

Passage West/Glenbrook exhibits a range of strengths and weaknesses and faces opportunities and threats. What is clear, however, is that Passage West/Glenbrook is a unique place, with distinctive characteristics. The aim of the Integrated Area Plan is to build on these distinctive characteristics, enhancing its attraction, and amenities as a shopping, recreational and commercial centre and promoting a clean, attractive and secure environment which is conveniently accessible to all potential users.

The goal is to see Passage West/Glenbrook regain its status as a vibrant town and once again become a pleasant place in which to visit, live, work, and do business. The Integrated Area Plan will provide a framework for the continued environmental and economic upgrading of the town by providing strategic guidance, co-ordination, information, training and incentives so that potential constraints to development are overcome. Such a framework will seek to ensure that a sustainable mix of development types and uses is achieved which will assist Passage West/Glenbrook to bring about the economic development, environmental upgrading and social renewal of Passage West/Glenbrook.

The objectives of the Integrated Area Plan are:

1. To develop and promote the vitality of Passage West/Glenbrook by providing a forum for bringing together everyone who has an interest in the town to work together in partnership.
2. To encourage the public and private sector interests to form a sustaining Partnership in respect of the necessary tasks in realising strategic objectives for Passage West/Glenbrook.
3. To rekindle a new pride in Passage West/Glenbrook and hence a spirit of caring for Passage West/Glenbrook as a place to live, work, do business, and visit.
4. To unite and help co-ordinate activities and development for the benefit of both those who live, work, and do business in Passage West/Glenbrook.
5. To take a lead in the promotion, both to the local population and prospective visitors and investors, of Passage West/Glenbrook as a revitalised and unique place to visit and do business.
6. To encourage the public and private sector to undertake needed environmental improvements, while maximising on the coastal location of the town.
7. To encourage property owners to maintain and improve property and to carry out improvements with due regard to the design quality and the image of Passage West/Glenbrook.
8. To encourage better access to Passage West/Glenbrook, and better provision for car and bus parking.
9. To improve pedestrian priority and accessibility, for example by supporting traffic management schemes and pedestrian priority schemes with particular attention to the needs of people with disabilities.
10. To encourage and provide practical assistance where possible to efforts to provide information about Passage West/Glenbrook and its attractions to visitors and the local population alike.
11. To stimulate the development of new amenities and facilities to serve the needs of local residents.
12. To generate new employment opportunities in the town.
13. To promote the development of key opportunity sites in the town.