Submitted On: 2025-10-29 16:00:46



Please write your submission here:

Submitted By: Anonymous User

## Moorabool Planning Scheme Amendment C115moor - Moorabool Retail Strategy

Organisation Name :		Phone :		Email	
Thank you for taking the time to provide your submission. Please enter your details below to proceed.					
<b>Q.1</b> A.	Full Name:				
<b>Q.2</b> A.	Organisation or Business Name (if applicable)				
<b>Q.3</b>	Email Address:				
A.					
<b>Q.4</b>	Phone Number:				
A.					
Subr	nission				
Q.1	How would you like to Amendment C115moor		mission to Moorabool Planning Sche	eme	
A.	<ul><li>Provide a submission in OUpload a prepared submission</li></ul>				

1. OverviewI write in relation to Amendment C115moor to the Moorabool Planning Scheme, which seeks to implement the Moorabool Shire Retail Strategy 2024. While I support the intent to provide clear strategic direction for retail and activity-centre planning across the municipality, I object to any policy settings that enable or encourage the proliferation of additional neighbourhood or town centres within or near Bacchus Marsh. Such an approach risks fragmenting the retail hierarchy, undermining the ongoing viability and investment confidence in the Bacchus Marsh Major Activity Centre (MAC), and diluting the role of the town as the primary retail, civic and employment hub of the Shire.2. Strategic Context and Planning IntentBacchus Marsh is rightly designated as a Major Activity Centre—the Shire's principal urban focus for higher-order retail, services, employment, and transport integration. State policy within Plan Melbourne and the Regional Growth Plan for Central Highlands both emphasise consolidation of activity and investment within established centres rather than dispersal. Encouraging further neighbourhood centres beyond those already planned in emerging residential areas is inconsistent with this hierarchy. It risks creating a pattern of small, under-performing centres rather than a vibrant, economically resilient main centre.3. Economic and Commercial ConsiderationsMarket Capacity and Leakage: The Moorabool retail catchment is finite. Introducing additional centres will not generate new retail demand; it will merely redistribute limited spending away from Bacchus Marsh. This weakens rental performance, discourages reinvestment, and may accelerate vacancy in the existing town core. Investment Certainty: The current trajectory of public and private investment in Bacchus Marsh—streetscape upgrades, civic facilities, and private retail development—relies on confidence that the MAC will remain the focus of commercial activity. Policy ambiguity or encouragement of competing nodes risks undermining these commitments. Employment Concentration: Consolidation of jobs within the MAC promotes critical mass, transport efficiency and active-transport outcomes. Dispersing retail jobs to peripheral neighbourhood centres increases car dependence and diminishes the employment density necessary to sustain public transport viability.4. Urban Design and Community OutcomesSense of Place:Bacchus Marsh's character derives from a cohesive and walkable town centre framed by heritage, community, and landscape assets. Spreading retail to multiple smaller nodes will dilute this identity and reduce the vibrancy of the main street precinct. Sustainability and Infrastructure Efficiency: Centralised retail reduces duplicated infrastructure and services (parking, waste, public realm). Additional neighbourhood centres create inefficiencies and unnecessary infrastructure costs for Council.Transport and Accessibility: A strengthened MAC located on the main transport spine (rail, bus, arterial network) provides the most equitable access for all residents, including those without private vehicles. Peripheral centres primarily cater to car trips, conflicting with sustainability and mode-shift objectives. 5. Alternative Approach I urge Council to: Maintain a clear policy presumption against additional neighbourhood or town centres within the Bacchus Marsh urban area beyond those already identified in adopted structure plans. Focus retail growth and investment within the existing Bacchus Marsh Major Activity Centre, ensuring adequate zoned land, parking, access, and mixed-use integration. Encourage local convenience shops only where justified by walkable catchment demand and limited to small scale (e.g., < 1,000 m<sup>2</sup> GLA). Prioritise planning for improved transport, public realm, and residential intensification around the MAC rather than new retail dispersal.6. ConclusionBacchus Marsh's long-term success as the primary retail and employment hub of the Shire depends on focus, not fragmentation. The introduction or expansion of additional neighbourhood and town centres would erode the commercial vitality, sustainability, and identity of the town centre—contrary to the strategic intent of both State and local policy. I therefore request that Amendment C115moor be modified to explicitly limit the creation or expansion of new neighbourhood or town centres in and around Bacchus Marsh, and to reaffirm Council's commitment to consolidating growth within the existing Major Activity Centre.

## Q.2 What is your postal address?

- A.
- Q.3 What is the address of the affected property (if it differs from your postal address)?
- A.