BUSINESS BUZZ

Joseph Hill, Director City Strategy
Introduction

CBD is part of Sydney’s Global Economic Corridor in A Plan for Growing Sydney

Gross Regional Product of $16.14 billion in 2014/15

89,926 jobs located in LGA in 2014/15
## Our Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Scientific and Technical Services</td>
<td>30.2%</td>
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<tr>
<td>Financial and Insurance Services</td>
<td>12.4%</td>
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<tr>
<td>Information, Media and Telecommunications</td>
<td>6.0%</td>
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<tr>
<td>Health Care and Social Assistance</td>
<td>5.9%</td>
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<tr>
<td>Education and Training</td>
<td>5.5%</td>
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</tbody>
</table>
Our Workforce

Ranked second after the City of Sydney in the “Global Competitive Index for Sydney” in 2001 and 2011

40.5% professionals
21.0% managers
17.1% clerical and administrative workers
54.4% workers have completed a Bachelor or higher
Our Economic Vitality:

- Diverse, strong, sustainable and vibrant local economy
- North Sydney CBD is one of Australia’s largest commercial centres
- North Sydney is a place that attracts events

Strategic Planning Approach:

- Consolidated commercial core to protect its economic vitality
- Mixed use zone on the fringe that attracts residents
Recent Commercial Developments

- 100 Pacific Highway (22,000m²)
- Innovation Place, 100 Arthur Street (26,300m²)
- Coca-Cola Place, 40 Mount St (28,500m²)

**FLOORSPACE**

- 76,800m²

**WORKERS**

- 6,400 people
New Commercial Developments

- 177 Pacific Highway (40,000m$^2$)
- Northpoint, 100 Miller St (35,145m$^2$)
- 90-100 Mount St (41,163m$^2$)
- 1 Denison St (53,800m$^2$)

FLOORSPACE: 170,108m$^2$

WORKERS: 14,176 people
North Sydney Centre Capacity and Land Use Study

- Framework to unlock additional commercial floor space capacity
- Addresses a number of issues relating to land use
- Strategies to guide future development, including increases to the Centre’s height of buildings
- Public exhibition for comments until 15 December 2016
Ward Street Masterplan

- Guide future development within the Ward St Precinct
- Opportunities for commercial and mixed use growth
- Redevelopment of Ward and Harnett St car parks
Infrastructure Delivery

Sydney Metro Project

Council’s role is a dedicated resource to work with Transport for NSW to:

- Develop plans for improved public domain and land use outcomes in and around the station sites
- Support community engagement with North Sydney residents and businesses
Infrastructure Delivery

Public Domain Upgrades

Improving the look and feel of public spaces (paving, lighting, street furniture):

- Berry St
- Walker St
Place Activation

Brett Whiteley Place upgrade

The pedestrian realm will be expanded to:

- Contribute to the night time economy
- Provide an attractive lunchtime destination
- Host a range of events
- Centrepiece for public art in North Sydney
Place Activation

The Education Precinct will become a living campus by:

- Formal and informal places for people to gather
- Outdoor dining
- Activations
- Public art
Place Activation

Nth Syd Happiness Works Here

81% describe Nth Syd as lively, convenient, vibrant and relaxed

A vibrant program of weekly events, including:
- Live music
- Street performers
- Health talks and events
- Quirky activities, e.g. slot car racing and petting zoos
Place Activation

North Sydney Art Trail

The trail includes a digital walking tour of 18 stops in Milsons Point, Lavender Bay, North Sydney and Kirribilli including:

- Missing Corners by Daniel Templman – cnr Pacific Hwy, Blue and Walker Sts
- Angels of Incidence by Warren Langley and Julia Davis – cnr of Pacific Hwy and Miller St
Support & Innovation

North Sydney Brochure

Purpose:

- Highlight the role of the North Sydney CBD as a commercial centre
- Attract new investment
- Advise businesses about major developments, e.g. the Sydney Metro
Support & Innovation

North Sydney Business Network

Quarterly events for the local business community to:

- Build the capacity of businesses
- Encourage networking
Support & Innovation

Innovation Hub

Council is preparing to release an Expression Of Interest for an innovation hub to:

- Provide affordable space
- Activate underutilised Council properties
- Assist with the revitalisation of the CBD
- Strengthen connections and networks in the LGA
THANK YOU