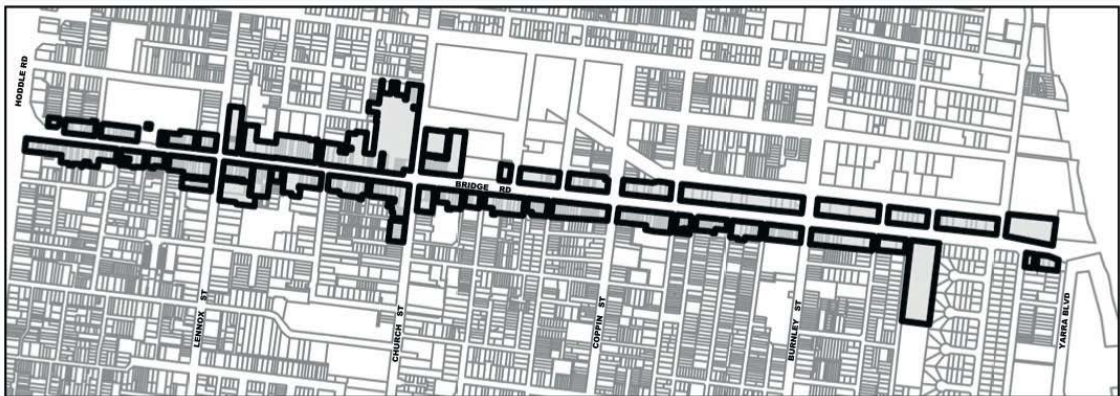


Attachment 2

Proposed Declaration of Special Charge 'Bridge Road Precinct'

1. In accordance with a resolution of the Yarra City Council (**Council**) made at its ordinary meeting held on 5 June 2018, notice is hereby given that at the ordinary meeting of the Council to be held on 21 August 2018, it is the intention of the Council to declare a Special Charge (**Special Charge**) under section 163(1) of the *Local Government Act 1989 (Act)* for the purposes of defraying expenses to be incurred by the Council in, administratively only and subject always to the approval and direction of the Council, providing funds to the incorporated body operating and known as 'Bridge Road Main Street Incorporated' (**BRMS**), which funds are to be used for the purposes of contracted support, promotional, advertising, marketing, business development and other incidental expenses to be approved by the Council and agreed to from time to time between the Council and the BRMS, all if which are associated with the encouragement of commerce, retail and professional activity and employment in the Bridge Road Precinct (**Precinct** or **Scheme**) and being the section of Bridge Road, Richmond between Punt Road and the Yarra Boulevard respectively. A plan of the Scheme area appears in paragraph 3 below, and forms a part of this declaration.
2. The Special Charge will be based on geographic criteria, having regard to the location of those rateable properties in the Bridge Road Precinct (as shown on the plan and in the table below), which rateable land is being used, or is reasonably capable of being used, for commercial, retail or professional purposes.
3. The area for which the Special Charge is to be declared is all of the land referred as the Precinct as identified and shown enclosed by bold black lines on the plan immediately below
—



4. The properties to be included in the Scheme are —

<u>Roads or streets</u>	<u>Property Numbers</u>
Bridge Road	2 to 662 inclusive
Church Street	196 to 280 inclusive
Lennox Street	172 to 195 inclusive
Waltham Street	2a
Burnley Street	174
Hunter Street	2

5. The Council considers that each rateable property and each business included in the Scheme area that is liable or required to pay the Special Charge will receive a special benefit because

the viability of the Bridge Road Precinct as a commercial, retail and professional area will be maintained or enhanced through increased economic activity. The special benefit which is considered to exist is in the form of a benefit to those persons who are required to pay the Special Charge which is over and above, or greater than, the benefit available to persons who are not required to pay the Special Charge and being an enhancement in the value and the use, occupation and enjoyment of the properties included in the Scheme.

6. In performing functions and exercising powers in relation to activities associated with the encouragement of commerce and retail activity in and around the area for which it is proposed the Special Charge will be declared, the Council intends to declare, levy and spend an amount of \$217,000 per annum, raising in total an amount of \$1,302,000 over the six year period of the Scheme, such amount being the total cost of the performance of the functions and the exercise of the powers by the Council and the total amount of the Special Charges to be levied.
7. The Special Charge is to be declared and will remain in force for the period commencing 1 October 2018 and ending 30 September 2024.
8. For the period of the Scheme, the Special Charge will be assessed and levied differentially, as follows –
 - Properties with a Bridge Road address and situated at ground level - **\$300 per annum**;
 - Properties with a Bridge Road address and situated other than at ground level - **\$200 per annum**; and
 - Properties with an address other than Bridge Road - **\$100 per annum**.
9. The Special Charge will be levied by the Council sending a notice annually to the persons who are liable to pay the Special Charge, which will require that the Special Charge must be paid –
 - By one annual payment to be paid in full by the date fixed by the Council in that notice, which will be a date not less than 30 days after the date of issue of the notice; or
 - By four instalments, to be paid by the dates which are fixed by the Council in the notice.
10. The Council will consider cases of financial and other hardship and may reconsider other payment options for the Special Charge.
11. For the purposes of having determined the total amount of the Special Charge to be levied under the Scheme, the Council considers and formally determines for the purposes of sections 163(2)(a), (2A) and (2B) of the Act that the estimated proportion of the total benefits of this Scheme to which the performance of the functions and the exercise of the powers relate (including all special benefits and community benefits) that will accrue as special benefits to all of the persons who are liable or required to pay the Special Charge is in a ratio of 1:1 (or 100%). This is on the basis that, in the opinion of the Council, all of the services and activities to be provided from the proceeds of the expenditure of the Special Charge are marketing, promotion and advertising related and will, accordingly, only benefit those properties and businesses included in the Scheme that are used, or reasonably capable of being used, for retail, commercial or professional purposes.