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BUSINESS PAPER

Ordinary Council Meeting

19 December 2023

Aaron Johansson
Chief Executive Officer

We hereby give notice that an Ordinary Meeting of Council will be held on:
 Tuesday, 19 December 2023 at 6pm
 in the Council Chambers, Civic Centre
 184 - 194 Bourke Street, Goulburn

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Cr Peter Walker
Mayor

Aaron Johansson
Chief Executive Officer

16.2 GOULBURN CBD HEALTH CHECK 2023

Author: Senior Strategic Planner
 Director Planning & Environment

Authoriser: Aaron Johansson, Chief Executive Officer

Attachments: 1. CBD Health Check Report 2023 (separately enclosed) 

Reference to LSPS:	Planning Priority 2: City, Town and Village Centres – Vision 2040 - Vibrant, accessible town centres which provide a range of services to meet the community’s needs.
Zone:	E2 Commercial Centre

RECOMMENDATION

That:

1. The Goulburn CBD Health Check 2023 report from the Senior Strategic Planner be received.
2. The Goulburn CBD Health Check 2023 be adopted.
3. Council endorses the development of the CBD Health Check 2025.

INTRODUCTION

This report seeks the adoption of the Goulburn CBD Health Check 2023 (The Health Check) (Attachment A) as an evidence-based document to inform future strategic decision making.

The Goulburn CBD Health Check 2023 study area includes the CBD Core (E2 Commercial Centre Zone), as illustrated in **Figure 1**.

The Health Check provides data to inform and monitor the health and vibrancy of Goulburn CBD. It is one tool to determine Council’s progress in meeting the strategic aims of the Local Strategic Planning Statement, particularly:

- Ensuring an appropriate mix of development;
- Increasing residential occupancy in Goulburn CBD;
- Promoting an active main street and commercial centre;
- Enhancement of town and village centres, and
- Encouraging a vital night time economy in the Goulburn CBD.

The Health Check is a data-driven report which primarily focuses on vacancy rates taken on a 2 yearly basis to provide fine-grain written and spatially represented information on:

- The number of commercial units present in Goulburn CBD Core;
- The occupiers of each unit and any known change;
- The number of vacant units and overall vacancy rate, and
- Heritage item vacancy rates.

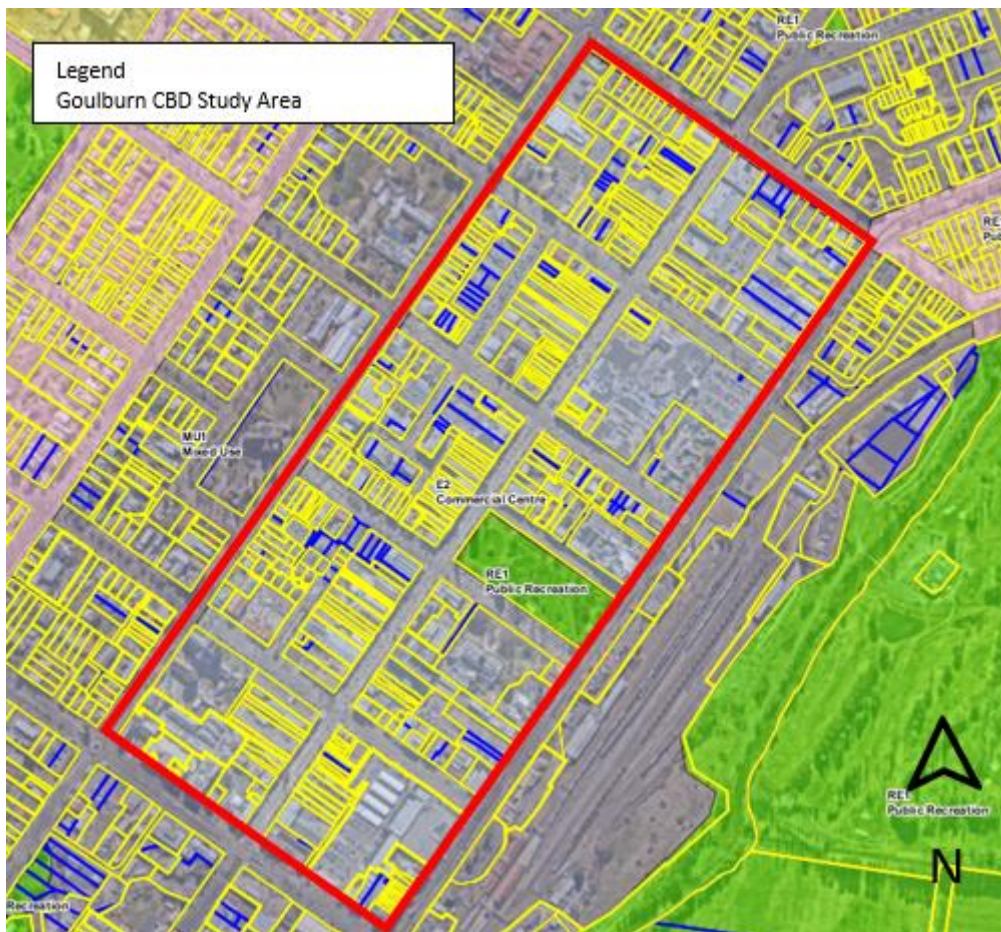


Figure 1: Goulburn CBD Health Check Study Area

The CBD Health Check survey, including the collection of vacancy data, was undertaken by the strategic planning team between 13th and 17th February 2023.

The Health Check provides a snapshot in time with information correct on the survey date. The CBD Core is a dynamic and changing commercial landscape with occupants of commercial units across the CBD Core regularly establishing, vacating or relocating. CBD Health Checks in subsequent years aim to capture these changes on a biennial basis.

The Health Check also includes CBD vacancy data collected by planning officers in 2021 to provide a point of comparison to the 2023 vacancy data.

The Health Check does not seek to make assertions as to the causes or direct implications of higher or lower vacancy rates but provides a dataset to inform the preparation of strategic documents, policy making and decision-taking.

REPORT

Summary of Findings

Occupancy Use

The Health Check examined the following 12 land use categories:

- Health & Wellbeing
- Hair & Beauty
- Financial & Professional Services

- Government & Community Services
- Shops & Retail
- Auto Services
- Hotel & Motel Accommodation
- Restaurants, Takeaways & Cafes
- Entertainment & Leisure
- Licensed Premises
- Infrastructure
- Vacant premises.

The Health Check identified a total of 443 commercial units in the CBD Core with shops and retail identified as the dominant land use with 110 units. Financial & Professional services were the next most frequent with 73 units. Entertainment & Leisure was the land use least represented within the CBD core with a total of 6 units.

Groupings of Land Uses

The Health Check examined the physical relationship and proximity of the different land use categories to determine any spatial patterns and groupings. In summary it found:

- Auburn Street is the focus for shops and retail with most units falling within this category.
- Auburn Street is also the location of the majority of Restaurant, Takeaway and Cafes in the CBD.
- Financial & Professional services are primarily located on Montague and Bourke Streets.
- Government & Community Services are dominant on Clifford and Montague Street.
- Goldsmith Street is the location of most of the Auto Services in the CBD Core.

The groupings of land use categories are illustrated on the occupancy map in Appendix A of the Health Check.

CBD Vacancies

The 2021 vacancy data identified a total of 51 vacant units in the CBD core with an overall vacancy rate of 11.5%

The 2023 vacancy data identified a total of 54 vacant units in the CBD core with a vacancy rate of 12.2%

This data highlights a slight increase in the overall vacancy rate in the CBD core at the time of survey. Auburn Street has the greatest number of vacant units with a total of 23 which has increased by 3 since 2021. Bourke Street also saw an increase in the number of vacant units from 4 in 2021 to 9 vacant units in 2023.

The vacancy rate for heritage properties in the CBD core has also been identified with a total of 26 heritage items being vacant at the time of survey in 2023 compared to 18 heritage items in 2021.

Conclusion and Recommendation

The CBD Health Check provides a published record of the number and location of occupants in the CBD core, it provides an analysis of the spatial relationship of land uses and identifies an overall vacancy rate. The CBD Health Check 2023 is the first step in the development of biennial reviews of the health of Goulburn CBD Core.

The Health Check includes a series of recommendations for improvements to future versions inclusive of a broader data range to monitor the health and vibrancy of Goulburn CBD more holistically.

The following improvements are proposed in the Goulburn CBD Health Check 2025:

- Record pedestrian activity.
- Identify the number of units with Active Street Frontages
- Identify the number of units with Outdoor Dining facilities.
- A record of business movements
- Levels of residential occupancy
- A record of each businesses opening hours
- Detailing public realm improvements.

It is recommended that the CBD Health Check 2023 be adopted by Council as an evidence document to be published on the Council's website and the development of the CBD Health Check 2025 be endorsed.

FINANCIAL IMPLICATIONS

There are no known financial implications to Council identified in this report.

LEGAL IMPLICATIONS

There are no known legal implications to Council identified in this report.