sensitivity area.

5. Planning Policy Assessment

5.1. Key planning issues

Based on the provisions of the Greater Geelong Planning Scheme and the decision guidelines of Clause 65, the following are submitted to be the key planning issues relevant to the proposed development of the Site.

- Is there strategic policy support for the proposal and is the proposal consistent with the Municipal Planning Strategy and the Planning Policy Framework?
- Do the buildings and works appropriately respond to the relevant purpose and provisions of the Industrial 1 Zone?
- Do the buildings and works appropriately respond to the relevant purpose and provisions of the Special Building Overlay?
- Do the buildings and works appropriately respond to the relevant purpose and provisions of the Design & Development Overlay - Schedule 20?
- Is the proposal consistent with Clause 52.05 Signs?

5.2. Policy assessment

5.2.1. Is the proposal consistent with the Municipal Planning Strategy and the Planning Policy Framework?

The proposal requires assessment under the Planning Policy Framework (PPF) and Municipal Planning Strategy (MPS) of the Greater Geelong Planning Scheme.

Greater Geelong is identified as a regional city and place of state significance. The proposal supports and reinforces the stated context for the municipality (Clause 02.01 **Context**) and is generally consistent with the vision (Clause 02.02 **Vision**) contained within the Municipal Planning Strategy (MPS), and with relevant policies contained in the Planning Policy Framework (PPF).

The proposal achieves a high quality built form outcome in accordance with the policy and objectives contained in Clauses 15.01-1S **Urban Design**, Clause 15.01-1L-03 **Signs in urban environments**, Clause 15.01-2S **Building design** and Clause 15.01-2L **Environmentally sustainable development** and results in appropriate outcomes to the relevant particular provisions relating to car parking, access and stormwater requirements supported by Clause 18.02-4S **Roads** and Clauses 19.03-3S and 19.03-3L **Integrated water management**.

The Site is identified within the 1% AEP flood extent as defined by the Special Building Overlay (**SBO**). It follows, that Clause 13.01-1S **Floodplains** should be considered. Flood levels for the 1 % AEP flood event have been estimated for this area under provisions of the *Water Act 1989*. Council is the relevant drainage authority for local drainage and the authority responsible for the flood mapping that forms the basis of the **SBO** on Council's drainage system. The proposed development comprises landscaping, crossovers and hard stand areas within the fringe of the mapped **SBO1** extent. The proposal responds to this clause by designing the finished floor level above and outside of the **SBO1** and by ensuring works within the **SBO1** do not alter the water flow or velocity from the Site to surrounding property or public land. See **Section 5.2.3** for further details.

A re-occurring theme found within the relevant provisions of Clause 15 of the PPF, is for development to respond appropriately to its context and to provide a high-quality design outcome that enhances the aesthetics of the site and area. The proposal responds positively to the established built form and character of the industrial area by incorporating contemporary industrial and commercial design and building elements to enhance the aesthetics of the developed site and broader industrial area. The siting, design and scale of the proposed development with accompanying landscaping opportunities responds well to the established industrial and commercial character which has developed some time ago and continues to transition. The proposal responds well to the changing needs and demands of successful businesses that contribute to the local economy by providing diversity in industrial-style buildings at a moderate scale relative to its context. (Clause 02.03-5 Built environment and heritage, Clause 15.01-1S **Urban Design**, Clause 15.01-2S **Building design** and Clause 15.01-2L **Environmentally sustainable development**). By introducing a modern and sustainably designed commercial building to the Site, the development will support a proposed plumbing supplies business seeking a modern facility which makes a genuine positive contribution to energy and

sustainability performance and quality. See **Appendix E** for a detailed assessment of the proposal's environmental sustainability design features.

The proposed advertising signage regime has been designed in accordance with the Greater Geelong Advertising Guidelines (2022). This is evident through the following:

- Business identification signage is the primary form of signage;
- Signs comprise equal to or less than 20 per cent of front façade (~30sqm total over a ~150sqm facade);
- There is no proposed signage within the glazing / windows;
- There is no freestanding signage; and
- Signs are located below the roofline and within the massing of the building facades.

By ensuring the design and siting of signage accords with the above, the proposal complies with relevant strategies set out in Clause 15.01-1L-03 **Signs in urban environments**.

Policy found at Clause 17 provides for objectives and strategies in relation to commerce / industry and economic development within the state and municipal context. The proposal responds to this policy through the development of a 'trade supplies' facility within an established industrial precinct.

More narrowly, the development:

- Protects and strengthens an existing employment area by facilitating continued industrial and commercial activity within an appropriately zoned location;
- Facilitates employment growth in construction, trade supply and associated service sectors;
- Improves access to jobs within proximity to surrounding residential areas (Moolap, Newcomb and broader Geelong urban area); and
- Contributes to the diversification of employment opportunities beyond traditional heavy industry.

While not a regionally significant industrial or retail expansion, the proposal contributes genuinely to employment generation consistent with the regional G21 strategy by supporting local trade-based and logistics-oriented activity. The proposal also supports the growth of a new trade supplies which does not have an existing footprint within the Greater Geelong municipality. The proposal will add significant short and long-term direct and in-direct economic benefits to the municipality. Specifically during its operational phase, the proposal will support long-term and direct growth in employment within the local logistics sector and will substantially increase the municipality's warehouse and logistics advantage within the industrial sector. The proposal will also facilitate a short-term and direct boost in local economic output within the construction sector during the construction phase (Clause 11.01-1R **Settlement – Geelong G21** and Clauses 17.01-1S, 17.01-1R and 17.01-1L **Diversified economy**).

The proposal responds to policy at Clause 17 through the development of a 'trade supplies' facility within an established industrial precinct. More narrowly, the development:

- Provides commercial floor space within an established employment area;

- Supplies trade-related goods/services directly ancillary to industrial activity (consistent with strategy supporting outlets serving industry);
- Does not constitute a large-scale retail centre or shopping complex (i.e. out-of-centre development);
- The proposal is located within an industrial zone, appropriate for trade supply and industry-based commercial/retail activity; and
- The scale or intensity of the development does not undermine the existing retail hierarchy.

Accordingly, the development does not represent inappropriate “out-of-centre” retail expansion and satisfies the requirement for net community benefit by supporting local employment and reducing travel for trade-related goods. It follows, that the proposal is consistent with Clauses 17.02-1S **Business**, 17.02-2S **Out-of-centre development** and 17.02-2L **Out-of-centre development**.

The proposed trade supplies offering will diversify choice within the building materials sector. The subject site is located within an existing industrial and urbanised area where a wide range of commercial (including industry-related retail/hire) and industrial uses are located. The application promotes good commercial design and a framework for development which will be occupied by a use compatible with surrounding land uses, and which are able to meet the purposes of the Industrial 1 Zone (Clause 17.03-1L **Industry**, Clause 17.03-2S **Sustainable industry** and Clause 17.03-2L **Sustainable industry** in Greater Geelong).

Car parking is accommodated as part of the development at a quantity that would cater appropriately for the demand expected to be reasonably generated for the proposed use without adversely impacting the surrounding traffic network. Bicycle parking facilities are also provided in adequate quantities, at the required standards outlined in Clause 53.34 **Bicycle parking** (Clause 18.02-4S **Roads** and Clause 18.01-3S **Sustainable and safe transport**). Generally, the subject site is in a good location with access to public transport (bus routes), close proximity to large employment areas, residential areas (Newcombe, Moolap & Leopold) and should encourage the utilisation of sustainable transport options (such as walking, cycling or public transport) by users of the premises (Clause 18.01-3S **Land use and transport integration** and Clause 18.01-3S **Sustainable and safe transport**).

The proposal considers the objective of integrated water management by setting aside areas of permeability in appropriate locations and by incorporating a stormwater water regime that ensures stormwater will discharge to a legal point of discharge at pre-development flow rates. Stormwater harvesting opportunities will be provided for on-site through the provision of above-ground tanks (Clause 19.03-3S **Integrated water management** and Clause 19.03-3L **Integrated water management**).

The proposal is considered to be supported by these policies along with other planning requirements including planning for regional and local places, net-community and economic benefits to the region, particularly when referring to Policy contained within the MPS and PPF where the site is acknowledged for being appropriate for high quality designed industrial style development and associated industrial land uses.

In light of the above, the proposal is considered to appropriately respond to the relevant policies of the MPS and PPF of the Greater Geelong Planning Scheme.

5.2.2. Do the buildings and works appropriately respond to the relevant purpose and provisions of Clause 33.01 Industrial 1 Zone?

The subject site is situated within the Industrial 1 Zone (**IN1Z**) where its purpose includes the need 'to provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.' The proposed use is a Section 2 use, meaning that the Industrial 1 Zone anticipates this use as a potential outcome for the Site, subject to an assessment and consideration of the decision guidelines of the zone. It is envisaged that the future occupants of the proposed development will be a plumbing supplies business, who require a space to store and sell plumbing supplies, tools, goods and materials.

A holistic assessment against the decision guidelines contained in Clauses 33.01-2 & 33.01-4 is outlined in the table below/overleaf:

Clause 33.01-3 & 4 Decision Guidelines	Response
The Municipal Planning Strategy and the Planning Policy Framework.	The proposal is consistent with the relevant objectives and strategies of the MPS and PPF. See Section 5.2.1 for details.
The effect that nearby industries may have on the proposed use.	The site is located within an established industrial precinct surrounded by compatible warehouse and industrial uses. The proposed use is not sensitive to typical industrial off-site impacts such as noise, air quality, vehicle movements or operational hours. The proposal is therefore unlikely to be adversely affected by surrounding industrial activity.
The availability of and connection to services.	The land is fully serviced with access to reticulated water, electricity and telecommunications. Upgrades to services (i.e. on-site septic, stormwater and access) will be undertaken in accordance with authority requirements (see Appendix D & Appendix E). The proposal does not require the augmentation of infrastructure beyond the capacity of the existing network, with the exception of upgraded crossovers for site access.

Clause 33.01-3 & 4 Decision Guidelines	Response
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The effect of traffic to be generated on roads.

The development will generate typical commercial traffic including staff vehicles, patron vehicles and light-to-medium delivery vehicles. The site is proposed to have access/egress from Anomaly Street and exit/egress to Portarlington Road, which are established industrial road networks capable of accommodating such traffic. Traffic generation is not expected to adversely affect the capacity or safety of the surrounding road network through queuing or idling within the roadway. The internal aiseways and car parking are designed for vehicles to circulate and enter/exit in a forward direction.

Any natural or cultural values on or near the land.

The site is an established industrial allotment with no modelled native vegetation of significance or mapped cultural heritage values. No overlays apply relating to environmental or heritage significance. The development does not impact on any identified natural or cultural values.

Streetscape character.

The streetscape is characterised by utilitarian style buildings, large-format sheds and hardstand areas for a range of industrial, retail and commercial uses. The proposed building design is industrial in nature but also includes articulated façades, glazing to the shopfront and integrated landscaping consistent with and contributing positively to the evolving industrial character of the area.

Landscape treatment.

Landscaping is provided along the frontage and side setbacks. The proposed landscape treatment will soften built form presentation to the street (particularly Portarlington Road), enhance visual amenity and contribute an improvement to the existing industrial streetscape.

Interface with non-industrial areas.

The site is located within a broader industrial precinct and does not directly abut residentially zoned land. As such, interface impacts are minimal/nil. The development maintains appropriate setbacks and does not introduce sensitive uses that would constrain ongoing and sustainable industrial activity.

Clause 33.01-3 & 4 Decision Guidelines	Response
Built form.	The building is designed in a functional industrial form appropriate to the zone, with a maximum height consistent with surrounding development. The façade incorporates glazing and architectural articulation to improve presentation and to break up the use of monotonous building cladding materials. The scale, bulk and materials are appropriate for an Industrial 1 Zone context.
Parking and site access.	On-site car parking is provided in accordance with Clause 52.06 requirements, including accessible parking. Vehicle access points are designed to accommodate commercial vehicle movements and ensure safe ingress and egress by conventional vehicles and medium rigid vehicles. Internal circulation areas and car parking spaces will ensure no on-street parking impacts arise.
Loading and service areas.	Dedicated loading areas are provided on-site and integrated within the building layout. Loading and unloading can occur within the Site without reliance on the road reserve. Back of house service areas are screened by buildings and are functionally separated from customer/staff entries.
Outdoor storage.	No excessive or unscreened outdoor storage is proposed. Any external storage associated with the use will be located to the rear or within the building and managed to avoid adverse visual or amenity impacts, consistent with IN1Z expectations.
Lighting.	No external lighting is proposed. Any external lighting will be able to be designed to Australian Standards and directed downward to minimise light spill beyond site boundaries.
Stormwater discharge.	Stormwater will be managed in accordance with Council and authority requirements. Drainage infrastructure has been designed to prevent off-site impacts and ensure appropriate connection to the legal point of discharge. Rainwater harvesting and WSUD measures are incorporated as part of the broader ESD strategy. See Appendix E for further details.

In light of the above, it is considered that the proposal responds appropriately to the purpose and decision guidelines of the Industrial 1 Zone.

5.2.3. Do the buildings and works appropriately respond to the relevant purpose and provisions of the Design & Development Overlay - Schedule 20?

The purpose, requirements and decision guidelines of Clause 43.02-6 and **DDO20** contain relevant matters that a responsible authority must consider before deciding on an application. See below for an assessment of relevant matters in the table overleaf.

Design and Development Overlay Schedule 20

Requirements	Response
<p>Front and Side (fronting a street) Fences</p> <p>Fencing should be constructed of materials other than unpainted galvanised steel and wire.</p> <p>Fencing should be constructed of materials that complement the building and surrounding area and should be painted a muted colour.</p> <p>Wherever possible, fencing should be softened and screened by vegetation planting.</p>	<p>Complies</p> <p>Fencing comprises existing chainmesh and is the preferred fencing outcome for the Site due to the mapped extent of the SBO1.</p> <p>A mix of shrubs/trees and groundcover vegetation / grasses are proposed along front and side boundaries to soften the appearance of fencing, hard edges and built form.</p>
<p>Site Layout & Design</p> <p>The front setback of new buildings should be consistent with the setbacks of existing buildings in the area and should be set aside for landscaping and car parking.</p> <p>Buildings should address the street frontage by including the following elements in the design;</p> <ul style="list-style-type: none"> - Front facades that include design elements that add visual interest. 	<p>Complies.</p> <p>The setbacks of the proposed building are further recessed from the northern frontage than buildings to the east and west, primarily in response to flood constraints affecting the Site.</p> <p>Buildings to the east and south of the Site (and much of the industrial estate) were established sometime between 2002-2008, before the advent of the SBO (gazetted circa 2011). It follows, that mimicking</p>

Requirements	Response
<ul style="list-style-type: none"> - Locating office components in a visible location at the front of the building. - Incorporating facades that address both frontages where the site is located on a corner. - Clearly delineated visitor access points to the building. <p>Buildings, works, plant and machinery should be constructed, housed and maintained in a manner that minimises the visual impact.</p> <p>Potential conflict between pedestrian and vehicle movement should be addressed through the design of the site, including provision of pedestrian links through car parking areas.</p> <p>(continued)</p> <p>Larger buildings should address bulk and massing issues through using a range of building materials, finishes and colours.</p>	<p>existing setbacks is not the highest priority or policy outcome for the Site design response.</p> <p>The design of the Site incorporates access, car parking and landscaping between the building and the eastern and northern frontages.</p> <p>The building design comprises modern and sustainable building materials and avoids large expanses of the same material and incorporates visually interesting architectural features with clear pedestrian and vehicle access points along the façade.</p>
<p>Infrastructure</p> <p>Physical infrastructure such as water, power, reticulated sewage and constructed sealed roads should be available to new buildings.</p>	<p>Complies.</p>
<p>Car parking and Access</p> <p>Car parking should be provided at the front of the site.</p> <p>All vehicle crossings, accessways and parking areas should be sealed with an all weather coat.</p> <p>Lighting should be provided to car parking areas where required.</p> <p>If more than 10 car spaces are provided the design should incorporate landscaped island beds to break up the hard surface area and improve visual amenity.</p>	<p>Complies.</p>

Requirements	Response
<p>Landscaping</p> <p>Existing vegetation should be retained where practical.</p> <p>The front of the site should be set aside for landscaping.</p> <p>Landscaping should be provided along boundaries which adjoin a sensitive land use or environmental feature (such as creek or reserve) or where the site is visually prominent.</p> <p>Landscaping areas should be designed to be low maintenance, including selection of hardy landscape species that require minimal ongoing maintenance and have low water usage. Where practical and consistent with this requirement, landscaping species should be locally indigenous or native.</p> <p>Landscaped areas should be protected from vehicle damage by incorporating protective design features.</p> <p>The quality and quantity of landscaping should reflect the scale of the building and car park area in order to address screening and softening of visual bulk.</p>	<p>Complies.</p>
<p>Signage</p> <p>Signage should be co-located on sites which have more than one tenant so as to avoid sign clutter.</p>	<p>Complies.</p>
<p>Stormwater Quality and Re-Use</p> <p>Best practise storm water quality and reuse measures should be considered as part of the design for larger developments and on sites where it is practical to implement.</p>	<p>Complies.</p> <p>See Appendix E for details on stormwater quality and re-use.</p>

Requirements	Response
In order to reduce the potential for contaminated runoff loading bays should be covered, active work areas should be contained internally within buildings and waste disposal areas should be appropriately located.	

The above assessment demonstrates compliance with the requirements of **DDO20**. It follows, that the decision guidelines and design objectives are also adequately responded to by fulfilling the relevant requirements of **DDO20**.

It follows, that the proposed development, on balance, is considered to meet the relevant decision guidelines of Clause 43.02-6 and **DDO20**.

5.2.4. Do the buildings and works appropriately respond to the relevant purpose and provisions of the Special Building Overlay?

The decision guidelines of Clause 44.05-8 contain relevant matters that a responsible authority must consider before deciding on an application.

It is considered that the proposal can be supported, provided that the development recognises and accounts for the flood risks associated with the development. These risks have been closely considered as part of the design and layout of the Site, proposed finished floor level and fencing regime to be deployed within the Site.

According to the feature and level survey data (see **Appendix D**), the subject site is very flat with an approximate elevation range between 1.83-2.49m AHD. The **SBO**/stormwater flood extent covers the northern, eastern and southern boundary of the Site (see **Appendix B**). Access to the property from Anomaly Street and Portarlinton Road may be affected by floodwater in a 1% AEP event, with existing finished/formed levels between 1.79-1.97m AHD for site access. The proposed building is proposed on levels between 2.2m-2.4m AHD. It follows, that:

- the proposed building has been sited on the highest possible level of the Site and outside the mapped **SBO1** extent;
- the building will be able to comply with any nominal flood protection level including 300mm freeboard above the flood level that may be required by the drainage referral authority.

No new fencing is proposed, and existing fencing comprises chain mesh fence of more than 25% opening for floodwater flow.

Comments from the relevant drainage authority are expected through the statutory assessment and referral process. These comments are expected to evaluate the design of the proposal and performance against the purpose and decision guidelines of the **SBO**.

The above notwithstanding, it is considered that:

- The proposed development will have minimal impact on flood behaviour external to the site.
- The proposed layout results in an appropriate access regime for the Site; and
- The proposed buildings can/have been built at or above the likely recommended NFL.

In light of the above, it is considered that the proposal responds appropriately to the purpose and decision guidelines of the **SBO**.

5.2.5. Is the proposal consistent with Clause 52.05 Signs?

The decision guidelines of Clause 52.05-8 contain relevant matters that a responsible authority must consider before deciding on an application.

See the table overleaf for an assessment of relevant matters.

Clause 52.05-8 Decision guidelines	Response
<p>The character of the area including:</p> <ul style="list-style-type: none"> - The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character. - The compatibility of the proposed sign with the existing or desired future character of the area in which it is proposed to be located. - The cumulative impact of signs on the character of an area or route, including the need to avoid visual disorder or clutter of signs. - The consistency with any identifiable outdoor advertising theme in the area. 	<p>Complies</p> <p>The signs are compatible with the character of the area given the location of the Site in the IN1Z, within an established industrial estate adjoining an arterial road. The signs are of an appropriate scale in comparison to the proposed built form and are limited to 20% of the front façade (northern elevation), one small logo (eastern elevation), and are cohesive with the overall design of the building.</p> <p>The signs are not anticipated to result in any detrimental cumulative impacts.</p>

Clause 52.05-8 Decision guidelines	Response
<p>Impacts on views and vistas:</p> <ul style="list-style-type: none"> - The potential to obscure or compromise important views from the public realm. - The potential to dominate the skyline. - The potential to impact on the quality of significant public views. - The potential to impede views to existing signs. 	<p>Complies</p> <p>The signs are not anticipated to impact on any important views or vistas. The signs will not dominate the skyline, impact on views to existing signs, or adversely affect any public views.</p>
<p>The relationship to the streetscape, setting or landscape:</p> <ul style="list-style-type: none"> - The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape. - The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements. - The ability to screen unsightly built or other elements. - The ability to reduce the number of signs by rationalising or simplifying signs. 	<p>Complies</p> <p>The size of the signs are proportionate to the streetscape, setting and landscape.</p> <p>The signs will not project above the roofline of the building and the number of signs has been limited to three signs to rationalise the signage.</p>
<p>(continued)</p> <ul style="list-style-type: none"> - The ability to include landscaping to reduce the visual impact of parts of the sign structure. 	
<p>The relationship to the site and building:</p> <ul style="list-style-type: none"> - The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building. - The extent to which the sign displays innovation relative to the host site and host building. - The extent to which the sign requires the removal of vegetation or includes new landscaping. 	<p>Complies</p> <p>The size of the signs are compatible with the scale of the site and building, and are limited to below 20% of the front façade (northern elevation).</p>

Clause 52.05-8 Decision guidelines	Response
<p>The impact of structures associated with the sign:</p> <ul style="list-style-type: none"> - The extent to which associated structures integrate with the sign. - The potential of associated structures to impact any important or significant features of the building, site, streetscape, setting or landscape, views and vistas or area. 	<p>Complies</p> <p>No adverse impacts are associated with or likely to arise as a result of the structures designed to support the proposed signs.</p>
<p>The impact of any illumination:</p> <ul style="list-style-type: none"> - The impact of glare and illumination on the safety of pedestrians and vehicles. - The impact of illumination on the amenity of nearby residents and the amenity of the area. - The potential to control illumination temporally or in terms of intensity. 	<p>Complies</p> <p>No illumination is proposed.</p>
<p>The impact of any logo box associated with the sign:</p> <ul style="list-style-type: none"> - The extent to which the logo box forms an integral part of the sign through its position, lighting and any structures used to attach the logo box to the sign. - The suitability of the size of the logo box in relation to its identification purpose and the size of the sign. 	<p>Complies</p> <p>No logo boxes are proposed.</p>
<p>The need for identification and the opportunities for adequate identification on the site or locality.</p>	<p>Complies</p> <p>The signs are considered to provide for adequate identification of the Site without being incompatible with the character of the area.</p>

6. Conclusion

This town planning report details the proposal and has made an assessment against the relevant policy and planning controls of the Greater Geelong Planning Scheme.

The proposal is considered appropriate for the following reasons:

- The proposal is supported by local urban design and built form policy for industrial development.
- The proposal is an appropriate response to the relevant planning controls affecting the site, providing a design and function that is responsive to the role and scale of the area and the surrounding physical context.
- The proposal will make an attractive addition to the built form and character of the local area with high-quality materials and appropriate signage suited to the industrial environs.
- The proposal comprises an appropriate and site-responsive design and is located above the flood level for the 1% AEP flood event.
- The proposal is strategically located and compatible with surrounding land uses and nearby buildings.
- The proposed buildings and works will not cause detrimental or adverse amenity impacts in relation to visual impact; noise; parking, loading and unloading; and rubbish removal and storage.
- The proposal comprises adequate car parking provision and loading/unloading is available on site.
- The proposal will assist in diversifying the local economy by supporting the growth of a new warehouse business and local demand for warehouse and storage space by a range of users.

It is the conclusion of this report that the application is consistent with the purposes and intent of the planning controls and policy framework of the Greater Geelong Planning Scheme.

It follows as the recommendation and request of this report that Council issue a planning permit for the proposal.

We highly commend the application to Council, and look forward to working with Council during the assessment of the application.

March 2026

Appendices

Appendix A	Certificate of Title
Appendix B	Planning Property Report
Appendix C	Site Photos
Appendix D	Town Planning Drawings
Appendix E	Sustainability Management Plan