
**MINUTES OF THE NOWRA CBD REVITALISATION STRATEGY COMMITTEE MEETING
HELD ON WEDNESDAY 15 JUNE 2016 IN JERVIS BAY ROOM 1, LEVEL 3, CITY
ADMINISTRATIVE CENTRE, BRIDGE ROAD, NOWRA COMMENCING AT 4.00PM**

The following members were present:

James Caldwell
Mark Crowther
Annie Aldous
Scott Baxter
George Parker – arrived 4.08pm
Russ Pigg – General Manager – left 6.00pm
Tim Fletcher – Director, Planning and Development
Ben Stewart – Director, Assets and Works

Others present:

Gordon Clark – Strategic Planning Manager
Michael Park – Planner, Strategy North
Ros Holmes – City Design and Support Unit Manager
Jessica Rippon – Communications Executive Manager

Apologies:

Apologies were received from Sivan Agam, Brendan Goddard

1. Minutes of Previous Meeting

MOTION

Moved: Consent

RESOLVED that the Minutes of the meeting of the Nowra CBD Revitalisation Strategy Committee held on Wednesday 2 March 2016 be confirmed.

CARRIED

2. Declarations of Interest

It was advised that Scott Baxter had not been sent out a Declaration of Interest form. A Declaration of Interest form will be sent to Mr Baxter for completion. The Committee was reminded that the Declaration of Interest forms are resubmitted annually each financial year.

Note: George Parker – arrived 4.08pm

REPORT OF GENERAL MANAGER

CORPORATE AND COMMUNITY SERVICES

3. Resignation - Grant Gleeson - Business Owner File 50242e

MOTION: Moved: Russ Pigg / Second: Annie Aldous

RESOLVED that the Nowra CBD Revitalisation Strategy Committee;

- a) Accept Mr Gleeson's resignation;
- b) Welcome Mr Baxter as the replacement Business Owner Representative Member

CARRIED

MOTION: Moved: Scott Baxter / Second: George Parker

RESOLVED that James Caldwell be appointed the Chairperson of the Nowra CBD Revitalisation Strategy Committee.

CARRIED

4. Additional Item – Verbal Report – Nowra CBD Revitalisation Strategy Budget Update

Michael Park provided a verbal report regarding the budget.

It was confirmed that \$62,000 remained in the 15/16 budget; however, next financial year's budget already has funds allocated in relation to Kinghorne Street, (\$200K), Promotions (\$50K) and façade improvement (\$21K).

Michael tabled a spreadsheet breakdown.

James Caldwell enquired regarding a late request from the owner of 73 Junction Street, as the owner has been in contact with James. Michael Park confirmed that Council has not yet received the request and the owner has been advised they must formally submit the request in writing.

Scott Baxter enquired whether the Fitzgerald Lane, Arthur Moore House mural has been determined. Michael Park advised that Council is looking to set up a strategic approach. This requires the set history and there are complex copyright issues, therefore, no decision has been made and no funding has been allocated. Assets & Works and Council's Property Unit may be providing funding towards this.

Tim Fletcher reminded the Committee of the broader issue, the Faces of Nowra is a reoccurring theme which we can capitalise on.

Ros Holmes and Michael Park are seeking direction from the Committee for next step when the copyright of the image. has been finalised. There is no final costing. The Committee was asked if they would like to sight the images prior to Ros and Michael making a decision.

It was noted that not all the images will be colour and not all will be black and white.

MOTION:

Moved: Annie Aldous / Second: Scott Baxter

RESOLVED that up to \$10,000 be allocated from the current financial year's budget 15/16 for the faces of the Shoalhaven mural.

CARRIED

ITEMS FOR DISCUSSION

5. Procedural Motion – Bring Item Forward

PROCEDURAL MOTION:

Moved: Consent

That the matter of Pedestrian Counters be brought forward for consideration.

CARRIED

6. Pedestrian Counters in the CBD

Mark Crowther had sought quotes from a number of providers including a local company who have come up with a counter that is placed on the underside of awnings that covers a 3m wide count area if on a 3m high awning. The information collected is sent back to a central database. There are other types of counters, however after discussion with the providers the underside of the awnings is better than standard directional counters (thermal sensor).

The initial costing is approximately \$4,400 per unit to install ex GST. There is also an additional cost to move them (they will need to be moved a few times per year, other sites within the heavy retail CBD to be completely covered). This will provide an opportunity to monitor foot traffic and the success of the revitalisation program.

Mark Crowther believes the best way forward would be to install a counter permanently in the busiest part of Junction Street; at the crossing point, this will be known as the base counter. The base counter will remain in place permanently to accurately measure changes of numbers over the years to scope for improvement.

Staff suggested that four pedestrian counters could be positioned in four different locations (where satisfactory to mount them i.e must be an awning) for a period of three months to gain better coverage of the CBD use. Each year the process will be repeated where the counters are placed in the same position for the same months. Per unit this would be a cost of \$6189 ex GST (to move them \$1579 ex GST) moving three times per year including running costs after the initial cost.

The data is picked up per hour per day and continuous live counting. You can manipulate the data. The pedestrian counters and the database does not require any work. Simply log in to database and the Committee can graph, pull and manipulate data as required.

Ben Stewart suggested to install one pedestrian counter initially to test the data formats and to confirm the information aligns with what the Committee requires.

If there is foot traffic numbers, we can market these to be able to show the proof of how many people are shopping, attracted and walking through the CBD.

The River Festival is a major benefit to foot traffic in Shoalhaven CBD, however, until we know what numbers there is no proof of how much more it is bringing to the CBD.

National retailers want to know the numbers prior to renting a shop. The Improvement over all streets in CBD is evident but the need for the numbers was emphasised. It is also important to know where to focus revitalisation activities.

The Committee discussed the importance of always keeping the permanently fixed one in Junction Street. Kinghorne Street and Berry Street would be the next to follow. The cost for three would be approximately \$18,600.

Russ Pigg confirmed all the surplus budget funds from current financial year will carry over to next financial year's budget (16/17).

MOTION:

Moved: Mark Crowther / Second: Scott Baxter

RESOLVED that

- a) A pedestrian counter be acquired immediately for a trial basis on Junction Street
- b) \$25,000 be allocated 16/17 budget from the Nowra CBD Revitalisation Program towards counters in the CBD for the acquisition of further units.

CARRIED

7. Additional Item – Directional Parking Signs

Annie Aldous would like to see P2, P4, P24 directional parking signs implemented. In many towns there are signs to show the direction to the long day and hourly parking. We need to apply what is best for our area. Annie explained it would be beneficial to direct drivers to where the long term parking areas are located. For example an arrow in the direction and P24.

Annie Aldous will provide suggestions of locations of signage and sign style to Ben Stewart for discussion at the next Committee meeting.

8. Additional Item – 2ST Advertising Promotional Activities CBD

Rhonda McGuire and Annie Aldous deferred the remaining allocation from Winter to an activity for spring when more people are actively in the CBD.

\$3000 remains in the budget and needs to be spent. Jessica Rippon was advised the funds must be spent by July 2016. Mark Crowther has confirmed with 2ST that it can be carried over.

9. Additional Item – Groups within the Nowra CBD Revitalisation Committee

Gordon Clarke displayed his previous proposal of possible groups that can form within the Nowra CBD Revitalisation Strategy Committee to determine responsibilities of tasks.

James Caldwell restated the Committee must be a working committee and take responsibility and ownership. James also was enthusiastic for Staff to be involved in the groups and volunteers where appropriate.

Gordon displayed a 'possible alternate operating model'. It included ideas for group's tasks. Such as a committee member or teams take responsibility for promotions, events, or infrastructure.

The teams are to consider possible needs in their area.

This will help with staff discussion with a team and streamline the process of developing ideas for the Committee.

The Committee may determine what the teams are and who is taking the lead in the teams and come up with recommendation / priorities and allocation of funds to be presented to the Committee.

The following teams were established:

- Mark Crowther – Infrastructure – Ben Stewart Shoalhaven City Council Contact
- Annie Aldous and George Parker – Promotions and Events (website merged within) – Jessica to be the Shoalhaven City Council Contact initially.
- Scott Baxter and Sivan Agam – Beautification – Michael Park and Ros Holmes will be the Shoalhaven City Council Contacts
- James Caldwell – Volunteers

Note: Ben Stewart (infrastructure), Michael Park (Beautification) and Jessica Rippon (Events and Promotions) will be alternate points of contacts

James Caldwell restated that he is happy for enthusiastic staff to volunteer to participate within the Working Groups mentioned.

Mark Crowther suggested their groups be started immediately.

The members raised concerns that meetings each quarter is causing continuity issues.

Sivan Agam and Brendan Goddard be invited to select a preference for a team.

MOTION:

Moved: Consent

RESOLVED that the next meeting of the Nowra CBD Revitalisation Strategy Committee be brought forward to Thursday 28 July 2016

CARRIED

10. Summary Nowra CBD Car Parking Study – deferred from last meeting File 2186E, 2537e

Mark will discuss with the Infrastructure Group and report back to the next meeting, Thursday 28 July 2016.

11. Status Update Request – Rear of Building Works – Jelly Bean Park File 50242E

Scott Baxter discuss with the Beautification Group and report back to the next meeting, Thursday 28 July 2016.

12. Shopping Trolleys

File 50242E

Scott Baxter suggested each Monday, Shoalhaven City Council to collect every trolley that is not secured and remove them. He believes when Coles and Woolworths lose a bulk amount of their trolleys it will encourage them to become more proactive.

Tim Fletcher advised the rangers call Woolworths and Coles prior to doing a collection of trolleys however on last Wednesday there were 21 collected and on Thursday 61 collected. Also indicated that a future clean-up was planned for next week.

Coles trolleys are the primary owner that are being collected.

Russ Pigg advised that Coles and Woolworths are not re-claiming the collected trolleys.

Mark Crowther suggested every day for two weeks to as many as we can.

Russ Pigg will provide the details of the point of contact for Coles to Scott Baxter. Scott Baxter will contact them to discuss the issue on behalf of the Nowra Business Chamber.

13. Claude Neon

File 50242E

Scott suggested the Claude Neon seats be removed.

MOTION:

Moved: Consent

RESOLVED that Martin Uptis (Asset Management Section Manager) report back to the Committee regarding the contract of the seats

CARRIED

14. Advertising 'Courtesy' Seat Relocation

File 50242E

Report back to next meeting on an exit clause or exit strategy to Committee on the contract for removal of seats and implications for Claude Outdoor.

MOTION:

Moved: Scott Baxter / Second: Mark Crowther

RESOLVED that Shoalhaven City Council not except any additional seating from Claude Outdoor.

CARRIED

15. Pedestrian Counters in the CBD

Please note: this item was dealt with earlier in the meeting.

GENERAL BUSINESS

16. Additional Item – Flower Baskets in the Nowra CBD

Annie Aldous and George Parker implemented flower baskets in the CBD if there are funds left over this could be something that could continue on.

Annie noticed when travelling in New Zealand there were irrigation systems such as an automated sprinkler via plastic tubes along the awnings to water the plants along the street. Annie will send photos to Scott Baxter and Ros Holmes as part of the Beautification Team.

17. Additional Item – Council Land Cnr North and Moss Street

Ben Stewart, Brendan Goddard and Mark Crowther met in April to discuss the concepts and ideas of the Council land on the corner of North and Moss Street. Mark Crowther commented that within five days he received a phone call from a representative of the adjacent lease holder who intended to approach Council to lease and beautify the site. Mark let Ben Stewart know he had been contacted.

Council acquired the land originally to accommodate the future road widening of North Street. The area that was leased included part of the square carpark and access off North Street for that carpark therefore there is only 450m left.

Ben advised that this issue is likely to be presented to next month's Council Meeting regarding the beautification of the corner and the interest in leasing a larger area.

Tim Fletcher advised it is a long term strategy to widen North Street and connect to ENSA.

James Caldwell raised concerns that the car parking requirements were not adhered to. James would like to see standards / requirements enforced equally and consistently.

Tim Fletcher advised it becomes difficult when there is a change of use. If there is a change of use that is substantially higher traffic generating then you can require further car parking, however, if minor change depending on the nature – i.e. no changes to the building it becomes more difficult.

Scott Baxter warned that there is a perception issue in the Nowra CBD that if a property is owned by Shoalhaven City Council there are exemptions when it comes to carpark requirements.

Note: Russ Pigg left, the time being, 6.00pm

Tim Fletcher will check the additional infrastructure (i.e. containers) is approved and investigate car parking requirements.

There being no further business, the meeting concluded, the time being 6.02 pm.

James Caldwell
CHAIRPERSON