
**MINUTES OF THE NOWRA CBD REVITALISATION STRATEGY COMMITTEE MEETING
HELD ON THURSDAY 28 JULY 2016 IN SEVEN MILE ROOM, LEVEL 2, CITY
ADMINISTRATIVE CENTRE, BRIDGE ROAD, NOWRA COMMENCING AT 4.05 PM**

The following members were present:

James Caldwell, Chairman
Mark Crowther
Annie Aldous
Scott Baxter
Sivan Agam
Russ Pigg – General Manager
Tim Fletcher – Director, Planning and Development
Ben Stewart – Director, Assets and Works – left the meeting at 5.47pm

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
Kate Ryan – Community Engagement & CCB Liaison Officer
Clr Kearney
Clr Gash

Apologies:

Apologies were received from Brendan Goddard, George Parker

1. Minutes of Previous Meeting

MOTION

Moved: By Consensus

RESOLVED that the Minutes of the meeting of the Nowra CBD Revitalisation Strategy Committee held on Wednesday 15 June 2016 be confirmed.

CARRIED

2. Business Arising from Previous Minutes

Pedestrian counters in the CCB - It was suggested that the most appropriate place to position the counters is in front of the book shop and the menswear shop due to higher numbers of foot traffic.

Mark Crowther to provide the contact details for the shop owners to Ben Stewart for provision of power to pedestrian counters. Action complete.

Parking signage to direct shoppers and commuters to the various parking areas in the CBD are to be investigated and any gaps can be identified for additional signage.

3. Additional Item – Nowra CBD Revitalisation Strategy Budget Update

Michael Park tabled the budget spreadsheet and provided a verbal report.

Members discussed and confirmed the budget as presented.

Last year's promotions budget of \$50,000, included advertising, busking, murals, \$10,000 for activation events, \$20,000 for fairy lights. The balance of approximately \$16,000 included the cost of radio advertising.

Members discussed the 2016/2017 budget allocation and agreed to allocate \$50,000 for promotions and activation.

Of the \$50,000 budget, \$10,000 - \$11,000 is to be used for radio advertising. Annie Aldous suggested a busker-thon that could be advertised on radio possibly based at Jelly Bean Park. Members discussed the promotion and the following suggestions were made:

- Offer a prize to encourage participation.
- A prize package to include funding towards recording time at a local studio.
- Engage a videographer to document the event (this could also be done for other events such as when a mural is being painted), for sharing on social media.

Members discussed putting lights in more trees in Jelly Bean Park, similar to Junction Street.

Michael Park advised the Committee that a Façade Improvement Program application has been received for a shopfront in Junction Street. The claim is for 50% of the cost outlay (\$2399).

MOTION:

Moved: By Consensus

RESOLVED that the Nowra CBD Revitalisation Strategy Committee:

- a) Allocate \$50,000 for promotions and activation in the 2016/17 Program.
- b) Reduce the funding to the Façade Improvement Program to \$15,000 for the 2016/17 Program and then review the funding again in December 2016.
- c) Request Staff to consider the recent Façade Improvement Program application and report back to the Committee.

CARRIED

4. Additional Item – Egans Lane Shops Beautification & Tree Planting, Worrigee St Upgrade & Schofields Lane/Stewart Place

Ros Holmes, City Design and Support Unit Manager, provided a PowerPoint presentation and discussion followed.

Beautification Team

Egans Lane Shop Façade Beautification - Members discussed options for undertaking the works such as signwriting and it was agreed that it needed to be undertaken by a local professional signwriter or similar. There are no costings for the signwriting and façade improvements on the shops yet. Staff raised the issue of any works on private property needs to be resolved by Council under Section 67 of the Local Government Act related to private works.

Members discussed the following:

- Encouraging shop owners to contribute.
- Using the existing allocation of \$15,000 Façade Improvement Program funds on this project.

It was noted that continuing the Façade Improvement Program may encourage more shop owners to participate once they see the improvement to Egans Lane shops. It was also noted that approximately 5 enquiries have been received in relation to the Program.

All members agreed that the beautification of the Egans Lane shops is an excellent concept.

MOTION:

Moved: By Consensus

RESOLVED that the Nowra CBD Revitalisation Strategy Committee:

- a) Allocate \$3,000 for the initial project investigation for façade improvements.
- b) Allocate up to \$15,000 toward the funding of the project.
- c) Request staff to discuss the proposed project with the Egans Lane shop owners.
- d) Prepare a report for the Committee to provide costings and outcomes from discussions with shop owners. Following this to prepare a report to Council in relation to private works.

CARRIED

Tree planting in the Egans Lane car park

Members discussed the proposed tree planting in the empty garden beds of the car park. Russ Pigg commented that due to potential development and the possible limited life of Egans Lane and Jelly Bean Park should be considered and noted that other sites around the CBD, that have a longer “life” could be a higher priority for tree planting instead.

It was also noted that:

- The trees assist drivers to know where the concrete edges of the beds are in the car park.
- The deciduous trees could be moved and replanted if necessary, due to development of the site.

The Committee agreed that the tree planting should proceed.

Sivan Agam raised concern that trees in the CBD are chopped poorly rather than being well trimmed and pruned around power lines. It was noted that contractors don't lightly trim trees due to perceived WH&S issues and risks related to trees contacting power lines.

Infrastructure Team

Worrigee Streetscape Upgrade

Mark Crowther noted that owners have advised they support the upgrade and would be happy to participate and contribute, however the project cost is a consideration.

Members agreed that an indicative costing for the project is needed.

Ben Stewart advised the Committee that the project could cost between \$300,000 and \$500,000 depending on factors such level of landscaping, trees, kerb and gutter and when the job is undertaken.

Members discussed spreading the cost of the project across the 2016/17 and 2017/18 financial years.

MOTION:

Moved: By Consensus

RESOLVED that:

- a) The Nowra CBD Revitalisation Strategy Committee request staff to cost the Worrigee Streetscape Upgrade project as presented and scope to a \$300,000 value.
- b) The Committee proposed that the Project to be started after Easter 2017 and completed before the October 2017 long week-end.
- c) Mark Crowther to discuss the proposal of changed timing with shop owners and advise Ben Stewart of the outcome of those discussions.

CARRIED

Schofields Lane / Stewart Place

The Committee discussed the Schofields Lane/Stewart Place project and agreed to defer further action until responses are received from the bus companies.

PLANNING AND DEVELOPMENT

5. Illawarra-Shoalhaven Regional Plan and National Stronger Regions Grant Application. File 29118E, 49858E
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MOTION:

Moved: By Consensus

RESOLVED that the Nowra CBD Revitalisation Strategy Committee receive the report on the Illawarra-Shoalhaven Regional Plan and National Stronger Regions Grant Application for information.

CARRIED

ASSETS AND WORKS

6. Advertising Seats – Licence Agreement Conditions File19686E
-

The Committee discussed the report which addressed removal and/or relocation of the Claude Neon “Courtesy” seats in the CBD.

Members discussed street landscaping standards and relocating seats based on those current standards.

The Aesthetic Subcommittee to investigate the issue, identify concerns and provide the information to Ben Stewart.

MOTION:

Moved: By Consensus

RESOLVED that

- a) Nowra CBD Revitalisation Strategy Committee receive the report on the Advertising Seats Licence Agreement Conditions for information.
- b) The Aesthetic Subcommittee investigate the “Courtesy” seats issue, identify concerns for relocation and provide the information to Ben Stewart.

CARRIED

7. Hyper Hyper Coffee Proposed Lease File 50242E
-

Ben Stewart provided an overview of the contents of the report.

Members expressed concern over the loss of informal car parking spaces and discussed the processes around development applications.

The Committee agreed that alternate car parking spaces would be needed to replace the lost car parking resulting from the proposed lease. Ben Stewart advised that there is a Council commitment for additional car parking in McGrath Avenue.

Sivan Agam commented that alternatives such as walking / riding bicycles should be part of future thinking on transport for the CBD.

Ben Stewart left meeting at 5.47 pm

MOTION:

Moved: By Consensus

RESOLVED that

- a) Nowra CBD Revitalisation Strategy Committee receive the report on the Hyper Hyper Coffee Proposed Lease for information
- b) Car parking in McGrath Avenue be fast tracked prior to any leasing of the current informal car park area to replace the displaced car parking.

CARRIED

Additional Item – Walk/Ride as Alternative Transport in the CBD

Sivan Agam to investigate regarding walk/ride alternative transport options for the CBD for discussion by the Committee.

8. TV Advertising Olympics (Aug) + Pre Holidays proposal File 50242E

MOTION:

Moved: By Consensus

RESOLVED that Nowra CBD Revitalisation Strategy Committee receive the information on the TV Advertising from Prime 7.

CARRIED

9. Nowra Alive Activities File 50242E

Ben Stewart returned to the meeting at 5.55 pm.

Jessica Rippon, Executive Communications Manager, provided a verbal update on the Nowra Alive Activities strategy and location development and noted:

- Trying to engage communities to take over spaces and do activation activities themselves.
- There will be a photographic exhibition in the Thorough Fare on 16 September 2016 featuring the Jerrinja language and culture.

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- A survey has been undertaken to determine what activities the community would like to see in the CBD.

Jessica to liaise with the Subcommittee for events regarding budget and activities.

Members discussed the budget for Nowra Alive activities.

MOTION:

Moved: By Consensus

RESOLVED that that the Nowra CBD Revitalisation allocate \$10,000 from the \$50,000 promotion budget toward Nowra Alive Activation activities.

CARRIED

10. Additional Item – Mobile Parklets

- # Gordon Clark, Strategic Planning Manager, distributed information about Sydney's Glebe Parklets for the Committee's consideration and discussion at the next meeting.

11. Additional Item – Lighting between Collins Way and Osborne Street

Annie Aldous raised the issue of a street light not working between Collins Way and Osborne Street which is causing security issues for people walking in this area at night.

Ben Stewart noted that there is a problem with the underground power in this area and an action is in place for this to be rectified. Note: this was resolved prior to the close of the meeting.

There being no further business, the meeting concluded, the time being 6.05 pm.

James Caldwell
CHAIRPERSON