
Community and Stakeholder Engagement Report

Outdoor dining licence adj. 37 Moore Road, Freshwater (Stage 1 of 1)

Impact level: 4

Consultation period: 20 October to 21 November 2021

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1. Summary

This report outlines the outcomes of community and stakeholder engagement as part of a proposal to provide an outdoor dining licence on Council land to the property adjacent to 37 Moore Road, Freshwater between 20 October and 21 November 2021.


The feedback collected during consultation indicated a high level of support for the proposed outdoor dining licence. The majority of respondents favoured the activation of the site as they felt it would enhance the ambience of the area which some feel is currently underutilised. Most people felt that access to outdoor dining is in keeping with the character and atmosphere of Freshwater's outdoor culture.

The few respondents who did not support the outdoor dining licence raised misuse of public space, potential risk of alcohol abuse and littering as concerns

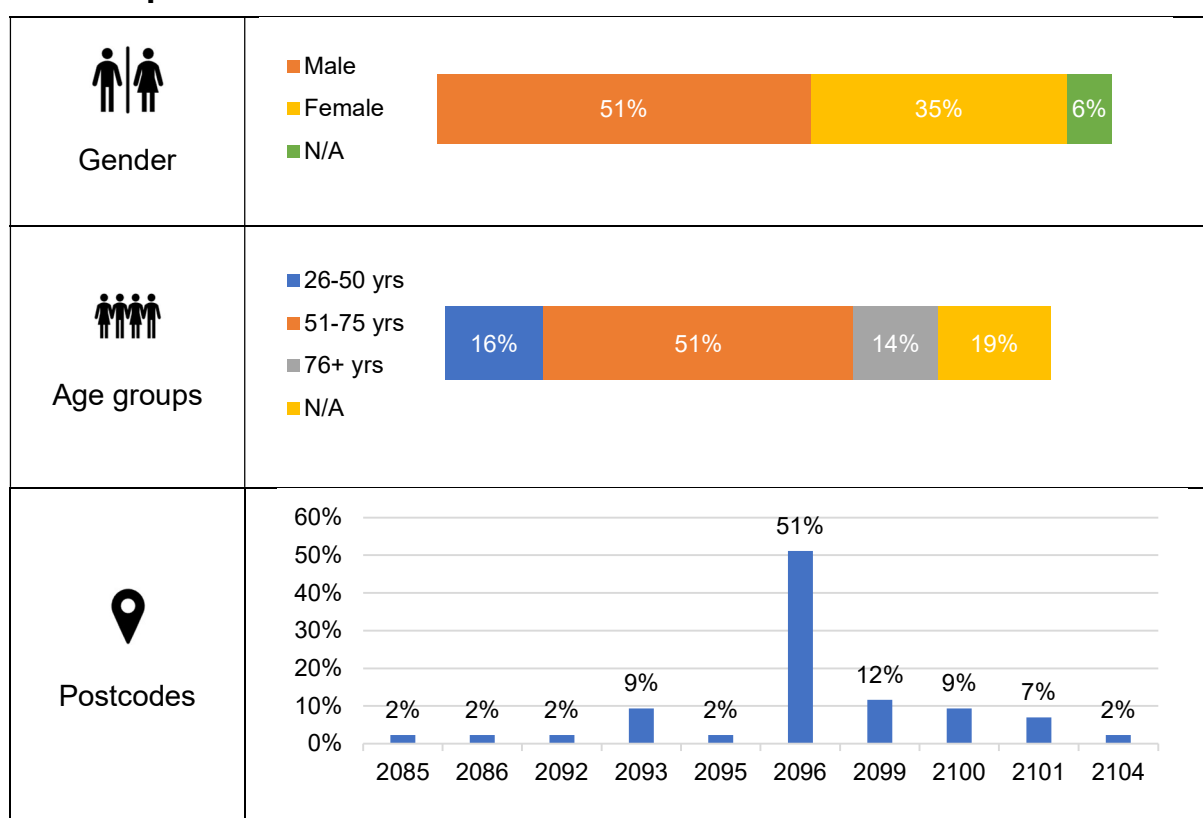
1.1. Key outcomes

 Total unique responses	43	
 How responses were received	Submission form	Completions: 43
 Feedback themes	<ul style="list-style-type: none">• More use of outdoor space encouraged• Increase in ambience and atmosphere• Support the local dining scene	<ul style="list-style-type: none">• Suits the Freshwater character• Commercial use• Outdoor heating

1.2. How we engaged

 Have Your Say: visitation stats	Visitors: 1,200	Visits: 1,429	Average time onsite: 2mins 05 secs
 Print media and collateral	Local resident notification letters 2095 Site signs		Distributed: 109 Signs erected: 2
 Electronic direct mail (EDM)	Community Engagement (fortnightly) newsletter: 2 editions Council (weekly) e-News: 2 editions		Distribution: 22,000 subscribers Distribution: 180,000 subscribers

1.3. Who responded¹



¹ Demographic data was gathered by request only. The data represented only includes those respondents who provided this detail.

2. Background

The existing outdoor dining licence was due to expire in February 2022. So this licence can be renewed we proposed to cancel the existing licence and establish a new one with a five-year term for a larger area.

This proposal is in the public interest due to COVID-19 and increased demand for outdoor dining and supported by Council's position to support businesses where possible. The Plan of Management for the area also provides recreational and dining purposes for this space.

Public notification on the proposed outdoor dining licence on community land adjacent to 37 Moore Street, Freshwater was carried out between 20 October and 21 November 2021.

3. Engagement objectives

Community and stakeholder engagement aimed to:

- build community and stakeholder awareness of participation activities
- provide accessible information so community and stakeholders can participate in a meaningful way
- identify community and stakeholder concerns, local knowledge and values.

4. Engagement approach

Community and stakeholder engagement for the Proposed Outdoor Dining Licence on Community Land adjacent to 37 Moore Road, Freshwater was conducted between 20 October and 21 November 2021, and consisted of a series of activities that provided opportunities for community and stakeholders to contribute.

The engagement was planned, implemented and reported in accordance with Council's [Community Engagement Matrix](#) (2017).

A project page was established on our have your say platform with information provided in an accessible and easy to read format.

The proposal was primarily promoted through our regular local resident notification letters, email newsletter (EDM) channels and site signs.

Feedback was captured through an online submission form embedded onto the have your say project page.

An open-field submission box provided community members a space to express their support or concerns as well as any other feedback they wished to contribute. Email and written comments were also invited.

Feedback collected was qualitative only and no specific sentiment question was asked.

4.1. Reaching diverse audiences

A thorough stakeholder mapping exercise was completed to identify and understand the needs of the whole community.

It was determined for this project that it was particularly important to hear from the Friends of Freshwater group and local residents and businesses in the vicinity of the proposed outdoor dining.

5. Findings

Feedback collected during consultation revealed strong community support for the proposed new outdoor dining licence and larger area.

The responses reflected that the proposal is in line with Freshwater's outdoor culture and family vibe, noting it would further improve the atmosphere and ambience of the area.

The comments also indicated that the respondents are familiar with the existing outdoor dining and are eager to support the local business with the renewal of the licence and the additional amenity of the larger area.

Responses opposed to the proposal were mainly concerned with the use of public space for commercial purposes. Feedback stated that allowing the public space to be used would encourage other businesses to do the same and would create both visual and audible pollution on a grassed reserve.

A small number of unsupportive comments raised concern that patrons would also take up valuable parking spaces.

One respondent whilst supportive of the outdoor space for dining purposes was opposed to the use of outdoor heating, citing it wasted energy and contributed to climate change.

Table 1: What we heard

Theme	What we heard	Council's response
More use of outdoor space encouraged	Comments in support of the proposal noted that the outdoor licence will provide more outdoor space and safer dining options to benefit the community.	By providing outdoor dining the restaurant will have the additional space to accommodate their patrons in a COVID safe way. The proposed new licence does not authorise any increase in the patron numbers specified on the development consent.
Increase in ambience and atmosphere	Comments reflected the proposed outdoor licence will make the area more inviting and will reflect our outdoors lifestyle.	Council is supporting local businesses and providing an opportunity for visitors, residents and workers to enjoy new outdoor dining experiences by enlivening neighbourhood areas.
Support the local dining scene	Respondents empathised with local businesses citing businesses on the Northern Beaches need as much support as possible.	As part of Council's COVID strategy, we have been working to support businesses with the activation of outdoor dining areas where it is appropriate to do so.

Theme	What we heard	Council's response
	While supportive of outdoor dining one comment requested liquor not be served so to prevent anti-social behaviour	It is a condition of outdoor dining licences that alcohol can only be served with a meal. Any non-compliance with this can be investigated by Council's Compliance team and the appropriate action taken.
Suits the Freshwater character	Comments applauded the initiative noting the outdoor area will be in line with Freshwater's culture of outdoors with the beautiful surroundings and views. Respondents felt the proposal was very much aligned to the outdoor family vibe of Freshwater village.	The proposal is in line with the NSW Government strategy to encourage the establishment of outdoor dining areas across the state to create vibrant local communities and additional opportunities for food-based businesses.
Commercial use	Comments that opposed the proposal raised concerns with the commercial use of public land. Citing that it sets a precedent for other businesses to do the same.	Outdoor dining in this area has been identified in the Plan of Management for this reserve. To reduce public impact all furniture will be removed from the area outside of restaurant operating hours, during which time the area will be available for general public use.
Outdoor heating	One comment supported the granting of the licence, however indicated there should be no allowance for the use of outdoor heating. The reason cited was wasteful energy use and contribution to climate change	Council's current Outdoor Dining Guidelines allow heaters in outdoor dining areas as long as they meet Australian Standards and occupational health and safety requirements. The comment on climate change is noted and will be raised at the next guidelines review.

Appendix 1 Verbatim community and stakeholder responses*

Number	Submission
1	A great benefit for community offering outdoor seating space. Support the proposal which looks very reasonable and appropriate for these precautionary times to mitigate airborne infections.
2	All for it - please approve
3	As a regular user of this park and cafe I support this great initiative as there is not a lot of other options in Freshie.
4	<p>Considering the location of this cafe and an observation of it's operations, it would be acceptable that this cafe continue serving customers outdoors on the limited plot of land available at the moment.</p> <p>It is not acceptable for this cafe to use any more of council land as this sets a precedent for other businesses to do the same. This area in question is public land and should remain as such.</p> <p>A larger decked area is not necessary. Customers are welcome to buy and sit peaceably with others on the public grassed area nearby.</p> <p>Summing up, this small cafe is sufficient as is and does not warrant expanded use of council land.</p>
5	Excellent idea.
6	Excellent initiative. The piece of land is rubbishy anyway, so extending the deck/dining area will enhance the locale.
7	Go 4 it. Let's enjoy th great outdoors & th fabulous weather we (usually) have here on NB.
8	Good balanced proposal. Please support.
9	Great idea. Would love to see a bit more of this sort of thing. Especially with covid. More space for outdoor dining is a good thing and should be encouraged.
10	I agree with proposal
11	I agree with this proposal as a daytime licence. It would be a nice addition to the other dining facilities already in place and should not be detrimental to the existing environment, except for noise late evening. Therefore, I support daytime activity.
12	I am opposed to the proposal on the grounds that it reduces public access to community land and sets an alarming precedent for the commercial use of community space.
13	I approve of this proposal. This is a good use of outdoor space and will be of benefit to the community.
14	I don't object to the proposal
15	I don't oppose the proposal to extend the current deck. I do oppose use of outdoor heating of any sort. This is a ludicrous waste of energy and contribtes to climate change. If the application is granted it should be on the basis that outdoor heating is not permitted.
16	I fully agree with this proposal
17	<p>I fully support NB Council to approve the granting of outdoor dining license for this lot adjacent to 37 Moore Rd Freshwater.</p> <p>It adds to the atmosphere of the area and is well managed.</p>

*Personal details and inappropriate language have been redacted where possible. Spelling and grammatical errors have been amended only where misinterpretation or offence may be caused.

Number	Submission
18	I fully support this proposal, the cafe is very popular with Freshwater residents but seating is very restricted because of the cafe's size, the additional seating area will allow more residents to enjoy the facility and the pleasant outlook the cafe has.
19	I love Shaka and would love for them to extend their offering onto the reserve. It'll provide a great location for locals and visitors to finish up their day at the beach.
20	I object to the use of this public space for dining by a private entity. This will create both visible and audible pollution on what is a grassed reserve. It's patrons will also take up valuable parking. This is the small edge of the wedge and no doubt, in time they will submit a request to increase the size of the area if this is passed.
21	<p>I oppose the use of public land for the private use of a commercial enterprise.</p> <p>My view is that if we allow the licence for a greater area of public space to be used by this commercial enterprise, then others such as Pulu and the coffee shop near the surf club will use this as a precedent for other demands to use public space.</p> <p>The coffee shop near the surf club seems to be surreptitiously "using" more space than on their licence.</p>
22	I STRONGLY support the application. We regularly use the cafe and sometimes it is hard to get a table. The open space next to the cafe is rarely used and used mostly by cafe patrons enjoying take-away. So any impact on the adjacent public lands would be minimal. The Shaka cafe offer a great service employing lots of young people. We should take the lead of the NSW Government & City Council in encouraging local outdoor dining opportunities. ■■■
23	I strongly support this proposal and believe it will continue to be a great addition to the neighbourhood.
24	I support the proposal.
25	I support this application. We need more alfresco dining options and this is unlikely to have any negative impact on residents in nearby units.
26	I support this proposal
27	I support this proposal, the amenity of the land will not be diminished and the traffic is sufficiently substantial to support all local businesses. After COVID we should be assisting local business to reestablish themselves.
28	I support this submission which looks like it is a sensible use of council land, and will only add to amenity of the area.
29	I think it is a great idea to encourage more outdoor dining area for cafes/restaurants.
30	I think the application should be approved. It is a small cafe close to the beach and outside eating and having a drink would be very popular. There is still plenty of public reserve land adjacent.
31	I think this is a suitable application and provides a great use of outdoor space and improves the amenity of the indoor cafe. It is low impact and promotes social interactivity.
32	I think this is a wonderful idea due to the changing world we live in. If you could give permission for them to have bean bags, deckchairs or scatter cushion on the grass it would also be a wonderful way to allow people to social distance. No liquor to be served in this area to prevent unsociable behaviour.
33	I think this is brilliant.... great to encourage our local businesses to recoup so many losses over the last months....and give community more reasons to celebrate together.
34	No objection to proposal.
35	This is a lovely little cafe and the proposed decking does not impinge on the adjacent parklands significantly as long as no further extensions are granted.

Number	Submission
36	This proposal absolutely makes sense. Outdoor dining is very much aligned to the outdoor family vibe of Freshwater village. Additionally, outdoor dining is believed to be far less of a risk for the spread of COVID so this aligns with health advice too. Finally, given the restrictions cafe's such as Shaka have suffered in the past 18-months and continue to suffer as we come back to normality, this would be a positive move to help a popular small business in their recovery.
37	This proposal is fine with me. I approve the idea.
38	This should be approved, it's a part of Freshwater
39	What a great idea. All for it.
40	With regard to the proposed Outdoor dining area in 37 Moore Road Freshwater I think it is a very good idea to have this extra dining area for those visiting the Freshwater beach area. It will give families a chance to enjoy meals while also being able to take advantage of the delightful view of the beach it will enhance peoples lives and enjoyment of this area
41	Wonderful idea! They need congratulating for financing such an extension for the public to utilise their great service and make this corner of Freshwater more beautiful and family friendly as well as a great place for young people to meet over food, not alcohol. I witness young people gathering here after a surf for their healthy and affordable food, without needing to encroach on the areas where more mature groups gather, i.e. bike riders and women's groups at Pilu, which is great, that these two services work so well together in this perfect area for healthy outdoor community interaction. Best Wishes to them.
42	Yes approve
43	<i>Empty submission field</i>

Document administration	
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Related Projects	Northern Beaches Bike Plan
Notes	Community and stakeholder views contained in this report do not necessarily reflect the views of the Northern Beaches Council or indicate a commitment to a particular course of action.