



**Randwick City  
Council**  
a sense of community

**ECONOMIC DEVELOPMENT  
COMMITTEE MEETING**

**BUSINESS PAPER**

**TUESDAY 9 APRIL 2013**

Administrative Centre 30 Frances Street Randwick 2031

Telephone: 02 9399 0999 or  
1300 722 542 (for Sydney metropolitan area)

Fax: 02 9319 1510

[general.manager@randwick.nsw.gov.au](mailto:general.manager@randwick.nsw.gov.au)

[www.randwick.nsw.gov.au](http://www.randwick.nsw.gov.au)





## **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, 9 April 2013 at 6pm.

Committee Members: The Mayor, T Bowen, Andrews, Belleli, D'Souza, Garcia, Matson, Moore, Nash, Neilson, Roberts (Chairperson), Seng, Shurey, Smith, Stavrinou (Deputy Chairperson) and Stevenson

Quorum: Eight (8) 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 - 12 March 2013

### **Declarations of Pecuniary and Non-Pecuniary Interests**

#### **Address of Committee by Members of the Public**

*Privacy warning:*

*In respect to Privacy & Personal Information Protection Act, members of the public are advised that the proceedings of this meeting will be recorded for the purposes of clause 66 of Council's Code of Meeting Practice.*

### **Urgent Business**

#### **Economic Development Reports**

EDC2/13	Kingsford Town Centre Strategy Short Term Actions .....	1
EDC3/13	Randwick City Economic and Demographic Profile Review .....	7

#### **Notice of Rescission Motions**

Nil

.....  
Ray Brownlee  
**GENERAL MANAGER**



## Economic Development Report No. EDC2/13



**Subject:** Kingsford Town Centre Strategy Short  
Term Actions

**Folder No:** F2012/00050

**Author:** Suzanne Williamson, Economic Development Officer

---

### Introduction

At the Economic Development Committee Meeting held 12 March 2013 Council resolved (Nash/Moore) *'that:*

- a) *Council receive and adopt the Kingsford Town Centre Strategy;*
- b) *prioritise and implement the short term actions contained in the Kingsford Town Centre Strategy;*
- c) *a report be brought back to Council on the feasibility of waiving fees for outdoor dining for Kingsford and Matraville businesses for a 12 month trial period, including the waiving of fees for current outdoor dining licenses from the start of any amnesty period;*
- d) *a letter be sent to the Mayor of Botany Bay City Council regarding a partnership on holding events in Dacey Gardens and invite discussion with Botany Bay City Council exploring joint events that maybe held in Dacey Gardens; and*
- e) *a report be brought back to Council on reduced parking hours in Houston Road and Harbourne Avenue, Kingsford.'*

In accordance with *Clause c)* of the above resolution the following report is provided for the consideration of Council. It is also be noted that the issue of waiving the outdoor dining fees for a 12 month period for new outdoor dining applications in the Matraville town centre was addressed by a Notice Pursuant to Motion by Councillor Garcia at the March Ordinary Council Meeting.

### Issues

The Randwick Economic Development Strategy (2009) was commissioned under the Randwick City Plan's economic theme, 'A Prospering City', to promote a strong local economy for Council's business, commercial and industrial sectors, and town centres. Action 1.6 of the Economic Development Strategy states:

*Develop Town Centre Strategies to rejuvenate and revitalise each centre –  
Short term for Matraville, medium to long for others'*

The Kingsford Town Centre Strategy was developed during 2012 incorporating wide community consultation. The Strategy contains appropriate, realistic, achievable, innovative and cost effective recommendations for actions designed specifically to revitalise the Kingsford town centre. To this end 45 specific actions were developed under the five main objectives:

- a strong local economy
- a liveable centre
- a sense of community

EDC2/13

- improved access and movement
- a sustainable environment

The recommended actions have either a Council or Kingsford Chamber of Commerce lead responsibility and have timing for implementation assigned to each action where:

- Short is 1 to 2 years
- Medium is 3 to 4 years
- Long is 5+ years

Council adopted the Kingsford Town Centre Strategy on 12 March 2013. It was resolved that a report be brought back to Council on the Council led short term actions contained within the Strategy and to specifically address the feasibility of Action 1.2, to consider waiving fees for outdoor/footpath dining for 12 months in Kingsford for new eligible applications. It was also resolved that in the report the feasibility of extending the same amnesty period to include current outdoor dining licence holders should also be addressed.

There are 25 Council led short term actions contained in the Kingsford Town Centre Strategy under five main objectives. These 25 actions are scheduled to be completed within 1-2 years and are listed below:

#### **Objective 1: Develop Stronger Local Economy**

Action 1.5: Engage local real estate agencies in coordinated investment attraction campaign (host information night presenting results of shopper surveys and ideas for investment material/media).

Responsibility: Randwick City Council

Partners: Kingsford Chamber of Commerce

Action 1.8: Explore partnership with Botany Bay City Council to hold community events in Dacey Gardens during the period November to March each year.

Responsibility: Randwick City Council

Partners: None

Action 1.12: Establish an online business and services directory for Randwick City with dedicated pages for Kingsford, and with a food and restaurant guide to be subsequently developed as a unique application for mobile devices.

Responsibility: Randwick City Council

Partners: Kingsford Chamber of Commerce

Action 1.14: Investigate the potential for pop-up enterprises. Commercial, government (including Randwick City Council), service-based or cultural enterprises in long-term vacant properties in order to use the space constructively.

Responsibility: Randwick City Council

Partners: Kingsford Chamber of Commerce

Action 1.15: Council to liaise with local real estate agents and property owners regarding a requirement for standardised signage and regular window and shopfront cleaning to be incorporated into commercial leases.

Responsibility: Randwick City Council

Partners: Local agents, landholders

Action 1.16: Council to consider undertaking an audit of shop signage for all businesses in Kingsford to evaluate compliance with existing regulations.

Responsibility: Randwick City Council

Partners: None

Action 1.17: Council to investigate the possibility of establishing short-term retail opportunities (e.g. street stalls) including specific sites along Anzac Parade at Meeks Street, Borrodale Road and Strachan Street.

Responsibility: Randwick City Council

Partners: None

**Objective 2: Create a More Liveable Centre**

Action 2.1: Council, in combination with the NSW Police and Kingsford Chamber of Commerce, to make local businesses and residents more aware of the existing strategies and policies aimed at ensuring the Kingsford town centre is a safe and welcoming place to visit during both day and night.

Responsibility: Randwick City Council

Partners: Kingsford Chamber of Commerce, other agencies

Action 2.3: Council to contact strata managers regarding the appearance of street frontages and the maintenance of planters.

Responsibility: Randwick City Council

Partners: None

Action 2.4: Install bike racks, more seats and more garbage bins along Anzac Parade and Gardeners Road in Kingsford.

Responsibility: Randwick City Council

Partners: None

Action 2.5: Restore plantings and replace trees on the corner of Gardeners Road and Anzac Parade.

Responsibility: Randwick City Council

Partners: None

Action 2.6: Install more seating, tables and landscaping on the corner of Strachan Street and Anzac Parade (subject to the final design and layout of the light rail system as determined by the NSW Government).

Responsibility: Randwick City Council

Partners: None

Action 2.7: Council to inform all property owners of the existing Council Graffiti Program and dumped rubbish options.

Responsibility: Randwick City Council

Partners: None

**Objective 3: Sense of Community**

Action 3.1: Explore possibilities for further public art in Kingsford.

Responsibility: Randwick City Council

Partners: None

Action 3.3: Explore opportunities to develop community and cultural events to be held in Kingsford throughout the year.

Responsibility: Randwick City Council

Partners: None

Action 3.8: Investigate potential for more child-friendly activities or spaces to encourage more families to visit Kingsford.

Responsibility: Randwick City Council

Partners: None

**Objective 4: Improved Access and Movement**

Action 4.1: Investigate the introduction of timed parking in the Council car parks in Kingsford for more efficient use of existing spaces.

Responsibility: Randwick City Council

Partners: None

Action 4.2: Investigate a business parking permit program.

Responsibility: Randwick City Council

Partners: None

Action 4.5: Consider introduction of angle parking along Harbourne Road between Meeks Street and Middle Street.

Responsibility: Randwick City Council

Partners: None

Action 4.6: Improve the recognition and signage of cycle paths around Kingsford, particularly links from the UNSW, and include more bike racks in the public domain.

Responsibility: Randwick City Council

Partners: None

Action 4.7: Undertake discussions with UNSW regarding provision of student parking in other areas closer to the University.

Responsibility: Randwick City Council

Partners: None

**Objective 5: A More Sustainable Environment**

Action 5.1: Negotiate with Roads and Maritime Services (RMS) for improved street lighting (e.g. LED) on major arterial roads (whilst also allowing for any lighting changes associated with the introduction of light rail services).

Responsibility: Randwick City Council

Partners: None

Action 5.2: Advise Kingsford businesses of Council's existing sustainability program regarding energy, water efficiency and recycling.

Responsibility: Randwick City Council

Partners: None

Action 5.3: Investigate opportunities for the instigation of a food recycling program in the Kingsford town centre.

Responsibility: Randwick City Council

Partners: None

In accordance with *Clause c)* of the resolution by the Economic Development Committee on 12 March 2013, Council has investigated the feasibility of waiving fees for outdoor dining in the Kingsford town centre for a 12 month trial period, including the waiving of fees for current outdoor dining licenses from the start of any amnesty period.

Footpath/outdoor dining areas provide a significant contribution to the quality of public places and to community life. They encourage an active street frontage that is alive and ever changing. Footpath/outdoor dining locations contribute to urban regeneration, provide for spontaneous social interaction and are ideally suited to Randwick City's diverse community and outdoor lifestyle.

The Kingsford town centre is an ideal location for the encouragement and expansion of outdoor/footpath dining locations. As well as opportunities on Anzac Parade, side streets within the Kingsford town centre such as Borrodale Road, Strachan Street,



Middle Street, Meeks Street and Gardeners Road also present appropriate opportunities for the expansion of outdoor/footpath dining.

Despite Kingsford having approximately 50+ food related businesses and restaurants located within the town centre, the Council Outdoor Dining Register as of March 2013 lists only three properties in the Kingsford town centre with current Outdoor/Footpath Dining licenses. The three current outdoor/footpath licenses in the Kingsford town centre account for a total annual revenue to Council of \$9,283.73 (to avoid any breach of privacy regulations and policy, names, addresses and individual licence amounts have not been provided in this report).

Accordingly, if as show of good will and to avoid any disadvantage, Council were to waive the fees for current outdoor/footpath dining licences holders from the start of any fee free amnesty period in the Kingsford town centre, the total loss of revenue to Council over the 12 month fee free period would be \$9,283.73.

### **Relationship to City Plan**

The relationship with the City Plan is as follows:

- Outcome 2: A vibrant and diverse community.
- Direction 2b: Strong partnerships between the council, community groups and government agencies.
- Outcome 3: An informed and engaged community.
- Direction 3a: Effective communication methods and technology are used to share information and provide services.
- Outcome 6: A liveable city.
- Direction 6f: Foster distinct neighbourhoods with commercial centres that meet the needs of our community as places to work, shop, live and socialise.
- Outcome 8: A strong local economy.
- Direction 8a: Vibrant business, commercial and industrial sectors that provide ongoing and diverse employment opportunities and serve the community.
- Direction 8c: Develop and strengthen effective partnerships with key locally based organisations.

### **Financial impact statement**

Funds required for the Council led short term actions are allocated in the Economic Development 2012-13 budget and many actions are covered by Council's Annual Operating budget.

If Council were to endorse Action 1.2 and offer fee free footpath/outdoor dining for 12 months to eligible businesses in the Kingsford town centre, any associated costs are in kind where there is no direct financial impact.

If, to avoid disadvantage, Council were to extend the 12 month fee free amnesty period to the three current outdoor dining licence holders in the Kingsford town centre there would be an associated revenue loss of \$9,283.73.

### **Conclusion**

The Kingsford Town Centre Strategy was developed incorporating wide community consultation. The Strategy recommends practical, achievable, innovative and cost effective actions designed specifically to revitalise the Kingsford town centre.

Footpath/outdoor dining areas provide a significant contribution to the quality of public places and community life and are ideally suited to Randwick City's diverse community and outdoor lifestyle. Increased availability of outdoor/footpath dining in the Kingsford town centre would be of benefit to both the residents of Kingsford and to the residents of Randwick City.

### **Recommendation**

That:

- a) all Council lead short term actions be implemented within the designated time frame with a progress report be brought back to Council in 12months
- b) all short term actions be prioritised in consultation with the Kingsford Chamber of Commerce
- c) in order to encourage an active street frontage in the Kingsford town centre that Council endorses Action 1.2 and offers fee free footpath/outdoor dining for 12 months to eligible businesses, and
- d) Council determine whether the three current outdoor dining licence holders in the Kingsford town centre are to be included in the 12 month fee amnesty period.

### **Attachment/s:**

Nil

EDCG2/13

## Economic Development Report No. EDC3/13



**Subject:** Randwick City Economic and Demographic Profile Review

**Folder No:** F2009/00243

**Author:** Suzanne Williamson, Economic Development Officer

---

### Introduction

The first Randwick City Economic and Demographic Profile was developed by Council in conjunction with Lawrence Consulting in March 2011. The Economic and Demographic Profile was the first comprehensive coverage and analysis of key economic, business and social indicators in Randwick City. The document contained accurate demographic and current economic statistical data in an easy to read and understandable format that could be used both by Randwick businesses for planning, investment and decision making, and by the general Randwick community for reference as a statistical snapshot of the area where they live. The document was extremely well received by residents and the business community with specific requests for copies received from teaching institutions, community groups and the local area command.

### Issues

Due to the recent release of comprehensive ABS data and statistics from the 2011 census, the Randwick City Economic and Demographic Profile has been reviewed and updated to reflect current figures. The updated document also contains a comprehensive local employment section including journey to work data tabling workforce location destinations and origins.

The Randwick City Economic and Demographic Profile (April 2013) addresses 25 economic and demographic indicators under the five main headings:

- Population and Income
- Business Activity
- Employment
- Workforce
- Housing and Investment
- Property market and Land

The Economic and Demographic Profile (April 2013) presents fascinating reading and highlights many economic strengths of Randwick City including:

- 11,614 businesses defined as actively trading and registered place is within Randwick City - representing an annual increase of 242 businesses
- the estimated total turnover of all industry in Randwick City was \$3.6 billion in 2010/11 – representing a significant annual increase of 7.9%
- the number of employed persons in Randwick City was estimated as 75,764 in the December Quarter - representing an annual increase of 3.7%
- the unemployment rate in Randwick City in the December Quarter 2012 was 3.9% - significantly lower than the Sydney Region (4.8%) and New South Wales (5.1%)

EDC3/13

- the number of registered vehicles in Randwick City at the December Quarter 2012 was 72,148 – representing an additional 14,048 vehicles competing for parking in Randwick City since December 2002.

### Relationship to City Plan

The relationship with the City Plan is as follows:

- Outcome 2: A vibrant and diverse community.  
Direction 2b: Strong partnerships between the council, community groups and government agencies.
- Outcome 3: An informed and engaged community.  
Direction 3a: Effective communication methods and technology are used to share information and provide services.
- Outcome 8: A strong local economy.  
Direction 8a: Vibrant business, commercial and industrial sectors that provide ongoing and diverse employment opportunities and serve the community.  
Direction 8c: Develop and strengthen effective partnerships with key locally based organisations.

### Financial impact statement

Funds have been allowed for the review and updating of Randwick City Economic and Demographic profile in the 2012-13 Economic Development budget.

### Conclusion

Randwick City Economic and Demographic Profile April 2013 is an easy to read statistical snapshot of demographic trends and economic activity in Randwick City. The document is an extremely valuable reference tool for residents, local businesses, Chambers of Commerce and Council.

### Recommendation

That Council endorse the April 2013 Randwick City Council Economic and Demographic Profile.

### Attachment/s:

1. Randwick City Economic and Demographic Profile (April 2013)

**INCLUDED UNDER  
SEPARATE COVER**