

BEGA VALLEY SHIRE COUNCIL

Commercial Strategy

Adopted by Council on
12 December 2006



Merimbula/Pambula/Tura Beach Local Centre

The role of the Merimbula/Pambula/Tura Beach Local Centre

To function as a Local Centre providing weekly service needs for the communities of Tura Beach, Merimbula, Pambula, Pambula Beach and South Pambula plus the rural hinterland. To also cater for anticipated tourism requirements including some accommodation needs within the commercial areas of the Merimbula District Centre.

This draft strategy sees only limited expansion being possible or necessary for the Tura Beach and Pambula commercial zones and a need to constrain and define the role for Merimbula in a detailed Development Control Plan.

The theme:

- Merimbula to remain a significant urban tourism destination in the Shire
- To balance retention of a coastal village theme with that of the needs of the district residents and visitors
- High levels of accessibility particularly for the significant ageing population
- Full district level services to meet weekly shopping requirements
- Tura to remain a local servicing centre
- Pambula to build on its heritage theme as a local service centre but with some bulky goods clusters.

Population projections for the shopping population catchment

Council staff estimated that in 2001 approximately 8,800 Shire residents were within the regular shopping catchment of Merimbula/Pambula/Tura Beach.

Under evolving regional strategies, it is likely there will be some cap on the availability of future coastal residential lands in the district. As a result, Council staff are projecting a slowing of population growth in this district, such that the population by 2025 within the shopping catchment might be in the order of 16,000 persons. (This figure needs to be expanded by up to 50% to allow for tourism numbers during the peak tourist season.)

An overall assumption of this strategy is that by 2025, Bega will start to outstrip the Merimbula area as the main centre of commercial activity. This is not to suggest that a significant commercial role will not continue to be required for Merimbula/Pambula/Tura Beach but it will need to be more constrained than for Bega, and through that the amenity and style of this District can be conserved for residents and visitors.

Zoning issues for Merimbula/Pambula/Tura Beach

Merimbula – short term

Subject to Council's adoption of this strategy, Council will exhibit an amendment to the LEP to limit the size of commercial floor space stores in the current Merimbula 3(a) zone to 1,000m² or less.

Such amendment would seek to constrain the scale of large retail developments in Merimbula in line with the desires of Council and the district community.

Merimbula/Pambula/Tura Beach Local Centre

The new Comprehensive LEP would propose to rezone current 3(a) areas to B2 Local Centre Zone.

Merimbula – long term

As part of the Comprehensive LEP, Council will review the zonings as depicted on Map 5.

The area owned by the Merimbula-Imlay Bowling Club to be the subject of a planning study at the Club's expense.

Tura – short term

The recommended model is that Council support an immediate amendment to the LEP subject to the applicant developing a concept plan that achieves:

- An extension of the current Tura 3(a) zone to the immediate west of up to 4ha that would have capacity for up to 6,000m² of commercial floor space plus capacity to accommodate childcare, medical/professional suite and possibly a service station.
- Conversion of some Community Land to Operational Land for use as access, parking and cycleway.
- Scenic/vegetated buffers fronting Sapphire Coast Drive and the northern site boundary.
- Restricting all retail developments excluding supermarkets to a maximum floor area of 1,000m².
- Preparation of a DCP for this site to detail the development layout.

The whole of the Tura current and proposed 3(a) zones would transfer to the new zone B1 Neighbourhood Centre as part of the Comprehensive LEP process.

Pambula – long term

Map 7 depicts three parcels of land proposed to be reviewed for B1 Neighbourhood Centre zoning as part of the Comprehensive LEP. The current 3(a) zone would convert to the new B1 Neighbourhood Centre Zone.

It is also proposed to convert the existing 3(b) zone to Zone B5 Business Development but to rezone the Pambula wetlands proposed site for rezoning to E2 Environmental Conservation. The range of permissible uses in the remaining B5 zone will be reviewed for possible expansion of opportunities for most business needing large vehicle access, ample parking and large building footprints.

North Pambula 3(b) Zone

Map 8 depicts part of the current 3(b) zone opposite the Pambula/Merimbula Golf Club.

It is proposed to review this area for possible rezoning to SP3 Tourist Zone as part of the Comprehensive LEP.

DCP issues for Merimbula/Pambula/Tura Beach

Merimbula Town Centre DCP

A preliminary draft DCP was exhibited for the Merimbula Town Centre in 2004/05. This draft requires review to include the following:

Review Zoning – Tura Beach Map 6

