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14 August 2026

Eskinder Ukubamichael
Principal Statutory Planner
Greater Geelong City Council
PO Box 104
Geelong VIC 3220

By email only: statplanning@geelongcity.vic.gov.au

Dear Eskinder

Response to Further Information Letter – PP-282-2026– 75-81 Murradoc Road, Drysdale

Please find enclosed for a response to Council's Further Letter of Advice for the above address / application.

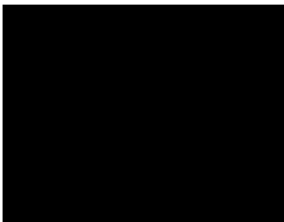
The following documents have been submitted / attached for your assessment:

1. Town Planning Report (**updated**);
2. Town Planning Drawings (**updated**).
3. Sustainability Management Plan & Stormwater / Civil Drawings (**updated**);
4. Traffic Impact Assessment Report (**updated**).
5. Noise Assessment (**new**); and
- 6.

We trust the above information is sufficient to enable Council to progress it's assessment to the next stage.

If you have any questions, please don't hesitate to contact me by telephone (03) 9969 2263 or by email at admin@dpplanning.com.au.

Kind regards,

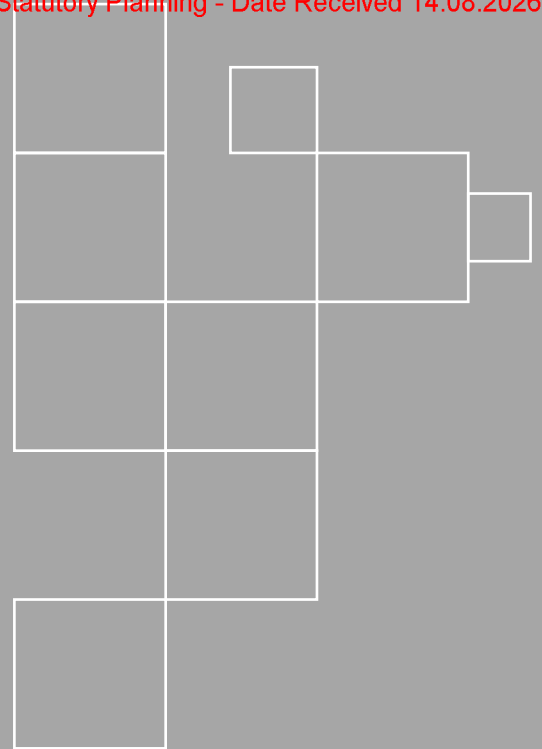


Town Planning Report

Use and development of land for 'service station', 'convenience restaurant', 'car wash', display of signs and creation of access to the Principal Road Network

75-81 Murradoc Road, Drysdale

Prepared for Bellarine Commercial Developments Pty Ltd



Quality and Care

Project No.	Revision	Author	Date	Issue
24-146	01		25 March 2026	FINAL issued to Council
24-146	02		22 June 2026	FINAL re-issued to Council
24-146	03		14 August 2026	FINAL re-issued to Council

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Care for our Country

We care, acknowledge and uphold the Traditional Owners of the Country upon which this application resides and recognise their connection to the land, water, sky and culture. We pay our respects to their Elders past, present and emerging.

Care for our people

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.



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1. Introduction

1.1. Summary

DP Planning Pty Ltd has been engaged by Bellarine Commercial Developments Pty Ltd to prepare a planning permit application for 75-81 Murradoc Road, Drysdale (the 'Site').

Approval is sought for the use and development of land for 'service station' (including ancillary convenience store, convenience restaurant and car wash) a pole sign, display of business identification signs and creation of access to the Principal Road Network.

The following clauses trigger a planning permit for the proposal:

- Clause 34.02-1 Commercial 2 Zone (**C2Z**) – Table of uses.
- Clause 34.02-4 Commercial 2 Zone (**C2Z**) – Buildings and works.
- Clause 43.02-1 Design and Development Overlay (**DDO32**) – 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 commercial 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 commercial environs.
- The proposal is strategically located and compatible with surrounding land uses and nearby buildings.
- The proposed buildings and works have been designed to avoid any likely detrimental or adverse amenity impacts in relation to visual impact; noise; air emissions; traffic (including access), parking, loading and unloading; and rubbish removal and storage.
- The proposal comprises adequate car parking & bicycle parking provision and loading/unloading is available on site.
- The proposal will assist in growing and diversifying the local retail economy and associated employment sectors.

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 JRA)
- Sustainability Management Plan (by MSC)
- STORM Report and Civil Design Plans (by StructPlan)
- Cultural Heritage Management Plan – Letter Update
- Biodiversity Assessment (by Implexa Planning)
- Light Spill Assessment (by SLR Consulting)
- Noise Assessment (by SLR Consulting)
- Bushfire Hazard Assessment (by Grampians Bushfire Planning)

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 21 June 2026)
- Certificates of Title (dated 4 March 2026)

2. Site, environs and context

2.1. Site

Site address	75-81 Murradoc Road, Drysdale
Title details	Lot 1 on Title Plan 023924F (Volume 10622, Folio 183)
Site description	The Site comprises one parcel of approximately 1.46 hectares. The parcel is a regular rectangular polygon shape. This Site has a frontage of approximately 58 metres to the Murradoc Road road reserve (south).
Landowners	For the purposes of Section 48 of the <i>Planning and Environment Act 1987</i> , Bellarine Commercial Developments Pty Ltd are the registered landowners.
Easements, restrictions or covenants	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>. Refer to Appendix A - Certificate of Title for further details.

2.2. Environs

The Site is approximately 1.04 hectares and is situated on the northern side of the Murradoc Road road reserve. The site has a regular rectangular polygon shape, with its boundaries formed by the Murradoc Road road reserve (south), freehold commercial land (west and east) and freehold rural residential land (north). The Site slopes from north to south and connected to services at the time of subdivision.

The Site is located in the Commercial 2 Zone (**C2Z**) and has undergone development servicing via the original subdivision circa 2001. The Site is developed with an informal access to Murradoc Road and has been cleared of any structures. The Site is serviced with reticulated sewer, water, telecommunications and power infrastructure. A legal point of discharge is available to the Council stormwater network via the southern boundary of the Site.

The Site is accessed via Murradoc Road. Murradoc Road comprises a 19-metre road reserve consisting of two (2) one-way carriageways and line-marked shoulders. Murradoc Road is classed as an arterial road, is within the Transport 2 Zone (Principal Road Network) and is managed by the Department of Transport.

Development with a Murradoc Road address has historically allowed for future potential road widening / service road provision, with developments on the north side of the road set-back ~12m from the existing property boundary (as per Design and Development Overlay – Schedule 32).

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 commercial / industrial development.

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



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

2.3. Context

The Site is situated within an emerging part of an established commercial precinct. The southern precinct is well established and comprises a broad mix of retail, restricted recreation, motor repairs and warehouses with a Murradoc Road address. The north-eastern part of the precinct is emerging, and comprises vacant commercial land, restricted retail (under construction), a transport depot and self-contained commercial estates.

Land adjoining the Site to the east and west is within the **C2Z** and is expected to be developed for commercial purposes. Land to the south is located within the Transport 2 Zone (**TR2Z**) and land to the north is located within the Rural Living Zone and is developed for rural residential purposes.

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

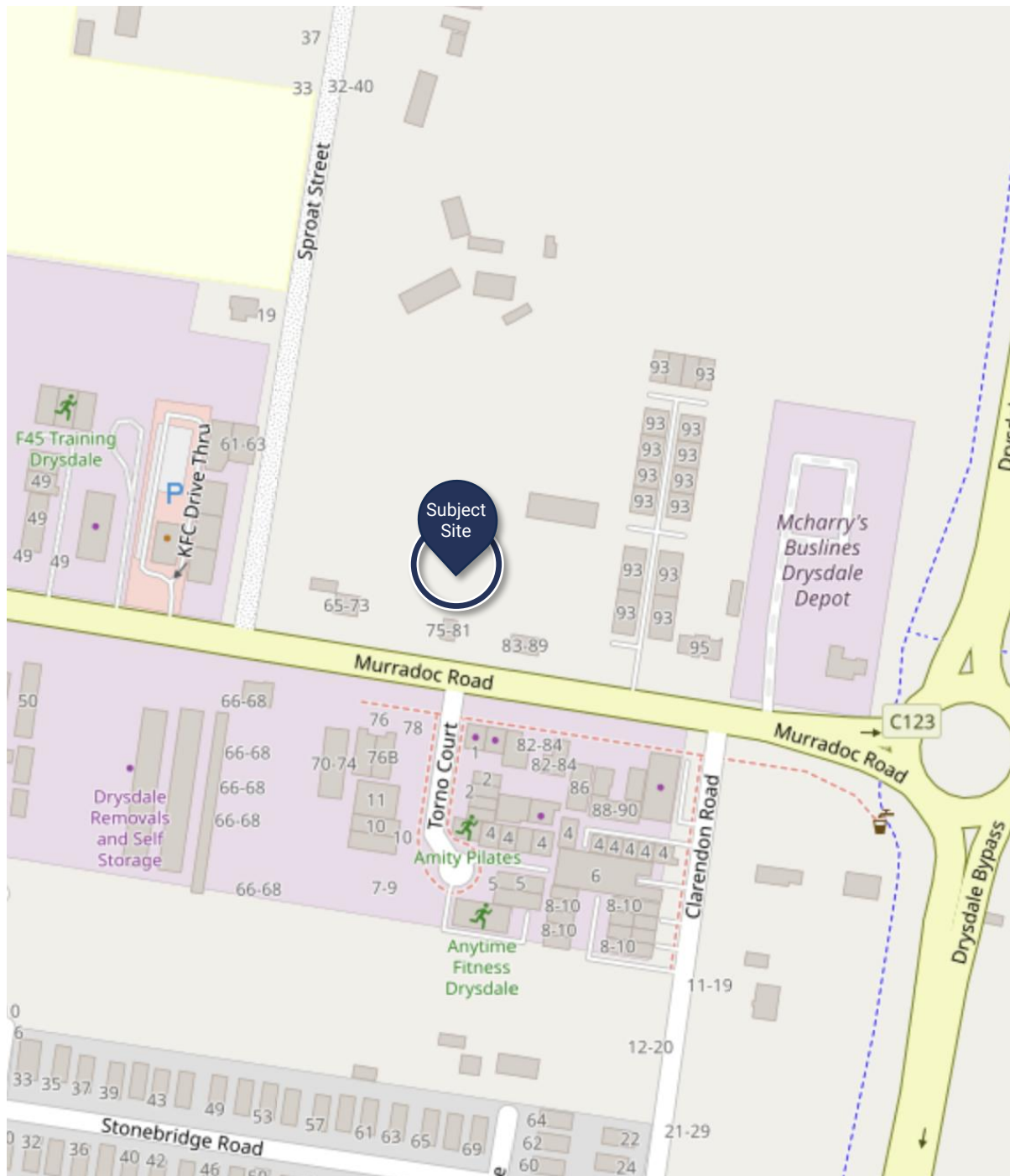


Figure 2: Context Plan (OpenStreetMap© accessed 3 March 2026)

3. Proposal synopsis

3.1. Planning permit description

A planning permit is sought for the use and development of land for a service station (including ancillary convenience store, convenience restaurant and car wash), pole sign, display of business identification signs and creation of access to the Principal Road Network.

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

- Clause 34.02-1 Commercial 2 Zone (**C2Z**) – Table of uses.
- Clause 34.02-4 Commercial 2 Zone (**C2Z**) – Buildings and works.
- Clause 43.02-1 Design and Development Overlay (**DDO32**) – 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 service station (including ancillary convenience restaurant), car wash, pole sign, display of business identification signs and creation of access to the Principal Road Network.

The development incorporates a modern and well-designed service station incorporating the following key elements:

- ten (10) fill points/bowsers (unleaded, premium unleaded and diesel), canopy, and air compression bay;
- convenience store building for point of sales service;
- attached convenience restaurant to provide for on and off-premises food and drink consumption;
- manual and auto car wash and vacuum bays;
- one (1) pole sign comprising illuminated and non-illuminated components for logo's and display of pricing and business tenancy signs;
- illuminated business identification signs affixed to the canopy, convenience store, car wash and convenience restaurant buildings;
- wayfinding and directional signage to order and direct traffic within the Site; and
- a new two-way access and crossover to Murradoc Road.

'Service Station' is defined at Clause 73.03 Land use terms, as:

Land used to sell motor vehicle fuel from bowsers or charge electric vehicles. It may include the:

- a) *selling of motor vehicle lubricants, accessories or parts;*
- b) *selling of food, drinks and other convenience goods;*

- c) hiring of trailers;
- d) servicing or washing of motor vehicles; and
- e) installing of motor vehicle accessories or parts.

The characterisation of the premises as 'service station' and 'convenience restaurant' is accurate with the definition provided in Clause 73.03 Land use terms.

No broader business enterprise or function is proposed for the use, which comprises a Section 2 (permit required) use, and no broader signage display is proposed beyond what is described.

Operations

The expected hours and days of operation are outlined in the table below.

Activity	Staff (max.)	Hours of Operation	Days
Fuel & Convenience Store	Two (2)	24 hours	Seven (7)
Convenience Restaurant	Two (2)	18 hours (6am-12pm)	Seven (7)
Car Wash & Vacuum Bays	Unmanned	15 hours (7am-10pm)	Seven (7)

Waste

A dedicated loading bay is proposed for the service station and convenience restaurant components at the southern end of the convenience shop building and within the service yards attached to each activity/building. These areas contain adequate areas for waste receptacles to be stored.

A plant room is contained within the car wash activity area containing adequate areas for storage of waste receptacles.

There is ample space within the Site for service and waste vehicles to circulate for loading & unloading, including a dedicated loading/unloading bay adjoining the convenience store building.

Swept path diagrams of access to the loading bay for an 8.8m MRV are provided in the Traffic Impact Assessment Report (see **Appendix E**).

3.2.1 Buildings and works

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

- Site earthworks to provide suitable levels and grades for sub-surface infrastructure, building pads, access and traffic circulation areas;
- Retaining wall on the eastern boundary and a 1.8m high squash top perimeter fencing constructed of steel and finished in a Colorbond® Monument powder coat (or similar).
- Acoustic barrier along the western side of the northern boundary of the proposed development.

- Internal access road surfaces and finishes, including tinted, textured and painted road surface elements for traffic safety, pedestrian safety and circulation.
- Lined and banded underground fuel tanks.
- **Service Station** canopy with cover for ten (10) refuelling bays, comprising a flat-roofed, steel-framed structure supported by five (5) uniformly spaced square columns with the following key elements:
 - Setback 23.72m from the southern (front) boundary.
 - 5.9m (h) x 8m (w) x 34m (l) structure with 5m clearance from ground level to ceiling;
 - Columns constructed from concrete finished with BP White RAL 9003 and BP Retail Green powder coat;
 - Fascia constructed of aluminium composite cladding with BP® White, BP Retail Green portions masked to control luminance / over-illumination, and BP Light Green (LED detailing and signage elements);
 - Fascia illumination comprising a 25mm BP Light Green LED laser line fastened to the fascia (southern, eastern and northern elevation), a 914mm domed-face Helios logo backlit with a white LED array; and
 - Downlights recessed / integrated into the soffit lining and canopy under carriage. The lighting design ensures.
- Attached **Convenience Store & Convenience Restaurant** buildings, comprising a low-profile, flat-roofed commercial typology, with a rectilinear footprint and parapet-wrapped roof form with the following key elements:
 - Setbacks comprising zero (0) metres to the eastern boundary (side), 26 metres from the southern boundary (front) and 46.35 metres from the western boundary
 - **Convenience Store**
 - 4.65m (h) x 20.6m (l) x 11.65m (w) building with an attached 3.65m (h) x 6.7m (l) x 4.3m (w) storage/service building with a total area of 240 square metres.
 - Vertical tower clad in ACM Panel in Dark Grey Metallica finish with a business identification affixed ('EPIC. Group' logo) to a Monument ACM Panel (southern and eastern elevation).
 - The western elevation (primary customer/forecourt interface) comprises the front profile of the vertical tower clad in Monument & Dark Grey Metallica ACM panels, aluminium frame windows in Black Satin, glazed windows, a continuous horizontal fascia band comprising BP Retail Green adjoining the the glazed windows, Black Matt tiles in stack bond finish and roller shutter door integrated into the façade of the storage/service building.
 - The southern elevation (road reserve/frontage interface) comprises precast concrete wall panels finished in Winter Fog, concrete walls finished in Colorbond® Basalt, 1.8m (h) Colorbond® Basalt roller doors, metal mesh panel in a Black Satin powder coat finish, aluminium frame windows in Black Satin power coat finish,

glazed windows, Black Matt tiles in stack bond finish and the front profile of the vertical tower.

- The eastern elevation (boundary interface) comprises precast concrete wall panels with a natural finish.

- **Convenience Restaurant**

- 4.65m (h) x 11.65m (l) x 8m (w) building with an attached 3.65m (h) x 6.7m (l) x 4.3m (w) storage/service building with a total area of 93 square metres.
- The western elevation (primary customer interface to forecourt), comprises precast concrete wall panels finished in Winter Fog and BP White RAL 9003, metal mesh panel in a Black Satin powder coat finish, ACM Panels (Monument & Dark Grey Metallic) with a business identification sign affixed, aluminium frame windows in Black Satin, a continuous/wrap-around horizontal eave in a Colorbond® Basalt powder coat finish and glazed windows.
- The northern elevation (service/rear interface) comprises precast concrete wall panels with a natural finish, 1.8m (h) Colorbond® Basalt roller doors, a continuous/wrap-around horizontal eave in a Colorbond® Basalt powder coat finish, metal mesh panel in a Black Satin powder coat finish and no glazing.
- The eastern elevation (boundary interface) comprises precast concrete wall panels with a natural finish.

- Purpose-built **Car Wash** building comprising open, low-profile canopy with bladed roof / column features comprising the following key elements:
 - Three (3) manual bays with dimensions of 4.08m (h) x 4.75m (w) x 7.15m (l);
 - One (1) plant room with dimensions of 4.08m (h) x 3.28m (w) x 10.55m (l);
 - One (1) auto wash bay with dimensions of 4.08m (h) x 4.95m (w) x 10.55m (l);
 - Total area of 93 square metres.
 - Setback 2.075 metres from the eastern boundary and xx metres from the northern edge of the service station curtilage.
 - Precast panels in Winter Fog paint finish and ACM Panel Gold Metallic (southern and northern elevation), and walls/columns in ACM Panel (Dark Grey Metallic) (western and eastern elevation).
- Four (4) vacuum bays with dimensions of 3m (w) x 5.4m (l) separated by two (2) concrete one (1) metre-wide islands with vacuum machinery affixed.
- Three (3) model car parking dimensions are provided within the development, comprising 2.8m (w) x 5.4m (l), 2.4m (w) x 5.4m (l) and 2.6m (w) x 5.4m (l) car parking spaces. Thirteen (13) 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). Beyond the above, the other demands for car parking are to be catered for within the canopy/refuelling area (comprising 10 car parking spaces), one (1) car park

within the air compression bay, four (4) car parks within the car wash bays and four (4) vacuum bays. Meaning, 32 car parking spaces are to be provided.

- Five (5) bicycle spaces are proposed to be located within the premises, including three (3) for staff (indoors) and two (2) for visitors.
- A proposed two-way crossover is to be constructed to the relevant AustRoad standards for design access specifications for a 12.5m HRV, in accordance with AS2890.2:2018.
- Removal and re-location of existing power pole and mounted transformer.
- A 15-metre wide landscaping zone to locate native vegetation and ground cover along part of the front (southern) boundary, as well as perimeter landscaping along part of the eastern boundary and within the mid-block to provide traffic and pedestrian delineation, and land use/activity separation between the car wash, vacuum bays, refuelling areas and point of sales building. Areas set aside for landscaping are adequate for a range of native indigenous canopy trees, shade trees and shrubs and ground cover vegetation species that are well-suited to the local climate and soil conditions.
- Four (4) free-standing directional signage stanchions.

See the Feature & Level Survey (**Appendix C**) and Town Planning Drawings (**Appendix D**) for further details of the existing conditions, proposed site plan (including swept path diagrams), elevation plans, a colour and materials palette and general landscaping detail and paving detail. See **Appendix G** for a copy of the Traffic Impact Assessment Report and diagrams of swept path vehicle movements.

Signage

The proposal includes works to display a range of signs. These include:

- BP & tenancy identification signs affixed to a two-sided pole sign structure (S1) with overall dimensions of 8.82m (h) x 2.05m and setback 3.2m from the southern (front) boundary, comprising:
 - BP Helios logo (internally illuminated) sign with dimensions of 1.62m (h) x 1.66m.
 - BP Rewards (internally illuminated) sign with dimensions of 0.97m (h) x 1.66m.
 - Wildbean Café (internally illuminated sign) with dimensions of 0.97m (h) x 1.66m.
 - Vacant / Placeholder sign with dimensions of 0.89m (h) x 1.66m.
 - Two (2) pricing display signs comprising 0.38m (h) x 0.76m (w).
- BP Helios logo sign (S2), comprising an internally illuminated business identification sign with dimensions of 0.91m (diameter).
- "Welcome to BP Drysdale" fascia sign (S3), comprising an internally illuminated business identification sign with dimensions of 3.54m (l) x 0.25m (h). Illumination elements are static (non-flashing), with no animation.
- "Wildbean Café" convenience restaurant identification sign (S4), comprising an internally illuminated business identification sign with dimensions of 1.7m (w) x 1.2m (h) affixed to AMC panels.

- Two (2) "Epic. Group" logo signs (S5), comprising an internally illuminated business identification sign with dimensions of 1.98m (h) x 2m (w).
- "Welcome back", "No Exit", "Exit" and "No Entry" with accompanying directional signage imagery (S6), comprising internally illuminated directional signage with dimensions of 0.85m (h) x 0.6m (w).
- "Carwash" and button shaped identification sign (S7), comprising internally illuminated business identification sign with dimensions of 1.6m x 2.7m affixed to AMC panels.
- Carwash vehicle "Entry" and "Exit" identification sign (S8 & S9), comprising internally illuminated signs oriented within the Site and affixed to AMC panels.
- Food business identification sign, comprising 2.25 m² sign identifying the tenant of the premises.

The total area allocated to signage is outlined in the table below.

Sign code	Sign type	Internally illuminated	Display area
S1	Pole sign (two-sided)	Y	17.69m ² (x2) = 35.38m ²
S2	Canopy sign	Y	0.66m ²
S3	Fascia sign	Y	0.88m ²
S4	Convenience restaurant sign	Y	2.15m ²
S5	Logo sign	Y	3.96m ² (x2) = 7.92m ²
S6	Directional sign	Y	0.88m ² (x4) = 3.52m ²
S7	Carwash ID sign	Y	4.32m ²
S8	Carwash entry sign	Y	0.26m ² (x4) = 1.05m ²
S9	Carwash exit sign	Y	0.16m ² (x4) = 0.64m ²
S10	Food business ID Sign	Y	2.25m ²
Total area			59.27m²

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

All internally illuminated signs are to be limited to 350 cd/sqm at the light source to avoid non-compliant light spill beyond the premises, as per the recommendations of the Light Spill Assessment (see **Appendix J**).

Stormwater

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

- Permeable paving elements comprising 1,300m²;
- Buildings connected to 40,000 litre rainwater tank capacity 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 100 square metre raingarden treatment area (minimum); and
- LPOD connection to the southern boundary drainage network via network of stormwater pits and pipes.

In addition to the above, the Stormwater Management Plan provides allowance for future development arising from the vacant balance of the land (subject to separate applications).

See the Stormwater Management Plan and Sustainability Management Plan (**Appendix F**) for further details.

Environmentally Sustainable Design

The proposed building is over the 300 square metre threshold required for a Sustainable Design Assessment (or similar).

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

Vacant balance

The proposed area for development of the 'service station' and ancillary uses comprises 4,570 square metres commencing at the southern boundary and terminating 93.4 metres north of the southern boundary. Meaning, there is a vacant balance of 4,813 square metres within the northern section of the Site.

There are a number of commercial proposals being entertained on the balance of the land, which will be subject of future planning permit applications and requirements pursuant to the Greater Geelong Planning Scheme (as normal).

The proposed access design to Murradoc Road has anticipated reasonable levels of traffic arising from future development within the currently vacant balance (see **Appendix G** for details), including up to xxx vehicle trips.

An adequate geometry and size has been allowed for within the vacant area of the Site from which a broad range of commercial development typologies can be entertained, along with competent building, landscape and civil engineering design and strategies to address interfaces with Rural Living Zone land to the north.

Access

A proposed two-way crossover is to be constructed to the relevant AustRoad standards for design access specifications for a 12.5m HRV, in accordance with AS2890.2:2018.

The designed access layout includes separate entry and exit lanes, separated by a traffic island to facilitate the swept paths. The traffic island is positioned to retain an existing electricity pole in its current location.

The design accommodates a 19m semi-trailer design vehicle, utilising the mountable island and utilising the whole accessway on entry, for occasional movements expected for the 19m semi-trailer fuel tanker. The left turn lane has been designed in accordance with the Austroads Guide to Road Design Part 4A, including the following key components:

- Lane width – 3.5m
- Diverge / Deceleration Length – 25m (AGRD-4A Table 8.2 for 60km/h)
- Taper – 20m (AGRD-4A Table 8.2 for 60km/h)

The above access design caters for reasonable assumptions regarding the future development of the balance of the land and subsequent vehicle generation.

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 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 02.03-1 Settlement
 - Clause 02.03-5 Built environment and sustainability
 - Clause 02.03-7 Economic development
 - Clause 02.03-8 Transport
- **Clause 02.04 – Strategic Framework plan** – the site is identified within an ‘established urban area’ on 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 - Regional and local places** – Seeks to facilitate integrated place-based planning.
- **Clause 11.03-1L - Activity centres in Greater Geelong** – To support the role and function of centres in the Geelong Retail Centre Hierarchy. To support continued diversification of retail centres over time.

Clause 12 Environmental and landscape values

- **Clause 12.01-1S – Protection of biodiversity** – Seeks to protect and enhance Victoria’s biodiversity.
- **Clause 12.02-1S – Native vegetation management** – Seeks to ensure that there is no net loss to biodiversity as a result of the removal, destruction or lopping of native vegetation.
- **Clause 12.03-1S – River and riparian corridors, waterways, lakes, wetlands and billabongs** – This policy applies to land in proximity to a waterway, including all land within 200 metres from the centreline of a waterway. The objective of this policy is to protect and enhance waterway systems including river and riparian corridors, waterways, lakes, wetlands and billabongs.

Clause 13 Environmental Risks and amenity

- **Clause 13.02-1S - Bushfire planning**– This policy must be applied to all planning and decision making under the Act relating to land in a bushfire prone area. The objective of this policy is to

strengthen the resilience of settlements and communities to bushfire through risk-based planning that prioritises the protection of human life.

- **Clause 13.05-1S – Noise management** – Seeks to assist the management of noise effects on sensitive land uses.
- **Clause 13.07-1S – Land use compatibility** – Seeks to protect community amenity, human health and safety while facilitating appropriate commercial, industrial, infrastructure or other uses with potential adverse off-site impacts.

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 17.01-1S - Diversified economy** – To strengthen and diversify the economy.
- **Clause 17.01-1R - Diversified economy - Geelong G21**
- **Clause 17.02-1S - Business** – Seeks to encourage development that meets the community's needs for retail, entertainment, office and other commercial services.

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 Commercial 2 Zone (Clause 34.02). The relevant purposes of the Commercial 2 Zone (**C2Z**) are:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.
- To ensure that uses do not affect the safety and amenity of adjacent, more sensitive uses.

Pursuant to Clause 73.04 **Nesting diagrams**, 'service station' is unnested.

Pursuant to Clause 34.02-1 **Table of uses**, 'service station' is a Section 2 use.

The proposal is for 'service station' (see **Section 3** of this report for a detailed description of the proposal). It follows, that 'service station' (including ancillary convenience store, convenience restaurant and car wash) is a Section 2 use.

Pursuant to Clause 34.02-4 **Buildings and works** a permit is required for buildings and the carrying out of works.

An application for use and to construct a building or construct or carry out works must be accompanied by the information contained at Clause 34.02-5 **Application requirements**. The information listed has been provided at **Appendix E** (Town Planning Drawings), **Appendix F** (Sustainability Management Plan), **Appendix G** (**Traffic Impact Assessment Report**), **Appendix J** (**Light Spill Assessment**), **Appendix K** (**Noise Assessment**) and within the content of this report.

There are a number general, use and buildings and works decision guidelines relevant to the proposal under Clause 34.02-7 **Decision guidelines**.

A detailed assessment under the Commercial 2 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 32 – Town Entry Murradoc Road, Drysdale)

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 32 to Clause 43.02 – Town Entry Murradoc Road, Drysdale (DDO32). The relevant design objectives to be achieved are as follows:

- To improve the appearance and presentation of building and streetscape.
- To manage the interface between residential and business uses.
- To ensure the design and layout of new buildings allows for future road widening.
- To improve the connections between Murradoc Road and the Drysdale Town Centre.
- To provide for the implementation of the Murradoc Road Drainage Masterplan.
- To promote best practice 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.

A number of Design and Built Form, Stormwater, Drainage, Quality & Re-Use requirements at sub-clause 2.0 **Buildings and works** are relevant to the application.

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

The following decision guidelines within **DDO32** 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.
- How the design and siting of the development interfaces with land in a residential zone.

See **Section 5.2.2** for a detailed assessment of the proposal against the relevant provisions and decision guidelines of **DDO32**.

4.5. Particular Provisions

The Particular Provisions relate to a range of specific perquisites 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 Commercial 2 Zone is within Category 1 'Commercial areas' (minimum limitation), as per Clause 34.02-8 **Signs**. A permit is required for a pole sign, internally illuminated signs exceeding 1.5 square metres and business identification signs exceeding 8 sqm, as per Clause 52.05-11.

The proposal includes a pole sign and internally illuminated signage exceeding 1.5 square metres. It follows, a planning permit is required for the display of signs.

See the Town Planning Drawings contained at **Appendix E** 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
Service Station	To the satisfaction of the Responsible Authority			32 spaces
Convenience Restaurant	30 patrons	0.3 spaces to each patron permitted	9 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 E** 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 thirty-two (32) total car parking spaces within the Site. Meaning, no reduction in car parking is sought after.

One (1) accessible car parking space is located within the forecourt, 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.

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 outcome for the expected staff, visitor and patron traffic generation.

See **Appendix G** (Traffic Impact Assessment Report) for further details on the adequacy of parking, loading, waste and relevant traffic matters to be ventilated under Clause 52.06.

4.5.3. 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.

The proposed access design caters for reasonable design assumptions regarding the likely vehicle generation/type associated with the proposed 'service station' and reasonable assumptions regarding future use/development of the balance of the land and subsequent vehicle generation.

On balance, the proposal comprises an appropriate traffic design to ameliorate any likely and reasonable impact on the operation of the road and on public safety, and generally responds well to the decision guidelines of Clause 52.29-6.

See **Appendix G** (Traffic Impact Assessment Report) for further details on the adequacy of the proposed access design and relevant matters to be ventilated under Clause 52.29.

4.5.4. 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 a commercial 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:

- Permeable paving elements comprising 400m²;
- Buildings connected to 40,000 litre rainwater tank capacity 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 160 m² raingarden treatment area (minimum); and
- LPOD connection to the southern boundary drainage network via network of stormwater pits and pipes.

In addition to the above, the Stormwater Management Plan provides a suitable allowance for detention arising from future development of the vacant balance of the land (subject to separate applications).

See the Stormwater Management Plan and Sustainability Management Plan (**Appendix F**) for further details.

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.

Five (5) bicycle facilities are required in accordance with Clause 52.34-5, including three (3) for employees and two (2) for visitors. It is proposed to provide bicycle rails outside of the building with capacity for more than the required five (5) bicycles. The bicycle parking will be in the private realm of the development and accessible to staff and patrons (as required). No showers are required to be provided under Clause 52.34-5. Please refer to **Appendix E** (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.

See **Appendix G** (Traffic Impact Assessment Report) for further details on the adequacy of bicycle parking and relevant matters to be ventilated under Clause 52.34.

4.6. Other planning considerations

4.6.1. Aboriginal Cultural Heritage Sensitivity

The Site is 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.

A Cultural Heritage Management Plan is in the process of being submitted to Wadawaurrung Traditional Owners Aboriginal Corporation for assessment. See **Appendix H** for a formal update on the Cultural Heritage Management Plan by the author.

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 Commercial 2 Zone?
- Do the buildings and works appropriately respond to the relevant purpose and provisions of the Design & Development Overlay - Schedule 32?
- 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 responds appropriately to the environmental objectives of Clause 12 by protecting biodiversity values, minimising impacts on downstream waterways and incorporating contemporary water sensitive urban design measures throughout the development.

The Biodiversity Assessment (see **Appendix I**) prepared by Implexa Planning and Ecological Consultancy confirms that the site is highly modified and contains no native vegetation within the proposed development area that meets the definition of a native vegetation patch or scattered tree under Clause 52.17. The assessment further concludes that no native vegetation removal, destruction or lopping is required as part of the proposal and that historical vegetation removed from the site comprised planted and introduced vegetation associated with previous residential land uses rather than remnant indigenous vegetation. Accordingly, the proposal will not result in any loss of native vegetation or biodiversity values and is consistent with the objectives of Clauses 12.01-1S **Protection of Biodiversity** and 12.02-1S **Native Vegetation Management**.

The stormwater management strategy prepared by StructPlan (see **Appendix F**) incorporates approximately 400 square metres of permeable paving, a minimum 160 square metre raingarden treatment system and 40,000 litres of rainwater harvesting and reuse capacity. The BlueFactor assessment accompanying the proposed stormwater design drawings demonstrate compliance with all relevant stormwater quality and runoff reduction objectives, including a 93% reduction in total suspended solids, 90% reduction in total phosphorus and 91% reduction in total nitrogen. The proposal therefore represents a significant improvement over conventional stormwater outcomes and will assist in protecting downstream waterways and ecological values, including McLeods Waterhole (Clause 12.03-1S **River and Riparian Corridors, Waterways, Lakes, Wetlands and Billabongs**).

The proposal has been designed to appropriately manage environmental risks and protect the amenity of surrounding land uses in accordance with Clause 13.

A Bushfire Planning Response (see **Appendix L**) has been prepared by Grampians Bushfire Planning and concludes that the Site is located within an established and emerging commercial precinct where bushfire hazard is low and continues to diminish as surrounding urban development occurs. The assessment identifies that the site is substantially surrounded by existing or approved commercial development, has access to reticulated infrastructure and emergency services, and is not exposed to landscape-scale bushfire risk. The proposal does not introduce a vulnerable land use and will not increase bushfire risk to the community. It follows, that the development achieves the objective of strengthening community resilience to bushfire while maintaining an appropriate level of risk management.

The Site is located within the **C2Z** and forms part of a broader commercial precinct containing existing and approved retail, warehouse and transport oriented commercial uses. The proposal is therefore consistent with the strategic role and function of the area. Potential off-site amenity and transport-oriented impacts associated with noise, lighting, traffic and stormwater have been comprehensively assessed through specialist technical investigations and addressed through the design response.

The Light Spill Assessment (see **Appendix J**) by SLR Consulting confirms that internally illuminated signage can operate without adverse impacts on surrounding properties subject to a maximum luminance of 350 cd/m² at the light source, while the Traffic Impact Memo confirms that the site access, parking supply, bicycle parking provision, internal circulation arrangements and servicing requirements can be safely accommodated. It follows, that the proposal will not adversely affect the amenity, health or safety of surrounding land uses and represents an appropriate commercial development outcome within an established commercial precinct where future commercial land uses are orderly anticipated (Clause 13.07-1S **Land use compatibility**).

An Acoustic Assessment (see **Appendix K**) prepared by SLR Consulting confirms that the development can operate in accordance with the relevant noise criteria subject to implementation of recommended mitigation measures. These measures include restricting operation of the car wash and vacuum bays to between 7:00am and 10:00pm and construction of a 2.4 metre high acoustic barrier along the western section of the northern boundary of the service station area, which will intersect with adjoining development (subject to a

separate application). These measures have been incorporated into the Town Planning Drawings (see **Appendix D**) and will ensure that noise emissions are appropriately managed and that the amenity of nearby residents is protected (Clause 13.05-1S **Noise Management** and 13.07-1S **Land use compatibility**).

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 Clauses 18.01-1S **Land use and transport integration**, 18.01-3S **Sustainable and safe transport**, 18.02-4S **Roads**, and Clauses 19.03-3S and 19.03-3L **Integrated water management**.

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 surrounding area. The proposal responds positively to the established built form and character of the commercial / retail area by incorporating contemporary commercial design and building elements to enhance the aesthetics of the developed site and broader commercial area. The siting, design and scale of the proposed development with accompanying landscaping opportunities responds well to the established and emerging 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 commercial-style buildings at an appropriate scale relative to its context. By introducing a modern and sustainably designed commercial building to the Site, the development will advance a positive contribution to energy and sustainability performance and quality. (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**). See **Appendix F** 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 Sign Guidelines (2024) relevant to a Highway Oriented Commercial Area. This is evident through the following:

- Design of signs which are integrated within the massing of the proposed building and generally as shown in the relevant Figure 3;
- Areas for the display of signs are incorporated for each business tenancy within the building design;
- The buildings are set back approximately 26 metres from the front setback (southern boundary), meaning free-standing signage (i.e. pole signs) can and should be appropriately considered;
- Freestanding signs (i.e. pole sign) are placed at 90 degrees to sensitive interfaces (i.e. rural residential areas), do not protrude over the skyline, buildings, structures or tree canopies when viewed from 1 kilometre from available vistas (east and west);
- Designing the pole sign to display one business identification sign per premises;
- Design of free-standing signs (i.e. pole sign) to be spaced and set back from the street consistent with the prevailing spacing and setbacks of approved free-standing signs on adjoining land (east);

- Employing the use of individual lettering signs as an alternative to large flat signs on building walls; and
- Signs are located below the roofline and within the massing of the building facades and fascias.

By ensuring the design and siting of signage accords with the above, the proposal complies with relevant strategies set out in the Greater Geelong Sign Guidelines (2024) and strategies at 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 'service station' within an established highway-oriented commercial precinct.

More narrowly, the development:

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

While not a regionally significant commercial / retail expansion, the proposal contributes genuinely to employment generation consistent with the regional G21 strategy by supporting retail-based and logistics-oriented activity. 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 retail and logistics sector and will substantially increase the municipality's retail and logistics advantage. The proposal will also facilitate a short-term and direct boost in local economic output within the construction sector during the construction phase.

The proposal responds to policy at Clause 17 through the development of a 'service station' within an established highway oriented commercial precinct. More narrowly, the development:

- Provides commercial floor space within an established employment area;
- Supplies logistics and retail related goods/services directly ancillary to commercial activity (consistent with strategy supporting retail and logistics);
- The proposal is located within a commercial zone, appropriate for service station and logistics-related commercial/retail activity; and
- The scale or intensity of the development supports the existing retail hierarchy.

Accordingly, the development represents a sought after outcome within the existing retail hierarchy and satisfies the requirement for net community benefit by supporting local employment and reducing travel for fuel, logistics and retail -related goods. It follows, that the proposal is consistent with Clauses 17.02-1S **Business**.

The proposed service station offering will diversify choice within the retail and logistics-oriented service sectors. The subject site is located within an existing commercial and urbanised area where a wide range of highway-oriented commercial 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 Commercial 2 Zone (Clause 02.03-1 **Settlement**, Clause 02.03-7 **Economic development**, Clause 11.01-1R **Settlement – Geelong G21** and Clauses 17.01-1S, 17.01-1R and 17.01-1L **Diversified economy**).

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 (Drysdale) and should encourage the utilisation of sustainable transport options (such as walking, cycling or public transport) by users of the premises (Clause 02.03-8 **Transport**, 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 quality improvements and harvesting opportunities will be provided for on-site through a combination of proprietary systems, building systems, storage systems and choices employed in hard stand construction materials (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 highway-oriented commercial development and associated commercial 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 34.02 Commercial 2 Zone?

The subject site is situated within the Commercial 2 Zone (**C2Z**) where its purpose includes the need 'to encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services' & 'to ensure that uses do not affect the safety and amenity of adjacent, more sensitive uses'.

The proposed use is a Section 2 use, meaning that the Commercial 2 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 service station business including ancillary convenience store, convenience restaurant and car wash.

The application requirements relevant to the proposal are outlined below. Of note, the primary proposed land use term/characterisation is not nested and is not for an 'industry' or 'warehouse':

Clause	34.02-5	Application	Response
requirements			
Use			
The purpose of the use and types of activities which will be carried out.		Requirement met. See Section 3 of this report.	
The likely effects, if any, on adjoining land, including noise levels, traffic, the hours of delivery and despatch of goods or materials, hours of operation and light spill, solar access and glare.		The Site is located within an established commercial/retail precinct adjoining vacant land (west), commercial land under development (east) and Rural Living Zone land to the north. The Site does not interface with a residential zone. The nearest sensitive use (dwelling) is located approximately 85 metres north of the curtilage of the proposed use/activity. The Site is screened with existing vegetation along the northern boundary, which is elevated above the existing and proposed level of the Site. No further intensification of existing rural living development is anticipated in future. The proposed use is not sensitive to typical commercial off-site impacts such as noise, air quality, vehicle movements or operational hours. There are no likely upset conditions which would result in the emission of fugitive air, dust or noise beyond the boundary of the premises. The above withstanding, light emitted from the proposed development will be baffled to avoid light-spill beyond the boundary of the Site and internally illuminated signage will be limited to 350 cd/m² at the light source to ensure compliance with relevant standards (see Appendix J). Noise	

Clause	34.02-5	Application	Response
requirements			
(continued)		emitted from the development is able to managed within compliant limits through the operational and design choices employed, including the construction of a 2.4m (h) acoustic barrier (see Appendix K) and limits to hours of operation for the car wash and vacuum bay activity (7am-10pm). The proposal is therefore unlikely to result in adverse amenity impacts to any sensitive use or interface. Future development is anticipated between the Site and interface with Rural Living Zone land to the north and distant General Residential Zone land to the west. Suitable interface treatments from future development likely to interface with these areas are able to be considered at the time these future applications are made within the Site or beyond it (as appropriate).	
The means of maintaining areas not required for immediate use.		Requirement met. Areas not required for immediate use (i.e. balance of the land) are identified on the plans. These areas will be kept in neat condition consistent with the existing condition until such time as the land is subject to a seriously entertained proposal.	

Buildings and works

A plan drawn to scale which shows:		Requirement met.
- The boundaries and dimensions of the site. - Adjoining roads. - The location, height and purpose of buildings and works on adjoining land. - Relevant ground levels. - The layout of existing and proposed buildings and works. - All driveway, car parking and loading areas. - Proposed landscape areas.		See Appendix D for a Feature and Level Survey, Appendix E for Town Planning Drawings, Appendix G for functional drawings of access, loading and car parking areas and Appendix F for Civil Drawings.

Clause	34.02-5	Application	Response
requirements			
(continued)			
- All external storage and waste treatment areas. - Areas not required for immediate use.			
Elevation drawings to scale showing the colour and materials of all buildings and works.			Requirement met. See Appendix E for Town Planning Drawings.
Construction details of all drainage works, driveways, vehicle parking and loading areas			Requirement met. See Appendix E for Town Planning Drawings, Appendix G for functional drawings of access, loading and car parking areas and Appendix F for Civil Drawings.
A landscape layout which includes the description of vegetation to be planted, the surfaces to be constructed, site works specification and method of preparing, draining, watering and maintaining the landscape area.			Requirement met. See Appendix E for Town Planning Drawings.

An assessment against the decision guidelines contained in Clauses 34.02-7 is outlined in the table overleaf:

Clause 34.02-7 Decision guidelines	Response
General	
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 interface with adjoining zones, especially the relationship with residential areas.	The Site is located within an established commercial/retail precinct adjoining compatible warehouse, commercial and retail uses. The Site does not interface with a residential zone. The nearest sensitive use (dwelling) is located approximately 85 metres north of the curtilage of the proposed use/activity. The Site is screened with existing vegetation along the northern boundary, which is elevated above the existing and proposed level of the Site. No further

Clause 34.02-7 Decision guidelines	Response
(continued)	intensification of existing rural living development is anticipated in future. The proposed use is not sensitive to typical commercial off-site impacts such as noise, air quality, vehicle movements or operational hours. There are no likely upset conditions which would result in the emission of fugitive air, dust or noise emissions. The above withstanding, light emitted from the proposed development will be baffled to avoid light-spill beyond the boundary of the Site and internally illuminated signage will be limited to 350 cd/m² at the light source to ensure compliance with relevant standards (see Appendix J). Noise emitted from the development Site is able to be managed within compliant limits through the operational and design choices employed, including the construction of a 2.4m (h) acoustic barrier (see Appendix K) and limits to hours of operation for the car wash and vacuum bay activity (7am-10pm). The proposal is therefore unlikely to result in adverse amenity impacts to any sensitive use or interface. Future development is anticipated between the Site and interface with Rural Living Zone land to the north and distant General Residential Zone land to the west.
(continued)	Suitable interface treatments from future development likely to interface with these areas are able to be considered at the time these future applications are made within the Site or beyond it (as appropriate).
Use	

Clause 34.02-7 Decision guidelines	Response
The effect that existing uses may have on the proposed use.	Existing surrounding uses are predominantly commercial/industrial along Murradoc Road. These uses may generate higher traffic volumes, servicing activity and extended operating hours typical of a commercial corridor. The proposed service station is inherently compatible with this context and is not sensitive to typical off-site commercial impacts such as traffic noise, vehicle movements or operating hours. The site's arterial road exposure also supports visibility and access outcomes expected for a service station use.
The drainage of the land.	The site slopes generally north to south toward Murradoc Road, and a legal point of discharge is available to Council's stormwater network. DDO32 specifically seeks implementation of best-practice stormwater quality and reuse measures and management consistent with the Murradoc Road Drainage Masterplan. The proposed civil / drainage design will be capable of conveying runoff from hardstand areas and managing water quality outcomes appropriate for a service station/ car wash environment. See Appendix F for details of the proposed stormwater and sustainability regime.
The availability of and connection to services.	The Site was subdivided circa 2001 and will be serviced with reticulated sewer, water, telecommunications and power. These services will be augmented as required to supply services required by the development proposed.

Clause 34.02-7 Decision guidelines	Response
The effect of traffic to be generated on roads.	The Traffic Impact Assessment concludes the proposal is acceptable from a traffic engineering perspective. The development is expected to generate approximately 185 vehicle movements (AM peak) and 182 vehicle movements (PM peak). A new access to Murradoc Road is proposed with an AUL(s) left turn treatment and arrangements that support safe and efficient operation. SIDRA modelling indicates the access will operate under excellent conditions during commuter peaks. Overall, the traffic generated can be accommodated without unreasonable impact on the surrounding road network, subject to HTfV/road authority conditions.
The interim use of those parts of the land not required for the proposed use.	The balance area north of the proposed service station curtilage not immediately required for development can be maintained in a neat and orderly condition consistent with existing conditions and commercial land management. Land not required for immediate use is to remain in good condition until a future seriously entertained proposal proceeds.

Buildings and Works

The movement of pedestrians and cyclists, and vehicles providing for supplies, waste removal, emergency services and public transport.	Internal circulation areas are designed to accommodate high turnover movements typical of a service station and to segregate customer circulation from servicing/loading functions. Loading and waste collection will occur via a dedicated loading bay adjoining the convenience store, with swept paths demonstrating adequate service vehicle functionality and safety (including fuel tanker deliveries and MRV access for waste/servicing). The Traffic Impact Assessment (see Appendix G) also identifies that bicycle parking is required under Clause 52.34 and should be provided on-site. Pedestrian movement is supported through clear connections between car parking, forecourt and building entries, within a well-lit and surveilled commercial environment.
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Clause 34.02-7 Decision guidelines	Response
The provision of car parking.	The proposal provides 32 car spaces on-site. The Traffic Impact Assessment (see Appendix G) identifies a peak parking demand of around 32 spaces, confirming the supply is adequate, including provision for accessible parking in accordance with the NCC. The layout is generally consistent with Clause 52.06 design expectations and AS2890.1
The streetscape, including the conservation of buildings, the design of verandahs, access from the street front, protecting active frontages to pedestrian areas, the treatment of the fronts and backs of buildings and their appurtenances, illumination of buildings or their immediate spaces and landscaping of land adjoining a road.	The development adopts a contemporary service station form with buildings adequately setback to Murradoc road and built form elements oriented to Murradoc Road. The proposed design will make a positive contribution to the “town entry” as sought after by DDO32. The proposal achieves the intent of DDO32 by providing a substantial setback to Murradoc Road (allowing for future widening/service road), enabling meaningful landscaping in the front setback, ensuring future signage is allocated for re-location (if and as required) and addressing the street with a cohesive built form and canopy composition. Illumination is integral to safe operation during evening hours, but is capable of being controlled (e.g., baffling, downward lighting and cd / lux limits, avoiding spill) to protect visual amenity and the safety of the transport network. Landscaping in the frontage and side setbacks will soften the hardstand character and improve presentation from the street.
Defining the responsibility for the maintenance of buildings, landscaping and paved areas.	As a single coordinated commercial development, maintenance responsibility will be assigned to the landowner/developer through permit conditions and/or an ongoing site management regime. This will ensure buildings, paved areas, line-marking, lighting and landscaping are maintained in good order and appearance, consistent with the zone’s maintenance expectations. Further consideration of maintaining any potential future common areas (should these arise) can be orderly considered as part of future subdivision applications (as normal).

Clause 34.02-7 Decision guidelines	Response
The availability of and connection to services.	As previously ventilated, the Site is serviced with reticulated infrastructure and is capable of accommodating the operational requirements of the use. The proposal includes internal works to connect and manage these services appropriately.
Any natural or cultural values on or nearby the land.	The subject land is a cleared commercial parcel within an urban/commercial corridor. There are no significant natural or cultural heritage values identified on the Site to be preserved, as ventilated through the Cultural Heritage Management Plan (see Appendix H), Biodiversity Assessment (see Appendix I), existing Feature & Level Survey (see Appendix D), or which constrain the proposed commercial development footprint within the mid-section and southern section of the Site. If any unexpected values are discovered during works, standard legislative processes will apply and prevail.
Outdoor storage, lighting, and stormwater discharge.	Outdoor storage is not anticipated to arise from the proposal as a function of the design of the premises, which includes indoor storage areas for waste and supplies/materials required to operate the proposed use/activities on the premises. Lighting is required for safe 24-hour operation of the canopy area, and is proposed as integrated canopy/building lighting and internally illuminated business identification signage. Amenity and signage conditions are anticipated as part of any decision on any permit to be granted to ensure light spill is controlled, illumination hours are controlled, static (non-animated) illumination is controlled and appropriately baffled and limited by cd / lux levels stipulated within the proposed Town Planning Drawings (see Appendix D) and the Light Spill Assessment (see Appendix J). The proposed civil / drainage design will be capable of conveying runoff from hardstand areas and managing water quality outcomes appropriate for a service station / car wash

Clause 34.02-7 Decision guidelines	Response
(continued)	environment. See Appendix F for details of the proposed stormwater and sustainability regime.
The design of buildings to provide for solar access.	The proposal comprises a low-rise commercial built form and canopy elements typical of service station development. There is no direct interface with adjoining residential-zoned land, and the nearest dwelling is well separated to avoid any effects of overshadowing. The proposed development interfaces with an adjoining road planned on the shared common boundary to the east of the Site. It follows, that there are no off-site overshadowing impacts likely to arise. On-site, building entries and glazed frontages can access solar exposure where feasible, noting the operational requirement for canopy coverage in the forecourt.

In light of the above, it is considered that the proposal responds appropriately to the purpose and decision guidelines of the Commercial 2 Zone.

5.2.3. Do the buildings and works appropriately respond to the relevant purpose and provisions of the Design & Development Overlay - Schedule 32?

The purpose, requirements and decision guidelines of Clause 43.02-6 and **DDO32** 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 32

Requirements	Response
Design and Built Form	Complies
Except where provision for road widening has already been made, all buildings and works should be setback a minimum of 12 metres from	The proposed development provides a substantial front setback from the Murradoc Road boundary in excess of the 12-metre minimum requirement, with the

Requirements	Response
(continued)	
Murradoc Road to allow for future road widening and the construction of a service road	exception of the placement of the proposed pole sign. A future sign location is allocated for re-location purposes (if and as appropriate). This setback ensures adequate land is reserved to accommodate any future road widening or service road infrastructure as envisaged by DDO32 . The generous setback to buildings also allows for meaningful landscaping treatment along the frontage, reinforcing the objective of presenting a high-quality “town entry” interface along this arterial corridor.
Developments should be designed to limit the amount of car parking provided on any land designated for future road widening to ensure adequate on site car parking is available in the longer term.	The design of the development appropriately sites permanent infrastructure outside the potential future road widening corridor. All car parking, internal vehicle circulation (beyond that required to form the entrance to Murradoc Road) and operational infrastructure is located outside the potential re-widening area, ensuring the long-term functionality of the site is maintained should road-widening occur.
Buildings should be sited to provide opportunities for landscaping in side and front setbacks.	The development layout has been configured to allow substantial landscaping within the front setback and appropriate side setbacks. The landscaped areas will incorporate canopy tree planting, shrubs and groundcover species to soften the visual impact of built form and hardstand areas associated with the service station forecourt and circulation areas. Landscaping within these setbacks will contribute to improved streetscape presentation and reinforce the intended “town entry” character along Murradoc Road. See Sheet 6 on the attached Town Planning Drawings (Appendix E) for details.
Buildings should address street frontages, and include design elements which add visual interest particularly where walls are visible from residential areas.	The development addresses Murradoc Road through the orientation of the canopy and architectural elements of the convenience store and convenience

Requirements	Response
(continued)	restaurant buildings toward the frontage/street. Architectural articulation, glazing and signage elements provide visual interest and avoid blank wall presentation. The design adopts a contemporary service station architectural form with integrated signage, façade treatments and canopy detailing that provide a visually engaging interface to the arterial road corridor. Any walls visible from the northern interface are limited and visually softened through landscaping and setbacks.
The design and layout of new buildings should minimise the potential for noise emissions to adjoining sensitive uses.	The site layout has been designed to minimise noise impacts on sensitive land uses and interfaces, including the construction of a 2.4m (h) acoustic barrier on part of the northern boundary of the 'service station' area. Operational components such as the car wash and service areas are located internally within the site and separated from residential land by significant distance. The nearest dwelling is approximately 85 metres from the active operational areas of the development. This separation, combined with the proposed structural and operational controls and standard amenity conditions on any permit to be granted, will ensure that noise emissions will remain within acceptable limits for a commercial development in this location and within the expectations of the zoning of the land.
Stormwater Drainage, Quality and Re-Use	Complies
Provision should be made for the management of stormwater in accordance with the Murradoc Road Drainage Masterplan. Best practice 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 to mitigate impacts of stormwater to Lake Lorne.	Stormwater management for the development will be designed in accordance with the Murradoc Road Drainage Masterplan and relevant engineering standards. The site is capable of connecting to the Council stormwater network via a legal point of discharge along the southern boundary. Appropriate drainage infrastructure will be incorporated within the development to manage runoff from buildings, hardstand areas and vehicle circulation areas.

Requirements	Response
Loading bays should be covered, active work areas should be contained internally with buildings, and waste disposal areas should be appropriately located in order to reduce the potential for contaminated runoff.	These measures includes appropriate stormwater treatment devices, sediment traps and appropriate drainage design to ensure runoff from the site is appropriately treated prior to disposal at the legal point of discharge. Such measures will mitigate potential downstream impacts on receiving waterways (including Lake Lorne and McLeods Waterhole). Service and operational areas associated with the service station, convenience store and restaurant are located within designated service areas of the development, allowing waste storage and loading activities to be appropriately managed undercover. Waste receptacles and servicing areas are contained within service zones adjoining the buildings and are designed to prevent contamination of stormwater runoff. The proposed siting and operational layout ensures that loading, servicing and waste management functions will occur in a controlled environment (within reason) consistent with best practice environmental management for service station developments.

The above assessment demonstrates compliance with the requirements of **DDO32**. It follows, that the decision guidelines and design objectives are also adequately responded to by fulfilling the relevant requirements of **DDO32**.

It follows, that the proposed development, on balance, is considered to meet the relevant decision guidelines of Clause 43.02-6 and **DDO32**.

5.2.4. Is the proposal consistent with Clause 52.05 Signs?

The requirements of Clause 52.05-6 are relevant to the proposal, See the table below / overleaf for an assessment of relevant matters.

Clause 52.05-6 Application requirements	Response
Site Context	Requirement met.
A site context report, using a site plan, photographs or other methods to accurately describe: - The location of the proposed sign on the site or building and distance from property boundaries. - The location and size of existing signage on the site including details of any signs to be retained or removed. - The location and form of existing signage on abutting properties and in the locality. - The location of closest traffic control signs. - Identification of any view lines or vistas that could be affected by the proposed sign.	The proposal is accompanied by Town Planning Drawings drawn to scale with setbacks of free-standing signs shown. All proposed signs are illustrated clearly on elevation plans accompanying the Town Planning Drawings (see Sheet 5). Adjoining land to the west is vacant and adjoining land to the east is under development. The Murradoc Road corridor is an arterial route and does comprise a significant view line to any significant landscape or vista. See the Site Photo Montage at Appendix C and Section 2 of this report for further details.
Sign details	Requirement met.
The location, dimensions, height above ground level and extent of projection of the proposed sign. The height, width, depth of the total sign structure including method of support and any associated structures such as safety devices and service platforms. Details of associated on-site works. Details of any form of illumination, including details of baffles and the times at which the sign would be illuminated. The colour, lettering style and materials of the proposed sign. The size of the display (total display area, including all sides of a multi-sided sign).	The proposal is accompanied by Town Planning Drawings drawn to scale with the location and dimensions of all signage proposed within the development. The design of all proposed signs and associated works are illustrated clearly on elevation plans accompanying the Town Planning Drawings (see Sheet 5 of Appendix E) and display areas are calculated in Section 3 of this report.

Clause 52.05-6 Application requirements	Response
The location of any logo box and proportion of display area occupied by such a logo box. For animated or electronic signs, a report addressing the decision guidelines at Clause 52.05-8 relating to road safety. Any landscaping details.	The proposal does not comprise the use of animated signs or logo boxes. Landscaping details are outlined in the Town Planning Drawings at Appendix E.

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 below / overleaf for an assessment of relevant matters.

Clause 52.05-8 Decision guidelines	Response
The character of the area including: - 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.	Complies The subject land is located within the C2Z along the Murradoc Road arterial corridor, which accommodates large-format commercial and service-based development where identification signage is a functional component of built form. The signage regime proposed forms part of a contemporary service station development and includes canopy identification, tenancy identification, car wash signage, directional signage and a consolidated pole sign displaying fuel pricing and operator branding. The signage has been carefully rationalised into a coordinated suite comprising ten (10) sign types with a total display area of 59.27m². The total proportion of signs as a percentage of building façade and fascia area (public facing elevations) is less than 20%. This quantum of signage is proportionate to the scale and intensity of the service station use and is consistent with the level of identification typically required for fuel retailing operations. It follows, that the signage regime will not create visual clutter and is compatible with the commercial

Clause 52.05-8 Decision guidelines	Response
(continued)	character of the arterial corridor.
Impacts on views and vistas: - 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.	Complies The proposed signage will not obscure any significant views or vistas. The site is located within a roadside commercial corridor where the visual environment is characterised by commercial buildings, forecourts, car parking and signage associated with roadside services. The signage structures are modest in scale relative to the canopy fascia and building façades and are not of a height or bulk that would dominate the skyline. The pole sign functions as a wayfinding and identification element visible from Murradoc Road, enabling motorists to recognise the facility safely without creating visual intrusion or obstruction of views.
The relationship to the streetscape, setting or landscape: - 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. - The ability to include landscaping to reduce the visual impact of parts of the sign structure.	Complies The signage is integrated with the architecture of the development, including canopy fascia signage, building-mounted identification signage and a single pole sign positioned 3.2m from the southern (front) setback. This approach ensures the signage forms a cohesive component of the development rather than a collection of disparate advertising structures. The signage is proportionate to the scale of the canopy, convenience store and restaurant buildings and will read as part of the overall architectural composition. Landscaping within the front setback and internal planting areas will soften the visual appearance of the site and provide a landscaped foreground to the pole sign structure. The consolidation of branding and fuel pricing information within the single pole sign further reduces visual clutter and simplifies the signage suite.

Clause 52.05-8 Decision guidelines	Response
The relationship to the site and building: - 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.	Complies The signage is designed specifically for the architectural form of the proposed service station and is proportionate to the scale of the buildings and canopy structure. Canopy signage and façade-mounted identification signs are integrated within the aluminium composite panel cladding and architectural elements of the buildings, ensuring the signage reads as part of the built form. The development will introduce new landscaping along the frontage, side boundaries and internal circulation areas, which will complement the built form and signage. The proposal does not require the removal of established vegetation.
The impact of structures associated with the sign: - 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.	Complies Signage structures are either integrated into the building and canopy structures or supported by the purpose-built pole sign. These elements are typical of modern service station developments and are appropriately scaled to the forecourt environment and surrounding streetscape. The signage structures will not adversely affect the streetscape or surrounding landscape context.

Clause 52.05-8 Decision guidelines	Response
The impact of any illumination: - 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.	Complies The proposal includes internally illuminated signage elements associated with business identification, directional signage and the pole sign structure. Illumination is static and constant (at set evening hours) and does not involve animated, flashing or electronic display signage. The lighting system is designed to provide even illumination across signage surfaces using LED lighting technology. Importantly, illumination associated with the pole sign is limited to logo and text elements, with coloured panels intentionally masked to control luminance and prevent excessive brightness. The illumination will therefore provide legibility without creating glare or distraction for motorists. The above withstanding, light emitted from internally illuminated signage will be limited to 350 cd/m² at the light source to ensure compliance with relevant standards (see Appendix J). The site is located within a commercial corridor and is separated from the nearest sensitive use by a considerable distance (85m), ensuring illumination will not create unreasonable amenity impacts. Furthermore, illumination intensity, hours and operational parameters can be appropriately managed through standard permit conditions as required by the responsible authority.
The impact of any logo box associated with the sign: - 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	Complies No logo boxes are proposed.

Clause 52.05-8 Decision guidelines	Response
(continued) size of the sign. The need for identification and the opportunities for adequate identification on the site or locality.	Complies Service station developments require clear and legible identification signage so motorists can safely identify the facility from an arterial road environment. The signage proposed provides necessary identification for the service station and ancillary activities. The signage suite has been designed to ensure adequate identification while minimising signage proliferation to central/core functions.

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 commercial 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 commercial environs.
- The proposal is strategically located and compatible with surrounding land uses and nearby buildings.
- The proposed buildings and works have been designed to avoid any likely detrimental or adverse amenity impacts in relation to visual impact; noise; air emissions; traffic (including access), parking, loading and unloading; and rubbish removal and storage.
- The proposal comprises adequate car parking & bicycle parking provision and loading/unloading is available on site.
- The proposal will assist in growing and diversifying the local retail economy and associated employment sectors.

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.

Re-Issued June 2026

Appendices

Appendix A	Certificate of Title
Appendix B	Planning Property Report
Appendix C	Site Photos
Appendix D	Feature & Level Survey
Appendix E	Town Planning Drawings
Appendix F	Sustainability Management Plan
Appendix G	Traffic Impact Assessment Report
Appendix H	Cultural Heritage Management Plan
Appendix I	Biodiversity Assessment
Appendix J	Light Spill Assessment
Appendix K	Noise Assessment
Appendix L	Bushfire Hazard Assessment