Neighbourhood Forum 5 **Wollongong's Heartland**		**City** **Centre** **Committee**

CITY CENTRE PROPOSALS

Executive Summary

There is a vast amount of information and numerous studies relating to the City Centre. All the plans set out similar visions, goals and aspirations. None of these are controversial. All initiatives deal almost exclusively with detailing physical and built elements.

Neighbourhood Forum 5 believes that whilst infrastructure can contribute to the revitalisation of the City Centre, especially access and parking, the main driver will always be the people themselves attracted to events, activities and services generated by promotion, marketing and management, within a safe and pleasant environment. It is essential that these are integrated.

It seems from the somewhat abstruse Budget papers that the rate revenue from the City Centre currently exceeds expenditure there by about m$5 a year, and much of the expenditure is on capital works. There needs to be a radical overhaul of expenditure levels, priorities and governance. Most High Streets are in crisis. Far more needs to be spent on inventing and promoting events, on advertising, and on managing, supporting and attracting enterprises.

Our vision, like that of Council and most other organisations, is for a strong, vibrant and viable centre which acts as a focus and point of pride for citizens. This report has boundless ideas to achieve this, and Neighbourhood Forum 5 calls on the new Council to:

1. Upgrade the City Centre Advisory Committee and broaden its scope to advise and plan activities, investment and marketing in association with other organisations.

2. Task the committee with substantially increasing access, enterprise support, promotion, economic development and especially community activities.

3. Significantly increase funding to the City Centre in line with rate revenue from it.

4. Re-direct funding emphasis from major infrastructure to Place Management and improving the environment for pedestrians.

5. Relocate long-term parking at the edge of the city centre near the principal access roads, within an integrated financial plan.

MANAGEMENT

The strategic approach is to seek an increase of funds and a redirection from infrastructure to the support and promotion of activities and services together with a holistic management structure. This builds and elaborates on the current concentration on built projects.

Council has abandoned the existing management structure for the City Centre and contracted Tourism Wollongong to do its marketing function to whilst retaining other elements in-house. It has created a Steering Committee (Brand Wollongong) with a part-time short term support to develop a marketing program and events strategy for the City as a whole but with special emphasis on the City Centre. There is no business organisation representing the City Centre. A City Centre Advisory Committee (CCAC) has limited responsibilities and no visibility.

<u>City Centre Governance</u>

There are broad over-arching organisations dealing with Tourism, Major events, Regional Development and related issues for Wollongong city-wide. However, the City Centre requires a localised holistic approach. The current CCAC should be upgraded with a much wider brief, more funding and more community and business involvement. It should have broad representation to ensure proper co-ordination with city-wide activities and major events. It should cover the area of the Business B3 and B4 zones.

CCAC should be chaired by a Councillor and include: owners and traders; community and users; Council officers; professional and business organisations. It would be serviced by Council's City Centre Place Management unit to ensure full co-operation and co-ordination with Council. It could have sub-committees dealing with issues like arts and culture or business development. It should report directly to the General Manager and Council.

In association with other organisations, its remit should include:

- Initiation, promotion and management of events and activities;
- Marketing and advertising;
- Monitoring trade, access and social behaviour;
- Identification and approach to potential enterprises;
- Recommending priorities for improvement and maintenance;
- Assisting enterprises with design advice, presentation and training;
- Reviewing development proposals;
- Preparation of a strategic plan and annual reviews.

<u>Funding</u>

Of crucial importance is funding. The existing situation can only be described as an unfair, muddled mess. Currently rates are levied at nine times the residential ad valorum value on the old 3c zone and six times on the old 3b zones. These have not been transformed into the new B3, B4 and B6 zones, which have different boundaries and there are significant areas which now have the benefit of much increased densities but still have the lower rate. In addition there are three other imposts each for different areas and purposes:

Mall levy	m$0.85;
City centre security	m$0.36;
Improvement rate	m$0.07; and
Parking meter fees	m$0.48.

Section 94, which covers different areas again, might yield another m$0.7 in a good year. Excluding the Mall levy, two thirds of which are to be administered by Tourism Wollongong, the 2011/2 figures imply this has yielded about m$7 for those few services which are provided in the city centre but not in residential areas, for example street sweeping. Rationalising zone boundaries could increase yield substantially.

Given the uncertainties and lack of nexus between any of the rates paid by various sites in and around the City Centre, a radical overhaul is called for with perhaps a distinction between properties in the B3 and B4 zones. (Apart from a small area of B4 at Thirroul, the only other centre with B3 and B4 zones is Warrawong, but it had no 3c). It is uncertain how the current rate levy system is managed or whether it is possible to have stand-alone rates for Wollongong City Centre.

Seismic shifts are sweeping the high street retail trade generally as it faces increasing competition from other centres and e-shopping. Home offices, and a tendency for medium scale enterprises to locate offices with their operations in industrial zones, reduce the demand for city centre space. These factors together with business uncertainties, high vacancies (up to 25% in some places and averaging 10%) and expensive parking, mean that it is clear that the City Centre can no longer be required to cross subsidy the general community by m$4 to m$5 per annum (assuming some m$2 more is spent there on infrastructure than elsewhere). At least m$4 per annum (against the current m$0.6) is needed to give proper and realistic support to the CCAC. The dividends in terms of happiness, employment, pride and growth will be substantial.

ECONOMIC DEVELOPMENT

In practice a comprehensive research programme is necessary to establish the current state of all the various elements that contribute to the success of a city centre. Much of this is beyond the scope and resources available for this report. However, these might include:

- current business profiles
- consumer/community profile
- problems (perceived and real) experienced by business owners and consumers
- barriers to new business/investments
- availability of sites for new businesses/investors
- relevant council plans and regulations
- labour force and training
- history, i.e. successful strategies and failures.

The city, unfortunately, has a number of weaknesses. Wollongong, as a retail and commercial centre, apart from a tourist destination, faces many threats not least because it has been pushed and pulled around too much by various self-interest groups and has not maintained any great coherence.

It does, however, have great strengths. Many reliable and supportable opportunities should become obvious through the research and analysis process. Such a process is an effective way to meet the expectations of all stakeholders in the city centre i.e. business owners, the community/consumers, city residents, and investors.

It would provide a platform on which:

- uniqueness can be defined
- an effective action/business plan can be developed
- partnering activities can be identified
- a city prospectus can be formulated
- the identification of any other ancillary information can occur which might be required for internal use, or for investors
- monitoring and measurement of results can take place.

Whilst others are expected to take a lead role in this, nevertheless there is an important part which the CCAC can play. Specifically it is much more aware of gaps in retail and office services and in a position to lead new enterprises into appropriate clusters as is done in some US cities. A comprehensive list of vacant properties is available.

An important activity is identifying gaps and discussing new employment opportunities with key players. A start can be made using Yellow Pages to compare Wollongong's provision with similar centres. In terms of specialist retail:

Item	Wollongong	Newcastle	Geelong	Surfers
Jewellers	12	18	22	31
Fashion	6	9	8	20
Fashion Accessories	2	11	9	4
Hats	1	1	1	1
Antique dealers	12	18	22	31

A similar analysis can drill down to individual franchises or chain stores which are not represented in the city centre. Some of these are listed in Appendix 1.

For entertainment ,there may some scope for art galleries, internet cafes and amusement centres:

Item	Wollongong	Newcastle	Geelong	Surfers
Amusement centres	1	0	4	7
Dance tuition/venue	15	6	7	4
Event management	5	1	6	8
Internet cafe	1	3	1	1
Art galleries	2	8	11	12
Night clubs	3	1	5	13

Professional offices seem to vary hugely:

Item	Wollongong	Newcastle	Geelong	Surfers
Finance (Stockbrokers)	171 (5)	138 (7)	208 (8)	143 (18)
Development(Architects)	106 (14)	68 (17)	127 (42)	58 (27)
Law	208	213	111	114
Doctors & vets	237	84	225	125
Medical specialists	93	45	98	28

These general numbers hide some even greater variations but the only professions where Wollongong seems to be generally light on are Architects and Stockbrokers. (The litigious nature of New South Wales society seems to come through clearly!)

General offices/high tech highlight a lack of internet marketing:

Item	Wollongong	Newcastle	Geelong	Surfers
Health insurance	14	2	5	?
General insurance	8	9	13	6
Banks	16	8	18	12
Mortgage providers	30	14	23	28
Advertising agencies	12	7	18	13
Computer systems	19	11	15	10
Telephone systems	18	?	11	12
Internet marketing	15	22	29	30

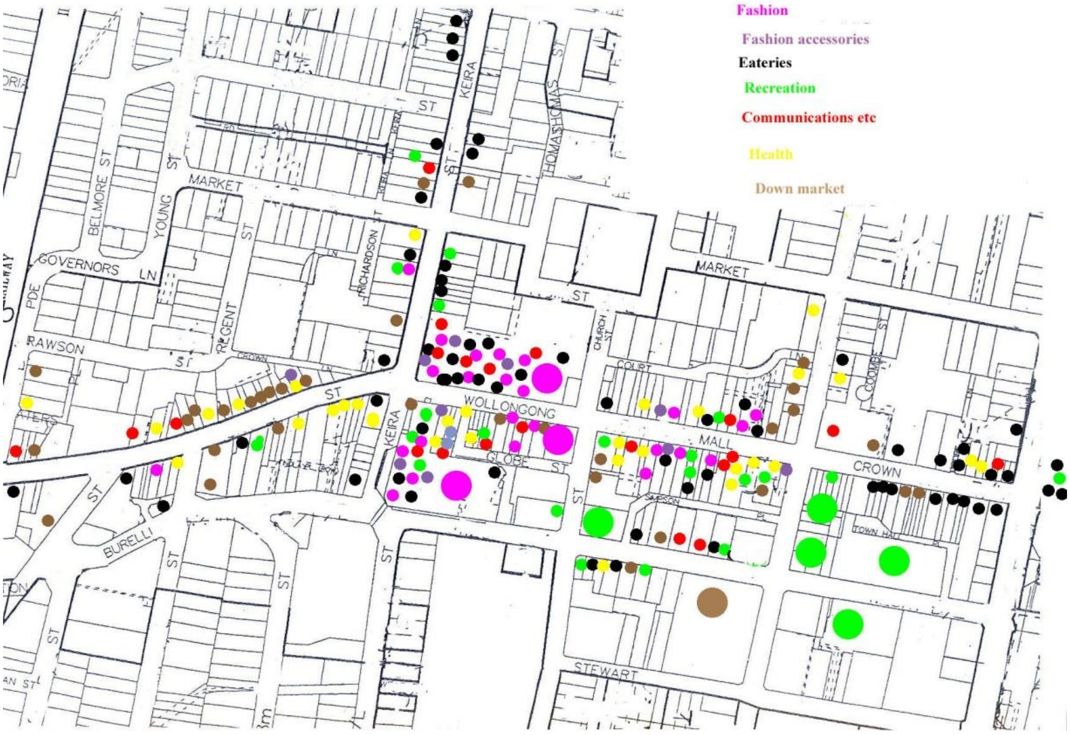
After further research, an approach could then be made to companies where Wollongong seems to have fewer outlets than other cities and court them using the Lord Mayor in full regalia, the Chamber of Commerce Chair, or local MPs to wine and dine prospects in Parliament.

Clustering

All integrated indoor malls carefully select enterprises and ensure that they are clustered to maximise shopper convenience and comparison. A major trend in Downtown renewal in the United States is the corporate management of the centres. It is vital to find ways and means of ensuring that there is the right mix of operators, overall and spatially. These should extend to entertainment, offices and housing.

A mud map has been derived from a very quick and dirty survey, not quite accurate, certainly not for precise locations, but good enough to get a feel of what is out there. Offices and banks excluded at this stage.

Fashion	Clothing, footwear
Fashion Accessories	Leather goods, beads, handbags, jewellery
Eateries	Cafes, restaurants, fast food
Recreation	Games, travel, sporting goods, cameras, books, music, cinema, halls
Communications	Computers, phones,
Health	Chemists, hair, optics, hearing, dentists, beauty
Down Market	Op-shop, money lending, adults, discount, supermarket.



Some general gaps have been identified

DDS (discount department store) – preferably GPT site.
Multiplex cinema – Dwyers or Woolworth's or Aldi's car park.
Convention Centre – Dwyers, or Steelers practice ground.
Undercover fresh food market – possibly GPT site.

Gaps and missing opportunities within the clusters are as follows:

<u>Crown West</u> (down-market): community garden, internet cafe, amusement centre.
<u>Keira Street</u> (night spots, mid-market: recreation (eg games), DDS, student housing.
<u>The Mall West</u> (up-market): fashion, fashion accessories.
<u>Mall East</u> (mid-market): arts and crafts
<u>Crown East</u> (entertainment, office services): communications, travel, arts and crafts, travel
<u>Corrimal East</u> (entertainment, but not surveyed); Multiplex, car park
<u>North of Market Street</u> (offices, but not surveyed): office support
<u>South of Burelli East</u> (entertainment, but not surveyed): multiplex
<u>South of Burelli West</u> (offices, but not surveyed)

New enterprises should be encouraged to reinforce these clusters following discussions with Real Estate agents to fine tune the proposals and obtain their support.

Also identified was a need to consolidation of retailing activity in the core precinct and limit expansion north along Keira Street and south towards Swan Street.

ACTIVITIES

The strategic approach is to establish what activities should take place where, before determining the design. This will inform a response to the mall design when it finally comes forward. This may have to change if current plans are accepted.

Surveys show that traders do best when the mall area is crowded – market day and when there are commemorative celebrations or events on the stage – people like being in a busy place, and the present "clutter" enhances this feeling. So rather than sterilising the mall the focus should be on increasing activities, providing better weather protection and creating greater visual interest and harmony. There are so many potential themes in Wollongong – the sea meeting the escarpment; the lush native vegetation (not just eucalypts); the steelworks and heavy industry; multi-culturalism; any of these themes, taken up in the design, could make this space unique to Wollongong.

Happening initiatives, in association Tourism, could include:

- promote a "Sunday-in-the-Mall" programme;
- brass band parade;
- garden produce or flower competition;
- kid's pet show;
- folk dancing;
- victory parades when we win something;
- coal and steel display day;
- national day celebrations (once a week?) to promote multi-culturalism;
- pied piper day for kids treasure hunt;
- promotion of large events using multiple venues.

Ways and means of making the mall come alive at night could include:

- WIN televised weekly 9pm gig;
- circus clowns advertising when they are in town (try trapezes from the bird cage!);
- uni students Saturday night hop;
- jazz festival, or some other live music;
- late night buskers;
- aboriginal dreaming evening.

Arts and culture are key drivers of an interesting city: how can we get the arts more involved, exposed and noticed?

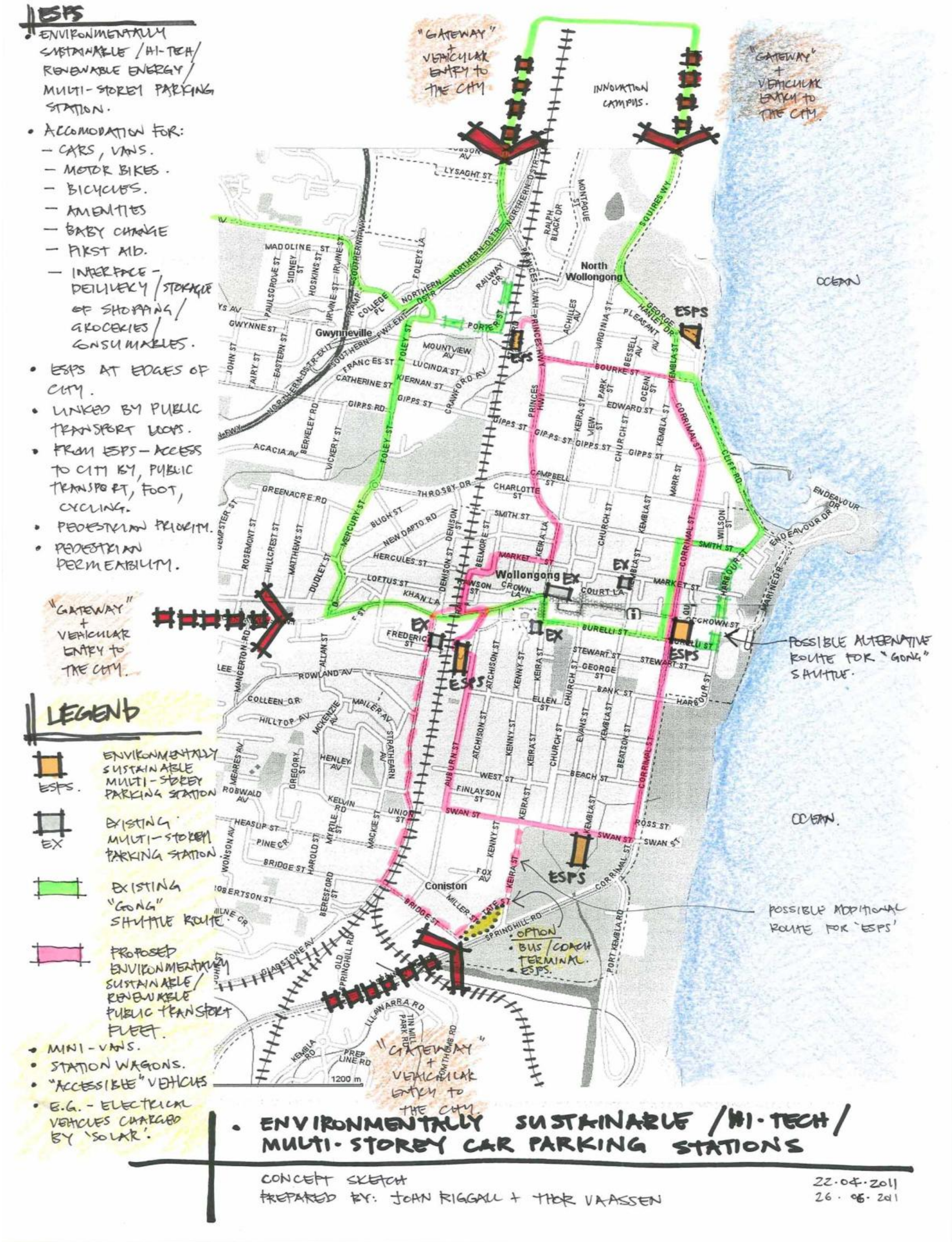
artists and the galleries exhibition/sales;
street art displays/sales;
writers, poets and the library;
actors and the PAC;
street theatre (as in The Rocks);
designers and architects;
speaker's corner (soap box provided);
tapping into major Sydney events, eg The Writers Festival;
Wollongong Uni performing arts faculty weekly/monthly bash;
and others.

Atmosphere initiatives might include:

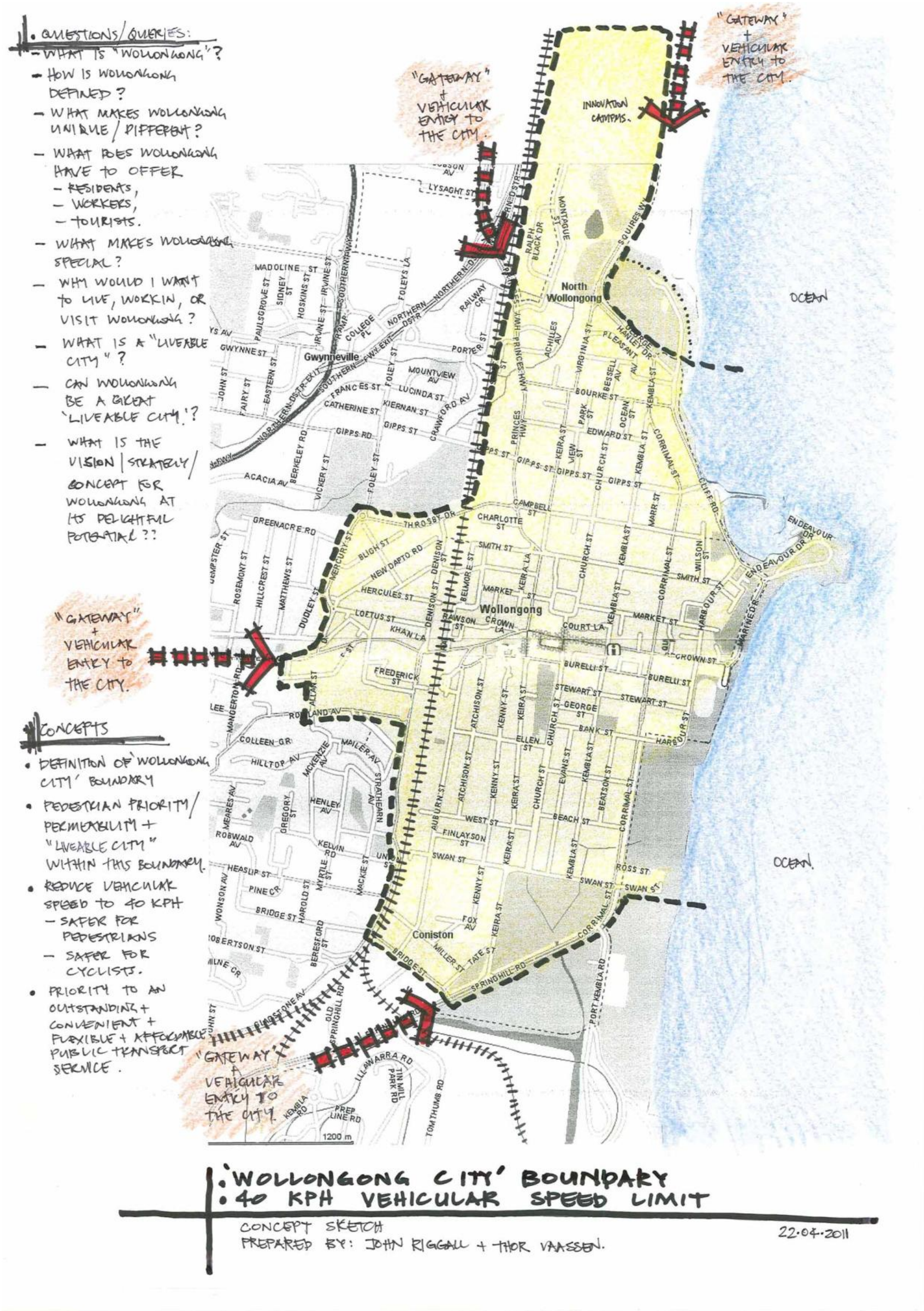
add a giant TV screen to the stage;
better use of the "green" near the church in the mall;
get sponsorship for a major art work outside the Methodist church;
install Wi-fi;
information/tourism shop front;
get some colour into DJs white wall (kaleidoscope?)
introduce a permanent undercover market;
provide loos and promote a "good loo guide";
approach land owners to ensure continuous awnings in the mall;
review shoptop/front advertising to get more homogeneity and attractiveness;
talk to owners about the advertising signs or get Council to check their legality;
talk to owners to promote an imaginative re-painting if appropriate;
promote a car-free day.

STRATEGIC ACCESS

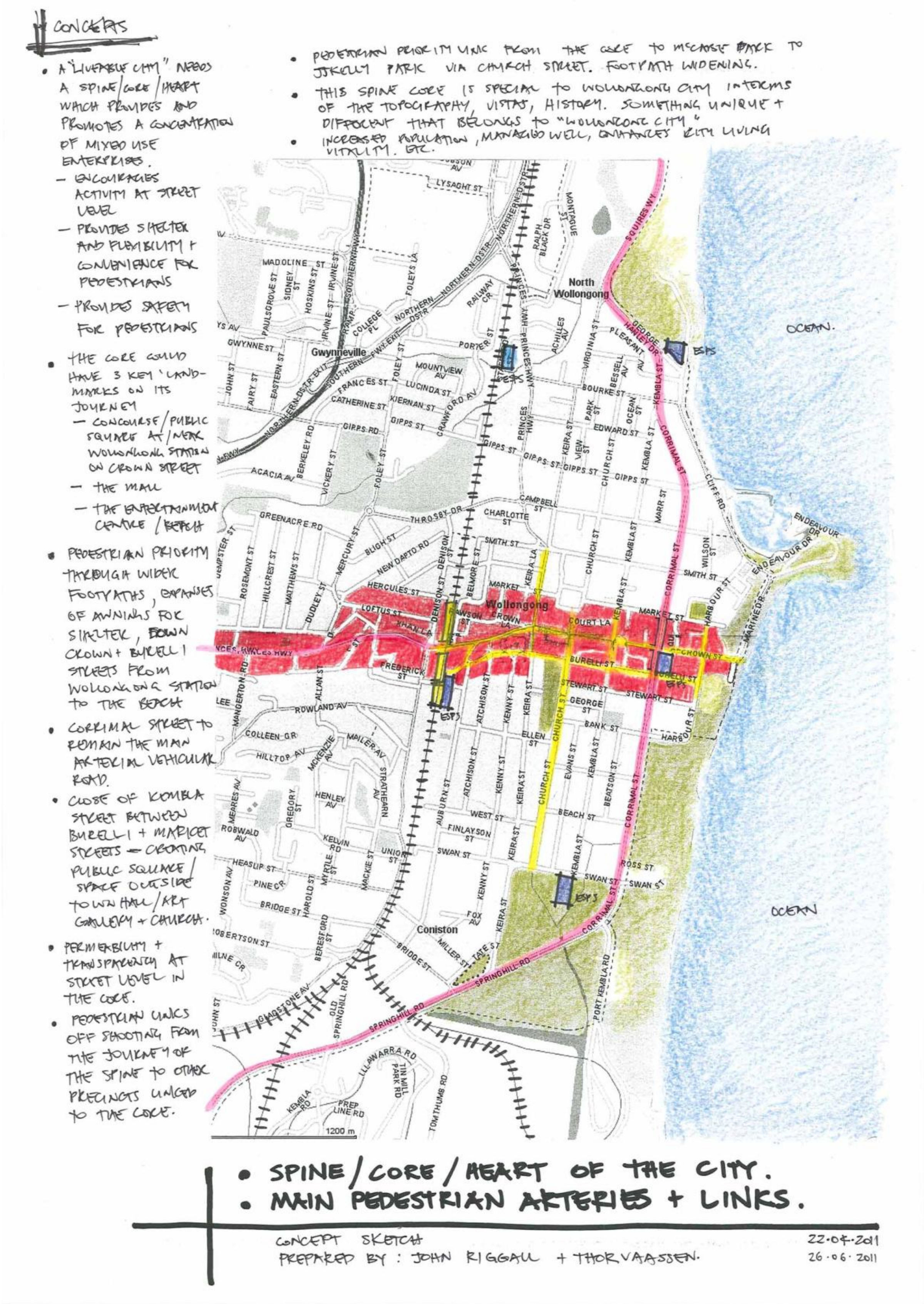
The strategic approach is to identify a movement structure – cars, public transport, pedestrians and parking. This modifies and simplifies the current emphasis on parking stations on Council owned land. Essentially the strategy is to promote a car/public transport circuit linked to strategically located, environmentally friendly, hi tech, parking stations.



Within this context much emphasis is given to pedestrian movement and safety with 40 kph speed limit (except on the northern and southern ends of Corrimal Street). Reduced traffic speeds enable selected lane widths to be reduced, footpaths widened and cycleways included.



A “ Liveable City” needs a spine /core / heart which provides and promotes a concentration of mixed use enterprises.



IMPROVEMENT

Linkage

Pedestrian linkages are crucial to the functioning of the centre.   There are a number of low cost improvements which are essential:

1 Crown Street from Kembla Street to the sea to be a shareway.

2 Introduce a pedestrian crossing across Station St linking the station to Crown St.

3 Closing, or gradually increasing pedestrian time, Crown St across Kembla St.

4 Upgrade entrance to Market St car park and link across Court Lane.

5 Gateway to MacCabe Park across Burelli St at Church St.

Weather Protection

More expensively, and possible more difficult to achieve, is better weather protection:

1 Covering the mall arches with translucent photosynthetic fabric to allow light and generate electricity at the same time as weather protection.

2 Review existing awnings to get continuous weather protection (without leaks or gaps!), including the links to the station and MacCabe Park.

3 Consider a covered walkway down the middle of the mall.

4 Introduce structures in front of the Town Hall and Motor Registry.

PARKING

Parking in the City Centre is a mess. Little fragmented car parks pop up whenever and wherever the opportunity arises regardless of the Parking Strategy. The Parking Strategy itself is based on building parking stations wherever Council happens to have an existing surface car park – all long term, none funded and with no financial plan. The introduction of parking meters caused real and unnecessary hardship to many local enterprises. Whilst the situation has settled down to some extent, it will remain a live issue unless parking fees are waived and the meters used simply as a policing measure. Moreover, in the last analysis, it is the City Centre traders who pay the parking meter fees by being obliged to reduce prices to retain customers. Policing presumably pays for itself through fines.

The Parking Strategy adopted the following principles to guide the approach to parking in the City Centre: reduce fragmented parking and encourage parking provision into major off-street parking stations; real time information on car parking for drivers; good safe pedestrian access to car parks; short stay parking opportunities on-street and in most conveniently located parking stations; long stay parking in fringe locations and control use to encourage sustainable transport modes; safe attractive parking stations with minimum impact on the streetscape; and statutory planning processes to encourage developer contributions for parking supply in consolidated off-street parking stations.

All very laudable, but the only one to be implemented is the introduction of parking meters for short stay on-street parking. The strategy had neither a proper inventory of current parking provision or use, nor a survey of users. However, among other things it recommended a reduction of the "normal" parking rates for new commercial developments in the City Centre to take into account the increased public transport use (not measured) and mixed use policies (which have been there for decades) of the City Centre. It noted that early changes away from the trend should be modest and that reducing short stay parking has direct economic impacts on retail uses.

Compared to the then (2006) current rates the strategy suggested a reduction in supply of 20% across the board. Council then adopted different proposals which effectively reduced car parking requirements for new development to achieve a 20% reduction but without addressing the other prerequisite issues. Now, in their Development Control Plan review, just off exhibition, they propose a further reduction of around 25%, mainly by halving retail requirements. This could lead to a further deficit of up to 1,500 unfunded places by 2026.

Wollongong is a provincial city with strong competition from district centres. Employment levels are relatively low and down town apartments relatively few. So it is essential to develop a number of strategies to promote alternative means of transport: car pooling; park-and-ride; home deliveries; a free bicycle exchange system; dial-a-bus; kiss-and-ride; better (covered) pedestrian access to the railway station and bus stops; more publicity for public transport; city centre commuter car parks on the Shuttle route; safe pedestrian routes to North Wollongong; etc. Constraining parking provision, particularly short-term parking, could severely hamper the city centre's competitive advantage and drive out both businesses and customers.

The Strategy required consolidation of parking provision rather than continue the spread into many small uneconomic sites. This leads to a logic of limiting parking on commercial sites to, say, 25 spaces, and requiring a levy for Council to provide the residue in strategic locations, thus giving them more capacity to provide parking where and when it is needed.

The current proposals to provide for parking in the City Centre are predicated on the redevelopment of most of the existing Council owned ground level car parks into multistorey. Rather than do this, the Strategic Access Section of this report suggests new long term car parking stations be constructed on cheap, mostly public, land on the approach roads to the city and allow workers to use a free shuttlebus system, walk or use bicycles to get to work.

Existing downtown car parks could gradually be converted to cater to short term parking. Money raised from the sale of the existing car parking sites could be used to bolster car parking levies and construct the new car parking stations. An exception might be the Dwyers site which could be multi-purpose and provide parking for major events in the vicinity as well as short term and (expensive) long term parking.

What should happen is that:

1. the City Centre parking requirements remain unchanged at this stage;
2. surveys are undertaken to determine the current and likely future behaviour patterns;
3. parking demand on a locational basis and consequential standards is reviewed;
4. a full financial plan to provide for parking is prepared and exhibited;
5. a comprehensive monitoring system is set up.

STATUTORY

Zoning

It is noted that, compared to the old LEP the City Centre specific LEP, which has been incorporated in the current one, doubled floor space ratio, doubled the area and doubled the heights. The pre-existing potential commercial floor-space was 1,600,000 square metres and current plan expanded this to 5,400,000 or 230% capacity growth to cater to 23% demand growth! The net result is that instead of consolidating the core, much new development is being approved on the periphery. This is exacerbated by the 2% levy on development in the core but only 1% elsewhere. The best that can be done in the short term is to reduce the commercial component of the B6 Enterprise Corridor Zone to 0.5:1. That at least would reduce the spread of higher densities to one third of their present two kilometre sprawl.

In addition Council’s current proposal to back-zone to residential some land on east side of Flinders Street to Residential is supported.

The Strategic Access section above proposes a long term strategy of access to the City Centre with peripheral car parks linked with a (hopefully free) Shuttle bus. This will certainly involve adding “car parking” as a permitted use in RE 1 Public Recreation where it is currently prohibited.

If and when re-zoning takes place, all the Heavy Industry zones near Coniston Station should be re-zoned Light Industrial zone, which is what they are, as was submitted previously. Also the IRT retirement village on the golf course should be Residential R1, not Open Space and the height limit lifted from 8m to whatever it now is! The Coniston centre zone also needs adjusting as submitted to the last review, but ignored.

Height Controls

Several aspects of height controls have been reviewed. Current controls on the north side of the mall require building to the street frontage at a height of between 12 and 24 metres with an undetermined further setback to an absolute maximum of 32 metres. The requirement is on aesthetic grounds but talks disingenuously about solar access. In fact, a 12m podium will not ever allow the sun to reach the ground on the southern side of Crown Street in mid-winter. So there is no prospect of reducing height levels on the north side of Crown Street to preserve sunlight to the mall with current floor space ratios and heights.

In addition, a case can be made for reducing some of the City Edge heights. For example, east of Corrimal Street and south of Burelli Street from 48 to 24 m. Also the strip west of the railway on Denison Street (because of railway noise) should be 32m not 48m and 60m.

From Flagstaff Hill Mount Keira and the top of the escarpment will not be cut. However, there is no hope of preserving view to Mount Kembla.

Mount Keira from Flagstaff Hill showing zoned height limits

Mount Kembla from Flagstaff Hill showing zoned height limits

Appendix 1

Chain Stores

	Name	Activity	Local
	Cash Converters International Limited (CCV)	Franchised retail network that specialises in the sale of second-hand goods.	No
	Clive Peeters	Retailers of cooking & laundry appliances, heating & cooling solutions, home entertainment equipment, computers, small electrical goods & high-tech products	No
	Country Road	Lifestyle brand of stylish, high-quality apparel, accessories & homewares; products include women's & men's career & casual wear, kids' wear etc	No
	Jay Jays	Youth fashion retailers with an extensive product range for guys and girls, including street wear, surf styles, casual basics, accessories, bags, dresses, sunglasses, jewellery etc;	Yes + else
	OrotonGroup Pty Ltd	Leading retailer of Polo Ralph Lauren (apparel) & Oroton (leather goods & jewellery);	No
	Specialty Fashion Group (SFG)	Garment retailers with a countrywide network of stores that offer casual, workwear, classic fashion & contemporary clothes for women; brands include Millers, Crossroads,(Katies), Autograph, City Chic, & Queenspark	No
	Retail Adventures Pty Ltd	Discount variety market, offering customers bargain prices on merchandise through 330 stores; operates nationally under Chickenfeed, Sam's Warehouse, Crazy Clark's, Go-Lo, & my place	No Yes No No No
	Beacon Lighting	Offers fixtures to complement modern & traditional decors, chandeliers, lamps, bathroom lighting & heating, task lighting, low voltage lighting etc	Shellharbour

	Dotti	fashion stores owned by The Just Group; collection includes tops, knits, jackets, vests, skirts, pants, playsuits, dresses, denims, accessories, jewellery, sunglasses etc	Shellharbour Sq
	Jacqui E	Retail fashion brand providing stylish, contemporary and affordable fashion for women; part of the Just Group; apparel and accessories are entirely designed and sold under its own brand name;	No
	Politix	Leather garments, shoes, belts, scarves, t-shirts, denim, casual jackets, tailored suits, ties etc;	No
	Valleygirl	Fashion chain store selling women's fashion apparel & accessories for females aged 15 to 25;	No
	Chickenfeed Bargain Stores	Leading chain of discount variety stores sells branded & non-branded products, and targets 40+ women with kids;	No
	Bras N Things	Lingerie and hosiery stores chain; offers bras, briefs, bottoms, accessories, shapewear, sleepwear (chemises, knits & wovens, gowns, slippers), swimwear, suspender belts, sports bras etc;	No
	Harbour Town	Designer outlets sell lingerie, linen, dresses, furnishings, jackets, jewellery, perfumes	No

Franchises

	Name	Activity	Local
Green & Eco			
	GreenBizCheck	Provides world-leading environmental certification programs for business.	No
	ZEN Home Energy Systems	Residential sustainable energy technology	No
	Wray Organic Franchise Market & Cafe	Are you passionate about quality food & a healthy lifestyle? Our unique Wray Organic concept	No
	AllSafe Franchising Pty Ltd	AllSafe Energy Efficient Products are your total climate control specialists with products ranging	No

		from insulation, solar hot water, solar energy, and ventilation and air-flow systems.	
	Carbon Planet Ltd	Carbon Planet is a global carbon management company whose mission is to enable every individual and business on the planet to manage their contribution to the defining issue of our age, global warming.	No
Leisure			
	Revolution CD	Retail, purchase and trade-in of console games including all Playstation, Nintendo, XBOX, PC games as well as DVDs and music CDs. Revolution CD is a one stop shop for all gaming, movies and music enthusiasts	No
	Gametraders	Gametraders is a retail concept that buy, sell, trade and rent computers games, consoles and accessories of all formats including Sony Playstation 3, Nintendo Wii and XBOX 360 as well as all retro gaming systems such as Atari, Super Nintendo and Sega Megadrive	No
	Matchbox Franchising	Cookware and Kitchenware Specialist	No
	Kindy Dance Time	Fun and Creative dance programme for Toddlers and Preschoolers	No
	Helen O'Grady Drama Academy	Child Development Through Drama	Yes
	Rock Star for a Day	Rock Star for a Day is an authentic CD recording experience for 'non-musicians'.	No
	The Confectionery & Party Shop®	100% Australian owned and has been successfully operating for more than 18 years. Growing from humble beginnings The Confectionery & Party Shop® is Australasia's largest and most successful partyshop franchise	No
	P & C Mirco	Manufacture of zone laser games, and the leading supplier of laser games in the world.	No
	Starshots	We aspire to create unique images for you. Our professional teams of makeup artists, hairstylists and photographers will make you look like you've always dreamed of	No