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RedSquare Traffic

Creativity in Transport Engineering

7/9 Ballarat Road, North Geelong
Traffic and Parking Assessment



Prepared for Future Padel

23 September 2025

Reference J860RT1172-0325

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1 INTRODUCTION

1.1 BACKGROUND

RedSquare Traffic has been engaged by Future Padel ('Client') to provide traffic engineering services in relation to the proposed Padel Club (Change of Use) at 7/9 Ballarat Road, North Geelong ('the Subject Site' or 'the Site').

This package of work includes the preparation of a Car Parking Demand Assessment to addresses parking related impacts of the proposed development including an assessment of the adequacy of nearby parking provisions and the anticipated impacts of the development on existing parking conditions. Additionally, this report provides an assessment against requirements of Clause 52.06 of the planning schemes, details of existing land uses within the surrounding area and details of any car parking restrictions.

1.2 REFERENCES

The following documents have been reviewed and referred to in this report:

- Greater Geelong Planning Scheme- Clause 52.06 (Car Parking).
- Greater Geelong Planning Scheme – Clause 52.34 (Bicycle Facilities).

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2 EXISTING CONDITIONS

2.1 SUBJECT SITE

The subject site, located at 7/9 Ballarat Road, North Geelong, falls under the jurisdiction of the Greater Geelong City Council. It is situated on the northeastern side of Ballarat Road, between Thompson Road to the northwest and Weddell Road to the east, as shown in Figure 1.

Vehicle access to the site is currently provided via an existing crossover from Ballarat Road, also identified in Figure 1. The site is located within a commercial precinct and is positioned adjacent to the City of Geelong Bowls Club.

Figures 2 and 3 present photographs taken during recent site inspections, offering additional context on existing access arrangements and surrounding conditions.



FIGURE 1: AERIAL VIEW OF SUBJECT SITE (SOURCE METROMAP)

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FIGURE 2: ENTRANCE TO SUBJECT SITE



FIGURE 3: SUBJECT SITE'S CAR PARK

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2.2 LAND USES

According to VicPlan, the subject site and surrounding land are located within a Special Use Zone (SUZ) and directly abut a Transport Zone 2 (TRZ2), as illustrated in Figure 4. Site is not subject to any overlays which have a relevance on traffic, parking or access related matters.

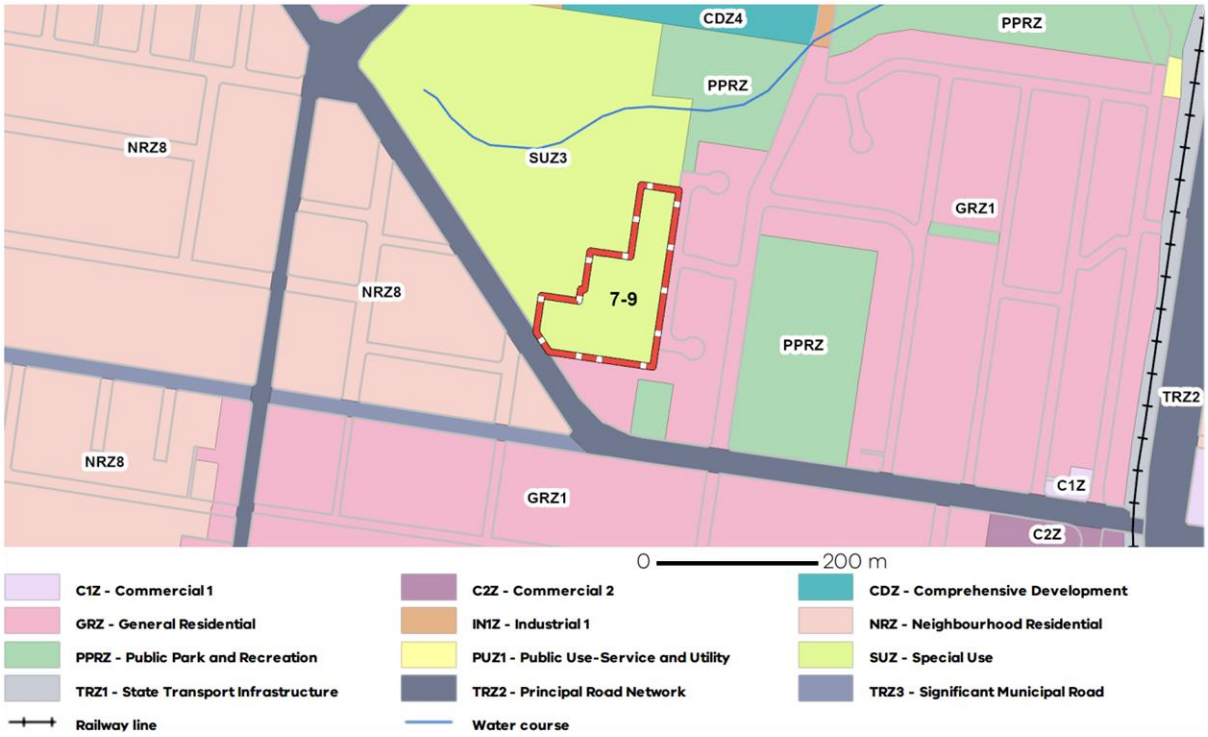


FIGURE 4: PLANNING ZONES (SOURCE: VICPLAN)

The subject site is located within a commercially zoned area that supports a variety of recreational, medical, and service-based operations. Key land uses in proximity to the site include:

- **Geelong Golf Club**
  - Address: Gate 4/5 Frederick Road, Tottenham VIC 3012
  - Operating Hours: 7:00 AM – 7:00 PM, Monday to Sunday
  - Type of Use: Public golf course
- **Geelong Sports Medicine Centre**
  - Address: 1 Ballarat Road, North Geelong VIC 3215
  - Operating Hours: 8:00 AM – 7:00 PM (Mon–Thu), 8:00 AM – 4:00 PM (Fri), 8:00 AM – 12:00 PM (Sat), Closed (Sun)

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  - Type of Use: Allied health and rehabilitation services
- **Geelong Table Tennis Association**
  - Address: 84 Church Street, North Geelong VIC 3215
  - Operating Hours: 6:00 AM – 9:30 PM (Mon–Thu), Closed (Fri), 11:30 AM – 6:30 PM (Sat), 12:00 PM – 6:00 PM (Sun)
  - Type of Use: Indoor sporting facility
- **All 4 Kids Playcentre**
  - Address: 57 Church Street, Geelong West VIC 3218
  - Operating Hours: 9:30 AM – 3:00 PM, Monday to Sunday
  - Type of Use: Indoor children's play centre

These surrounding land uses contribute to moderate levels of daily traffic and parking demand and are consistent with the recreational character of the broader area.

2.3 ROAD NETWORK

2.3.1 Ballarat Road

Ballarat Road is classified as a primary state arterial road and falls under the jurisdiction of the Greater Geelong City Council. The road is aligned in a northwest–southeast orientation, extending from the Midland Highway in the northwest to Church Street in the southeast.

Ballarat Road has a trafficable width of approximately 13.43 metres (excluding turning bays), configured as a dual carriageway with at least two traffic lanes in each direction, supporting bi-directional movement. The road is equipped with footpaths and bicycle lanes on both sides, promoting safe and accessible conditions for pedestrians and cyclists.

On-street parking is available along one side of the carriageway, with unrestricted kerbside parking provisions. The road operates under a posted speed limit of 60 km/h.

Figures 5 and 6 illustrate the existing road conditions along Ballarat Road.

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FIGURE 5: BALLARAT ROAD LOOKING SOUTHWEST



FIGURE 6: BALLARAT ROAD LOOKING EAST

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Figure 7 presents an excerpt from Melway Online, illustrating the road hierarchy in the vicinity of the subject site.

Ballarat Road, which provides primary vehicular access to the site, is classified as a primary state arterial road. To the east, Ballarat Road connects with Melbourne Road, forming part of the Princes Highway (A10) corridor, a key arterial route in the regional road network.

To the west, Ballarat Road provides direct access to the Midland Highway (M1), also referred to as the Geelong Ring Road, facilitating efficient connectivity to the broader freeway network and bypassing central Geelong.



FIGURE 7: NEARBY ROAD NETWORK (SOURCE: MELWAY ONLINE)

2.4 PUBLIC TRANSPORT

The subject site is located just outside the Principal Public Transport Network (PPTN); however, it remains accessible via several public transport services that enhance connectivity to the broader metropolitan and regional network.

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Public transport services in proximity to the site include:

- **Bus Route 22 – Geelong Station to North Shore Station via Anakie Road**
  - Nearest Stop: Church Street / Ballarat Road, approximately 170 metres from the site (~2-minute walk)
  - Service Details: Operates daily and provides direct access to both Geelong Station and North Shore Station, enabling convenient transfers to regional train services and additional bus routes.
- **Bus Route 1 – North Shore Station to Deakin University (Waurn Ponds) via Geelong City**
  - Nearest Stop: Ballarat Road / Thompson Road, approximately 400 metres from the site (~6-minute walk)
  - Service Details: This route services both North Shore Station and Geelong Station, passing through Geelong's central business district before continuing to Deakin University's Waurn Ponds Campus. It offers extensive connectivity to regional and local destinations across Geelong.

In addition to the nearby bus services, the site is located approximately 1.8 kilometres from North Geelong Railway Station. The station is served by V/Line's Geelong line, offering regional train services to Melbourne's Southern Cross Station and other destinations within the regional rail network.

Shown below is a snippet from the Public Transport Map of Greater Geelong demonstrating the public transport offerings in the area.

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FIGURE 8: NEARBY PUBLIC TRANSPORT SERVICES (SOURCE: PTV)

The industry recognised WalkScore database rates the location as one with "Some Transit - A few nearby public transportation options".

2.5 ACTIVE TRANSPORT

The subject site is well-supported by active transport infrastructure, with footpaths and on-road bicycle lanes provided on both sides of Ballarat Road, facilitating safe pedestrian and cyclist movement.

According to the Walk Score database, the location is rated as "Somewhat Walkable", indicating that some errands can be accomplished on foot. This suggests a moderate level of pedestrian accessibility, with essential services and amenities within walking distance for most users.

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2.6 PARKING SUPPLY

RedSquare Traffic undertook a car parking occupancy survey on a typical weekday (Thursday, 1 May 2025) and weekend (Saturday, 3 May 2025) to assess the parking supply and demand of the on-site car park associated with the Subject Site. The weekday survey was conducted between 11:00 AM and 5:00 PM, while the weekend survey was carried out between 12:00 PM and 6:00 PM, with occupancy recorded at 30-minute intervals.

Detailed survey results are provided in Table 1 below.

TABLE 1: RESULTS FROM PARKING SURVEYS (THURSDAY)

Time	On-Site Parking				Total	
	Unrestricted		Disabled Parking			
12:00	154	22	4	0	158	22
12:30	157	19	4	0	161	19
13:00	150	26	4	0	154	26
13:30	151	25	4	0	155	25
14:00	145	31	3	1	148	32
14:30	158	18	3	1	161	19
15:00	156	20	2	2	158	22
15:30	157	19	3	1	160	20
16:00	146	30	3	1	149	31

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16:30	147	29	2	2	149	31
17:00	144	32	4	0	148	32
17:30	141	35	4	0	145	35
18:00	140	36	4	0	144	36

TABLE 2: RESULTS FROM PARKING SURVEYS (SATURDAY)

Time	**On-Site Parking**				**Total**	
	Unrestricted		Disabled Parking			
12:00	119	57	3	1	122	58
12:30	114	62	2	2	116	64
13:00	110	66	2	2	112	68
13:30	107	69	2	2	109	71
14:00	114	62	2	2	116	64
14:30	116	60	2	2	118	62
15:00	116	60	2	2	118	62
15:30	124	52	2	2	126	54
16:00	132	44	2	2	134	46
16:30	138	38	2	2	140	40

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17:00	139	37	4	0	143	37
17:30	145	31	4	0	149	31
18:00	147	29	4	0	151	29

Peak occupancy on Thursday was recorded at 6:00 PM, with 144 car spaces still available. On Saturday, peak occupancy left 109 spaces vacant. The current parking demand is primarily generated by the City of Geelong Bowls Club and the Geelong Golf Club. These results indicate that even while both facilities are in operation, a surplus of car parking spaces remains available.

Following is a capture from MetroMap showing the car parking demands on another typical Monday (21 October 2024) offering further validation regarding car parking demand levels.

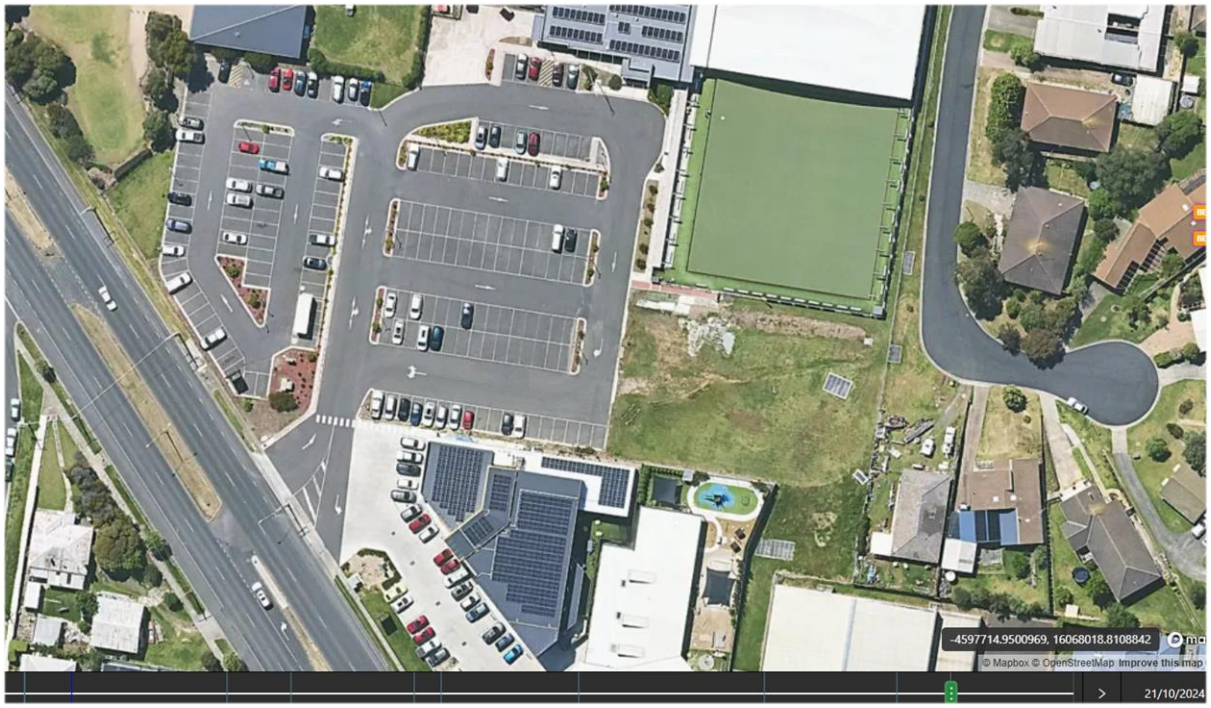


FIGURE 9: AERIAL SURVEYS (MONDAY, 21 OCTOBER 2024)

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3 PROPOSAL

RedSquare Traffic acknowledges the proposal to develop a minor sports and recreation facility, comprising six (6) padel courts, at 7–9 Ballarat Road, North Geelong. The facility is intended to function predominantly as a casual, pay-to-play venue with the flexibility to accommodate occasional tournaments and events.

Hours of Operation:

- Monday to Saturday: 6:00 AM to 10:00 PM.
- Sunday and Public Holidays: 9:00 AM to 10:00 PM.

Staffing:

The facility will be staffed by 1 to 3 personnel at any given time. This includes a minimum of one staff member on-site at all times, with the potential presence of a club coach and/or an additional casual staff member during peak periods.

Operational Characteristics:

- The venue will primarily operate on a pay-to-play model, with patrons booking courts for recreational use.
- The applicant has advised that the busiest usage periods (outside of tournaments) are expected to occur after 5:00 PM from Monday to Thursday, which **aligns with the closure of the adjacent golf club and reduced activity at the City of Geelong Bowls Club during those times.**
- In addition to regular usage, the facility is expected to host occasional tournaments, including one national-level event per year. These events may attract up to 150 players and spectators, with a maximum on-site occupancy of approximately 200 people. All tournament activities are expected to conclude by 8:00 PM, further minimising potential conflict with other uses.

Parking Considerations:

The site shares a large car parking area with the City of Geelong Bowls Club and the Geelong Golf Club. It is noted that the Bowls Club holds an existing agreement with the golf club that provides access to 30 allocated parking bays. In addition to these allocated spaces, there are further shared parking bays available within the broader precinct, supporting flexible use across the various facilities.

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4 PARKING

4.1 STATUTORY PARKING REQUIREMENTS

The relevant Statutory Car Parking Requirements for this land use proposal are outlined under Clause 52.06 of the Greater Geelong Planning Scheme. The aims of Clause 52.06 are:

- To ensure that car parking is provided in accordance with the Municipal Planning Strategy and the Planning Policy Framework.
- 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.

To satisfy the purpose of Clause 52.06 of the Greater Geelong Planning Scheme, developments must provide car parking in accordance with the prescribed rates or seek a permit for a reduction where justified. Clause 52.06 does not specifically list a parking rate for padel courts; therefore, the rate for the most comparable land use, tennis courts (not in conjunction with a dwelling), has been applied as a proxy.

The relevant car parking requirement for tennis courts is:

- 4 spaces per court, plus
- 50% of the requirement for any associated ancillary use

Applying this rate to the proposed development of six (6) padel courts results in a statutory car parking requirement of 24 spaces (i.e. 6 courts × 4 spaces per court).

No dedicated on-site car parking is proposed exclusively for the padel facility. Instead, the site will utilise the existing shared car park currently servicing the City of Geelong Bowls Club and the Geelong Golf Club, where no additional parking spaces are formally allocated to the proposed facility.

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4.2 CAR PARKING DEMAND ASSESSMENT

4.2.1 Parking Demand Projections

Based on the comparison rate, peak regular usage is expected to generate a demand of approximately 24 spaces, which represents a conservative estimate. Several key factors support this assessment.

- Padel is played exclusively as doubles (4 players per court), compared to tennis which accommodates both singles and doubles formats and often involves additional support staff such as coaches and umpires.
- Outside of tournament events, padel venues typically attract minimal spectator attendance, unlike tennis clubs which often host regular competitions and social events with larger crowds.
- The proposed facility will operate purely on a pay-to-play basis, with no clubhouse, bar, or social infrastructure that might attract non-playing visitors.
- Padel sessions are shorter in duration (typically 45–60 minutes), supporting higher turnover without increasing concurrent demand.
- Padel is often played socially, encouraging car-pooling and shared transport, further reducing trip generation.
- Unlike tennis clubs, the padel facility will have minimal structured programming, operating primarily through casual bookings, with tournaments occurring only occasionally.

While the tennis court rate of 4 spaces per court has been applied to establish a conservative demand of 24 spaces, the above characteristics suggest that real-world demand is likely to be lower. Importantly, the timing of peak use supports this reduced demand profile, with usage expected on weekdays after 5:00 PM. This coincides with the closure of the adjacent Geelong Golf Club and reduced activity at the City of Geelong Bowls Club.

No additional dedicated parking is proposed, with the facility to rely on the existing shared on-site car park. Parking surveys confirm that during peak occupancy on Thursday at 6:00 PM, 144 car spaces remained available, while on Saturday, peak occupancy left 109 spaces vacant. Current parking demand is primarily generated by the City of Geelong Bowls Club and the Geelong Golf Club. These results demonstrate that even when both facilities are operating, a surplus of on-site parking remains available.

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In addition to formal car parking, a grassed overflow area located south of the southern green is also occasionally used during busy periods. While this area is unsuitable during wet conditions, demand from the golf and bowls clubs also typically decreases in such weather. In contrast, the padel courts will operate as all-weather facilities, ensuring stable and predictable usage throughout the year.

In conclusion, the facility's operational profile and the demonstrated surplus capacity within the shared car park confirm that the proposed use can operate effectively alongside both the Bowls Club and Golf Club.

On this basis, RedSquare Traffic is confident that parking is unlikely to be a concern at this development. The proposed land use will adhere to the following objectives of Clause 52.06.

- 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.

4.3 BICYCLE PARKING REQUIREMENTS

The purpose of Clause 52.34 is to encourage cycling as a mode of transport and to ensure the provision of secure, accessible, and convenient bicycle parking spaces along with associated shower and change facilities.

However, Clause 52.34-3 of the Greater Geelong Planning Scheme does not specify a bicycle parking requirement for the land use category "Tennis Court", which has been used as the proxy classification for the proposed padel facility. As a result, the development does not trigger a formal bicycle parking requirement under the planning scheme.

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5 TRAFFIC IMPACT ASSESSMENT

5.1 TRAFFIC GENERATION

In the absence of a Victoria-specific trip generation guide, the NSW RTA Guide to Traffic Generating Developments has been referenced, as it provides indicative rates for tennis courts, the most comparable land use to the proposed padel facility. According to this guide, the estimated trip generation rates are:

- Weekday Peak Hour: 4 vehicle trips per court
- Total Evening Period: 4.5 vehicle trips per court

However, the operational characteristics of the proposed padel courts differ significantly from traditional tennis facilities. To more accurately reflect the specific nature of the development, trip generation has instead been estimated using first principles.

Based on the statutory car parking requirement of 24 spaces, it is assumed that during peak periods, a maximum of 24 vehicles may be present on-site at any given time. Under peak traffic conditions and applying a worst-case scenario where all vehicles arrive and depart within the same hour, this would result in up to 48 vehicle trips during the peak hour (24 arrivals and 24 departures). This provides a conservative basis for assessing the potential traffic impact of the proposed development.

5.2 TRAFFIC DISTRIBUTION

The directional distribution and assignment of traffic generated by the proposed development is influenced by the surrounding road network, the site's proximity to key arterial routes, and its location within North Geelong. Ballarat Road is expected to function as the primary access route for patrons travelling to and from the site.

Figure 10 illustrates the anticipated traffic distribution and overall connectivity of the site at 7–9 Ballarat Road, North Geelong, demonstrating how the surrounding network facilitates access from key residential areas and major roads.

Based on expected travel patterns, site-generated traffic is anticipated to be distributed as follows:

- Eastbound on Ballarat Road (50%) (Green)

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- Approximately 50% of site-generated traffic is expected to approach from the west, traveling from residential areas such as Bell Park and Hamlyn Heights, as well as from the north and south via the Geelong Ring Road.

- Westbound on Ballarat Road (50%) (Red)
  - The remaining 50% of traffic is anticipated to approach from the east, originating from residential areas like Rippleside, North Geelong, and West Geelong, utilizing routes such as Melbourne Road and local collector streets that connect to Ballarat Road and Church Street.



FIGURE 10: PROPOSED ACCESS POINT CONFIGURATION

The projected traffic distribution reflects the efficiency of the surrounding road network in providing balanced and convenient access to the site. This distribution pattern is aligned with the site's strategic position near major arterial roads, ensuring seamless connectivity for patrons.

5.3 TRAFFIC IMPACTS

The traffic generated by the proposed development is not expected to have any significant impact on Ballarat Road or its intersections with adjoining streets. The projected directional distribution of

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site-generated traffic is anticipated to be balanced between eastbound and westbound movements, minimising the likelihood of congestion at any one location. As a result, no intersection upgrades or additional traffic management measures are required.

Traffic volume data obtained from the Department of Transport and Planning (DTP) confirms that the surrounding road network accommodates high daily traffic volumes without notable congestion, even during peak periods. The most recent available volumes for key roads in the vicinity are as follows:

- **Ballarat Road (between Thompson Road & Church Street):** 8,600 vehicles/day (north-west bound) and 12,000 vehicles/day (south-east bound)
- **Church Street (between Ballarat Road & Pakington Street):** 15,000 vehicles/day (west bound) and 13,000 vehicles/day (east bound), including approx. 15% heavy vehicles (2,000 vehicles/day)
- **Church Street (between Shannon Avenue & Ballarat Road)**: 2,700 vehicles/day (east bound), with approx. 7% heavy vehicles (176 vehicles/day)

The proposed padel court is expected to generate approximately 48 additional vehicle trips during peak periods. Given that the surrounding roads are designed to accommodate high volumes, the additional demand is considered negligible and will be efficiently absorbed without affecting overall traffic operations. The balanced directional distribution further reduces the risk of localised congestion, ensuring the development does not create excessive demand on any particular route.

Given the existing road network capacity, the projected increase in vehicle trips is not expected to result in congestion or trigger a need for intersection upgrades. As such, no traffic management interventions are necessary to support the proposed development.

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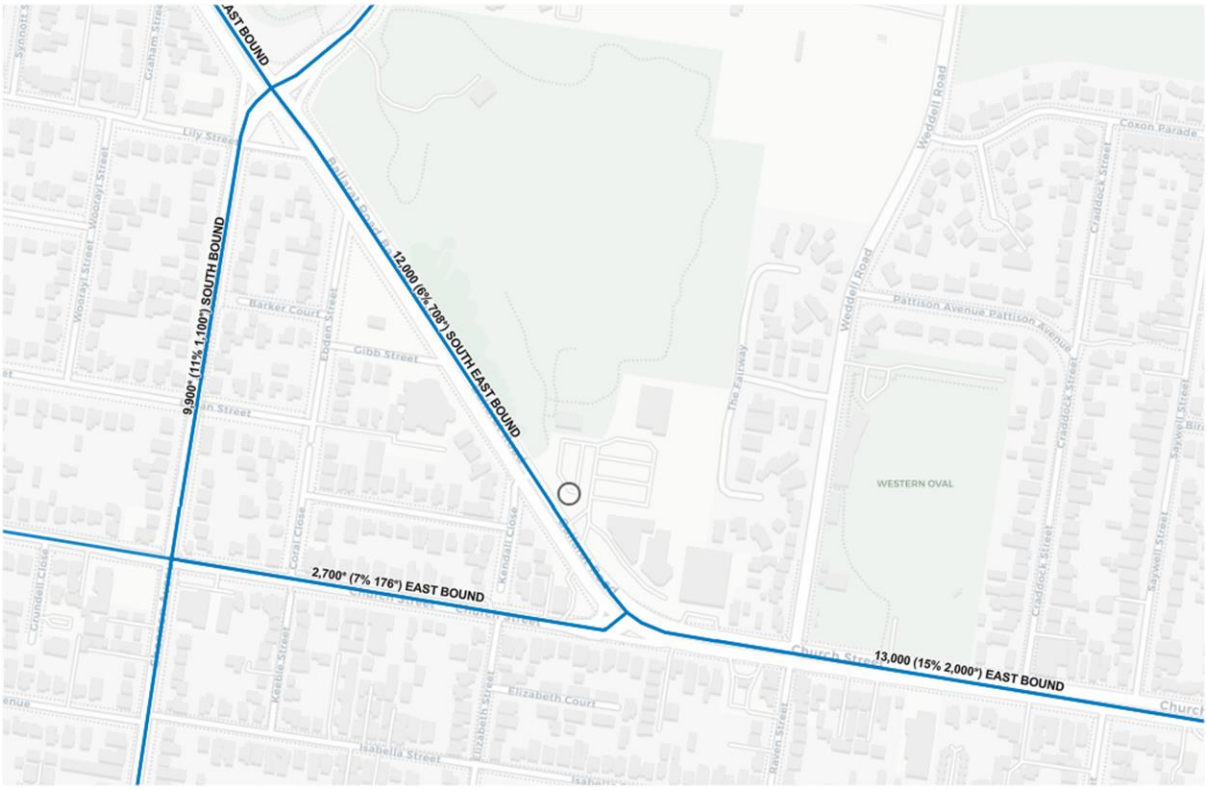


FIGURE 11: VICROADS TRAFFIC VOLUMES – PALMERS ROAD (SOURCE: DEPARTMENT OF TRANSPORT AND PLANNING)

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5 CONCLUSION

RedSquare Traffic has been engaged by Future Padel ('Client') to provide traffic engineering services in relation to the proposed Padel Club (Change of Use) at 7/9 Ballarat Road, North Geelong ('the Subject Site' or 'the Site').

The assessment confirms that the proposed development will generate a likely parking demand of 24 spaces, based on the comparison tennis court rate outlined in Clause 52.06. This demand will comfortably be accommodated within the existing shared on-site car park, which provides a total capacity of 176 spaces. In practice, actual demand is expected to be lower than the comparison statutory requirement due to factors such as short stays, small group sizes, minimal spectator presence, and carpooling. Parking survey data confirms that sufficient capacity exists within the car park to accommodate the anticipated demand on an ongoing basis.

In terms of traffic generation, the development is expected to result in approximately 24-48 vehicle trips during the peak hour, which is negligible in comparison to existing traffic volumes on surrounding roads. Accordingly, no intersection upgrades or traffic management measures are required to support the development.

Subject to any recommendations provided via this assessment report, RedSquare Traffic considers the proposed development at 7/9 Ballarat Road, North Geelong to be satisfactory under traffic engineering considerations.

RedSquare Traffic Pty Ltd



Dinith (Dane) Wanninayake

Principal Traffic Engineer

DoT Accredited Senior Road Safety Auditor

DoT Recommended Safe System Assessor

23 September 2025

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