

ITEM 9 CORRIMAL TOWN CENTRE SHOPFRONT IMPROVEMENT PROGRAM

In 2015 Council endorsed the Corrimal Town Centre Plan 2015-25 which provided the vision for the future of the Corrimal Town Centre. The plan provides a number of actions in a staged approach to the revitalisation of the centre, one of which included the rollout of a shopfront improvement program in the Corrimal Town Centre. This report provides further detail on the Corrimal Shopfront Improvement Program and seeks Council's endorsement of the proposed funding recipients [refer Attachment 1].

In accordance with section 356(2) of the Local Government Act 1993, Council publicly exhibited the proposed recipients to receive funding under the program from 1 November to 28 November 2017, during which no submissions were received.

RECOMMENDATION

Council provide funding to the proposed recipients for the Corrimal Shopfront Improvement Program as set out in Attachment 1.

REPORT AUTHORISATIONS

Report of: Sue Savage, Manager Community Cultural and Economic Development (Acting)
Authorised by: Kerry Hunt, Director Community Services - Creative and Engaged City (Acting)

ATTACHMENTS

- 1 Corrimal Town Centre Shopfront Improvement Program - Proposed Recipients

BACKGROUND

Development of the Corrimal Town Centre Plan 2015-25

In 2015 Council endorsed the Corrimal Town Centre Plan 2015-25 [Plan] which provided the vision for the future of the Corrimal Town Centre. The Corrimal Town Centre is the largest commercial area in the northern suburbs of Wollongong. The Plan provides a number of actions in a staged approach to the revitalisation of the centre, one of which included the rollout of a shopfront improvement program in Council's Annual Plan 2016-17.

The objectives of the Shopfront Improvement Program include:

- 1 Assist in re-establishing Corrimal as an attractive place to live, work and play.
- 2 Raise the profile of the Corrimal Town Centre and encourage owners to look after and improve their shopfronts, filling vacant tenancies and raise the economic profile.
- 3 To conserve and celebrate the history and built heritage of the main street of Corrimal.
- 4 Enhance the appearance of Corrimal Town Centre's streetscape and showcase good design outcomes.
- 5 Encourage shopfront improvements that activate Corrimal Town Centre's streets and public spaces.
- 6 Encourage shopfront improvements that will increase the lifespan of buildings and allow for conservation of existing buildings and character.
- 7 Address issues of illegal, non-compliant and/or dangerous awnings.
- 8 Council to work in partnership with private landowners and business operators to support and enhance the Corrimal Town Centre.

Applications for the Corrimal Shopfront Improvement Program opened on 5 June 2017 and closed 7 July 2017.

Funding for Phase One of the program involved the undertaking of audits for individual buildings in the Corrimal Town Centre to inform landowners of potential improvements for their shopfronts. TAKT, Studio for Architecture, was engaged by Council to undertake this work. Around 120 individual building audits were undertaken, with key recommendations including removing unsympathetic building elements, such as paint over tiles and cluttered signage to reveal the distinctive features of the town centre.

Council's 2017-18 Annual Plan provided \$200,000 for the implementation of the Corrimal Shopfront Improvement Program. As part of the rollout of the program, Council worked closely with the Corrimal Chamber of Commerce, with an information session held on 17 May 2017 to inform property owners, business owners and members of the community of the program and to provide further detail about how to apply for funds, and participate in the program.

Council received 31 applications for funding under the program. An evaluation panel, chaired by the Manager Community Cultural and Economic Development [Acting], was formed to evaluate applications. Representatives from Council divisions: Land Use Planning; Development Assessment and Certification; Community Services; and Economic Development also participated on the panel. The Evaluation Panel assessed all applications in accordance with the relevant assessment criteria below:

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| 1 | The extent to which the project is consistent with the recommendations of the audit Report and the Design Guide | 50% |
| 2 | The extent to which the project presents a shopfront that is physically and visually linked to the street, encouraging more pedestrian activity | 25% |
| 3 | The extent to which the proposal contributes to a cluster of eligible properties committing to undertaking improvements | 20% |
| 4 | The extent to which the application supports local small businesses | 5% |

The panel scored all applications according to the assessment criteria and allocated funding according to ranking.

PROPOSAL

The panel is seeking Council's endorsement to fund 21 projects totalling \$187,173. Further details on the proposed applications are included in Attachment 1.

CONSULTATION AND COMMUNICATION

Under section 356(2) of the Local Government Act 1993, Council is required to provide 28 days public notice before funding is endorsed. Public exhibition opened on 1 November and closed 28 November 2017. During the notification no submissions were received.

PLANNING AND POLICY IMPACT

This report contributes to the delivery of Wollongong 2022 Goal 5 "We are a healthy community in a liveable city". It specifically delivers on the following:

Community Strategic Plan	Delivery Program 2012-2017	Annual Plan 2017-18
Strategy	5 Year Action	Annual Deliverables
5.1.6 Urban areas are created to provide a healthy living environment for our community	5.1.6.1 Review planning controls for priority locations	Implement key actions from the Corrimal Town Centre Study: Façade rejuvenation program

Economic Impacts

On the recommendation of the Assessment Panel, the Corrimal Town Centre Shopfront Improvement Program will provide funding for 21 properties. The table below outlines proposed the breakdown between Council and the private sector on investment in the Corrimal Town Centre under the Program:

	Total Works
Wollongong City Council contribution	\$187,173
Private investment	\$335,514
TOTAL	\$522,687

The program will enhance the attractiveness of the Corrimal Town Centre to investors, business operators, local residents, tourists, visitors and shoppers. It will support and promote businesses and provide an economic benefit to the town centre.

Research suggests high quality facades and shopfronts encourage people to spend more time in attractive surrounds and directly and indirectly improve perceptions of safety. Studies from around the world have demonstrated that improved streetscapes have a strong correlation with low vacancy rates.

Social/Cultural Impacts

Facade improvements have the capacity to enable rapid change for a city's perception as it creates a more social environment and is a highly visible element of a city to passersby. Building facades and shopfronts immediately affect the perceptions one has of a city. Spaces that appear 'living' are proven to stimulate perceptions of safety. Improvements to facades and streetscapes have the capacity to enable rapid change to the liveability factor and how inviting a city feels.

RISK ASSESSMENT

There is a risk the individual building owners will not have their building works completed under the timeframes. However, this has been clearly communicated to all applicants in both, the Application Terms and Conditions, as well as the Funding Deed with Council.

FINANCIAL IMPLICATIONS

Council has allocated \$200,000 to undertake the second stage of Corrimal Town Centre Shopfront Improvement Program.

The total direct cost of successful applications under this program is \$187,173.

CONCLUSION

It is proposed Council resolve to provide funding to the proposed recipients outlined in Attachment 1 under the Corrimal Town Centre Shopfront Improvement Program.

ATTACHMENT A

**CORRIMAL SHOPFRONT IMPROVEMENT PROGRAM
LIST OF PROPOSED RECIPIENTS**

Address	Applicant	Recommended Reimbursement \$
159 Princes Highway	Rovere Holdings Pty Ltd	3,215
161 Princes Highway	Kon Komora	5,047
165 Princes Highway	Uniting Church	5,365
3/170 Princes Highway	Geale Corporation Pty Ltd	4,420
3/183 Princes Highway	Utopia	457
197 Princes Highway	Bar-LIS7 Pty Ltd	16,733
204 Princes Highway	Pakshell Pty Ltd	8,732
Shop 5, 219 Princes Highway	Physiohealth and Sports Injury Clinic	20,000
221 Princes Highway	Nipotini Pty Ltd	20,000
230 Princes Highway	R & L Holloway	18,000
237-239 Princes Highway, 112A Railway Street and 112B Railway Street	Huxley and Partners Pty Ltd	20,000
Shop 1, 242 Princes Highway	MP Family Footwear	658
242 Princes Highway	MP Family Footwear	20,000
244 Princes Highway	Huxley and Partners Pty Ltd	11,000
Shop 1, 258 Princes Highway	Coast Café	339
Shops 2 + 3, 258 Princes Highway	Coast Café	3,396
268 Princes Highway	Five Islands Investment Pty Ltd	20,000
Shop 1 Russell Street	Corrimal Podiatry	1,801
89 Railway Street	H Van Kleef	2,200
91 Railway Street	Corrimal Lounges	2,145
118 Railway Street	Corrimal Lounges	3,665