



16 March 2015

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Dear Ms Young

The Sydney Business Chamber (SBC) is a division of the NSW Business Chamber and represents Sydney's leading corporations. The SBC advocates for Sydney to be a competitive and sustainable global city. The SBC welcomes the opportunity to comment on the *George Street 2020 Strategy – Revitalising Sydney's main thoroughfare* ("the Strategy").

The SBC strives to identify, develop and promote the major issues that contribute to economic activity and growth in Australia's only global city, Sydney. We do this by representing and engaging with government on behalf of business at the local, state and federal level.

Moving traffic, vehicular and pedestrian, through our City's CBD and retail precincts remains a key challenge. With the delivery of CBD light rail, a public transport initiative that the SBC supports, it is vital Sydney begin to plan for a future George Street that maximises access and promotes business opportunities.

The SBC is in broad support of the Strategy as proposed. We make comments set out below on some of the specific next steps for the City:

2.4.3 Investigate the use of core trading hours and seasonal flexibility to ensure activation in the afternoon and evening, and respond to seasonal requirements

The SBC is in support of initiatives to increase the flexibility of options for restaurants and cafes. The findings from council's Retail Advisory Panel that food and beverage operators face many regulatory challenges aligns with our own engagement with businesses in this sector. Simplifying processes and allowing greater seasonal flexibility for footpath dining licences and trading hours are sensible ways to address some of these issues.

2.4.5 Develop an events strategy and supporting guidelines and procedures for Central Sydney, providing coordination and direction for a curated approach to George Street related events.

As a central artery road for the CBD, management of events both during and following construction of the light rail will be critical for George Street. SBC is happy to work with council, Destination NSW and other key events stakeholders (Sydney Festival, Vivid) to help develop strategies to maximise George Street amenity and accessibility during major events.

3.1.1 Investigate excluding all new fine grain food and beverage spaces at street level, and basement/first floor (where directly accessible from George Street), up to a maximum size of 100m2, from inclusion in Floor Space Ratio (similar to the existing Local Environmental Plan Lanes development floor space provision)

The exclusion of fine grain food and beverage spaces activity up to a maximum 100m2 from FSRs is a sensible step to help activate street level (and basement) business activity and improve pedestrian amenity. The SBC would support a broadening of this investigation to also include examining general retail activity being excluded from FSR in these spaces.

3.2.1 Investigate excluding public rest rooms directly accessible from George Street, and open to the public beyond normal business opening hours, from inclusion in FSR calculations;

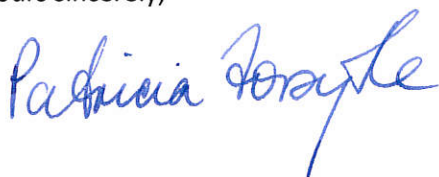
and

3.2.3 Include the provision of public rest rooms and storage space suitable for public moveable furniture in the negotiation of Voluntary Planning Agreements for development on George Street, where appropriate

While the SBC is not opposed to these initiatives to increase the amenity of George Street, further discussion on how these elements are incorporated and how responsibility for maintenance and management is divided will need to be undertaken.

Please feel free to contact Mr Luke Aitken, Senior Manager Policy, New South Wales Business Chamber on 9458 7582 or via luke.aitken@nswbc.com.au if you wish to discuss these matters further.

Yours sincerely,



The Hon. Patricia Forsythe
EXECUTIVE DIRECTOR