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3 July 2026

City of Greater Geelong
Planning Department

Via email: statplanning@geelongcity.vic.gov.au

Dear Planning,

Planning Application for the Use of the Land as a Customer Collection Centre

Unit 4, 1-39 Roseneath Street, North Geelong

1 Introduction

Urbis has been engaged by IKEA in support of a proposed new land use application for Unit 4, 1-39 Roseneath Street, North Geelong.

The proposal seeks approval to allow the use of the property as a Customer Collection Centre to facilitate the fulfilment and collection of online customer orders. The facility will operate as a collection point for goods purchased through IKEA's online platforms, with customers attending the site for collection purposes.

The site is situated within the Industrial 1 Zone. While the proposal incorporates storage and logistics functions that fall within the Planning Scheme definition of Warehouse its primary purpose is for customer collection of goods. The proposal does not meet the traditional definition of Restricted Retail Premises, as there will be no on-site perusal of goods or point-of-sale transactions occurring onsite.

Accordingly, the proposed Customer Collection Centre is considered an innominate use under the Greater Geelong Planning Scheme and, as the use is not otherwise listed within the Industrial 1 Zone use table, it is appropriately assessed as a Section 2 use (Any other use not in Section 1 or 3) requiring a planning permit.

All site operations, including deliveries and waste collection, will adhere to the existing permit for the site (PP-1440-2022/B). Specifically, deliveries and truck movements will occur between 7 am – 10 pm Monday to Saturday and 9 am – 10 pm on Sundays and public holidays in accordance with Condition 15. Waste collection will similarly comply with the restricted hours set out in Condition 14.



To assist Council with their assessment of the application, please see the below list of documents submitted as part of this application:

- Certificate of Title
- Site and floor plans

Under the provisions of the Greater Geelong Planning Scheme, a permit is required for the following:

Table 1 – Applicable Controls and Permissions

Controls/Provisions	Permissions
Clause 33.01- Industrial 1 Zone	A permit is required for a section 2 use (Customer Collection Centre) not listed in Section 1 or 3 of the Zone
Clause 43.02-Design and Development Overlay – Schedule 1	No permissions sought
Clause 44.05 – Special Building Overlay	No permissions sought

2 Background

The subject land, situated at 1-39 Roseneath Street, North Geelong, is being developed in stages under Planning Permit PP-1440-2022/B, as issued by the City of Greater Geelong. The permit enabled the significant construction of a business park consisting of the construction of forty-nine (49) warehouses and a concurrent forty-nine (49) lot subdivision.

Following an amendment approved on 12 November 2024, the subdivision was authorised to proceed in three distinct stages. Within this broader developmental context, Unit 4 (Lot 4) has been delivered on site following the subdivision process.

Prior to occupation of this unit, we confirm that requirements related to the construction of site stormwater system with separate connections for each lot, the installation of vehicular crossings, and the completion of common property works, such as the surfacing and line marking of car parks and accessways were satisfied.

3 Subject Site and Context

The subject site at 1–39 Roseneath Street, North Geelong comprises a total site area of 23,504sqm and has previously received planning approval as outlined above. Construction has been completed for the first stage, which includes Unit 4 which is the subject of this application.

We confirm that all conditions required to be satisfied under Planning Permit PP-1440-2022/B prior to commencement of use have been completed, enabling Units 1–12 within this stage of the development to commence operation. Other uses that are now operating in the Units include a heating equipment showroom and a landscape supplies premises.

Unit 4 has a floor area of 472sqm, comprising 400sqm at ground floor and 72sqm of mezzanine ancillary office space.

The surrounding context is characterised by a substantial industrial precinct within North Geelong, generally bounded by Melbourne Road to the east and Thompson Road to the west.

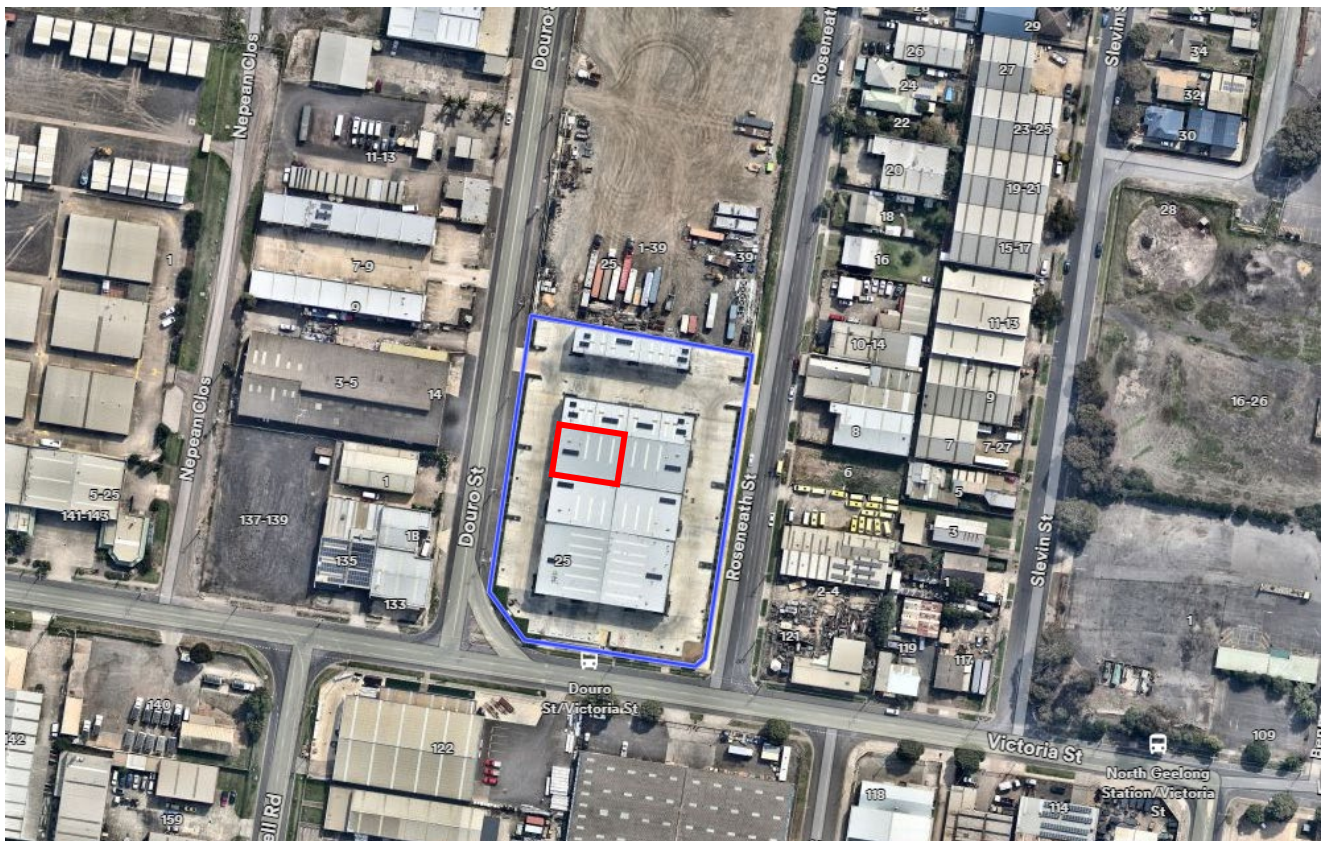


Figure 1: Subject Site– 1–39 Roseneath Street, Geelong North (Unit 4 outlined in red)

Source: Nearmap, 2026

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4 Proposal

As outlined above, approval is sought for a standalone planning permit applying to Unit 4, 1–39 Roseneath Street, North Geelong to allow for the use of the land for a Customer Collection Centre, being an innominate land use under the Greater Geelong Planning Scheme.

The proposal facilitates occupation of Unit 4 by IKEA to support customer fulfilment operations servicing the Geelong region. The facility will operate as a collection point for online purchases, enabling customers to collect pre-ordered goods directly from the site.

Importantly, no external works or built form changes are proposed as part of this application, and no internal alterations are proposed which would increase the floor area of the unit. The proposal utilises the existing approved building envelope and infrastructure already established under the overarching permit.

No changes are proposed to the existing parking provision, with the existing 7 dedicated car parking spaces allocated to Unit 4 remaining unchanged.

5 Zone

Industrial 1 Zone

The subject land is located within the Industrial 1 Zone under the Greater Geelong Planning Scheme. Permission is sought for a Customer Collection Centre, being an innominate use under the Greater Geelong Planning Scheme.

The proposed use incorporates storage and logistics functions which fall within the Planning Scheme definition of Warehouse and is 'as-of-right' within the Industrial 1 Zone. In the land use definitions of the Victorian Planning Provisions, 'Warehouse' excludes collection of goods purchased online. Further, the proposal does not meet the traditional definition of Restricted Retail Premises, given no on site perusal of goods or point-of-sale transactions will occur from the site.

As the proposed Customer Collection Centre use does not fit within any defined Land Use within the Victorian Planning Provisions, the proposal is appropriately characterised as an innominate use and defaults to a Section 2 use ('Any other use not in Section 1 or 3') pursuant to the Industrial 1 Zone provisions.

Accordingly, a planning permit is required for the proposed use of the land.

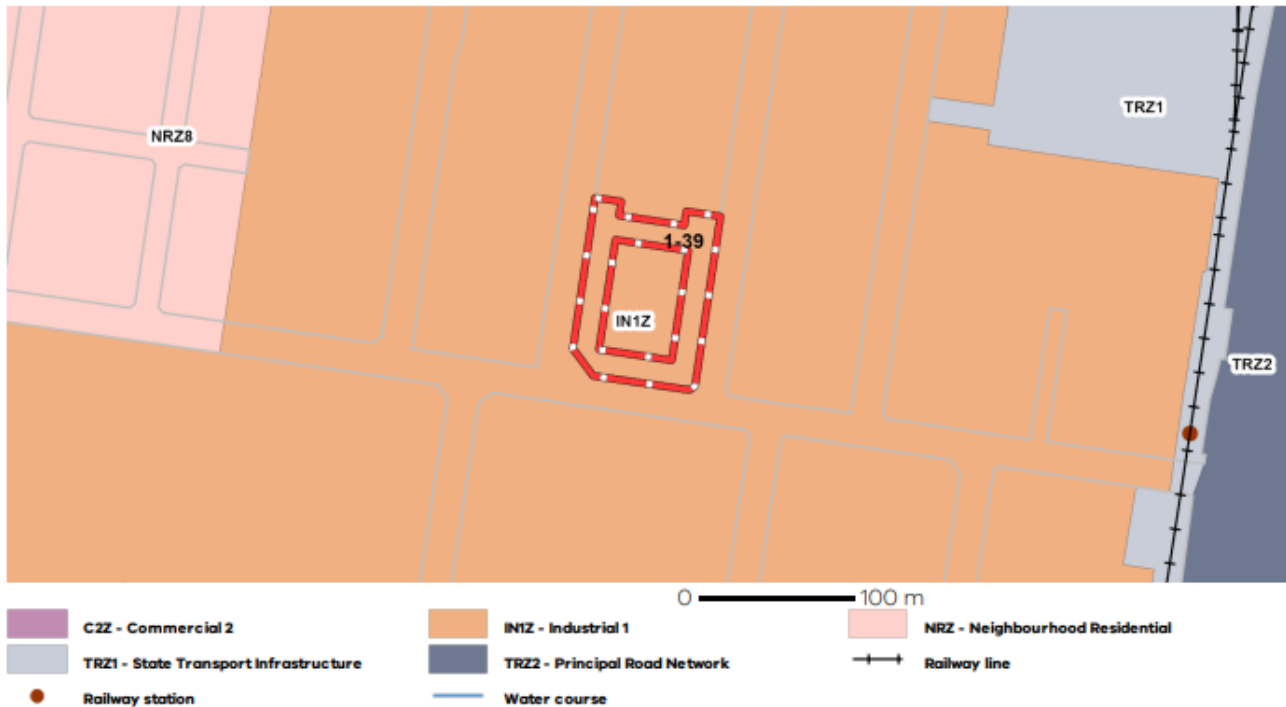


Figure 2: Industrial 1 Zone

6 Overlays

6.1 Special Building Overlay

The proposal is affected by the Special Building Overlay applying to the frontage of the broader subdivision and does not affect Unit 4 directly.

Notwithstanding this, no buildings or works are proposed as part of this application, and no changes are proposed to site levels, drainage infrastructure, or stormwater arrangements. The application relates solely to the proposed use within an existing approved building.

Accordingly, the proposal does not trigger referral to Melbourne Water under the Special Building Overlay provisions.

6.2 Design and Development Overlay – Schedule 20

The subject site is affected by the Design and Development Overlay – Schedule 20 (DDO20), which applies to built form applications within industrial land in Greater Geelong.

Pursuant to the overlay provisions, a planning permit is only required for specified buildings and works. As no external buildings or works are proposed as part of this application, and the proposal relates solely to a of the proposed use within an existing approved building, no permit is required under DDO20.

Accordingly, the overlay does not trigger any additional approval requirements and is not considered further as part of this application.

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6.2.1 Clause 52.06 – Car Parking

The proposal relates solely to a proposed new use within an existing approved tenancy and does not involve any changes to the existing car parking layout or supply.

As the Customer Collection Centre use does not have a car parking rate specified at Clause 52.06, car parking provision is to the satisfaction of the responsible authority.

6.3 Planning Policy Framework

The following planning policies are relevant to the consideration of this proposal:

Clause 13.07-1S – Land use Compatibility which seeks to ensure that use or development of land is compatible with adjoining and nearby land uses.

Clause 17.02-1 Business seeks to encourage development that meets the community's needs for retail, entertainment, office and other commercial services.

7 Assessment

The proposed Customer Collection Centre is considered to represent an appropriate planning outcome and should be supported.

7.1 The Proposed Use

As outlined above, the proposal seeks approval for a new use and does not involve any external buildings or works, changes to floor levels, alterations to the existing tenancy configuration, or modifications to established infrastructure. The proposed use will utilise an existing approved warehouse building.

The application seeks approval solely for the use of the land associated with occupation by IKEA. The proposed Customer Collection Centre will operate as a collection facility for online purchases and will not function as a traditional retail premises.

Customers will purchase goods through IKEA's existing online sales platforms prior to attending the site. No purchases, product selection, or point-of-sale activity will occur onsite.

The following details relate to the proposed operation of the site:

- The facility will operate as a customer collection centre for online orders. Customers will collect pre-purchased goods directly from the premises.
- Customer collection of goods will take place between the hours of 8am and 6pm, 7 days a week,
- It is expected that there will be between 5 and 12 customer collections per hour.
- Delivering of goods (consistent with the as-of-right warehouse use) are expected to be limited to one or two truck deliveries per day (maximum four), to arrive between 7am and 8am before the facility is open to the public. On occasion, an afternoon delivery may occur.



- Delivery vehicle movements will continue to comply with Condition 15 of the overarching Permit PP-1440-2022/B. which limits deliveries only between 7:00 am – 10:00 pm Monday to Saturday and 9:00 am – 10:00 pm on Sundays and public holidays.
- There will typically be two to three employees, with a maximum of five employees, at any one time.
- Waste generated by the use will continue to be managed through the existing onsite infrastructure, with collections occurring in accordance with Condition 14 of the permit.
- Operations will continue to be undertaken in a manner that does not adversely affect the amenity of the surrounding area and will remain in accordance with Condition 17 of overarching Permit PP-1440-2022/B.
- The proposal does not require any modification to the existing warehouse building and will rely on existing approved infrastructure and servicing arrangements associated with Stage 3 of the broader development, including established access arrangements, stormwater infrastructure and essential services.

Collection operations are proposed to occur generally as follows:

- Customers will receive notification once their order is available for collection and will attend the site during nominated collection periods.
- Upon arrival, customers will access the tenancy via existing approved access arrangements for the warehouse development and utilise the seven allocated parking spaces associated with Unit 4. There are also nine visitor car parking spaces located immediately in front of Unit 4.
- Customer arrivals will be managed through staggered collection windows and order-ready notifications.
- Customers will present order confirmation details to onsite staff upon arrival. IKEA staff will retrieve pre-packed orders from the internal storage area and transfer to the customer collection area within the building.
- Customer access will be limited to designated collection areas only, with no public access to storage, fulfilment or back-of-house operational areas.
- Customer visits are anticipated to be short in duration with vehicle turnover occurring throughout the day rather than concentrated arrival periods.

This operational model ensures the use functions as a controlled customer collection facility with operational characteristics that remain generally consistent with the existing approved industrial and logistics context.

Based on the activities described above, the proposed use is considered to be appropriately characterised as a Customer Collection Centre, as an innominate use under the Greater Geelong Planning Scheme.

Notwithstanding its innominate classification, the operational characteristics of the proposal remain consistent with the purpose of the Industrial 1 Zone, which is 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 proposal supports contemporary logistics, fulfilment and customer collection of goods operations while retaining employment-generating activities within an established

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industrial precinct. Customer visitation is limited to collection of pre-purchased goods, and the site will not operate as a traditional retail destination.

7.2 Car Parking and Traffic

The existing allocation of 7 dedicated car parking spaces to Unit 4 will be retained and the 9 visitor parking spaces located opposite will also be available, shared with the other units in the development.

This level of parking is considered sufficient having regard to the expected parking demand generated from 2-3 employees and the very short duration of visits expected by customers collecting goods that are ready for collection to a typical maximum of 12 customers per hour. We further note that the allocated car parking provision of 7 spaces on site is in excess of the parking requirements in the Planning Scheme for a Restricted Retail Use.

The location of the car parking spaces immediately in front of the warehouse unit, it is expected that customers can directly access the customer collection point in a safe and convenient manner, without impacting other warehouse unit operations. Deliveries to the unit are expected to typically occur between 7am and 8am, before the facility is open for customer collections, to limit conflict of pedestrians and delivery vehicles.

Having regard to the site's location within an industrial area, the traffic generated by the proposed use is expected to be able to be absorbed into the surrounding road network and will not affect the amenity of the area.

7.3 Amenity Impacts

Importantly, the existing operational conditions under Permit PP-1440-2022/B relating to amenity, deliveries, vehicle movements and waste management will continue to apply to the use.

Delivery vehicle movements will continue to occur within approved operating hours, and waste collection will continue to utilise existing servicing infrastructure in accordance with the overarching permit conditions. The proposal will continue to operate in a manner that does not adversely affect the amenity of surrounding land.

The proposal does not generate demand for additional built form, loading areas, servicing infrastructure or parking provision. Existing access arrangements and the allocation of seven car parking spaces to Unit 4 will remain unchanged and are considered sufficient to support the proposed use.

8 Conclusion

The proposal represents a low-impact use of an existing industrial tenancy that supports evolving customer fulfilment models while maintaining consistency with the operational intent of the surrounding industrial area. The proposal will not adversely affect the surrounding industrial environment and approval of the application is considered appropriate.

We trust the above information is sufficient to allow Council's favourable consideration of this application.

If you have any questions or require any additional information, please do not hesitate to contact me on the below details.



Kind regards,

A handwritten signature in black ink, appearing to read "A. Allen".

Senior Consultant