



Regional
Development
Australia

I L L A W A R R A

CBD ACTION PLAN

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Wollongong City CBD



- } Our regional City
- } Business, Retail, Entertainment, Tourism, Cultural, Social, Physical
- } \$20M invested in improved CBD infrastructure and assets since 2008
- } Modern planning controls
- } Focus on building confidence in the City



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Council's City Centre Work Program



Current Capital Works (2009)

- } Cliff Road East (Blue Mile Project)
- } Crown Street Mall Upgrade – Design and documentation
- } Crown Street Mall Upgrade – Funding and Construction
- } Wollongong Town Hall
- } Inner City Parking
- } Bus Interchange Relocated
- } Transit Mall Opening
- } MacCabe Park Design Program
- } North Beach Bathers Pavilion – Design and documentation
- } Mt Pleasant Tramway Sea Wall Construction
- } Other Capital Works

The Program for this year

- } Economic Development Strategy Review
- } Business Attraction Program
- } Place Marketing Program
- } CBD Projects
 - o Foreshore Linkage Masterplan
 - o Civic Plaza Stage(s) 2 and 3
 - o Crown Street Site Amalgamation Plan
 - o Key Site Urban Design Analysis
 - o West Crown and Keira St
 - o Way Finding Strategy
 - o City Centre Safety Plan
 - o Health Precinct Program
 - o Review of 'stalled' DAs



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Why an Action Plan ?



- } Coordinated approach
- } Agree priorities for the next 5 years + 5
- } Initiatives to drive 'other investment'
- } Strategic sequencing
- } Determine roles, responsibilities, costing(s), timing and funding opportunities
- } End of November 2010



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Thanks to



- } PCA
- } IBC
- } RDA
- } UoW
- } PKPC
- } Tourism Wollongong
- } GPT & other landowners
- } City Centre Advisory Committee
- } Dept of Planning
- } RTA
- } Premiers & Cabinet
- } Local MPs
- } Neighbourhood Forums
- } Shellharbour Council

for committing to participate in this project



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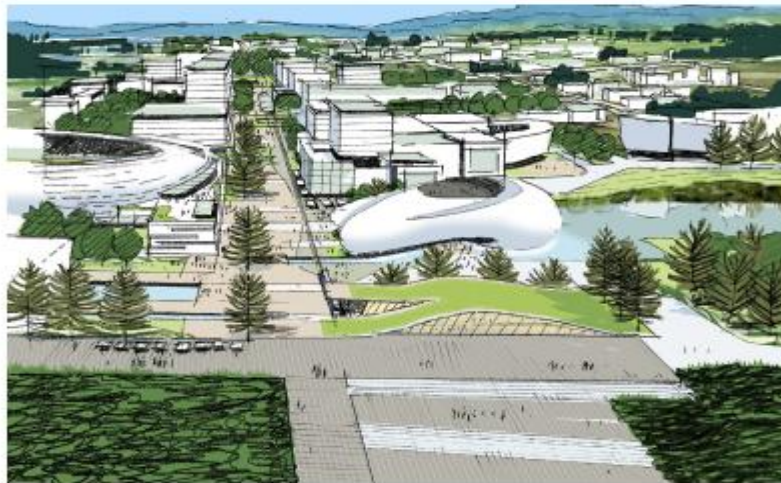
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Station precinct and 'Gateway'



Entertainment Quarter



Retail precinct Crown Street



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