

## Nowra CBD Revitalisation Strategy Committee

**Meeting Date:** Wednesday, 15 November, 2017  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 4.00 pm

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### Agenda

1. **Apologies**
2. **Confirmation of Minutes**
  - Nowra CBD Revitalisation Strategy Committee - 11 October 2017 ..... 1
3. **Declarations of Interest**
4. **Reports**
  - CBD17.51 Nowra CBD Revitalisation Strategy - Budget & Projects Update ..... 7
  - CBD17.52 CBD17.42 - Pedestrian Counters in the Nowra CBD ..... 10
5. **General Business**



**Membership**

Mr Tony Fraser or delegate  
Mr Phil Costello or delegate  
Ms Annie Aldous  
Mr James Caldwell  
Mr Scott Baxter  
Mr Brendan Goddard  
Mr George Parker  
Ms Lynnette Kearney  
Mr Luke Sikora

**Non-voting members**

All Councillors

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:** Wednesday, 11 October 2017  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 4.03pm

The following members were present:

Mr James Caldwell - Chairperson  
Ms Annie Aldous  
Mr Scott Baxter  
Ms Lynnette Kearney  
Mr Gordon Clark – Delegate for Director, Planning Environment and Development  
Mr Tony Fraser – Acting Director Assets and Works

Others Present:

Clr Gash  
Clr White  
Russ Pigg – General Manager  
Tom Dimec – Assets Manager  
Sara McMahon – Governance Unit Manager  
Jessica Volkanovski – Strategic Planner  
Peter Russell – Integrity Real Estate

### Apologies / Leave of Absence

Apologies were received from Sivan Mayhew, Clr Pakes, Brendan Goddard, Luke Sikora and George Parker

### Confirmation of the Minutes

**RESOLVED** (By consent)

That the Minutes of the Nowra CBD Revitalisation Strategy Committee held on Wednesday 9 August 2017 and Wednesday 20 September 2017 be confirmed.

CARRIED

### PRESENTATIONS

Peter Russell provided an update on the Junction Street Markets and the follow points were made:

- It is not feasible to hold the markets and after speaking with several parties no one is prepared to take on the markets given the cost per stall.
- Some stall holders are prepared to pay between \$50-\$80
- It would cost over \$8500 per event and traffic management would also need to be arranged and the organisers would be left with minimal profit
- Berry makes approximately \$24,000 and Kiama approximately \$20,000
- The Riverfest stalls have increased in price (food stall \$500)
- The DA approved for 90 stalls in junction street, and Jelly Bean Park 25 stalls
- The total revenue is approximately \$8500, taking into consideration traffic management
- The insurance would cost approximately \$800-\$1200

James Caldwell asked if Peter could see a way forward to markets for the CBD. The response was not likely.

James Caldwell thanked Peter for the update and requested the information to be submitted in writing for circulation and Peter agreed.

## REPORTS

### **CBD17.41 Nowra CBD Revitalisation Strategy - Budget and Projects Update**

**HPERM Ref:  
D17/292705**

The Budget update was tabled at the meeting included the 2 applications for funding under the access improvement program.

An email was sent to all members of the Committee requesting voting of part 2. of the recommendation below. Seven responses were received. The following committee members voted in favour of part 2. of the recommendation:

George Parker  
Luke Sikora  
James Caldwell  
Phil Costello  
Annie Aldous  
Brendan Goddard  
Lyn Kearney

Parts 1. & 3. were discussed and voted on at the meeting scheduled for 11 October 2017

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

That the Committee,

2. With respect to the Access Improvement Program applications:
  - a) Support the application for 74 Kinghorne Street up to a value of \$3,000.
  - b) Support the application for 82 Junction Street up to a value of \$2,287.

CARRIED

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

That the Committee:

1. Accept the general Budget and Projects Update report for information.
3. Allocate \$2,500 to enable a local artist to produce new panels for the laneway adjacent to the Art Centre.

CARRIED

**CBD17.42 Pedestrian Counters in the Nowra CBD**

**HPERM Ref:  
D17/289560**

It was noted that this report was submitted by Brendan who was not present. The Counters need power, some counters can be run on wifi however are more expensive.

This report to be deferred to the next meeting.

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

That the Nowra CBD Revitalisation Strategy Committee:

1. Discuss the issue of pedestrian counters in the Nowra CBD.
2. Request a full historical analysis report on the current CBD pedestrian counter be provided to the Committee.

**RESOLVED** (By consent)

That the report regarding Pedestrian Counters in the Nowra CBD be deferred to the next meeting.

CARRIED

**CBD17.43 Infrastructure Sub-committee Footpath Update**

**HPERM Ref:  
D17/291863**

The Infrastructure Sub-Committee met and discussed the footpath on the western side of Berry Street, between Junction and Worrigeer Streets.

The follow points were made in relation to rehabilitation of the footpath:

- Consider asking adjoining owners for contribution
- Identify more than one area, which owners willing to contribute
- Have another walk around to identify areas requiring an upgrade

**Action:** Infrastructure SubCommittee to meet, in relation to possible projects including review of previous completed projects. The Acting Director – Assets and Works will organise a time and date.

**RESOLVED** (By consent)

That:

1. The Committee consider the information provided by the Infrastructure Sub-Committee regarding CBD footpaths;
2. Council send a letter to Australia Post regarding the stairs that are blocked (Director – Assets and Works)
3. The General Manager (Director – Assets and Works) provide indicative costs for footpath rehabilitation based on completed jobs

CARRIED

**CBD17.44 Stewart Place Modifications**

**HPERM Ref:  
D17/320280**

This item was raised by Scott Baxter who mentioned it prior to Ben Stewart resigning, in relation to the galvanised railings not being painted the same colour as other street furniture in the CBD. Suggested that Stewart Place was not consistent with the DCP and it should have been painted

the same as the CBD.

**Recommendation**

Would like to open a general discussion about the modifications to Stewart Place

**Recommendation** (By consent)

That Council undertake works in relation to the painting of the galvanised railings in the Stewart place carpark the same colour as the CBD pot plants and furniture in Jelly Bean Park.

CARRIED

**CBD17.45 Claude Neon Seating**

**HPERM Ref:  
D17/326402**

It was noted that the seating does not reflect the CBD design and concept.

It is also a safety question of the seats located near the roundabout. Does the insurance cover when the seats are in breach?

**RESOLVED** (By consent)

That

1. The Claude Neon seating reflect the Council design guidelines.
2. The Acting Director Assets and Works will organise an on site meeting in a few weeks to look at designs – possibly turning seats into planter boxes with their signs placed on them.
3. A report will be submitted to the next meeting in relation to this matter.

CARRIED

**CBD17.46 Christmas Trees**

**HPERM Ref:  
D17/327002**

The Committee held a discussion in relation to the Christmas Trees and the following points were made:

- Clr White and Lynette Kearney are investigating a range of options for a Christmas Tree promotion in the CBD called “Bringing Christmas back to the CBD”. Good feedback is being received.
- Shops are encouraged to participate with suggested advertising on seats be a prize
- Clr Gash suggested have some carolers
- Christmas flags will go on display
- Clr White and Lynette Kearney will come back to the Committee with further details of the promotion.
- Proceed with the information from the supplier

**RESOLVED** (By consent)

That

1. The report received from the Christmas Promotions sub committee be accepted and approved.
2. Gordon Clark to report back to the Committee on the cost per pole for the flag raising system.

CARRIED

**CBD17.47 Council funding of Flags for the "yes" group in the**

**HPERM Ref:**

**forthcoming postal vote****D17/327023**

The Chairperson and members raised concerns in relation to the decision to allow "Rainbow Flags" to be flown in the CBD by the Gilmore for Marriage Equality Group.

The General Manager responded to the enquiries and advised that the decision was in accordance with the resolution of the Council of January 2017 – which gave public support to the Marriage Equality Group and confirmed that the Group had paid for the production of the signs. The costs of installation was less than \$200.

**RESOLVED** (Lynnette Kearney / Annie Aldous)

That:

1. The report from the General Manager to the Committee explaining the funding arrangement for the flags for the "yes" group be received for information.
2. A Protocol be developed in relation to the communication between Council Staff and the CBD Committee (on a regular basis) with respect to promotions and banners.

CARRIED

**CBD17.48 Proposed amendments to car parking at Haigh Avenue****HPERM Ref:  
D17/327032**

It was noted that this is partly a development issue and the car park is not owned by Council.

**RESOLVED** (By consent)

That the Nowra CBD Business Chamber be asked to comment and make recommendations in relation to the current Development Proposal which alters the car parking arrangements near the previous Uncle Pete's Toys Building in Haigh Avenue.

CARRIED

**GENERAL BUSINESS****CBD17.49 Additional Item - Resignation of Sivan Mayhew and Membership appointment**

It was noted that Sivan had sent notice to Council that she can no longer attend the Nowra CBD Meetings and submitted a resignation.

It was also noted that as part of the previous round of membership appointments Wesley Hindmarsh was advised that if a position became available Council would notify him.

**Recommendation** (Annie Aldous / Lynnette Kearney)

That Council:

1. Accept the resignation from Sivan Mayhew; and
2. Invite Wesley Hindmarsh to become a member of the Nowra CBD Revitalisation Strategy Committee.

CARRIED

**CBD17.50 Additional Item - Alternate Membership Report**



George Parker has advised that due to various reasons he may be unable to attend some of the future meetings and wished to send an alternate member in his place.

The committee discussed this and would support being able to send an alternate if they were unable to attend.

**RESOLVED** (By consent)

That a report be submitted to the Committee in relation to the appointment of an alternate member for the Committee members.

CARRIED

There being no further business, the meeting concluded, the time being 5.55pm.

Mr James Caldwell  
CHAIRPERSON

## CBD17.51 Nowra CBD Revitalisation Strategy - Budget & Projects Update

**HPERM Ref:** D17/367417

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

**Attachments:** 1. November 2017 Budget - Nowra CBD Revitalisation Strategy [□](#)

### Purpose / Summary

Provide an update on the 2017/18 Budget and Projects.

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

That the Committee:

1. Accept the Budget and Projects Update for information.

### Budget Update

The updated budget is provided as **Attachment 1**. The updated budget reflects the recent support for the Local Artist Project in the ThoroughFair Laneway in response to a recent vandal attack.

The Budget also identifies a nil budget allocation for Christmas Decorations and Footpath Upgrade as this is yet to be resolved.

### Project Update

#### *Banner Poles*

In response to a request at the previous meeting, a verbal Update will be provided on the cost of the flag raising system (Bannerconda).

#### *Shoalhaven Development Control Plan (DCP) 2014 – Draft Chapter G18 Streetscape Design of Town and Village Centres*

Council's Strategic Planning Unit have recently reported to Council a new Draft DCP Chapter which applies to thirteen town and village centres including Nowra CBD. The Draft DCP Chapter introduces development controls for streetscape works when development occurs on certain streets within nominated centres, or a certain development type is proposed.

The Draft DCP Chapter is supported by a Draft Streetscape Technical Manual which has been prepared by Council's City Design Services and identifies unique streetscape palettes for individual town and village centres. The palette for Nowra CBD is representative of the new palette introduced for footpaths and pathways, planting, furniture and unique places (i.e. Junction Court and Jelly Bean Park).

The public exhibition of the Draft DCP Chapter will commence soon.

*Possible Winter Event in Nowra CBD - Stakeholder Engagement*

The consultants MyTravelResearch.Com are currently working with University of Technology Sydney students to undertake a survey to gauge from a wider audience what type of event would encourage them to visit Nowra CBD. The draft report will be ready for review by December 2017.

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 ?												
	2015/16 Budget						Committed		Spent			
	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			
	Total						\$463,900		\$442,112			
	Remaining						\$57,889					
	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan	Feb	Mar	Apr	May	Jun
	Façade Improvement Program											
	Mural											
	Kinghorne Street											
	Plantar boxes											
	Worrigee Street											
	2016/17 Budget						Budget					
	Promotions						\$38,500		\$38,500			
13008	Radio Promotions						\$1,500		\$1,500			
13008	Activation						\$10,000		\$10,000			
74805	Façade Improvement Program						\$15,000		\$10,680			
	Kinghorne Street						\$213,000		\$213,000			
74801	Counters						\$25,000		\$19,789			
74801	Mural						\$10,000		\$10,000			
13008	Lions Club Banners						\$2,415		\$2,415			
	Plantar Boxes						\$22,991		\$22,991			
	Egans Lane Façade Improvement						\$18,000		\$0			
	Worrigee Street						\$200,000		\$200,000			
	Heritage Plaques						\$6,000		\$0			
	Total						\$562,406		\$528,875			
	Remaining						-\$4,518		\$29,014			
	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan	Feb	Mar	Apr	May	Jun
	Façade Improvement Program											
	Access Improvement Program											
	2017/18 Budget						Budget					
	Promotions/Activation (Annual Activation Event/Festival)						\$50,000.00					
	Façade Improvement Program						\$15,000.00		\$9,475.00			
	Access Improvement Program						\$15,000.00		\$5,287.00			
	Parklet Program						\$20,000.00					
	Consultation for Possible Event						\$5,000.00		\$5,000.00			
	ThoroughFair Laneway - Local Artist Project						\$2,500.00					
	Christmas Decorations											
	Footpath Upgrade - Location TBC											
	Total						\$107,500		\$19,762.00			
	Remaining						\$392,500		\$480,238.00			

## **CBD17.52 CBD17.42 - Pedestrian Counters in the Nowra CBD**

**HPERM Ref:** D17/360833

**Submitted by:** Brendan Goddard

This item was deferred from the meeting scheduled on 11 October 2017.

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

That the Nowra CBD Revitalisation Strategy Committee:

1. Discuss the issue of pedestrian counters in the Nowra CBD.
2. Request a full historical analysis report on the current CBD pedestrian counter be provided to the Committee.

### **Details**

In May 2017 Brendan Goddard recommended four (4) possible locations for pedestrian counters in the Nowra CBD. If the locations were thought to be appropriate, landowners were to be contacted for approval to use their premises to house the counters. Once agreement was made with landowners the Committee had agreed to purchase and install two (2) new counters.

The four locations identified were:

1. Holt Centre Building – Possibly Zest, we would want them facing the Kinghorne Street footpath not in the arcade
2. Berry Street – Outside Old Grace Bros Building or Possibly Standish Medical Centre
3. Cnr Kinghorne & Junction Streets - Telstra Shop or Commonwealth Bank
4. Worrigeer Street, Peter Phelps Florist / Integrity Real Estate (Consideration to this being a movable device to be moved 6 monthly)

The Committee should discuss the suitability of the suggested sites and/or whether other locations are to be reviewed and identified.

The pedestrian counters are a valuable tool for the Committee and are needed to move forward with increasing the number and spread of the counters.

A full historical analysis report on the counters should be provided as the Council website only shows the last 2 months data. The last 12 months data would be interesting to look at for the Committee.

Note: Data is updated monthly and shows the previous two months. The data can be viewed on Council's website <http://shoalhaven.nsw.gov.au/Planning-amp-Building/Strategic-planning/General-planning-information/Nowra-CBD-revitalisation>