

Planning Report

Tract



City of Greater Geelong, Statutory Planning - Date Received 1/7/2026

Planning Permit Application

Wadawurrung Country
312 Melbourne Road, North Geelong

Prepared for Jan Juc Investments Pty Ltd

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Acknowledgement of Country

We pay our respects to the Traditional Custodians of Country throughout Australia, their Elders and ancestors, recognising their rich heritage and enduring connection to Country and acknowledging the ongoing sovereignty of all Aboriginal and Torres Strait Islander Nations.

We recognise the profound connection to land, waters, sky and community of the First Nations peoples, with continuing cultures that are among the oldest in human history. We recognise that they are skilled land shapers and place makers, with a deep and rich knowledge of this land which they have cared for, protected and balanced for millennia.

Our Country, 2022

88 x 119 cm Acrylic on canvas

Original artwork by

Alfred Carter

Gunaikurnai

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Overview

Applicant / Owner	Jan Juc Investments Pty Ltd
Address	312 Melbourne Road, North Geelong
Lot Description	Lot 2 on Plan of Subdivision 802082A
Easements/Restrictions	Easement 1 – Drainage & Sewer Easement 2 – Vehicle Parking Easement 3 – Carriageway Easement 7 – Water Supply Easement 8 – Water Supply & Car Parking
Lot Size	3146m ²
Planning Scheme	Greater Geelong
Responsible Authority	City of Greater Geelong

Permit Application Details

Description of Proposal	Use of the land for car sales, including associated buildings and works, and the display of signage
Permit Requirement(s)	Clause 34.02-01 A permit is required for the use of Car Sales (Section 2 Use) Clause 34.02-4 A permit is required to construct or carry out works. Clause 52.05-2 A permit is required for the display of internally illuminated business identification signage.

Relevant Planning Provisions

Zone	Clause 34.02 – Commercial 2 Zone
Overlays	N/A – No overlay provisions apply to the site.
Particular Provisions	Clause 52.05 – Signs. Clause 52.06 – Car Parking Clause 52.34 – Bicycle Parking
Aboriginal Cultural Heritage	N/A – The site is not located within an Area of Aboriginal Cultural Sensitivity.
Bushfire Prone Area	N/A – The site is not located within a Bushfire Prone Area.

Quality Assurance

Planning Report

Planning Permit Application
Wadawurrung Country
312 Melbourne Road, North Geelong

Project Number
326-0190-00-PRO1

Revisions

No.	Date	Description	Prepared By	Reviewed By	Project Principal
00	01/07/2026	Town Planning Report	Nicholas James	Simon Loader	Simon Loader

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1 Introduction

1.1 Introduction

This report has been prepared by Tract upon the instructions of Jan Juc Investments Pty Ltd (the 'Applicant') in relation to the land at 312 Melbourne Road, North Geelong (the 'Site'). The purpose of this report is to outline and support a town planning application for the use of car sales, including associated buildings and works, and the display of signage at the Site.

The proposal seeks to reactivate the Site following the relocation of Sydney Tools to the recently established Fortek commercial hub at 365-455 Melbourne Road, North Geelong. The redevelopment presents an opportunity to reinvigorate the existing premises through a contemporary use that will contribute to the ongoing activation and economic vitality of the precinct.

Specifically, the proposal will introduce Tesla to the Geelong automotive sales market, broadening the range of vehicle offerings within the area and supporting the growing demand for electric vehicles. The use is expected to complement the surrounding commercial and industrial activities while enhancing the Site's presentation and functionality.

Under the *Greater Geelong Planning Scheme* ("**Planning Scheme**"), a planning permit is required:

- Pursuant to Clause 34.02-1, a permit is required for the use of the site for car sales.
- Pursuant to Clause 34.02-4, a permit is required to construct a building or construct or carry out works.
- Pursuant to Clause 52.05-1 1, a permit is required for the display of internally illuminated business identification signage.

Having considered this proposal in the context of the Greater Geelong Planning Scheme, this report concludes that it is consistent with the relevant clauses of the Planning Policy Framework, Zoning and Particular Provision controls.

1.2 Report Structure

This report provides an overview of the Site and its surrounds (Chapter 2) as a contextual basis to introduce and detail the proposed Development Application (Chapter 3). Relevant planning policies and strategic documents are detailed (Chapter 4) to establish a framework for the strategic assessment of the Development Application and consideration of key planning issues (Chapter 6). This informs the conclusions and recommendations of this report (Chapter 7).

1.3 Limitations

This report provides a comprehensive summary of the Site and its surrounding context, including the broader context within North Geelong. It provides an overview of the proposal and its various permit triggers, and the relevant policies and controls contained within the Greater Geelong Planning Scheme. It provides a detailed planning assessment that confirms that the proposal complies with the planning policy framework and demonstrates why the proposal should be supported.

This report has considered the following documents:

- Greater Geelong Planning Scheme as of June 2026.
- Certificate of Title dated 22 May 2026.
- Architectural Plans and Signage Plans, prepared by Forum and dated 18 June 2026.

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2 Site & Surrounds

2.1 Subject Site

The Site is located at 312 Melbourne Road, North Geelong, positioned on the western side of Melbourne Road within a well-established commercial and light industrial corridor. The Site benefits from a highly visible location along this major arterial road.

The land has an overall area of approximately 3,146 square metres and presents a regular configuration, with a frontage of approximately 36 metres to Melbourne Road and an average depth of 91.5 metres.

The Site currently contains a single-storey commercial building, which is positioned toward the centre of the allotment. At-grade car parking is provided to the front of the building, directly accessible from the Melbourne Road service lane, allowing for convenient customer and staff access. The balance of the Site is predominantly hardstand.

Access arrangements include an existing vehicle crossover to Melbourne Road, which is currently shared with the adjoining property at 318 Melbourne Road. In addition, the Site benefits from secondary access via a rear laneway extending from Edols Street to the west.

The surrounding area is characterised by a semi-industrial and large-format commercial precinct, accommodating a mix of bulky goods retail, trade supplies, and service-based businesses. Nearby land uses include well-established operators such as Supercheap Auto, Tyre Power, and Direct Storage Systems. The broader context is typified by large lot sizes, expansive building footprints, and generous at-grade car parking areas.

Refer to Figure 1 – Aerial Plan.



Figure 1 - Site Aerial (www.onemap.com.au)

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2.2 Title Particulars

The Site is formally described as Lot 2 on Plan of Subdivision 802082A. A review of the Certificate of Title identifies that the land is affected by several easements, summarised as follows:

- Easement 1 (E1): A 1.83-metre-wide sewer easement located along the rear western boundary of the Site.
- Easement 2 (E2): A 4.98-metre-wide easement designated for car parking within the frontage of the Site.
- Easement 3 (E3): A 6.98-metre-wide carriageway easement, also located within the frontage, facilitating vehicular access and movement and existing landscaping zones.
- Easement 7 (E7): A 0.78-metre-wide water supply easement positioned adjacent to the Princes Highway.
- Easement 8 (E8): A combined water supply and car parking easement (0.78 metres wide), forming a continuation of E2 for on-site parking purposes.

The Certificate of Title does not identify any additional encumbrances affecting the land, including further easements, restrictive covenants, caveats, or agreements under Section 173 of the Planning and Environment Act 1987 or the Subdivision Act 1988.

Refer to Figure 2- Plan of Subdivision and Appendix A – Certificate of Title.

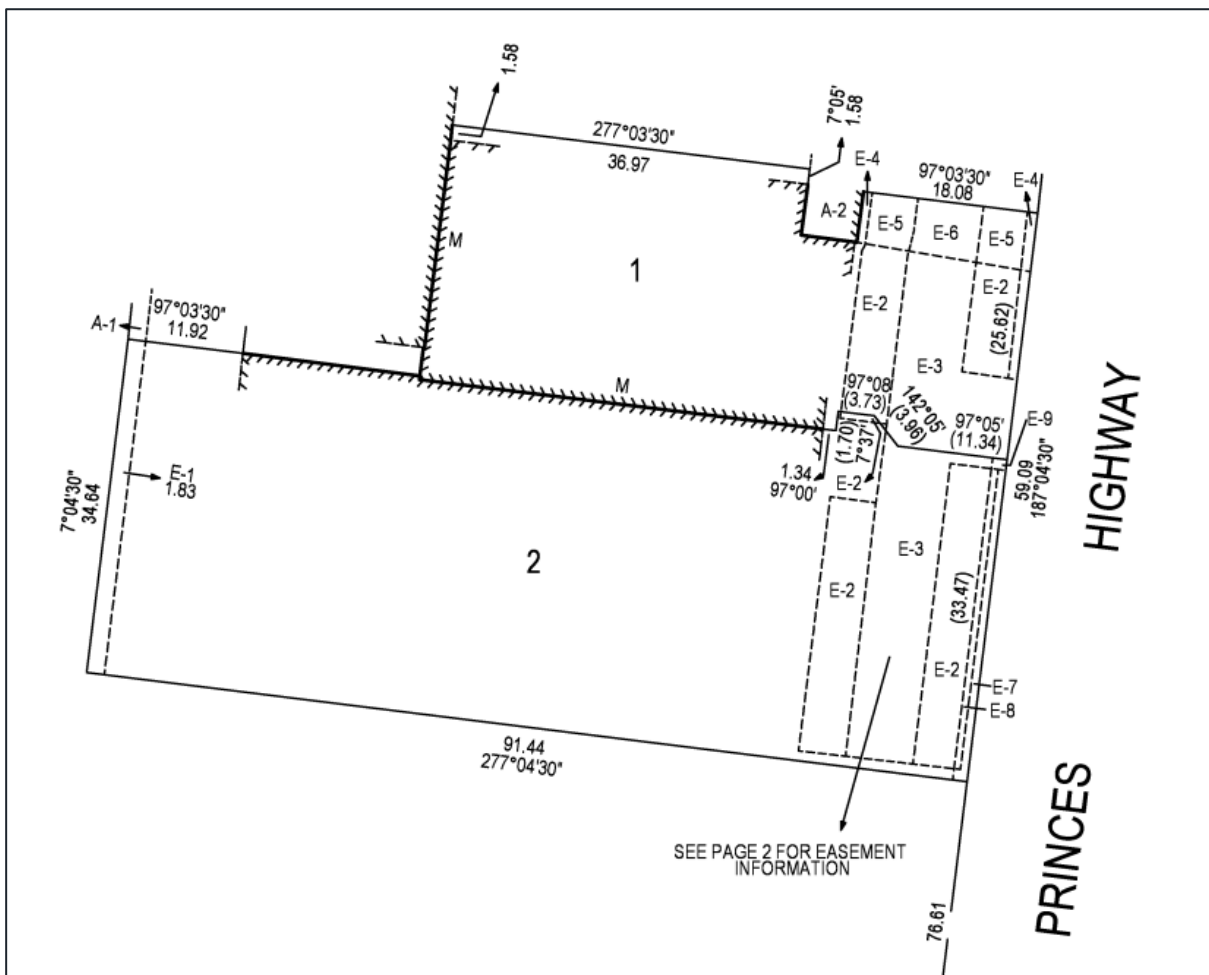


Figure 2 - Plan of Subdivision

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2.3 Site Context

The Site is located within the City of Greater Geelong and is located within the suburb North Geelong.

Land use within the vicinity of the Site is a combination of industrial and commercial uses. Land which fronts Melbourne Road is largely commercial in nature and acts as a buffer to the land further to the west which is primarily industrial in use.

The Site's immediate interfaces are identified as follows:

- North: The Site adjoins 318 Melbourne Road to the north, which is currently vacant and accommodates at-grade car parking within its frontage.
- East: The eastern boundary of the Site interfaces with the Melbourne Road service road, which separates local traffic from the primary Melbourne Road carriageway and provides extensive parallel on-street parking.
- West: To the west, the Site adjoins 24–26 Edols Street, comprising two industrial landholdings developed with multiple warehouse buildings.
- South: The southern interface is with 308–310 Melbourne Road, a substantial commercial property developed with a large single-storey building and associated car parking located within the frontage.

Refer to Figure 3 – Context Plan.



Figure 3 - Context Plan

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3 Proposal

3.1 Overview

The application seeks planning approval for the use of land for car sales, associated buildings and works to facilitate façade upgrades and the display of illuminated business identification signage at the Site.

Under the Greater Geelong Planning Scheme ("Planning Scheme"), a planning permit is required:

- Pursuant to Clause 34.02-1, a permit is required for the use of the Site for car sales.
- Pursuant to Clause 34.02-4, a permit is required to construct a building or construct or carry out works.
- Pursuant to Clause 52.05-2, a permit is required for the display of internally illuminated business identification signage.

It is noted that a Car Sales use does not have a statutory car parking rate pursuant to Clause 52.06, therefore no specific trigger exists for a waiver of car parking but rather the provision is to the satisfaction of the Responsible Authority.

3.2 Land Use

The proposed Tesla dealership will address the growing demand for specialised electric vehicle servicing and maintenance within Geelong, providing a dedicated and locally accessible service hub for Tesla owners and prospective buyers.

The facility will operate six days per week, from Monday to Saturday, between the hours of 8:30 am and 5:00 pm. Staffing levels are anticipated to range 10-13 employees, comprising sales personnel, service technicians, and administrative staff necessary to support day-to-day operations.

The showroom component will be open to the public during operating hours, allowing customers to inspect vehicles. The service aspect will operate during the same hours and customers will arrive via the front entry and drop their vehicles in the internal Dedicated Delivery Bay before making its way through the service chain internal to the building.

3.3 Development

Façade Upgrades

The proposal seeks approval for buildings and works associated with alterations and upgrades to the façade of the existing building on the subject Site. The works are intended to modernise the presentation of the building while improving functionality and accessibility for users.

At the eastern façade, the existing entry awning will be removed as part of a broader façade upgrade. The current pedestrian entry and adjoining glazing will also be demolished and replaced with a reconfigured entrance arrangement. This new design will provide a more centrally located access point, enhancing both the visual appearance of the building and the ease of entry for visitors as well as facilitate the creation of the service entry to the Dedicated Delivery Bay.

To the rear of the building, the existing access roller doors will be removed. In their place, a new four-panel sliding door system will be installed.

The signage on the façade has been reduced in scale and designed in a manner which respectfully blends with the building. Further discussion of the signage is provided at Section 3.4.

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3.4 Signage

The proposal seeks to establish Tesla branding on the Site in a clear, cohesive, and contemporary manner. The signage strategy has been carefully considered to ensure it supports Site legibility and brand recognition without overwhelming the architectural presentation of the building.

As detailed in Table 1 below, approval is sought for the display of three (3) internally illuminated business identification signs. These signs are strategically positioned to maximise visibility from the adjacent highway, ensuring that the Site can be readily identified by passing motorists and visitors.

The scale, placement, and illumination of the signage have been designed to achieve a high level of visibility while remaining proportionate to the building façade.

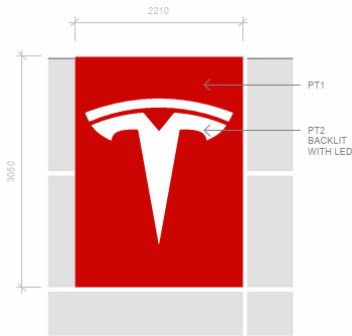
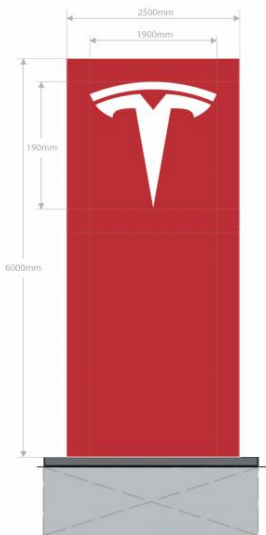
Sign	Description	Location	Size (H x W) (m)	Display Area (m2)	Permit Required?
01	Internally Illuminated - Tesla Logo (backlit with LED)	Eastern façade	2210 x 3050	6.7sqm	Yes
					
02	Internally Illuminated Tesla Font (backlit)	Eastern façade	1220 x 17570	21.43sqm	Yes
					
03	Pylon Sign with illuminated Tesla logo (illuminated 7600k LED)	Eastern Frontage / site entry	6000 x 2500	1500sqm	Yes
					

Table 1- Signage Table

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4 Planning Provisions

4.1 Zoning

The Site is located within the Commercial 2 Zone (C2Z).

The C2Z is intended to encourage commercial and industrial uses that support employment and economic growth. Specifically, the purpose of the C2Z is:

- 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.

The C2Z includes the following planning permit triggers:

- Pursuant to Clause 34.02-1, a permit is required for the use of the site for car sales.
- Pursuant to Clause 34.02-4, a permit is required to construct a building or construct or carry out works.

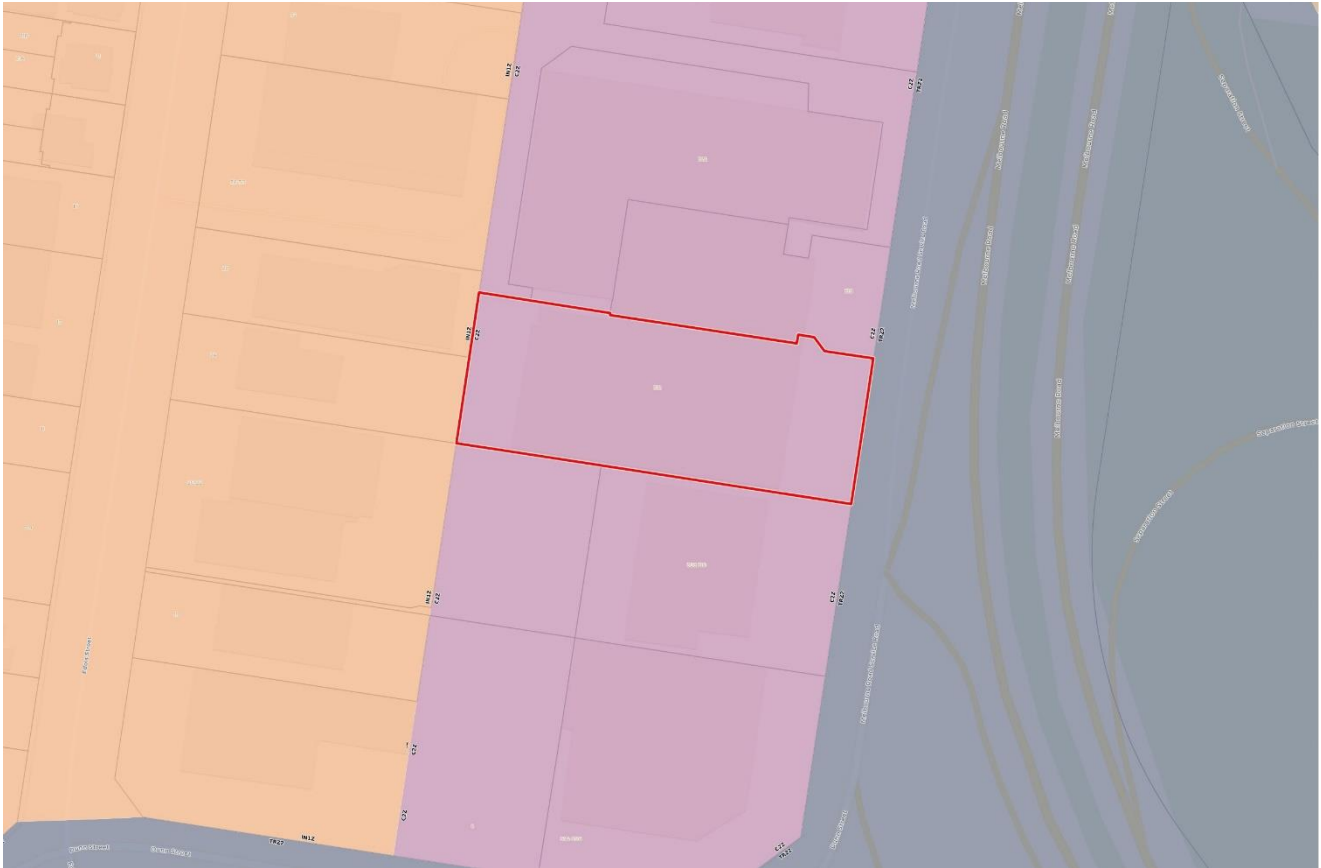


Figure 5 - Zone Plan

4.2 Overlays

No Overlays apply to the Site.

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4.3 Particular Provisions

Particular provisions within the Greater Geelong Planning Scheme apply to certain kinds of use or activity on any land subject to the planning scheme. The below particular provisions are relevant to the Site and proposal.

Clause 52.05 – Signs

Clause 52.05 seeks to regulate the development of land for signs and ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.

All land within the C2Z is considered under 'Category 1 – Commercial Areas' which imposes minimum limitations on signs. The purpose of Category 1 is to *"ensure that signs provide for identification and promotion signs and signs that add vitality and colour to commercial areas."*

As outlined in Clause 52.05-11, business identification signs are 'as of right' if the total display area of all signs to each premises do not exceed 8 sqm., while Internally illuminated signs are 'as of right' if the total display area to each premises does not exceed 1.5 sqm.

All proposed signage is to be internally illuminated and, when assessed collectively, will exceed a total display area of 1.5 square metres. As a result, the signage does not meet the criteria to be Section 1 and therefore requires planning approval.

Permit Requirements

Pursuant to Clause 52.05-11, a permit is required to construct or put up for display the following signs in Category 1 sign control areas:

- A business identification sign where the total display area of all signs to each premises exceeds 8sqm.
 - This does not include business identification signs with a display area of up to 1.5sqm and below a verandah or less than 3.7m above pavement level.
- Internally illuminated signs where:
 - The total display area to each premises exceeds 1.5sqm.
 - Part of the sign is above a verandah or 3.7m above pavement level.
 - The sign is within 30m of a residential zone or pedestrian or traffic lights.

Clause 52.06 – Car Parking

Clause 52.06 seeks to ensure the provision of an appropriate number of car spaces, having regard to the activities proposed on the land and nature of the locality.

Clause 52.06 applies to a new use, and an appropriate amount of car parking is to be provided before the new use commences.

Under clause 52.06-5, a car sale is not listed as a use with a statutory car parking rate. Given the car parking rate is not specified, parking provision is to be to the satisfaction of the Responsible Authority.

The proposed works and reconfiguration of car parking areas result in a total reduction of two spaces when compared to existing conditions. The removal of two spaces is considered a negligible reduction that will have no bearing on adjoining uses or impact to parking or traffic flow conditions in Melbourne Road and its service lane.

Clause 52.34 – Bicycle Parking

Clause 52.34 of the Planning Scheme specifies bicycle parking requirements for new developments.

Pursuant to Clause 52.34-1, the provisions of Clause 52.34 apply to any new use and must be provided before the new use commences. This also applies to any increase of floor area associated with an existing use.

The provisions set out under Table 1 of Clause 52.34 of the Planning Scheme specify the bicycle parking rates for different land uses. It is noted that, car sales are not a defined use under the provisions of Clause 52.34.

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Provision has not been made for bicycle parking for the proposal however we note there is sufficient space on site to accommodate staff and employees for both bicycle parking and storage, should the operator determine this is required in the future.

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5 Planning Policy

5.1 Municipal Planning Strategy

The Municipal Planning Strategy (MPS) sets the basis for the local content in the *Greater Geelong Planning Scheme*. The MPS incorporates context for the municipality and sets out overarching strategies for the major land use and development matters that affect Greater Geelong.

Clause 02.01 – Context

Clause 02.01 acknowledges that the City of Greater Geelong is Victoria's largest regional municipality. Geelong functions as the primary service and employment hub for the G21 region. The municipality includes a range of unique attractors including diverse flora and fauna, the rural economy, heritage significance and significant transport infrastructure.

5.2 Planning Policy

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 this proposal are set out below.

Clause 11 – Settlement

Clause 11 seeks to anticipate and respond to the needs of existing and future communities through provision of zoned and serviced land for housing, employment, recreation and open space, commercial and community facilities and infrastructure. Specific sub-clauses relevant to the Site and proposal include:

- **Clause 11.01-1S – Settlement** – aims to focus investment and growth in places of state significance in Metropolitan Melbourne and the major regional cities of Ballarat, Bendigo, Geelong, Horsham, Latrobe City, Mildura, Shepparton, Wangaratta, Warrnambool, and Wodonga. It is policy to develop sustainable communities through a settlement framework offering convenient access to jobs, services, infrastructure, and community facilities.

Clause 15 – Built Environment and Heritage

Clause 15 states that planning is to recognise the role of urban design, building design, heritage and energy and resource efficiency in delivering liveable and sustainable cities, towns and neighbourhoods. Furthermore, planning should ensure all land use and development appropriately responds to its surrounding landscape and character, valued built form and cultural context. Specific sub-clauses relevant to the Site and proposal include:

- **Clause 15.01-1L-03 – Signs in Urban Environments** – seeks to ensure that signs to meet the objectives of the City of Greater Geelong Sign Guidelines (February 2024).

Clause 17 – Economic Development

Clause 17 states that planning is to contribute to the economic wellbeing of the state and foster economic growth by providing land, facilitating decisions, and resolving land use conflicts, so that each region may build on its strengths and achieve its economic potential.

- **Clause 17.01-1S – Diversified Economy** – seeks to strengthen and diversify the economy.
- **Clause 17.01-1R - Diversified economy - Geelong G21** – seeks to build on the region's competitive strengths, including tourism and agricultural land resources and economic, social, and natural assets.

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5.3 Strategic Planning Considerations

City of Greater Geelong Signage Guidelines (2024)

The Greater Geelong Signage Guidelines identifies the Site being located within a Category 1 Commercial Area. Category 1 areas in Greater Geelong are designated as either a Pedestrian Oriented Commercial Area or Highway Oriented Commercial Area.

The key objective of a Highway Oriented commercial area includes:

- To ensure signs are subordinate to the built form and landscape context in which they are located.
- To provide for the clear identification of premises.
- To discourage signs that interfere with the functionality of a site.

The strategies to achieve the objectives include the following:

- Avoid oversized and excessive numbers of signs.
- Avoid signs that interfere with pedestrian or vehicular thoroughfares or business entrances.
- Avoid signs that result in loss of amenity or adversely affect the natural or built environment, or the safety, appearance or efficiency of a road or rail corridor.

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6 Planning Assessment

6.1 Commercial 2 Zone

The proposal satisfies the purpose and decision guidelines of the C2Z as it will encourage a vibrant activity centre through its innovative offering, modern design, and consistent customer activity, while supporting the diversity of businesses within the area.

The follow responses are provided to the decision guidelines of the C2Z listed at Clause 34.02-7 of the Planning Scheme:

Use

- The proposal relates to the use of the land for a car sales premises. The primary purpose is the display, promotion, and sale of motor vehicles to the public. Activities undertaken on-site will include vehicle display (both indoors and outdoors), customer inspections and test drive arrangements and servicing.
- The proposal is not expected to have any negative impact on surrounding land uses. The Site is bordered by commercial and industrial uses, and the operation is not expected to result in unreasonable impacts on adjoining properties.
- Any areas of the Site not immediately required for vehicle display or customer use will be appropriately maintained. This will include landscaping, surface treatment or orderly vehicle storage to ensure the land remains tidy, safe, and visually presentable at all times.
- The nearest residential property is located approximately 800 metres from the western boundary of the Site and no significant or continuous noise or traffic sources are anticipated.

Buildings and Works

- The proposal relies on existing vehicle access points ensuring the proposal provides safe and efficient movement for pedestrians, cyclists and vehicles.
- On-site car parking will be provided in accordance with planning scheme requirements, accommodating staff and customer demand. Spaces will be conveniently located, with suitable access and manoeuvring areas to ensure safe and functional operation.
- The development will present a well-ordered and contemporary frontage that contributes positively to the streetscape.
- Ongoing maintenance of buildings, landscaping and paved areas will be the responsibility of the landowner/operator, ensuring the Site remains clean, functional and visually appealing.
- The Site is, or will be, connected to all relevant services, including water, sewer, drainage, electricity and telecommunications, with capacity available to support the proposed use.

6.2 Car Parking Considerations

It is submitted that there is ample car parking and public transport facilities to meet the parking demands of the proposed use.

The Site has historically been used as a tool and hardware store with a leasable floor area exceeding 1,400sqm, supported by approximately 22 on-site car parking spaces. When assessed as a restricted retail premises, the use attracted a statutory car parking requirement of three spaces per 100sqm of leasable floor area, equating to a total requirement of 46 spaces. The existing provision therefore represented a reduction of 24 spaces.

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In comparison, the proposed car sales use is anticipated to generate a lower intensity of activity than the former restricted retail tenancy. Overall, the development will provide a total of 20 car parking spaces, of which nine will be dedicated EV charging spaces. 15 of the 20 spaces will be dedicated for customers which is considered to be sufficient for the highly dispersed nature of customers visiting car dealerships and the transient nature of drop off for servicing. The proposed five spaces at the rear of the site are considered to be sufficient for the maximum 13 employees with the balance expected to utilise the unrestricted parking available in the surrounding street network.

The proposed change of use for Car Sales and associated parking needs will be met by the surrounding street network, public transport services and 20 car parking spaces to service a maximum of 13 staff and associated customers.

6.3 Signage Assessment

A comprehensive assessment of the proposed signage has been undertaken against the relevant planning provisions with the following conclusions:

- The signs are appropriately scaled to the Site and building and are not out of scale with the context of the built form.
- The proposed signs will not dominate the streetscape by virtue of their recessed location and integration with the built form.
- The proposed signs are not illuminated, floodlit, animated, electronic or reflective.
- The number of signs has been minimised as far as practical to identify the premises.
- The signs will not obscure views through building windows to and from the street.

Please refer to the assessment below for further details.

Clause 52.05 - Signs

The proposed signage is considered appropriate in the context of the decision guidelines outlined in Clause 52.05-8 as outlined below:

- The signs have been rationalised to the extent necessary to balance business identification and branding with the character of the area. This has been achieved by ensuring that the signs are proportional relative to the commercial and industrial character and scale of the building/Site.
- There will be no impacts on road safety. The signs will not generate a safety hazard by way of sight line obstruction, dazzling features (e.g., size, design, colouring, illumination, animation), or mimicking traffic controls/driver instruction.
- The signs will not contribute to cumulative visual disorder or clutter of signs along Melbourne Road. Conversely, we would submit that the proposed signage improves the visual aesthetic of the site and precinct ensuring that the signs have a negligible impact on views and vistas from the public realm.
- The restrained illuminated lettering provides a subtle yet effective lighting solution that complements the overall design of the building façade without causing visual clutter or light spill.
- The signs are substantially recessed from the Site's frontage and therefore will not contribute to cumulative visual disorder or clutter of signs along Melbourne Road, ensuring the signs have a negligible impact on views and vistas from the public realm.
- The design of the pylon sign has been streamlined as much as possible to ensure it remains functional and visually appropriate for the Site. The sign will provide clear, effective identification without causing visual clutter or distraction, supporting both wayfinding and the overall character of the area.

As set out above, the proposed signs are responsive to the relevant objectives, strategies and guidelines set out under Clause 52.05 and will be of no detriment to the surrounding community as the signs will respond to the existing signage character of Melbourne Road. As a result, the following responses are noted:

- The signs are appropriately scaled to the Site and building and are not out of scale with the context of the built form.

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- The proposed signs will not dominate the streetscape by virtue of their recessed location and integration with the built form.
- The proposed signs are not illuminated, floodlit, animated, electronic or reflective.
- The number of signs has been minimised as far as practical to identify the premises.
- The signs will not obscure views through building windows to and from the street.
- The signs will not have any impact on access to daylight or sunlight.

Greater Geelong Sign Guidelines (2024)

The proposed signage has been carefully designed to remain unobtrusive and visually compatible with both the built form and the established character of the Melbourne Road streetscape. The signage strategy prioritises integration with the architectural language of the building, ensuring that all elements contribute to a cohesive visual identity without introducing clutter or overwhelming the façade.

The pylon sign, in particular, has been thoughtfully scaled and positioned to ensure clear visibility for approaching visitors from both directions along Melbourne Road. Its placement supports intuitive wayfinding and site recognition while maintaining a respectful relationship with the surrounding streetscape.

In response to the policy guidelines for free standing signs, the following is noted:

- The sign will not protrude above the dominant skyline when viewed from within a 1 km radius, remaining visually recessive against existing built form and vegetation.
- The height of the signage will not exceed the height of the associated building (excluding parapets) or 7 metres, whichever is the lesser. The building is approximately 7.5 metres in height, and the pylon sign is approximately 6m in height.
- The proposal avoids the use of inappropriate signage types, including sky signs, high wall signs and bunting, thereby supporting an orderly and visually cohesive outcome.

The illumination will be sensitively managed to balance visibility and safety with the need to minimise light spill and glare. This approach ensures the signage remains a positive and integrated feature of the Site, contributing to both its functionality and its visual appeal.

The signage is limited in number, relates directly to the Site, and avoids animated or reflective elements, ensuring it remains a functional and respectful addition to the public realm.

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7 Conclusion

The purpose of this report is to outline and support a town planning application for the use of car sales, including associated buildings and works, and the display of signage at the Site.

In summary the proposed development enjoys strong policy support, as outlined earlier in this report and as summarized below:

- The proposed use responds positively to the purpose, objectives, and decision guidelines of the C2Z, as well as all the relevant provisions summarised in this report. The proposed use has considered the adjoining uses, both industrial and commercial and the use will not result any unreasonable impacts to existing businesses.
- Ample parking is available within the Site which is suitable to accommodate the peak demands of the proposal. The proposed change of use for a car sales and associated parking needs will be met by the on-site car parking, surrounding street network and public transport services.
- The proposed signage concept is consistent with both Clause 52.05 and the Greater Geelong Signage Guidelines and will complement the Melbourne Road character.

Having considered the proposal with respect to the Planning and Environment Act, Greater Geelong Planning Scheme and relevant strategic plans, it is the conclusion of this report that the use of car sales is consistent with both State and Local planning policy and represents an appropriate planning outcome. As such, this report recommends and requests that Council issue a planning permit for the proposed development of the land.

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