

**ECONOMIC DEVELOPMENT
COMMITTEE MEETING**

BUSINESS PAPER

TUESDAY 14 AUGUST 2012

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ECONOMIC DEVELOPMENT COMMITTEE MEETING

Notice is hereby given that an Economic Development Committee Meeting of the Council of the City of Randwick will be held in the Council Chamber, Town Hall, 90 Avoca Street, Randwick, on Tuesday, 14 August 2012 at 6pm.

Committee Members: The Mayor, S Nash (Chairperson), Belleli, Hughes, Matson, Notley-Smith, Procopiadis, Stevenson, White (Deputy Chairperson)

Quorum: Five (5) members

NOTE: At the Extraordinary Meeting held on 29 September 2009, the Council resolved that the Economic Development Committee be constituted as a committee with full delegation to determine matters on the agenda.

Apologies/Granting of Leave of Absences

Confirmation of the Minutes

Economic Development Committee Meeting - 10 July 2012

Declarations of Pecuniary and Non-Pecuniary Interests

Address of Committee by Members of the Public

Urgent Business

Economic Development Reports

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Notice of Rescission Motions

Nil

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Ray Brownlee
GENERAL MANAGER

Economic Development Report No. EDC5/12



Subject: Proposed Councillor Workshops on Sustainable Tourism in Coogee

Folder No: F2009/00243

Author: Suzanne Williamson, Economic Development Officer

Introduction

The Randwick Economic Development Strategy was commissioned to promote a strong local economy for Council's business, commercial and industrial sectors and town centres under The Randwick City Plan's economic theme: 'A Prospering City'

Issues

The Randwick City Plan, which was adopted in June 2006, outlines strategic objectives for the local government area over the next 20 years. The City Plan has the overarching aim of providing leadership in sustainability with six (6) key themes feeding into this vision. One of the six key themes is 'A prospering city.' Included in the initiatives that support this theme is Direction 8e 'Tourism's important role in the local economy is acknowledged.' This direction will be achieved by providing a strategic approach to tourism via the Economic Development Strategy and recognising the significant contribution that tourism can make to employment and the ongoing prosperity of Randwick City, while being sensitive to environmental and social issues.

The Economic Development Strategy lists the following strengths and weaknesses for 'Tourism, Culture and Recreation' in the Randwick City Council area:

- 'Randwick offers many opportunities for sport and recreational pursuits, The beach, coastline and small villages offer an enviable lifestyle...
-however the popularity of the beaches often results in conflict between residents and visitors'.

In order to take the opportunity to begin strategic discussion to identify and address resident concerns and to articulate and promote opportunities for sustainable tourism in Coogee it was proposed in November 2009 to engage Elton Consulting to conduct two (2) Councillors workshops on sustainable tourism in Coogee. The aim of the workshops was to generate discussion among Councillors on pragmatic methods for growing and managing tourism.

Relationship to City Plan

The relationship with the City Plan is as follows:

Outcome 8: A Strong Local Economy.
Direction 8e: Tourism's important role in the local economy is acknowledged.

Financial impact statement

The cost of any future Councillor workshops on Sustainable Tourism in Coogee will be funded from the budget for economic development initiatives.

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Conclusion

Sustainable tourism is a contentious issue. It is important to identify and establish an appropriate structure for sustainable tourism in Coogee that addresses the concerns of all stakeholders including residents, businesses and visitors. As the purpose of the proposed workshops was to come to an agreed way forward on how to proceed with tourism in Coogee and Randwick, it is recommended that the need for workshops on sustainable tourism in Coogee be discussed at the next Councillors workshop in November 2012.

Recommendation

That the current need for Councillor workshops on sustainable tourism in Coogee be placed on the agenda for discussion and resolution at the Councillors' workshop in November 2012.

Attachment/s:

Nil

EDC5/12

Economic Development Report No. EDC6/12



Subject: Matraville Town Centre Action Plan
Status Report - Transport/Parking and
Sustainability Actions

Folder No: F2010/00091

Author: Suzanne Williamson, Economic Development Officer

Introduction

The Randwick Economic Development Strategy was commissioned, under The Randwick City Plan's economic theme: 'A Prospering City', to promote a strong local economy for Council's town centres, business, commercial and industrial sectors. The Matraville Town Centre Action Plan was developed under Action 1.6 of Council's Economic Development Strategy and includes actions to specifically revitalise the business and retail town centre of Matraville. At its ordinary meeting held on 27 July, 2010 Council resolved to adopt the Matraville Town Centre Action Plan and to prioritise and implement all the short term actions contained in the Action Plan as soon as possible.

Issues

The Matraville Town Centre Action Plan was developed with community consultation. Issues raised at the community workshops included public transport, traffic, parking signage, cycleways and the need to address sustainability and energy conservation. Feedback from the consultation also noted that the community felt Matraville is overlooked by visitors as a destination due to the lack of 'gateways' to the commercial centre.

Specific actions were developed to address these issues. Council resolved that the feasibility of the specific transport, parking and sustainability actions be investigated by the appropriate Council officers and reported back to Council.

Transport and Parking Actions:

- 2.2.1 *Emphasise Gateways along Bunnerong Road into Matraville through signage or repeating flag poles at the southern end of the centre.*
Banner poles currently are in place at the northern end of the centre in Bunnerong Road near the intersection with Beauchamp Road. Additional banner poles have been scheduled to be included in the planned median strip upgrade and installed at the southern end of the centre in Bunnerong Road near the intersection with Perry and Franklin streets.
- 4.1.1 *Lobby the RTA to introduce traffic calming devices on Bunnerong Road, to improve amenity and to attract more visitors to the centre.*
The RMS (formally RTA) does not support the introduction of traffic calming devices on the state road network.
- 4.2.1 *Provide clearer signs directing drivers to existing parking.*
Integrated Transport is currently assessing the clarity of the existing signage directing drivers to the Baird Avenue car park in the Matraville

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town centre. Consultation has been sought with the Matraville RSL regarding new signage to direct visitors to the RSL car park.

4.3.1 *Lobby the State Transit Authority to investigate the potential for more frequent bus services.*

A letter has been written to the State Transit Authority requesting that the current bus services to and through the Matraville town centre be assessed with a view to increased frequencies.

5.2.1 *Implement planned cycleways connecting Matraville with other locations within and beyond the local government area.*

Integrated Transport is assessing the possibility of a shared path facility along the eastern footpath of Bunnerong Road north to Franklin Street, linking back to Anzac Parade Malabar. Additional Heffron Park links are also being considered for addition to the planned cycleways.

Sustainability Actions

5.3.1 *Investigate opportunities to install solar powered lights in key locations.*

The Matraville commercial area runs either side of Bunnerong Road (a designated RMS main road). RMS has approved an AUSGRID program for changeover to more energy efficient lighting on the main road network. This program has the potential for the upgrading to LED lighting in 2013 following the conclusion of current AUSGRID LED lighting trials. LED lights have lower energy requirements and a longer life than other lighting technologies. The current RMS LED trials are demonstrating an obvious improvement in the length of road reserve that can be effectively lit and the uniformity of the lighting compared to both current and previous residential road lighting types.

5.3.2 *Open a 'sustainable development' shopfront in partnership with the Chamber of Commerce, environmental groups and the energy and water industries to showcase existing options for businesses to implement best practice sustainable development.*

A suitable vacant shop site in the Matraville town centre was not available. Council currently holds regular open days and community events at Barrett House which provide the residents and businesses of Randwick City the opportunity to see practical sustainability measures at work. Council currently has a full range of sustainability programs under way and Matraville businesses are eligible for free water usage and energy audits.

Relationship to City Plan

The relationship with the City Plan is as follows:

- Outcome 8: A Strong Local Economy.
- Direction 8b: Vibrant town centres that adequately serve the community and foster support for local business activity.
- Outcome 9: Integrated and accessible transport.
- Direction 9b: The community is informed, educated and encouraged to use sustainable transport.
- Outcome 10: A Healthy Environment.

Direction 10b: The Council is a leader in fostering environmentally sustainable practices.

Financial impact statement

The cost of the banner poles has been allowed for in the current budget. Funds would need to be allocated should additional cycleways be added to the planned cycleway project.

Conclusion

The specific Transport/Parking and Sustainability actions developed for the Matraville Town Centre Action Plan have been investigated and those actions deemed feasible are currently under implementation.

Recommendation

That Council endorse the actions being undertaken to revitalise the Matraville town centre in accordance with Council's Economic Development Strategy.

Attachment/s:

Nil

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