



DP Planning Pty Ltd
ABN 68 188 206 903
PO Box 579
Warrnambool VIC 3280
www.dpplanning.com.au

19 June 2026

Jonathon Rush
Coordinator Statutory Planning
Greater Geelong City Council
PO Box 104
Geelong VIC 3220

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

Dear Jonathon,

Application for a Planning Permit – 148-154 Marshalltown Road, Grovedale

Please find enclosed an application for a planning permit for the above address.

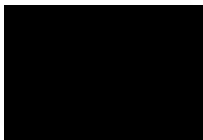
Enclosed are the following documents for your assessment:

1. Completed application form;
2. Certificate of title;
3. Town Planning Report;
4. Town Planning Drawings; and
5. Traffic Impact Assessment Report.

Please email Council's invoice to admin@dpplanning.com.au.

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,



Dan Pech

Director (MPIA)

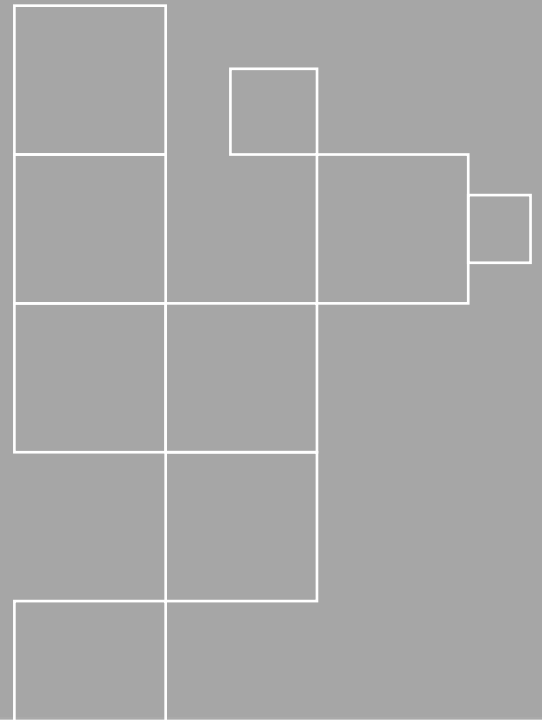
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Town Planning Report

**Use and development of land for
'restricted recreation facility'
(24/7 gym) and display of signs
(internally illuminated signs).**

148-154 Marshalltown Road, Grovedale

Prepared for BMI Constructions Pty Ltd



Quality and Care

Project No.	Revision	Author	Date	Issue
26-140	01	Daniel Pech	19 June 2026	FINAL issued to Council

Disclaimer

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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.

w | www.dpplanning.com.au

e | admin@dpplanning.com.au

p | (03) 9969 2263



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1. Introduction

1.1. Summary

DP Planning Pty Ltd has been engaged by BMI Constructions Pty Ltd to prepare a planning permit application 148-154 Marshalltown, Grovedale (the 'Site').

Approval is sought for the use and development of land for a 'restricted recreation facility' (24/7 gym) and display of internally illuminated signs.

The following clauses trigger a planning permit for the proposal:

- Clause 33.01-1 Industrial 1 Zone (**IN1Z**) – Table of uses.
- Clause 52.05 Signs – Internally illuminated sign.

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 signs;
- 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 will not cause 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 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 Briclok Building Design)
- Traffic Impact Assessment Report (prepared by Quantam Traffic).



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 19 June 2026)
- Certificates of Title (dated 3 June 2026)

2. Site, environs and context

2.1. Site

Site address	148-154 Marshalltown Road, Grovedale (currently proposed as 2/148 Marshalltown Road, Grovedale).
Title details	Lot 2 on Lodged Plan 099977 (Vol 09072 Fol 079)
Site description	The Site comprises a proposed parcel of approximately ~590 square metres. The parcel is a regular rectangular polygon shape. This parcel has a frontage of approximately 16 metres to a proposed internal common property area (north).
Landowners	For the purposes of Section 48 of the <i>Planning and Environment Act 1987</i> , MRRALR 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 590 square metres. The Site is situated within an industrial estate comprising eight (8) warehouse tenancies and one (1) office tenancy, a panel sign, and a proposed common property area containing 93 approved car parking spaces, stormwater, power, water and sewer services for each tenancy. See PP1015-2023/A for further details (**Appendix E**).

The Site has a regular rectangular polygon shape, with its boundaries formed by the Marshalltown Road road reserve (north), freehold commercial land (east) and freehold industrial land (south and west). The Site is undergoing a process of subdivision connected to services at the time of subdivision.

The Site is located in the Industrial 1 Zone (**IN1Z**) and has undergone development servicing via the original development and subdivision circa 2023. The Site is developed with formal vehicle access to Marshalltown Road. 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 northern boundary of the Site and as approved via PP1015-2023/A.

The Site is accessed via Marshalltown Road. Marshalltown Road is classed as an arterial road and is managed by Greater Geelong City Council.

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 and to be managed within the limits and conditions of PP1015-2023/A.

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



Figure 1: Aerial Map (data source: NearMap© 2026)

2.3. Context

The Site is situated within an established industrial and commercial precinct. The precinct comprises a broad mix of warehouse, industry, supermarket, place of assembly and restricted recreation facilities (gym/fitness centres) with a Marshalltown Road address.

Land adjoining the Site to the west and south is within the **IN1Z**, land to the north is within the Commercial 2 Zone (**C2Z**) and land to the east is within the Commercial 1 Zone (**C1Z**).

The nearest dwelling / sensitive use is located approximately 50 metres south-east of the Site and is separated by existing warehouse buildings, a supermarket and car parking/aiselways.

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

The Site is currently subject to a current subdivision process (see 2\PS917859).

The context for this application is with the abovementioned subdivision planned for the Site.

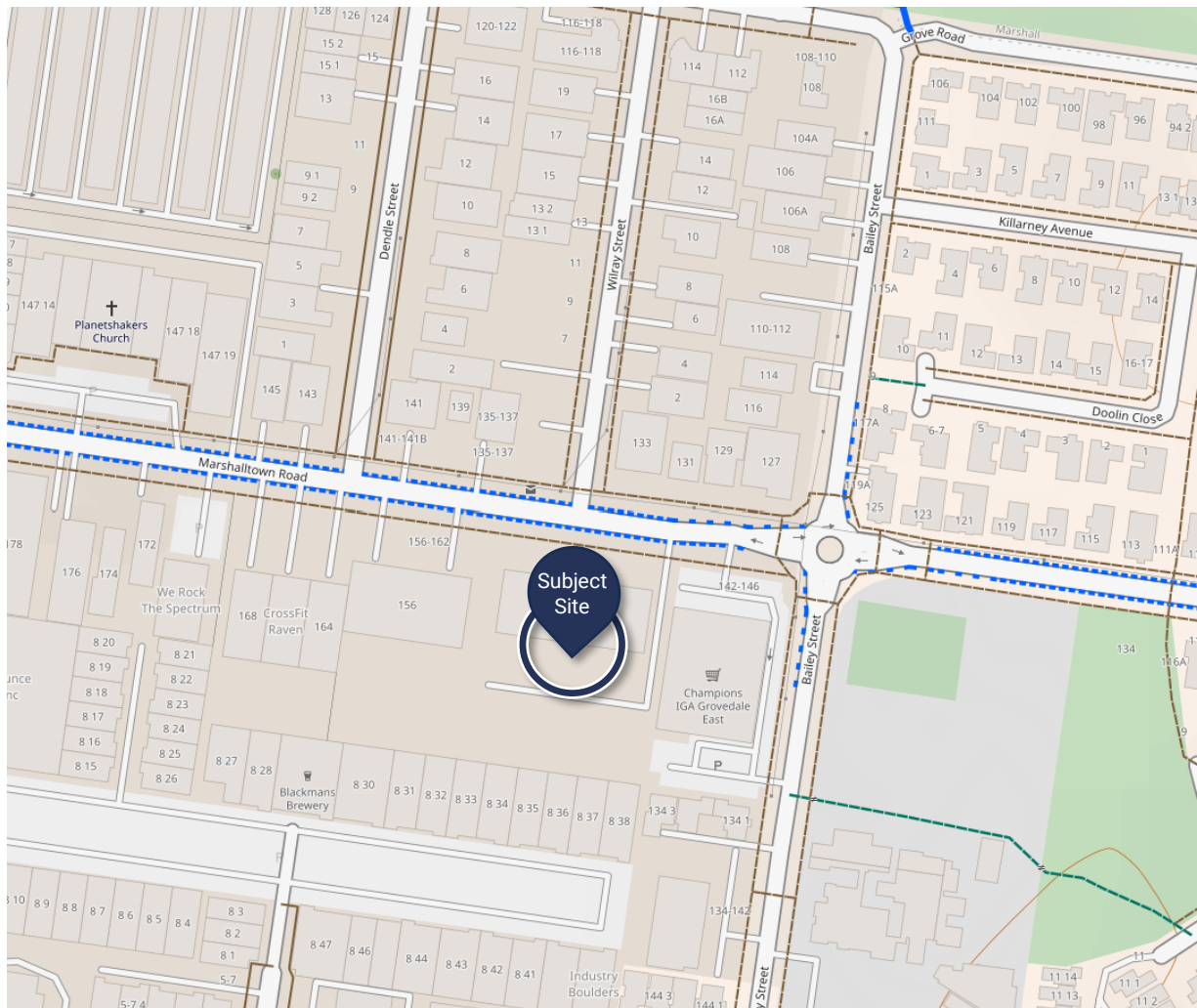


Figure 2: Context Plan (OpenStreetMap© accessed 1 June 2026)

3. Proposal synopsis

3.1. Planning permit description

A planning permit is sought for the use and development of land for a 'restricted recreation facility' (24/7 gym) and display of signs (internally illuminated signs).

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

- Clause 33.01-1 Industrial 1 Zone (**IN1Z**) – Table of uses.
- Clause 52.05 Signs – Internally illuminated sign.

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 'restricted recreation facility' (24/7 gym) and display of signs (internally illuminated signs).

The proposed gym business caters for a niche range of users seeking modern gym facilities and exercise physiology expertise. The proposed tenant for the premises is 'Core Health Group'. The business proposes to provide exercise physiology services alongside indoor gym facilities. The nature of the business is low-impact by nature, with modest occupancy and orderly/well-managed facilities throughout the day.

Access to the facility is by members only, with a smaller area dedicated to visitors (by appointment only). The gym is able to be accessed on a 24-hour basis. Members access the facility via a secure key fob or app-based entry system outside of staffed hours. During unstaffed hours – typically late evening through to early morning – usage is minimal and self-directed, with no group classes, music or amplified sound.

Operations and activities

The proposed fitness and gym area will comprise approximately 705 square metres of floor area including the following key facilities and activities:

- Administrative/reception and lounge area at the front entrance of the building.
- Assessment and Manager's office (ground floor).
- Recovery, Assessment and Wellness Rooms (first floor).
- Amenities rooms, including four (4) ambulant toilets, one (1) accessible toilet, five (5) basins and two (2) showers.
- Open plan gym layout comprising free weights and training/equipment areas (ground floor).

Staff / occupancy numbers:

- The premises and business operations are expected to cater for up to five (5) staff members at one time.

- Up to 25 occupants are expected at one time (at peak), with between 5-15 occupants on the premises expected during off-peak periods.
- Meaning, no more than 25 persons are expected to be on the premises at one time.

Operating hours

- The facility will be open to members only and to visitors by appointment only (i.e. not open to public or 'walk-in' patrons).
- The facility will be open to members on a 24/7 hour basis Monday-Sunday (inclusive).
- Appointment-based visitation will occur during typical business operating hours.
- Group classes will have a maximum capacity of 10 occupants and will be scheduled between 6:00am-8:00am.
- Peak patronage is expected to occur during 6:00am-8:00am & 5:00pm-7:00pm weekdays and 8:00-11:00am on Saturday & Sunday.

Car Parking

The proposed Site premises has convenient access to ninety-three (93) car parks within the Site. Based on the quota of floor area and car parking spaces designed under PP1015-2023/A, it is safely assumed that the expected car parking generated by the approved warehouse (tenancy/warehouse 2) was assessed to be in the order of fourteen (14) car parks.

Peak periods for traffic generation typical of a 24/7 gym include:

1. Weekday AM peak: 6:00am-8:00am.
2. Weekday PM peak: 5:00am-7:00pm.
3. Weekend peak: 8:00-11:00am Saturday.

Bicycle Parking

Five (5) bicycle parking spaces are provided and located at the rear entry of the premises.

Waste

Typically accepted waste generation rates for a gym are in the order of:

- Garbage generation: 10 litres per 100 square metres of floor area per day.
- Recycling generation: 10 litres per 100 square metres of floor area per day.

The proposed arrangements for waste will be by private contractor.

A secure waste and recycling bin area/enclosure is provided within the southern section of the existing building.

There is ample area within the curtilage of the proposed facility to contain garbage and recycling receptacles and ample area external to the building to locate bins for orderly collection by private contractor vehicle.

Waste deliveries will continue to be managed within the limits and conditions of PP1015-2023/A.

3.2.1 Buildings and works

Internal works

Internal works are proposed on the ground floor to incorporate a reception/foyer, assessment room and managers office.

Internal works are proposed on the first floor mezzanine to incorporate recovery, assessment, change room, store room, kitchen area, two (2) ambulant toilets and one (1) unisex bathroom ensuite (including toilet, basin and shower).

Signage

Business identification signage is proposed on the northern elevation attached to the building cladding and within the built form / fabric of the proposed building.

The signage comprises a 6.5m (l) x 1.8m (h) internally illuminated type face and business logo over a black background (northern elevation).

The signs comprise a total area of approximately 11.7 square metres.

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

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.
- 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 ‘neighbourhood activity centre’ on the Retail activity centre hierarchy.

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 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 17.03-1S Industrial land supply:** 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.

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

4.3. Zoning

The Site is located within the Industrial 1 Zone (Clause 33.01). The relevant purposes of the Industrial 1 Zone (IN1Z) are:

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

Pursuant to Clause 33.01-1 **Table of uses**, a permit is required for the use of the land for 'leisure and recreation facility', of which 'restricted recreation facility' is nested under.

The proposal is for 'restricted recreation facility' (see **Section 3** of this report for a detailed description of the proposal) and is a Section 2 use.

Pursuant to Clause 33.01-4 **Buildings and works** a permit is required for buildings and the carrying out of works. This does not apply to a building or works which rearrange, alter or renew plant if the area or height of the plant is not increased. It follows, that a planning permit is not required for the proposed internal works to the existing building.

There are a number of application requirements and decision guidelines relevant to the proposal under Clause 33.01-2 **Use of the land**.

An assessment of the proposal against the relevant decision guidelines is contained within section **5.2.2** of this report.

4.4. Overlays

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

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

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

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

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

Pursuant to Clause 43.02-2 **Permit requirement**, a permit is required to construct a building or construct or carry out works. No buildings or works are proposed which require a planning permit.

The matters ventilated under Clause 43.02 and **DDO20** have been exhumed through the previous application and decision on PP1015-2023/A.

It follows, that no further assessment or consideration of Clause 43.01 is required.

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 Industrial 1 Zone is within Category 1 'Office and industrial' (low limitation), as per Clause 34.02-12 **Signs**. A permit is required for an internally illuminated sign exceeding 1.5 square metres and business identification signs exceeding 8 sqm, as per Clause 52.05-11.

The proposal includes internally illuminated signs exceeding 1.5 square metres. The application Site comprises a pole/panel sign with business identification signs exceeding 8 square metres approved via PP1015-2023/A.

It follows, that a planning permit is required for the display of signs.

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

An assessment of the proposal against the relevant decision guidelines is contained within section **5.2.3** of this report.

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 [or the car parking measure is increased within Column C], 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.

Pursuant to Clause 52.06-6 **Number of car parking spaces required for other uses**, where a use of land is not specified in Table 1, before a new use commences car parking spaces must be provided to the satisfaction of the responsible authority.

Since there are no specific car parking requirement rates specified in Table 1 for the use of a 'restricted recreation facility', it is considered that a car parking profile assessment based on actual likely demand would be most appropriate in determining the required parking ratio. Where similar cases have set precedents for required parking ratios, these should be leaned upon to assist in guiding Council's discretion. See below for a brief discussion on similar cases.

In *Iron Kingdom Nitro Gym (Heidelberg) Pty Ltd v Banyule CC [2020] VCAT* the VCAT member considered the acceptable parking rate for a 24/7 gym / fitness centre facility.

A car parking rate of 0.8 spaces to each patron permitted was accepted in the above case. With the nominated rate applied, the absolute maximum car parking demand to the proposed land use (restricted recreation facility) would be in the order of twenty (20) car parking spaces for 25 occupants (during peak hours).

The application for PP1015-2023/A determined that 93 car parking spaces were sufficient for the nine tenancies occupying the Site. Based on the previous warehouse car parking rate, it can be safely assumed that the existing warehouse was expected to generate/utilise up to twelve (12) car parking spaces within the Site.

Demand Summary

The commercial and industrial land uses in the surrounding area would not typically be at their peak demand during the same hours as the proposed gym/fitness centre. Demand for the gym/fitness centre is expected to have three notable peaks (see **Section 3**).

An analysis of the three critical gym peak periods (by Quantum Traffic) indicates that the overall complex (all units, including the proposed Unit 2 gym) is expected to generate parking demand for 32-63 spaces. Given that the on-site parking operates as an unallocated pool, the existing on-site parking can cater for the expected parking demands.

Neighbouring tenancies will not be in peak operation nor necessarily open during much of the highest usage periods of the proposed gym/fitness centre, which significantly lessens the demand for car parking within the locality at these times. It follows, that the proposed restricted recreation facility would have no likely adverse impacts on the surrounding traffic or transport network and on car parking demand within the surrounding area.

See **Appendix F** for details of the Car Parking Demand Assessment which covers off on other relevant car parking and traffic management matters.

It follows, that the existing car parking facilities provided are adequate and comply with the requirements of Clause 52.06, seeks no car parking reduction, and is an appropriate response to the policies of the PPF and MPS that seek to encourage safe road use in urban areas. Furthermore, the proposed car parking and loading/unloading facilities demonstrate that staff and commercial deliveries will be supported on site with no undue impacts on the surrounding transport network.

On balance, the proposed car parking is assessed as appropriate and provides an overall acceptable outcome for the expected staff, visitor and patron traffic generation.

Refer to the prepared Town Planning Drawings for an illustration of the existing car parks (**Appendix D**).

4.5.3. Clause 53.34 Bicycle Facilities

Clause 52.34 Bicycle Facilities seeks 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.

Pursuant to Table 1 to Clause 52.34-5 **Required bicycle facilities**, one (1) bicycle space is required to each four (4) employees and one (1) bicycle space is required for visitors for every 200 sqm of net floor area. Meaning, three bicycle spaces are required.

It is proposed to provide a minimum of four (4) bicycle rails as approved via PP1015-2023/A on the southern side of the building.

The design of bicycle spaces are consistent with the requirements at Clause 52.34-6 **Design of bicycle spaces**.

The proposed bicycle facilities will be compliant with the requirements of Clause 52.34, and demonstrate the proponent's commitment to environmentally friendly design, and the policies of the PPF and MPS that seek to encourage bicycle use in urban areas. Furthermore, the proposed bicycle facilities demonstrate that clients and staff who live within cycling distance of the Site will be supported if they chose to commute to their workplace by walking or by bicycle transport.

4.6. Other planning considerations

4.6.1. Aboriginal Cultural Heritage Sensitivity

The Site is not identified within an 'area of cultural heritage sensitivity' pursuant to the Aboriginal Heritage Regulations 2018. See the Planning Property Report at **Appendix B** for a copy of a plan verifying the area is not within a mapped cultural heritage sensitivity.

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?
- Does the proposed use appropriately respond to the relevant purpose and provisions of the Industrial 1 Zone?
- 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 is located on a Site where a high quality built form outcome has been achieved 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** as part of previous decisions of Council. These decisions have also considered the built form approach and 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 proposed advertising signage has been designed in accordance with the Greater Geelong Sign Guidelines (2024) relevant to an Industrial Area. This is evident through the following:

- Design of signs which are integrated within the massing of the existing building and generally as shown in the relevant Figure 5;

- Areas for the display of signs are incorporated for the business tenancy within the building design/fabric; and
- Signs are located below the roofline and within the massing of the building facades.

By ensuring the design and siting of signage accords with the above, the proposal complies with relevant strategies set out in 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 'restricted recreation facility 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 health / fitness 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 serviced-based and consumer 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 'restricted recreation facility' (24/7 gym) within an established industrial and commercial area. More narrowly, the proposal:

- is located within a zone appropriate for a 24/7 gym/fitness centre; and
- the scale or intensity of the use supports the existing retail / activity centre hierarchy.

Accordingly, the development represents a sought-after outcome within the existing activity centre hierarchy and satisfies the requirement for net community benefit by supporting local employment and reducing travel for recreation services. It follows, that the proposal is consistent with Clauses 17.02-15 **Business**.

The proposed business offering will diversify choice within the recreation service sector. The subject site is located within an existing commercial and urbanised area where a wide range of traffic-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 Industrial 1 Zone (Clause 02.03-1 **Settlement**, Clause 02.03-7 **Economic development**, Clause 11.01-1R **Settlement – Geelong G21**, Clauses 17.01-1S, 17.01-1R and 17.01-1L **Diversified economy**) and Clause 17.03-1S **Industrial land supply**).

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 (Grovedale) and should encourage the utilisation of sustainable transport options (such as walking, cycling or public transport) by users of the premises. The proposal achieves this by providing for cycling infrastructure facilities on the Site in line with the minimum spaces required under Clause 53.34 (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 is considered to be supported by these policies along with other planning requirements including planning for regional and local places, net-community and economic benefits to the region, particularly when referring to policy contained within the MPS and PPF where the site is acknowledged for being appropriate for high quality designed industrial and commercial development and associated commercial and industrial land uses.

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

5.2.2. Does the proposed use appropriately respond to the relevant purpose and provisions of Clause 33.01 Industrial 1 Zone?

The subject site is situated within the Industrial 1 Zone (**IN1Z**) where its purpose includes the need ‘...to provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.’.

The proposed use is a Section 2 use, meaning that the Industrial 1 Zone anticipates this use as a potential outcome for the Site, subject to an assessment and consideration of the decision guidelines of the zone. It is envisaged that the future occupants of the proposed use will be a gym/fitness centre business.

Clause 33.01-4 Application requirements	Response
Use	Complies
The purpose of the use and types of processes to be utilised.	Requirement met. See Section 3 of this report.

Clause 33.01-4 Application requirements**Response**

The type and quantity of goods to be stored, processed or produced.

Not applicable.

The proposal comprises a service. No 'goods' are processed or produced on Site.

How land not required for immediate use is to be maintained.

Not applicable.

All land is to be utilised as part of the proposed use. No land is not required for immediate use.

The likely effects, if any, on the neighbourhood, including noise levels, air borne emissions, emissions to land or water, traffic, including the hours of delivery and despatch, light spill or glare.

Requirement met.

The Site is located within an established industrial and commercial precinct / activity centre adjoining developed industrial land (west and south) and commercial land (north and east).

The nearest sensitive use (dwelling) is located approximately 50 metres south-east of the curtilage of the proposed use/activity. The Site is separated from sensitive uses by existing warehouse buildings, supermarket buildings and car parking and aisleways..

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 arising from the proposed use, which would result in the emission of fugitive air, dust, contact water, noise or light beyond the boundary of the premises.

The only proposed light source is an 11.7 square metre internally illuminated sign on the northern elevation of the existing building. The proposed sign will be masked and shielded to avoid obtrusive light spill beyond the boundary of the Site and will comply with AS/NZS 4282:2023. Daylight sensors will be utilised to reduce electricity consumption and to avoid illumination during day light hours.

The proposal is therefore unlikely to result in adverse amenity impacts to any sensitive use or interface.

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

Clause 33.01-2 Decision guidelines	Response
Use of land	Complies
The Municipal Planning Strategy and the Planning Policy Framework. The effect that the use may have on nearby existing or proposed residential areas or other uses which are sensitive to industrial off-site effects, having regard to any comments or directions of the referral authorities.	The proposal is consistent with the relevant objectives and strategies of the MPS and PPF. See Section 5.2.1 for details. The Site is located within an established industrial and commercial precinct adjoining compatible industry, warehouse, place of assembly, restricted recreation facility, supermarket and retail uses. The Site does not interface with a residential zone. The nearest sensitive use (dwelling) is located approximately 50 metres north of the curtilage of the proposed use/activity. The Site is to be partially screened with proposed vegetation per PP1015-2023/A along the northern boundary 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. Light emitted from the proposed development will be masked and shielded to avoid light-spill beyond the boundary of the Site and will comply with AS/NZS 4282:2023. Daylight sensors will be utilised to reduce electricity consumption and to avoid illumination during day light hours. Outdoor storage is not anticipated to arise from the proposal as a function of the design of the existing premises, which includes indoor storage areas for waste and supplies/materials required to operate the proposed use/activities on the premises. Amenity and signage conditions are anticipated as part of any decision on any permit to be granted to ensure light spill

Clause 33.01-2 Decision guidelines	Response
(continued)	is controlled, illumination hours are controlled, static (non-animated) illumination is controlled and appropriately masked as stipulated within the proposed Town Planning Drawings (see Appendix D). It follows, that the proposal is therefore unlikely to result in adverse amenity impacts to any sensitive use or interface.
The effect that nearby industries may have on the proposed use.	Existing surrounding uses are predominantly commercial/industrial along Marshalltown Road. These uses may generate higher traffic volumes, servicing activity and extended operating hours typical of a commercial corridor. The proposed 24/7 gym is inherently compatible with this context and is not sensitive to typical off-site industrial or 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 'restricted recreation facility' use.
The drainage of the land.	The Site is relatively flat with a gentle grade to the Marshalltown Road reserve where the legal point of discharge is located. Matters related to stormwater drainage have been ventilated as part of previous approvals for development on the Site as part of PP1015-2023/A. No buildings and works are proposed which will alter stormwater run off. It follows, that the proposed use will have no impact on the drainage of the land.
The availability of and connection to services.	The Site has been developed in accordance with PP1014-2023/A and is currently undergoing a process of subdivision. The Site is serviced with reticulated sewer, water, telecommunications, stormwater and power. No augmentation of these existing services will be required to facilitate the proposed use.

Clause 33.01-2 Decision guidelines	Response
The effect of traffic to be generated on roads.	The proposal is considered acceptable from a traffic generation perspective. The development is expected to generate peak movements generally within the off-peak periods of other typical industrial and commercial uses, which generate peak traffic during ordinary business hours. Overall, the traffic generated can be accommodated without unreasonable impact on the surrounding road network, including the internal common property areas of the existing industrial estate. The proposal is expected to generate car parking demand in the order of twenty-thirty (20-30) car parking spaces at peak (see Section 4.5.2 and Appendix F for details). An analysis of the three critical gym peak periods indicates that the overall complex (all units, including the proposed Unit 2 gym) is expected to generate parking demand for 32-63 spaces. Given that the on-site parking operates as an unallocated pool, the existing on-site parking can cater for the expected parking demands. The above withstanding, the proposal's peak car parking and traffic generation will occur during off-peak hours of the adjoining and surrounding uses (i.e. warehouse, shop and office). Ninety-three (93) approved car parks are planned within the existing industrial estate at the Site address and there is adequate capacity for overflow car parking should it be required.
The interim use of those parts of the land not required for the proposed use.	Not applicable.

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

5.2.3. 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 to buildings shown on the plans. All proposed signs are illustrated clearly on elevation plans accompanying the Town Planning Drawings. The Site is situated within an established industrial and commercial precinct comprising, warehouse, industry, shop, supermarket, place of assembly and restricted recreation facilities (gym/fitness centres) with a Marshalltown Road address. The closest traffic control signs are located within 80 metres north-east of the application Site within the Marshalltown Road road reserve. The nearest dwelling / sensitive use is located approximately 50 metres south-east of the Site and is separated by existing warehouse buildings, a supermarket and car parking/aiselways. The Marshalltown Road corridor is an arterial route and doesn't 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.

Clause 52.05-6 Application requirements	Response
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. (continued) 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 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 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 D) and display areas are calculated appropriately in Section 3 of this report. The proposal does not comprise the use of animated signs or logo boxes. Landscaping details are outlined in the Town Planning Drawings at Appendix D.

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 IN1Z along the Marshalltown Road arterial corridor, which accommodates a broad mix of small and medium size industrial and warehouse tenancies and large-format commercial and service-based development where identification signage is a functional component of built form. The proposed sign forms part of a contemporary commercial development and includes operator branding and business identification signs. The signage has been rationalised to one (1) additional sign beyond the panel/pole sign permitted via PP1015-2023/A. The total proportion of signs as a percentage of building façade and fascia area (public facing elevations) remains less than 20%. The quantum of signage is proportionate to the scale of the existing development and consistent with the level of identification typically required for commercial operations. It follows, that the signage regime will not create visual clutter and is compatible with the commercial 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 and industrial 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 public facing fascias and building façades and are not of a height or bulk that would dominate the skyline.

Clause 52.05-8 Decision guidelines	Response
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 fascia / building-mounted identification signage. The signage is proportionate to the scale of the development/building and will read as part of the overall architectural composition. Existing and planned landscaping within the front setback and internal planting areas will soften the visual appearance of the site and proposed signage.
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 existing commercial building and is proportionate to the scale of the development.
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 appropriately integrated into the building as previously ventilated. The sign elements are typical of modern commercial buildings and are appropriately scaled to the (visible) surrounding streetscape.

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. 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 is limited to text/type face elements, with no illumination of the back panel proposed. Coloured type face materials are used to intentionally mask and control luminance and prevent excessive brightness. The illumination will therefore provide legibility without creating glare or distraction for motorists. The site is located within a commercial / industrial corridor and there are no sensitive uses which interface with the Site's northern frontage. 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 size of the sign.	Complies No logo boxes are proposed.

Clause 52.05-8 Decision guidelines	Response
The need for identification and the opportunities for adequate identification on the site or locality.	Complies Commercial 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 proposed 'restricted recreation facility'. 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 use that is responsive to the role and scale of the area and the surrounding physical context.
- The proposed signage is an appropriate addition to the built form of the Site and suited to the commercial environs.
- The proposal is strategically located and compatible with surrounding land uses and nearby buildings.
- The proposed use and signage will not cause 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 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.

June 2026

Appendices

Appendix A	Certificate of Title
Appendix B	Planning Property Report
Appendix C	Site Photos
Appendix D	Town Planning Drawings
Appendix E	Planning Permit and Endorsed Plans
Appendix F	Car Parking Demand Assessment