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Welcome to the
Yarra Brain Food for
Business e-Bulletin.

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In Other News

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Celebrate Local Business With Us!

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2015 is all about showcasing the broad range of businesses that can be found in Yarra.

Each fortnight we profile a local business in the e-bulletin. If there is a business you think should be profiled here, please [email your nomination](#) to us.

This week, we get to know a little bit about Nicola and [Niche Planning Studio](#), nominated by one of their happy clients...

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Tell us about your business - when did you start it and what is it all about?

Niche Planning Studio is a boutique town planning and design consultancy with offices located within the former Funge and Sons bakery on Smith Street, Collingwood. We started in 2012 with one full time staff member and have grown to a staff of eight who work a combination of full time, part time and contract to ensure an efficient work life balance. We provide a variety of statutory and strategic planning services across Australia, including planning permit preparation for small and large clients. Our specialty, however, is in broad acre structure planning and subdivision design for greenfield land located within the urban growth boundary.

What inspired you to start your business?

After 15 years' experience working in local government and private consultancy across Australia, I wanted to create a team of young, driven and enthusiastic town planners who

were skilled in statutory and strategic planning and, like me, understood the development constraints of a site but wanted to work together with government and private clients to get the best outcome possible. After three years we are now working with a broad variety of clients making our day to day job challenging and fun!

Why did you choose to start/locate your business in Collingwood?

The Fitzroy/Collingwood area is a burgeoning design district. With other design affiliated professionals nearby, the area is always a buzz with innovation and new ideas. It's also a great neighbourhood to take out clients for a coffee meeting, particularly if they are normally situated in the City or St Kilda Road!

What is your favourite thing about Collingwood?

We love the Collingwood community vibe and are strongly supportive of our local community providing planning assistance to local residents and business owners alike. Recently we assisted a Smith Street café with obtaining a planning permit for a liquor licence; a neighbour on Keele Street with a planning application for a warehouse to apartment conversion; and a relocation of a local art gallery within Collingwood.

What is your favourite City of Yarra place to grab a bite to eat?

A sweet GF treat from [Tomboy](#) or an amazing pulled pork or lemon and dill chicken sandwich from [Bell Jar](#) – YUM!

What is your favourite City of Yarra place to grab a drink?

We can regularly be found at [Pavlovs Duck](#) each workday grabbing a morning coffee from [Noah](#) to keep our creative juices flowing; many of our clients meetings are held around their big wooden tables! And if it's a Friday night, we love [Two Row](#) for a pear cider and chats with other design professionals.

Can you let us in on a Collingwood secret?

The old garage, A.P. Motors, on the corner of Keele Street and Smith Street, has been there since the 1920's. The owner is the son of the original owner and he has an amazing knowledge of cars. He will go out of his way to source a part for you and their prices are unbeatable. And while you wait, you can watch as they try and resurrect the old external paintwork that has been lost under years of cream paint.

What other City of Yarra businesses inspire you?

[Friends of the Earth](#) for their organic lunches, [Planet Surf](#) for their clearance skateboards that keep my staff amused after hours, [Meika hairdressing](#) for sneaky lunchtime hair appointments and the [Robert Burns Pub](#) for a glass of red in front of a roaring fire on a cold night after work!

This email was sent to Nicola@nicheplanningstudio.com.au
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