



13.1 **PROPOSED EXTENSION TO THE SEABATHS SUMMER ACTIVATION**

EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND ORGANISATIONAL CAPABILITY

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1. PURPOSE

- 1.1 To consider a request by the St Kilda Sea Baths to extend their outdoor activation permit through to end of March 2022.

2. EXECUTIVE SUMMARY

- 2.1 The St Kilda Sea Baths have requested to extend their summer outdoor activations until the end of March 2022.
- 2.2 The relevant permit was due to expire on April 30, 2021 however this has been extended for one month to allow Council to consider this request.
- 2.3 Due to poor summer weather, the extended trader space was unsuccessful when compared to the cost of the infrastructure.
- 2.4 The Sea Baths would like to assist traders in recouping their expenses by continuing the extension for a further 11 months.
- 2.5 If the infrastructure is removed now, it will cost a considerable amount to reinstate it next summer.
- 2.6 The Sea Baths are committed to utilising the space over the colder months so that it does not sit dormant.

3. RECOMMENDATION

That Council:

- 3.1 Notes this request.
- 3.2 Agrees to extend the permit for the extension in front of Beachcomber Restaurant to 30 November 2021.
- 3.3 Does not agree to extend the permits outside the Encore and Republica spaces.
- 3.4 Waives the event permit fee for this time period.
- 3.5 Reconsiders the expiry date of 30 November 2021 when the Public Space Activation Policy is considered by Council later this year.

4. KEY POINTS/ISSUES

- 4.1 The Sea Baths traders, Republica, Encore and Beachcomber applied to extend their trading space to the beachfront and two small areas around the Sea Baths complex area in October 2020. Following discussions with the City of Port Phillip and DELWP, they were permitted to use the spaces in early November.
- 4.2 Beachcomber were permitted to use 60m x 5m of sand space, Encore were permitted to use 62m x 5m of sand space and an additional small area at the entrance of the Sea Baths complex (near the rhino statue) and Republica were permitted to use a small



space between their outdoor dining area and South Beach Reserve. The additional spaces were used to increase the capacity of each trader to seat diners.

- 4.3 Whilst Beachcomber has utilised its space well, the other permitted areas have not been highly patronised and have resulted in beach being removed from the community.
- 4.4 There will be negligible impact on other traders if Council agrees to this extension.
- 4.5 Allowing an extension is in-line with support offered to other hospitality venues who have been able to extend their business parklets at no charge until 31 June and potentially 31 December 2021.
- 4.6 Allowing the extension is in line with Council's commitment to supporting the economic recovery of hospitality venues post the COVID-19 induced lockdowns.
- 4.7 The risk of further lockdowns remains significant and this will assist in protecting Beachcomber and the Sea Baths if this occurs.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 No formal consultation has taken place, however, no stakeholder groups will be negatively impacted by this proposal.
- 5.2 Seabaths may need to discuss with DEWLP (confirmation of this requirement is currently being obtained) following Council's consideration of the permit request.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 None identified.

7. FINANCIAL IMPACT

- 7.1 The standard cost of such an event permit would be \$130,000, however neither the Sea Baths nor another hirer would provide this should the proposal be declined.

8. ENVIRONMENTAL IMPACT

- 8.1 None identified

9. COMMUNITY IMPACT

- 9.1 It is hoped that the proposed extension would benefit the community with winter activation providing an option for recreation and pleasure.
- 9.2 Continuing to support the recovery of traders is integral to retaining a vibrant and energised foreshore for the community to enjoy.
- 9.3 Retaining St Kilda foreshore as a tourism destination by providing dining options supports Council's commitment to economic recovery.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The proposal aligns with Council's Live Love Local social, creative and economic recovery program.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 Should the proposal be approved, the permit for the Beachcomber space will be extended until 30 November 2021 and the other beach activations outside the Sea Baths will be removed by end May 2021.



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11.1.2 Once the Public Space Activation Policy is endorsed, a further discussion about the permit will be brought to Council.

11.2 COMMUNICATION

11.2.1 No specific communication would be required. The Sea Baths would promote the extension in their communication channels.

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS 1. Attachment 1 - Proposed Beachcomber extension