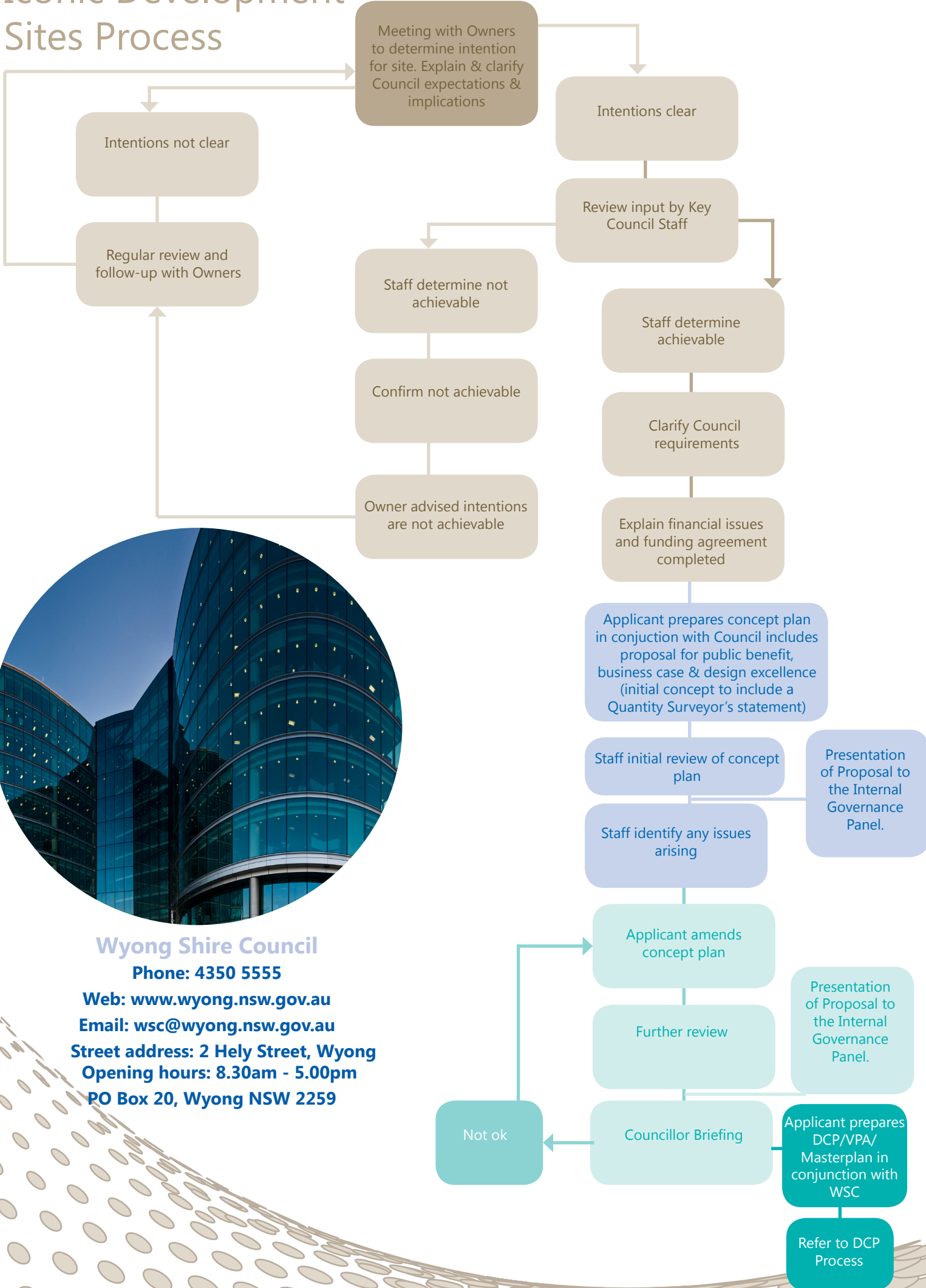


Iconic Development Sites Process



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Iconic Development Sites The Concept:



Wyong Shire Council is facilitating the development of a number of Iconic Development Sites throughout the Shire in a move that has been broadly supported by the Department of Planning.

Council has identified 28 sites throughout the Shire with the ability to generate significant economic return and revitalise its town centres.

Council identified sites at The Entrance, Wyong, Long Jetty, Toukley, Kanwal, Lake Haven and Warnervale as having potential to be a catalyst for economic growth and development confidence.



The sites have been chosen on their ability to provide a significant economic benefit to the community, stimulate further development and provide a significant public domain benefit.

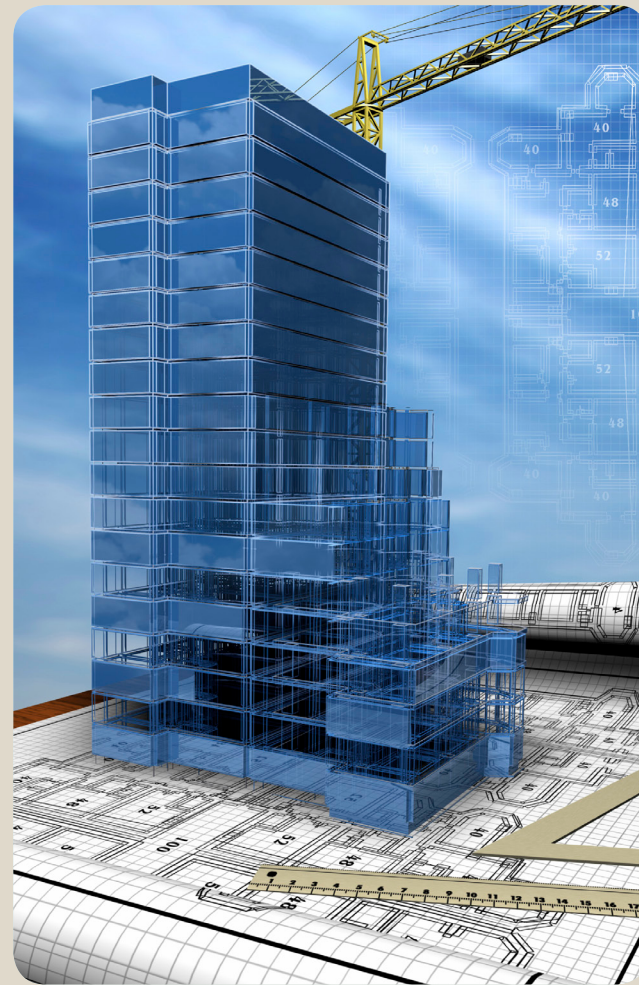
Land owners and developers will receive a number of benefits and incentives for developing these iconic sites.

Some of these incentives include allowances for additional height and staged developer contributions in return for design excellence, green building design and developments that provide significant public domain improvements such as streetscape improvements, cycleways, public art and community facilities.

This is an incredible opportunity for Council to develop planning controls and encourage quality development in Wyong Shire.

Mayor Doug Eaton said the Iconic Development Sites project was a way in which Council can play a greater role in facilitating economic growth in the Shire.

The community will have an opportunity to provide input into the process by being able to comment on a number of key documents and controls that are being developed.



The Process:

Step One: The Councillors

Councillors unanimously endorsed the Iconic Development Sites concept in November 2010.

In doing so, Council also voted to seek written support for the process from the Department of Planning.

The Department of Planning responded in early January 2011, giving its broad support to the project.

The sites chosen across the Shire will be incorporated in the draft Comprehensive Local Environmental Plan (CLEP) which is currently being developed by Council staff.

Step Two: The Dialogue

Council has held a number of initial meetings with the owners of land declared as an Iconic Development Site.

The aim of the meetings was to determine the owner's intentions for the site and explain the Iconic Development Site process.

Council staff then provide further guidance in response to the owner's intentions for their land.

The meetings have been positive and a number of ideas have been discussed as to the future use of their land.

Step Three: The Big Discussions

After the initial meetings the owners, in conjunction with Council staff, will prepare a Concept Plan that will include a proposal for public benefit, a business case and identify how the buildings will display design excellence.

Council staff will review these Concept Plans and identify any issues that may arise.

Step Four: Refining the Plan

After reviewing the Concept Plan, Council will return to the land owners and talk the applicants through any amendments required to the original Concept Plan.

Following this further review, Councillors will be briefed on the plans.

Step Five: Masterplanning and the DCP

This is the stage when Council will sit down with the applicant to give direction and guidance on the preparation of a site specific Development Control Plan (DCP)/Masterplan. To guide these site specific DCP's, Council has prepared a "Key (Iconic) Development Sites DCP" that identifies generic controls for all sites plus some specific controls that have already been identified in adopted Planning Strategies. Council formally endorsed this DCP for the purposes of public engagement on 10 August 2011. A copy of the Key (Iconic) Development Sites DCP is available on Council's website.

The DCP outlines the planning controls specific to the site and it's at this point the proposal will undergo the final check to ensure it complies.

Once the DCP is approved by Council, land owners will be able to submit applications which will allow them to develop their sites subject to the appropriate zoning being in place. It is worth noting that parallel to this process, Council will continue work on its Comprehensive Local Environmental Plan.

Community Input:

The community will play a vital role in the Iconic Development Sites process, particularly when it comes to the development controls.

Like all planning documents, there will be a public exhibition period giving the community an opportunity to comment on each proposal.

The community will be able to provide feedback and submissions into LEP 2012, which identifies special provisions clauses; the Key (Iconic) Development Sites DCP which looks at generic controls and a site specific DCP Masterplan including major site specific issues and appropriate development controls and finally the community will have input into the overall DA Process.

It should also be noted that a Council Internal Governance Panel will oversee this process to ensure probity issues are addressed.

