



Strip Shopping Centre Traders Newsletter September 2008

Dear Trader,

It's been a busy month for the team and I hope by now many of you have noticed some of the good work that has been carried out across the various shopping strips. Below is a list of both completed and ongoing projects from September:

- Garden bed clean up and replanting at **Forest Dve**
- Garden bed clean up, replanting and tree guard removal at **Ashleigh/Karingal**
- Garden bed clean up and replanting at **Fairway St**
- Garden bed clean up and replanting at **Kareela Rd**
- Garden bed establishment and planting at **Sanders Rd**
- Garden bed replanting at **Austin Rd**
- Grading and levelling of **Heatherhill Rd** laneway
- Commenced tree guard removal at **Excelsior Dve**
- Top dressing of low point in grass areas at various shopping strips
- Laneway clean up at **Beach/Ashleigh Dve**
- Cleaning program increased from 33 visits per week across all centres to 42 visits (46 as of Nov through to April)
- Customer and Trader surveys conducted

Ongoing projects

- Working on a long term solution for the drainage issue at **Heatherhill Rd**
- Trail footpath cleaning at **Belverdere** shops – I understand this is an issue that needs to be tackled quickly and it will be this month as per below
- Charity bin removal at **Maria St**
- Dog tie facility for **Lakewood Dve**

Looking Ahead

- Redevelopment of the **Foot St** Shops due to commence in late October
- Footpath cleaning at **Belverdere** shops (this will be done during the night and all traders will be advised prior to the work commencing) & garden bed replanting and granetic sand top up
- Major garden bed and path development in the road reserve at the front of **Railway Pde** – traders to be advised prior
- Redevelopment of the **Beach/Ashleigh** Shops to commence in about December

Team Identification and operation style

In my last newsletter, I mentioned that this new maintenance team was yet to be branded. I am happy to advise you that going forward we will be known as **The One Stop Squad**. The operational concept of this team was a one stop approach to all maintenance. *Beautification, Innovation, Communication* is what we are about and hence that forms our tag. You will quickly get to recognise this team with all future communications and signage displaying this title.

As from the 6th October you will also notice that our style of operation changes too. The one stop approach will swing into action from this date. This means that at each visit all staff will arrive together and while footpath sweeping is happening, gardens will be being maintained, litter will be collected, furniture will be being painted (as required), lawns will be mowed (as required) and minor graffiti will be removed etc. As well as that any other issues we notice will be reported to the appropriate departments as has always been the case. Feel free to come out and say hi and discuss any issues you may have. Your input to our maintenance is welcome.

Parking issues

Since my last newsletter, I have received a number of calls from traders at various shopping strips regarding other traders parking at the front of shops all day. This poses as a delicate issue, but one that needs to be addressed in fairness to all traders and customers. You would all be aware that car parks are clearly signed with appropriate parking time limits. The car parks are provided for the convenience of all of your customers and therefore I want to give fair warning that our Bi Laws department will be monitoring the shopping strip car parks more closely going forward. Please park appropriately to avoid parking fines. If you don't have sufficient parking at the rear of your shop, please utilise parking spaces in accordance with the parking limitations.

Use of A-frame signs, outdoor dining and display tables

All traders will have received notification regarding Kerbside Trading guidelines. Our Economic Development department is working hard to create consistent standards across the city with regards to kerbside trading. As a quick summary, guidelines are as follows: A permit must be obtained prior to any kerbside trading taking place. There are limitations to what each shop can use/display. Kerbside trading must be directly in front of your own shop and must be positioned 1.8m away from the shop fronts and 60cm in from the car parking area. As with the parking, this is all in an effort to create a more pleasant shopping experience for your customers, so we ask that you help us in achieving this goal. For further enquiries or permit applications please contact our Urban Strategy department via 1300 322 322.

Until next month, happy trading!

Kind Regards,

Marshall Lowe
Frankston City Council
Team Leader Strip Shopping Centres