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6 May 2026

A three

Via email: adam_athree@bigpond.com

Attention: Adam Spiteri

1/420 Melbourne Road, Norlane

Car Parking Demand Assessment

Dear Adam,

Introduction

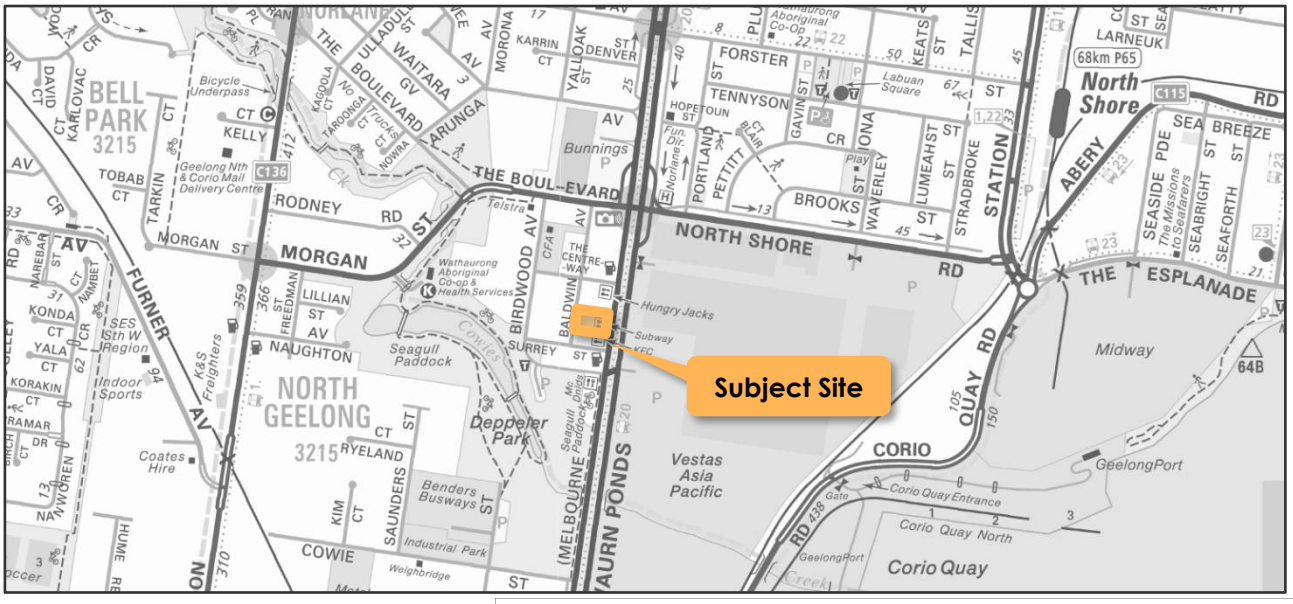
onemile**grid** has been requested by A three to undertake a Car Parking Demand Assessment of the proposed change in use to an Indoor Recreational Facility at 1/420 Melbourne Road, Norlane.

Specifically, this report has been prepared to respond to the Council Request for Further Information (RFI) in relation to Planning Permit No. 'PP-223-2026' dated 8 April 2026. Our assessment follows.

Existing Conditions

The subject site is addressed as 420 Melbourne Road, Norlane, and is located on the western side of Melbourne Road (Princes Highway) north of the Geelong CBD and proximate to Corio Quay, as shown in Figure 1.

Figure 1 Site Location

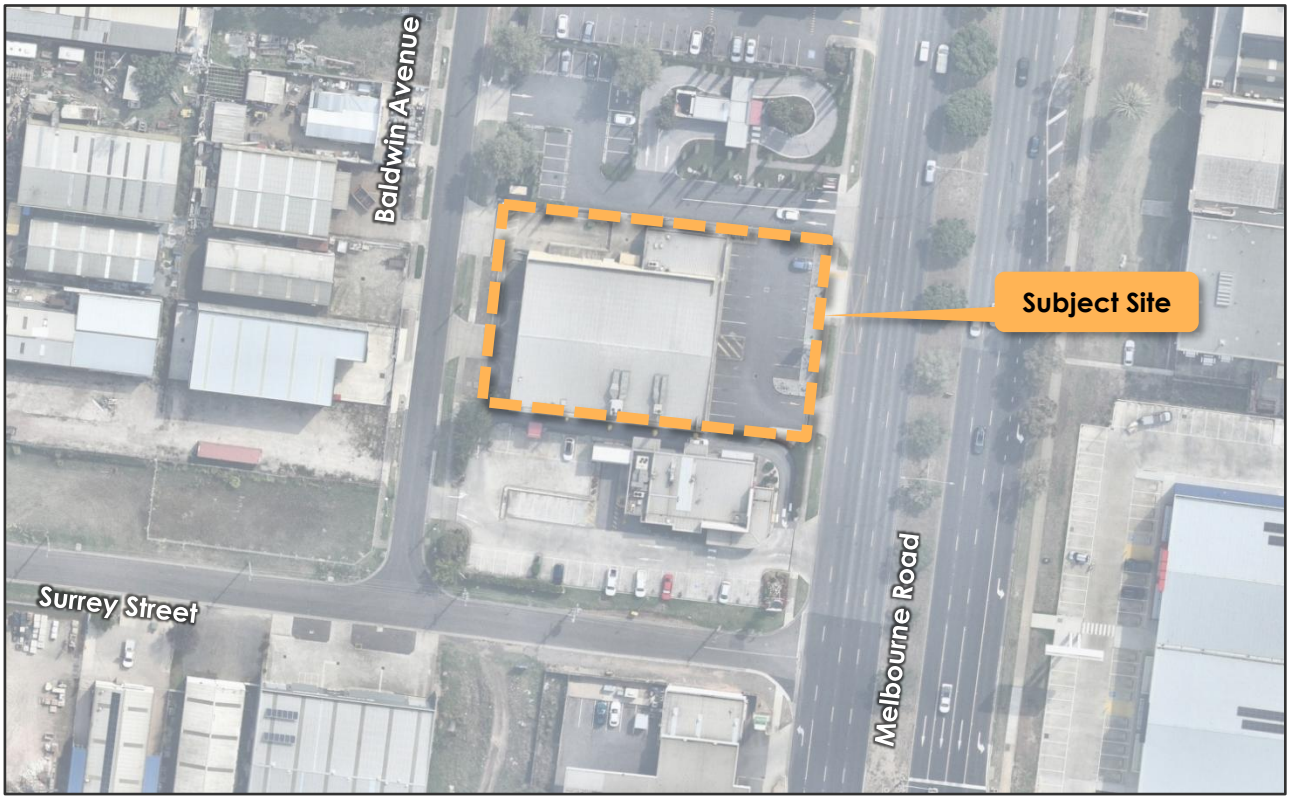


Source: OpenStreetMap

The site is currently occupied by one vacant tenancy (previously a retail tenancy operating as a 'Workwear Warehouse') and one food and drink premises (Subway), serviced by a 22-space car park accessible via an existing crossover to Melbourne Road to the site's south. Additionally, the site is serviced at the rear by 2 car parking spaces and an on-site loading dock to the north-west via 2 existing crossovers to Baldwin Avenue.

Land use in the immediate vicinity of the site is a mix of commercial and industrial land, with primarily quick service retail frontage Melbourne Road.

Figure 2 Site Context (22 March 2026)



Copyright Nearmap

Sustainable Transport

The subject site affords access to bus route 20 and is located immediately adjacent the 'Surrey St/Princes Hwy' bus stop. Route 20 operates between Geelong Station and Corio Shopping Centre and is a key bus route for the northern portion of Greater Geelong adjacent Corio Bay along Melbourne Road. At peak times, buses arrive every 15 – 20 minutes in either direction.

Melbourne Road and the Cowies Creek pathway network along its north are designated as Main Routes within the state's Strategic Cycling Corridor (SCC) network. SCCs are important routes for cycling for transport and link up important destinations including the Central City, National Employment and Innovations Clusters, Metropolitan Activity Centres and other destinations of metropolitan and regional significance.

Car Parking Survey

On and off-street car parking occupancy surveys were undertaken by Trans Traffic Survey on behalf of **one**mile**grid** in the vicinity of the site during the following periods:

- Friday 24th April 2026, between 6:30am and 7:30pm at 60-minute intervals; and
- Saturday 25th April 2026, between 6:30am and 2:30pm at 60-minute intervals.

The survey area is shown in Figure 3. At the time of the surveys, the subject tenancy was not occupied, however the Subway was operational.

Figure 3 Survey Area

The survey results are summarised in Figure 4 and Figure 5 of the overall study area for Friday and Saturday, respectively, and in Figure 6 and Figure 7 for the subject site car park for Friday and Saturday, respectively.

The surveys identified a total on-street car parking supply of 88 spaces.

It was confirmed that the total on-site car parking supply is 22 spaces, inclusive of one accessible space.

Figure 4 On-Street Car Parking Survey Results – Friday 24th April 2026

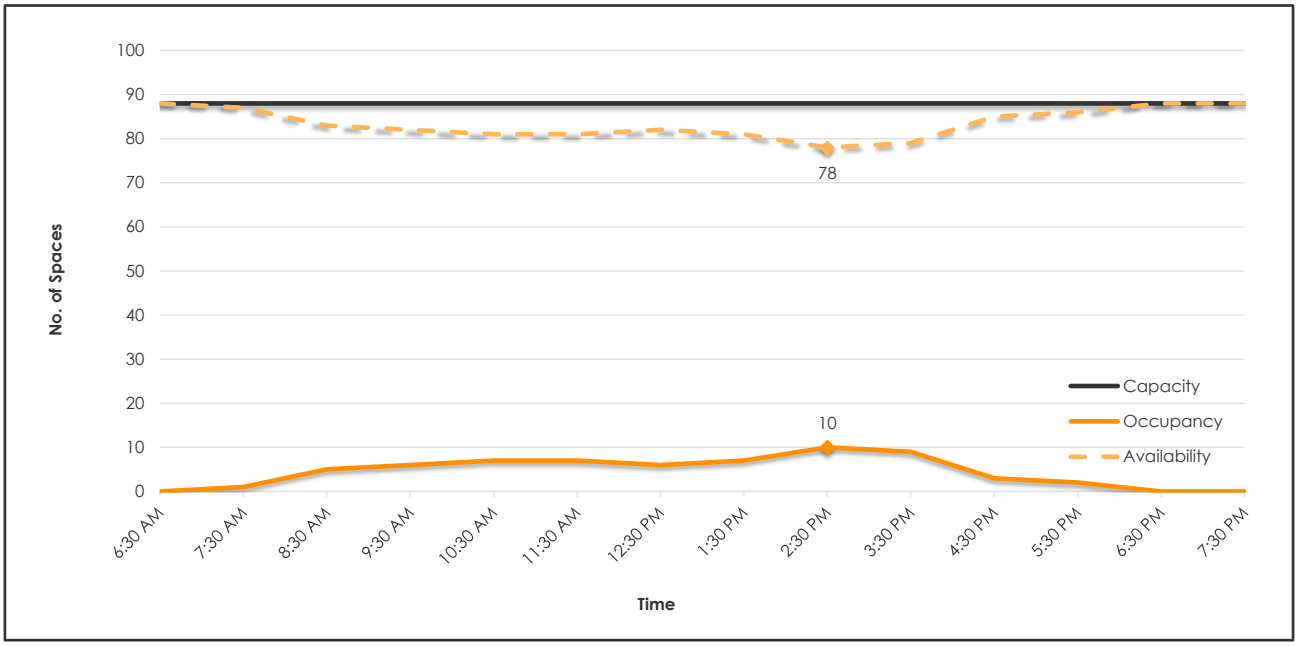
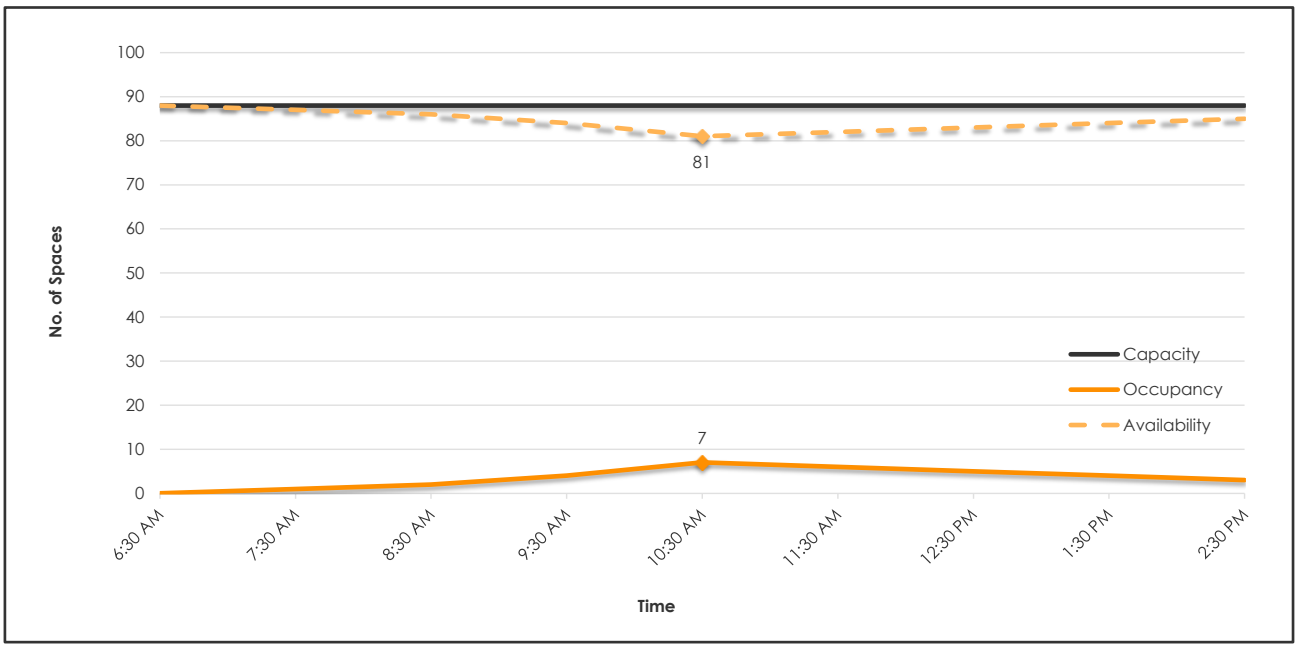


Figure 5 On-Street Car Parking Survey Results – Saturday 25th April 2026



On the Friday, peak occupancy occurred at 2:30pm when 10 spaces were occupied, leaving no fewer than 78 spaces available for use. Parking utilisation varied between 11% and 0% of capacity.

On the Saturday, peak occupancy occurred at 10:30am when 7 spaces were occupied, leaving no fewer than 81 spaces available for use. Parking utilisation varied between 8% and 0% of capacity.

Across both survey days, there were no more than 2 spaces occupied out of an available 11 spaces along Baldwin Avenue. Baldwin Avenue recorded no on-street occupancy 86% of the Friday survey times and 44% across the Saturday.

Figure 6 Subject Site Survey Results – Friday 24th April 2026

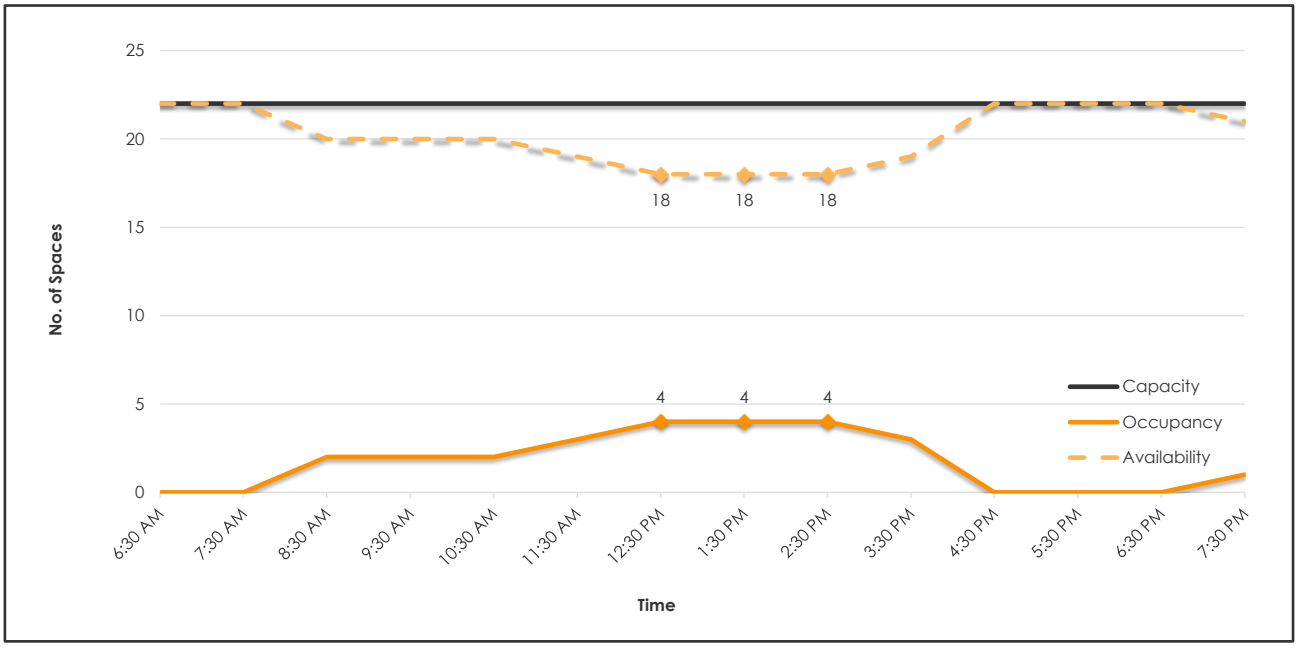
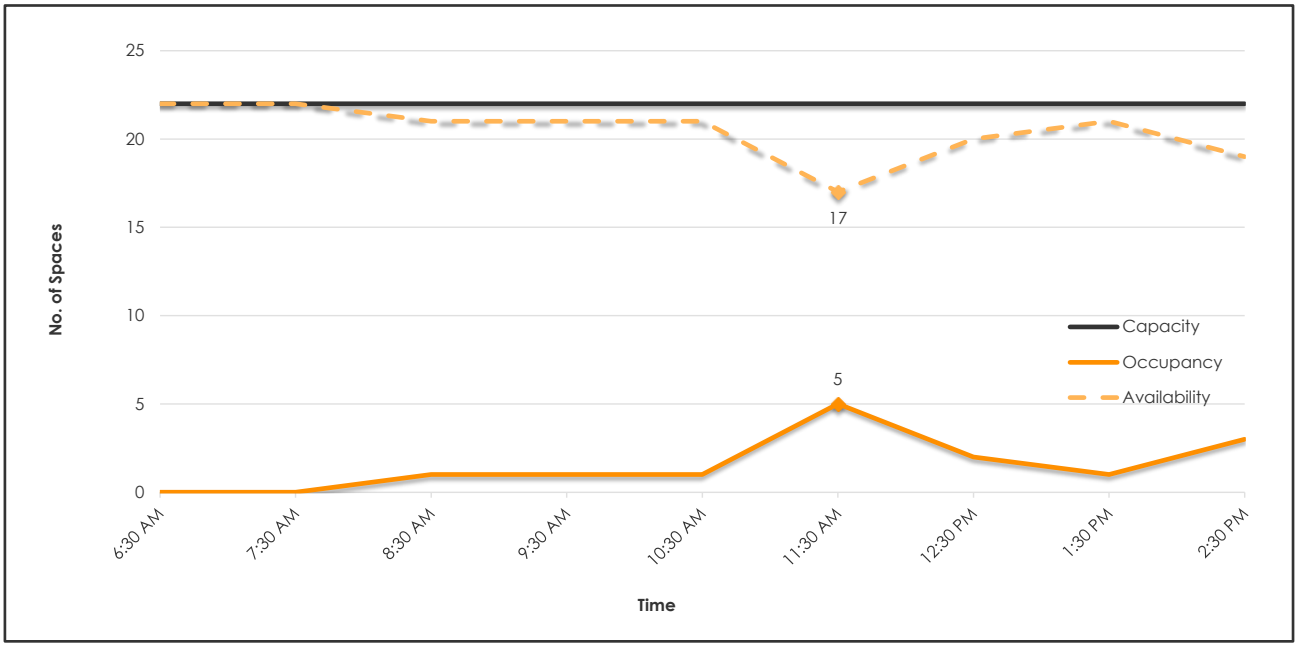


Figure 7 Subject Site Survey Results – Saturday 25th April 2026



On the Friday, peak occupancy occurred at 12:30pm, 1:30pm and 2:30pm when 4 spaces were occupied, leaving no fewer than 18 spaces available for use. Parking utilisation varied between 18% and 0% of capacity.

On the Saturday, peak occupancy occurred at 11:30am when 5 spaces were occupied, leaving no fewer than 17 spaces available for use. Parking utilisation varied between 23% and 0% of capacity.

Therefore, the above car parking surveys indicate that there is a large supply of available car parking both on-site and on-street in the vicinity of the site, with a minimum of 17 on-site spaces and 78 on-street car parking spaces in the greater area which would be available for use.

Proposal

The application seeks to change the use of the site from a shop to a gym (indoor recreational facility) operated by Snap Fitness. The proposal will result in no change in floor area, only a change in use, with the 996 m² ground floor will be remodelled as a gym, combining the existing showroom and store areas.

The proposed gym will accommodate a maximum of 50 patrons at any one time and be open 24 hours, 7 days a week, including staffed by 2 employees at the following times, which are in line with typical Snap Fitness staffing schedules:

- Monday – Thursday (10:00am – 7:00pm);
- Friday (10:00am – 6:00pm); and
- Saturday and Sunday (10:00am – 3:00pm).

It is proposed to allocate the two spaces to the rear of the site for staff, with the 22 spaces provided within the front setback available for the subject tenancy and the existing Subway on a shared basis.

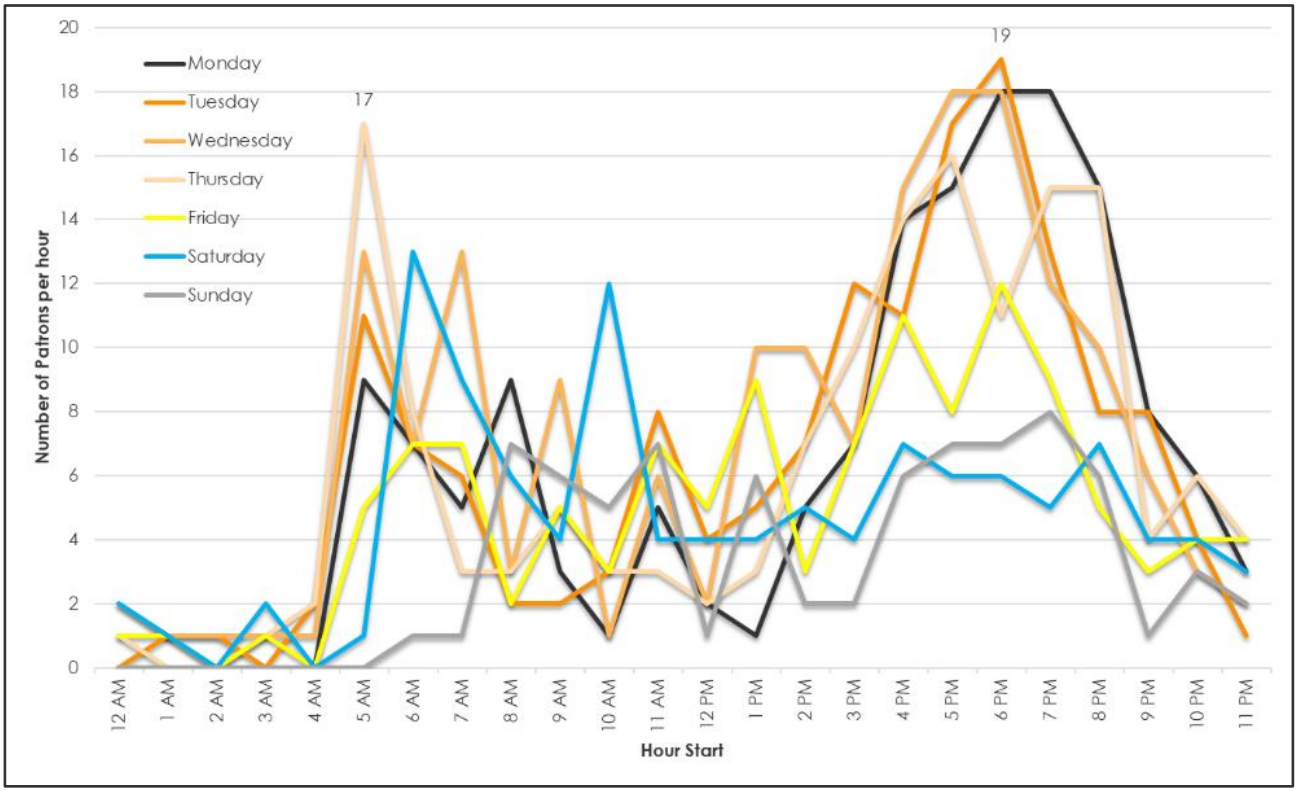
Snap Fitness Club Usage

onemile**grid** have been involved with a number of Snap Fitness applications and accordingly information on membership and usage has been able to be provided. A summary of typical characteristics is provided below:

- The use operates 24 hours a day, 7 days a week, with members having swipe card or fob key access;
- On average, most members live within 3.2 km of their Snap Fitness club;
- A typical Snap Fitness member's workout is generally shorter than that of competing concepts (big box clubs), being approximately 40 minutes;
- Approximately 40% of members regularly use the club;
- A Snap Fitness club generally experiences an approximate total of 800 visits per week;
- Factoring in peak hours (4:00pm-7:00pm) during days of peak operation, on average Snap Fitness Clubs rarely see more than 20 people in the club at one time; and
- Snap Fitness' 24-hour trading allows members to attend the facility beyond traditional peak times unlike a non-24-hour facility, which leads to a more even spread of use and lower on-site numbers at any one time.

The data provided in Figure 8, overleaf, details the recorded weekly patronage for a standard size Snap Fitness tenancy during a typical week of operation.

Figure 8 Snap Fitness Typical Weekly Patronage



Based on the above, it can be seen that the maximum patronage recorded for a given time on a typical week was 19 patrons. Peak patronage generally occurred between 5:00pm and 8:00pm on weekdays and during the morning period on a Saturday. Occupancy on a Sunday is generally lower than each of the other days.

Importantly, late morning, midday and early afternoon use is generally at 50% of peak use.

Bicycle Parking Considerations

The bicycle parking requirements for the subject site are identified in Clause 52.34 of the Greater Geelong Planning Scheme. The Planning Scheme does not specifically refer to parking requirements for gym land uses, therefore, no bicycle parking is required or provided.

Car Parking Considerations

Statutory Car Parking Requirements

The proposed 'indoor recreation facility' land-use is nested under the 'Restricted Recreation Facility' classification within Clause 73.03 of the Planning Scheme, however no specific parking provision rates are specified for a restricted facility under Clause 52.06.

In such cases, Clause 52.06-6 states that:

> *"Where a use of land is not specified in Table 1 or where a car parking requirement is not specified for the use in another provision of the planning scheme or in a schedule to the Parking Overlay, before a new use commences or the floor area or site area of an existing use is increased, car parking spaces must be provided to the satisfaction of the responsible authority."*

In order to verify the suitability of the proposed parking provision, a review of the parking demands generated is undertaken below.

Car Parking Demand Assessment

Based on information provided by the operator, a maximum of 52 people (50 patrons and 2 staff) is expected to be on-site at any given time. While the application seeks approval for up to 50 patrons, it is unlikely that this level of patronage would be consistently achieved. Given the 24/7 nature of the facility, demand is expected to be distributed throughout the day, with typical peaks occurring during the morning and afternoon periods.

Notwithstanding this, a conservative approach has been adopted for the purposes of this assessment, with the maximum patronage assumed in determining the anticipated parking demand.

It has been our experience that driver numbers to gyms and associated uses vary depending on the type of product offered, the sites proximity to activity centres, accessibility to sustainable transport modes, and nearby residential / work catchments among other items. These factors result in a driver ratio range of 0.5 – 0.8 spaces per patron.

The site is provided with direct access to one bus route and is within reasonable walking distance to some residential areas. Consequently, it is expected that the site will generate parking demands toward the upper end of the range. For the purposes of this assessment, a rate of 0.7 spaces per patron will be adopted.

With regard to staff, it will be assumed that all staff drive, equating to a demand for 2 staff parking spaces.

Adopting a car parking rate of 0.7 spaces per patron, and assuming that all staff drive to the site, the following temporal car parking demand is expected in Table 1.

Table 1 Car Parking Demand – Peak Periods

	Car Parking Demand
Patrons	35 spaces
Staff	2 spaces
Total	**37 spaces**

It is noted that the maximum car parking demand of 37 spaces will occur during peak gym use. As previously detailed, Snap Fitness gyms typically experience peak demand outside of peak road network usage (before 9:00am and after 5:00pm). During the middle of the day, 50% of peak occupancy is expected which equates to a patron demand for 18 spaces.

Review of Car Parking Provision

Estimated Car Parking Demand

It is conservatively assessed that the proposed gym will generate a maximum car parking demand of 37 spaces, with 2 staff spaces provided to the rear of the site, leaving demand for 35 patron parking spaces that will need to be accommodated either on-site or on-street car parking during peak periods.

The car parking surveys illustrate that existing on-site car parking is currently underutilised, however, in line with the minimum statutory requirements for the Subway. That is, there was an observed sustained peak demand for 4 car parking spaces on the Saturday at 12:30pm – 2:30pm. As such, it can be expected at any one time there will be at least 18 on-site spaces available for gym patrons.

Therefore, a remaining car parking demand for 17 spaces is expected to be relied upon on-street associated with the proposed gym occurring prior to 9am and after 5pm.

It is noted that during the middle of the day, the gym will typically operate at 50% capacity (~18 patrons) and at these times, there will be little to no shortfall on-street.

Existing Car Parking Credit

The neighbouring tenancy (Subway) which shares the car park across 420 Melbourne Road is assumed to have and is surveyed to typically generate a demand for 4 car parking spaces. This is in line with the former Clause 52.06 minimum car parking requirements rates for a food and drink premises, that is, 4 spaces per 100 m² of leasable floor area. The Subway is estimated to be 100 m² in size, therefore attracting a historical minimum car parking requirement of 4 spaces.

As such, it is expected that the existing tenancy when it was operational (Workwear Warehouse) would have had access to 18 car parking spaces. Based on its historical car parking requirements as a shop, the minimum car parking requirement would have been at a rate of 4 spaces per 100 m² of leasable floor area, resulting in a historical requirement to provide 39 spaces. In this regard and assuming that the remaining on-site spaces would have been allocated to the subject tenancy, it is expected that the existing tenancy has a historical car parking credit in the order of approximately 21 spaces.

Considering the historical car parking requirements assessed above, it is expected that the proposed change of land use to an indoor recreation facility results in an improvement of on-street car parking reliance in the order of 4 spaces (a reduction from 21 spaces to 17 spaces). Nevertheless, demand for 17 on-street car parking spaces is required at peak periods.

Temporal Demand

As previously detailed, the proposed gym is expected to generate peak car parking demands prior to 9:00am and after 5:00pm. During these times, the survey results in Figure 6 and Figure 7 recorded very low to zero (non-peak) car parking demands in the existing on-site car park.

As such, during peak gym use, it is expected that there will be greater than 18 spaces available for gym patrons, where Subway patrons are also likely to link a trip with the gym.

On-Street Car Parking Availability

As previously assessed, there was a minimum of 78 on-street car parking spaces available within close walking distance to the subject site, supplementing the on-site availability. Along the rear fronting street, Baldwin Avenue, there were at least 9 parking spaces available across the full survey period.

Overall, this level of car parking can comfortably accommodate the expected on-street reliance of 17 spaces without impacting other uses and can expected to be contained close to the subject site.

Overview

In summary, the estimated reliance of on-street car parking of 17 spaces generated by the proposed gym is expected to be an improvement on existing car parking credits from the previous land use.

Notwithstanding, there is ample on-street car parking available within short walking distance to the subject site to readily accommodate this on-street reliance, with no less than 78 spaces available in the survey area.

Further, the gym and neighbouring Subway are not expected to exhibit concurrent peak car parking demands, and thus greater on-site demand accommodation is expected to be realised. During the middle of the day, there is anticipated to be little to no demand for on-street parking.

Consequently, the proposed shortfall in parking is considered satisfactory.

Conclusions

It is proposed to convert the existing shop into a gym (Snap Fitness). The gym will accommodate 50 patrons and is expected to have access to at least 20 on-site car parking spaces (18 adjacent Melbourne Road, 2 adjacent Baldwin Avenue). Our analysis indicates that the proposed provision of car parking and a nominal assessed car parking shortfall can be readily accommodated and will adequately service the expected car parking demands of the proposed gym.

Please do not hesitate to contact the undersigned should you wish to discuss the above.

Yours sincerely

[redacted]

[redacted]

Director

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