

Rockdale City Council Update
Presented to Rockdale Chamber of Commerce - 6th August 2003

1. Rockdale Town Centre Development Control Plan (DCP)

- A preliminary draft DCP has been prepared and will be placed on exhibition from Thursday 7 August until Friday 5 September, 2003 at Council's Service Centre.
- **Questions and Answer Day** - Designed for traders in RTC and will be held on **Wednesday 20 August 2003, in Rockdale Town Hall between 2.30pm - 7.30pm**. Council officers and the consultants who prepared the draft DCP will be available to discuss the plan.
- This plan has been designed to provide a vision for Rockdale Town Centre and strategy for its revitalisation. It is strongly encouraged that all traders and land owners see the plan and lodge their recommendations.
- **Written submissions are invited and must be received by 4.30pm on Friday 5 September 2003.**

2. Business Directory

- The business directory is currently being co-ordinated.
- Businesses who wish to have their business appear in directory will need to fill out and return a questionnaire. This questionnaire will act as a needs analysis for the area. Questionnaires will be sent out by the end of this week.
- Please ensure your neighbouring businesses return their details. All details need to be returned by **COB Thursday 20 August 2003**.

3. Recommended Suppliers List

- Applications will be opened next week for the recommended supplier list. Businesses will be asked to submit their details and a few words regarding how they can help other businesses in the area.
- A minimal fee will be charged to appear on this list. The charge will cover the printing and distribution of the list.
- The list will be used in conjunction with the Improvements program.
- All businesses are asked to offer a deduction or special offer for Chamber members.

4. Development Applications for Rockdale Town Centre

The following applications have recently been received by Council.

- **13 - 19 Bryant St** = Mixed Residential 54 units
- **2 Frederick St** = Mixed used development, 12 units and commercial floor space
- **552 Princes Highway** = Mixed use development, 32 X 2 bedroom units and 2 shops
- **37 The Seven Ways** = Alterations and Additions to existing ground floor
- **551 Princes Highway** = Mixed use development, 55 units and retail space
- **39-45 George St** = Strata subdivision development 50 units
- **35-37 George St** = Mixed use development 25 units and commercial space
- **572 Princes Highway** = Mixed residential 61 units (approved)



TRAFFIC ISSUES
GUEST SPEAKERS: CLR GEOFF HEDGE AND PINTARA LAY

The following issues have been raised for discussion:

1. Crofts Lane

Crofts Lane appears to be too narrow to allow vehicles to be stop. Currently this lane has both 'No Standing' and 'No Parking' signs. It has been suggested that when cars stop it is difficult for delivery vehicles and garbage collection vehicles to drive through the lane.

Issue:

- This causes problems for the businesses around the lane and for Council's garbage collection trucks.

Suggested Solutions:

- The area be highly regulated.
- Both sides be made NO STOPPING.

2. Princes Highway between Bryant St and Bestic St

The speed at which traffic flows between these two streets appears to be a lot quicker than other sections along the Princess Highway. This area doesn't provide adequate pedestrian crossing between stores along the Highway. It has been suggested that this precinct has become busier and the general public require safer accessibility to this shopping strip.

Issue:

- Pedestrian Safety

Suggested solutions:

- The shop keepers have requested that a survey or an inspection be carried to quantify this issue. It has been claimed that not a week goes by without an incident taking place due to the speed of the motorists.
- Currently there is nothing to slow motorists down as they enter Rockdale Town Centre. This needs to be addressed
- Suggestions include: the implementation of traffic lights, pedestrian crossing, a speed camera, or increased signs.

3. King St

As one of the main pedestrian strips in the Town Centre various suggestions have been brought forward to ensure this area is safe for pedestrians and accessible for all businesses.

Suggestions for King St include:

- **Closure of King St between the Highway and Market St.** - This will enable pedestrians to freely cross the strip and create a mall style district.

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- **Extend one way traffic from the Highway to George St.** - Allowing for more angled parking on either side of King St.
- **Speed Hump between the Highway and Market St.** - It has been found that motorists are speeding through this area and putting pedestrians at risk.

4. Parking: Residents V's Commercial V's Commuters

The availability of parking has been an ongoing issue for business people in Rockdale Town Centre.

Current issues include;

- Lack of all day parking for employees of the area.
- Lack of residential parking in the immediate streets around Rockdale Town Centre - this is due to employees and commuters taking many of the spaces.
- Commuters are currently taking spaces that are allocated for employees and shoppers.

The result of these issues include:

- Local businesses are suffering as shoppers are attracted to other shopping strips.
- Local employees and business owners are having to leave their businesses at least once a day to move their cars.
- Commuters are attracted to the area and are leaving their vehicles for extended periods, yet they not helping the local economy.
- The area is not able to attract larger businesses (such as large franchises) as there is a lack of parking spaces and hence a lack of shoppers.
- Shoppers are parking in loading zones as they are the only available spaces. This is effecting the operation of many businesses.

Suggested solutions for this problem include:

- Creating a parking sticker that could be purchased by local business people and employees permitting them to park in selected areas all day. Many businesses in the area would be willing to purchase stickers for their employees.
- Implementing parking meters.
- Creating residential parking stickers.
- More one hour spaces. Allowing for the turn over of shoppers and visitors to be higher.

These suggestions also act as a revenue raising opportunity for Council.

5. Pedestrian Crossings

It has been requested that the pedestrian crossing lights are quicker. Shop keepers have found that pedestrians are crossing illegally due to waiting for extended periods between the change of lights. It has been suggested that this action would ensure pedestrians stop crossing illegally.