BUSINESS AND EMPLOYMENT

By 2035 the change we would most like to see is…
- Encouragement and support of all business types which will mean more diversity of business.

Council could actively plan for this by…
- Considering business growth to accompany population growth
- Make planning process more supportive of new types of business
- Clustering activities in zoning regulation
- Encouraging mixed use
- Playing a broker role (matchmaking)
- Opening up Council property for small business use

We understand that the implications of this would be…
- Financial investment in match making role (and maintenance)
- Altering the balance between commercial and residential development
- More demand possibly increasing rental prices

We are willing to live with…
- More foot and car traffic through residential areas

Panel Support

- Agree: 61%
- Not Sure: 28%
- Disagree: 11%
Reasons for support:

- Love the diversity drawing. Having business diversity fits with access and transport 20-minute principal. I also like the matchmaking idea.
- Agree. I think Council should also take an active role in the establishment of required business by private sector partners - childcares, schools etc.
- Council should encourage positive feedback on development. Otherwise it’s all negative objections.
- Great! Can we include not-for-profit and artistic enterprises as well?
- Agree. One business priority is to ensure/enable local services that mean less travel is needed. ie, child care, local shops etc.
- Encourage more fine grain business including micro manufacturing! Avoid big box office blocks.
- Agree with better use of unused space for business opportunities (especially micro businesses).
- Yes! Business should be encouraged and mixed with housing but access by car should be discouraged. Needs better cycle access through the built areas.
- Be aggressive with developers. Encourage diversity through housing types, mixed use, business vs residential interfaces.
- Yes to mixed use! Establishing necessary rules to reduce conflict between uses.
- Agree- increased traffic is acceptable because not likely to be excessive, and benefits to more local employment are significant.
- Maintaining diversity of opportunity and businesses is paramount to character of Yarra.
- Be creative with the development of prominent sites. Not just $1m apartments. Make them mixed use and family friendly.
- Agree. Encourage all business types to encourage more young people to live in Yarra. Make the city more active.
- I like the idea of Council opening up it’s properties to encourage business/cheaper rent. Business activity/ productivity benefits greatly.
- Nice idea to cluster activities.
- Working from home is where we are heading.

Reservations:

- Clarity of business use is good, but I don’t agree with increased car traffic.
- I’m not sure about the trade-off with increased car traffic.
- Yarra has already clearly defined commercial/residential areas. Increasing commercial would involve the loss of residential. There is significant commercial land in Yarra not being developed which suggests land banking or a lack of demand.
- I think it’s important to have diversity in the area, but having areas dedicated to certain industries makes businesses become recognisable and the areas become known for this.
- We need “lower skill” employment opportunities. Not everyone can be a cafe owner/waiter/shopkeeper etc. Someone has to do the grunt work.
Many businesses need some sort of traffic flow to survive
Unclear whether scale of business has been considered. Businesses that provide to local community are lower impact than others
Not sure about traffic implication but this could be different in 20 years

Reasons for not supporting:
- No more car traffic!
- No increased car traffic through residential areas please!
- Maybe we missed an opportunity to discuss built environment in 20 years? How will we be working? Will we still be in buildings or will we be in micro-locations working in a more mobile sense? How could Council contribute to this?

OTHER CHANGES

Other changes we would like to see by 2035 include…
- Further diversification of business in Yarra. For example both corporate/professional services as well as retail/restaurants/bars (small business)

To achieve this Council could…
- Ensure Planning Scheme has the goal of encouraging and supporting microbusinesses. This could include:
  o Encouraging developers to build support - communications, storage
  o Have rate reduction/rental support
  o Supporting the garage model
  o Running an e-marketplace to connect landlords and businesses
  o allowing small spaces short term leases
- Have target ratios of commercial vs residential space, ie, if two residential buildings are approved then also need to approve commercial development
- Incentives through rate/parking reductions for commercial property

OTHER COMMENTS

Preliminary comments include…
- S.O.H.O (small office, home office) It doesn’t require difficult planning decisions. It also has the potential to reduce parking and traffic
- Interested in the garage model to increase underutilised private space
- If no car parking, people don’t care to shop. Look at Stonnington for an example of plenty of car parking (private market and cheap) with no meters on main roads
- E-marketplace to connect desired business seems like a good/easy idea to implement
- More wifi free zones along activity centres
- Will Council allow conversion of historical buildings to facilitate business matrix style offices to keep business diversity at lower rents?
- A fixed ratio may be problematic as demand for commercial space is complex and subject to economic condition
- Protect and provide space for art/music business start-ups
- Does it also need more incentives for desired business? For example, reduced rates, subsidies etc
- Greater developer contribution is a good idea and possible with political will
- Need attention to tension between business and resident needs
- Good idea, but need to ensure change does not adversely affect residents
- Is this on the same site - means a limited range of commercial to be compatible mixed use?
- Needs more discussion - lots of empty buildings/ spaces in old industrial zones
- Loosen up restrictions on office space on residential zones (microbusiness)
- The line between business and residential will blur
- What infrastructure is considered when increasing more people into the area?
- Flexible and diverse zonings
- Think about impact on residential
- A fixed ratio may be problematic as demand for commercial space is complex and subject to economic conditions
- Great idea
- Have a targeted strategy to promote and support identified industries, for example health care, education, creative, food manufacturing