

**22.05 RETAIL POLICY**

This policy applies to all applications for use and development of land for retail within Greater Bendigo.

**Policy Basis**

Greater Bendigo has a hierarchy of retail centres that it wishes to protect by encouraging growth that supports the respective roles of each centre.

**Objectives**

To maintain a regional demand – supply balance for retailing in the municipality.

To establish clearly defined and generally complimentary roles for existing and future retail centres.

To provide a system which optimises retailing management and potential within the municipality.

**Policy**

It is policy that:

- Bendigo’s role as a regional centre serving north central Victoria be maintained in particular the primary role of the Bendigo Central Business Area and the regional roles of specialised precincts including Lansell Plaza, Strath Village and Eaglehawk.
- The well-defined hierarchy of centres throughout the region be maintained so as to provide a balance in convenience and comparison shopping facilities.
- An acceptable level of convenience retailing be encouraged in areas experiencing new residential growth.
- Tourism be integrated with retailing in those centres where it is appropriate, especially in the Bendigo Central Business Area.
- Facilities and services be provided and encouraged for the Bendigo Central Business Area to cater for the needs of residents commuting from the outer suburbs and small towns.
- Investment and improvements be promoted at all centres to enhance their viability, facilitate the attraction of further investment and improve their amenity.
- Prior to approval it must be demonstrated that the proposal:
  - Is in general accord with the findings and recommendations of the report entitled “City of Greater Bendigo Retail Strategy Review Bendigo 2020 Land Use Strategy” (1995).
  - Consolidates the roles of existing retail centres rather than creating new centres.
  - Improves the level of amenity for shoppers including design, appearance, store mix, access, movement of pedestrians and vehicles and through provision of community facilities.
- A large display based retail premises such as household goods sales, do-it-yourself store or automotive product outlet, should be located adjacent to an existing retail centre capable of containing such uses in accordance with the above retail strategy.
- Convenience restaurants be encouraged to locate adjacent existing retail centres.
- If a proposal is located within an industrial zone, the proposal is limited to providing for the daily needs of people employed in the area.
- Innovative retail developments which do not meet these policies will be considered on their merits but must demonstrate suitability having regard to matters including:
  - The net community benefit.
  - The effect on nearby centres, in terms of impacts on trade levels, viability and shopper amenity.

- The effect on the amenity of the local area, including traffic generation, noise and visual impact.
- The effect on existing infrastructure.
- Consistency with any adopted structure plan or outline development plan.

### **Policy Reference Documents**

Henshall Hansen Pollock & Associates, *Bendigo 2020 Retail Strategy Review*, January 1995

City of Greater Bendigo, *Bendigo Northern Corridor Study*, 1997

Any adopted Structure Plan or Outline Development Plan.