

APPENDICES

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Theme	Number of comments	Comment
Retail Growth	1	Encourage larger retailers
Activity Centres	2	Pedestrian friendly
RG	1	Wifi in public areas
AC	1	Limit car access
AC	1	Slower speed limits
AC	1	More bike paths
Health Sector	1	Need private hospital and the employment it brings
BBEA	1	Maintain existing BBEA sit but allow it to change to allow for stadium, health, tourist accommodation and education
Small and home-based businesses	1	Local employment opportunities
	2	Dislike the apartment buildings on Bay Road
	2	Affordable housing
	1	Community facilities
	1	Attention needed on Highett
	2	Apartment building badly designed
	1	Council should play role of facilitator not investor
	1	Council should consider multi story and underground parking
	1	Council should be innovative and risk taking in its approach
	1	The city needs a guiding vision for all policies and strategies
	1	Create shopping malls on parts of Church St and use an overpass over the rail line for pedestrians and close it to cars

Media Release



www.bayside.vic.gov.au

Date: 2 November 2015
For immediate release

New retail and commercial strategy looks to grow on Bayside's strengths

A recent report commissioned by Bayside City Council around commercial and retail services in the municipality has highlighted the strength of Bayside's unique shopping villages and identified industries for future growth.

Bayside City Council Mayor, Cr Felicity Frederico said Council would now like to share the report with the community to generate discussion about the best strategies for future commercial opportunities in Bayside.

"Ensuring that our residents have access to the services they need close to home and the opportunity for good local jobs is an important part of Council's mission to make Bayside a better place," Cr Frederico said.

"The recent report into Bayside's retail and commercial areas recognises and celebrates the unique characteristics of our retail shopping strips and holds them up as leading examples of their kind in Victoria.

"Importantly, it also identifies issues and opportunities for the key commercial areas of Cheltenham and Highett which are Bayside's largest employment areas.

"We are now looking to engage with the community and business to discuss the issues and opportunities identified in the report."

Cr Frederico said that one of the greatest challenges for the Bayside economy is the growth of online shopping.

"Over the past decade the growth of online retailing has had a significant impact on bricks and mortar retailers," Cr Frederico said.

"The report recognises that Council will need to support our vibrant retail sector while exploring a range of other opportunities for the future."

A key challenge for Bayside is how to maintain existing character while meeting the needs of our changing population.

"Although Bayside is only expecting modest population growth compared to other municipalities, over the coming decades we know that will be increasing demand for food retailing, particularly supermarkets," Cr Frederico said.

"Our local specialist retailers make a major contribution towards the highly valued village atmosphere of our suburbs but there is a pressing need to understand how we best balance maintaining existing character with better managing growing demand for food and grocery retailing."

Alongside areas like food retailing and supermarkets the report also identifies specific opportunities for growth in a range of different sectors.

"Over the next five to ten years it is expected that the hospitality and arts/entertainment sector will be one of the fastest growing sectors of the broader retail economy and there are opportunities for our community to capture benefits from this growth," Cr Frederico said.

Cr Frederico said that health care services are also expected to provide major growth opportunities as we respond to the needs of an aging population.

To help ensure that Council receives feedback on the report an advisory group has been established with representation from both the broader community as well as business and industry.

Members of the public will also be invited to participate in an open forum that will be held on 28 November 2015 as well as in writing and online discussion.

Feedback received around the report will be used to inform the development of a new Bayside Retail, Commercial and Employment Strategy.

"Through working with our community on this important matter Council is seeking to examine how we get the best out of our commercial and retail precincts for our residents now and into the future," Cr Frederico said.

To view the report or to have your say visit www.bayside.vic.gov.au/haveyoursay or phone 9599 4444

- ENDS -

Media Contact

Name: Matt Thomas

Position: Communications Officer

Email: media@bayside.vic.gov.au

Phone: (03) 9599 4385

Mobile: 0414 408 674

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Summary Report

Date Range

Your Say Bayside

PROJECTS SELECTED: 1

Retail, Commercial and Employment Strategy

FULL LIST AT THE END OF THE REPORT



Visitors Summary



Highlights

TOTAL VISITS	MAXIMUM SINGLE DAY VISITORS	
922	162	
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
133	300	714

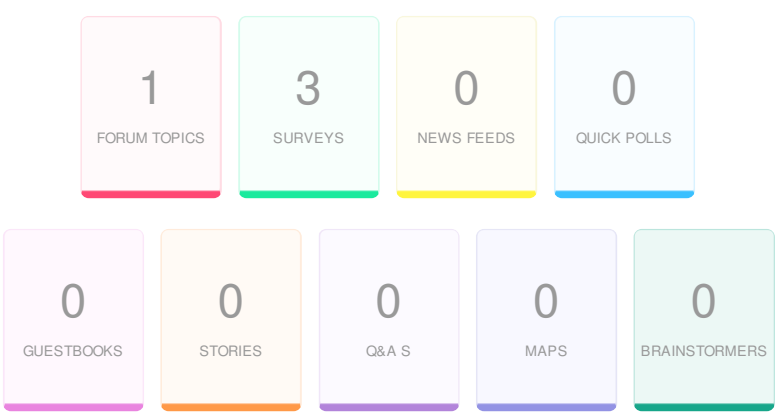
PARTICIPANT SUMMARY

ENGAGED	133 ENGAGED PARTICIPANTS				TOP PROJECTS	
		Registered	Unverified	Anonymous		Participants (%)
INFORMED		Contributed on Forums	8	0	0	Retail, Commercial and Em... 133 (18.6%)
		Participated in Surveys	96	0	36	
		Contributed to Newsfeeds	0	0	0	
		Participated in Quick Polls	0	0	0	
AWARE		Posted on Guestbooks	0	0	0	* Calculated as a percentage of total visits to the Project
		Contributed to Stories	0	0	0	
		Asked Questions	0	0	0	
		Placed Pins on Maps	0	0	0	
		Contributed to Brainstormers	0	0	0	
* A single engaged participant can perform multiple actions						

ENGAGED	300 INFORMED PARTICIPANTS				TOP PROJECTS	
				Participants		Participants (%)
INFORMED		Viewed a video		0	Retail, Commercial and Em... 300 (42.0%)	* Calculated as a percentage of total visits to the Project
		Viewed a photo		0		
		Downloaded a document		46		
		Visited the Key Dates page		0		
AWARE		Visited an FAQ list Page		0		
		Visited Instagram Page		0		
		Visited Multiple Project Pages		166		
		Contributed to a tool (engaged)		133		
	* A single informed participant can perform multiple actions					

ENGAGED	714 AWARE PARTICIPANTS				TOP PROJECTS	
				Participants		Participants
INFORMED		Visited at least one Page		714	Retail, Commercial and Em... 714	
AWARE						
* Aware user could have also performed an Informed or Engaged Action						* Total list of unique visitors to the project

ENGAGEMENT TOOLS SUMMARY



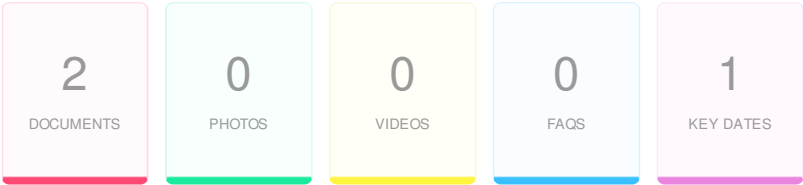
FORUM TOPICS SUMMARY	
1	Forum Topics
8	Contributors
13	Contributions

TOP 3 FORUM TOPICS BASED ON CONTRIBUTORS	
8	Contributors to What could Council do to better support our local retail and commercial sectors?

SURVEYS SUMMARY	
3	Surveys
132	Contributors
134	Submissions

TOP 3 SURVEYS BASED ON CONTRIBUTORS		
93	31	10
Contributors to Future directions for retail, commercial and employment in Bayside	Contributors to Community Representative Group Nomination Form	Contributors to Register for November Workshop

INFORMATION WIDGET SUMMARY



DOCUMENTS	
2	Documents
46	Visitors
49	Downloads

TOP 3 DOCUMENTS BASED ON DOWNLOADS	
43	6
Downloads	Downloads
Background Issues and Options Paper	deleted_document

KEY DATES	
1	Key Dates
0	Visitors
0	Views

TOP 3 KEY DATES BASED ON VIEWS	
0	
Views	
Retail, Commercial and Employment Strategy	

TRAFFIC SOURCES OVERVIEW

REFERRER URL	COUNT
http://www.bayside.vic.gov.au/caring_for_bayside/have_your_say.htm	205
http://m.facebook.com	88
http://m.facebook.com/	67
https://www.facebook.com/	20
http://bayside.vic.gov.au/caring_for_bayside/have_your_say.htm	9
https://m.facebook.com	8
https://www.google.com.au/	5
https://www.facebook.com	4
http://webmail.optusnet.com.au/index.php/default/index/blank	3
http://app.campaignbreeze.com/create_email_03.aspx? cid=3830743621527715394870&vid=20613003691527715394953	1
http://www.bing.com/search? q=bayside+retail+commercial+employment+strategy&qs=n&form=QBRE&pq=bayside+retail +commercial+employment+strategy&sc=0-15&sp=- 1&sk=&cvid=68624423bc5f444980bf31fac60ca4a6	1

SELECTED PROJECTS - FULL LIST

PROJECT TITLE	AWARE	INFORMED	ENGAGED
Retail, Commercial and Employment Strategy	714	300	133

**Bayside City Council
Community Representative Group (CRG)
Retail, Commercial and Employment Strategy
TERMS OF REFERENCE AND PARTICIPANT AGREEMENT**

Introduction

The Community Representative Group (CRG) is a forum established by Bayside City Council as part of the community engagement program for the Retail, Commercial and Employment Strategy (RCE Strategy).

This is a unique approach that provides a way for 'everyday citizens' and interested parties to work through complex matters, including difficult trade-offs that are involved in policymaking.

Background

Council is developing a Retail, Commercial and Employment Strategy which will help to determine the current and future need for retail and commercial services in Bayside.

The Strategy will help guide the location and type of future commercial development in Bayside as well as the form it may take.

The strategy is not required by legislation or regulations but it is expected that existing land use policy will be updated to reflect the RCE Strategy.

The process is being led and overseen by Council's Strategic Planning Unit. Council has engaged technical experts to assist in the preparation of the RCE Strategy.

Role of the CRG

The CRG plays an important role in connecting Council to local knowledge and providing comments, but does not have the authority to approve or refuse projects or make policy decisions.

Purpose of the CRG

The purpose of the CRG is to provide input and feedback to assist in the development of the strategy.

Membership

Membership of the group is capped at 20 participants drawn from nominations for the local area.

The group will be mixed by demographics and location and selected by the Council officers and reported to Council.

Term

Members of the CRP will be appointed until the RCE Strategy has been completed.

Decision Making Authority

The CRG is a working group that provides input and feedback.

Input and feedback gathered by the group will be validated by the wider community and decision will be made by Council based on all of the input from stakeholders and engaged consultants.

Participation Requirements

Conduct

Members of the CRG will be expected to:

- Respect the role of the facilitator in the conduct of meetings;
- Respect the project team and invited guests;
- Respect the other participants and their views, whether shared or not.

It is hoped the members of the CRG will:

- Feel encouraged to discuss, explore, question and share their views and the views of their fellow participants;
- Connect with other community members.

Meeting Format

The meetings will use a facilitated workshop format, which will include a mix of activities such as:

- Small group discussions;
- Presentations;
- Large group discussions;
- Individual reflections.

Attendance

Members have been appointed on their confirmation of being able to attend the three scheduled meetings.

However, we understand that sometimes things do happen that prevent attendance and we ask in these instances, we be notified as a courtesy.

Meetings are closed to the public however Bayside City Councillors will be invited to observe.

No minimum number of members is required for a meeting of the CRG to be convened.

Meeting Schedule

Meetings have been scheduled to line up with the key milestones for input and feedback and have been scheduled for:

- CRG Meeting 1 – Thursday 12 November 2015, 6:30pm – 8:30pm – Learn more about the RCE Strategy and give input on issues and opportunities;
- CRG Meeting 2 – Thursday 26 November 2015, 6:30pm – 8:30pm – Give feedback on options;

- CRG Meeting 3 – Thursday 28 April 2016, 6:30pm – 8:30pm – Give feedback on draft Strategy.

Meeting Location

All meetings will be held in the Bayside Room at Bayside's Corporate Centre, 76 Royal Avenue, Sandringham. Parking is available.

Protocols

Agendas and Meeting Notes

A brief agenda will be circulated 48 hours before each meeting.

Meeting notes will be collated, transcribed and distributed within 7 days of each meeting.

Confidentiality

From time to time, CRG members may be asked to review and comment on draft documentation that has not been formally considered by the Council's decision making bodies. In these circumstances, members are reminded that this is draft policy. Members will be notified in advance of any confidential items.

Payment for Services

There are no sitting fees for the CRG.

Your privacy

Council will conform with the *Privacy and Data Protection Act 2014* and asks that you respect the privacy of other participants when sharing information.

Public comments

No member of the CRG will be authorised to speak to external third parties on behalf of Bayside City Council.

Any media enquiries will be directed to Bayside City Council to respond.

Declaration of Interest

If a CRG member holds any office or position of trust or responsibility in a company or other organisation involved in the community (whether for profit or not) or has any vested or personal interest in such an organisation, the member must disclose the relevant details of such office, position or interest to the CRG and Council staff.

A team member's interest may be direct or indirect.

- Direct Interest: where a CRG member is a signatory to a quotation, a planning application, an expression of interest or will receive financial benefit from a project involved in the area under discussion.
- Indirect Interest: where a CRG member is an ordinary financial member of an organisation applying for funding or someone who will be attending a funded workshop.

Procedure if actual or potential conflict of interest arises

Should any CRG member be aware of an actual or potential conflict of interest arising in relation to any matter being considered by the CRG, the team member should immediately declare that interest to the CRG and Council staff.

They must then:

- withdraw from any discussion in relation to that matter
- take no part in the preparation of advice on the matter
- if required, leave the room while the decision on the proposal is being made.

Contact Point

Any queries regarding the project, the group or attendance at meeting are to be directed to:

Tom Vercoe, Senior Strategic Planner, contactable via (03) 9599 4631 or tvercoe@bayside.vic.gov.au

Updates and Revisions

Council's representative, Tom Vercoe, may review and update these Terms of Reference at their discretion. In the event the Terms of Reference are varied, each member of the CRG will be provided with an updated copy.

Bayside City Council
Community Representative Group (CRG)
Retail, Commercial and Employment Strategy

TERMS OF REFERENCE AND PARTICIPANT AGREEMENT

I, _____, confirm that I have read, understood and agree to the Terms of Reference and Participant Agreement.

Participant signature

Date

Bayside City Council – Retail, Commercial and Employment Strategy

Community Reference Group Session 1 – 12 November 2015

Meeting Details

Date: Thursday 12 November
Time: 6.30-8.30pm
Location: Bayside Room, Bayside Corporate Centre, 76 Royal Avenue Sandringham

Attendees

Community Reference Group Members:

Andrew Warner, Cameron Gregson, Catherine Symes, Catherine Taylor, Danielle King, Jenny Stefos, Julie Rosengren, Linda Graudins, Louise Kay, Matt Nichols, Michael Hoyle, Michael O'Neill, Paul Stoner, Tony Shepherd, Warwick Pattinson, William Meares.

Council Staff:

Juliana Aya, Tom Vercoe, Matthew Budahazy

Council Contractors:

Julian Szafraniec – SGS, Helen Christensen

Apologies:

Troy Jansen, Amy Shaw, Kylie Charton, Venendra Pal.

Agenda

- Welcome and Hellos
- Presentation of the project from council
- The role of the group
- Presentation of key data and research
- Discussions of “big picture” issues and opportunities
- Wrap up

Notes from the Meeting

1. Welcome & Overview
2. Introductions - Make a new friend and introduce them
3. Activity – Motivations and Ideas

Transcribed notes:

‘What made you nominate to be part of this group?’

- *Community interest*
- *Involvement (in decision)*

- *Financial involvement*
- *Representing community groups*

'How do you think the retail commercial and employment sectors of Bayside could be improved?

- *Tourism*
- *Diversity/mix of housing*
- *Education/institutions*
- *Less rules*
 - *Planning*
 - *Encouraging new concepts*
 - *Innovation*
- *Strategic location of business types*
 - *Clusters*
- *Planning permit – 100% business skill sets*
- *Council understanding there is an economy*
- *Bureaucracy/culture*

4. Presentation about the project from Tom Vercoe

5. Question and Answer Session

- *What if there are actions that are the responsibility of other agencies, being State Government, or private developers?*

Council can still take on an advocacy role even if we are not responsible for delivering a particular outcome.

- *What are zones and overlays?*

All land in Victoria has a zone. Zones specify particular purposes for land, such as business, industrial or residential. They indicate which uses can be undertaken on land, as well as controls relating to buildings and subdivision.

Generally, overlays apply to a single issue or related set of issues (such as heritage, environmental concern or flooding). Where more than one issue applies to land, multiple overlays can be used. Not all land has or needs to have an overlay.

- *Will the CRG be given a copy of the Issues and Opportunities Paper?*

Yes – hard copies were distributed at the meeting, and a PDF copy can be downloaded here

http://yoursaybayside.com.au/retail-commercial-and-employment-strategy?tool=forum_topic#tool_tab

- *How much of Bayside is zoned for residential purposes?*

Approximately 83% of Bayside is zoned for residential purposes, with the remainder being either zoned for public or commercial uses.

- *What is the role of education facilities, including adult education facilities in the RCE Strategy?*

We know education related uses provide a high level of employment in Bayside and how we might grow this is certainly up for discussion.

- *Does Council have any underutilised land holdings in the activity centres that could be better used, repurposed or redeveloped?*

The Council land holdings in commercial areas can certainly be discussed as part of this project.

6. Discussion – Role of the Group and signing of agreement

7. Short break

8. Presentation about the issues and opportunities identified in the initial research from Julian Szafraniec

There was no Q&A after this presentation due to time constraints, participants were encouraged to take the report home and forward through any questions they have prior to the next meeting.

9. Activity – Small group discussion on Activity Centres, Retail Growth, Health Sector, Home Based Business.
Transcribed notes:

Retail Growth - Group Discussion

“We know from previous projects and engagement with the community that the specialist, fine grain retail environment in the Major and Neighbourhood Activity Centres (MACs and NACs) is highly valued. Should we be trying to grow our retail sector? If so, how? (Larger retailers? Incentives for redevelopment to provide additional floorspace?) What would we need to consider?”

- *There are challenges fitting larger retailers into the aging building stock of activity centres;*
- *Difficult to accommodate franchises into smaller building footprints as many larger operators have minimum floor area requirements when looking at new sites, which are hard to meet in the Bayside Building Stock;*
- *‘mum and dad’ retailers won’t necessarily be around in the longer term, do we need to start to make way for larger format retailers in our activity centres?*
- *The proximity to Southland provides access to larger retailers as they can afford to locate there unlike ‘mum and dad’ retailers. The Bayside shopping areas should be kept available for small business rather than larger formats.*
- *In many cases, franchise retailers provide ugly buildings covered in signage, and lack the aesthetic appeal of smaller businesses in our activity centres;*
- *Are our residents spending enough within our activity centres to keep them viable moving forward?*
- *In order to make money, our businesses need to be able to expand. The current settings make it difficult to do and as a result, they move elsewhere. How could we provide more room for businesses to grow?*
- *Avoiding service duplication and encouraging unique and specific retailers should be encouraged;*
- *The expensive land value is a constraint on attracting new business;*

- *What are the demographics of our shoppers (compared with who lives here)? How does this influence the businesses in Bayside?*
- *The activity centres become dead zones after 8:30 – the hospitality and entertainment options should be enhanced to encourage afterhours activity*
- *Traders should consider staying open outside 9-5 to allow people to shop after hours when utilising entertainment/hospitality venues;*
- *Music/dance venues should be encouraged with dinner venues, to encourage the ‘on foot’ hospitality/bar clustering;*
- *Council/publicly owned venues should be reconfigured to provide for small businesses to operate alongside them – eg. turn an underutilised room into a small takeaway coffee venue, with the barista being able to provide tourism advice on the locality*
- *Publish and promote a booklet for each centre which tells you what is in there, when they open, where to go to eat, what to do, etc. (similar to lonely planet concept)*
- *Buildings on the beach side of Beach Road to be created as afterhours activity nodes – eg. cluster uses around the Baths and promote the appeal of these as afterhours destinations;*
- *Use signage and technology to assist tourism, especially at Brighton Beach and other key attractions to Bayside;*
- *Use of other hospitality ideas (eg. food vans) at key locations to spruik tourism assets of particular locations;*
- *Provision of different infrastructure at different locations – eg. deckchairs and decking at a beach, chess and games at other locations, and encourage a range of activities at waterside locations.*

Health Services - Group Discussion

“The health sector is one of the largest and fastest growing sectors in Melbourne and this is likely to continue due to population growth and ageing demographics. With this in mind, please consider the following questions and make notes. Should Council actively encourage the growth in this sector? If so, on what scale? Large or local or both? What would be the benefits?”

- *There are two types of health services – major facilities and local.*
- *Whilst this sector is somewhat outside of Council’s control, the demand is there given the population demographics and the forecast growth in the health and wellbeing sector.*
- *We should be encouraging growth of the sector;*
- *Integrating with activity centres can be a challenge – do provide local demand for retailing, users occupy car parking;*
- *Support unique medical specialists rather than standard health centres*

Activity Centres - Group Discussion

“Bayside has 5 Major Activity Centres (MAC’s) – Hampton, Church Street, Bay Street, Sandringham, Hampton East and 4 Neighbourhood Activity Centres (NAC’s) – Highett, Martin Street, Black Rock and Beaumaris. We know from the research that these local shopping and employment centres are functioning quite well. Are the centres functioning well in your experience? If not, what can be done to improve them?”

Black Rock

- *Boutique, True South Brewery retaining small business local talent*
- *Bringing an artisan village*

- *Renovate council buildings to facilitate arts/design*
 - *Provide opportunity for community/employment opportunity*
- *Beau_ markets, local artists/food stalls, community space*
 - *Miami Marketta, Gold Coast is an example of something to bring to the area*
- *Options to go out rather than the pub*
 - *Talented musicians do not have space for performing*
 - *Provide opportunity for younger population, no need to go elsewhere for entertainment*
- *Bringing community together*
- *Need to go where opportunities are*
- *Poor access for people by foot/bike to all MACS/NACS*
- *Need to dismount bike to access the centres - ? is an issue*
- *Seats on Church Street should be replaced with bike parking scooters*
- *Good quality, well-lit public realm*
- *Public realm should respond to aging population*
- *Move around aging population and facilities to respond to*
- *Concern that centres are not working well. No retailers are making money and that figures may be incorrect*
- *Sandringham – disjointed centre active square*
 - *Sandringham buildings are not well kept*
 - *Rents are high*
- *Church Street works because of the design, significant car parking to shops between supermarkets*
- *Hampton/Sandringham design issues*
- *More sustainable practices and efficient buildings*
- *More walking and cycling*
- *Understand strengths and build on them*
- *Competitive advantages for businesses*
- *Look for synergies between businesses*
- *Promote use of local trades/businesses within businesses*
- *More trees/greenery in streets*
- *Affordable housing*

Home based Business - Group Discussion

“Bayside has a significant number of home based businesses. What could Council do to better support them? (Business incubators? Office and co-working space?) If so, where?”

- *Co-working great idea*
 - *reduces costs*
 - *corporate values eg: sustainability*
- *Many people are leaving to hire/lease co-working space*
- *Provides own address for businesses*
- *Useful for presentation, things that can't be done at a café or at a home*
- *Virtual office*
- *Some people uncomfortable with giving address so co-location or serviced offices provides a solution*

- *Ideal space, under-utilised council assets eg: halls*
- *Does the planning scheme cater for co-working?*
- *Could generate revenue for council*
- *Register on wall (of businesses)*
- *People = less vandalism*
- *People would need to register first*
- *Always near train station, a place that is not isolated -> existing activity centre*
 - *Eg: Sandringham Senior Citizen*
- *2nd floor of commercial building a co-working space rather than residential*
 - *Planning scheme facilitates this*
- *Broaden scope of 'business frontage'*
 - *Council needs to have flexibility regarding this – a giant leap forward*
- *Something to bring people together*
- *Many businesses do not provide 'active frontage'*
 - *Therefore 2nd storey could be used*
- *More structured approach – combined home office developments*
- *Council should provide information regarding how to be efficient and more sustainable*
- *Sustainable home programs for business*
- *Reduce energy costs*

10. Meeting close

Questions/Comments from the “parking lot”

Transport issues restricted by car spaces available at train stations. How will this be resolved?



Retail, Commercial & Employment Strategy



What is the RCE Strategy about?

- The purpose of the RCE Strategy is to:
 - Work out what we might need to put in place to manage future growth
 - Identify what our community needs from our commercial areas, with a particular focus on the Bayside Business Employment Area
 - Provide guidance on both land use controls and development design/built form
 - Strengthen, simplify and clarify our planning controls for commercial development

Why prepare the RCE Strategy?

- Pressure to rezone land from commercial to residential
- To make sure we have clear and direct policies which provide certainty
- To strengthen our understanding of what our community values about our commercial areas
- How we can support these values through land use planning tools

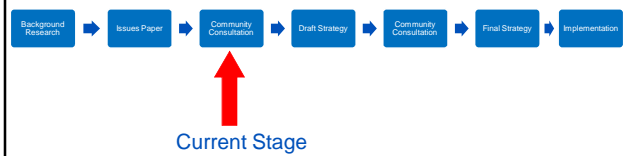


What will be the outcome?

- Make changes to our current controls for commercial areas
e.g. new zone or overlays, stronger wording, changing objectives
- Provide guidance for future development
e.g. creating precincts, built form controls, 'anchor' uses
- Identify opportunities to enhance the ongoing viability of commercial areas
e.g. key uses we could attract



What's the process?



What can the RCE Strategy do?

- The RCE Strategy can:
 - Provide guidelines for the look and feel of new development
 - Provide actions to enhance our existing assets in commercial areas
 - Encourage particular uses into particular areas
 - Recommend areas for future investment
 - Design specific tools for particular areas
 - Discourage inappropriate uses from encroaching on commercial areas



What can the RCE Strategy do?

- The RCE Strategy cannot:
 - Prohibit development
 - Stop 'big box' uses moving into our centres
 - Change State or Federal Government Policy
 - Make development provide surplus car parking to State requirements
 - Force particular uses to change or move
 - Prevent or design apartment development in Activity Centres



Common Abbreviations

- CRG – Community Representative Group
- MAC – Major Activity Centre
- NAC – Neighbourhood Activity Centre
- LAC – Local Activity Centre
- BBEA – Bayside Business Employment Area



SGS
Economics
& Planning

Bayside Retail, Commercial and Employment Strategy

Stage 1: Issues and Opportunities

Community Workshop 1
12/11/2014

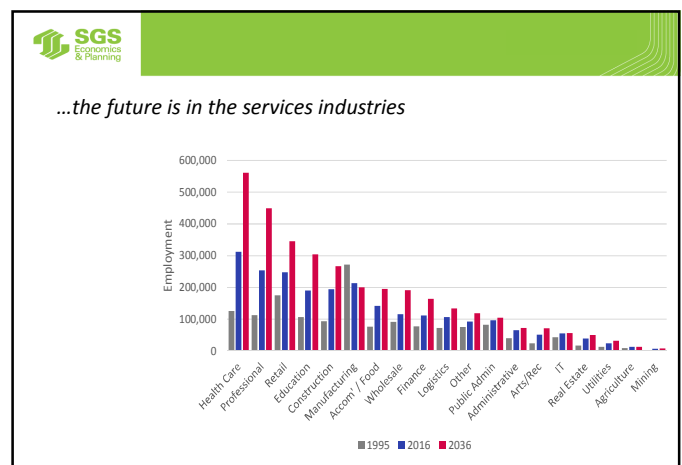
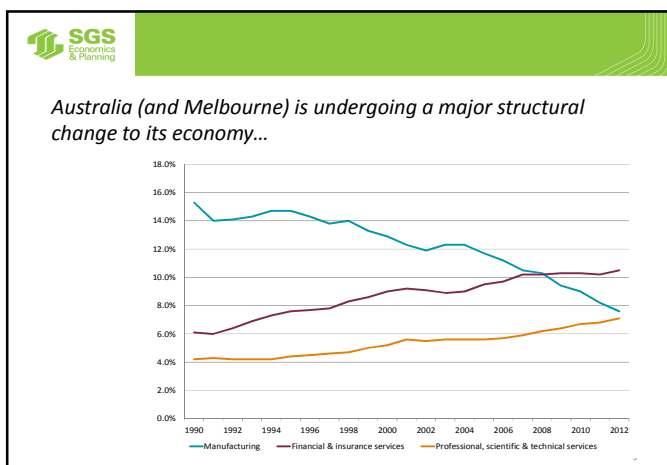
Presented by:
Julian Szafraniec, Principal

Independent insight.

SGS
Economics
& Planning

What have we discovered so far?

2



What does this mean for the three broad employment sectors...

Retailing

- More services, less goods.
- Casualisation of hospitality
- Evolution of supermarkets
- Online retailing

Commercial services

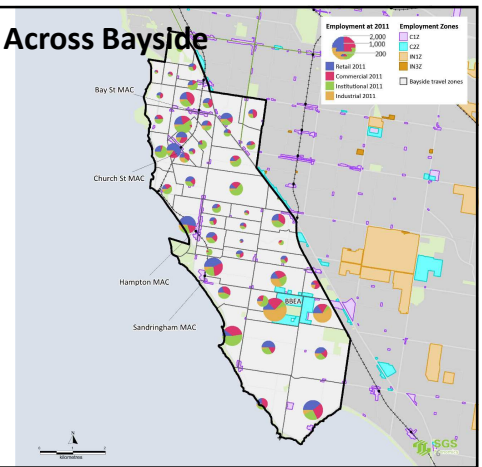
- The key driving of the new economy
- Increasingly specialised and integrated
- Attracted to highly skilled workers and highly connected places

Manufacturing

- Advanced manufacturing
- Mining/resources
- Medical technologies
- Food and agribusiness
- Urban makers

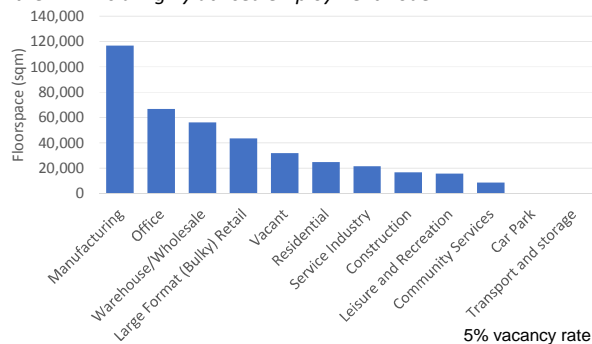
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Employment Across Bayside



Bayside Business Employment Area

...the BBEA is a highly utilised employment node



5% vacancy rate

Bayside Activity Centres





The big issues

- The economic structure of Melbourne is changing significantly. How can Bayside adapt to these external forces?
- Bayside has developed some outstanding retail centres. How can these be supported into the future?
- The BBFA is a highly utilised and productive employment node in Bayside. What should be its future and how can it be better integrated into the Bayside economy?




Bayside Retail, Commercial and Employment Strategy

Stage 1: Issues and Opportunities

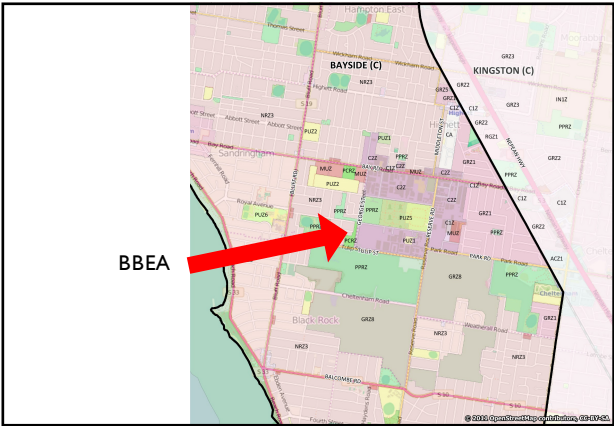
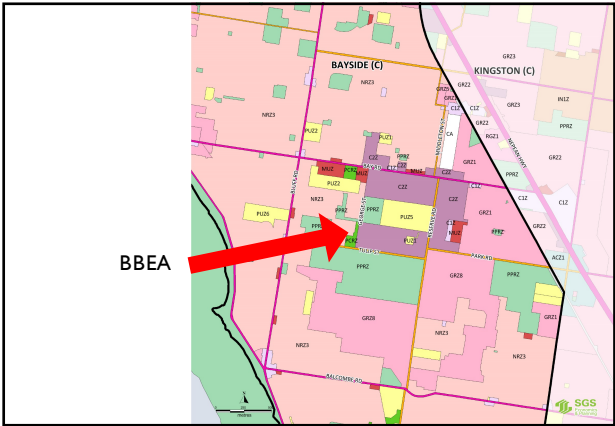
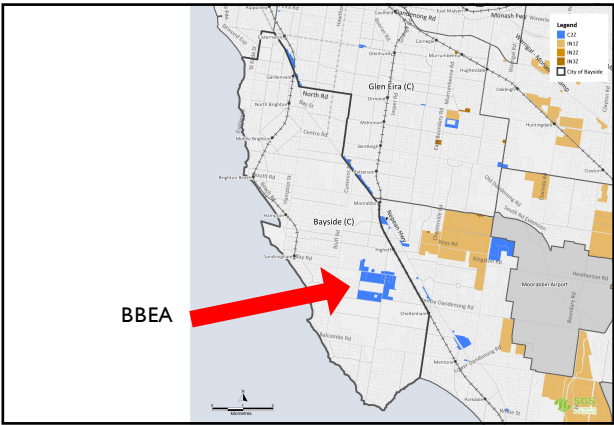
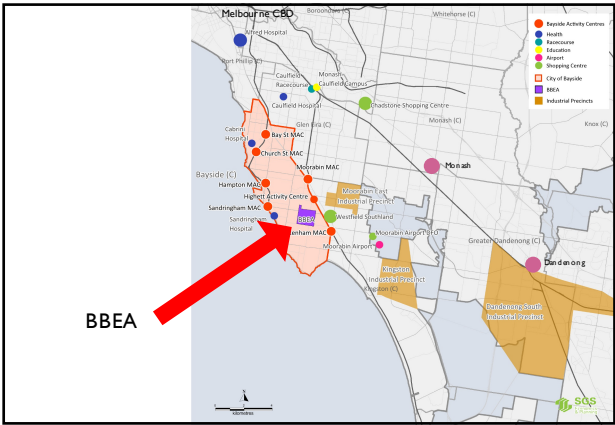
Community Workshop 2 - BBEA
26/11/2014

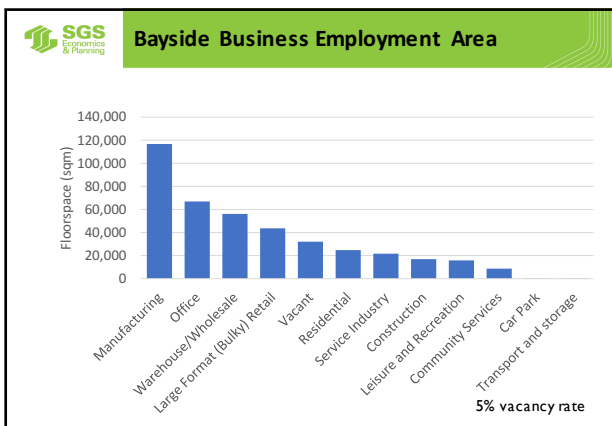
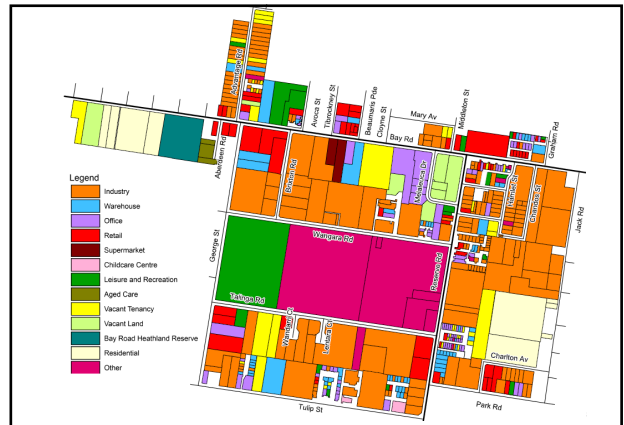
Julian Szafraniec, Principal

Independent insight.

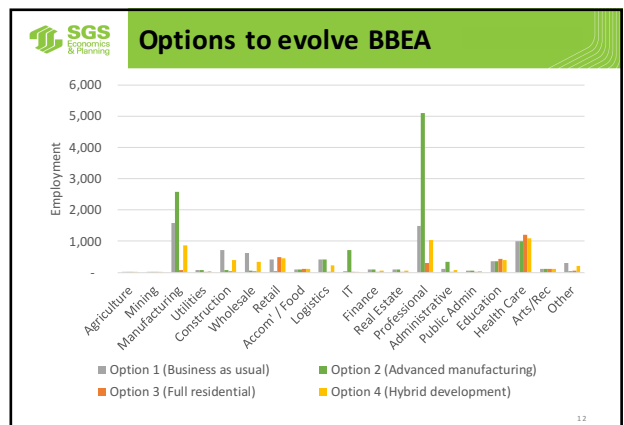
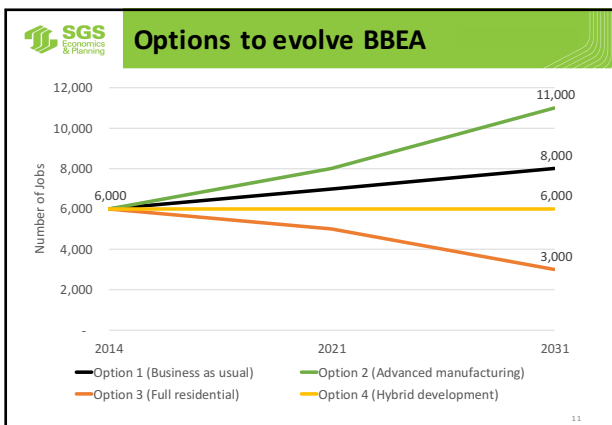


Bayside Business Employment Area (BBEA)





-
- ### Options to evolve BBEA
- S1 - Business as Usual
 - Assumes the BBEA will continue to grow in line with macro trends and receive appropriate (transport and social) infrastructure investment
 - S2 - Advanced 'manufacturing'
 - a 21st century employment precinct focused around high-tech/high skilled research, manufacturing and commercial employment.
 - S3 - Residential redevelopment
 - The BEA is rezoned to residential, along with an appropriate provision of neighbourhood scale retail and community service facilities.
 - S4 - Hybrid development
 - Combines residential and commercial land uses within the BBEA
- 10



Meeting Notes

Bayside City Council – Retail, Commercial and Employment Strategy Community Reference Group Session 2 - 26 November 2015

Meeting Details

Date: Thursday 26 November
Time: 6.30-8.30pm
Location: Bayside Room, Bayside Corporate Centre, 76 Royal Avenue Sandringham

Attendees

Community Reference Group Members:

Catherine Symes, Catherine Taylor, Jenny Stefos, Julie Rosengren, Kylie Charton, Linda Gaudins, Louise Kay, Matt Nichols, Michael Hoyle, Michael O'Neill, Paul Stoner, Tony Shepherd, Troy Jansen, Warwick Pattinson, William Meares.

Council Staff:

Tom Vercoe, Matthew Budahazy

Council Contractors:

Julian Szafraniec – SGS, Helen Christensen

Apologies:

Amy Shaw, Andrew Warner, Cameron Gregson, Danielle King, Venendra Pal.

Agenda

- Welcome and reorientation
- Q&A Session – Report, Project or anything else related
- Issues and Ideas – Have we got them all?
- BBEA – Intro
- BBEA – The 4 options
- Feedback and Wrap Up

Notes from the Meeting

1. Welcome and reorientation
2. Q&A Session – Report, Project or anything else related

Summary Notes

What is Bayside's competitive advantage/vision?	Stage 1 report's purpose is to put all of the information on the table. All information, including information obtained from the CRG, would be incorporated in the strategy where relevant.
What are Council looking for?	While some options would be discussed in the session, the focus was on listening to what the CRG and other community and stakeholders had to say before forming a position.
Is Council receiving rezoning inquiries?	Council do receive rezoning enquiries regularly, which is one reason why the strategy is being developed.
What is the timeframe of the strategy?	It's a long-term strategy, with actions and objectives spread out over time.
What is the actual purpose of the strategy? To protect character or attract business?	It was a bit of both and that the strategy would seek to establish a framework to improve the sustainability of Activity Centres and to encourage development that enhances Activity Centres.
What about types of buildings?	The strategy was focusing more about the commercial composition of Activity Centres (detail to follow later in session) Population growth in Bayside is stable and that additional population would equal an additional demand for retail. Therefore, the municipality may require more jobs. Regarding the BBFA, it is important to understand what its future will be like and how it will create jobs.
Is the strategy a policy to protect land?	Allowing different employment uses in different zones provides certainty. Contrast this with the pocket rezoning of commercial/industrial land to residential in the City of Yarra and the consequence of the speculative environment this has created (e.g. neglected buildings)
How is the tourism industry defined by profession?	Tourism does cross over between various industries such as, retail, accommodation and food services, arts and recreation, logistics.
What about parking?	Council is currently preparing car parking plans for each Major Activity Centre. The importance of maintaining turnover and balancing residential and commuter needs was outlined. Data from the RCE and car parking plans would likely be processed together. Consequently, they would likely be consulted together. The state government is responsible for the provision of commuter parking and Council has an advocacy role. Council also has a role in managing how people may arrive to the centre.

3. Issues and Ideas – Have we got them all?

See following page

4. BBFA – Intro

Presentation from Julian

ISSUE	IDEA - Opportunity/Response	3 SA	2	1	0 SD	?	Additional Ideas
1. The activity centres have smaller and older buildings that can't accommodate larger retailers and people travel to Southland and outside the municipality to find them.	a. Good. Keep the Bayside shopping areas for smaller retailers.	9	4	1	1		
	b. It might be nice to have some larger format stores so we don't always have to go to Southland. Perhaps we can have a few and put restrictions on how they present to the street to make them blend in.	2	8		4	1	
	c. We should make it easy for larger retailers and shoppers to locate in our activity centres within the existing business zoned areas		1	4	10		
	d. We should make it easy for larger retailers and shoppers to locate in our activity centres even if that means rezoning land around activity centres from residential to commercial to encourage business growth.			2	13		
2. Bayside's ageing population is likely to need more health services. The health sector is also one of the largest and fastest growing employers.	a. We should encourage large health facilities to locate or expand, as long as they provide the right number of car parks and are not near residential uses.	8	4	2	1		Aged care facilities should have easy access to GP etc on site
	b. We should encourage small health facilities to locate in our activity centres.	14	1				
	c. We should cluster health uses together to make it easier for patients.	10	4		1		
3. Bayside has a significant number of home based businesses.	a. We should encourage co-working spaces.	10	3	1	1		Retail at ground level office and mix of residential Networks
	b. It should be Council's responsibility to find suitable co-location space.	5	1	4	5		
	c. We should encourage serviced offices to locate in Bayside.	10	2	3			
4. Building signage has an impact on how shops and buildings look to the street	a. Shopping areas look best when buildings aren't dominated by signage.	13	1	1			
	b. We should promote businesses in activity centres using signage.	3	3	4	5		
5. Bayside has many small, medium and home based businesses that it is keen to support.	a. It's not really Council's role. They'll be ok to look after themselves.	3	4	2	6		Hospitality around parkland (cafes)
	b. There should be services (eg. networking and courses) and products (e.g promotional booklets) run by Council.	13	1	1			

	c. Regularly activate spaces to create vibrancy (eg. Food vans, deckchairs, chess and games, events), particularly along the foreshore.	15					
6. Bayside's activity centres are very quiet outside business hours.	a. Good. Let's keep them that way.		3	1	11		
	b. Let's encourage traders to stay open later.	2	5	4	4		
	c. Let's encourage more arts, hospitality and entertainment venues to get people out and about.	15					
7. Council has some underutilised assets and land holdings.	a. We should use these spaces for small business or tourism opportunities.	10	4			1	
	b. We should use these spaces for community uses.	10	4	1			
8. Bayside's activity centres are highly valued although there is a perception that they could be more vibrant and resilient.	a. Review the design of the centres to ensure accessibility for all abilities, lighting, places to sit etc.	12	3				More seating along the beach front and more shade! Where is the shade in high summer at Brighton Beach. More trees along the edge of the beach.
	b. Walking and cycling to activity centres should be given priority over car parking.	2	6	4	3		

5. BBEA – The 4 options (Italics indicates individual comments)

	Option 1 – Business as usual	Option 2 – Advanced Manufacturing	Option 3 – Residential Development	Option 4 - Hybrid
	<p>Character of area maintained</p> <p>Organic growth</p> <p><i>Natural balance maintained</i></p> <p><i>Created 333 new business premises and 1500 new jobs</i></p> <p><i>Planning must balance the needs of the residential and commercial spaces. Too much of one things is bad for Bayside</i></p> <p><i>Flexible growth in ways that can't be anticipated</i></p>	<p>Huge opportunity for increased employment and from local resources</p> <p>Attract potentially high end research facilities and pharmaceutical companies and graduate jobs for youth sector by default</p> <p>Services the entire community</p> <p>Positive for Bayside image for other large organisations</p> <p>Clean industry</p> <p>doesn't need to be public funds therefore as would attract private industry</p> <p>eg. Googleplex - attracts a hub of similar types</p> <p><i>Opportunity to have a market with the Arts, music, therefore can have noise and not bother people</i></p>	<p>Slightly more affordable housing</p> <p>Different styles of housing</p> <p>Diversity of people</p> <p>Pressure on golf courses to open up!</p> <p><i>A fantastically planned residential development surrounding open space with new hospital facility nearby</i></p>	<p>Live close to work</p> <p>Diversity of community</p> <p>Mutual benefits if occupants are of similar/like manufacturing services</p> <p>Childcare facilities could benefit residents and workers of this hub</p> <p>Can create a unique identity</p> <p><i>Better than just purely one or the other</i></p> <p><i>Different housing options</i></p>
	<p>No pain, No gain (LG, employment opportunities)</p> <p>Residential will squeeze other opportunities</p> <p><i>May lose out on some opportunities</i></p> <p><i>don't give in to fear</i></p>	<p>Risky (in terms of success) competitive and costly</p> <p>If over developed could create an industrial wasteland</p> <p><i>Identity lost</i></p> <p><i>Digital businesses are not identified as a category</i></p> <p><i>Advanced manufacturing is not a correct future use</i></p>	<p>Not right next to public transport</p> <p>Height, size, employment, travel</p> <p>Bay Rd traffic</p> <p>Money spend else where</p> <p>Lost jobs, we need local employment</p> <p>Loss of heritage</p> <p>Loss of services</p> <p><i>Already have considerable supply options surrounding BBEA</i></p> <p><i>Lost opportunity to increase Bayside high tech/value added employment</i></p> <p><i>Lack of appropriate infrastructure to service the area</i></p> <p><i>Road to no where!</i></p>	<p>conflict of interests (uses) between residents and manufacturing</p> <p>Aesthetically ugly if poorly designed</p> <p><i>Residential may take over</i></p> <p><i>Hard to control amenity, noise etc</i></p> <p><i>Must be designed in such a way to be aesthetically pleasing - lots of trees, flowers and natural features</i></p>
Yes	8	10		3
No	7	4	14	4
Maybe		1	1	8
Maybe conditions		<p>Pharmaceutical company could be located in the current BBEA set up. Already have a health facility - need to improve on existing service</p>		<p>Only if it designed to be aesthetically pleasing with lots of trees, flowers and water features</p> <p>Green</p> <p>Depends on the type of commercial</p> <p>Agree if residential is low rise</p> <p>Residential must be limited and on mixed use sites</p>

6. Feedback and Wrap Up

7. Meeting Close

Questions/Comments from the “parking lot” and “homework”

Parking Lot	Homework
<p>Car parking plan should be subsidiary to an Access Plan that considers all models: walking, cycling, PT, car use and freight</p> <p>Actions (two types)</p> <p>Directly by Council eg. Development planning and (??) ; local transport</p> <p>By others <- advocacy</p> <p>Private sector, state government, adjoining municipalities, fed government</p> <p>Affordable Housing - so low skills and junior employees, cleaners, drivers etc can live here too.</p>	<p>p34 ADD Cabrini Hospital Malvern</p> <p>p79 Typo in heading</p> <p>Draft missing whole problem re public car parking</p>

Meeting Notes

Bayside City Council – Retail, Commercial and Employment Strategy Community Workshop 28 November 2015

Meeting Details

Date: Saturday 28 November
Time: 9am – 12 noon
Location: Highett Room, Bayside Corporate Centre, 76 Royal Avenue Sandringham

Attendees

Community Members:

Antony Swain, Josh Dawson, Robert Rafaniello, Robert Saunders, Samantha Kontrobarsky, Teri Collingwood, Victoria Kearney

Council Staff:

Tom Vercoe, Matthew Budahazy

Council Contractors:

Julian Szafraniec – SGS, Helen Christensen

Meeting Notes

1. Welcome and Hellos
2. Presentation of the project from council
Attached
3. Presentation of key data and research
Attached
4. Issues and Ideas
See following
5. BBEA – Introductory presentation
See attached
6. BBEA – The 4 options
See following
7. Feedback and Wrap Up

ISSUE	IDEA - Opportunity/Response	3	2	1	0	NR
1. The activity centres have smaller and older buildings that can't accommodate larger retailers and people travel to Southland and outside the municipality to find them.	a. Good. Keep the Bayside shopping areas for smaller retailers.	4	2	1		
	b. It might be nice to have some larger format stores so we don't always have to go to Southland. Perhaps we can have a few and put restrictions on how they present to the street to make them blend in.	2	3	2		
	c. We should make it easy for larger retailers and shoppers to locate in our activity centres within the existing business zoned areas	1	2	1	2	1
	d. We should make it easy for larger retailers and shoppers to locate in our activity centres even if that means rezoning land around activity centres from residential to commercial to encourage business growth.		2		5	
2. Bayside's ageing population is likely to need more health services. The health sector is also one of the largest and fastest growing employers.	a. We should encourage large health facilities to locate or expand, as long as they provide the right number of car parks and are not near residential uses.	1	1	5		
	b. We should encourage small health facilities to locate in our activity centres.	6	1			
	c. We should cluster health uses together to make it easier for patients.	6	1			
3. Bayside has a significant number of home based businesses.	a. We should encourage co-working spaces.	7				
	b. It should be Council's responsibility to find suitable co-location space.	4		3		
	c. We should encourage serviced offices to locate in Bayside.	1	4	2		
4. Building signage has an impact on how shops and buildings look to the street	a. Shopping areas look best when buildings aren't dominated by signage.	2	5			
	b. We should promote businesses in activity centres using signage.	1	2	3	1	

5. Bayside has many small, medium and home based businesses that it is keen to support.	a. It's not really Council's role. They'll be ok to look after themselves.	2		3	2	
	b. There should be services (eg. networking and courses) and products (e.g promotional booklets) run by Council.	2		3	2	
	c. Regularly activate spaces to create vibrancy (eg. Food vans, deckchairs, chess and games, events), particularly along the foreshore.	4		1	2	
6. Bayside's activity centres are very quiet outside business hours.	a. Good. Let's keep them that way.	1	1	3	2	
	b. Let's encourage traders to stay open later.	1	4	1	1	
	c. Let's encourage more arts, hospitality and entertainment venues to get people out and about.	5	1	1		
7. Council has some underutilised assets and land holdings.	a. We should use these spaces for small business or tourism opportunities.	2	3	2		
	b. We should use these spaces for community uses.	5	2			
8. Bayside's activity centres are highly valued although there is a perception that they could be more vibrant and resilient.	a. Review the design of the centres to ensure accessibility for all abilities, lighting, places to sit etc.	3	1	1	2	
	b. Walking and cycling to activity centres should be given priority over car parking.	4	1	2		

Additional comments collected as part of this activity will form part of the wider analysis.

BBEA – The 4 options (Italics indicates individual rather than group comments)

	Option 1 – Business as usual	Option 2 – Advanced Manufacturing	Option 3 – Residential Development	Option 4 - Hybrid
Benefits	Market driven Lowest cost option	Employment for professionals suit Bayside demographic Future trend/growth for employment Attracts investment <i>Improves health services to general area</i> <i>Opportunity to get infrastructure required for such developments eg. Major health facility</i>	Generate rates Housing options If zoned NRZ, then opportunity for open space, trees etc <i>Opportunity for density which will alleviate other local area pressures</i> <i>More likely to be accepted by the market (developers) and the BBEA is likely to be developed earlier</i>	Best way to utilise land available Provides some employment opps Flexible Realistic in terms of resources needed
Disadvantages	Not controlled Shorter term visions Minimises clustering <i>Potential conflicts between uses</i>	Significant cost to attract Health facility dependent on cars Trucks limited by Bay Rd bridge therefore needing to take alternative route <i>Scale or space too small?</i>	If zoned RGZ or RGZ, then lots of disadvantages: Public open space? The Golf courses cannot/should not be seen as this Transport limitations by private car Limited type of retail usually end up with coffee shops and hairdressers Condensed numbers/population in small area <i>Lose employment areas</i>	Conflicting uses nearby Lack of open space Lack of public transport
Yes			3	4
No	3	4		
Maybe	3	2	3	2
Conditions on maybe	Structured guidance towards a vision for the area A more defined structure plan that attracts office use and retail X 2	If there is an economical way to attracting these providers Still has to be carefully zoned and planned - no ad hoc, developer driven development	Zoning Locking in community open space Enhanced open space and public transport, interconnectivity	Clear focus on desirable community outcomes (eg aged care/medical/ services focus to a core activity) Clear focus in planning. Community consultation. Open space must be included for area so restricted