

DRAFT

LOCAL GROWTH

Management Strategy

Employment & Economic Development Strategy FACT SHEET #2

Version 30/05

What is the LGMS?

The draft Local Growth Management Strategy (LGMS) is a tool to help Logan City Council implement the South East Queensland Regional Plan 2005 - 2026 (SEQ Regional Plan) at the local level. The LGMS sets out strategies for achieving the urban development aspects of the SEQ Regional Plan. For example, it sets out more detail about the preferred nature and timing of development in the urban footprint. (The urban footprint is defined by the SEQ Regional Plan)

What is the Employment and Economic Development Strategy?

The Employment and Economic Development Strategy provides the local expression of how the economic development strategies of the SEQ Regional Plan will be achieved at Logan including identifying opportunities for a wide range of economic activity and accessible, diverse employment opportunities. It is intended that the Employment and Economic Development Strategy will:

- improve the vitality of the Principal Activity Centre at Springwood and Major Activity Centres of Shailer Park, (Logan Hyperdome), Logan Central and Browns Plains; and
- attract skilled and knowledge based industries to Logan; and
- direct economic activity to employment clusters and centres that have infrastructure in place and are well serviced by public transport.

Why is employment growth to be targeted at Springwood, Shailer Park, Logan Central and Browns Plains Regional Activity Centres?

These centres are currently developed but still have significant potential for future employment growth. They are strategically located on line haul routes of the transit network of the Greater Brisbane urban area. The Regional Activity Centres are a critical part of the LGMS, being areas with high potential to achieve compact and mixed use development, which encourages the consolidation of development to create areas where people can both live and work.

How will growth occur at the Regional Activity Centres?

Growth in the Regional Activity Centres is promoted by encouraging increased development densities and employment densification within centres, whilst still reflecting high standards of amenity, maintaining identity and character and by allowing a greater mix

of uses. Increased and improved transit to these centres will ensure workers can travel to jobs without relying on cars, and that Logan residents and visitors can access shops and community services easily.

Is employment growth planned for other areas across Logan?

Employment growth is encouraged at other key locations throughout Logan. The LGMS explains this variety of locations. For example Berrinba, Crestmead and SW1 are to continue to be planned and developed as employment clusters. Employment clusters do not display the same characteristics as Regional Activity Centres as they are not focussed on the provision of mixed use development, and the number and types of jobs are different to those within Regional Activity Centres. Employment opportunities in employment clusters tend to be focussed on knowledge-based or industrial jobs.

What sort of employment opportunities does the LGMS seek to achieve?

The LGMS seeks to provide for a range of employment opportunities, for example knowledge-based employment. Many of the employment clusters which are identified in the LGMS are part of Logan's strategy of growing the local knowledge-based economy. Promotion of this strategy requires Logan to continue to build on its competitive and comparative advantages in knowledge-based manufacturing and promote its large tracts of accessible and serviceable employment generating land which are predominantly located at Berrinba, Crestmead, SW1 and Loganholme.

How does it affect me?

Employment and the economy affect us all. The draft LGMS is providing the means to facilitate more employment opportunities in the future and to also make those opportunities more accessible. It is likely that planning scheme amendments will be required in the future to implement this vision. However, Council will undertake appropriate consultation before any changes are made.

How can I get involved?

Logan City Council needs your help in deciding the future of Logan. Community consultation for the Draft Logan City Local growth Management Strategy is currently occurring and will finish on 27 July 2007.

You can get involved by filling out a feedback form (available from either the display booth in the foyer of Council's Administration building at 150 Wembley Road, Logan Central OR from our website <http://www.logan.qld.gov.au> under 'Have Your Say'), or making a formal submission which must be in writing and signed by the author.

For further information contact Logan City Council

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Hours: 8am - 5pm, Monday to Friday

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