

## Nowra CBD Revitalisation Strategy Committee

**Meeting Date:** Thursday, 27 October, 2016  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 4.00 pm

### Agenda

1. **Apologies**
2. **Confirmation of Minutes**
  - Nowra CBD Revitalisation Strategy Committee - 29 September 2016 ..... 1
3. **Declarations of Interest**
4. **Reports**
  - CBD16.12 Advertising Seat Relocation ..... 6
  - CBD16.13 Revitalisation Strategy - Budget and Projects Update ..... 8
  - CBD16.14 Stewart Place Regional Transport Hub & North Street Traffic and Intersections..... 10
5. **General Business**

**Membership**

Mr Russ Pigg or delegate  
Mr Ben Stewart or delegate  
Mr Tim Fletcher or delegate  
Ms Annie Aldous  
Mr James Caldwell  
Mr Mark Crowther  
Mr Scott Baxter  
Mr Brendan Goddard  
Mr George Parker  
Ms Sivan Agam

Quorum – Five (5) members

**Purpose**

- To direct the development and implementation of the Revitalisation Strategy for the Nowra CBD and review as appropriate.
- To determine overall capital works programs established by the Nowra CBD Revitalisation Strategy, as amended from time to time.
- To agree an annual capital works budget with council
- To identify and approve all expenditure of funds identified in the Nowra CBD Revitalisation Strategy, additional funds allocated by council for capital expenditure in the Nowra CBD including any loans, grants or from funds from any other source.
- To act as a communication conduit between Council and the CBD stakeholders in respect to the Nowra CBD Revitalisation Strategy with appropriate support from council as required.
- Assist council in advocating the adopted CBD Revitalisation Strategy to the community.
- Provide a report to council each year outlining progress towards achieving the goals set out in the CBD Revitalisation Strategy together with any recommendations for updating the Revitalisation Strategy.
- Consult with relevant stakeholders as needed.

**Delegated Authority**

- To expend funds allocated to the CBD Nowra Revitalisation Strategy Committee by Council within the approved budget.
- To establish sub Committees as deemed appropriate.
- To promote the advantages of the CBD inside and outside the area, including making press releases and promoting the Nowra CBD Revitalisation Strategy project.
- To raise funds other than rates and loans to fund the objectives of the Committee.
- To expend funds raised outside of Council as the Committee deems appropriate, e.g. promotions, entertainment etc.

## MINUTES OF THE NOWRA CBD REVITALISATION STRATEGY COMMITTEE

**Meeting Date:** Thursday, 29 September 2016  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 2.05pm

The following members were present:

Mr Russ Pigg - General Manager  
Mr Ben Stewart - Director Assets & Works  
Ms Annie Aldous  
Mr James Caldwell - Chairperson  
Mr Mark Crowther  
Mr Brendan Goddard  
Mr George Parker

Others Present

Clr Findley  
Clr Gash  
Clr White  
Clr Pakes  
Clr Wells  
Clr Watson  
Clr Levett  
Gordon Clark – Section Manager, Strategic Planning  
Jessica Rippon – Executive Manager, Communications  
Michael Park – Acting Coordinator, Strategy North

### Apologies / Leave of Absence

An apology was received from Tim Fletcher, Scott Baxter and Sivan Agam.

### Confirmation of the Minutes

**RESOLVED** (By consent)

That the Minutes of the meeting of the Nowra CBD Revitalisation Strategy Committee held on Thursday 28 July 2016 be confirmed.

CARRIED

## Declarations of Interest

George Parker – CBD16.2 Egans Lane Shop Façade Beautification – Pecuniary interest declaration – Mr Parker is the owner of the Target Nowra Building – Will leave the room and will not take part in discussion or vote.

James Caldwell – CBD16.4 Nowra CBD Façade Improvement Financial Assistance Program – Pecuniary interest declaration – Mr Caldwell's real estate business are the Managing Agents for the property in question – Will leave the room and will not take part in discussion or vote.

## CBD16.11 Additional Item - Budget Update

Michael Park, Acting Coordinator, Strategy North, tabled the Timeline and Budget Update (refer attachment 1). Mark Crowther enquired about the costings for the Worrigeer Street upgrade and it was clarified that the indicative \$300,000 in the budget does not include the \$85,000 from Council or land owner contributions.

Clr Findley addressed the Committee and advised that she is supportive of the Nowra CBD Revitalisation Strategy Committee and its allocated budget. Clr Findley noted that moving forward it was important to ensure there was a good solid working relationship between Council staff and the Committee members.

## REPORTS

### CBD16.1 Flower Baskets in the Nowra CBD

HPERM Ref:  
D16/293470

Annie Aldous noted that the flower baskets are working well at the moment and it would be beneficial to have a watering system. Annie also noted that she will contact the other shops who have expressed an interest in the flower baskets.

Ben Stewart informed the Committee on the advantages and disadvantages of flower baskets. It was discussed that having business owners manage these is to be supported and is a good outcome. It was suggested that the Committee consider, with reference to the cost of maintenance of the baskets going forward, investing in seasonal flowers and/or plants in planter boxes that can be moved rather than baskets.

### **RESOLVED** (By consent)

That the Committee:

1. Receive the report on the supply, installation and maintenance of flower baskets in the Nowra CBD, for information.
2. Staff investigate the cost of planters and advise the Committee by email.
3. The Beautification Sub-committee undertake an inspection of the lighting in the trees in Egans Lane and Junction Street and provide advice to Council staff on repairs required and update to members by email.

CARRIED

**CBD16.2 Egans Lane Shop Facade Beautification****HPERM Ref:  
D16/294076**

Note: George Parker left the room during discussion of this item.

The Committee discussed the appropriateness of fully committing funding to this project. Ben Stewart gave an update on the Egans Lane expressions of interest process.

**RESOLVED** (By consent)

That the Committee:

1. Receive the report on the cost estimates for the Egans Lane shop façade beautification works.
2. Ben Stewart to meet with property owners to discuss co-funding beautification (façade) improvements to the Egans Lane precinct and report back to the Committee.

CARRIED

**ADDENDUM REPORTS****CBD16.3 Nowra CBD - Parklet Options Report****HPERM Ref:  
D16/295899**

The Committee discussed the options outlined in the report and budget and it was suggested that these be put to the Nowra CBD Business Chamber for consideration and feedback.

**RESOLVED** (By consent)

That:

1. The Committee receive the report for information.
2. Staff write to the Nowra CBD Business Chamber to seek feedback on the 'parklet' concept & options for the Nowra CBD.
3. The Committee to consider funding for a 'parklet' or 'parklets' in the future.

CARRIED

**CBD16.4 Nowra CBD Facade Improvement Financial Assistance Program - Application for 73 Junction Street, Nowra (B.Morris).****HPERM Ref:  
D16/301958**

Note: James Caldwell left the room during discussion of this item.

**RESOLVED** (By consent)

That:

1. The application under the Nowra CBD Façade Improvement Financial Assistance Program for 73 Junction Street, Nowra be declined
2. Notify the applicant of the outcome of the application

CARRIED

**CBD16.5 Request for placement and funding - Lions Club Banners****HPERM Ref:  
D16/302498**

The Committee discussed the request from the Nowra Lions Club and agreed to allocated \$2,415 to fund the banners in Nowra as banner poles exist.

Russ Pigg advised the Committee that Robbie Collins from the University of Wollongong (UoW) had enquired about financial support to erect banners on the Princes Highway (UoW would supply the banners). Russ noted, due to traffic management requirements, the cost to erect banners on the Highway would be substantial.

**RESOLVED** (Mark Crowther / Brendan Goddard)

That:

1. The Committee allocate \$2415 (GST Excl.) from the 2016/17 Nowra CBD Revitalisation Strategy Promotions budget to fund banners (on existing poles) in the Nowra CBD to celebrate 100 years of community service by the Lions Club.
2. Staff to contact Robbie Collins, University of Wollongong to discuss the cost of supply and installation of banners on the Princes Highway at Nowra.

CARRIED

**CBD16.6 Worrigee Street Upgrade**

The Committee discussed the extent to which the Committee should go with the beautification for this area considering the substantial cost and it was suggested that initially the property and business owners in the area be contacted to discuss the issue and obtain feedback.

Gordon Clark, Section Manager, Strategic Planning, noted that the Committee need to consider consistency in the CBD and work in a coordinated manner to create an overall civic look throughout.

The Committee discussed the costings around hard infrastructure vs activation. It was suggested that two cost estimates be done, one for full works, as previously discussed, and one for basic works, similar to that done in North Street.

**RESOLVED** (By consent)

That:

1. Ben Stewart and staff to liaise with Mark Crowther re the estimates and scope for the Worrigee Street upgrade.
2. Then the Infrastructure sub-committee meet with the Worrigee Street property owners to discuss costs and possible co-contribution.

CARRIED

### **CBD16.7 Radio and Television Advertising**

Brendan Goddard advised the Committee that correspondence had been received regarding the radio and TV advertising and suggested that the Promotions and Events Team contact Fairfax Media.

Annie noted that there will be another busking competition at Christmas time and advised that the Promotions and Events Team will provide costings for other yearly radio advertising to the next meeting for discussion.

**RESOLVED** (Ben Stewart / George Parker)

That \$1,500 (GST Exclusive) be allocated from the Nowra CBD Revitalisation Strategy Committee budget toward promotions through radio advertising for the 2016 Christmas period.

CARRIED

### **CBD16.8 Lighting**

The Committee discussed the different types of lighting that could be used during the Christmas period in the CBD, for example, coloured, tear drop and tea lights.

**RESOLVED** (By consent)

That Annie Aldous and George Parker liaise with Ros Holmes, Unit Manager, City Design and Support, to discuss lighting options for Berry Street over the 2016 Christmas period and then advise the Committee by email for their consideration.

CARRIED

There being no further business, the meeting concluded, the time being 3.38 pm.

Mr James Caldwell  
CHAIRPERSON

## CBD16.12 Advertising Seat Relocation

HPERM Ref: D16/311268

Group: Assets & Works Group

Section: Asset Management

### Purpose / Summary

To report on the contractual and financial implications of removing 'advertising' seats from the Nowra CBD.

### Recommendation (Item to be determined under delegated authority)

That the report on the implications of removing 'advertising' seats from the Nowra CBD be received for information.

### Options

1. Receive the report for information (Recommended)

Implications: Not applicable.

2. Terminate the current contract for advertising seats in the Nowra CBD. (Not recommended)

Implications: Council will incur significant costs to terminate the contract for a minimal and subjective improvement in aesthetics and business promotion.

3. Remove some of the seats from the contract schedule. (Not recommended)

Implications: Council will incur significant costs to terminate the contract for improvement in aesthetics and business promotion.

### Background

The Committee was advised at its July 2016 meeting that

*Council has an agreement with Claude Outdoor for a licence to install seats with advertising at agreed locations within the City. This agreement was extended by Council in August 2015 to 2026 (with a further 5 year option), when it will again be reviewed.*

*Clause 3.1 of the agreement states "The Company may from time to time, at its sole expense, install advertising seats at locations selected by the Company and agreed with Council". Similarly, the relocation of existing seats could be negotiated and mutually agreed. However, there is no 'seat removal' clause but this would normally also be by mutual agreement. If Council directed the removal of a seat or seats Council would be liable for the future loss of revenue the seats could have generated for the life of the agreement.*



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*In 2031, Council has the option of not renewing the agreement in which case Claude Outdoor would be required to remove its seats from the City, unless agreed otherwise.*

This report is in response to the Committee's recommendation that

*[staff] 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.*

However, to quantify the implications of an 'exit strategy', Claude Outdoor was requested to detail the cost to Council, on a seat-by-seat basis, to vary contract conditions. Claude Outdoor has provided a "commercial in confidence" schedule of the Net Present Value (NPV) of each of its seats in the CBD and a total NPV to terminate the contract. NPV is an appropriate method of valuing the revenue impacts on Claude Outdoor over the next 15 years of the contract and consequently it also reflects the cost impact to Council to effectively "buy out" of the contract.

The cost to Council to remove individual seats would range from about \$15,000 to \$20,000. The total cost to remove all the seats is about \$160,000. Council receives about \$2500 annually for the seats in the CBD under the current conditions of contract. Unless there are some other unknown financial benefits, any Council expenditure on seat removal would be difficult to justify.

Owing to the significant costs associated with seat removals, no specific "exit clause" or "exit strategy" is recommended. In this case, and as advised above, *"in 2031, Council has the option of not renewing the agreement in which case Claude Outdoor would be required to remove its seats from the City, unless agreed otherwise."*

## **CBD16.13 Revitalisation Strategy - Budget and Projects Update**

**HPERM Ref:** D16/334061

**Group:** Planning & Development Services Group  
**Section:** Strategic Planning

**Attachments:** 1. Budget Update [↓](#)

### **Purpose / Summary**

Staff will provide verbal updates on the Nowra CBD Revitalisation Strategy budget and relevant projects detailed below.

### **Recommendation (Item to be determined under delegated authority)**

That the report and verbal updates be received for information.

### **Project Updates**

Council staff will provide verbal updates on the following projects at the meeting:

1. Budget update – a copy of the current budget is provided as Attachment 1 to this report.
2. Nowra CBD Banner Schedule – Council's Economic Development Section have developed a banner schedule that includes banners for the 100 years of Lions Club, University of Wollongong and Christmas themed banners to be flown throughout December.
3. Façade Improvement Program – Round 3 has been advertised.
4. Nowra CBD Building Heights Planning Proposal and Development Control Plan Chapter – On public exhibition between 2 November and 16 December 2016.
5. Nowra CBD Car Parking Discount Subsidy – being reported to the November Development Committee of Council.

Apr	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan	Feb	Mar	Apr	May	Jun	
North Street	Egans Lane Stage 2							Kinghorne Street					
	Sign Policy/Implementation							Junction/Kinghorne					
	Junction St Lights							Mural					
	Mural							Mural					
Ongoing													
Promotion \$50k													
Shop Façade \$21k													
Street Trees ?													
	<b>2015/16 Budget</b>							<b>Committed</b>		<b>Spent</b>			
	Sign Policy / Implementation							\$50,000		\$50,000			
	Kinghorne Street Design							\$20,000		\$20,000			
	Kinghorne Street (stage 1)							\$300,000		\$300,000			
	Promotions/Activation							\$20,000		\$16,824			
	Activation							\$10,000		\$10,000			
	Junction Street Lights							\$20,000		\$20,000			
	Façade Improvement Program							\$21,000		\$8,346			
	Counters							\$4,400		\$4,400			
	Market DA Assistance							\$3,000		\$467			
	Resource							\$15,500		\$12,075			
	<b>Total</b>							<b>\$463,900</b>		<b>\$442,112</b>			
	<b>Remaining</b>									<b>\$57,889</b>			
	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan	Feb	Mar	Apr	May	Jun	
	<b>2016/17 Budget</b>							<b>Budget</b>					
13008	Promotions							\$38,500					
	Radio Promotions							\$1,500					
13008	Activation							\$10,000					
74805	Façade Improvement Program							\$15,000					
	Kinghorne Street							\$213,000		\$213,000			
74801	Counters							\$25,000					
74801	Mural							\$10,000					
	Lions Club Banners							\$2,415					
	Parklet												
	Egans Lane Façade Improvement Investigations							\$3,000					
	Egans Lane Façade Improvement							\$15,000					
	Worrigee Street							\$300,000					
	<b>Total</b>							<b>\$633,415</b>					
	<b>Remaining</b>							<b>-\$75,527</b>					
	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan	Feb	Mar	Apr	May	Jun	
	<b>2017/18 Budget</b>							<b>Budget</b>					
	Promotions/Activation							\$50,000					
	Façade Improvement Program							\$15,000					
	<b>Total</b>							<b>\$65,000</b>					
	<b>Remaining</b>							<b>\$435,000</b>					

## **CBD16.14 Stewart Place Regional Transport Hub & North Street Traffic and Intersections**

**HPERM Ref:** D16/321356

**Submitted by:** Scott Baxter

### **Recommendation (Item to be determined under delegated authority)**

1. That the Committee:
  - a. Request Council to provide covers for the waste bins in the Stewart Place Regional Transport Hub
  - b. Remove the Claude Neon seats in the Stewart Place Regional Transport Hub
2. Consider how to improve and make the pedestrian crossing safer in North Street.

### **Details**

Waste bins in the Stewart Place Regional Transport Hub still do not have covers as discussed at previous meetings of the Nowra Revitalisation Strategy Committee.

Removal of the Claude Neon seats in the Transport Hub has also been discussed at previous meetings of the Committee.

The Committee to discuss ideas on how to improve and make the pedestrian crossing safer - possibly moving the crossing to the traffic lights at North Street, Berry Street and Bridge Road.