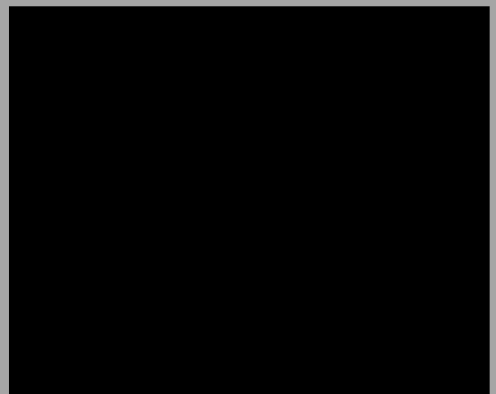


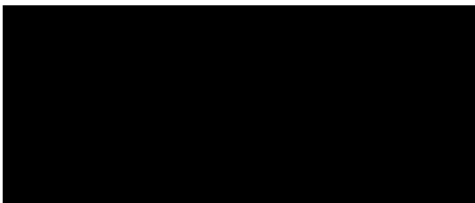
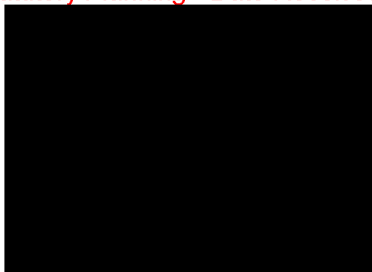
TOWN PLANNING REPORT

Buildings and works associated with a service station, display business identification signage, including an internally illuminated panel sign, floodlit sign, and an electronic sign

5 Mill Road, Lara

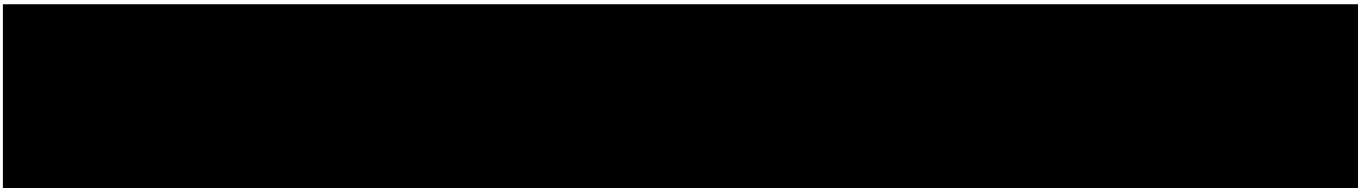
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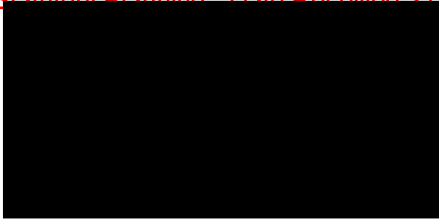




DOCUMENT INFORMATION

File Name	TOWN PLANNING REPORT Buildings and works associated with a service station, display business identification signage, including an internally illuminated panel sign, floodlit signs and an electronic sign
Prepared For	APCO
Prepared By	[Redacted]
Report Date	21 October 2025
Revisions	A





Town Planning Consultants

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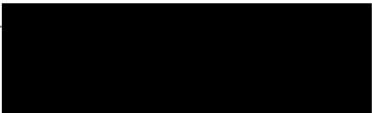
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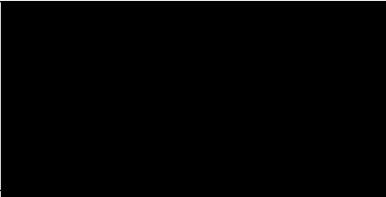
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1

Application Summary

Proposal	Buildings and works associated with a service station, display business identification signage, including an internally illuminated panel sign, floodlit signs and an electronic sign
Location	5 Mill Road, Lara
Applicant	
Zone	Transport Zone – Schedule 1
Overlays	Nil
Land Size	4,391 square metres
Existing Use	Existing Service Station
Permit Triggers	<ul style="list-style-type: none"> • Clause 36.04-2 – A permit is required to construct a building or construct or carry out works for a Section 2 use. • Clause 36.04-6 – construct or put up for display a sign which is on lane in a Transport Zone 1 where adjoining land is in a Transport Zone 3.



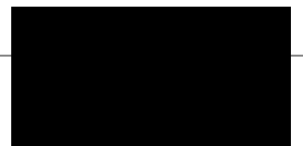
2 Introduction

This report supports an application for buildings and works associated with an existing APCO service station, development of business identification signage including an internally illuminated panel sign, floodlit signs and display of an electronic sign on located on land in the Transport Zone – Schedule 1 at 5 Mill Road, Lara.

No overlays apply to the land. We are in the process of obtaining formal advice that the application is supported by the public land manager, VicTrack.

The service station has been carefully designed to provide an elevated built form outcome for the site, improve passive surveillance of the road network, providing for the needs of a growing Lara population, and ensures the ongoing efficiency and effectiveness of McClelland Avenue.

As the buildings and works, including signage, provide a positive response to the Greater Geelong Planning Scheme, we recommend the issue of a Planning Permit in support of the application.



2.1 Purpose of this Report

The purpose of the report is to:

- Explain the proposal.
- Provide a written response to the planning permit triggers and explain how the proposal meets the purpose statement and relevant decision guidelines identified in the Greater Geelong Planning Scheme.
- Identify and consider any relevant general or particular provisions.
- Provide an assessment of the proposal against the Municipal Planning Strategy (MPS) and Planning Policy Framework (PPF) as relevant to this application.

Considering the context of the site, the relevant planning controls and policies, the key planning considerations are:

- Is the application responsive to the zone?
- Is the application supported by the Municipal Planning Strategy and the Planning Policy Framework?
- Is an acceptable outcome achieved in relation to the issues required to be considered in Clause 65.01?
- Are the car parking needs of the service station met?
- Is the signage supported by the planning scheme?
- Is stormwater managed appropriately?

This report demonstrates that the proposal will provide for an acceptable planning outcome for the land, having regard to the direction of planning policy and the permit triggers.

We recommend that the application is supported through the issue of a Planning Permit.

3

Site and location description

3.1

Site context

Subject site

The subject site is part of a large parcel of land which is addressed as 5 Mill Road, Lara. The approximate site boundaries are highlighted in orange in the image below.

The site has a total area of approximately 4,931 square metres and it has frontages to both Mill Road and McClelland Avenue. It is developed with a busy APCO service station which includes a car wash.

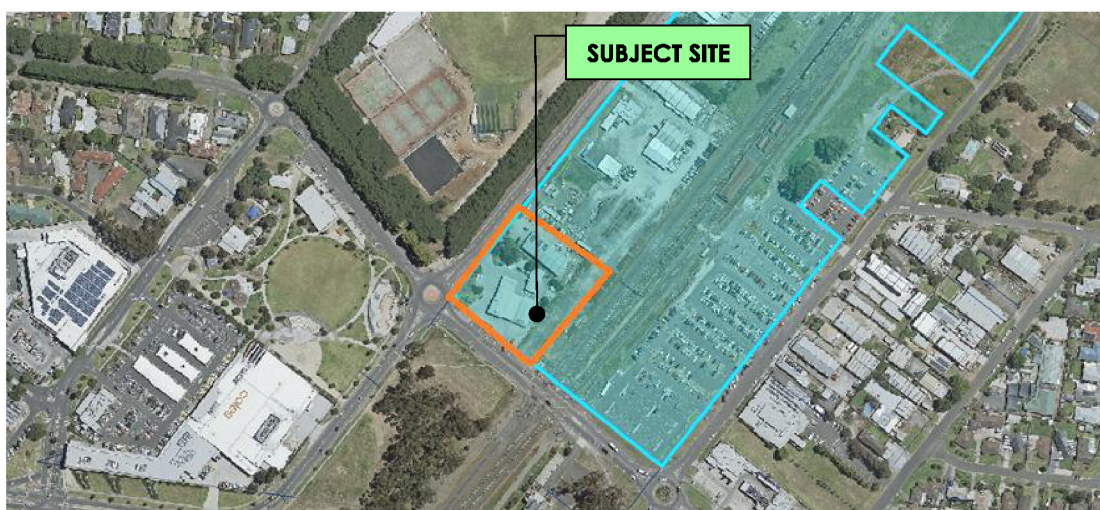


Image 1 - Location plan

The existing service station provides eight double sided petrol bowsers, a service station building, canopy area, car wash, signage, including prominent panel sign, and on site car parking spaces.

Three vehicle access points are provided, with two points provided onto McClelland Avenue and one onto Mill Road, as can be seen in the image below. The area to the east of the service station is currently undeveloped.

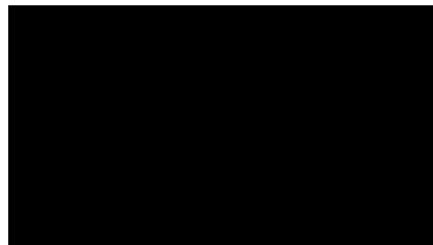


Image 4 - Existing conditions as seen from Mill Road

The subject site is zoned Transport Zone – Schedule 1, as is land located to the north and east of the site.

Surrounding area

Surrounding land in the Transport Zone – Schedule 1 located to the north of the site is primarily developed for industrial purposes and, similar to the subject site, is not associated with VicTrack’s operations.

Land to the east of the site is developed with railway lines, and it includes the Lara Railway Station and its car parking areas.

Land to the west and south of the site is zoned Public Park and Recreation Zone and it includes recreational land including football ovals, tennis courts, skateboard ramps, walking tracks, a library, and areas for informal recreational purposes.

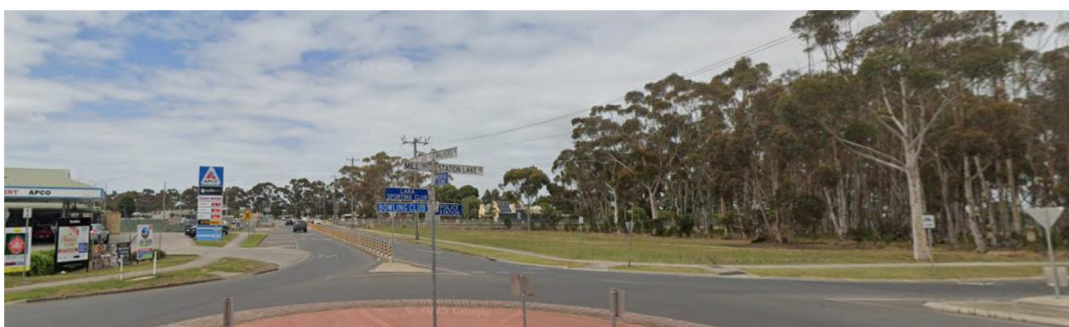
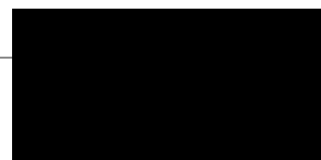


Image 5 - Recreational land located opposite site on McClelland Avenue



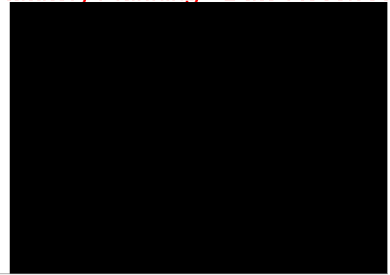


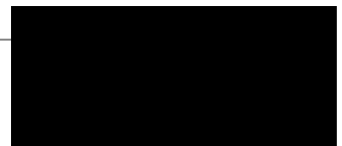
Image 6 - Railway land located to east of site



Image 7 - Recreational land located opposite the site on Mill Road (Lara Reserve)



Image 8 - Austin Park





Land to the east of the Lara Railway Station is zoned Commercial 2 Zone, while land to the south west of Austin Park is zoned Commercial 1 Zone and is associated with Lara's Town Centre. Residential areas surround these commercial areas.

A broader locality plan is included below to provide a greater understanding of the site's context.



Image 9 - Locality plan



4 The Proposal

It is intended that the existing service station, apart from the car wash and canopy, will be demolished and the site redeveloped, with development extending to the vacant land located to the east of the existing building. The panel sign on McClelland Avenue will also be demolished.

The redeveloped service station will comprise:

- new single storey service station building, with ancillary convenience shop, take away food premises and café which has a total floor area of 605.39 square metres.
- 8 double sided fuel pumps.
- car wash.
- 21 car parking spaces, including an accessible car parking space.
- use of existing vehicle access points.
- an on-site loading bay, located in the south-western corner of the site, designed to accommodate vehicles of up to 8.8 metre long medium rigid vehicle.

As can be seen in the image below, the new service station building and its associated canopy area is located further to the east of the site, with circulation roads located to the east of the building. Existing landscaping areas are generally retained.



Image 10 - Site layout



Image 11 Proposed development

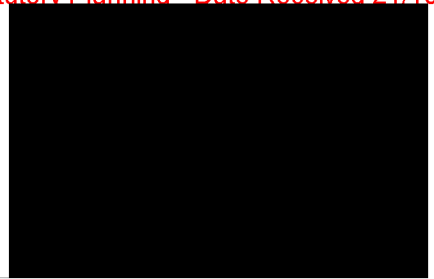


Image 12 – Proposed development

The proposed buildings are contemporary in design and reflective of the APCO image. The buildings are designed to activate the presentation to McClelland Avenue and to provide for the passive surveillance of the surrounding road network.

Business identification is proposed on the building, including a floodlit sign for the café (sign 6) and a floodlit APCO sign (sign 14). An electronic sign is proposed over the entry to the building (sign 10).





An internally illuminated panel sign is proposed in the front setback area, in a similar position to the existing internally illuminated panel sign. This sign has a maximum height of 8.2 metres and is illuminated.

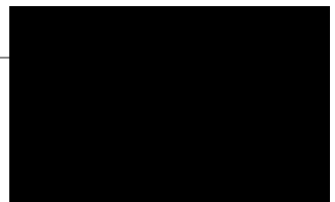
Landscaping will continue to be provided along the frontages of the site and some minor loss of existing (planted) vegetation will occur as a result of the redevelopment of the site.

As Council is not supportive of proprietary systems, a small rain garden area has been provided to treat stormwater runoff.

It is intended that the service station will continue to operate 24 hours a day, seven days a week.

The application is supported by:

- Sustainability Management Plan
- Architectural Plans





5 Zone and Overlays

5.1 Transport Zone – Schedule 1

The subject site is located within the Transport Zone – Schedule 1 (TRZ1). The purpose of the TRZ1 is to:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To provide for an integrated and sustainable transport system.
- To identify transport land use and land required for transport services and facilities.
- To provide for the use and development of land that complements, or is consistent with, the transport system or public land reservation.
- To ensure the efficient and safe use of transport infrastructure and land comprising the transport system.

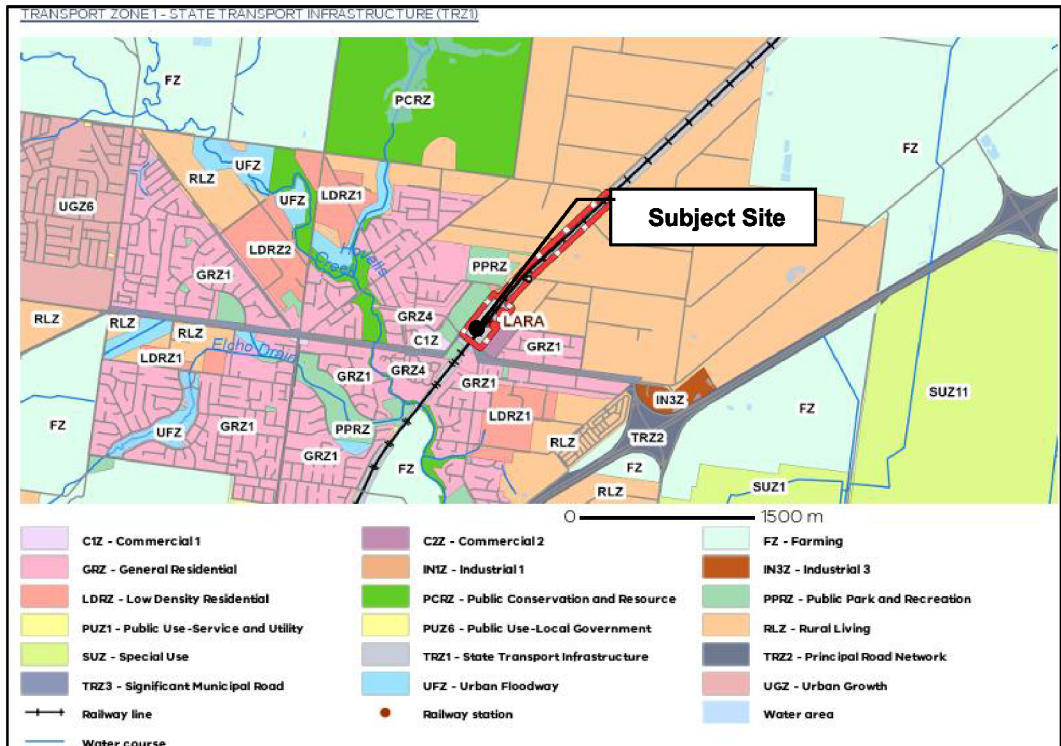
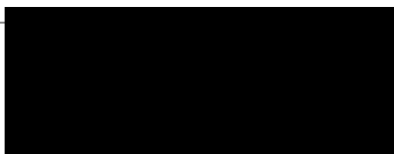


Image 13 | Zone Map



5.1.1 Response to the Transport Zone

This site has operated as a service station for many years, and its continued operation, supported by a lease from VicTrack, ensures that the use and development of the land does not impact on the rail network located to the east of the site. We are in the process of obtaining formal advice from VicTrack that it supports this application for Planning Permit.

A more detailed assessment can be found at Section 8 of this report, demonstrating that the application is consistent with the purpose and decision guidelines of the zone.

5.2 Overlays

No overlays apply to the land.

6

General and Particular Provisions

6.1 Clause 52.05 – Signs

Purpose

- *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.*

6.1.1 Response to Clause 52.05

The zone provisions for the Transport Zone around signage requirements are unusual, detailing:

A permit is required to construct or put up for display a sign:

- over a road carriageway or over land within 600 millimetres of a carriageway.
- on land in a Transport Zone 1, if a Transport Zone 2 or Transport Zone 3 is the adjoining zone.

For all other land in this zone, the sign category which applies is the category which applies to the adjoining zone nearest to the land. If land is equidistant from two or more adjoining zones, the least restrictive category applies.

The land is within Transport Zone 1 and abuts land in Transport Zone 3 such that a Planning Permit is required to display signage. Notably, the provision does not apply a signage category for assessment of the signs under Clause 52.05.

Our assessment against the purpose and decision guidelines of Clause 52.05 is included in Section 8 of this report. We confirm that this application is consistent with the purpose and decision guidelines of Clause 52.05.

6.2 Clause 52.06 – Car Parking

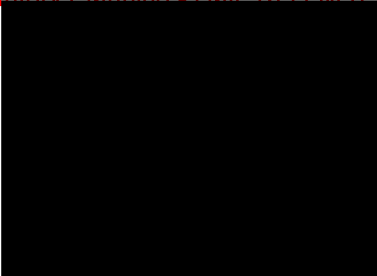
Car Parking requirements are set out at Clause 52.06 of the Planning Scheme. Service Station is not listed in Table 1 to Clause 52.06-5 and as such, car parking must be provided to the satisfaction of the Responsible Authority.

6.2.1 Response to Clause 52.06 – Car Parking

The development provides for 21 on site car parking spaces, designed to ensure that the car parking needs of visitors and staff are accommodated onsite. The level of car parking provided is consistent with other sites operated by APCO, including the recently approved development in Leopold. The approved Leopold development provided for a floor area of 556 square metres, including ancillary café, and 25 car parking spaces.

We have also recently obtained support for other similar developments outside the City of Greater Geelong, with a similar level of car parking:

- Traralgon East – 15 car parking spaces for approximately 601 square metre service station building which includes ancillary cafe and car wash.
- Hoppers Crossing – 10 car parking spaces for approximately 414 square metre service station building, which includes ancillary café.



As a successful operator of service stations throughout the state, APCO is aware of the car parking needs generated by its business and provides the car parking onsite to meet these needs, as this is critical to ensuring the success of the service station operation.

This application is consistent with the purpose and decision guidelines of Clause 52.06 and a more detailed assessment can be found in Section 8 of this report.

6.1 Clause 52.29 – Land Adjacent to the Principal Road Network

The Purpose of 52.29 is:

- *To ensure appropriate access to the Principal Road Network or land planned to form part of the Principal Road Network.*
- *To ensure appropriate subdivision of land adjacent to Principal Road Network or land planned to form part of the Principal Road Network.*

6.1.1 Response to Clause 52.29

This clause is not applicable as McClelland Avenue is a TRZ3 road and Mill Road is not subject to a Transport Zone.

6.2 Clause 52.34 – Bicycle Parking

Clause 52.34-3 does not specify bicycle parking requirements for a service station.

Three bicycle spaces are provided.

6.3 Clause 53.18 - Stormwater Management in Urban Development

The purpose of the General Requirement is:

- *To ensure that stormwater in urban development, including retention and reuse, is managed to mitigate the impacts of stormwater on the environment, property and public safety, and to provide cooling, local habitat and amenity benefits.*

Response to Clause 53.18

The development responds to the relevant standards and objectives of Clause 53.18 as detailed in the Sustainability Management Plan accompanying this application.

A more detailed assessment can be found in Section 8 of this report.

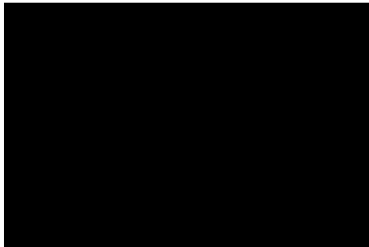
6.4 Clause 65.01 – Approval of an application or plan

The responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the decision guidelines of this clause. To assist Clause 65.01 details a number of decision guidelines for consideration, those relevant to the application include:

- *The matters set out in Section 60 of the Act.*
- *The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.*
- *The purpose of the zone, overlay or other provision.*
- *Any matter required to be considered in the zone, overlay or other provision.*
- *The orderly planning of the area.*
- *The effect on the amenity of the area.*
- *The proximity of the land to any public land.*
- *Whether the proposed development is designed to maintain or improve the quality of storm water within and exiting the site.*
- *Whether the proposed development is designed to maintain or improve the quality of stormwater within and exiting the site.*
- *The adequacy of loading and unloading facilities and any associated amenity, traffic flow and road safety impacts.*
- *The impact the use or development will have on the current and future development and operation of the transport system.*

6.4.1 Response to Clause 65.01

Clause 65 – Decision Guidelines details that *because a permit can be granted does not imply that a permit should or will be granted. The responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the decision guidelines of this clause.*



Our assessment of the application against Clause 65 confirms that this application will result in an acceptable outcome for the site, and that the application is consistent with the relevant requirements of Clause 65.

7 Planning Policy

7.1 Municipal Planning Strategy (MPS)

The most relevant sections of the MPS are included below.

Clause 02.01 – Context

The City of Greater Geelong is Victoria's largest regional municipality. Located 75 kilometres south west of Melbourne, the municipality covers an area of 1247 square kilometres comprising suburban, coastal, and country areas. Greater Geelong is bounded by the Moorabool Shire in the north, Wyndham City Council and the Borough of Queenscliffe in the east, Surf Coast Shire and Golden Plains Shire in the west, and Bass Strait to the south.

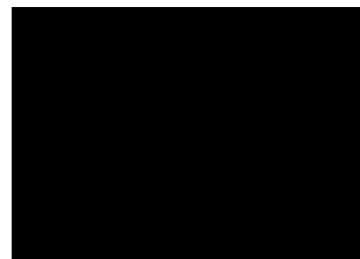
Geelong is the largest regional city in Victoria and the primary service and employment hub for the G21 Geelong Region Alliance.

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.*

Clause 02.03-1 – Settlement

Geelong is expected to grow by an additional 152,000 people by 2036 based on an average annual growth rate of 2.5 per cent. This growth will create demand for over 73,400 additional dwellings which can be met under the City's identified planned growth. While the City is keen to take advantage of Geelong's proximity to Melbourne it is important to the community that the unique identity and character of the municipality is retained.



Lara

Lara is a township designated for urban growth and is strategically located between Geelong and Melbourne with excellent road, rail, seaport and airport links.

The rural landscape setting is important to the character of the town.

The Hovells and Serendip Creek systems have a propensity to flood and in low lying areas are putting constraints on development.

Retail and commercial expansion is required to meet the needs of local residents and to reduce the high level of escape expenditure.

There is a strong reliance on the private motor car as a form of transport and active and public transport infrastructure and services need to be improved.

The Geelong Ring Road Employment Precinct, Avalon Airport and nearby land provide significant opportunities for employment and economic growth.

Clause 02.03-5 – Built environment and sustainability

Geelong's sense of place and identity is valued by its community. Council seeks to balance growth in the municipality while maintaining its identity by identifying areas for varying levels of change and by balancing the need for conservation and renewal. Medium density housing can have a greater impact on neighbourhood character than traditional detached housing. As housing density intensifies, it is important that housing makes a positive contribution to the neighbourhood. The protection of amenity and facilitation of environmentally sustainable and healthy development that will benefit and improve the community's quality of life is at the forefront of Council's built environment goals.

Clause 02.03-8 – Transport

Road and rail linkages between Geelong and Melbourne accommodate significant freight, commuter and tourism traffic and these linkages have been improved by the upgrade of the Princes Freeway and faster rail services.

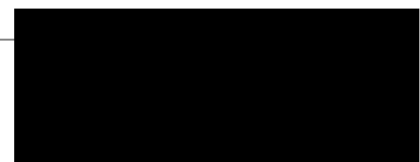
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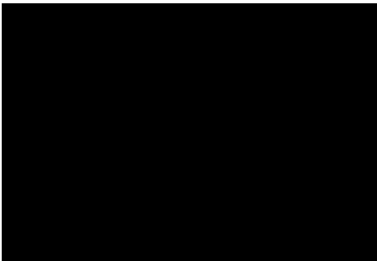
Planning Policy Framework

The most relevant sections of the Planning Policy Framework (PPF) are included below.

Clause 11.01-1R – Settlement - Geelong G21

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





Clause 11.01-1S Settlement

Objective

To facilitate the sustainable growth and development of Victoria and deliver choice and opportunity for all Victorians through a network of settlements.

Clause 15.01-1S – Urban design

Objective

To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.

Clause 15.01-2S – Building design

Objective

To achieve building design and siting outcomes that contribute positively to the local context, enhance the public realm and support environmentally sustainable development.

Clause 15.01-2L – Environmentally sustainable development

Objective

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

Clause 15.01-1L-03 – Signs in urban environments

Objective

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

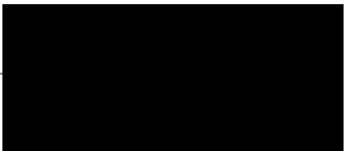
Clause 17 – Economic development

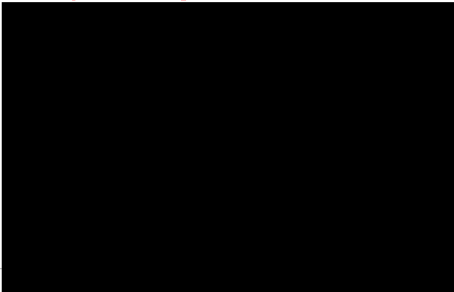
Planning is to provide for a strong and innovative economy, where all sectors are critical to economic prosperity. Planning is to contribute to the economic wellbeing of the state and foster economic growth by providing land, facilitating decisions and resolving land use conflicts, so that each region may build on its strengths and achieve its economic potential.

Clause 17.01-1S – Diversified economy

Objective

To strengthen and diversify the economy.





Clause 17.02-1S – Business

Objective

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

Clause 18.01-2S – Transport system

Objective

To facilitate the efficient, coordinated and reliable movement of people and goods by developing an integrated and efficient transport system.

Clause 19.03-3L – Integrated water management

Objective

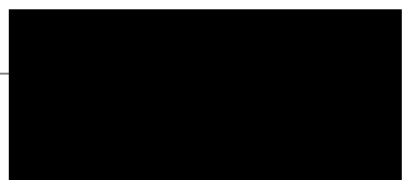
Encourage all development to incorporate Water Sensitive Urban Design principles. Encourage planting of low water use vegetation, particularly indigenous vegetation.

7.2.1

Response to planning policy

Our assessment in Section 8 of this report demonstrates that this application is supported by the MPS and PPF and will provide a modern service station which meets the fuel and convenience needs of the local community within the designated township boundary of Lara, while providing for local employment.

We confirm that this application will assist Council in achieving its overarching vision for Greater Geelong, outlined in Clause 02.02 which sees Greater Geelong as the best place to live through prosperity and cohesive communities in an exceptional environment.



8

Key planning considerations

To assist Council in its assessment of this application, we have identified and responded to the following key planning considerations:

- Is the application responsive to the zone?
- Is the application supported by the Municipal Planning Strategy and the Planning Policy Framework?
- Is an acceptable outcome achieved in relation to the issues required to be considered in Clause 65.01?
- Are the car parking needs met?
- Is the signage supported by the planning scheme?
- Is stormwater managed appropriately?

8.1 Is the application responsive to the zone?

This site has operated as a service station for many years, and its continued operation, supported by a lease from VicTrack, ensures that the use and development of the land does not impact on the rail network located to the east of the site.

The service station operating from the site is not associated with the Transport Zone, and this is consistent with other developments and land uses undertaken along Mill Road which are also located in the Transport Zone.

In allowing the land to be leased to APCO, VicTrack have determined that the development and use of the land complements, and is consistent with, the transport system (rail network) operating to the east of the site.

The continued operation of the site as a service station will not compromise the ability for the rail network to operate safely and effectively.

The application is consistent with the purpose and decision guidelines of the Transport Zone.

8.2**Is the application supported by the Municipal Planning Strategy and the Planning Policy Framework?**

This application is supported by the MPS and PPF and will provide a modern service station which meets the fuel and convenience needs of the local community within the designated township boundary of Lara, while providing for local employment.


We confirm that this application will assist Council in achieving its overarching vision for Greater Geelong, outlined in Clause 02.02 which sees Greater Geelong as the best place to live through prosperity and cohesive communities in an exceptional environment.

Planning policy recognises that Geelong is the largest regional city in Victoria and is projected to grow by an additional 152,000 people by 2036, creating additional demand for services. Clause 11.01-1S seeks to facilitate the sustainable growth and development of Victoria and deliver choice and opportunity for all Victorians through a network of settlements.

Lara, itself, is a township which is designated for growth given its strategic location between Geelong and Melbourne and its excellent road, rail, port and airport links. Clause 02.03-1 recognises that retail and commercial expansion is required to meet the needs of local residents and to reduce the high level of escape expenditure while also identifying the strong reliance on the private motor vehicle as a form of transport. This application provides a positive response to Clause 02.03-1, Clause 02.01, Clause 11.01-1S, and Clause 02.03-1 by providing for a larger service station which will meet the needs of a growing population.

Planning policy has a significant focus on promoting positive built form outcomes. This application is consistent with the relevant policy in providing for a modern, contemporary building which will elevate the presentation of the site. Along with an improved visual presentation, the development is designed to provide for passive surveillance of the street network and surrounding area, assisting in creating a safe urban environment.

The new buildings will make a strong, positive contribution to the local context and are consistent with the policy objectives and strategies of Clause 15.01-1S and Clause 15.01-2S. In providing for a modern, single storey building in this prime location of Lara, APCO have respected Lara's sense of place and identity, consistent with the direction of Clause 02.03-5.



Clause 15.01-1L-03 requires signage to meet the objectives of the *City of Greater Geelong Advertising Sign Guidelines* (The Guidelines). We have reviewed The Guidelines and note that these guidelines do not apply to land in the Transport Zone.

Direction is provided in relation to 'Pad Sites', which includes service stations, and for electronic signs. We provide the following response to the relevant sections of The Guidelines, demonstrating that the application is consistent with the intent of The Guidelines.

PAD sites

The signage which is proposed is consistent with the direction of the strategies for pad sites, with the signage designed to be integrated into the buildings, allowing the business to be identified.

Electronic signs

The small electronic sign which is located above the building's entrance is of the same scale as the existing electronic sign located on the site and is in the same location as the existing electronic sign, ie above the building's entry.


The sign is designed to not have any detrimental impact on the surrounding area and has been demonstrated to not impact on road and rail safety, with the existing electronic sign approved under PP-797-2022 effectively being reinstated over the building's entry.

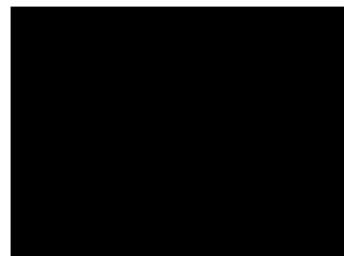
This application is supported by a Sustainability Management Plan which carefully considers the development and ensures that best practice is achieved from the design stage, through to construction and operation incorporating:

- an intention to divert 80% of all construction and demolition waste from landfill.
- Water re-use measures.
- 4 star WELS rating fittings and fixtures.
- lighting sensors and power densities to reduce energy use.
- raingarden to treat water runoff.
- the use of low VOC paint and adhesives.
- WSUD measures.

As such it is demonstrated that the application is consistent with Clause 15.01-2L and Clause 19.03-3L.

Significantly, policy at Clause 17.01-1S and Clause 17 seeks to ensure that planning provides for a strong, diverse and innovative economy. This application assists in





achieving this aim by providing for an upgraded service station which has its headquarters in Geelong, providing for local employment in a range of roles.

Ultimately, the redeveloped service station is designed to ensure that the Lara community's service station needs are met, consistent with the direction of Clause 17.02-1S.

This site is zoned Transport Zone 1 and is located on land which is under VicTrack's management. In providing a lease to our client to allow the ongoing use of the land for a service station it is demonstrated that this application will not compromise the efficient and coordinated movement of people and goods using the rail system, consistent with the objectives of Clause 18.01-2S and Clause 02.03-8.

8.3 Is an acceptable outcome achieved in relation to the issues required to be considered in Clause 65.01?

The following response confirms that this application provides an acceptable outcome in relation to the relevant issues of Clause 65.01.

The matters set out in Section 60 of the Act.

This report demonstrates that the application is supported by the Greater Geelong Planning Scheme.

The approval of this application will ensure that the objectives of planning in Victoria are met, with this application providing for an orderly development of land which assists in providing for a pleasant and safe living and working environment for Victorians.

The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.

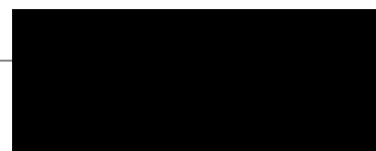
This has been addressed in Section 8.2 of this report.

The purpose of the zone, overlay or other provision.

This has been addressed in Section 8.1 of this report.

Any matter required to be considered in the zone, overlay or other provision.

This has been addressed in Sections 8.1, 8.4, 8.5, and 8.6 of this report.





The orderly planning of the area.

An orderly planning outcome is achieved, with the redeveloped service station providing for a superior building design outcome which makes a positive contribution to the area, and which will assist in providing for a safe urban environment.

The effect on the amenity of the area.

There are no sensitive land uses proximal to the site which require consideration.

The proximity of the land to any public land.

Public land is located on the opposite sides of McClelland Avenue and Mill Road, and this application will not impact on the ability of the land to continue to be used for recreational purposes, noting that the existing service station does not constrain these uses.

This site is public land and appropriate leases and permissions are in place to allow the redevelopment.

Whether the proposed development is designed to maintain or improve the quality of storm water within and exiting the site.

The application is supported by a Sustainability Management Plan, which includes a WSUD assessment, ensuring that stormwater will be properly managed.

The adequacy of loading and unloading facilities and any associated amenity, traffic flow and road safety impacts.

The development provides for a loading bay located to ensure that vehicle and pedestrian movements within the site are not compromised.

The impact the use or development will have on the current and future development and operation of the transport system.

Our client's lease arrangements with VicTrack confirm that the application will not have any negative impacts on the operation of the rail transport system.

This application uses established vehicle access points, ensuring that there is no negative impact on the road network.



8.4 Are the car parking needs of the service station met?

We note that as a service station is not a land use listed in Table 1 to Clause 52.06 and therefore does not attract a particular car parking rate such that car parking must be provided to the satisfaction of the Responsible Authority.

The level of car parking provided is consistent with the purpose of Clause 52.06 ensuring that an appropriate number of car parking spaces are provided having regard to the demand likely to be generated from the service station land use undertaken from the site. As this is not an application to reduce the car parking requirement, Clause 52.06-7 is not relevant to the consideration of this application.

As a successful operator of service stations throughout the state, APCO is aware of the car parking needs generated by its business and provides the car parking onsite to meet these needs, as this is critical to ensuring the success of the service station operation.

We highlight that in addition to the 21 car parking spaces provided on site, an additional 16 vehicles can 'park' at petrol bowsers to obtain fuel, and while paying for fuel may avail themselves of convenience goods.

As detailed in Section 6.2.1 of this submission, the level of car parking provided onsite is consistent with other approvals within the City of Greater Geelong and elsewhere in the state.

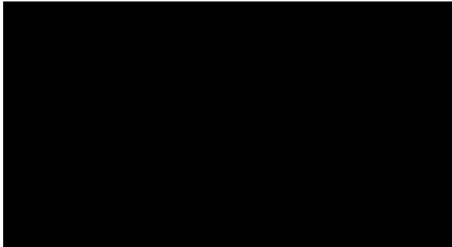
We confirm that car parking spaces, including their design and location, are of a high standard designed to create a safe environment for users, and to enable easy and efficient use, consistent with the purpose of Clause 52.06.

The requirements of Clause 52.06-9 relevant to the consideration of this application are addressed below.

Design standards

The development is consistent with the requirements of Clause 52.06-9 as detailed below.

- All vehicle crossings are at least three metres wide.
- Turning movements are provided by internal radius of accessways being in excess of 4.2 metres.

- 
-
- All vehicles can enter and exit the site in a forward motion.
 - Multiple entry and exit points are provided to disperse vehicles associated with the site.
 - The accessible car parking space is provided adjacent to the entrance to the building and designed to meet the requirements of the Australian Standard.
 - Sufficient space has been provided to allow for compliant corner splays.
 - Car parking spaces are located at least 6 metres away from the road carriageway.
 - Car parking dimensions comply with Clause 52.06-9.

Fuel pump queuing

While not included in Clause 52.06, it is important to understand that the development has been designed to provide for an effective service station operation, with opportunities for vehicle queuing provided behind petrol bowsers.

8.5 Is the signage supported by the planning scheme?

The land is within Transport Zone 1 and abuts land in Transport Zone 3 such that a Planning Permit is required to display signage. Notably, the provision does not apply a signage category for assessment of the signs under Clause 52.05.

Our assessment below against the purpose and decision guidelines of Clause 52.05 confirms that this application is consistent with the purpose and decision guidelines of Clause 52.05.

This application seeks to apply business identification signage to the APCO service station building and canopy area, and to provide for a new internally illuminated panel sign in the same location as the existing sign. A small electronic sign is provided above the building's entrance consistent with the current signage outcome on the site, approved under PP-797-2022, and other APCO operations within the City of Greater Geelong and elsewhere in the state.

The signage which is proposed will allow APCO to be adequately identified, while providing for a signage outcome which responds to the amenity and visual appearance of the area, consistent with the purpose of Clause 52.05.

We highlight that the signage which is proposed will provide a similar signage solution to that which is currently seen on the site, while responding to APCO's updated corporate requirements, and allowing the new ancillary café and take away food premises to be easily identified.

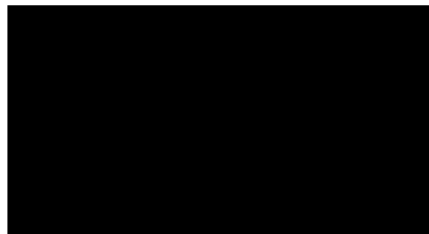


Image 14 - Existing signage viewed from Mill Road/ McClelland Avenue intersection



Image 15 - Proposed signage

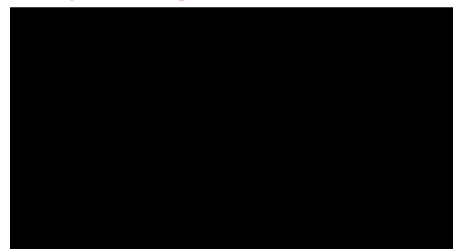
The relevant decision guidelines of Clause 52.05-8 are responded to below.

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.*

As has been noted, the signage outcome is very similar to the existing signage displayed on the site. The proposed signage outcome will streamline the signage display for the site, responding to the character of the area and avoiding signage clutter.





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.*

There are no views and vistas relevant to the consideration of the signage display.

Consistent with the current operation of the site, approval is sought for an internally illuminated panel sign. The panel sign is located in the same position as the existing sign but is higher than the existing sign. The higher sign which is proposed will have no impact on any valued public views, nor will it impede the views of any existing signs, it will however, allow the site to be easily identified and for vehicles using the busy road network surrounding the site to have adequate time to plan their entry to the site. This is particularly important given the median separated nature of McClelland Avenue which precludes vehicle access to the site by those travelling south east on McClelland Avenue. The higher sign is designed to ensure that the site can operate effectively without negative impacts on the road network.



Image 16 - McClelland Avenue

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.*

The proposed signage is proportionate to the setting of the site, with the bulk of the signage designed to integrate with the building and provide for a signage display which does not project above buildings. The panel sign which is proposed has no impact on any important landscape assets in the area.

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.*

The signage display is designed to respect and respond to the contemporary buildings which are planned to be developed on the site. There is no vegetation removal required to accommodate the signage.

The impact of structures associated with the sign:

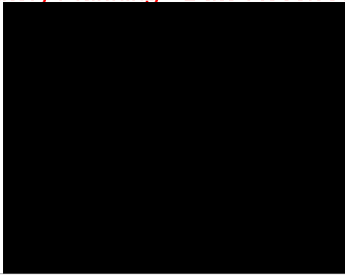
- *The extent to which associated structures integrate with the sign.*
- *The potential of associated structures to impact any important or significant features of the building, site, streetscape, setting or landscape, views and vistas or area.*

There are no signage structures requiring consideration with this application.

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.*

In addition to the panel sign, which will be internally illuminated, it is proposed to provide for a floodlit café 24/7 sign and a floodlit APCO sign. The level of illumination proposed on the site is modest and limited to key signs within the site, retaining the bulk of signage as non-illuminated.



The panel sign will be illuminated, as it currently is, to ensure that the site is readily identifiable during operating hours.

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.*

There are no logo boxes requiring consideration.

The need for identification and the opportunities for adequate identification on the site or locality.

The signage which is proposed is designed to ensure that the business is adequately identified, and a similar signage solution is achieved when compared to the current situation. The existing signage will be removed and replaced by the updated signs.

The impact on road safety. A sign is a safety hazard if the sign:

- *Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.*
- *Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background that may reduce the clarity or effectiveness of a traffic control device.*
- *Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.*
- *Is at a location where particular concentration is required, such as a high pedestrian volume intersection.*
- *Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.*
- *Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.*
- *Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.*
- *Is within 100 metres of a rural railway crossing.*
- *Has insufficient clearance from vehicles on the carriageway.*
- *Could mislead drivers or be mistaken as an instruction to drivers.*



The signage which is proposed will not impact on road safety noting that:

- The panel sign is located generally in the same position as the existing panel sign. There is no evidence that the panel sign has impacted on the nearby railway crossing and the new panel sign will not compromise the safety of the railway crossing.
- There is no impact on traffic devices, or lines of sight, and the electronic sign which is proposed at the entry to the building reflects the current situation where Council has approved an electronic sign at the entrance to the exiting building. The electronic sign is not readily visible from the road network, and will not compromise road safety.
- None of the proposed signage could be mistaken for a traffic control device.

As detailed in Section 8.2 of this report, the application is consistent with Council's Advertising Sign Guidelines.

8.6

Is stormwater managed appropriately?

The development responds to the relevant standards and objectives of Clause 53.18 as detailed in the Sustainability Management Plan accompanying this application.

The Sustainability Management Plan details that the following measures will be implemented onsite:

- roof catchment, diverted to a 18,000L rainwater tank, will be used for toilet flushing significantly reducing the development's stormwater impact.
- 15 square metres of raingarden is provided to treat the 750 square metres of proposed driveways. The raingarden will actively treat stormwater pollution and responds to Council's requirements where it has advised that proprietary systems will not be supported.
- A WSUD report is provided in support of the application, including a STORM rating report.

As the design of the development, supported by the Sustainability Management Plan, demonstrate appropriate consideration of Clause 53.18, it is requested that any additional requirements are dealt with by permit conditions. Our initial investigations have not identified any impediment to achieving an appropriate stormwater management solution on the site.



9 Aboriginal Heritage

The Aboriginal Heritage Regulations 2007 which specify the circumstances in which a Cultural Heritage Management Plan is required for an activity or class of activity. Part 2 - Division 2 of the Aboriginal Heritage Regulations 2007 specifies exempt activities which do not require a Cultural Heritage Management Plan.

The properties are not located within an area of cultural heritage sensitivity and therefore, a Cultural Heritage Management Plan is **not** required.

10 Conclusion

It has been demonstrated that this application responds to and is supported by the Greater Geelong Planning Scheme.

The redevelopment of the site responds to its policy context and provides for a modern service station offering which will:

- ensure the ongoing effectiveness of the rail network.
- provide for sustainability outcomes, including stormwater management, ensuring best practice from the design stage, through to construction and operation of the service station.
- provide an upgraded service station which meets the needs of the growing Lara community.
- improve the built form presentation of the site with the contemporary buildings proposed through the site redevelopment.
- provide for the car parking needs of the service station on the site.
- ensure that advertising signage is integrated into buildings and responsive to the character of the area.

We recommend that the application is supported by Council and a Planning Permit issued.