

## MINUTES OF THE NOWRA CBD REVITALISATION STRATEGY COMMITTEE

**Meeting Date:** Wednesday, 15 March 2017

**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra

**Time:** 4.02 pm

The following members were present:

Mr Ben Stewart - Director Assets & Works

Mr Gordon Clark – for Director Planning & Development Services

Ms Annie Aldous

Mr James Caldwell - Chairperson

Mr Scott Baxter

Mr George Parker

Sivan Agam – arrived 4.07pm

Clr Gash – left 5.08pm

Clr Kitchener

Clr Guile – arrived 4.07pm

Others present:

Sara McMahon – Governance Manager

Michael Park – Strategy North Coordinator

Ros Holmes – City Design & Support Unit Manager

### Apologies / Leave of Absence

Apologies were received from Brendan Goddard, Tim Fletcher, Clr White.

### Confirmation of the Minutes

**RESOLVED** (By consent)

That the Minutes of the Nowra CBD Revitalisation Strategy Committee held on Wednesday 08 February 2017 be confirmed.

CARRIED

### Declarations of Interest

Nil

### CBD17.14 Business Arising from the Previous Minutes

It was agreed that the Christmas decorations be arranged earlier this year, beginning in May. In relation to lights in the CBD crossing streets, Scott Wells, Traffic and Transport Manager provided advice via Ros Holmes that 5.3m clearance from the bitumen surface was required and therefore the Committee may not have the opportunity to use the existing banner poles.

15 planter boxes have been ordered and they are expected to arrive in May. Ros Holmes has organised this with plant species selections based on low maintenance, examples can be seen in Wollongong. The maintenance will be undertaken by the works area. An additional plan showing the location will be emailed to the Committee. Stage 1 will be focused at the intersection. Some impracticalities have been identified in relation to the kerb and access from vehicles. Stage 2 will identify issues and raise with property owners to assist.

The Nowra CBD Revitalisation Strategy Committee requested that a map of Shoalhaven City Council owned vacant land within the wider CBD rating area be provided. The Committee advised that they would be in a better position to determine a plan if they understood the surplus vacant land locations. Egans Lane, Stewart Place and Kinghorne St shops were provided as an example of land that was purchased strategically for car parking and/or future redevelopment. James Caldwell raised concern about the unnamed lane way off Graham St where the acquisition left dormant for 14 years.

The Vacant Position of Community Member on the Nowra CBD Revitalisation Strategy Committee has not yet commenced for advertisement. It was advised that the draft is complete.

## **ADDENDUM REPORTS**

### **CBD17.13 Resolution of Council in Relation to CBD 17.2**

**HPERM Ref:  
D17/83172**

Sara McMahon provided an explanation of the resolution of the Strategy and Assets Committee.

The Nowra CBD Revitalisation Strategy Committee's structure has remained the same, other than the removal of the General Manager's position on the Committee and the additional Community Position.

Note: Cllr Guile and Sivan Agam arrived at the meeting, the time being 4.07pm.

Mr Scott Baxter raised concerns in relation to the resolution of Strategy and Assets Committee and the changes that were made prior to the end of the Committee's term of 3 years. Although he does not disagree with Councillors being able to speak, he believed Councillors could interact with the Committee outside of the meetings. Scott Baxter expressed that he was disappointed that it was not discussed in the forum amongst the Councillors prior to being resolved at Strategy and Assets and ideally discussed in this forum.

#### **Recommendation**

That the information be received and noted.

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

That the information be received and noted.

CARRIED

## **REPORTS**

### **CBD17.8 Shopping in the Shoalhaven - Nowra Mall**

**HPERM Ref:  
D17/80128**

Louise Marr sent an email to the Mayor and all Councillors requesting Council and the Nowra CBD Revitalisation Strategy Committee to take action to encourage the Nowra Mall owners to make improvements.

The Council does not have authority as it is privately owned. Gordon Clark also advised of the struggle Council faces regarding the upkeep and maintenance of private land, and developers can

be requested to uphold their original Development Application requirements.

The Committee discussed the following options:

- A Mayoral letter to the owner of the property and issuing an additional cleaning bill
- Inspectors, Rangers or other Compliance Staff request maintenance be undertaken from a maintenance management point of view.
- Mayor and Council Staff on behalf of the Committee write to the Nowra Mall owners in relation to compliance.

It was also advised that the glass out the front of Coles has been broken and filled with board. The awning has broken and fell to the ground. This is a safety issue for pedestrians as well as eyesore.

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

That the Nowra CBD Revitalisation Strategy Committee contact the owner of Nowra Mall requesting advice of what (if any) steps they intend to take to improve appearance, maintenance and upkeep of Nowra Mall.

**RESOLVED** (By consent)

That:

1. A letter be sent from the Mayor to the owners of the Nowra Mall regarding improving appearance, maintenance and upkeep of Nowra Mall.
2. Council Staff investigate regulatory options that could be exercised and write on behalf of the Committee to the owner of the Nowra Mall

CARRIED

**CBD17.9 Nowra Laneway Historical Interpretive Plaques**

**HPERM Ref:  
D17/38046**

Mr Scott Baxter met with Historical Society, in relation to the Nowra Laneway Historical Interpretive Plaques. The Historical Society would like to know, how they would be recognised within the situation. A map will be developed.

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

That the Committee:

1. Advise on the allocation of \$4,053 for the plaques, plus installation costs
2. Nominate members to liaise with Nowra Historical Society in gathering suitable information and nominating laneways which will have plaques fixed to building walls.
3. Nominate members to liaise with shop and building owners where plaques are to be fixed.
4. Ensure the design of the signage and promotional material developed is consistent with/compliments the material being developed to promote the existing murals.

**RESOLVED** (By consent)

That the Committee:

1. Advise on the allocation of \$4,053 for the plaques, plus installation costs
2. Nominate members to liaise with Nowra Historical Society in gathering suitable information and nominating laneways which will have plaques fixed to building walls.
3. Nominate members to liaise with shop and building owners where plaques are to be fixed.
4. Ensure the design of the signage and promotional material developed is consistent with/compliments the material being developed to promote the existing murals.

CARRIED

**CBD17.10 Egans Lane Shop Facade Beautification****HPERM Ref:  
D17/38119**

Scott Baxter provided the following update:

There is commitment from 3 of the 4 owners.

The forecasted budget is \$100,000. This is made up of the images at approximately \$30,000 and the charcol façade \$60-70,000. It was advised that without the backdrop the colourful images would not have the same effect.

The budget for the current financial year has been exhausted, therefore no further commitments have been sourced. This is on hold until confirmation of the budget and the continuation of the Committee.

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

That the Committee receive the report for information.

**RESOLVED** (By consent)

That the Committee receive the report for information.

CARRIED

**CBD17.11 CBD Activation Example - Lismore Eat the Street Food Festival****HPERM Ref:  
D17/74332**

Gordon Clark advised that Lismore is a similar town centre to the Nowra Service Centre. The Lismore Eat the Street Food Festival was an interesting approach that could be interpreted in the Nowra CBD. This could be done as a one day long event where the main street is closed off. This was a significant festival for Lismore and the event brought 10,000 people to that one event.

Brochures were tabled at the meeting.

The event could be managed by either of the following options:

- Council attempt to run using Tourism and Economic Development Staff.
- Community run
- The event be outsourced to be run
- A hybrid of the three options previously listed

Sivan Agam raised concern regarding the need to build a broader strategy, what else is here for people to see and return to the CBD in the future?

The Committee stated this may bring new suppliers in and exposure.

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

That the Committee:

1. Allocate an initial \$50,000 from the 2017/18 budget to facilitate the organisation and operation of an annual activation event/festival in the Nowra CBD and request that a more detailed budget be prepared.
2. Discuss and determine its preferred model to organise and deliver this event.

**RESOLVED** (By consent)

That staff further investigate and report back to the Nowra CBD Revitalisation Strategy Committee in relation to the cost to run an activation event/festival annually in the Nowra CBD.

CARRIED

**CBD17.12 Nowra CBD Revitalisation Strategy - Budget Update**

**HPERM Ref:  
D17/75270**

The budget bottom line at the moment is \$1,500. Some funds are showing as allocated but not spent and no minute to confirm.

Nowra Façade, Egans Lane previously had \$18,000 allocated toward works which are not going ahead, this is potentially showing as committed funds within the budget. It was advised that this \$18,000 allocated (but not spent for Nowra Façade, Egans Lane) remain within the budget.

The Majority of the \$38,500 promotions budget has not been allocated, approximately \$35,000 of the balance could be used. As previously discussed this will be allocated to Christmas Promotions and decorations.

\$10,000 was allocated to Jessica Rippon's team all of which has been or is committed.

There is closer to \$50,000 remaining in the budget that has not been spent.

Michael Park was acknowledged for his work, and thanked by the Committee.

Gordon Clark advised that the Holt Centre up Kinghorne St and Fitzgerald Lane are the sites that have been chosen for her work to contribute the Faces of Nowra.

Gordon also showed artist ARcy's work, he produces animal faces, which could be a different spin on the Faces of Nowra, the Aquatique wall has been chosen for his work.

Currently we have a body of 5 significant murals, which could be promoted as part of the Historical Walk.

It was advised that staff have not given up on the local artist from Nowra and are still keen to have him contribute to the works.

These works will be covered using the allocated \$10,000 and additional funds from Gordon's Budget. If further funds are required a report will be submitted to the Nowra Revitalisation Strategy Committee.

Note: Clr Gash left the meeting, the time being 5.08pm.

Michael Park will email the final balance of budget prior to close of business Friday 17 March 2017.

Jessica Volkanovski, Strategy North Planner will take over responsibilities for the Nowra CBD Revitalisation Strategy Committee.

It was confirmed that the flags in Junction St (Court) changed regularly and are a different style. The Committee enquired whether it would be possible to have the remaining flags changed over to the new style. These flags were implemented prior to the commencement of the Committee, they were approximately \$2,000 per pole, however, once they are in the banners can be simply changed.

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

That the Committee receive the report on the Nowra CBD Revitalisation Strategy budget update for information.

**RESOLVED (By consent)**

That:

1. The Committee receive the report on the Nowra CBD Revitalisation Strategy budget update for information.

2. The balance of the promotions budget be set aside for staff to commence on Christmas promotion and decoration in CBD.

CARRIED

## **ADDITIONAL ITEMS**

### **CBD17.15 Pedestrian Movements - Junction St Nowra and Concrete Works in Kinghorne St and Worrigeer St**

Ben Stewart tabled the foot tracking Pedestrian Movements – Junction St Nowra (Sturgiss Newsagency). This can be used as a benchmark. The Committee can evaluate the data and see what the information could be useful for into the future. Ben Stewart will email the data to the Committee.

The Committee discussed the cracked concrete in Kinghorne St due to the expansion of the concrete. For Worrigeer St additional expansion joints mean they have been designed for expansion, therefore the same issues will not occur. Worrigeer St is due to commence mid-year. Currently specifications are being finalised to go to tender.

### **CBD17.16 Jerrinja Exposed Exhibition - Response Required**

Sivan Agam received a letter from Alex McNeily regarding the Jerrinja Exposed Exhibition expressing dissatisfaction towards the Committee from the Community in relation lack of support of funding. At the next meeting she will bring the letter to discuss as it will require a response and feedback from the Nowra CBD Revitalisation Strategy Committee.

### **CBD17.17 Supermarkets Upkeep and Trolleys - Invitation to Compliance Staff to Next Meeting**

The Committee expressed dissatisfaction with trolleys.

Scott Baxter advised the Committee, he spoke to ALDI, to upkeep lawns and addressed the trolley issue with Coles and Woolworths.

The Nowra CBD Business Chamber have been meeting to discuss maintenance and cleaning around the CBD with a maintenance person.

The Compliance staff have picked up over 100 trolleys and wrote to the stores, but don't get a response. They were once collected when a letter was addressed to the head office that 30 trolleys were impounded and if remained uncollected would be sold for scrap metal. Gordon Clark will invite the compliance manager to come to next meeting to explain what the staff can and cannot do to support the removal of trolleys.

### **CBD17.18 Promotions Committee - Easter Promotion**

A Promotion Committee has been tentatively created and already has 2 people coming on board. It is hoped to get more CBD retailers and owners within the CBD. The Committee discussed promotion for Easter. Suggestions were made for an Easter Bunny in Jelly Bean Park and a kids DJ from 2.00-3.00pm. Funds would cover Easter Bunny costume, volunteers, DJ and eggs. James Caldwell will make contact with Rhonda.

**RESOLVED** (Scott Baxter / Annie Aldous)

That \$1,500 be allocated to an Easter Promotion.

CARRIED

There being no further business, the meeting concluded, the time being 5.39pm.

Mr James Caldwell  
CHAIRPERSON