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# Spatial, Economic & Employment Strategy (SEES)

August  
2018

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## Consultation Outcome Report



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## 1.0 Introduction

### 1.1 Purpose

The purpose of this report is to provide summary of the consultation activities that were conducted to inform the development of the draft Spatial, Economic & Employment Strategy (SEES).

### 1.2 Background

The purpose of the draft Spatial, Economic & Employment Strategy (SEES) is to provide guidance on managing growth and change in employment and economic activity.

Yarra City Council is planning ahead for our changing city. Once a strong hold of traditional manufacturing industry, there is now growth in health care and education, professional service, bespoke manufacturing, creative industries and retail and hospitality.

The draft SEES was prepared to ensure Yarra makes the most out of these changes. The draft SEES is our plan for how Council can best support our changing economy and ensure there is land available to support our economic strengths and future employment growth.

The SEES outlines six key Strategic Directions for planning Yarra's economic future:

1. Support employment growth in Activity Centre
2. Retain and grow Yarra's Major Employment Precincts
3. Identify preferred locations for housing growth
4. Support the expansion of health-related employment and service in Yarra's health precincts
5. Retain other C2 zoned precincts (unless future strategic planning processes support their change)
6. Retain Yarra's existing industrial precinct

The strategy has been developed following the Liveable Yarra project, which brought together people representing Yarra's diverse community to consider the complex challenges and opportunities of managing growth and change in our city.

## 2.0 Summary of Activities

A number of consultation activities were conducted by Yarra City Council to provide the community of Yarra with key information involving the SEES and give opportunity for stakeholders and the community to provide valuable feedback on the draft document.

Council consultation activities included:

- Targeted consultation;
- Social media promotion; and
- Surveys conducted through Your Say Yarra.

An outline of each consultation activity and the engagement and response is outlined below in this report.

### 2.1 Targeted Consultation

Targeted consultation was undertaken to inform the preparation of an issues and options paper and the draft document.

#### 2.1.1 Local stakeholders

Preparation of an *Issues and Opportunities* paper in 2015 included: consultation with a variety of businesses, hospitals, landowners and industry stakeholders. This consultation provided qualitative analysis of the key issues impacting on the future success of Yarra's retail and employment precincts.

### 2.1.2 Liveable Yarra

Discussion with the Yarra community on business and employment occurred in 2015 through *Liveable Yarra Project*. This project provided an opportunity to have an in-depth conversation with the community on how Yarra can adapt to the challenges and opportunities brought by growth and change. The deliberative engagement process included the 'peoples' panel', which consisted of residents selected to represent the broader community.

The draft SEES responds to the *Liveable Yarra Panel's* vision for business and employment in Yarra, which is for a "...diverse and growing business community". The Panel's recommendations included, amongst others:

- Encourage mixed use in development including small spaces for business; and
- Retain land for non-residential uses to support arts, culture and other employment and economic uses.

Further detailed finding of this engagement is in the *Liveable Yarra Engagement Summary report* (Capire and City of Yarra, October 2015).

The *Liveable Yarra Reference Group*, which was drawn from the broader 'peoples' panel', has been meeting throughout 2017 to discuss various topics that are informing the planning scheme re-write. A presentation on the drafting SEES was made to the Group on 22 August 2017, which outlined the trends and drivers for Yarra's economy, the planning context, demand and capacity, and special strategies.

### 2.1.3 Business Advisory Group

On 6 July 2017, SGS attended Council's *Business Advisory Group (BAG)*, to present the strategic directions recommended for the management of Yarra's employment land over the next 10-15 years. Many of the matters raised by *BAG* members were beyond the scope of the SEES as they related to parking and transport; housing affordability; and directing growth around train stations. Relevant matters included the:

- Need for the management of amenity expectation in the mixed use zone; and
- Potential for changes to the Commercial 2 Zone would create uncertainty in terms of business activities.

In response the SEES will include a clear expression of intent for any potential changes to C2 land.

A subsequent presentation was made to the *BAG* in April 2018, outlining how the strategies are proposed to be incorporated into Local Planning Policy in the draft Yarra Planning Scheme.

### 2.1.4 Local Businesses in our Major Employment Precincts

Two workshops were held in late November and early December 2017, with business from two major employment precincts in Yarra: Collingwood (around Gipps Street and Easey Street) and Cremorne. These areas are predominantly Commercial 2 Zone (C2Z).

The purpose of these workshops was to:

- Inform the business community of the preparation of the SEES, its role in the Planning Scheme re-write, and the extent to which it can manage, guide and promote employment in the city; and
- Obtain feedback from business representatives on their experiences in Yarra's major employment precincts.

Each workshop included time for recording individual comments and open discussion. Key findings common to both workshops included:

- Passionate about their local area;
- Location is important;
- The look, feel and industrial history is an attractor;
- Rents are increasing;
- Parking and transport;
- Local open space and pocket parks;
- Poor internet;

- Changing nature of working environments;
- Balancing the needs of business and residential uses; and
- Social issues.

A summary of the workshops are included in **Appendix 1**.

## *2.2 Exhibition of Draft SEES*

Exhibition of the draft SEES occurred from 26 March to 30 April 2018. It was co-ordinated with the process for the draft housing strategy, to allow the community to understand the pattern of economic and residential land across the municipality. This section describes the exhibition process and feedback.

### *2.2.1 Information Sessions*

The draft SEES document was made available on line and in key Council locations, such as; Council town halls.

The community was invited to information sessions to speak with a council planner on:

Monday 16 April  
5pm to 7pm  
Richmond Town Hall  
333 Bridge Road, Richmond; and

Friday 20 April  
12 midday to 2pm  
43 Derby Street, Collingwood.

Promotion of the draft document and information sessions was done through the Council's webpage; social media (Facebook, Instagram and Twitter); Yarra's ENews; postcards and direct emails.

### *2.2.2 Social Media*

The communications team at Yarra City Council uploaded 8 posts on the social media network of Facebook over a 4 week period (6 April 2018 – 27 April 2018). In addition, several 'tweets' were posted on the social media website of Twitter. This consultation activity reached more than 17,000 Facebook users and amassed a total of 127 likes, comments and shares.

This engagement activity shared information about:

- Local traders opinions on trade;
- Rising number of knowledge workers;
- How Yarra is planning the places and spaces in Yarra;
- Yarra's biggest employment sector being health care;
- The changing economy in Yarra;
- Trends in shopping and eating in Yarra;
- Fastest growing employment sector being knowledge, health care, retail and hospitality; and
- Predictions for Yarra's future.

Through these social media posts and promotion of the SEES there was 104 click throughs to the Your Say Yarra survey.

2.2.3 Your Say Yarra

The website (<https://www.yoursayyarra.com.au/SEES>) included information about the draft SEES document, outlining that 'Yarra's draft Spatial, Economic and Employment Strategy aims to ensure key precincts and land are available to support our economic strengths'. The directions in the strategy will inform local policy through our planning scheme supporting ongoing job opportunities and a future ready Yarra'. The webpage included the following:

- The six Strategic Directions;
- Frequently Asked Questions (FAQs);
- Document Library (including the draft strategy);
- The Spatial Structure Plan Map;
- Glossary of planning terms;
- The project life cycle; and
- Contact information.

Additionally, a survey tool was available for community contributions and further engagement. The survey gathered basic demographic data (age, location, and status in Yarra) and asked contributors to rank their opinion on how effective each strategic direction is for planning Yarra's economic future.

- *Website Usage Data*

In total there have been 426 total visits to the Your Say Yarra website - Guiding Yarra's Growth – draft Spatial, Economic and Employment Strategy.

Aware Participants		Engaged Participants			
	426		20		
Aware Actions Performed	Participants	Engaged Actions Performed	Registered	Unverified	Anonymous
<i>Visited a Project or Tool Page</i>	426	Contributed to Forums	0	0	0
<i>Informed Participants</i>	200	Participated in Surveys	2	0	18
Informed Actions Performed	Participants	Contributed to Newsfeeds	0	0	0
Viewed a video	0	Participated in Quick Polls	0	0	0
Viewed a photo	54	Posted on Guestbooks	0	0	0
Downloaded a document	99	Contributed to Stories	0	0	0
Visited the Key Dates page	0	Asked Questions	0	0	0
Visited an FAQ list page	15	Placed pins on Maps	0	0	0
Visited Instagram page	0	Contributed to ideas	0	0	0
Visited Multiple Project Pages	143				
Contributed to a tool (engaged)	20				

### Survey Respondents

The Your Say Yarra Survey (now closed) attracted 20 contributors submitting 22 contributions. The survey, located in the Appendices of this report, asked the following questions:

- What is your relationship to the City of Yarra (Please tick the boxes that apply to you).
- Please select the age range that applies to you.
- For each Strategic Direction - On a scale of 1 to 5 how effective is this strategic direction in planning for Yarra’s economic future?

Respondents were primarily from Richmond aged between 36-65 years of age, see below.

Suburb in City of Yarra		Age Range		Relationship with City of Yarra	
Richmond	5	25 and Younger	0	Rent in Yarra	5
Fitzroy	2	26-35	2 (10%)	Owned in Yarra	9
Richmond North	2	36-45	6 (30%)	Property Developer/Investor in Yarra	4
Carlton North	1	46-55	6 (30%)	Work in Yarra	8
Richmond East	1	56-65	5 (25%)	Business Owner or Operator in Yarra	4
Clifton Hill	1	65+	1 (5%)	Looking for Work in Yarra	2
Fitzroy North	1	Skipped	2	Other	4
Outside Yarra	3				
Skipped	5				

## 3.0 Summary of Feedback from the Exhibition of the draft SEES

The draft SEES document received feedback from all consultation activities. Outlined below is a summary of the feedback to the strategy. Feedback includes, general comments, concerns, identified issues and suggested improvements. Whilst not all issues have planning solutions or solutions through the SEES, all feedback has been included within this report.

### 3.1 Key Issues

Consultation with the stakeholders gave the community opportunity to identified strengths and key issues whilst suggested areas for improvement within the draft SEES document, see **Appendix 1** and **Appendix 2**.

The final aspect of the Your Say Yarra Survey asked for any gaps contributors saw in the draft SEES and Strategic Direction. Responses included:

- Green space;
- More consultation on what the future city will look like;
- Parklands retained; and
- Public space and public housing.

### 3.2 Six Strategic Directions in the draft SEES

Your Say Yarra encouraged visitors to participate in a short survey and rate, on a scale of 1 to 5, how effective the six strategic directions were in planning for Yarra’s economic future. With 5 being the ‘most effective’ and one being ‘least effective’.

	<i>Effectiveness</i>					<i>Average Score</i>
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	
<i>1 Support employment growth in Activity Centre</i>	1	2	4	6	5	3.67
<i>2 Retain and grow Yarra's Major Employment Precincts</i>	2	1	3	9	3	3.56
<i>3 Identify preferred locations for housing growth</i>	2	1	3	9	3	3.56
<i>4 Support the expansion of health-related employment and service in Yarra's health precincts</i>	0	0	4	10	4	4
<i>5 Retain other C2 zoned precincts (unless future strategic planning processes support their change)</i>	0	1	7	9	1	3.56
<i>6 Retain Yarra's existing industrial precinct</i>	1	3	3	7	1	2.72

The survey also questioned the strengths and areas for improvement for each strategic direction.

Common response themes, in no order of importance, included:

- Accessibility between precincts;
- Built form;
- More consideration for higher education services, specifically ACU;
- Public space;
- Traffic management;
- More parking options;
- Retain the mixed use of areas;
- Population management;
- Increase employment land;
- Public and affordable housing;
- Parkland/green space expansion and retention;
- Manage pressures and impacts;
- Clarity of building permits in C2Z;
- Structured plan for empty buildings;
- Consideration to key large, important landholdings;
- Respect for the heritage and history;
- Acknowledge change in jobs;
- Manage vacancy rates;
- Identify opportunity for businesses;
- More consideration for the type of employment/businesses; and
- Future of the city (what it will look like).

Refer to **Appendix 2** for all survey comments on strengths and suggested improvements.



## 4.0 Additional Submissions

Three written submissions were received.

### *Submission 1*

Was from a community group in Yarra, Streets Alive Yarra, which generally supported the draft SEES. It included a number of issues and recommendations to improve the document:

1. Highlighting the interdependencies between land use, economic development, employment, transport and congestion
2. Increasing the emphasis on protecting the amenity of residents where residential zones adjoin commercial zones.

In summary, the community group supports the proposed vision for Yarra's employment land and proposed objectives, however, notes that SEES is missing an acknowledgment that economic development will suffer if congestion is not managed; and that economic development can be managed in a way that minimises the negative externalities imposed upon adjoining residence.

Additionally, the submission recommended the following:

1. Adding a new section (e.g. as section 3.7) highlighting the interdependency between economic development and effective, safe transport (that mitigates the economic burden of congestion) and referencing reports from Infrastructure Victoria
2. Amending Section 5.1 (the vision) to include a reference to support for new employment being balanced with support for the amenity of existing residential uses
3. Amending Section 5.1 (the objectives) to include a reference to minimising the negative externalities on adjoining residential land uses
4. Amending Figure 39 so that residential zones in Cremorne are not included within the blue-shaded "Mixed Employment Precinct"
5. Adding a new strategy (e.g. Strategy 7) of maintaining amenity for residents located on the boundary between residential and commercial zones by requiring commercial developments to "transition down" to 3-4 storey structures on the boundary
6. Adding a new strategy (e.g. Strategy 8) of investing in safe, active transport by:
  - a. Upgrading quiet residential streets into 20-30 km/h shared zones
  - b. Constructing protected bicycle lanes on shopping streets and access streets
  - c. Constructing protected intersections where shopping or access streets intersect

### *Submission 2*

This submission raised the following concerns:

- Underestimation of the capacity of existing employment land. The submission applied the capacity assumptions to 2 sites: 32-68 Mollison Street & 10 Victoria Crescent, Abbotsford; and 198-242 Burnley Street, Richmond. Using these specific sites as examples, the submission asserts that the potential for the employment plot ratio could be higher.
- Failure to establish a framework to realise the strategic potential of underutilised employment land. It asserted that despite there being adequate land for residential development and employment, considerations for sites to evolve can be driven by more contextual considerations, such as: Location relative to activity centres, major employment centres, high capacity transport and dwellings; Physical characteristics such as size, land constraints, and surrounding built form; and Specific needs within an area, such as public open space, and other community services and facilities.

The submission acknowledged the constraint of the Victorian Planning Provisions (VPPs) in creating an economic strategy and achieving a true mixed use site. Yet suggests Council consider alternate routes to achieve the mix use of sites – eg Comprehensive Development Zone.

It suggested a more proactive role is needed to ensure that strategic opportunity is not lost.

### *Submission 3*

This submission relates to 182-184 Stawell St and 173 – 177 Barkly St Burnley.

It discussed the potential of rezoning the land) to a Mixed Use Zone (MUZ), in order to utilise the full potential of the amalgamated land.

The land owners recognise that applicable planning strateies for the site currently promote the retention of commercial, business and / or light industrial related uses. That said it then requested the change be considered to allow the amalgamated site to be developed for residential and commercial use..

## 5.0 Conclusion

Through all the aforementioned consultation activities conducted by Yarra City Council to develop the draft SEES documents, themes of feedback. It is important to note that all issues raise do not have planning solutions. Additionally, not all issues raised are related to the SEES document specifically and are instead general comments and submissions of the municipality. The feedback has been presented in themes and the order does not reflect a preference of importance. All issues and submissions have been considered.

## 6.0 Appendices:



# Yarra Spatial Economic and Employment Strategy

Business Workshops in Collingwood and Cremorne  
Friday 5<sup>th</sup> January 2018

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We would like to acknowledge the Wurundjeri People, the Traditional Owners of this land, and offer our respect to the past and present Elders.

We acknowledge and thank participants who took the time to participate in these workshops and have their say about their local neighbourhoods of Collingwood and Cremorne

# EXECUTIVE SUMMARY

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## Background

The City of Yarra (Council) together with SGS Economics and Planning is preparing a Spatial Economic and Employment Strategy (SEES). Council commissioned Social Fabric Planning to undertake two targeted workshops with a selection of business stakeholders, to gain feedback on the strategic directions emerging within the SEES.

There are areas within the Municipality identified in the SEES as significant employment areas outside of the city's activity centres and health and education precincts. These areas are predominately Commercial 2 Zone (C2Z): one major precinct is located in Cremorne, and in Collingwood there are precincts around the Gipps Street area and Easey Street area. The permitted commercial uses and activities in the C2 zone seek to protect and support employment activities.

Two workshops (one in Collingwood and one in Cremorne) were held in late November and early December 2017. Each workshop included time for recording individual comments and open discussions.

At each session, stakeholders were given an update on the city's economy and findings from the emerging SEES report. Participants were asked for specific feedback regarding:

- Why did they decide to locate or work within the City of Yarra?
- What is keeping them in these CZ2 areas?
- What is making it difficult to stay?
- Expectations and opportunities regarding Council's role in supporting their activities in the future.

## Recruitment

It was important to understand the different needs and wants of a range of business groups, including for their different activities and different pressure points with the residential interface including operating/trade hours. An invitation was sent to key businesses across a range of business types and locations in each area. The response rate was tracked, and follow-up phone calls were undertaken to encourage participation. For those interested in the session but unable to attend, a short online survey was developed to support their interest in the project.

### Collingwood:

- Number who attended the workshop: 15 representatives from 10 businesses
- Did not attend but completed survey online: 2 representatives from 2 businesses

### Cremorne:

- Number who attended the workshop: 15 representatives from 12 businesses
- Did not attend but completed survey online: 2 representatives from 2 businesses

## KEY FINDINGS

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### Consistent feedback from both groups

The following section provides a summary of the issues and ideas consistent across both groups. The feedback is based on the workshop notes and individual feedback provided by participants. The areas of Collingwood and Cremorne are also referred to as precincts in this section. The feedback is presented under themes and the order should not be considered as a preference of importance. All issues have been considered equally.

#### *Passionate about their local area*

Participants took part in passionate and respectful conversations, and all cared deeply about where they worked, seeing significant local opportunities for making the areas even better places to work in the future.

Both groups saw themselves as part of their local areas, less so about being part of the City of Yarra and more about the Collingwood/Fitzroy and Cremorne local areas.

#### *Location is important*

The location, being close to but not within the central business area of Melbourne, was a strength of both precincts. Being close to other like-minded people and the clustering of like businesses was also seen as a contributing factor as to why businesses choose to operate in the areas. Others liked being close to home and the convenience of public transport and proximity to freeways and major roads. Some participants talked about the location of bars and eateries and social activities and how this results in a great working lifestyle.

#### *The look, feel, and industrial history is an attractor*

The heritage buildings, urban feel, built form, scale, vibrancy and community connections were identified assets of both areas. The ability to know local retailers, the diversity of people, having lots of choices, being bespoke and not like everywhere else was a positive reason for being and staying in the precincts. Some participants suggested the vibrant environment also played a role in attracting employees. Some identified that older heritage buildings had poor environmental properties and requested more support from Council for architectural and environmental outcomes in their neighbourhoods. Some participants in the Cremorne group talked about the important social history of the area, including the Pleasure Park and connections to the Yarra River Corridor.

#### *Rents are increasing*

Both groups identified that lower rents in the precincts were an initial attractor to the area, but that rising rents and finding suitable office space were making it difficult to stay. Some participants suggested there was not enough diversity of rental spaces regarding size and scale of floorspace and that sometimes this limited opportunities for businesses with more than 40-50 employees. A number of participants suggested the increase in rent is driving away the creative industry and resulting in a more homogenous business type. Other participants suggested they had made significant investments in their properties (for example fit-outs, studio recording spaces) but that increasing rents were making it very difficult to stay.

### *Parking and transport*

Some areas of the precincts were identified as having very few parking options. Some participants thought it was difficult for clients to find a carpark and that this was impacting their business. Others said employees also found it hard to manage daily parking needs, with people leaving the office to “move their car”, which has an impact on productivity. One participant, at the Cremorne workshop, promoted that they pay client uber travel costs to remove this barrier.

### *Local open space and pocket parks*

Both groups identified their inner urban city locations and the importance and need for improved access to nature (trees, grassed areas and open spaces). This was considered important: to provide an outdoor space for lunchtime, somewhere to sit and eat outdoors, for children to play and somewhere to meet after-hours. The urban feel and “urban heat island” effects associated with global warming were also identified as issues that needed to be managed by Council.

### *Internet service*

Both groups identified very poor internet services and said that it is simply not good enough for inner-city locations. Most participants thought this was a priority if Council wanted to increase business growth in the future.

### *Changing nature of working environments*

Many participants identified the need for the SEES to reflect the changing nature of working styles and habits. Many organisations encouraged working from home, hot desks and working hours outside of the 9-5 format. Some participants suggested this played out in a range of ways, for example, parking restrictions incorrectly assume residential use for one part of the day, whilst business use it for the remainder of the day. In practice, many businesses can be operating in international time zones or encouraging and supporting employees to work more flexibly to achieve work/life balance.

### *Balancing the needs of business and residential uses*

There was a strong desire for the precincts to be thriving environments where individuals can live, work and play locally. The Cremorne group saw the need for more people on the streets (particularly a dusk or at night) to make the place safer and more vibrant at all hours. The Collingwood Group saw the need to better balance business and residential needs with many suggesting that too much focus is being placed on residential needs.

### *Social issues*

Both groups touched on the need and want for businesses to support various social issues facing their neighbourhoods. This included some discussion about the importance of supporting social enterprises, providing more affordable housing, outreach services and public outdoor spaces to support a greater mix of socio-demographic groups. There was some discussion about homelessness issues too, and a desire to support and “know what to do” when they saw someone experiencing homelessness or other life challenges.



## Specific comments relating to the Collingwood precinct

### *Built form*

Built form, the urban design of streets and the retention of heritage facades were themes strongly discussed by this group. They want to see improvements to the way housing growth is managed as an interface between businesses and residential uses. For example, many saw the demolition of facades and tower developments as having a negative impact on the business opportunities in the area. Some participants requested Built Form controls to be introduced to the CZ2.

### *Safety*

Petty crime, safety of goods within cars and buildings and improvements to street lighting were strong themes for this group. This translated to some people feeling unsafe in some areas of the precinct. Some participants acknowledged that public safety had improved in recent years, but that there was a continued need to make the area safer through better management of graffiti, a street lighting strategy and increased opportunities for passive surveillance.

### *Conflict between urban uses and residential needs*

The conflict between residential uses, car parking, access and land uses was a strong theme for the Collingwood group. They want to ensure the vibrancy and activities that have made Collingwood an interesting place are balanced with the expectation of new residents moving into the area; for example, management of noise relating to live music venues, night-time activities, loading zones, regular rubbish removal and other business or entertainment activities were seen as important activities to preserve and protect. There was some discussion about the impact that construction is having on their businesses - specifically the impact of closed roads, access points, noise and dust.

### *Rubbish and composting*

The group had some discussion about the need for more Council support for sustainable business practices. This group had strong representation from the food and beverage sector, and many participants thought Council could be doing more to support composting, recycling and greener waste management.

### *Transport corridors*

There was some discussion about public transport access to the precinct and that the recent changes to Victoria Parade (including the elimination of parking) had made it more difficult to get to and from offices/studio spaces. Some ideas included Council taking a stronger advocacy role with Public Transport Victoria and VicRoads to improve public transport outcomes for workers - not just residents. Other ideas included having a centralised carpark and green walking paths/connections across the precinct to help support the greening of the areas while also responding to limited parking options.

## SPECIFIC COMMENTS RELATING TO CREMORNE PRECINCT

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The need for the SEES to take a technology and place-based approach were strong themes raised by this group. A key message for this group was to consider the Cremorne precinct differently to other business areas of the City of Yarra. This group feels Cremorne is unique and connected as a local community but also as a global community too.

*Support for being a technology innovative hub.*

Overwhelmingly there was a strong message to Council that Cremorne was the technology hub of Melbourne (if not Australia) and Council needed to do more to maintain this status. The biggest issue was the quality of the infrastructure. They felt Cremorne plays an important and unique role for the municipality and prioritising the roll-out of the National Broadband Network (NBN) in Cremorne needs urgent attention. One participant suggested it was “embarrassing” and completely contradicted the role of Cremorne as a global innovation hub.

*Lighting and weather protection*

Many participants talked about the vibrancy and feel of Cremorne during the day, but acknowledged its lack of safety and vibrancy at night. The area’s heritage value-added character to the streets, but sympathetic improvements to buildings (and streets) were required to improve lighting and provide cover from the sun or rain, particularly when moving through the area. Some participants identified the need for safe pick-up points for transport - possibly three key areas of the precinct for uber/taxi drop-off and pick-up points that were safe, with good passive surveillance and with weather protection.

*Consolidating employment uses into one precinct*

The principle of the CZ2, which presume employment uses, was challenged by some, with a number of participants seeing the assumptions of the SEES about land uses being autonomous difficult to comprehend. Many participants thought the creative and unique nature of the area needs a more fluid land use typology that allows a range of uses and activities.

*Fairer access to council services*

There are limited residential uses within Cremorne. Some participants thought the area was not as well serviced as other areas of the municipality. Requests were made for more frequent street cleaning, improved lighting and an enhanced public realm. This included access to more public open space, seating, public rubbish bins and bicycle parking.

*Improved pedestrian amenity to and from the precincts*

Some participants requested improved walking and cycling connections into and around Cremorne. This included better footpaths, seating and pedestrian linkages and management of the car and pedestrian interface, with many feeling that cars were dominating some streets. The area around Cremorne Street and Swan Street and the connections across Punt Road, to the Yarra River and Grosch’s Paddock, were identified as areas needing improved pedestrianisation.

*Need for better traffic management.*

Some participants recognised that there was no easy solution to managing car parking stress in an around the precinct. They noted that an increase in supply often leads to more demand for car parking and that locations comparable to Cremorne overseas were not car oriented. Some identified that one problem was that many

businesses expected onsite/nearby access to carparking and that better pedestrian/cycling consideration and active transport urban design improvements, might help reduce this dependence.

*Allowing more residential uses in the area*

Many businesses within Cremorne are technology start-ups or creative businesses. Some participants highlighted the intense working hours required at the initial stages of these types of businesses and suggested that the area should support some level of accommodation: anything from on-site caretakers' units to allowing one or two-level developments above their businesses. There was some appetite for moving toward a Mixed-Use Zone (MUZ) over maintaining the Commercial 2 Zone that doesn't permit any residential use. It was noted that the positives of this change in land use would help provide night-time activity, improve passive surveillance and create an urban environment that supports living, working and recreating in the one location. Some thought this would bring more socio-economic diversity, more families and more activity. The 'City at Eye Level' planning concept was raised as a concept to be explored for Cremorne to promote active building frontages (i.e. windows, plants, colour) as opposed to blank walls of provision for cars.

*Stronger support for the innovation district*

Supporting Cremorne to be an innovation district was highlighted as a key opportunity for the precinct. It was suggested that Cremorne meets the criteria and elements of an innovative district by being a 1km x 1 km precinct, including industrial, education and mixed uses. Many saw the need for the SEES to identify this opportunity.

## CONSULTANT OBSERVATIONS

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### *Success in achieving an interesting mix of ideas*

This process has provided Council with an understanding of different insights and opinions about being a business operating in the Gipps and Easey Street areas of Collingwood and Cremorne. The sessions had representatives from a range of commercial operations, however, the engagement design and reported analysis takes a qualitative approach and it's important to note that each session had participants from twelve businesses, so the findings should be considered as insights and not treated as a comprehensive view of the issues by all businesses in the area. The sessions were welcomed, and a positive, constructive and respectful exchange of ideas was achieved. I encourage Council to undertake more work with this stakeholder group in the future as they seemed generally appreciative of being engaged and asked their opinion on local planning matters.

### *The concept of heritage*

Throughout this report, the importance of retaining and embracing the heritage and stories of the areas came through in different ways. This term should be read as Local, European and Indigenous Heritage. There is a strong commentary about heritage buildings but the reference to land and open space and opportunities to also embrace the indigenous heritage of the site and area should not be missed, particularly considering the interesting history of Cremorne and the connection to the Yarra River.

### *Neither groups identified themselves as the City of Yarra and had different scales of connection to place*

Both groups had strong connections with place. The Collingwood group saw themselves as part of the Collingwood/Fitzroy area, and had a strong sense of pride about being in the inner-north of Melbourne. The Cremorne group had a strong connection to Cremorne but also saw themselves as part of a global community, with many references to Silicon Valley (USA), Europe and Asia.

### *Council role and focus*

In both conversations, there was an underlying feeling that Council has focused on residential growth in recent years, and that business needed more attention. The Collingwood group had a strong conversation about the impacts of residential uses on their businesses - this is mainly due to the nearby mixed-use land zoning and the increase in residential uses around the nearby activity areas of Smith and Brunswick Streets, whereas the Cremorne group raised issues regarding access to better local services and support for their unique business offering around innovation.

### *Learnings from this piece of work need to be informed/shared with other areas of Council*

As with any community engagement processes, the group's feedback was not siloed to just inform the SEES strategy. There is some constructive feedback regarding transport and car parking, arts and culture, residential uses and economic development, and this information should be shared with other areas of Council.

### *Parking issues*

There was some contradiction between the parking wants and needs of workers and the inner-city location. Many participants thought the precincts were well-located with good access to public transport, but also identified parking as a key issue. Participants in the Cremorne group identified the complexity of the issue, but both groups could benefit from a detailed transport strategy and improved opportunities for active transport. Both precincts would benefit from green corridors and strategies that reduced car dependence. After the workshop, one

participant provided a copy of a Brookings report and highlighted this tension in car parking policy and location *"Reducing zoning-related parking minimums to encourage multimodal transportation. If the innovation district location is sufficiently well served by various transportation modes, then the zoning regulations that require a certain minimum amount of parking can be reduced within a designated area. The reduction or elimination of parking can enhance both pedestrian vitality (few facades are more deadening) to the pedestrian experience than a multilevel parking structure or a surface parking lot) and improve the potential for interaction by reducing the isolation of individual developments in the district."*

## USEFUL RESOURCES:

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The following resources are relevant for the issues raised throughout this report and provide Council with some additional useful resources.

### **Connect Respect**

<http://www.melbourne.vic.gov.au/community/health-support-services/social-support/Pages/connect-respect.aspx>

The program is described as follows:

*The City of Melbourne and Council to Homeless Persons are working collaboratively with businesses located in the City of Melbourne to build their understanding of, and support their response to, homelessness in the city.*

*The Connect Respect program was developed to address an increase in reported concerns by local businesses about the growing impact of rough sleeping and street begging on their operations and the safety of their staff and customers*

*The program provides training to businesses on how to connect with people experiencing homelessness so that they have the confidence and knowledge to respond in an inclusive and respectful way.*

*The pilot project commenced in 2015 in the busy area bordered by Elizabeth Street, Swanston Street, Flinders Street and Flinders Lane. Through consultation and engagement, it was found that many businesses – large and small – were interested in becoming involved in developing local solutions for people experiencing homelessness, and for those who are marginalised, transient, vulnerable or unwell.*

*Businesses, and people whose work brings them into contact with people experiencing homelessness are encouraged to participate in the Connect Respect training, which is tailored specifically to their business and staff needs.*

### **Other information provided by participants**

*The following information was forwarded by a participant following the workshops:*

- *'City at Eye Level' information cards developed by the cremorne.co initiative (see Appendix 3).*
- *Brookings report "Advancing a new wave of urban competitiveness: The role of mayors in the rise of innovation districts" by Julie Wagner, Jennifer S. Vey, Steve Davies, and Nathan Storrington, June 2017. Available at: <https://www.brookings.edu/research/advancing-a-new-wave-of-urban-competitiveness/>*
- *Brookings report "The Rise of Innovation Districts: A New Geography of Innovation in America Bruce Katz and Julie Wagner", May 2014. Available at: <https://www.brookings.edu/essay/rise-of-innovation-districts/>*

# APPENDIX 1: NOTES FROM COLLINGWOOD WORKSHOP

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## Notes from the whiteboards

### Why did you choose Yarra?

- Close to home/lived.
- Not much opposition.
- Not so much Yarra - Fitzroy / Collingwood.
- Urban area / vibrancy / heritage / feel of area.
- Affordable.
- Allows you to grow / spatial floorspace.
- Easy to get to CBD - without parking issues.
- Onsite parking was available.
- Build on food/wine environment.
- Strong sense of community - NFP - connection to local disengaged youth.
- Proximity to the freeway.
- Access to Public Transport.
- Getting safer.

### What's keeping you here?

- Opportunities to expand/grow.
- Cluster / like minded people.
- Creative industry / peer.
- Connection to community.
- More street life / activity / roller doors up.
- Lots of pubs / entertainment.
- Get to know local retailer/cafes.
- Draw diversity of people.
- Lots of choice / personality / bespoke not chains.
- Attracts employees - young team.

### Issues making it difficult to stay?

- 50+ employees and it's is difficult to find options.
- Commute from some areas - as residential rent increases.
- Parking - staff - customers - huge loss.

- Meeting - don't want to come to the office.
- 2 hour parks impacts productivity business / team concentration moving cars, disruptive clients.
- Congestion back streets.
- Residential zones - timing, availability.
- Safety / lighting.
- Bin management / dumping - customer presentations.
- Limited access to paid parking.
- Can't keep coins in car.
- Bike lanes helped - increase in employees riding.
- Pedestrian linkage - public transport - train / tram.
- Internet is terrible.
- Loss of culture - focus on residents.

What have been the impacts of new development or uses in or near your locations?

**What has had a positive impact?**

- Creation of an entertainment hub.
- Improving street tree planting.
- Vibrancy is a great staff attractor.
- Change in demographic.
- Increased density creates greater vibrancy.
- Bike lanes and enforcement of separation.
- A better quality of diversity.
- Increasing diversity in businesses makes the area attractive for new businesses.
- Increase of creative industry in the area.
- Increase coffee, restaurants, pubs - attractive selling point (for team and clients)
- Increase sales due to increase the population.
- Staff are excited to be working in this neighbourhood.
- Getting new customers and few tradies.
- Coffee.
- Weekend trade is increasing.
- New developments have to park.
- Event spaces more hire opportunities more businesses.
- New places for employees to live.



- New cafes.

**What has had a negative impact?**

- Construction activity and lack of respect for business.
- Drunks are littering and making noise late in the evening (for residents).
- Density increase bad for traffic during business hours.
- Less diversity of businesses / retail on Smith St.
- High turnover of retail / restaurant businesses means less of a connection to the community.
- Higher pricing affects types of businesses and residents that can live in the area.
- Competition and productivity has stifled creativity and diversity.
- Competition for office space - hard to grow within the Collingwood / Fitzroy area.
- Parking is very challenging for visitors, employees.
- Becoming more mono-cultural - hipsters pushing out older businesses.
- Pressure on infrastructure - IT / Services.
- Increasing business operations on create some conflict with housing commission occupants.
- Less artists able to afford to live in or near area reducing attractiveness and creating traffic issues as cannot use public transport or bikes.
- Parking for employees and clients/customers.
- Multistorey residential developments in COM1 zones like Johnston St creating tensions with live music venues.
- Lack of open spaces.
- Traffic.
- Lack of parking.
- Graffiti.
- Light industry decline or increase.

**Q & A**

- Do forecasts consider more towards flexible working condition - work from home, hot desks.
- What is the demand for residential? I.d. - 20% Collingwood 2011-2016 (est).
- Balance residential vs commercial.
- How much impact assessment are COY doing on long-term impacts changes to zone - MUZ.
- Balance residential vs commercial.
- Built form controls in C2Z?
- Are some creative industries being displaced by residential?

## Top ideas

1. Green Space - lunch
2. Street / traffic management - two ways
3. Vertical zoning
4. Establish approach - planning incentive facades / built form - built form protect Heritage form.
5. Information about carparking, tenancy
6. Visitors business parking permit.
7. Managing resident / business car parking demand.
8. How to create small spaces / bigger as required?
9. Build car parking building / consolidate.
10. Go get company - good idea - towing business management silos.
11. VicRoads Johnson Street - train - towing business.
12. Safe city - active presence COM model - activate streets.
13. Food waste rubbish - Com degrades.

### Collingwood: Individual comments.

#	Why did you choose Yarra for your business?	What is keeping you here?	Are there any issues that are making it difficult to stay?
1	The key target area for youth homelessness/disengaged youth. Close to city where other key businesses (owned) are located. Key area for Community service engagement e.g. Collingwood/Richmond Police Stations - greater effort in collaboration.	Only been 12 months of opening - vibrancy of area. A safe place for our young people to belong.	Parking
2	Prime location. Businesses around come for food and coffee. Rent is affordable.	Business is growing. The growth and development of Yarra region.	Not at the moment. Just upset if there was two way instead of one way.
3	I chose Collingwood to develop and build my office and warehouse space as I saw it as an opportunity in terms of growth. Collingwood is close to home. I enjoy the diversity and interest in the back streets of Collingwood.	Its become much safer. Street life is welcomed.	Parking is very difficult. Open spaces - perhaps to consider? Congestion - busy small streets and built up traffic. Shopping and metres.

#	Why did you choose Yarra for your business?	What is keeping you here?	Are there any issues that are making it difficult to stay?
4	Distance to the CBD and key business centres. Parking available with office environment for up to 25 staff. Appropriate amenities around office in terms of transport. Ability to expand office as required (luxury of floor space).	Property owned by business employees. Office still capable of meeting needs in terms of size and location.	Parking for clients is a key issue. Concern over encroachment of residential areas, as infrastructure does not seem to be keeping up with needs (i.e.. IT/NBN etc).
5	Proximity to home. Not a lot of other business's the same.	Cost of setting up. Business doing ok. See future growth in commercial population.	No.
6	30 years experience - operation. Growth potential. Creative hub - embroidery 'art'. Close to CBD = access easy.	As above plus vibrancy, unique - outlast, diversity.	Customer parking facility - 'catch 22'. Increase rate / expenses, outgoing.
7	Population. Traffic. Hire the employee.	Rent. Source of customer. What kind of customer. Office. Casual.	All development of the future. Rental increase.
8	Located close to freeway, close enough to CBD, good area. Space (converted warehouse), blank canvas, create fit for purpose. Grow with business. Cost of rent.	Rent. Building suits our business. Enjoy the location.	Parking. Public transport.
9	Lived here, nearby (still live in Yarra!). It was emerging and vibrant Street. Was unchartered territory 10 years ago.	We have invested in the building we partly occupy. Other .... Collaborators and new clients.	The internet is so poor I have considered leaving.
10	Vibrant place to work. Out of the CBD. Like minded businesses around.	Vibrant place to work. Out of the CBD. Like minded businesses around.	Limited supply of office space if we grow any further. Parking growing tight.
11	Community culture and support for NFP's and social enterprises. Strong concentration of NFP and social enterprise networks. Great cultural location for food and drinks. High needs area for disadvantaged youth. Business viability for hospitality as the main revenue generator and training establishment for youth programs.	Lovely location and community. Beautiful venue and donated renovations and lots of referral networks. Large site for events, meetings and production departments for wholesale.	Travel access for employees living in other suburbs (North Melbourne, Brunswick, Coburg etc). High competition in the area.

#	Why did you choose Yarra for your business?	What is keeping you here?	Are there any issues that are making it difficult to stay?
12	The Collingwood Arts precinct and the opportunity to have a purpose built home. The interactions and possibilities with local diverse communities and other artists and creatives. We all live northside!	Our home base and affordability. Our connections to community. The vibrancy of the place. The Johnson Street commercial precinct so we have limited interplay with residents. Commitment to Arts in Yarra.	Encroach residential development, especially for a site designated as a SUZ including live music. Currently time consuming VCAT and other planning processes to ensure that existing activities do not adversely impact future residents.
13	Historical family decision. Outstanding location for access to CBD/other manufacturing businesses.	Location - central. Access for clients, for us to our suppliers. Invested in property / own it.	Challenge for clients to park.
14	Vibrant area / urban character / creative. Affordable rents. Specifically chose Fitzroy / Collingwood - don't rate all of Yarra the same way. Access to public transport. Proximity to employees homes / central location. Not CBD.	Vibrant area / urban character / creative. Affordable rents. Specifically chose Fitzroy / Collingwood. Access to public transport. Proximity to employees homes / central location. Not CBD.	As we grow we are concerned we won't be able to stay in the area because there aren't many larger office spaces available. Currently managing across two landlords. Being able to provide parking for employees without good access to public transport. Concern because more of a mono-culture - hipster culture taking over!

What are your top 3 ideas?	Why is this idea needed?
Green space, vertical gardens.	Team gathering. Space.
Public transport, parking. Source customer and staff.	No comment.
Sustainability practices.	No comment.
New MDA's for zoning. Community green spaces.	No comment.
Let the market have a stronger push on growth. Clean up graffiti.	More housing needed? Demand will drive that. More knowledge of council services.
Green spaces, compost bins. Rooftop garden. Community events. Support diverse employment.	Minimise waste, smell, utilise something for community gardens. Grow more food for helping homeless services and to cater for community events. Create more cohesion between residents. Supported pathways for groups who potentially can't access Yarra so easily etc, West, Coburg, Brunswick.
Affordable housing for low paid workers, e.g.. Artists (plus social housing). Keep COM2 zones to keep businesses and stop those areas having residents preventing additional issues. 'Encourage'/ force developers to take into account real business needs and amenities e.g. access, activation on multiple floors, proper sound proofing etc.	No comment.

What are your top 3 ideas?	Why is this idea needed?
Council to provide information to businesses about parking options, tenancy options - assist growing business to stay in the area. Visitor parking permits. Maintaining sufficient commercially zoned land. Keeping Fitzroy and Smith St commercial precincts.	No comment.
Green Space. Buildings that are not just a block/rectangle. Impose creative designs in future residential and office/commercial buildings.	Innovative and vibrant construction, planning incentives, vibrancy in building.
Build a carpark. Collaborative workspace office share. Community / business connection.	Parking is at a premium in the precinct. Less residential more business focus. Be great to enhance business opportunities in the precinct.

### Online Reponses

Q1: Why did you choose Collingwood for your business/activity?

I am an employee so I didn't choose the area for the business. That's where it is based but it's a cool and vibrant area.

Q2: What is keeping you in the area?

Work but I often come here on weekends. There are a good number of IT businesses in the area and it has a good blend of commercial and residential.

Q3: Are there any issues that are making it difficult to stay in the area?

There are constant works which can be disruptive (but that's progression) and there are a lot of plane trees. This seems like a small issue but there are a number of people in the office that suffer every year through this and it could lead to abandonment down the track.

Q1 : Why did you choose Collingwood for your business/activity?

My business is an art gallery. This area is well known for the arts. There are a number of artists studios and creative hubs and other galleries too. This all contributes to a vibrant arts sector which benefits my business.

Q2: What is keeping you in the area?

The further strengthening of the arts. This is through Council support as well as more and more creatives realizing the importance of grouping in this area for economies of scale

Q3: Are there any issues that are making it difficult to stay in the area?

Absolutely! Parking has severely affected our business. Patrons/buyers constantly walk in complaining of this. The reason for parking issues in this area is, I believe Council is easily giving business permits allowing them to waiver the parking clause. This is causing a real burden.

Q4: How can the council best manage development and land use to support your business/activity, and grow the employment area?

More consideration needs to be given when permits are issued. If a permit is issued to a restaurant, REALLY consider if the area/space is suitable, so a restaurant in a congested section with NO proper area for their commercial bins is clearly an erroneous permit provision. I have that in this area, and restaurants are using car parking spaces to park their bins! Council needs to be strict on the business on parking waiver. If a business attracts large groups of clients or will be having lots of staff, surely they need to include a provision for parking, and build underground parking or alternative solution. Just relying on their words that their guests and staff will cycle or use public transport is fraught with danger. I often drive

because I'm transporting art. 10.5 years ago I wavered the car parking clause because at that time, one got to pick where they parked. Johnston St was empty of cars in parking spots.

## APPENDIX 2: NOTES FROM CREMORNE WORKSHOP

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### Why Cremorne?

- Be close to other creative.
- Near advertising.
- Vibe
- It was affordable - factory size / shape e.g. music studio (square)
- Can do attitude
- Make it work even when its hard e.g. parking.
- Boutique / cool - community due to size.
- Cool crowd.
- Best place that's not the CBD.
- Everyone but lawyers and accountants.
- Retained its soul - grunge, edge.
- Connections - CBD, other areas - freeway, public transport, bike path.
- Hard to get North.

### What's keeping you here?

- [Access / drop off points taxis / uber - Need new thinking of moving around]
- Too expensive to move.
- Investment in property / fit out.
- Tafe - relates to industry / business in the area.
- Engaging street facades / scale encouraging interactions.
- Sense of community.
- Working with their roller doors up - insights into activities.
- Rows of MAC computers looking out.
- Well known as a creative destination.
- Promote Cremorne as a unique place.
- Richmond / Cremorne split address.
- Last studio after sing-sing - monopoly.
- History - Pleasure Park - Council to play with history.
- Lots to do - activities - Swan / food.

### **Issues making it hard to stay?**

- Internet - 'look stupid to rest of the world'.
- Client parking.
- Balance parking / walking / deliveries.
- Car transport.
- Support 'silicon valley' idea.
- Building infrastructure - standard / quality of building.
- Quality of building stock.
- Security lighting in the area - street lighting.
- Late night activities.
- Street cleaners.
- Darkness / activity can be scary.
- Not enough people around / activity.
- Balance of residential and commercial.
- Weather protection.

### **Top ideas?**

- Parklets - outdoor spaces.
- Bars opening onto parks - plaza (European model)
- Improved lighting.
- Safe spaces / zone - pick up by taxi / uber.
- Tree planting.
- DCP for landscaping / trees. Dogs / children.
- Increased access to the Yarra River - ideal Monash freeway.
- Underground access to Monash on ramp.
- Street cleaners - once a week.
- Clarity of zoning - residential permits 2/4 hours - assumption 9-5 not right.
- Genuine care taker for Commercial uses times zones.
- Support urban innovation.
- What makes 'innovation district'? - mixed use, industrial façade, education façade, 1km x 1km.
- Internet.



### Other ideas/observations?

- Construction noise.
- Trucks - delivery. Construction - new development.
- Parked across driveways.
- Lack of public space - sections of parks.
- High density - Nylex - public realm.
- Lunch time seating areas / kids play area.
- Lack of space for walking / dog friendly - poo bags.
- Access to the parkland - Groshos Paddock.
- Pedestrian crossing at Swan Street / Cremorne \* Elizabeth Street.

### Social issues?

- Homelessness.
- Connect and respect.
- Drug administration area.
- Public toilets - none in Cremorne.

### Cremorne: Individual comments

#	Why did you choose Cremorne for your business?	What is keeping you here?	Are there any issues that are making it difficult to stay?
1	Tafe so ex Tech school. Government decision.	Location. Creative hub.	Viability? Industry support. Government funding.
2	Surprisingly cheap rent - we got very lucky.	Cheap rent also good public transport, lots of places within walking distance, peaceful.	Our office isn't entirely fit for purpose. Other spaces in the area haven't been within budget.
3	Needed something close to CBD - but on cusp and close to East Melbourne. Were on Bridge St previously but needed more space.	Can't find anywhere else that is suitable! It's close to the CBD and very well connected to other areas. Getting known as a 'Design/Creative' hub.	Traffic, internet services.
4	Central location out of CBD.	Vibrant area with continued growth.	No comment.
5	Close to clients and CBD. Culture of Cremorne and surrounding areas.	Creative, space, land ownership.	Council infrastructure /access requirements. Parking. Lighting. Drug problems.
6	Proximity to excellent amenities, very good public transport, vibrant community, co-locating with other creative businesses and close to CBD.	Area keeps improving with more and better businesses / operators. More activity on streets.	No comment.
7	It had the right shape and size land for my business, I need large 'land', not just building area - preferably as a square.	Massive outlay that is very expensive to relocate.	Slow internet, rising rates.

#	Why did you choose Cremorne for your business?	What is keeping you here?	Are there any issues that are making it difficult to stay?
8	Reach to our clients - who are Advertising Agencies. Relatively central location - not in the city. It's the 'creative' hub of Melbourne.	Proximity to our clients, element of cool.	Traffic management, parking, rent increases and poor lighting in streets.
9	Location, demographic, social or entertainment precinct, transport and work/lifestyle balance.	As per question A) in saying this: we are hoping the area improves by activating areas such as rooftops being used for hospitality and being creative to bring people to the area over the weekend and after hours when the area is quiet.	No comment.
10	I bought a cheap warehouse in Cremorne 10 years ago, it was affordable then.	Ownership and inner city convenience. Close to clients.	Poor security / lighting in Jessie St, Cremorne. Unsafe late at night.
11	Provides a central 'meeting place' for clients to meet that is accessible from various areas around Melbourne. Amidst creative, marketing and sporting business/precincts - our base set of clients.	No comment.	No comment.
12	Lifestyle, proximity to CBD.	Work, lifestyle.	Excessive council rates.

What are your top 3 ideas?	Why is this idea needed?
Creative use of spaces.	Having a mix of businesses i.e. hospitality, creative, digital, manufacturing, health and fitness, accommodation - short and long term.
Better lighting, more greenery, more parking options for our clients.	Safety and security.
Lobby NBN Company to have fibre to property, not FTTC installed.	As Cremorne is the silicon valley of Melbourne.
Scramble crossing at Swan and Cremorne. Yarra engage with Vocus or TPG to install non-NBN fibre to compete with NBN copper and Telstra fibre.	Telstra fibre - \$850/mo - 100/100 Mbit. Vocus - \$500/mo 500/500 Mbit. Telstra is only fibre in Cremorne St. Vocus can't justify the build cost along due to volcanic rock. NBN is a waste of time for business.

### Online comments

Q1: Why did you choose Cremorne for your business/activity?

- near the freeway (the director lived down the peninsula) near train station and packed of nice cafes

Q2 :What is keeping you in the area?

- we love it. and we got a second office in Cremorne. convenient, close to the city but much calmer and the vibe is amazing

Q3: Are there any issues that are making it difficult to stay in the area?

- PARKING!!! parking has become a nightmare! the council should give away permits for the business.

Q4: How can the council best manage development and land use to support your business/activity, and grow the employment area?

- easier parking for clients to come in. keep its as it is, nice quiet and cool

Q1: Why did you choose Cremorne for your business/activity?

- We moved into Cremorne in 2010 having operated in Richmond since 1989 so staying within Richmond was important to us. The premises we moved came with good facilities including on-site car parking.

Q2: What is keeping you in the area?

- We live in Richmond so the location is close to home and close to the CBD which is important for some aspects of our business. It is convenient for staff as is access to the freeway.

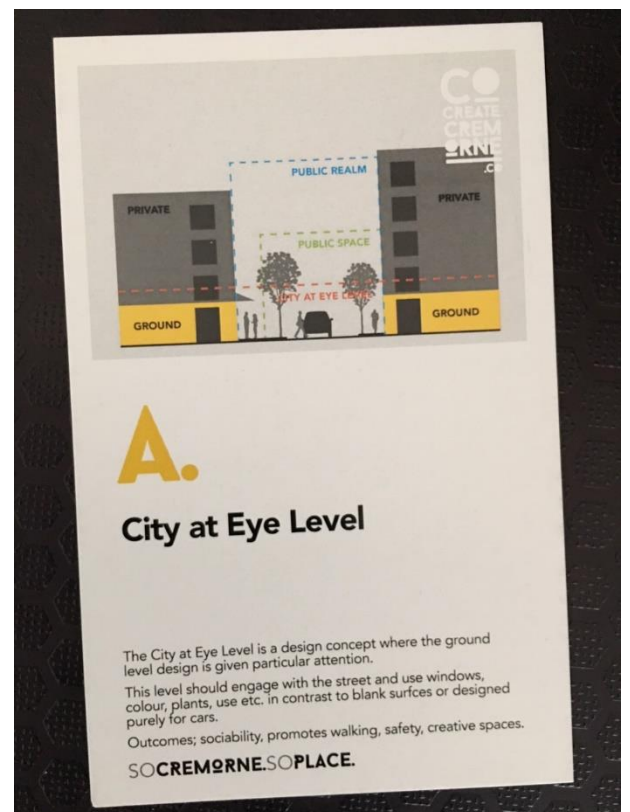
Q3: Are there any issues that are making it difficult to stay in the area?

- Congestion in getting out the area late in the afternoon - particularly getting to Punt Road. Parking for visitors is an issue.

Q4: How can the council best manage development and land use to support your business/activity, and grow the employment area?

- Comprehensive traffic management plan which may include acquisitions or incentives for car parking. In relation to public transport consider a shuttle running north south (peak times) to assist people to get to Richmond Station - perhaps along Cremorne St or a street running parallel.

## APPENDIX 3: CO-CREATE CREMORNE CARDS



**Appendix 2 - Strategic Directions (Survey Comments)**

	<b>Strengths</b>	<b>Suggested Improvements</b>
<b>Direction 1</b>	<ul style="list-style-type: none"> <li>• Great focus</li> <li>• Important for businesses to survive</li> <li>• Keep employment central (connectivity)</li> <li>• Acknowledgment of the change in employment</li> <li>• Identified major areas of growth</li> <li>• Plans ahead</li> <li>• Great precincts</li> </ul>	<ul style="list-style-type: none"> <li>• Consider green spaces</li> <li>• More attention to Victoria Parade (St. Vincent's Hospital and ACU)</li> <li>• Improve facilities on Victoria Parade as area expands</li> <li>• More approaches to reduce the high vacancy rates in activity centres</li> <li>• Encouragement of new industries</li> <li>• Support health and university precinct</li> <li>• Separate health and university precinct from residential areas</li> <li>• Improve condition of activity centre streets</li> <li>• Encourage smaller business opportunities in less major streets and enclaves</li> </ul>
<b>Direction 2</b>	<ul style="list-style-type: none"> <li>• Buildings are already there</li> <li>• Proximity to other services and public transport</li> <li>• Good place to work</li> <li>• Good public transport</li> <li>• Retention of C2Z provides clear direction about preferred land uses</li> <li>• Proximity of the CBD and Free Tram Zone</li> <li>• Proximity to 'cool cafes'</li> <li>• Great to encourage a diversity of employment and housing</li> <li>• Consistency to previous strategies (provides certainty)</li> <li>• Acknowledges importance of retaining and growing workforce</li> </ul>	<ul style="list-style-type: none"> <li>• More attention to key large, important landholdings – particular consideration</li> <li>• Consider impact of more apartments and offices in the area</li> <li>• Height limits of 8 storeys</li> <li>• Car and bike access limited to major roads</li> <li>• More attention to height, structure, and materials that are used</li> <li>• Parking consideration – Visitors and deliveries</li> <li>• Parking considerations – longer time lengths for employees (not just attention to public transport accessibility)</li> <li>• Maintain existing commercial zones</li> <li>• Encourage more residential development</li> <li>• Promote Yarra as Australian/Victorian Silicon Valley</li> </ul>
<b>Direction 3</b>	<ul style="list-style-type: none"> <li>• Important direction due to the difficulty</li> <li>• Important to intensify residential development in activity centres</li> <li>• Land kept for employment</li> <li>• Increasing housing density</li> <li>• Changing spaces for housing</li> <li>• Approach of both housing and employment together</li> <li>• Sustainability/environment</li> </ul>	<ul style="list-style-type: none"> <li>• More green spaces</li> <li>• Reduce building height</li> <li>• More parking</li> <li>• Consider retail and offices – Non-office types of employment (studio spaces)</li> <li>• More attainable housing</li> <li>• Need for public housing</li> <li>• Consider reduction of traffic and PT congestion</li> <li>• Restrict increase of population in the area</li> <li>• More consideration for current constituents</li> <li>• More accommodation for parking in new developments</li> </ul>
<b>Direction 4</b>	<ul style="list-style-type: none"> <li>• Link with allied health and associated organisations</li> <li>• St. Vincent's is a key business</li> <li>• Viable option – Bridge Road</li> <li>• Considering both St. Vincent's and Epworth</li> <li>• Important to plan strategically</li> <li>• Expansion in areas is sensible</li> <li>• Will improve patient care in the long term</li> </ul>	<ul style="list-style-type: none"> <li>• Use of empty retail buildings</li> <li>• Consider ACU</li> <li>• Need for more parking (long term – 1 hour too short for hospitals)</li> <li>• Green spaces</li> <li>• Accessibility between the health related services</li> <li>• Need incentives to bring specialist to the area</li> <li>• Build higher given the area</li> <li>• Continuance and expansion of social service related sector in addition to health/hospital services</li> <li>• Easier parking</li> </ul>
<b>Direction 5</b>	<ul style="list-style-type: none"> <li>• Allows for mixed industrial development</li> <li>• Continuing to support employment land</li> <li>• Important issue to be addressed</li> </ul>	<ul style="list-style-type: none"> <li>• Pressures to rezone for housing</li> <li>• Don't allow for residential development</li> <li>• Must encourage businesses via modern buildings and services</li> <li>• Impact on existing use rites</li> <li>• Managing impacts</li> <li>• Need more clarity on building permits</li> </ul>

*Direction 6*

- Retaining history
- Consideration for the future (15-20 years)
- Need for future affordable housing
- Sounds wise
- Recognition of previous industrial areas

- Consideration to stop rezoning result in a windfall for land owners
- Consider the community
- Consider impact of conversion of the factories that ignores the heritage
- Consider the future of changing industry
- Keep area as a mix instead of just residential
- Development around historic and heritage sites should be respectful of history
- More parking
- Keep noisy and unclean industries out (textile distributors)
- More opportunity for high-tech, media, film, animation and other creative industries
- More architects, building design and renewable energies entities