



## **PRINCIPAL ACTIVITY 5 ECONOMIC DEVELOPMENT**

### **Purpose Statement**

Enhance the prosperity and amenity of Willoughby City Council as a place to conduct business and invest in property

## **Major Programs**

- **Commercial Centres:** Plans developed and implemented that improve the economic viability of businesses in the City, thereby providing employment and commercial opportunities whilst ensuring that the amenity of the City is maintained and improved

## **The Next Five Years**

### **CBD Strategy**

To be finalised and being implemented incorporating Chatswood/Epping Rail Link development of Interchange site and Civic Place Project.

### **Strip Shopping Centres Improvement Plan**

Continue implementation.

### **Northbridge Masterplan**

Implement Masterplan.

## Principal Activity 5: ECONOMIC DEVELOPMENT

Council Service 5.1:	Economic Development	EFT 0.2
Responsibility:	Corporate Services Director	
Major Strategy Focus:		
Planned Outcome:	Willoughby is a major location for employment with the major centres, local centres and industrial areas designed and functioning for customers, workers and visitors as safe, convenient and attractive places with a desirable range and quality of services.	

### OBJECTIVES 2007/2012

STRATEGIES	TARGETS July 2007 to June 2008	PROGRESS
1. Improve amenity and attractiveness of strip shopping centres to attract more visitors.		
<p>Create and implement an Economic Development Strategy for business precincts which encourages employment growth and creates attractive places for customers. (WCS 5.1.4)</p> <p>Improve the amenity, diversity and attractiveness of local centres. (WCS 5.1.6)</p> <p>Work with State Government to actively promote Chatswood Centre, St Leonards and Industrial Areas employment growth and ensure growth is supported by provision of infrastructure (utilities, public transport, road upgrades.) (WCS 5.1.5) (WCS 5.2.13)</p> <p>Review land use controls for all centres to ensure viability and local service focus in neighbourhood centres. (WCS 5.2.3)</p> <p>Review planning controls and internal processes to streamline development applications for industrial and office uses. (WCS 5.2.9)</p>	<p>Implement Local Business Precincts Strategy through adopted Action Plan.</p> <p>Ensure revised Local Business Strategy incorporates physical/landscaping improvements. <b>(PIP \$100,000)</b></p> <p>Develop relationship with relevant State and Federal Government departments who can assist Council in ensuring Chatswood, St Leonards and the City's Industrial Area are a desirable place to locate businesses. Ongoing.</p> <p>Obtain grant funding to finance employment and business support initiatives.</p> <p>Incorporate review of land uses in local centres with new LEP. By 30 June 2008.</p> <p>Assist valued businesses in the lodgement and determination of development applications.</p>	<p>Ongoing.</p> <p>Artarmon Library, Mall, Youth Centre masterplanning process completed.</p> <p>Working with Industrial Chambers of Commerce and focus groups; also retailers and landowners within CBD.</p> <p>Ongoing. Applying for a variety of grants as applicable/available.</p> <p>Incorporated changes into new LEP in conjunction with Strategic Planning Section (particularly in relation to Artarmon Library, Barton Road and Youth Centre sites.</p> <p>Fast track DA system commenced.</p> <p>EDM available as conduit for business engaging with Council.</p>

## Principal Activity 5: ECONOMIC DEVELOPMENT

PRINCIPAL ACTIVITY 5		ECONOMIC DEVELOPMENT				
Council Service 5.1		Projects Unit				
	Original Budget 2007/2008 \$000's	Current Budget 2007/2008 \$000's	Actual June 2008 \$000's	Variation June 2008 \$000's	Revised Budget 2007/2008 \$000's	
<b>RECURRENT EXPENDITURE</b>						
Management Services	32.1	32.1	15.8	(3.8)	28.4	
<b>TOTAL</b>	<b>32.1</b>	<b>32.1</b>	<b>15.8</b>	<b>(3.8)</b>	<b>28.4</b>	
<b>RECURRENT INCOME</b>						
Management Services	0.0	0.0	0.0	0.0	0.0	
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	
<b>RECURRENT NET COST</b>	<b>32.1</b>	<b>32.1</b>	<b>15.8</b>	<b>(3.8)</b>	<b>28.4</b>	
<b>PRIORITY / IMPROVEMENT EXPENDITURE</b>						
Management Services	100.0	193.9	97.5	(96.3)	97.6	
<b>TOTAL</b>	<b>100.0</b>	<b>193.9</b>	<b>97.5</b>	<b>(96.3)</b>	<b>97.6</b>	
<b>PRIORITY / IMPROVEMENT INCOME</b>						
Management Services	0.0	0.0	0.0	0.0	0.0	
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	
<b>PRIORITY / IMPROVEMENT NET COST</b>	<b>100.0</b>	<b>193.9</b>	<b>97.5</b>	<b>(96.3)</b>	<b>97.6</b>	
<b>TOTAL NET COST</b>	<b>132.1</b>	<b>226.0</b>	<b>113.3</b>	<b>(100.1)</b>	<b>126.0</b>	

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Mgt Plan No.	Project I.D.	Carry over from 06/07	Org Budget 2007/08	Curr Budget 2007/08	Actual June 2008	Var June 2008	Rev Budget 2007/08	Carryover 08/09	Status / Comments
	<i>Management Services</i>								
5.1	252001005 - Strip Shopping Centre - 5200_5053	0.0	100.0	100.0	11.9	(88.0)	12.0	Y	Sites being assessed.
5.1	252001501-Strip Shoping-Mowbray Road-5200_5053	0.0	0.0	0.0	3.7	3.7	0.0		Completed.
5.1	252001677 - Strip Shopping - Victoria Ave (between Robinson - Olga) - 52	93.9	0.0	93.9	81.9	(12.0)	81.9	N	Completed.
<b>5.1</b>	<b>TOTAL PRIORITY IMPROVEMENT EXPENDITURE</b>	<b>93.9</b>	<b>100.0</b>	<b>193.9</b>	<b>97.5</b>	<b>(96.3)</b>	<b>93.9</b>		

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