

Attachment 1: Relevant extracts from Community Strategic Plan (Ashfield 2023: *Our Place, Our Future*)

Page 11 – Unique and distinctive neighbourhoods



- › Continue to build on the uniqueness of each distinct neighbourhood by ensuring new development reflects and supports this character
- › Encourage more local employment through diverse and mixed services and facilities. Encourage the revitalisation of local corner stores and business development which supports local jobs
- › Creating plans and policies to ensure the distinct urban village atmosphere and local heritage are valued are protected
- › Delivering clean, attractive streets, well-maintained footpaths and street furniture that helps to promote pride in our neighbourhoods and create safe, pleasant places
- › Ensuring new buildings and public spaces reflect each neighbourhood's specific culture. It is also important to minimise further densities of these areas and develop more open space
- › Valuing the history and traditions of each neighbourhood through talks, events and art. Organisations and events which attract high neighbourhood participation will be nurtured and encouraged in order to promote social inclusion for all.

We face some interesting challenges, including ...

- › Ageing infrastructure
- › An ageing population
- › Increased traffic congestion
- › Reduced on-street parking
- › How we commute and travel within and outside of the Ashfield area.

Locals have asked for pedestrian routes, cycleways and organised public transport that will connect people with the places they live, work and relax. This will enhance physical well-being, reduce traffic problems and alleviate pressure on existing transport facilities.

Over the next 10 years the focus will be on ...

- › Promoting sustainable living and improving pedestrian routes, cycleways and an active transport network that will connect people with the places they live, work and relax
- › Reducing the reliance on private cars
- › Supporting the NSW Government's light rail initiative and lobbying for responsible, accessible and integrated forms of public transport
- › Providing a wide variety of facilities and places for recreation and community activities that promote a healthy lifestyle, including development of the new Aquatic Centre
- › Providing public places where people feel safe.



Our community wants ...

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- › Main street economies that are welcoming, vibrant and desirable locations for locals and visitors
 - › Ashfield, and its neighbourhood villages to be promoted as visitor destinations – for food, culture and the arts
 - › Local employment and service provision
 - › Appropriate and balanced zonings of commercial, business and industrial interests
 - › A voluntary sector and local community services. These services are now under more demand than ever to be valued and supported by parts of the local economy
 - › Corner stores that serve as focal community places, reducing the need to drive to larger centres for basic goods.

To achieve this, the long-term focus will be on ...

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- › Creating thriving local economies that are sustainable over the long term
 - › Providing a wide range of jobs that match the needs and skills of residents
 - › Creating a voluntary sector that is a valued and supported part of the local economy
 - › Creating main street economies that are vibrant and desirable locations for businesses, visitors and residents
 - › Developing strong partnerships between Council and local business as partners in promoting Ashfield
 - › Making sure our business community complies with best standards in health, hygiene, disability access, and building regulation
 - › Promoting Liverpool Road and the Parramatta Road Enterprise Corridor to business and investment sectors
 - › Supporting cultural events that attract visitors and support the local economy
 - › Connectivity and accessibility for visitors to the area
 - › Supporting youth development initiatives such as traineeships
 - › Encouraging local businesses to train and employ mature age, disabled and inexperienced workers.



Priorities as we head towards 2023 ...

- » Enhance Ashfield Town Centre's distinct commercial, retail, cultural and entertainment facilities ensuring pedestrian friendly public open spaces that are safe and enjoyable for all
- » Create an identifiable and enjoyable main street that appeals to residents and visitors
- » Create an urban framework that balances access, using various forms of transport, with the need to develop an attractive, enjoyable and safe place
- » Develop arts, cultural and entertainment opportunities that reflect Ashfield's diversity
- » Encourage new business in the Town Centre
- » Beautify the streetscape and public domain
- » Urban renewal extended to adjoining laneways and Esplanade and Hercules St.

