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<b>ITEM NO</b>	:	4.1
<b>SUBJECT</b>	:	IMPROVING THE COMMERCIAL CORE OF GLADESVILLE - DRAFT ACTION PLAN
<b>CSP OUTCOME</b>	:	PROVISION AND MAINTENANCE OF HIGH QUALITY PUBLIC SPACES
<b>DELIVERY PLAN STRATEGY</b>	:	MAINTAIN AND ENHANCE THE PUBLIC DOMAIN
<b>REPORTING OFFICER</b>	:	PHILIPPA HAYES

Ref:296253

## INTRODUCTION

Under Hunters Hill Section 94a Developer Contributions Plan 2014, \$490,000 has been allocated to make improvements to the built environment in the Gladesville Village Centre. These funds are targeted for expenditure - 2017-2019.

To ensure expenditure of this money delivered value for money projects with high visibility and social impact, in May 2017, Julia Suh of Urban Toolbox was engaged to prepare a *Draft Action Plan* for "Improving the Commercial Core of Gladesville". Julia was instrumental in carrying out the public engagement work for Council's "Future Gladesville" project and so commenced preparing the *Draft Action Plan* with an established base of knowledge regarding the Gladesville Village Centre and the community.

At the time of Julia's engagement the development at 151 Victoria Road, Gladesville (corner of Batemans Rd and Victoria Road) was nearing completion and a condition of the court approval for this development was that the developer upgrades the footpath adjacent to their site. To ensure a consistent paving surface between Junction and Batemans Road, Council costed replacing this entire strip of paving (approximate cost \$110,000). Accordingly, Julia was advised to work within a budget of \$380,000.

The consultant's *Draft Action Plan* which includes eleven improvement ideas for the Gladesville Village Centre is attached (refer attachment No. 1). Eight ideas were selected for implementation and the estimated cost of implementing these ideas is \$270,000 which is well within budget. It is proposed that the remaining \$110,000 (\$380,000 - \$270,000) of S94a funds be used for a further footpath upgrade and to address any variations received during the course of the urban improvement works (some variations are expected as the *Draft Action Plan* only includes high level costings). The additional proposed footpath upgrade was identified as a priority at the Councillor Workshop held in February 2017. An upgrade to the Victoria Road footpath which runs between Pittwater and Massey Street has been commenced and therefore completing this work in-accordance with the relevant DCP specifications is a logical priority.

The following report provides a brief description of the methodology used to develop and select the urban improvement ideas proposed in the *Draft Action Plan*.

**REPORT**

The consultant's project objectives were to develop a public domain action plan that would:

- Refresh the Gladesville Village Centre's look & feel, responding to the character objectives as defined in the Future Gladesville Development Control Plan: Green, Engaging and Social, and take a holistic and innovative approach to achieving this;
- Lead by example and highlight potential improvement opportunities for landowners and businesses;
- Deliver value-for-money projects with high visibility and social impact;
- Identify and build on the positive/unique features of Gladesville.

To establish what was positive/unique about Gladesville the consultant researched the history of Gladesville and analysed the main features contributing to the overall feel of the urban environment. Through this research Julia identified three elements that she recommended could be built upon to develop a strong sense of place in Gladesville. These themes discussed on page 5 of her report are:

- Nature
- Banjo Patterson
- Signal Hill History

As part of her research the consultant also analysed areas of high pedestrian traffic and visibility. Through this work Julia identified that foot traffic is concentrated at the Victoria Road traffic-light crossings located at Massey and Cowell Streets, and also at the Glades Arcade Victoria Road entrance/exit point.

Working with all this information Julia prepared 11 urban improvement ideas for the Gladesville Village Centre and presented them at a council staff workshop held 22 June 2017. Seven staff attended the workshop and were asked to prioritise ideas using the following criteria:

- Desirability (will the community want this?)
- Viability (does this meet our goals?)
- Feasibility (Can we make this happen?)

A total of eight ideas were selected for implementation refer pages 10 to 17 of the attached report. The eight ideas are as follows:

Priority	Draft Action Idea	High Level Costing	Est. Delivery Time Frame	Objectives Achieved
1	Lighting of Gateway Trees – Cowell Street	\$15,000	2017	green engaging social
2	Signature Stops - Improve urban elements such as utility boxes	\$5,000	2017	green-engaging social

Priority	Draft Action Idea	High Level Costing	Est. Delivery Time Frame	Objectives Achieved
3	Corner Effect – Cnr Massey and Victoria Road. (provide seating/planting and upgrade paving)	\$30,000	2017	green engaging social
4	Delightful Exit - Victoria Road exit off Glades Arcade (provide planting and seating)	\$10,000	2017	green engaging social
5	Signal Hill Carpark – Install sculpture	\$15,000	2018	green engaging social
6	Signal Hill Carpark - Install pocket park	\$35,000	2018	green engaging social
7	Poetry Trail - Banjo Patterson's poetry used to increase interest & connection	\$60,000	2018	green engaging social
8	Massey Lane Pavement Painting	\$100,000	2018	green engaging social
<b>TOTAL</b>		\$270,000		

A focus of the selection process was the ability of Council to deliver the ideas quickly and for them to have high visibility. In two recent forums held with the business community of Gladesville and attended by a number of Councillors and council staff the clear message received was that the business community wants to see Council being proactive about improving the Gladesville Village Centre.

## CONCLUSION

The eight urban improvement ideas included in the consultants *Draft Action Plan* meet the objectives of Council's brief and will build on the positive/unique aspects of Gladesville. The first four ideas listed in the plan can be implemented relatively quickly and it is anticipated that at least action 1 & 2 if not all four actions could be completed by the end of the year. This work will act as the first step towards addressing the desire of the Gladesville Business Community for proactive change.

The two Victoria Road footpath upgrades proposed (Pittwater Rd. to Massey St and Junction St to Batemans Rd) will also contribute to a better public domain in the Gladesville Village Centre.

Section 94a funds are available to carry out the work proposed and the ideas are consistent with the Future Gladesville DCP and the history and existing environment of Gladesville. It is recommended that Council endorse the attached draft document as an *Action Plan* and the two Victoria Road footpath upgrades discussed in this report.

## FINANCIAL IMPACT ASSESSMENT

Council's Section 94a Developer Contributions Plan 2014 allocates funds for *Urban Design Improvements* in the commercial core of Gladesville. These funds were targeted for expenditure from 2017 through to 2019. The funds available are sufficient to cover the eight initiatives identified by Julia Suh in her *Draft Action Plan* (see attachment No. 1) as well as the two discussed footpath upgrades along Victoria Road.

## SOCIAL IMPACT ASSESSMENT

There is no direct social impact on Council arising from Council consideration of this matter.

**RISK ASSESSMENT**

There are no direct or indirect risks impacting on Council arising from consideration of this matter.

**HUNTERS HILL 2030**

The Hunters Hill Community Strategic Plan 2030 – “Our Heritage and Built Environment” includes as one of its three goals the following:

*The focal point of commerce and services is Gladesville and our village centres are thriving.*

This report addresses potential work to be undertaken in the Gladesville Village Centre to improve the urban environment. Accordingly the matters discussed are consistent with the goals of Council’s overall strategic plan.

**RECOMMENDATION**

1. That Council endorse the attached draft report and the eight urban improvement ideas included on pages 10-17, as the *Action Plan* for improving the Commercial Core of Gladesville. As detailed implementation designs are prepared further consultation is to occur with Council.
2. That prior to commencement of any work, notification is undertaken of business owners and residents on land adjoining or in close proximity to areas targeted for urban improvements.
3. That Council endorse upgrading the footpath along Victoria Road from Pittwater Road to Massey Street and from Junction Street to Batemans Road. Notification of all adjoining owners/business owners to be undertaken prior to any works commencing.

**ATTACHMENTS**

1. Draft Action Plan for Improving the Commercial Core of Gladesville