



City Significant Development Policy

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1. Scope

This policy applies to development projects being undertaken in the City of Parramatta local government area.

2. Purpose

This Policy sets out Council's approach to attracting sustainable investment and growth to the city.

New business activity in the City means enhanced economic growth and more jobs. Council understands that fundamental to this is attracting the right type of businesses to the City. Council is seeking to strategically target businesses that are part of the City's priority sectors, which will bring to the City industry-specific excellence and innovation. Council will target best practice, leading edge technologies, skills, experience, knowledge, brands and individuals, aimed at stimulating investment in the City and provide enhanced opportunities for City businesses.

Council's Economic Development Strategy forecasts Parramatta's new jobs will develop in high-value industries located in four strategic centres; the Parramatta CBD, Westmead, Rydalmere/WSU and Camellia. They will be knowledge-based and demand a highly-skilled, and flexible professional workforce, drawn predominantly from the Parramatta LGA and surrounding Western Sydney catchment area.

The 6 priorities identified by the strategy are:

A. IDENTITY

Establishing a competitive identity that differentiates Parramatta from other locations and influences the supply of infrastructure and investment.

B. BUSINESS

Developing the capacity of local firms and industry to grow, specialise and employ.

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C. LABOUR

Educating, retaining and attracting quality labour with skills aligned to the needs of local industry.

D. PROPERTY

Developing land and property assets to promote and accommodate jobs growth and house the workforce of the future.

E. AMENITY

Facilitating vibrant, safe and attractive street life capable of attracting people and business.

F. INFRASTRUCTURE

Securing infrastructure to bring the various parts of the City of Parramatta together and connect it to Greater Sydney and the world.

In the CBD the key target industries are professional services including:

- Finance/insurance (especially banking)
- Professional/scientific/technical services (accounting, legal, engineering, advertising)
- Business services
- IT/media

In Rydalmere the key industries are *applied IT associated with the manufacturing sector and industries and businesses that leveraged off close association with Western Sydney University.*

Council is still refining the strategy for Camellia and it is anticipated that that the target industries will be *advanced construction and energy with a focus on renewables.*

In Westmead the key industries are *Health, bio-medical.* Of the four, Westmead's bio-medical and health/life sciences competency will be Parramatta's economic point of difference on a global scale and will influence over the long term the industry composition of the other three precincts.

The growth of Parramatta's new knowledge industries will correlate with rising levels of post-secondary study amongst residents of the region. The Western Sydney University, Sydney University, University of New England and the tertiary training sector will produce high numbers of knowledge graduates by 2036. Many of these students will remain in the region and seek work in their nearest city.

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Council has also identified 12 major priorities in the Corporate Plan. These are:

- Building a Stronger Council for Our Community
- Parramatta Square
- City Centre
- Precinct Renewal
- Transport
- Smart City
- City Activation
- Sport and Recreation
- A Destination for Sport and Culture
- Community Engagement and Consultation
- Providing Great Services to Our Community
- Financial Sustainability

3. Policy

Developments that deliver on Council's Economic Development Strategy, its 12 major priorities and Council's vision to create a world class city in the heart of greater Sydney; *Australia's Next Great City* may be designated as City Significant Development, and these developments will be prioritised by Council and managed and supported by the *Office of City Significant Development*.

While Council will, where legally compliant, prioritise the assessment of City Significant Development it is aware that parts of the process are outside its control and will therefore require the support of the state government to provide a streamlined assessment process for Planning Proposals and DA concurrence referrals.

Council is committed to maintaining a legally robust and transparent assessment process.

Council recognises that to attract the right investment to the City may require changes to planning rules and Council will support this through well considered Planning Proposals to enable these projects to proceed, provided the Planning Proposals are consistent with the strategic framework for the City.

Developments that are considered to be City Significant Development include:

- Commercial office development of more than 10,000m²
- Public infrastructure projects, including public domain improvements that will enhance the amenity and liveability of the city
- Major industrial developments
- Medical and bio-medical facilities

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- Tertiary Educational developments
- Urban renewal projects within nominated precincts (Camellia, Rydalmere) and Urban Activation Precincts/Priority Precincts

While generally housing developments would not be considered to be City Significant Development, where the proposed development was of a scale, importance and quality that would support the economic growth and prosperity of the City, the Chief Executive Officer (CEO) may determine that a residential development is City Significant Development provided the project:

- will deliver housing to support jobs growth, such as executive housing or key worker housing;
- has a capital investment value of more than \$150m, and;
- will achieve Design Excellence through a Design Excellence Competition.

To deliver on this policy the Council has established the Office of City Significant Development. This is a cross functional team composed of:

1. A Relationship Manager for City Significant Development. This officer will implement the strategy to attract investment to the City and will be the first point of contact for potential investors in our city and, and for customers will:
 - provide information about the Parramatta economy
 - provide information about development and investment opportunities
 - identify available development sites
 - advise if a project is of City Significance, in accordance with this Policy
 - arrange meetings with the Lord Mayor/Administrator, the CEO and senior staff where necessary and appropriate
 - introduce them to the organisation and the City
 - provide connections, information and arrange introductions and help new businesses to settle in from the start
2. Senior staff dedicated to the assessment of Planning Proposals and DA's for City Significant Development, including the Manager of City Significant Development. These officers will be a single point of contact that is professional, responsive, supportive and reliable.

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These officers will work together to promote and implement regulatory change and incentives to support investment and to ensure that City Significant Development:

- Is managed in a highly proactive manner
- Is supported with adequate resources to ensure efficient processing of DA's and Planning Proposals, including Design Excellence Competitions
- Customers are kept fully informed throughout the process

The /CEO and senior executives will oversee the Office of City Significant Development to ensure that adequate resources are allocated to City Significant Development.

The assessment of City Significant Development applications (DAs and Planning Proposals), must be undertaken in accordance with the adopted City Significant Development Probity Plan.

Definitions

City Significant - Development as described in this Policy

Office of City Significant Development – Officers of Council working together to support City Significant Development.

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