



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...

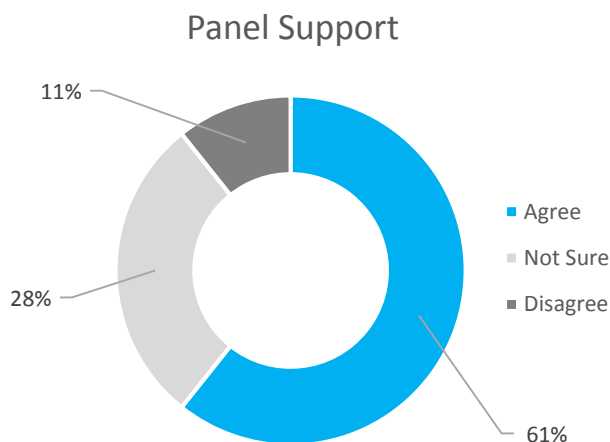
- Considering business growth to accompany population growth
- Make planning process more supportive of new types of business
- Clustering activities in zoning regulation
- Encouraging mixed use
- Playing a broker role (matchmaking)
- Opening up Council property for small business use

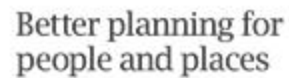
We understand that the implications of this would be...

- 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...

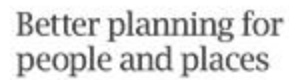
- More foot and car traffic through residential areas





- 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

- 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



- 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