

Department of Planning and Environment

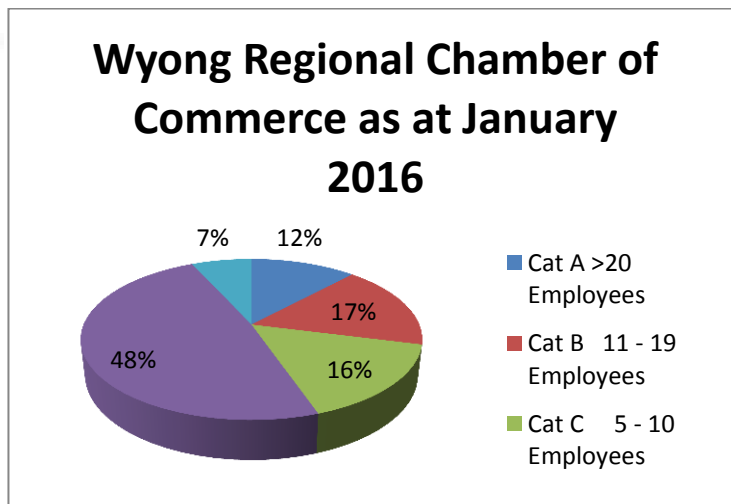
24th February 2016

RE: Feedback on the Draft Central Coast Regional Plan

Congratulations on the latest draft plan for the Central Coast that aims to outline the vision, goals and actions that aim to:

- protect the region’s most important asset, the environment;
- grow and diversify the economy to create local jobs;
- create thriving, liveable centres;
- deliver greater housing choice

The current plan has been met with collective approval in the main. The greatest concern to those with a vested commercial and community interest in Wyong and its surrounds is the fact that whilst you recognise the contribution of small business makes to the local economy “Small business is a significant contributor to the regional economy and employs almost three-quarters (73%) of the regions workforce” (Action 2.1.2) there has been no consultation with the private sector via the Wyong Regional Chamber of Commerce whose membership base is illustrated below.



I refer to this lack of consultation with the private sector as the plan includes “The draft plan aims to generate competitive advantages from doing business in the region to increase local employment. It will do this by facilitating a business-friendly regulatory environment that includes timely and efficient business approval processes, and by identifying and responding to current and emerging business needs.” (Direction 2.1) Without communicating with organisations such as ourselves I question by which means you do you then identify what the blockers really are for a business friendly regulatory environment, and how you intend to identify current and emerging business needs.

In regards to the Pacific Highway upgrade through Wyong town centre, I note that the new plan determines “A proactive approach is needed early on in the planning stage to identify and mitigate potential traffic congestion caused by greater development along the Tuggerah to Warnervale Corridor. The NSW Government is working to improve movement within this corridor by undertaking several upgrades, including the Tuggerah Straight, Pacific Highway and Wyong Road intersection, and is planning the proposed upgrade through Wyong Town Centre. (Action 2.5.4). I would like to propose that the planning for the upgrade of the Pacific Highway through Wyong is beyond being necessary, in fact it is vital that this project receive immediate funding, as at present the main corridor that connects the northern suburbs of Wyong Shire to Tuggerah and the southern area is a carpark at peak periods every weekday. To this point crucial purpose of this submission is to give you an understanding of the economic impact the lack of approved funding is having on the town. The continuing environment of uncertainty means that business and property owners are not willing to invest in and make long term plans for their holdings as they are not confident of what changes will be made to the Pacific Highway with the planned expansion of the Wyong rail corridor. The solution that we request is firstly funding, and secondly the releases of a time frame to permit these businesses to forward plan; inaction will result in no investment.

Wyong Shire Council is taking many positive steps to stimulate Wyong, and whilst this is encouraging for business, decisions from the Planning and Environment department will be the real catalyst for change.

I trust that this feedback will be considered most earnestly and you will continue to consult with the Wyong Regional Chamber of Commerce and key stakeholders for the benefit of Wyong Town Centre.

Yours sincerely,

Ron Stevens

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President Wyong Regional Chamber of Commerce

Mary-Anne Beckers

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Wyong Town Centre Town Coordinator