

#	Recommendation	Council lead	Status
1	Undertake a pilot program of a commercial/retail mix mapping project to develop a spatial understanding of the current mix in centres and identify clear clusters, gaps in the supply and current anchor tenants and compare them to global best practice retail mix benchmarks and strategies, includes consultation and collaboration with real estate agents (pilot program currently being developed for Acland Street)	City Growth & Culture	Underway
2	Continue to progress proposed local VicSmart application types through Planning Scheme Review Planning Scheme Amendment C203 - particularly relevant to minor buildings and works, signage and liquor licenses (all within limited parameters) Amendment C203 is due to commence exhibition shortly	City Policy	Underway
3	Convene internal working group to triage new business enquiries and applications (ideally led by the ASSIST business concierge), attended by representatives from City Permits, Health, Building and Planning services, City Design, Economic development team etc	Business Concierge within ASSIST	Underway
4	Investigate whether rates rebates/ concessions would be an effective incentive for premises within commercial/ MUZ/ industrial zoned areas are leased at lower/ temporary rates to new and/ or targeted businesses and/ or to part of the premises (noting many vacant premises may be too big to attract desired businesses)	Rates	Not Commenced
5	Once the SEEF is completed – review the need for a gaps analysis of each activity centre and use as a basis to prepare list of ‘desired’ businesses for each activity centre (i.e. to plug missing services/ goods), and then incentivise these businesses through concierge service/ rates rebates etc	City Growth & Culture	Not Commenced
	Investigate a fast track process for any local laws and health permits required for new and temporary businesses and/ or ‘deemed to comply’ standards to avoid permits	City Permits	Health - Completed
6			City Permits - Ongoing
7	Consider appointing a commercial priority planner & adopt commercial priority process (based on the Moreland model) for new & expanding businesses	City Development	Not Commenced
8	<p>Prepare and adopt advocacy strategy that advocates State government for the following:</p> <p>a) For temporary businesses & businesses wishing to trial expansion (in both cases for up to 6 months) within Commercial/ MUZ/ industrial zoned areas:</p> <ul style="list-style-type: none"> - Waive building regulations requirements (not fire, but include DDA, toilet requirements) - Waive planning requirements for use (within certain parameters such as typical business hours), car parking, internal B&W - Introduce State-wide VicSmart provisions for buildings and works, liquor and signage matters <p>b) For new non-temporary businesses within commercial/ MUZ/ industrial zoned areas</p> <p>Small v Big businesses: confirm parameters to define each (eg <500 sqm floor area, certain customer or staff numbers, etc)</p> <p>Small businesses:</p> <ul style="list-style-type: none"> - Waive planning requirement for car parking, internal B&W - Introduce VicSmart provisions for buildings and works, use (within certain parameters such as typical business hours), liquor and signage matters 	Partnerships and Transport	Underway
9	Set up a Planning services procurement panel, in order to enable agile use of contract staff to support statutory, compliance and strategic planning services in light of recruitment issues, particularly short-term vacancies	City Development, City Strategy & Policy, Planning Compliance	Completed
10	Investigate advisory/ mentoring program for new businesses - businesses can get advice on what to consider when starting up and info on regulatory requirements	City Growth & Culture	Not Commenced
11	<p>Once a business has opened and the regulatory aspects have been finalised, handover business information on to Economic Growth. Economic Growth team can:</p> <p>a) introduce these businesses to support opportunities & resources through Council.</p> <p>b) ensure the businesses receive dedicated Port Phillip business updates by including them in the Economic Growth mailing list</p>	City Growth & Culture, City Development, City Amenity	Underway
12	Tailored Fact Sheets/checklist to assist & guide new businesses. E.g. Setting/ taking over a hospitality business	City Growth & Culture, Various	Underway
13	Increase officer attendance at Business Association meetings. Topics and variety of presence	City Growth & Culture, Various	Ongoing
14	Resource and prioritise review of Footpath Trading Guidelines adopted by Council in 2010, (amended in 2017)	City Permits	Underway

Completed

1

Underway

7

Ongoing

1

Not Commenced

4

