

PORT SORELL WORKSHOP – 08 APRIL 2017

SESSION 4 – SHEARWATER VILLAGE REVITALISATION

Vacant Shops

Need retail shops to attract people – there has to be something to look at in the village

Suggest Council could assist with incentives to encourage uptake of empty shops. Need to think about how to do this and put any recommendations to Council that may be useful to attract traders back.

Rental prices of premises are too high.

Need to have an idea of which shops you want to keep there. As locals what is most important and what is required to put in to bring the customers back to the village. Specialisation in antiques for example, then encourage eat street with cafes etc.

A post office would be good to have back in the village as that was the killer in the village. Westpac teller machine was also removed from the village.

Bring back loyalty to the village by locals supporting the pharmacy – If they know locals would support it then they can stock accordingly and build confidence in the area.

Suggest library book lending and internet café. There is plenty of unused property in the village for this. A library is important, if not an online link where people can drop into. It is not the responsibility of café owners to be a library.

The village is a good spot for a history place/room is needed in the area and there are no facilities or Council buildings to do this.

Suggest Council provide a pop-up shop so that businesses can set up for a short time to test the waters.

Suggest the empty medical centre could be used as a Library to bring more locals in, but this may be unlikely as library run by the state.

Appearance of the Village

The look of the place is important - Like a book if you have a good cover you will browse and look

The village looks shabby with paint peeling and benches chipped. The seats do not encourage sitting down to chat and linger in the village.

Suggest there is too much visual pollution, need to get rid of parking signs and some rubbish bins.

Need to promote the “Port of Golden Beaches” with use of colours, shearwaters on bins etc and build around our major asset.

Suggest remove all parking controls. At traders meeting stipulate no parking for retailers on busy days but do so on slow days to make the village look busier.

Suggest a more coastal look like on doctors surgery and use as a theme for all buildings. Update to a more modern look with nicer sails.

Where does money come from to update fascades. Council created the problem, can they help out in some way?

Suggest more landscaping and use colourful plantings to create a vibe, maybe concrete tubs with plants. Discussed with garden group at retailers meeting recently and received good feedback.

Trees give ambience to the area. In Devonport tied colour of cages to Spirit of Tasmania, it looks good.

Pavers lifting now from trees and need cleaning, lifting pavers create a safety issues for elderly customers. Need to blow leaves away more regularly.

Suggest beautify area without obstructing traffic such as weeping cherries or geraniums. Choose a colour for a window box in each shop and the individual shops look after their own. If the wind blows away flowers you need to persist, maybe try hanging baskets and be committed.

Appearance in front of Shearwater Resort has gone downhill. The Pohutakawas (New Zealand Christmas tree) have been flattened and now it is just dead grass and concrete. Half of the lights at Shearwater Resort are not working.

Suggest to paint facades with a theme, perhaps Golden beaches with waves and Shearwaters on each building to tell a story. Maybe approach the school to contribute such as sculptures of Shearwaters for example to touch and maybe others in middle of the roundabout.

Good food places

Quality eating places are required that are complementary to each other as there is little choice at present. Need more restaurant options if visitors are in town for more than a few days.

Good cafes will attract extra traders and create a vibe in the village. Some could offer roasts every Sunday at a reasonable price, the Resort offers a pub meal but nice to have something different.

Toilets

Toilets are clean, but there is a need to beautify with screening/landscaping as from the corner opposite newsagency there is nothing but the view of a toilet block.

Private land on corner near toilets needs to be cleaned up

Parking

Lots of parking for cars but no parking for caravans, rvs or boat trailers and then they do not stop in the village.

Large vehicles park on Shearwater Boulevard by Bakery which creates a traffic problem as too narrow.

Suggestion to approach owners of the vacant land next to the Dental Surgery to either purchase or temporary arrangement to use while vacant for long vehicle parking and a sign showing where parking for this type of vehicle.

Traders Meeting

Public Holidays every coffee shop closed but should accommodate visitors. Suggest to discuss roster system with other coffee shops so people can get coffee on a Public Holiday. Must put sign on other shop doors to show which one is open—trial period then review.

Need to promote Shearwater Village is open for business. It is the second town from the boat , open for breakfast. Perhaps work with Council to update website etc.

Suggest develop a Facebook page promotion – what’s happening in Shearwater Village

Explore advertising on Spirit of Tasmania and websites

Suggest that the village hold a special event and could do this as a celebratory “we are back” event

Suggest Traders group pick up on no-traders (residents) to have input into discussions

General

More signage required to direct visitors to the village. Need to look at how it works across town, maybe it could have fun aspect to it.

Shearwater village sounds like a retirement village perhaps a name change is in order.

Population doubles in Summer and there is not enough accommodation available.

Wifi should be available to public in the area to bring people in.

Need work on webpage and descriptions of the area on web. This must be updated for greater promotion.

Biggest Penguin rookery in Tasmania – should promote

“Village” should suggest a social occasion where people coming together which can beat social isolation and meet new people. If mums want to come together for coffee there is nothing for kids such as a playground to sit with takeaway coffee.

Picture rails need to be placed in halls and places for art exhibitions as there nowhere in the area to hang art.