

# INFORMATION MEMORANDUM

**49 MYERS STREET  
BENDIGO**



**FOR SALE****Freehold at 49 Myers Street, Bendigo VIC, 3550**

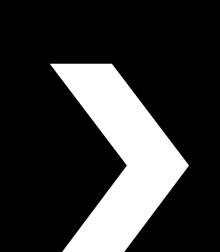
**First time offered in over 50 years**

High Profile - CBD Freehold with Flexibility, Functionality & Future Potential

- Prime CBD location in Bendigo's legal and medical precinct
- First time offered in over 50 years
- Land area: 769m<sup>2</sup>
- Building area: approx. 356m<sup>2</sup>
- Zoning: Commercial 1 (C1Z) – wide range of permitted uses
- Development potential: 5+ levels (STCA)
- Ideal for immediate use, land banking or redevelopment

Located in one of Victoria's fastest growing regional cities.

To request further information, arrange an inspection, or receive a full Due Diligence Package, please contact: Renee Norris 0419 520 701, or Hugh Norris on 0439 739 895 for more information.





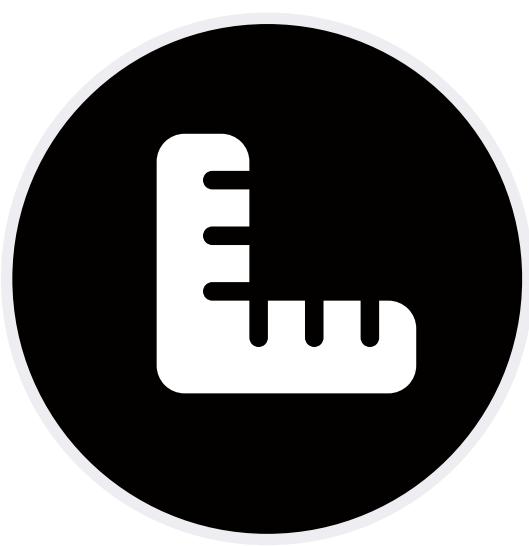
**FOR SALE**

**49 Myers Street, Bendigo (Freehold)**



**SUB TYPE:**

Industrial



**LAND AREA:**

769 sqm (approx)



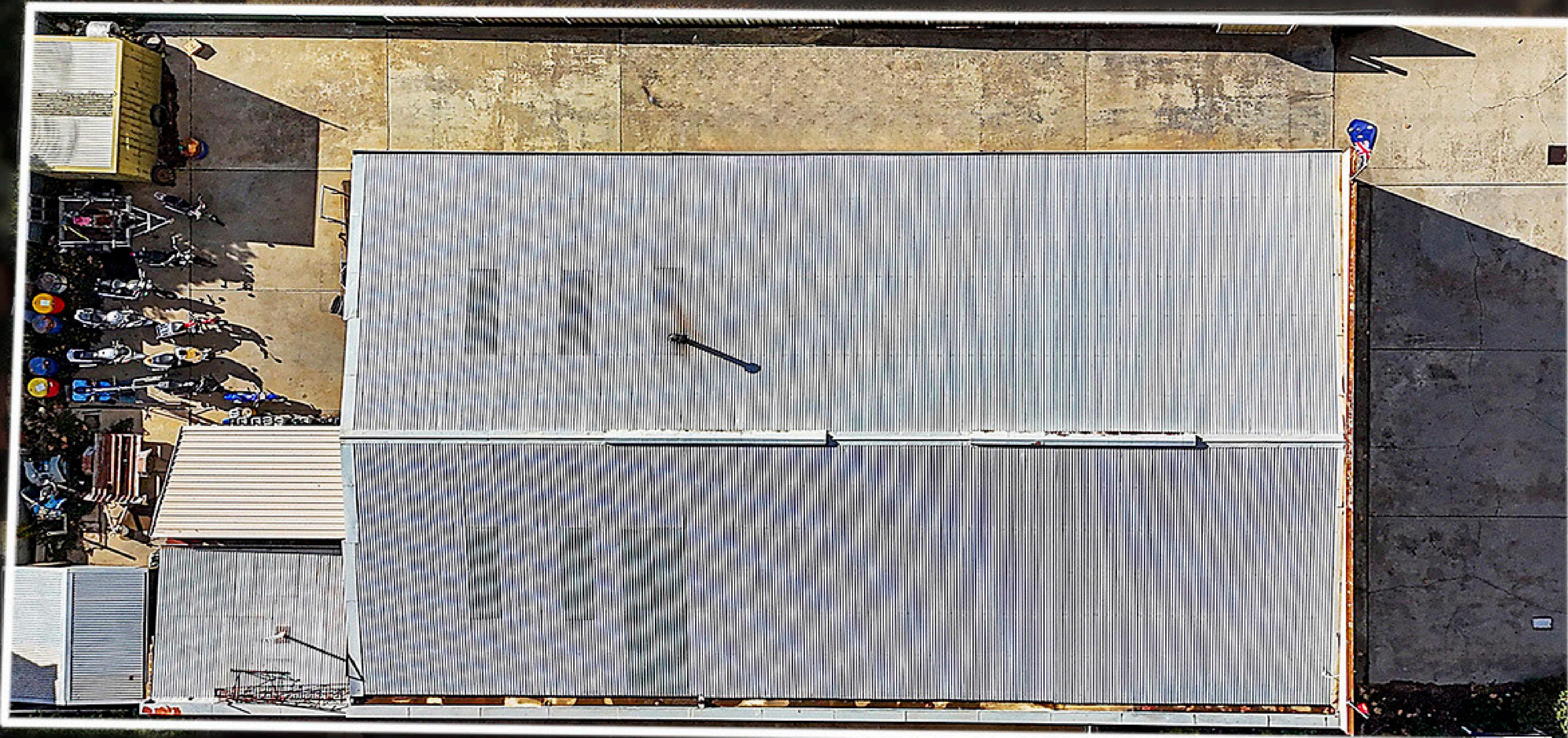
**PROPERTY TYPE:**

Commercial



**ZONING:**

Commercial 1 (C1Z)



49 Myers Street presents a rare and versatile opportunity to secure a high-profile freehold in the heart of Bendigo's commercial core.

With flexible Commercial 1 (C1Z) zoning, an existing functional building and a high-profile address, the site suits a wide variety of occupiers and long-term strategies.

Whether used as-is for commercial or consulting operations, progressively upgraded, or redeveloped into a premium multi-storey commercial or mixed-use asset (STCA), the potential is significant.



Artist Impression Only



## Location & Surroundings

Myers Street is one of Bendigo's most sought-after and tightly held CBD addresses. Home to a range of medical specialists, law firms, and professional services, the street offers high profile location and access.

### Immediate vicinity:

- Bendigo Law Courts – less than 150m
- Gov Hub – within 300m
- Coles Supermarket – within 400m
- Pall Mall & Rosalind Park – within 700m
- Hargreaves Mall (Myer) – 700M
- Bendigo Bank HQ – 900M
- Cafés, transport links, government offices – all within easy reach
- Bendigo Marketplace Shopping Centre – short walk (10min)
- Bendigo Train Station – short walk (10min)
- Bendigo Airport – 5.4kms

BENDIGO HEALTH

LAKE WEEROONA

GOV HUB

BENDIGO TAFE

HOPETOUN STREET

LYTTELTON TERRACE

MUNDY STREET

49 MYERS STREET

MYERS STREET



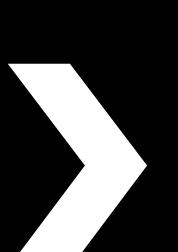
## Economic Context – Why Bendigo?

Bendigo is the economic and civic heart of central Victoria, consistently ranked as one of the strongest and most liveable regional cities in Australia.

### Key indicators:

- Population: 124,000+ (forecast 200,000 by 2050)
- Gross Regional Product (GRP): \$9.89 billion
- Jobs: 55,000+ across health, education, retail, construction, and professional services
- Awarded: Wotif Aussie Town of the Year (2024)
- UNESCO Creative City of Gastronomy
- Major Projects: \$12M Airport Terminal, \$25.9M Mercy Precinct, \$5M Bendigo Low Line Active Transport Project

Bendigo continues to attract government and private investment across infrastructure, tourism, arts, health, and innovation – driving strong demand for centrally located commercial property.



## Flagship Events & Attractions

### Bendigo Easter Festival

One of Australia's oldest and most iconic community festivals, the Bendigo Easter Festival draws tens of thousands of attendees every year. In 2024, the festival celebrated the Year of the Dragon with the spectacular appearance of Dai Gum Loong, the world's longest Golden Dragon, and featured the vibrant Gala Parade through Rosalind Park and the CBD. The event is a major economic and cultural driver for the region and showcases the city's deep multicultural roots.

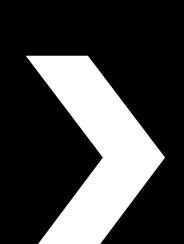
### Bendigo Art Gallery & Major Exhibitions

Bendigo Art Gallery continues to attract national and international acclaim. Exhibitions such as Paris: Impressions of Life 1880–1925, Frida Kahlo Exhibition and collaborations with shows like MasterChef have positioned the gallery – and by extension, the city – as a leading creative and gastronomic destination. The gallery is also undergoing planning for a major expansion, further cementing its role as a cultural anchor.

### Sporting Infrastructure & Events

Bendigo is a regional sporting hub with facilities that rival capital cities:

- Red Energy Arena (Bendigo Stadium) – regularly hosts national basketball, netball, and esports events.
- La Trobe University Athletics Complex
- Ewing Park & Junortoun Sports Precinct – recently redeveloped with multi-million-dollar investments.
- Bendigo Airport – newly upgraded terminal connecting to Sydney, with additional routes in planning.



## Recognised & Resourced for Growth

With its designation as Australia's first UNESCO Creative City and Region of Gastronomy, Bendigo is leveraging its unique blend of culture, food, and community into long-term tourism growth. Ongoing partnerships with Creative Victoria and State Government continue to deliver major funding and promotional opportunities.

## A City That Delivers Year-Round Engagement

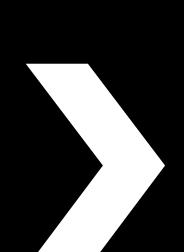
From FunLoong Fun Day and Bonjour Bendigo to Victorian Multicultural Festivals and the Bendigo Writers Festival, the city hosts a robust calendar of over 300 public events annually, driving visitor traffic and economic activity directly into the CBD.

These consistent high-profile activations ensure sustained foot traffic and engagement with central Bendigo – positioning assets like 49 Myers Street at the heart of a city that celebrates and invests in its identity.

## Overarching Opportunity Summary

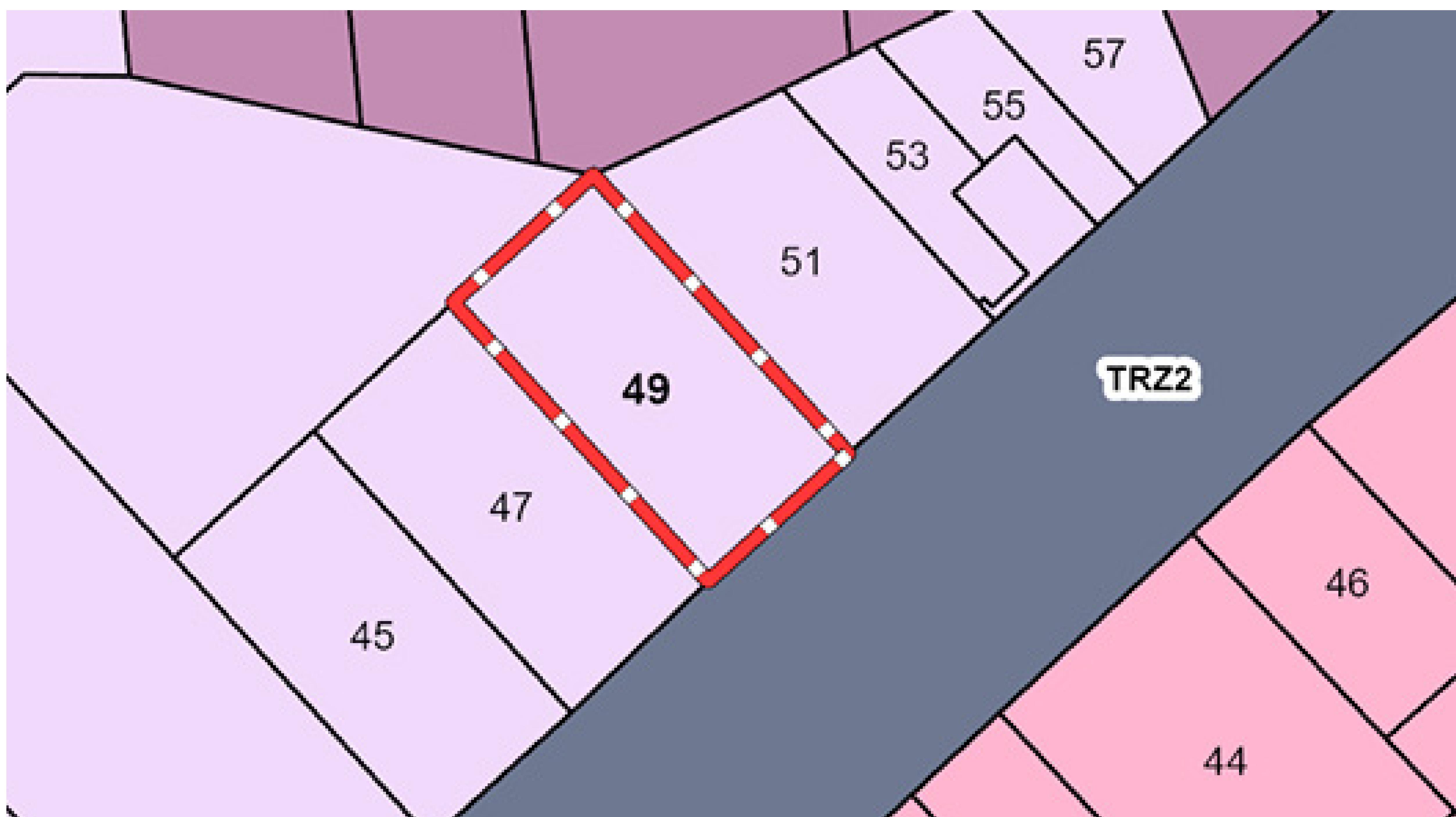
49 Myers Street represents a premium opportunity in the heart of Bendigo's CBD. Suitable for immediate occupation, staged enhancement, or full redevelopment, it offers unmatched versatility in one of regional Victoria's most tightly held commercial precincts.

Whether you're looking to establish a flagship premises, expand your portfolio, or capitalise on Bendigo's next wave of urban growth – this property is perfectly positioned.



# Zoning

Commercial Zone 1 (C1Z)

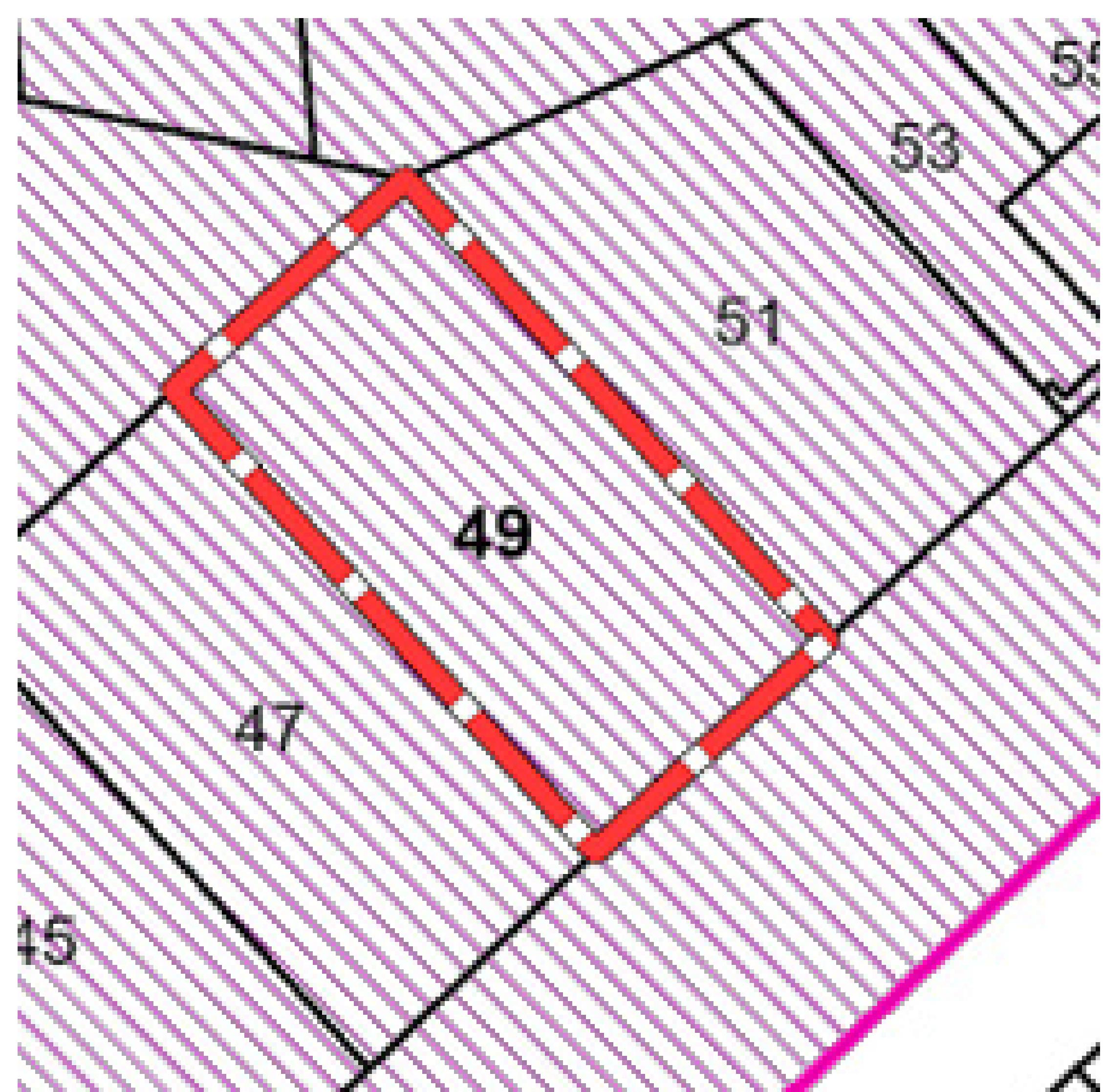


## Overlays

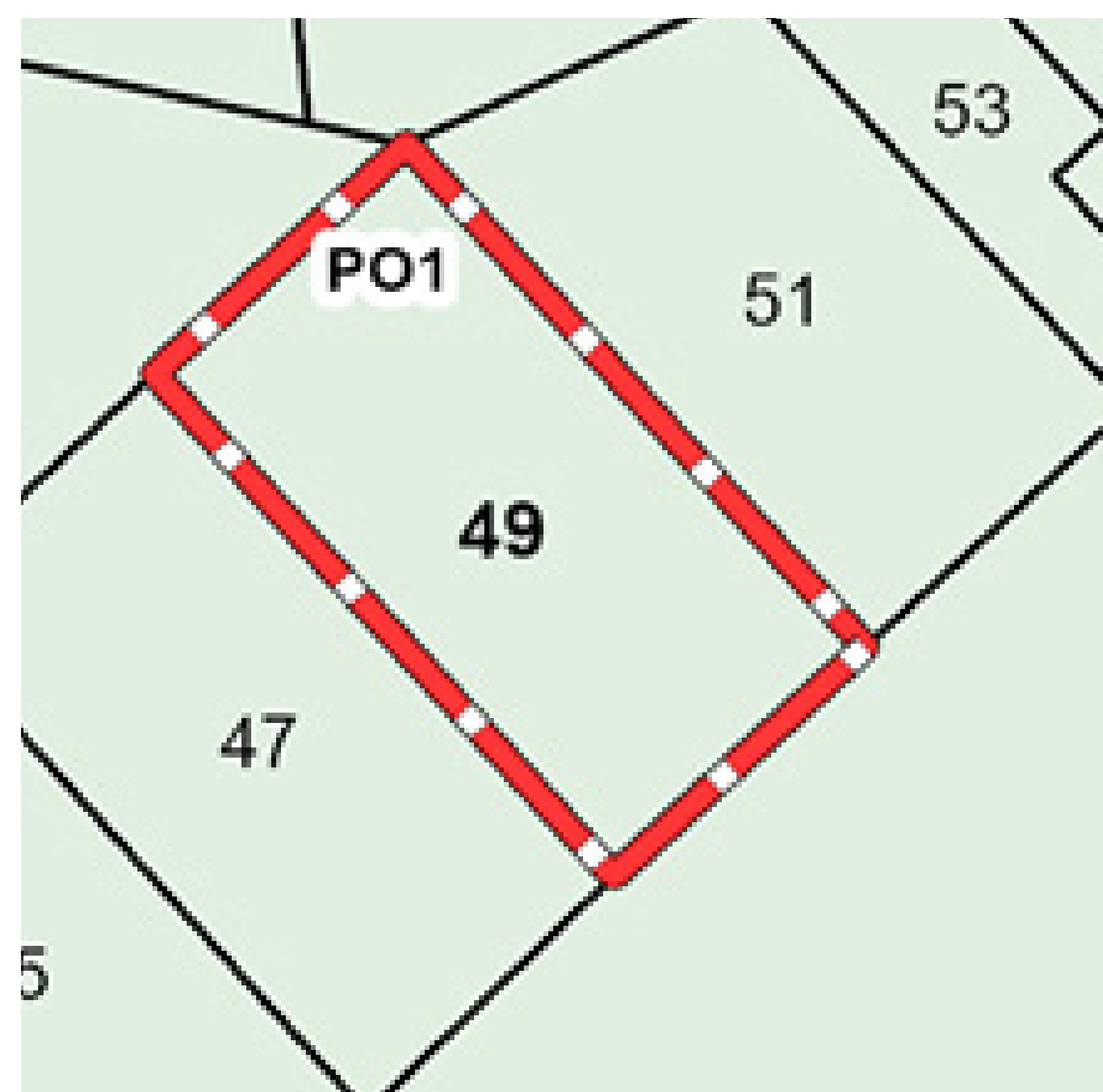
DDO - Design and Development Overlay

PO - Parking Overlay

DDO



PO



## EXCLUSIVE LISTING AGENTS

**RENEE NORRIS**

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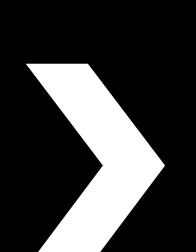
Specialists in Commercial Real Estate, We connect investors and businesses with premium commercial properties. Our team offers unmatched market expertise and strategic insights for high-value commercial opportunities.

Visit us at our location: 93–95 Williamson Street, Bendigo (just down from The Woodhouse).

[www.buxtonbendigo.com.au](http://www.buxtonbendigo.com.au)

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93 - 95 Williamson Street, Bendigo

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**buxton** COMMERCIAL

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