



PRINCIPAL ACTIVITY 5 ECONOMIC & PROPERTY 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.

Chatswood Mall (Victoria Walk)

Implement Masterplan.


Promote CBD / Willoughby

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

Strategic Property Plan

Annual review of property plan to provide a strategic 5 year outlook encompassing purchases, sales, leasing, redevelopment and other opportunities.

Principal Activity 5: ECONOMIC DEVELOPMENT

Council Service 5.1: Economic Development		EFT 0.3
Responsibility:	Economic & Property Development Project 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 2009/2014

STRATEGIES	TARGETS July 2009 to June 2010	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. 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.</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.</p>	<p>Ongoing</p> <p>Construction/redevelopment underway. Completion late 2010.</p> <p>Working with Environmental and Infrastructure services on Program</p> <p>Ongoing - architectural competition for St Leonards undertaken.</p> <p>Grant funding opportunities being reviewed.</p> <p>Continuing in conjunction with review of draft WLEP 2009.</p>

Principal Activity 5: ECONOMIC DEVELOPMENT

STRATEGIES	TARGETS July 2009 to June 2010	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>Gore Hill site S96 VPA reviewed and approved by Council.</p> <p>Ongoing</p>

Principal Activity 5: ECONOMIC DEVELOPMENT

PRINCIPAL ACTIVITY 5		ECONOMIC DEVELOPMENT			
Council Service 5.1		Projects Unit			
	Original Budget 2009/2010 \$000's	Current Budget 2009/2010 \$000's	Actual June 2010 \$000's	Variation June 2010 \$000's	Revised Budget 2009/2010 \$000's
RECURRENT EXPENDITURE					
Corporate Support Management Service	50.6	53.3	57.1	3.0	56.3
TOTAL	50.6	53.3	57.1	3.0	56.3
RECURRENT INCOME					
Corporate Support Management Service	(0.9)	(3.4)	(1.9)	0.0	(3.4)
TOTAL	(0.9)	(3.4)	(1.9)	0.0	(3.4)
RECURRENT NET COST	49.7	49.8	55.2	3.0	52.8
PRIORITY / IMPROVEMENT EXPENDITURE					
Corporate Support Management Service	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0
PRIORITY / IMPROVEMENT INCOME					
Corporate Support Management Service	0.0	0.0	0.0	0.0	0.0
TOTAL	0.0	0.0	0.0	0.0	0.0
PRIORITY / IMPROVEMENT NET COST	0.0	0.0	0.0	0.0	0.0
TOTAL NET COST	0.0	49.8	55.2	3.0	52.8