City of Greater Geelong, Statutory Planning - Date Received 20/10/2026

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Planning Report

Use and development of a restricted retail premises and office, reduction in on site parking provision and associated signage

1/168-170 Fyans Street South Geelong

BJK Planning for Projekt Evolve

August 2026

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1 SUMMARY

This permit application seeks a planning permit for use and development of land at 1/168-170 Fyans Street South Geelong for a restricted retail premises, an office, a reduction in car parking provision and associated signage.

The subject site is located on the southern side of Fyans Street west of Crown Street. The site has an area of 1011 square metres and is vacant except for a shed located to the rear of the site.

The land has access to a common property driveway on the eastern side which provides access to industrial buildings to the rear and to the east.

The land is zoned Industrial 1 Zone with a Design and Development Overlay Schedule 20.

The proposal seeks to develop the land with a building setback 19.3 metres from the frontage and constructed to parts of the eastern, western and southern boundaries. The ground level of the building will be used for restricted retailing with ancillary warehouse areas and the upper level will be used as an office. The building has a proposed height of 8.7 metres. 15 car parking spaces will be located to the front of the site accessed via the common property driveway. Signage is proposed to the building and an 8.2 metre high pole freestanding sign is proposed to the north western corner of the site.

The proposal is considered to respond to the relevant standards of the Industrial 1 Zone, Design and Development Overlay Schedule 20 and signage controls.

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2 SITE SUMMARY

Proposal	Use and development of a restricted retail premises, office, reduction on car parking and associated signage
Subject land	1/168-170 Fyans Street South Geelong
Title Details	Lot 1 on Plan of Subdivision 304661K
Restrictions/Covenants	None
Land area	1011 square metres
Zoning	Industrial 1 Zone (IN1Z) Permit triggered for use of the land as a restricted retail premises and office per Clause 33.01-1 and for building and works under Clause 33.01-4
Overlays	Design and Development Overlay Schedule 20 (DDO20) Permit triggered for buildings and works under Clause 43.02-2
Particular Provision	Clause 52.05-12 – Erection of signage Clause 52.06-3 – Reduction in parking Clause 52.34 – Bicycle parking

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3 SITE AND CONTEXT

3.1 Subject land

The subject site is located on the southern side of Fyans Street west of Crown Street. The site has an area of 1011 square metres and is vacant except for a shed located to the rear of the site.

The land has access to a common property driveway on the eastern side which provides access to industrial buildings to the rear and to the east.

Land to the south features industrial and warehouses and land to the east features a bathroom showroom use. Land to west features a drive thru coffee venue. Land to the north, on the opposite side of Fyans Street, features car sales and panel beating uses.



Figure 1: Aerial view of subject land (Source: VicPlan)

4 PROPOSAL

4.1 Outline of proposal

The proposal seeks permission for a new building setback 19.3 metres from the frontage and constructed to parts of the eastern, western and southern boundaries. The ground level of the building will be used for restricted retailing with ancillary warehouse areas and the upper level will be used as an office. The building has a proposed height of 8.7 metres and is to be constructed in tilt panel with large areas of glazing to the northern facade.

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15 car parking spaces are to be located to the front of the site accessed via the common property driveway.

The proposal also includes signage in the form of:

- A free standing internally illuminated sign in the north west corner with a height of 5 metres and a signage display area of 5sqm facing both east and west.
- A sign on the north elevation of 1.7sqm to be backlit.
- A backlit sign on the eastern elevation of 11sqm and a non illuminated sign of 7sqm relating to the individual letters which the signs will be.
- A non illuminated sign of 11sqm.

5 OVERVIEW OF PLANNING PROVISIONS

5.1 Zone

The subject land is included in the **Industrial 1 Zone (IN1Z)** under the Greater Geelong Planning Scheme. The purpose of the zone is:

- *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.*

A permit is triggered for use of the land as a restricted retail premises and office per Clause 33.01-1 and for building and works under Clause 33.01-4.

The zone identifies the signage category at Clause 52.05 as Category 2.

5.2 Overlays

The land is impacted by **Design and Development Overlay Schedule 20 (DDO20)**. The DDO20 has the following design objectives:

- *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.*

A Permit triggered for buildings and works under Clause 43.02-2

5.3 Municipal Planning Strategy

The Municipal Planning Strategy (MPS) provides a summary of the visions and strategic directions relevant to a municipality. Aspects of the MPS relevant to the current proposal are:

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Clause 02.03-1 Settlement

Activity Centres and retail has the following strategic directions:

- *Ensure that new retail development is consistent with the Geelong Retail Centre Hierarchy.*
- *Ensure that Central Geelong remains the primary activity centre in the municipality.*
- *Encourage expanding existing centres over developing new centres in out-of-centre locations.*
- *Ensure the transition of retail centres to activity centres with a diverse range of uses.*
- *Ensure that out-of-centre development provides net community benefit.*

Clause 02.03-5 Built Environment and sustainability has the following relevant strategic directions:

- *Ensure that development enhances Geelong's sense of place and identity.*
- *Support the design and provision of healthy, walkable neighbourhoods.*
- *Encourage environmentally sustainable design in all development.*
- *Encourage all development to provide high quality urban design and landscaping.*

5.4 Planning Policy Framework

The relevant policies in the Planning Policy Framework (PPF) are detailed below:

Clause 11.01-1R Settlement – Geelong G21 has the following relevant strategies:

- *Support the role of Central Geelong as a major regional city and revitalise and strengthen its role as Victoria's second city.*

Clause 11.03-1L Activity centre in Greater Geelong has the following relevant strategies to industrial and commercial areas:

- *Encourage retail use and development in industrial areas only if associated with an industrial use occurring on the land or where it will meet the needs of people employed in the area.*
- *Encourage use and development that will provide for strategic employment land.*

Clause 13.07-1S Land use compatibility has the following objective:

- *To protect community amenity, human health and safety while facilitating appropriate commercial, industrial, infrastructure or other uses with potential adverse off-site impacts.*

Clause 15.01-1S 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.*

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Clause 15.01-1L-03 Signs in urban environments has the following objective:

- *To encourage signs to meet the objectives of the* City of Greater Geelong Sign Guidelines *(February 2024).*

Clause 15.01-2L Environmentally Sustainable Design has the following objective:

- *To achieve best practice in environmentally sustainable development from the design stage through to construction and operation.*

A Sustainable Design Assessment is required for a non-residential building with a gross floor area between 300 square metres and 1500 square metres.

Clause 15.01-5S Cultural Identity and Neighbourhood Character seeks:

- *To recognise, support and protect neighbourhood character, cultural identity, and sense of place*.

Clause 17.02-1S Business has the following relevant objective:

- *To encourage development that meets the community's needs for retail, entertainment, office and other commercial services.*

Clause 17.03-1L – Industrial land supply has the following strategy

- *Provide sufficient industrial land to meet a range of industrial needs in Geelong, including small to medium sized industry.*

Response

The proposal is considered to respond positively to the above policy directions as follows:

- Provide for appropriate restricted retail and office uses where other such uses are currently located. The location has a mix of uses including offices, restricted retailing, industry and warehouses.
- Is supported by a report by Landserv confirming a low risk of landfill gas impacting the proposed development from nearby former landfill sites.
- A SDA has been prepared for the site by Passive Energy which confirms a 50% score against the BESS criteria.
- The built form is simple and responsive to the location. The building form is informed by environmentally sustainable design principles and can provide appropriate parking.

5.5 Particular Provisions

Clause 52.05 Signs is relevant to the proposal. The IN1Z nominates the site in Category 2. Clause 52.05-12 of Category 2 requires a permit for signage over 8 square metres and illuminated signs over 1.5 square metres. The proposal seeks permission for signage on the building facades exceeding these areas and a freestanding sign.

Clause 52.06 Car parking is relevant to the proposal. Clause 52.06-3 details a ratio of 3 spaces per 100sqm of leasable floor area for the restricted retail

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use, 2 spaces per 100sqm of net floor area for the warehouse use and 3.5 spaces per 100sqm of net floor area for the office use.

A traffic engineering assessment by Traffix Group supports the application and details the use generates 29 car parking spaces and provides 15 on site with a waiver of 14 car parking spaces required. The reduction in parking triggers a planning permit per Clause 52.06-3.

Clause 53.24 Bicycle parking is relevant to the proposal. 2 bicycle parking spaces are required to service the proposal as detailed in the Traffix Group traffic engineering assessment and these are shown on the ground floor plan.

Clause 53.18 Stormwater management in urban development is relevant to the proposal. The proposal aims to manage stormwater as detailed in the SDA through provision of a 10 000 litre rain water tank to capture and reuse storm water from the building roof and provision of a rain garden to treat car park runoff.

5.6 Cultural Heritage Management Plan

Under the *Aboriginal Heritage Regulations 2018* there are two triggers which must be met for there to be a requirement for a Cultural Heritage Management Plan (CHMP). The two triggers are:

- That the proposed works are a high impact activity.
- That the works are in an area defined under the regulations as being an area of cultural heritage sensitivity and there has not been significant ground disturbance.

The subject land is not mapped as being located in an area of cultural heritage and no mandatory CHMP is required.

5.7 Referral requirements

No external referrals are required under Clause 66.

5.8 Public notice

Clause 33.01-4 provides for an exemption from notice and rights of appeal for buildings and works in the IN1Z that are not within 30 metres of a residential zone not in a road.

Clause 2 of the Schedule 20 to the DDO also provides for exemption from notice and appeal rights for buildings and works.

Clause 52.06-3 allows for exemption from notice and appeals if that is the only permit trigger or all other permit triggers also allow for the same exemptions.

No exemption from notice and appeals exists related to the proposed use triggers and signage triggers.

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6 ASSESSMENT OF PROPOSAL

6.1 Use and development in the IN1Z

The use of the land for restricted retail and office uses supports the purpose of the IN1Z. The subject land is part of a broader location where a mix of warehouse, industrial, office and restricted retail uses currently occur. The uses are not considered to prejudice the supply of more "pure" industrial land in this context and will not compromise operation of adjoining uses.

The subject land and proposed building allow for reasonable access to car parking areas and to the rear of the site for loading and unloading.

The simple building form complements the existing development in the area. The building form provides appropriate entries from Fyans Street. The building features glazing to the front façade to contribute to an active frontage.

The building is able to respond to the sustainable design principles of Clause 15.01-2L and the SDA prepared for the site has confirmed the building achieves a 50% rating via the BESS tool and a 138% STORM rating. A rain water tank supporting stormwater capture and re-use is indicated on the plans.

The application is supported by a waste management plan by Traffix Group which confirms a communal waste area which can be easily accessed for waste streams.

The proposal is considered consistent with the objectives and decision guidelines of the IN1Z.

6.2 Development in the DDO20

The proposal responds to the DDO20 provisions as follows:

- The existing black steel picket fence to the front of the site will remain.
- The building is setback from the frontage and provides an active façade to the street.
- Plant and waste areas are located to the rear and screened from the frontage.
- Sealed car parking is proposed to the front of the site with appropriate access from the Fyans Street via the common property driveway.
- Landscaping to the frontage is proposed with two taller Water Gums included.
- All services are available to the building.
- Stormwater outcomes via a small rain garden and water tank for re-uses are proposed.

6.3 Signage

The signage proposed for the site is considered responsive to the City of Greater Geelong Sign Guidelines (February 2024) as follows:

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- The sign to the northern facade is 1.7sqm and will not dominate the front façade.
- The sign to the west elevation is non illuminated and does not exceed 20% of the wall area.
- The signs on the east elevation total 18sqm and do not occupy more than 20% of the wall area. 11sqm of this is proposed to be a backlit sign which will not have significant impact on the streetscape due to the setback of the building.
- Given the building has a significant setback at 19.3 metres a freestanding sign is considered reasonable. The proposed free standing internally illuminated sign has a relatively small advertising area and its height will not be out of context with other signs in the location (eg: Metricon sign at 158 Fyans Street and the Bean Squeeze sign to the west of the site) and the surrounding building forms.

6.4 Car Parking

The proposal is able to provide 15 car parking spaces on the land with access from the common property driveway to the east. A waiver of 14 car parking spaces is sought.

A car parking demand assessment has been outlined in the Traffix Group report and suggest the parking provisions for the office and restricted retail uses will be adequate given:

- The availability of parking in the broader area.
- The access to alternative forms of transport to the site such as public transport and bicycles.

The car parking space dimensions and access aisles have been detailed by Traffix Group as meeting the requirements of Clause 52.06-9.

6.5 Conclusion

The proposed use and development of the land at 1/168-170 Fyans Street, South Geelong:

- Provides for use and development consistent with the IN1Z in a location fo mixed uses.
- Provides a building form able to integrate with the location and able to meet appropriate standards related to environmentally sustainable design.
- Provides car parking to an appropriate level for the proposed uses and location of the site.
- Provides for appropriate signage outcomes.