

Attachments

Council Meeting

Monday 29 April 2024

10.1 Notice of Intention to Declare a Special Charge - Burwood Heights Shopping Centre

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**10.1 Notice of Intention to Declare a Special Charge -
Burwood Heights Shopping Centre**

Attachment 1 BHSC Letter to Council requesting renewal- received
29.02.2024

Attachment 2 Burwood Heights Strategic Plan 2024-2029

Attachment 3 Burwood Heights Special Charge Renewal 2024-2029 -
Proposed Declaration

**10.1 – ATTACHMENT 1. BHSC Letter to Council requesting renewal- received
29.02.2024**

29th February 2024

Alex Kaszubski
Economic Development Officer
Engineering & Investment
Whitehorse City Council

By email: alex.kaszubski@whitehorse.vic.gov.au

Dear Alex

The Burwood Heights Traders Association write to support the renewal of the Special Rates levy for Burwood Heights Shopping Centre that benefits the Burwood Heights traders.

Further to our recent meeting on 22nd February 2024, we confirm that:

- The Traders Association would like Council to formally commence the statutory process to renew the special rate scheme for Burwood Heights.
- We note that the consultation has been carried out and that the business plan and budget have been finalised and attached to this email.
- We would like to raise \$52,285.55 per annum, with a consumer price index (CPI) increase per annum, each of the five years, which commences in financial year 2024 to deliver this business plan.

The key activities that will be funded by the scheme are:

- To deliver a unified marketing and promotional strategy to increase visitation to the Centre with promotional activity, events and advertising.
- To govern the association effectively and strengthen business opportunities, stakeholder relations and advocacy.
- To advocate to stakeholders for improved physical amenities, cleanliness and streetscape improvements.
- To effectively communicate and engage with stakeholders.

In addition to this:

- The duration of the scheme is 5 years, commencing in 2024 and concluding in 2029.
- We would like the rate to be distributed by rate charge.
- We do not intend to include any additional properties or geographical areas to be included for this scheme duration and can confirm that the Marketing Coordinator will ensure that the only properties that benefit from the scheme are those that will be levied.

Thank you for your consideration.

Yours sincerely
Sharon Leeson
President – Burwood Heights Traders Association

10.1 – ATTACHMENT 1. BHSC Letter to Council requesting renewal- received
29.02.2024



Burwood Heights Business Association

Strategic Plan
2024-2029



10.1 – ATTACHMENT 2. Burwood Heights Strategic Plan 2024-2029

1. Introduction

The purpose of this strategic plan is to guide the development of the Burwood Heights Shopping Centre (Centre) over the next five years. It provides a framework for the Burwood Heights Business Association (Association) to realise the vision and objectives for a thriving Centre.

Burwood Heights Business Association

The Association is an incorporated body, established in 1993 representing business and property owners in the Centre. A committee is elected by members to make decisions on behalf of all property and business owners in the best interests of the association (even those property and business owners that aren't members of the association). Both property owners and business owners are eligible to apply to be members but cannot be compelled.

Details of the Association's current Committee members and Centre Coordinator is provided in the Appendix 1.

Special Rate / Charge Scheme 2024-2029

The Association has been funded by a Special Rate/ Charge Scheme (Scheme); a rate levied by Council since 2002. Council collects monies from Centre businesses and/or property owners. Funds are provided to the Association at fixed terms, based on the delivery of agreed projects over the duration of the Scheme. Monies are spent exclusively on marketing, promotions and business development of the Centre and delivered by a professional Centre Coordinator. The current scheme was declared on 1 September 2019 and is due to expire on 31 August 2024.

In February 2024, the Association approached Council with the intent to submit a request for renewal of a Burwood Heights Shopping Centre Special Rate/Charge Scheme. Following consultation, a threshold of 80% 'in principle' support was reached indicating that there was sufficient level of support shown, for Council to consider renewal of the existing Scheme.

The Association declared an intention to Council, to renew the Scheme and raise \$52285.55 per annum, with a consumer price index (CPI) increase per annum, each of the five years commencing in financial year 2024. The levy will be applied to all rateable tenancies within the Scheme boundary and paid by either the business or property owner.

10.1 – ATTACHMENT 2. Burwood Heights Strategic Plan 2024-2029

The purpose of the Scheme is to allow Centre businesses to benefit from collective resources to provide marketing, promotion and business development – the aim being to create efficiencies from the collective marketing effort.

Centre Management

The management of the Centre is complex with three body corporates. The Trader Association liaises with each of the three Body Corporates to facilitate Centre improvements. The Body Corporates' roles and responsibilities are separate to that of the Association. Committee members and the Centre Coordinator regularly meets and lobbies with the Body Corporates to achieve desired outcomes on behalf of Centre businesses.

BURWOOD HEIGHTS SHOPPING CENTRE

Centre Scheme Boundary

The Centre is located at the intersection of Burwood Highway and Middleborough Road, Burwood East. The image below illustrates the Centre's Special Rate/Charge Scheme boundary extent. As at December 2023, it included 37 rateable tenancies.

Centre Profile

The Centre is in a strategic location, being at the intersection of two major roads – Burwood Highway and Middleborough Road. It is in proximity to Deakin University, Burwood.

The Centre has a neighbourhood community focus. The shopping centre is U-shaped with properties facing both the Burwood Highway and the large car park at the rear. The Woolworths supermarket at the eastern end is the dominant use and is a landmark tenant. A building providing shops on the ground level and office suites above is a bookend at the western edge along Middleborough Road.

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Business Activity Mix

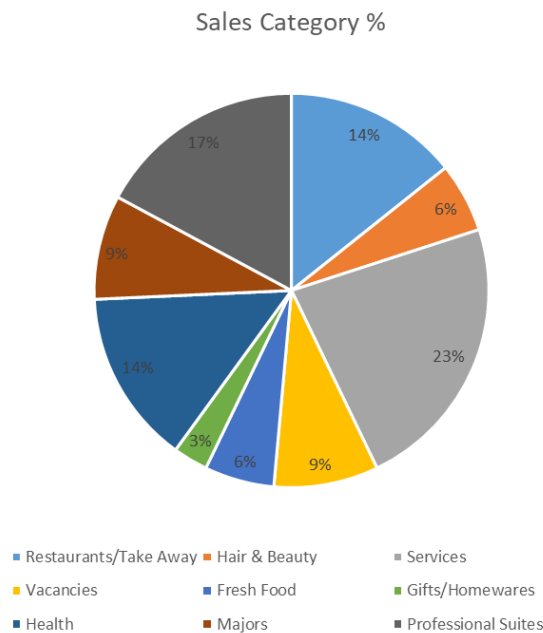
The Centre offers a range of general retail stores, optometrist, chemist, newsagent, large retail supermarket, petrol station, bakery, as well as cafes’ and restaurants. It is renowned for its wide range of personal, medical and professional services offering accounting, legal, real estate, beauty, health and medical services.

The Centre has a full line, Woolworths supermarket, BWS and AMPOL EG petrol station as its major anchor that attracts convenience shopping. This is further complemented by a variety of fresh food and produce outlets including an Asian grocery store, Artisan bakery and gourmet deli. The Centre is currently short of a Butcher, a Hairdresser/Barber, Real Estate, a Bakery and a Fruit & Veggie.

The Centre trades seven days a week though hours vary per store but generally Mon- Fri 9am - 5.30pm, Saturday 9-5 and Sunday 10-5.

As at December 2023, the Centre has 3 vacancies however 2 shops are nearing occupancy.

The chart below identifies the business activity mix of 37 rateable businesses, at September 2023:



The Centre’s most prominent offer is Services (23%), with Professional Suites (17%) and both Health (14%) and Restaurants/Takeaway (14%) close behind.

10.1 – ATTACHMENT 2. Burwood Heights Strategic Plan 2024-2029

The Centre also offers Major Retail (9%), Fresh Food (6%), Hair & Beauty (6%) and Gifts/Homewares (3%). At the time, the Centre has a 9% vacancy rate.

Refer to appendix 2 for a detailed list of Burwood Heights Shopping Centre businesses.

CONSULTATION

To inform the preparation of this business plan, consultation was undertaken with the Association Committee members, Centre Coordinator, business and property owners and representatives of Council.

Whitehorse City Council Business Owners / Operators Survey

Over June and July 2023, Council conducted a survey of business owners/operators and received 50 survey responses from 37 rateable tenancies

Whilst responses to open ended questions were very limited feedback included:

- Respondents liked:
 - Easy access to Centre shops
 - Ample car parking

- Respondents disliked:
 - Current signage
 - Declining mix of retailers and vacancies

- The most important issues that need addressing:
 - Landlords/Estate Agents having long term retail mix perspective
 - Improving tenancy mix
 - Improved signage

Strategic Planning Survey

Prior to the planning workshop Strategic Australia conducted an online survey of landlords and tenants. This largely confirmed councils survey results with further detail provided. Survey feedback included:

