

## CROWS NEST MAINSTREET LEVY

The Crows Nest Mainstreet Levy has been in place for 16 years. It is due to expire in June 2013. The Crows Nest Mainstreet program was one of the first of its kind in NSW and has been used as a model for similar mainstreet programs across the State.

Over the past 16 years, levy funds have been used to transform the Crows Nest retail centre into a vibrant commercial precinct that attracts visitors both during business and after hours.

The Crows Nest Mainstreet Levy applies to 800 commercial properties in the Crows Nest retail area. Decisions about levy projects are made by the Crows Nest Streetscape Committee which includes representatives from Council, the business and resident communities, and Crows Nest Mainstreet.

### How the money has been spent

**Outdoor dining** The most dramatic and visible achievement from the Crows Nest Mainstreet levy has been the establishment of outdoor dining areas, in particular along Willoughby Road and in Ernest Place East. These areas are popular with both locals and visitors to Crows Nest and are well used throughout the week. The dining areas have been complemented by planter boxes, which not only look attractive but protect diners from car exhaust and noise.



**Streets and laneways** Crows Nest's laneways are gradually being transformed from alleys where rubbish is stored to attractive thoroughfares. The laneways that have been given new paving and lighting so far include Willoughby, Zig Zag and Hume Lanes. Alexander Street has also been upgraded with new paving and lighting.

**Traffic management** One of the key factors in the revitalisation of Crows Nest has been the management of traffic flow throughout the retail area. Levy funding has been used to install the shared zone at the southern end of Willoughby Road with a large flag pole and banner poles that create a gateway to the retail centre. Roundabouts have also been installed to facilitate smoother traffic flow.

**Under-awning lighting** Some of the projects in Crows Nest are less obvious. For instance, we have

started to install new lighting under the awnings that improves safety for pedestrians and creates a more attractive atmosphere in the evenings.



**Challenges for the future** Crows Nest continues to face many challenges. These include the impact of traffic volumes around the centre, changing retail trends and extensive competition from large shopping centres. However, the Crows Nest village is highly valued by the community and Crows Nest is well placed to respond to these challenges.

Significant projects are planned for the future. They include working to ensure the Pacific Highway is pedestrian friendly and commercial activity remains viable.

Ernest Place is the community heart of Crows Nest. It will be upgraded to provide more enjoyable green space and improved lighting and outdoor dining areas. There are also plans to install public artworks and a covered stage so that there can be more music and performance based events on the "village green".

Other plans include:

- continuing the laneways and under-awning lighting programs
- upgrading Burlington Street between Alexander Street and Willoughby Road
- improving the signage throughout Crows Nest to unite and increase awareness of the whole precinct
- upgrading the Hume Street playground
- supporting community-building events such as the Crows Nest Festival and Christmas on the Green.



PROPOSED CROWS NEST MAINSTREET PROGRAM – WITH LEVY							
	12/13	13/14	14/15	15/16	16/17	17/18	
Ernest Place upgrade			120,000				
Burlington St upgrade	100,000						
Pacific Highway upgrade	270,000	345,000					
Revise Strategic Plan			20,000				
Upgrade program			45,000	150,000	150,000	175,000	
Way-finding and signage	30,000			50,000			
Under-awning lighting			50,000		50,000	50,000	
Laneways upgrade				75,000	70,000	75,000	
Public Art program			25,000	25,000	30,000		
Hume St Playground			10,000				
Total	400,000	345,000	270,000	300,000	300,000	300,000	

PROPOSED CROWS NEST MAINSTREET PROGRAM – WITHOUT LEVY							
	12/13	13/14	14/15	15/16	16/17	17/18	
Projects to be determined	290,000	245,000	100,000	110,000	110,000	260,000	