



# Beaumaris Conservation Society Inc.

(Formerly Beaumaris Tree Preservation Society 1953-70)

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Crs Ken Beadle and Derek Wilson  
Representatives on Beaumaris Concourse Working Group  
Bayside City Council

Dear Ken and Derek,

## **Need to Establish a Bayside Council Policy to Protect the Views of Beaumaris Concourse from Reserve Road**

As you will readily recall, Beaumaris Conservation Society Inc. received considerable public support last year for its call for the Beaumaris Concourse Green to be protected against proposed incursions. Fortunately the then Council recognized the preponderance of views put to it and resolved not to support those particular proposals.

The Society notes that Council is aware that existing and future pressures and aspirations of businesses at the Beaumaris Concourse will produce further proposals that Council will need to assess in various ways. The possible propensity of some proposals to degrade or harm the environmental qualities that the Beaumaris Concourse presently combines with its functional purpose as a shopping centre will need assessment. We note that Council has appointed you, the only Beaumaris Councillors, as members of a working group investigating these matters.

We trust that we shall be invited to comment on plans that are developed. The purpose of this letter is to alert you early to a significant aspect of protection needed for the Beaumaris Concourse that we have noticed has been made relatively urgent by the brief unwelcome appearance earlier in May of a large blue sign fastened to the south end of the west face of the shop at 2 South Concourse. We do not know why that sign, which advertised the [Lobster Cave](#) restaurant, is no longer there, as the [accompanying photograph](#) shows. There are still other signs on the north end of that wall.

**Written Formal Policy to Protect Views Needed:** Although we have not investigated the procedural background to the events relating to that briefly appearing sign, we do ask that Council adopt a clear and firm written policy for the protection of the views of the Beaumaris Concourse from Reserve Road, and from the Council open space land adjoining it. Those views are a distinctive and pleasing feature of Beaumaris at present that fortunately remains predominantly under municipal control, as the land is Council land.

BCS Inc. knows that Beaumaris residents are proud of the present relative lack of obtrusive, garish and discordant elements in the view of the west end of the Beaumaris Concourse from Reserve Road. That major internal Beaumaris thoroughfare is the main open space vantage point from which most users and passers-by obtain their impression of the Concourse. The Concourse is recognizably a shopping centre at all times from the nature of the buildings, signs, and the parking intensity, but very fortunately the layout ensures that the dominating aspect seen from Reserve Road, and the adjoining Council land, is not of mundane streets and shopfronts, but of treed and grassed areas, and plantings against unobtrusive, uncluttered walls (*except for certain signs on them at present, which need to be reviewed*). The streets are only seen edge on, as are the shop fronts, and the signage at daytime, and the lit signs at night are perceived, but do not dominate.

It would be highly undesirable to allow a relatively few interests to monopolize attention by their signs dominating the view from Reserve Road, to the evident detriment of the overall ambience of the Beaumaris Concourse - and of Beaumaris - given the Concourse's distinctiveness. Similarly it would be ludicrous to have all the shops allowed to display advertising with numerous businesses competing for attention from a Reserve Road vantage point.

BCS Inc. considers that the protective policy should cover the open space municipal land fronting Reserve Road from Agnes Street to the laneway just south of South Concourse. Views of that land from all the thoroughfares abutting it have for a long time been free of intrusive signs, markings and unnecessary lighting, and that has contributed to a pleasing, and relatively natural ambience to the approaches and impression of the Beaumaris Concourse from those thoroughfares, during both day time and night time.

Beaumaris Conservation Society Inc. asks that those public benefits and that freedom be ensured by Council acting:

- to initiate a change to the zoning of that land under the Bayside Planning Scheme from the present Business 1 Zone (B1Z) to Public Park and Recreation Zone (PPRZ),
- to apply for a suitable Vegetation Protection Overlay for the municipal land bordering Reserve Road between Agnes Street and Moyseys Run, which features an attractive remnant stand of eucalypts and tea tree, and
- to prohibit signs, advertising or obtrusive lighting, whether fixed, moveable, permanent or temporary, other than necessary public purpose signs or lighting, on any of that land or on the sides or tops of structures enabling them to be visible from that land or from those parts of the adjoining thoroughfares abutting that land.

Yours sincerely,

Adrian Cerbasi  
President  
Beaumaris Conservation Society Inc.