Council at its meeting of 9 September 2013 resolved to endorse the Crown Street and Inner City Building Façade Rejuvenation Program (Façade Rejuvenation Program) to be included as an amendment to Council’s Annual Plan 2013-14, and as a specific program in Council’s Financial Assistance Policy. Round 1 Applications for the Façade Rejuvenation Program opened for an eight week period from 23 September to 15 November 2013 (inclusive).

In accordance with Section 356(2) and 705 of the Local Government Act 1993 Public Notice was given of the proposed recipients to be granted financial assistance under Council’s Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program) from 4 December 2013 to 10 January 2014 (inclusive). There were no submissions received during the formal exhibition process.

RECOMMENDATION

Council provide financial assistance to the proposed recipients shown in Attachment 1, pursuant to the Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program).

ATTACHMENTS

2. Crown Street and Inner City Building Façade Rejuvenation Program – Map of Applications.

REPORT AUTHORISATIONS

Report of: Tanya Buchanan, Manager Community, Cultural and Economic Development
Authorised by: Greg Doyle, Director Corporate and Community Services – Creative, Engaged and Innovative City

BACKGROUND

Wollongong’s City Centre is already an important hub for social and business interaction for our city’s community and visitors. The Crown Street and Inner City Building Façade Rejuvenation Program is a significant component of Council’s City Centre Revitalisation Strategy and seeks to facilitate an attractive, lively and coherent streetscape which is aimed at attracting more life into the city. This is the first time a program of this nature has been offered in the Wollongong Local Government Area (LGA). The endorsed program area within the City Centre of Wollongong is the primary focus of the Façade Rejuvenation Program.
The revitalisation of the city centre is recognised in the Wollongong 2022 Community Strategic Plan and Illawarra Regional Strategy 2006-2031 as a critical success factor for Wollongong to maintain and grow its status as a thriving regional centre. The city centre, as defined by the Wollongong Local Environmental Plan (LEP) 2009, has an economic output of approximately $5.8 billion per year. This represents around 25% of total economic output for the Wollongong LGA. It plays a key role in accommodating a concentration of commercial, employment, residential, civic and cultural uses.

From an employment perspective, the Wollongong City Centre and its immediate fringe is responsible for over 20,000 jobs, which accounts for almost 30% of all jobs within the Wollongong LGA. This role only grows in importance considering the Illawarra Regional Strategy 2006-2031 forecasts one-third of all jobs across the entire Illawarra region to occur within the Wollongong City Centre, over the next 20 years.

Applications for Round 1 of Council’s Façade Rejuvenation Program were invited from eligible applicants for an eight week period from 23 September to 15 November 2013 (inclusive). Following closure of the Round 1 application period, thirty (30) applications were received for thirty-five (35) rateable properties. The value of eligible works from all thirty applications was totalled at over $1.02 million.

An Assessment Panel established by the Manager Community, Cultural and Economic Development (CCED) comprised representatives from Council’s Development Assessment and Certification, Land Use Planning (Heritage Officer), Economic Development, and Community and Cultural Development Divisions. The Panel assessed compliant applications in accordance with the assessment criteria in Council’s Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program). Based on the assessment and subsequent ranking of compliant applications, it was determined by the Panel that given the exhausting of Program funds, the top ranking twenty-two (22) applications would be recommended to receive financial assistance.

PROPOSAL

It is proposed Council resolve to provide financial assistance to the proposed recipients shown in Attachment 1, pursuant to the Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program).

CONSULTATION AND COMMUNICATION

Notification Process

In accordance with Section 356(2) of the Local Government Act 1993 proposed recipients to be granted financial assistance must not receive any assistance until at least twenty-eight days’ public notice of the Council’s proposal to pass the necessary resolution has been given.

Pursuant to Section 705 of the Local Government Act 1993, thirty-eight days’ public notice was given of the proposed recipients to be granted financial assistance from
Ordinary Meeting of Council 28 January 2014

4 December 2013 to 10 January 2014 (inclusive), under Council’s Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program).

Public Notice was given in The Advertiser newspaper on 4 December 2013 which appeared in the following form:

**Crown Street and Inner City Building Façade Rejuvenation Program**

Council proposes to pass a resolution to provide financial assistance pursuant to the Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program) to eligible applicants.

In accordance with Section 705 of the Local Government Act 1993, notice is given that a copy of the proposed resolution may be inspected between 9am to 4.30pm, Monday to Friday, at Council’s Customer Service Centre in Council’s Administration Building and at all Council Libraries. Alternatively, a copy of the resolution may be obtained on request from Council’s Economic Development Unit by emailing economicdevelopment@wollongong.nsw.gov.au

Please note, Council’s Administration Building and offices will be closed from 1pm on 24 December 2013 and regular operating hours will resume on Thursday 2 January 2014.

Submissions regarding the proposed resolution may be made until 10 January 2014.

Further details are available at


Public Notice was also given on Council’s website from 4 December 2013 to 10 January 2014, which appeared in the following from:

Wollongong City Council proposes to pass a resolution to provide financial assistance pursuant to the Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program) to eligible applicants.

The proposed resolution pertains to properties located at:

- 102 Crown Street, Wollongong
- 246 Crown Street, Wollongong
- 87 Crown Street, Wollongong
- 58-60 Crown Street, Wollongong
- 127 Crown Street, Wollongong
- 129 Crown Street, Wollongong
- 131 Crown Street, Wollongong
- 98-100 Crown Street, Wollongong
• 144-146 Crown Street, Wollongong
• 115-119 Crown Street, Wollongong
• 149-161 Crown Street, Wollongong
• 264 Crown Street, Wollongong
• 253-259 Crown Street, Wollongong
• 254-256 Crown Street, Wollongong
• 258 Crown Street, Wollongong
• 248-250 Crown Street, Wollongong
• 293-297 Crown Street, Wollongong
• 230-232 Crown Street, Wollongong
• 261 Crown Street, Wollongong
• 67 Crown Street, Wollongong
• 71 Crown Street, Wollongong
• 238-244 Crown Street, Wollongong
• 234-236 Crown Street, Wollongong
• 273-278 Crown Street, Wollongong
• 288 Crown Street, Wollongong
• 260-262 Crown Street, Wollongong

In accordance with Section 705 of the Local Government Act 1993, a copy of the proposed resolution can be viewed under the ‘Related Documents’ section of this page.

Copies of the proposed resolution are also available for inspection between 9am and 4.30pm Monday to Friday at Council’s Customer Service Centre at 41 Burelli Street, Wollongong and at all Council Libraries.

Please note, Council’s Administration Building and offices will be closed from 1pm on 24 December 2013 and regular operating hours will resume on Thursday 2 January 2014.

Submissions regarding the proposed resolution may be made until 10 January 2014 by:

• writing to the General Manager, Wollongong City Council, Locked Bag 8821, Wollongong DC NSW 2500
• emailing economicdevelopment@wollongong.nsw.gov.au

More information on this program can be found on Council’s website.
Further, Council prepared a media response for the Illawarra Mercury newspaper on 12 December 2013 which advised that the proposed recipients to be granted financial assistance were in the process of being publicly notified until 10 January 2014. An article titled ‘Facade to spruce up CBD’ was subsequently published in the Illawarra Mercury on 16 December 2013.

Submissions

In accordance with Section 706 of the Local Government Act 1993 before determining the matter notified, the Council must consider all submissions duly made to it. During the notification, no submissions were received by Council on the Program.

PLANNING AND POLICY IMPACT

This report relates to the commitments of Council as contained within the Strategic Management Plans:

Wollongong 2022 Community Goal and Objective – This report contributes to the Wollongong 2022 Objective 2.3 The profile of Wollongong as the regional city of the Illawarra is expanded and improved under the Community Goal 2 We have an innovative and sustainable economy. This report also promotes Wollongong 2022 objective 5.3 The public domain is maintained to a high standard and objective 5.4 Community safety is improved under Community Goal 5 We are a healthy community in a liveable city.

Economic Impacts

On the recommendation of the Assessment Panel, Council’s Façade Rejuvenation Program will result in the following:

- 22 applications for 27 rateable properties recommended to be granted financial assistance,
- 14 rateable properties in western Crown Street recommended to be granted financial assistance,
- 10 local heritage (façade) restorations to be granted financial assistance,
- 1 State heritage (façade) restoration recommended to be granted financial assistance,
- 221% return on Council’s investment in total works, and
- $2.1 million in modelled total economic output for the City of Wollongong (including all direct and indirect flow-on effects from Round 1 of the Program including the engaging of small local contractors etc).
The following table outlines the breakdown of contributions and work costings relating to this Program:

<table>
<thead>
<tr>
<th></th>
<th>Eligible Works</th>
<th>Total Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wollongong City Council</td>
<td>$297,000</td>
<td>$297,000</td>
</tr>
<tr>
<td>Contribution</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Investment</td>
<td>$578,000</td>
<td>$656,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$875,000</td>
<td>$953,000 **</td>
</tr>
</tbody>
</table>

**This total investment includes additional works that are not eligible for financial assistance under the Program (associated with internal fit-outs, window displays etc)**

The Program will enhance the attractiveness of the endorsed area to investors, business operators, local residents, tourists, visitors, and shoppers. It will therefore support and promote business, commerce, industry, and provide economic benefit to the city.

Research suggests that 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**

Façade improvement has 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 passers-by.

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**

As part of the implementation phase of the Crown Street and Inner City Building Façade Rejuvenation Program, Council staff have prepared a procedures manual and risk assessment to ensure the effective, efficient and transparent delivery of the Program.

**FINANCIAL IMPLICATIONS**

The Local Government Act 1993 (the Act) provides that a Council may provide financial assistance to individuals or organisations for the purpose of exercising its functions. The Façade Rejuvenation Program will comply with all requirements as set within the Act.
Budget

Council has previously approved a budget of $300,000 per year for the next two financial years for the Façade Rejuvenation Program:

2013-14 financial year - $300,000
2014-15 financial year - $300,000.

CONCLUSION

It is proposed Council resolve to provide financial assistance to the proposed recipients shown in Attachment 1, pursuant to the Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program).
Wollongong City Council – Crown Street and Inner City Building Façade Rejuvenation Program – Proposed Recipients

At a meeting after 10 January 2014, Council proposes to pass a resolution to provide financial assistance pursuant to the Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program) to eligible applicants.

The proposed resolution is in the following form:

Council resolves to provide financial assistance to the following applicants pursuant to the Financial Assistance Policy (Crown Street and Inner City Building Façade Rejuvenation Program):

<table>
<thead>
<tr>
<th>Address</th>
<th>Recommended Recipients</th>
<th>Recommended Reimbursement ($)</th>
<th>Heritage Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>102 Crown Street</td>
<td>Filcho Enterprises Pty Ltd</td>
<td>1,914.00</td>
<td></td>
</tr>
<tr>
<td>246 Crown Street</td>
<td>Peter Franklin</td>
<td>9,301.50</td>
<td>Yes (Local)</td>
</tr>
<tr>
<td>87 Crown Street</td>
<td>Maddalena Porcheddu, Michael Porcheddu and Benjamin Porcheddu</td>
<td>20,000.00</td>
<td>Yes (State)</td>
</tr>
<tr>
<td>58-60 Crown Street</td>
<td>Jones Dental</td>
<td>9,758.50</td>
<td></td>
</tr>
<tr>
<td>127 Crown Street</td>
<td></td>
<td>20,000.00</td>
<td></td>
</tr>
<tr>
<td>129 Crown Street</td>
<td>Piruse Properties Pty Ltd</td>
<td></td>
<td></td>
</tr>
<tr>
<td>98-100 Crown Street</td>
<td>Rosspay Pty Ltd</td>
<td>16,500.00</td>
<td></td>
</tr>
<tr>
<td>144-146 Crown Street</td>
<td>Feliye Lechner</td>
<td>19,004.21</td>
<td></td>
</tr>
<tr>
<td>115-119 Crown Street</td>
<td>Shu Ling Lu</td>
<td>8,626.29</td>
<td></td>
</tr>
<tr>
<td>149-161 Crown Street</td>
<td>Gurdial Sharma</td>
<td>5,660.00</td>
<td>Yes (part) (Local)</td>
</tr>
<tr>
<td>264 Crown Street</td>
<td>J Boyd Pty Ltd</td>
<td>4,500.00</td>
<td>Yes (Local)</td>
</tr>
<tr>
<td>253-259 Crown Street</td>
<td>IMB Limited</td>
<td>20,000.00</td>
<td></td>
</tr>
<tr>
<td>254-256 Crown Street</td>
<td>Neil Simon and Sydney Gold Bullion Exchange as trustee for Saffo Family Trust</td>
<td>16,644.50</td>
<td>Yes (Local)</td>
</tr>
<tr>
<td>258 Crown Street</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>248-250 Crown Street</td>
<td>Frances Lae</td>
<td>16,015.50</td>
<td>Yes (Local)</td>
</tr>
<tr>
<td>293-297 Crown Street</td>
<td>Brandon House Pty Ltd</td>
<td>13,840.00</td>
<td></td>
</tr>
<tr>
<td>230-232 Crown Street</td>
<td>Heart of Crown Developments Pty Ltd</td>
<td>20,000.00</td>
<td>Yes (Local)</td>
</tr>
<tr>
<td>261 Crown Street</td>
<td>Gerard Pennimpede</td>
<td>1,900.00</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>Recommended Recipients</td>
<td>Recommended Reimbursement ($)</td>
<td>Heritage Item</td>
</tr>
<tr>
<td>--------------------------</td>
<td>------------------------------------------------------</td>
<td>------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>67 Crown Street</td>
<td>Maddalena Porcheddu, Michael Porcheddu and Benjamin Porcheddu</td>
<td>20,000.00</td>
<td></td>
</tr>
<tr>
<td>69 Crown Street</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>71 Crown Street</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>238-244 Crown Street</td>
<td>Raine and Horne Wollongong</td>
<td>19,690.00</td>
<td>Yes (Local)</td>
</tr>
<tr>
<td>234-236 Crown Street</td>
<td>Heart of Crown Developments Pty Ltd</td>
<td>20,000.00</td>
<td>Yes (Local)</td>
</tr>
<tr>
<td>273-279 Crown Street</td>
<td>Norlington Pty Ltd</td>
<td>2,900.00</td>
<td></td>
</tr>
<tr>
<td>288 Crown Street</td>
<td>Good Legal Pty Ltd</td>
<td>20,000.00</td>
<td></td>
</tr>
<tr>
<td>260-262 Crown Street</td>
<td>Anapearl Pty Ltd</td>
<td>10,745.50</td>
<td>Yes (Local)</td>
</tr>
</tbody>
</table>

*Submissions regarding the proposed resolution may be made until 5.00 pm on Friday 10 January 2014.*
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