Draft
Latrobe City
Retail Strategy

PLANNING SCHEME AMENDMENT C119

WHAT DOES THIS AMENDMENT DO?

The amendment proposes to implement the key findings and recommendations of the Strategy by amending local planning policy to assist with the future co-ordination and planning of retail developments within Latrobe City into the future (to 2033).
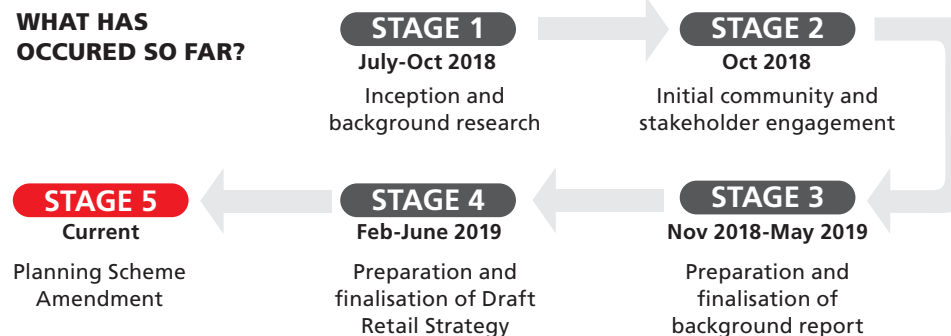
It provides guidance on the appropriate location, format and timing of future retail developments, whilst considering competition, need and necessities for success to assist in creating ongoing employment opportunities and viability of Latrobe's retail centres.

This includes the development of a Latrobe City Retail Centre Hierarchy.

The Strategy aims to positively guide retail planning and development in Latrobe city over the next 15 years by:
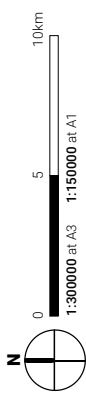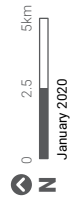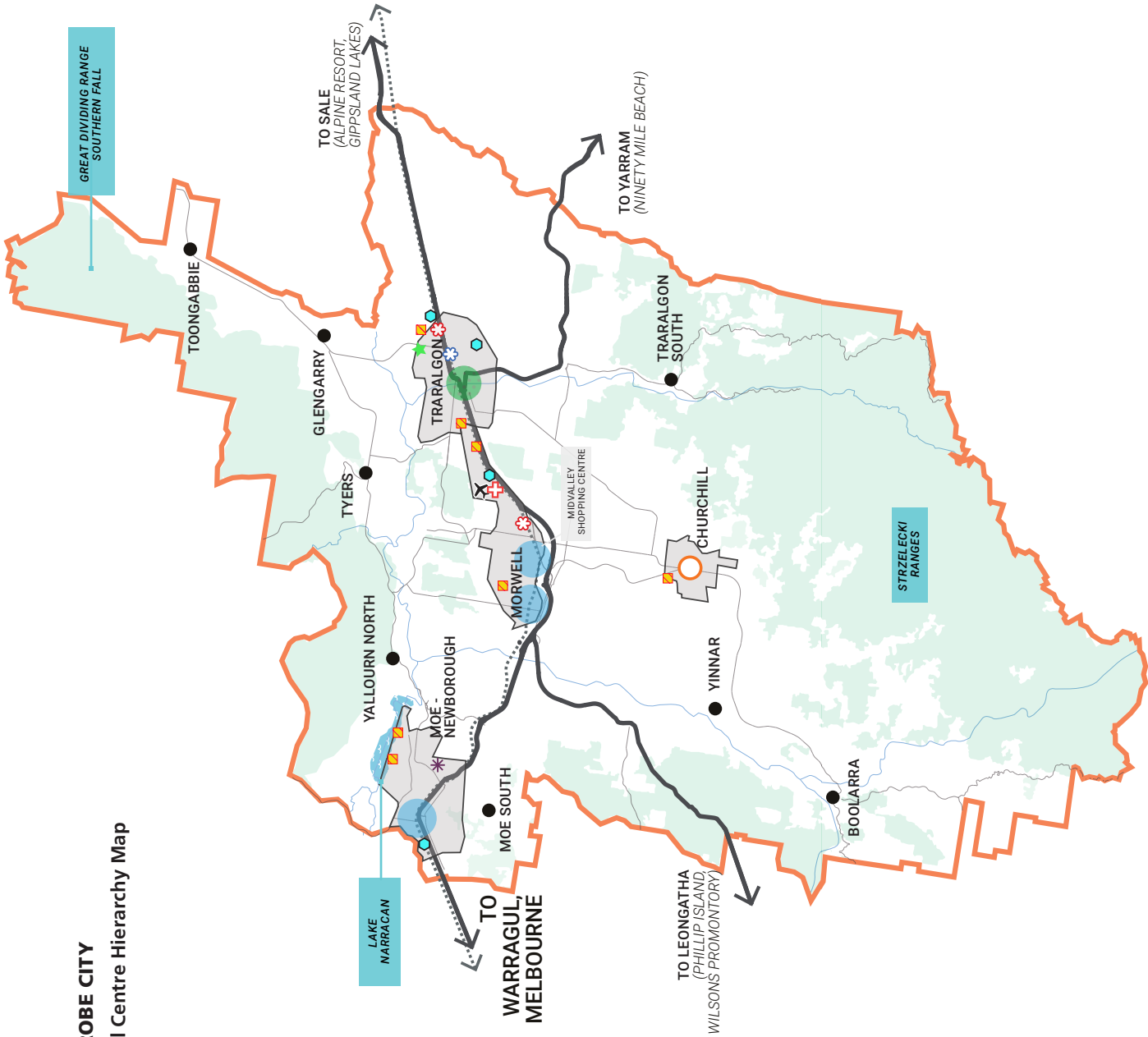
- Outlining retail development opportunities;

- Providing guidance on the appropriate location, format and timing of future retail development;

- Strengthening local planning policy to provide greater guidance for applying for and assessing development applications; and

- Enhance the economic activity of the City.

WHAT HAS OCCURED SO FAR?

STAGE 1
July-Oct 2018
Inception and background research

STAGE 2
Oct 2018
Initial community and stakeholder engagement

STAGE 3
Nov 2018-May 2019
Preparation and finalisation of background report

STAGE 4
Feb-June 2019
Preparation and finalisation of Draft Retail Strategy

STAGE 5
Current
Planning Scheme Amendment

LATROBE CITY
Retail Centre Hierarchy Map

Economic Assests

Movement Network

Retail Hierarchy

DRAWING KEY

Latrobe City Boundry

Retail Hierarchy

Regional Retail Centre

Sub Regional Retail Centre

Neighbourhood Centre (Existing)

Neighbourhood Centre (Approved)

Neighbourhood Centre (Potential)

Local Centre (Potential)

Homemaker Precinct (Exisiting)

Homemaker Precinct (Planned)

Large Town Centre

Small Town Centre

Economic Assests

Latrobe Regional Airport

Waterway

Latrobe Regional Hospital

Lake Narracan

Movement Network

Freeways/Highways

Major Roads

Rail Connection

Others

Built Up Areas
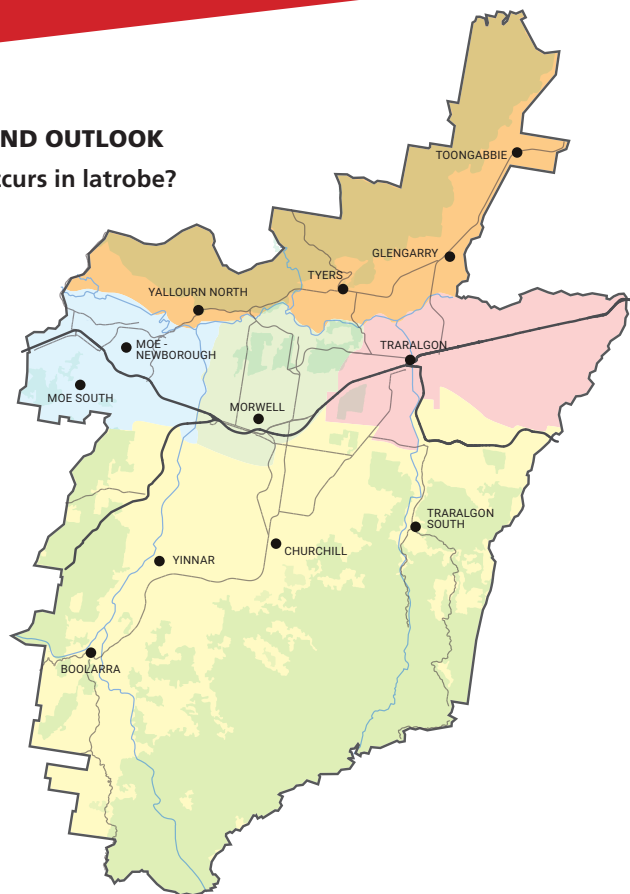
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0   5   10km

1:300000 at A3   1:150000 at A1
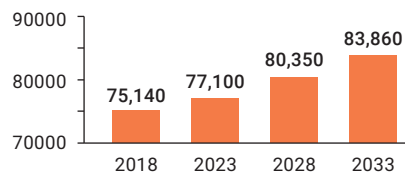
MARKET OVERVIEW AND OUTLOOK

What retail spending occurs in latrobe?

Study Regions
- Southern Region
- Northern Region
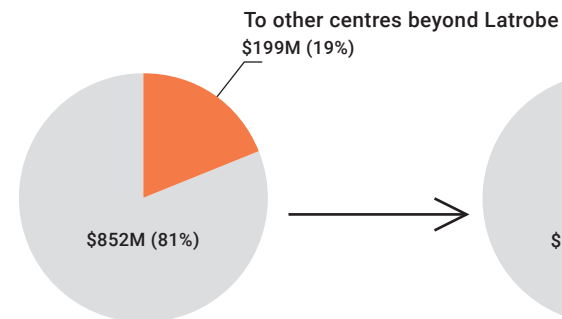- Moe-Newborough Region
- Morwell Region
- Traralgon Region

Residential Retail Spending ($1051M)
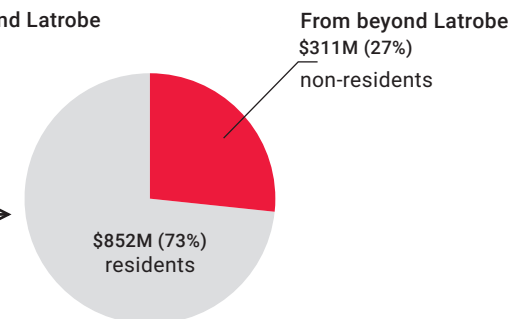

To other centres beyond Latrobe
$199M (19%)

$852M (81%)

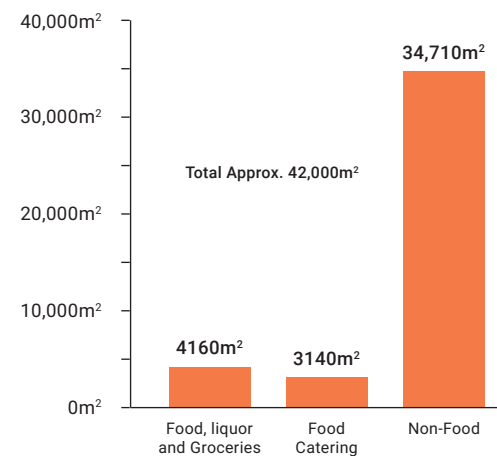### Latrobe City Retail Sales ($1163M)

From beyond Latrobe
$311M (27%)
non-residents

$852M (73%)
residents

- $1.16B in retail sales
- 73% from Latrobe residents
- Market share of 81%
  (i.e. 19% spending escapes)

FORECAST RETAIL DEVELOPMENT OPPORTUNITIES

Retail development potential (2018-2033)

Total Approx. 42,000m²

Food, liquor and Groceries	Food Catering	Non-Food
4160m²	3140m²	34,710m²

Approximately 42,000m2 of additional retail floor space will be required to 2033 to service the City. The majority of this floor space demand is for non-food merchandise, which could be accommodated almost entirely within existing commercially zoned areas.

Source: *Data acquired using SpendMapp and the 2016 Census*

Latrobe Population Projections

2018	2023	2028	2033
75,140	77,100	80,350	83,860

Latrobe Population Projections by Region (2018-2033)

Northern Region	Moe-Newborough	Morwell Region	Traralgon Region	Southern Region
120	1150	810	5370	1240

HAVE YOUR SAY

We're looking for your feedback on the strategy. Make a submission by:

- **Post:** Latrobe City Council
  Attention: Strategic Planning
  Department
  PO Box 264 Morwell VIC 3840

- **Email:** latrobe@latrobe.vic.gov.au
  Attention: Strategic Planning

- **Online:** www.latrobe.vic.gov.au/c119

Please note that all submissions must include your name and address to be considered.

We appreciate and value your contribution and look forward to receiving your input. Please note that in accordance with the *Planning and Environment Act 1987*, Council must make available for inspection, a copy of any submissions made to Amendment C119.

Consultation and submissions close 5pm, Monday 9 March 2020.

HOW DO I GET INVOLVED?

Come and see us

Council Officers will contact relevant landowners and stakeholder to discuss the amendment directly.

Anyone is welcome to have a 1:1 meeting with a Council Officer to discuss the amendment in more detail. Bookings are required; please call 5128 6152 to schedule a meeting.

FOR FURTHER INFORMATION

If you have any questions contact:

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