

LTCCP 2006-16 SUBMISSION

Submissions close on 5 May 2006

I do NOT wish to present my submission at the hearing, and ask that this submission be considered.

I am completing this submission:
For yourself

Number of people you represent:

My submission refers to:
Summary Version of the LTCCP

Page Number:
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I also want to respond to:

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Your Submission: **Do you have any comments on the major projects in our Draft Community Plan?**

City Development

Marketing - I believe a special levy should be raised on businesses in the central city to provide a marketing fund for cooperative marketing of city retail for a minimum trial period of 5 years (then reviewed).

I would apply 3 benefit zones (a) Rolleston, Moorhouse, Barbadoes, Kilmore (b) Other central city businesses. A fund in the vicinity of \$650,000 per year is required.

The upgrade of City Mall is also a key project but it should be supported by marketing and management strategies and funding. Council cannot keep on funding retail marketing but they should commit funds to the Mall upgrade supplemented by property owners through a targeted rate staged over a period. Brisbane rated businesses in the vicinity of \$11m for a \$22m upgrade of Queen Street Mall in 2002.

Economic Development

I think a key indicator is the vacancy level in the central city. Currently the level within Hereford, Manchester, Lichfield, Oxford precinct is 8.5%. I believe retaining businesses through improved training and attracting new businesses through leasing attraction programs is critical.

Do you have any comments on groups of activities (The activities and services the Council provides?)

Regulatory services

I believe we have to address the safety and security issue on the streets. To attract more people into the City the level of safety needs to be impeccable. A customer safety program funded by Council and business stakeholders will be necessary in the future.

Do you have any other comments or suggestions you want to make?

I am really enjoying working on the Mall developemnt and upgrade as a consultant.
Thank you for considering my comments.
David