

## **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.


### **Chatswood Mall (Victoria Walk)**

Implement Masterplan.

### **Promote CBD / Willoughby**

Relaunch the revitalised CBD in conjunction with other stakeholders (including Tourism, commercial Business interests).

## Principal Activity 5: ECONOMIC DEVELOPMENT

<b>Council Service 5.1:</b>	<b>Economic Development</b>	<b>EFT 0.75</b>
Responsibility:	Economic Development 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 2008/2013

STRATEGIES	TARGETS July 2008 to June 2009	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>Implement Local Business Precincts Strategy through adopted Action Plan.</p> <p>Revitalisation of Chatswood Mall</p> <p>Ensure revised Local Business Strategy incorporates physical/landscaping improvements.</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>Ongoing</p> <p>Architect appointed, design nearing completion. Preliminary works undertaken (removal of kiosks)</p> <p>Investigating opportunities, particularly through the emergency of the new local libraries currently being developed.</p> <p>Development of Architectural competition for site in St Leonards which supports Council's strategy for the locality.</p> <p>Ongoing</p> <p>Working with strategic planning to highlight opportunities.</p>

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STRATEGIES	TARGETS July 2008 to June 2009	PROGRESS
<p>Review planning controls and internal processes to streamline development applications for industrial and office uses, consistent with sustainability considerations. (WCS 5.2.9)</p> <p>Work with other stakeholders to focus on the quality of economic development in precedence over the quantity (Sustainability Charter principle).</p>	<p>Assist valued businesses in the lodgement and determination of development applications.</p>	<p>Ongoing</p> <p>Currently working with Westfield regarding the Anderson Eat Street to improve the vitality, safety and amenity of the area.</p>

## Principal Activity 5: ECONOMIC DEVELOPMENT

PRINCIPAL ACTIVITY 5		ECONOMIC DEVELOPMENT			
Council Service 5.1		Projects Unit			
	Original Budget 2008/2009 \$000's	Current Budget 2008/2009 \$000's	Actual June 2009 \$000's	Variation June 2009 \$000's	Revised Budget 2008/2009 \$000's
<b>RECURRENT EXPENDITURE</b>					
Corporate Support Management Service	56.5	56.5	56.6	0.0	56.5
<b>TOTAL</b>	<b>56.5</b>	<b>56.5</b>	<b>56.6</b>	<b>0.0</b>	<b>56.5</b>
<b>RECURRENT INCOME</b>					
Corporate Support Management Service	(1.3)	(1.3)	(1.9)	0.0	(1.3)
<b>TOTAL</b>	<b>(1.3)</b>	<b>(1.3)</b>	<b>(1.9)</b>	<b>0.0</b>	<b>(1.3)</b>
<b>RECURRENT NET COST</b>	<b>55.3</b>	<b>55.3</b>	<b>54.7</b>	<b>0.0</b>	<b>55.3</b>
<b>PRIORITY / IMPROVEMENT EXPENDITURE</b>					
Corporate Support Management Service	100.0	188.0	193.1	5.1	193.1
<b>TOTAL</b>	<b>100.0</b>	<b>188.0</b>	<b>193.1</b>	<b>5.1</b>	<b>193.1</b>
<b>PRIORITY / IMPROVEMENT INCOME</b>					
Corporate Support Management Service	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>188.0</b>	<b>193.1</b>	<b>5.1</b>	<b>193.1</b>
<b>TOTAL NET COST</b>	<b>155.3</b>	<b>243.3</b>	<b>247.8</b>	<b>5.1</b>	<b>248.4</b>

## Principal Activity 5: ECONOMIC DEVELOPMENT

Mgt Plan No.	Project I.D.	Carry over from 07/08	Org Budget 2008/09	Curr Budget 2008/09	Actual June 2009	Var June 2009	Rev Budget 2008/09	Carryover 09/10	Status / Comments
	<i>Management Services</i>								
5.1	252001005 - Strip Shopping Centre - 5200_5053	88.0	100.0	188.0	192.4	4.4	192.4		Completed.
5.1	252001677 - Strip Shopping - Victoria Ave (between Robinson - Olga) - 5200_5053	0.0	0.0	0.0	0.7	0.7	0.7		Completed.
5.1	<b>TOTAL PRIORITY IMPROVEMENT EXPENDITURE</b>	<b>88.0</b>	<b>100.0</b>	<b>188.0</b>	<b>193.1</b>	<b>5.1</b>	<b>193.1</b>		