

Nowra CBD Revitalisation Strategy Committee

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

Please note: Council's Code of Meeting Practice permits the electronic recording and broadcast of the proceedings of meetings of the Council which are open to the public. Your attendance at this meeting is taken as consent to the possibility that your image and/or voice may be recorded and broadcast to the public.

Agenda

1. **Apologies**
2. **Confirmation of Minutes**
 - Nowra CBD Revitalisation Strategy Committee - 8 February 2017 1
3. **Declarations of Interest**
4. **Reports**
 - CBD17.8 Shopping in the Shoalhaven - Nowra Mall.....7
 - CBD17.9 Nowra Laneway Historical Interpretive Plaques 18
 - CBD17.10 Egans Lane Shop Facade Beautification.....20
 - CBD17.11 CBD Activation Example - Lismore Eat the Street Food Festival.....22
 - CBD17.12 Nowra CBD Revitalisation Strategy - Budget Update24
5. **General Business**

Membership

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

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, 8 February 2017
Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra
Time: 4.00pm

The following members were present:

Mr Ben Stewart - Director Assets & Works
Mr Tim Fletcher - Director Planning & Development Services
Mr James Caldwell - Chairperson
Mr Scott Baxter
Mr Brendan Goddard – Arrived at the meeting at 4.19 pm
Mr George Parker
Ms Sivan Agam

Others Present:

Clr Findley
Clr White
Clr Gash
Clr Cheyne
Clr Proudfoot
Clr Kitchener
Gordon Clark – Section Manager, Strategic Planning
Ros Holmes – Unit Manager, City Design & Support
Mike Harben – Section Manager, Business & Property
Ms Jessica Rippon – Executive Manager, Communications

Apologies / Leave of Absence

An apology was received from Annie Aldous and Russ Pigg

Confirmation of the Minutes

RESOLVED (By consent)

That the Minutes of the Nowra CBD Revitalisation Strategy Committee held on Thursday 27 October 2016 be confirmed.

CARRIED

REPORTS

CBD17.1 Committee Meetings for 2017

HPERM Ref:
D16/397893

Recommendation (Item to be determined under delegated authority)

That the Committee nominate the meetings dates of the Nowra CBD Revitalisation Strategy Committee for 2017.

(date/s to be inserted at the meeting)

RESOLVED (By consent)

That the Committee nominate the following meeting dates for the Nowra CBD Revitalisation Strategy Committee for 2017.

Day	Date	Time
Wednesday	15 March	4.00 pm to 6.00 pm
Wednesday	19 April	4.00 pm to 6.00 pm
Wednesday	17 May	4.00 pm to 6.00 pm
Wednesday	14 June	4.00 pm to 6.00 pm
Wednesday	9 August	4.00 pm to 6.00 pm
Wednesday	13 September	4.00 pm to 6.00 pm
Wednesday	11 October	4.00 pm to 6.00 pm
Wednesday	15 November	4.00 pm to 6.00 pm

CARRIED

CBD17.2 Member Resignation - Mark Crowther

HPERM Ref:
D17/36538

The Committee discussed the composition of the Committee membership and considered whether the vacant "land owner" member position should be changed to a "business owner" position or a "community" member position.

Note: Brendan Goddard - Arrived at the meeting at 4.19 pm

Clr White suggested through the Chair that the Committee consider a member position that is comprised of someone with retail experience and experience working with the community.

It was noted that the Committee should be a snapshot of the community with an interest in the CBD. Members also discussed having a sub-group of non-voting community members and considered how to build community involvement.

The members discussed advertising the vacant member position as a Retailer (non-property owner) position rather than a Land Owner position

Recommendation

That Council

1. Accept the resignation of Mr Mark Crowther from the Nowra CBD Revitalisation Strategy Committee.
2. Write to Mr Crowther to thank him for his contribution to the Committee.

3. Advertise the vacant “Land Owner” member position.

Recommendation (Scott Baxter / Brendan Goddard)

That Council

1. Accept the resignation of Mr Mark Crowther from the Nowra CBD Revitalisation Strategy Committee.
2. Write to Mr Crowther to thank him for his contribution to the Committee.
3. Remove one Council staff position (Council to determine: Director Assets & Works or Director Planning & Development or General Manager)
4. Add one (1) additional Community member position
5. Council amend the remaining Nowra CBD Revitalisation Strategy Committee in addition to the reduced staff positions in the Terms of Reference to reflect the following membership:
 - Two (2) Community members (non business operator or landowner)
 - Two (2) CBD Landowners
 - Three (3) CBD Business owner/operators
 - One (1) CBD Business retailer (vacant)
6. Advertise the vacant positions.

Other Business

CBD17.6 Additional Item - 2016 Christmas Decorations in Nowra CBD

James Caldwell raised the issue of the lack of Christmas decorations in the Nowra CBD for the 2016 season and expressed his concern regarding comments in the media. Funding Christmas decorations from the Committees allocated budget was also raised.

The Committee also discussed the possibility of the local business chamber/s managing Christmas promotions and encouraging businesses to be involved, for instance by providing their own decorations.

It was noted that the Committee’s Terms of Reference, defines the following delegated authority under section 2.5 with regard to funding promotions in the CBD:

To expend funds raised outside of Council as the Committee deems appropriate, e.g. promotions, entertainment etc.

Sivan Agam suggested that the Committee consider strategies and ideas for promotions that don’t require a large funding commitment.

The Committee discussed planter boxes, lighting in trees and above street and the associated electrical capacity required.

Ros Holmes confirmed there is sufficient electrical capacity for the additional lights in Junction Street, however, not in Berry Street.

The issue of the need for a dedicated resource, a place manager, to make Nowra CBD activated, was raised. Discussion followed regarding funding.

CBD17.7 Additional Item - Raised Planter Boxes in the CBD

The Committee was advised of the following cost estimates (supply and delivery) for raised planter containers. It was noted that on-going maintenance costs are not included in these costings.

The colour and design has been selected to comply with the draft Streetscape Technical Manual and existing planters in the Nowra CBD. Delivery is approximately 6-8 weeks from order.

The supplier is Street Furniture Australia and the order includes raised rectangular planter, internal drip tray, soil, plants, and delivery.

- 5 units – Total \$8622.50
- 9 units – Total \$14,664
- 15 units – Total \$22,991

RESOLVED (Scott Baxter / Brendan Goddard)

That the Nowra CBD Revitalisation Strategy Committee 15 raised planter boxes in the Nowra CBD with specific locations to be determined.

CARRIED

REPORTS

CBD17.3 Nowra CBD Facade Improvement Financial Assistance Program - Application for 108 Kinghorne Street, Nowra (Applicant: Macmar Holdings Pty Ltd)

**HPERM Ref:
D17/10326**

Note: Scott Baxter left the meeting at 5:43pm – due to conflict of interests

Note: Brendan Goddard left the meeting at 5:44pm – due to conflict of interests

Members discussed the application, proposed colour scheme, and the program area.

Recommendation (Item to be determined under delegated authority)

That the Committee:

1. Agree to support the request up to a value of \$2,205.00 (being 50% of total cost of the works), subject to discussions with the applicant regarding a more appropriate colour scheme.

RESOLVED (Ben Stewart / Tim Fletcher)

That the Committee agree to support the Nowra CBD Facade Improvement Financial Assistance Program application for 108 Kinghorne Street, Nowra from the applicant, Macmar Holdings Pty Ltd, up to a value of \$2,205.00 (being 50% of total cost of the works), subject to discussions with the applicant regarding a more appropriate colour scheme.

CARRIED

Note: Brendan Goddard returned to the meeting at 5:49pm

Note: Scott Baxter returned to the meeting at 5:49pm

CBD17.4 Nowra CBD Revitalisation Strategy - Staff Updates**HPERM Ref:
D17/29580**

- Budget update
Gordon Clark provided an update.
- Notice of Motion – Report on the effectiveness of the Revitalisation Committee
Tim Fletcher advised the Committee that a report will be provided to Council for consideration. The Committee was encouraged to provide comments and feedback.
- Nowra CBD Building Heights and Development Controls update – not discussed
- Christmas decorations – discussed earlier in meeting.
- Pop-up cinema Nowra – not discussed
- Street trees – not discussed

Recommendation (Item to be determined under delegated authority)

That the Committee receive the update report for information.

RESOLVED (By consent)

That the Committee receive the following update reports for information.

- Budget update
- Notice of Motion – Report on the effectiveness of the Revitalisation Committee

CARRIED

**CBD17.5 Vacant land held by Shoalhaven City Council within
Nowra CBD****HPERM Ref: D17/7013**

James Caldwell spoke about vacant land held by Council in the Nowra CBD and discussion followed.

Tim Fletcher questioned if this issue is appropriate for consideration by this Committee.

Ben Stewart noted that Council actively considers land surplus to Council's needs.

Recommendation (Item to be determined under delegated authority)

1. That staff provide the following detail regarding vacant land held by Shoalhaven City Council:
 - a. When the land acquired.
 - b. The purpose of the acquisition.
 - c. The estimated date of implementation of utilisation or development on acquisition.
2. The Committee to discuss the following in regard to the vacant land held by Shoalhaven City Council within the Nowra CBD:
 - a. Is there still value in retaining such land at unnamed lane off Graham Street?
 - b. If no valid reason to retain then suggest disposal be considered.

RESOLVED (By consent)

That the Committee receive the update report for information.

CARRIED

There being no further business, the meeting concluded, the time being 6.01pm.

Mr James Caldwell
CHAIRPERSON

CBD17.8 Shopping in the Shoalhaven - Nowra Mall

HPERM Ref: D17/80128

Group: Corporate & Community Services Group
Section: Human Resources, Governance & Customer Service

Attachments: 1. Shopping in the Shoalhaven - Email [↓](#)
2. Nowra Mall - Images [↓](#)

Purpose / Summary

To consider the information and images received from a Shoalhaven resident regarding Nowra Mall.

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.

Options

1. As recommended
2. Receive for information and take no action.

Background

Council recently received an email (refer to Attachment 1) and images (refer to Attachment 2) from a concerned resident regarding the upkeep of the Nowra Mall.

The resident has expressed concern with the lack of upkeep and appearance of Nowra Mall stating that: *'At a time when many within the Shoalhaven are doing a great deal to promote Nowra and the Shoalhaven as a destination, along with revitalising the CBD, this particular well known shopping precinct is not in keeping with the improvements and positive movements being made within the town'.*

Subject: Shopping in the Shoalhaven - An Eyesore!

Good Morning Mayor and Councillors

In February last year I wrote the email below email, with the attached images to the Former Mayor. At the time Ms Gash replied that as a Council there was not a lot that could be done.

Now, over one year on, and with a new Council I am coming to you, not with a problem but a proposal for a solution....

I would like to encourage all of the Shoalhaven Councillors to agree to pass a motion that Commercial Property owners in the Shoalhaven need to meet a certain standards, with respect to upkeep of their premisses. Failure to do so would result in fines payable to the Council.

I am not entirely sure that this is something which can be done by Council? However, in my experience, as a ratepayer in another Council area, I have previously been ordered to have a vacant block of land mowed to avoid a fine. If such penalties can be enforced on private Ratepayers, surely similar expectations can be made of Commercial Ratepayers?

Nowra Mall, certainly is possibly the biggest offender for neglect of Commercial Property within the Shoalhaven, but looking around, there are certainly others that could be taken to task.

I hope you consider this as a serious issue, particularly now, as Nowra and the Shoalhaven appreciating record numbers in growth in numbers of both new residents and visitor numbers.

Please read the email below and let me know your thoughts on the potential reality for my proposed solution.

Sincerely
Louise Marr

Dear Mayor

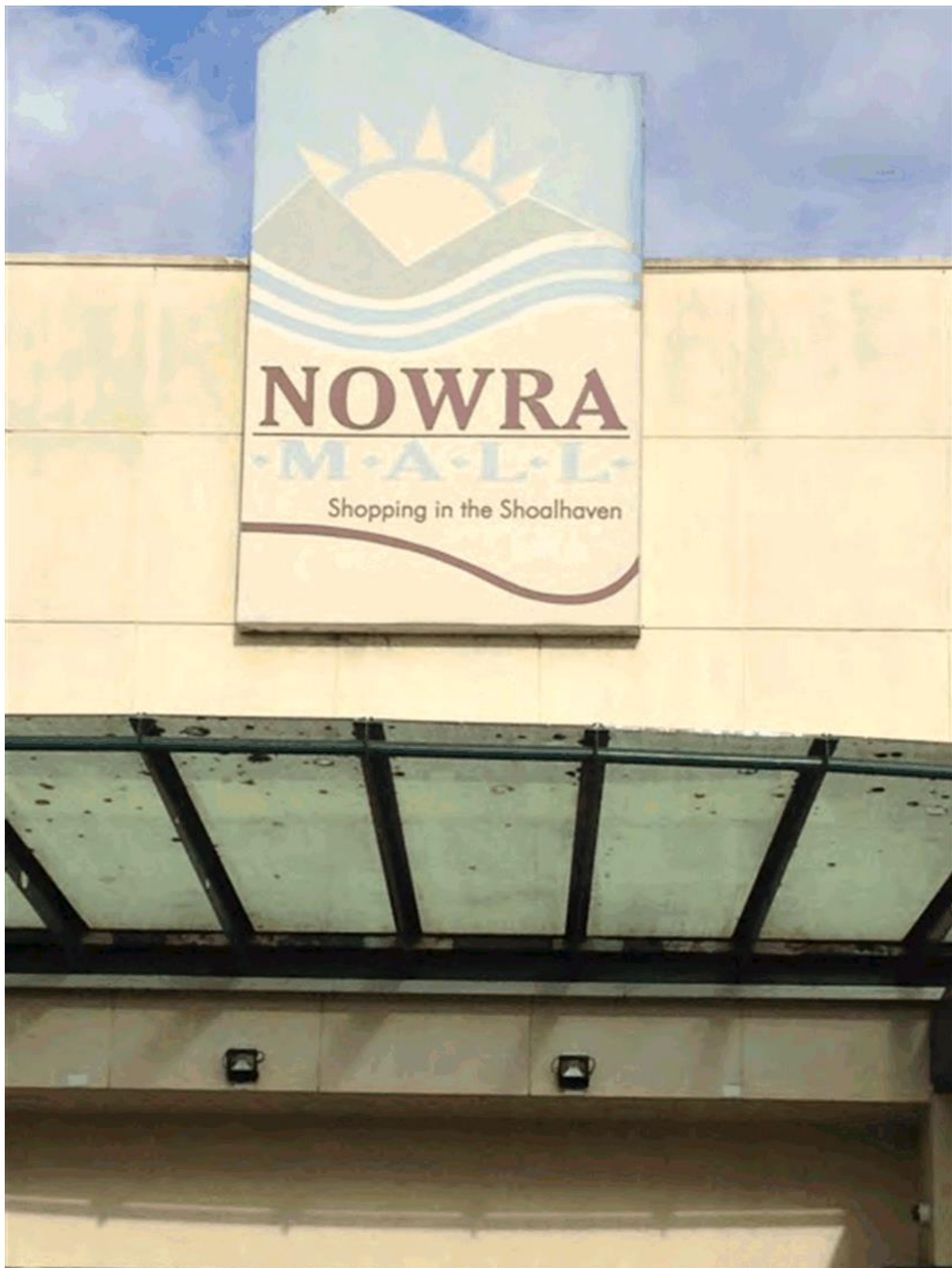
As a resident of the Shoalhaven and an employee of a retail store in Nowra, I am requesting that you, our Council, take a look at Nowra Mall. Please see photos attached, and note that I have not included the bathrooms - of which I have used cleaner in 3rd World Countries.

It would seem that whomever is the Custodian of the property known as 'Nowra Mall' takes little interest in it's upkeep or appearance. As the 'Nowra Mall' sports the slogan "Shopping in the Shoalhaven", I suggest that it is time for Shoalhaven Council take the vested parties to task with regards to the lack of maintenance on the Property.

At a time when many within the Shoalhaven are doing a great deal to promote Nowra and the Shoalhaven as a destination, along with revitalising the CBD, this particular well known shopping precinct is not in keeping with the improvements and positive movements being made within the town.

I would appreciate any efforts that the Council could take to ensure accountability for any parties which appear to have taken from our Community for many years, but seem reluctant to make good with general upkeep, as a means of giving back.

Sincerely
Louise Marr
Resident, Ratepayer, Concerned Community Member





CBD17.8 - Attachment 2



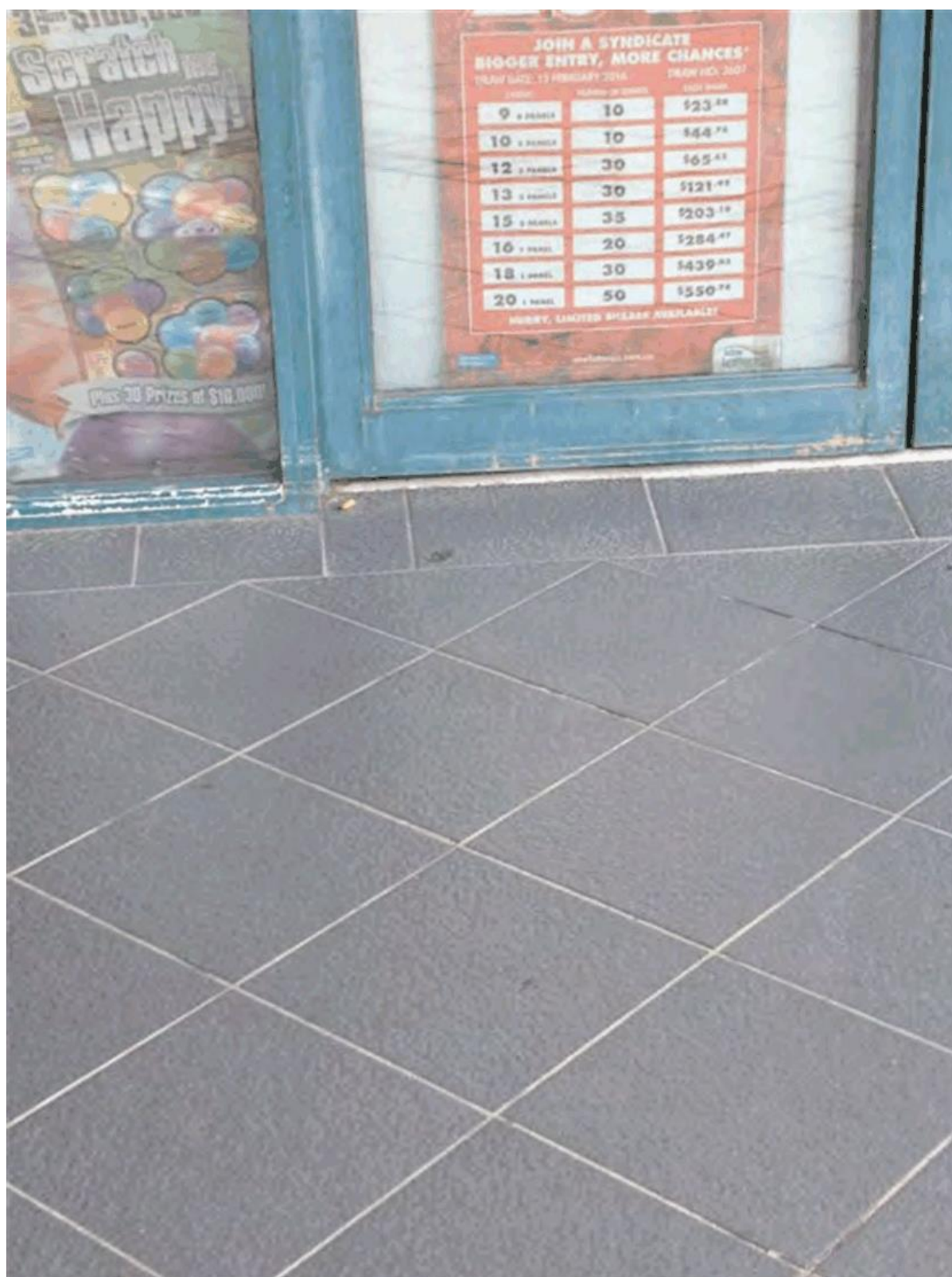
CBD17.8 - Attachment 2



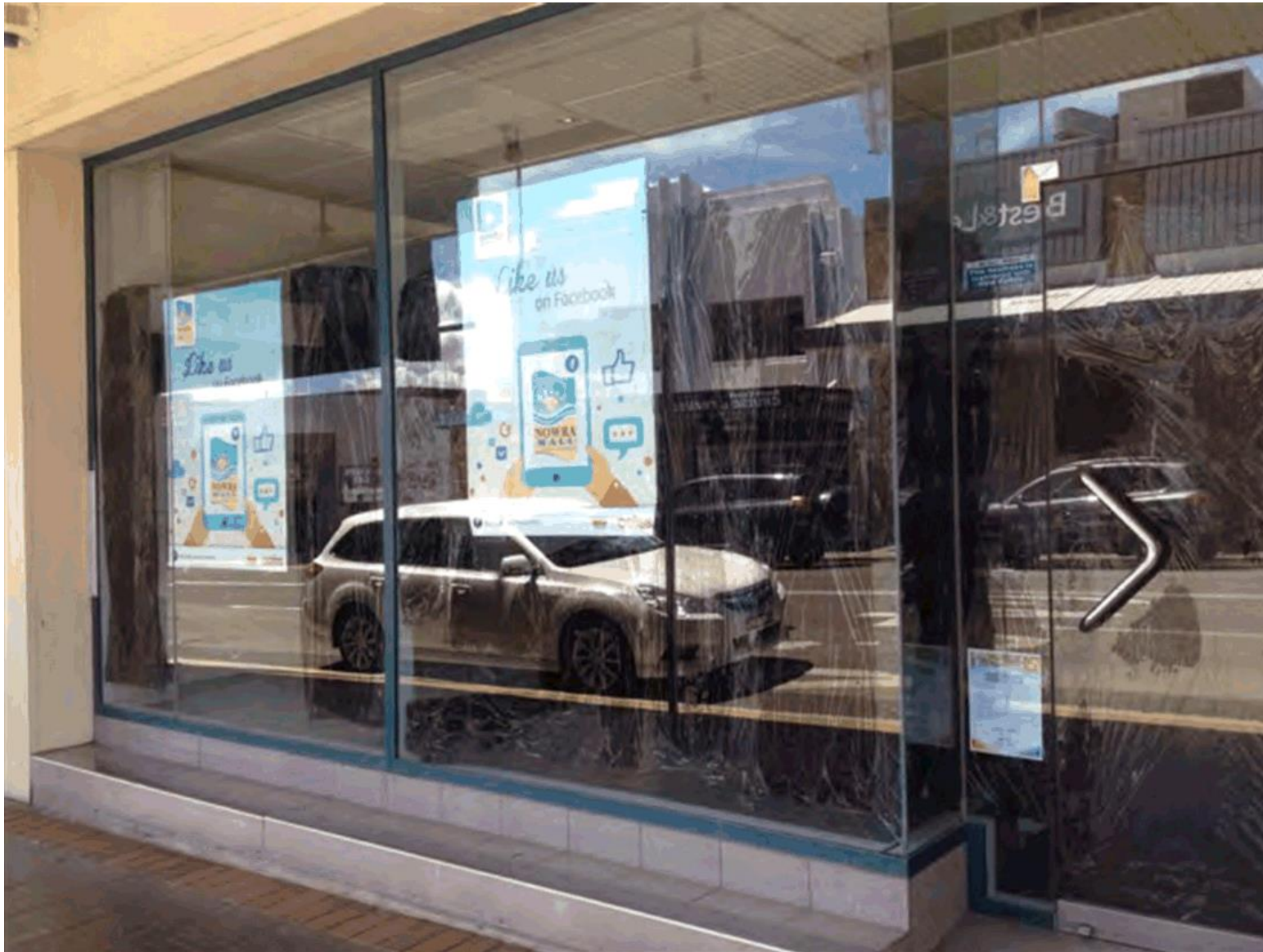
CBD17.8 - Attachment 2



CBD17.8 - Attachment 2









CBD17.9 Nowra Laneway Historical Interpretive Plaques

HPERM Ref: D17/38046

Group: Assets & Works Group
Section: Project Delivery & Contract

Purpose / Summary

The following report is provided for information and as requested as to how to proceed with the placement of interpretive signage in Nowra Laneway.

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.

Options

1. Accept the recommendation as written.

Implications: The first stage , purchasing the plaques, can be completed

2. Do not accept the recommendation as written.

Implications: The opportunity to install some historical informative plaques will be lost.

Background

As part of the Aesthetic Team progressing Nowra CBD Revitalisation, Scott Baxter recommended a cost estimate be obtained for the supply of interpretive signage to be placed on building walls throughout Nowra's CBD laneways and reported to the Committee. Mr Baxter advised that the Nowra Historical Society have volunteered to supply local photographs and historical information and are looking forward to working on this project. The information and photographs to be used will be determined by Committee members liaising with the Historical Society.

A plaque location map will also be required which may be used by those interested in undertaking a walk around the Nowra CBD viewing the plaques.

Please see below an indicative price of \$4,053 which allows for the following:

- 20 plaques - 200 mm x 300mm x 3mm anodised etched aluminium plaques – Black on silver, package & freight, GST. Plus hardware and installation to be advised.

Not included:

- Selection of appropriate laneways which can be part of a historic walk around Nowra.
- Compiling the photo history, creating the text and provision of the graphic design work, choosing the laneways, checking of proofs.
- Installation.
- Council staff input.

Strategic Context

Council staff are also in the process of developing branding and promotional material for a mural trail, to be rolled out in the lead up to the next large scale mural in the CBD. The concept of a historic / cultural walk throughout the CBD ties in well with the mural trail, and interpretive signage can play an important role in providing a human connection to the town's history. However, it is important to ensure that the signage and promotional material for the historic walk are consistent with the Nowra CBD Arts and Culture branding that is currently being developed to promote the CBD murals.

The historic / cultural walk should also be used as an opportunity to celebrate the existing heritage buildings in the Nowra CBD such as the Nowra School of Arts and the Postman's Tavern.

CBD17.10 Egans Lane Shop Facade Beautification

HPERM Ref: D17/38119

Group: Assets & Works Group
Section: Project Delivery & Contract

Purpose / Summary

Report on outcome of meeting held 2 February 2016 between Scott Baxter, Martin Uptis and Roslyn Holmes to discuss the Egans Lane Shop Façade Beautification project.

Recommendation (Item to be determined under delegated authority)

That the Committee receive the report for information.

Options

1. Adopt the recommendation

Implications: The Committee takes no further action and the works do not proceed

2. Propose an alternative

Implications: The Committee may consider allocating funds as part of the Revitalisation program towards the graphics, if the private owners funds the façade improvement. Another alternative may be considered, any works on Private Property must be resolved by Council in accordance with the Local Government Act.

Background

On Thursday 2 February 2016, a meeting between Scott Baxter, Martin Uptis and Roslyn Holmes was held to discuss the Egans Lane Shop Façade Beautification. The intention of the meeting was to gain acceptance and agreement from property owners to fund the painting of the northern façade of buildings overlooking Jelly Bean Park.

Scott presented information on behalf of the shop owners whose businesses are adjacent to and overlook Jelly Bean Park. A list of shop owners names are listed below. Scott noted that all owners were generally supportive of the idea. However owners of 103 Junction Street, F. M. Morrison Pty Ltd stating they did not like the background colour. It was explained that the colour was chosen to integrate with the colour of Comfort Shoe shop façade and also to simplify the buildings which have numerous accretions, awnings, signage and styles and thus assisting the buildings to recede into the background, allowing the graphics to pop out and revitalise the laneway.

It was also discussed that the awning over Darrell Lea and Comfort Shoes to be treated in matching red and white stripes.

A cost estimate from a local painting contractor was discussed and was to be sourced to afford a comparison to the estimated price obtained from the Quantity Surveyor.

Further discussion was held on working out of hours to avoid delivery conflicts for that section of the laneway.

Property owner's names:

- | | |
|--------------------------|---|
| • 91 Junction St, Nowra | J. Meakin |
| • 95 Junction St, Nowra | Bruderlin Super Pty Ltd, Junction St Pty Ltd, |
| • 97 Junction St, Nowra | Junction 97 Pt Ltd |
| • 103 Junction St, Nowra | FM Morison Pty Ltd |
| • 105 Junction St, Nowra | Shoalhaven City Council |
| • 111 Junction St, Nowra | S.M. Donato & C.P. Golotta |
| • 113 Junction St, Nowra | S.M. Donato & C.P. Golotta |
| • 115 Junction St, Nowra | Comserv (No 1596) Pty Ltd |

CBD17.11 CBD Activation Example - Lismore Eat the Street Food Festival

HPERM Ref: D17/74332

Group: Planning & Development Services Group
Section: Strategic Planning

Purpose / Summary

To provide information to the Committee on the Lismore 'Eat the Street' Food Festival and seek support for a similar annual activation event for the Nowra CBD.

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.

Options

1. Adopt the recommendation.

Implications: Holding an annual activation event in Nowra CBD potentially has significant benefits for the local businesses and the CBD overall as it promotes the CBD and provides an opportunity to encourage visitation to Nowra CBD on weekends, outside of traditional peak periods.

2. Allocate an alternative budget sum.

Implications: A reduced sum may limit the potential of an event of this kind.

3. Receive this report for information only and not proceed further with an annual activation event.

Background

The 'Eat the Street food' festival is an annual festival held in Lismore CBD for one day in autumn. The festival includes over 80 food, beverage, trade, community and fresh produce exhibitors, cooking demonstrations from celebrity chefs, live music and family fun activities.

The festival involves the main street of Lismore CBD being closed to traffic and transformed into a 'street food strip' with local businesses selling their produce, and an open-air beer garden with live music. This free one-day event attracts in excess of 10,000 people to the Lismore CBD.

This year will be the third annual Eat the Street event. More information can be found at the following website: <http://www.visitlismore.com.au/eat-the-street/p/797>

Given the success of the festival, it is considered that a similar concept could be initiated in Nowra CBD. An event of this kind would help promote the CBD and its businesses which would have major benefits.

Running the event outside of the busy RiverFest and Christmas / New Year period, such as in autumn or winter, would provide an incentive for people to visit the Nowra CBD in what is traditionally the off-peak period.

Closing Junction Street between Kinghorne and Berry Streets would provide an opportunity for local businesses to showcase their products and produce to residents and visitors whilst the existing businesses in the CBD would benefit by the increased foot traffic as a result of the event. The event also provides an opportunity to 'show off' the positive changes that have happened in Nowra in the past two to three years such as the murals and streetscape upgrades.

Options to run the event

1. Should the Committee be keen to see an annual event of this nature undertaken in the CBD, then the running of the event will need detailed consideration. The following is a brief overview of the potential options in this regard:
2. Council run – this may involve engaging additional staff resources to assist the Tourism and/or Economic Development Sections, to arrange and run the event.
3. Community run – there could be a community group/body that is prepared to take on the running of the event.
4. Outsourced model – this option could involve outsourcing the event to an events management business or similar.
5. Hybrid – a mixed Council/community/business model could also be an option.

Financial Implications

A budget estimate of \$50,000 is suggested to organise an event of this kind in Nowra CBD however a more detailed budget will need to be prepared if the committee supports the concept.

CBD17.12 Nowra CBD Revitalisation Strategy - Budget Update

HPERM Ref: D17/75270

Group: Planning & Development Services Group
Section: Strategic Planning

Attachments: 1. Budget Update [↓](#)

Purpose / Summary

To update the Committee on the current status of the 2016/17 financial year budget.

Recommendation (Item to be determined under delegated authority)

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

Budget Update

The current budget for the 2016/17 financial year is provided as Attachment 1 to this report. Based on the commitments made to date, there is potentially only \$1,483 of unallocated funds. However, it is noted that a significant portion of the committed funds have not yet been spent.

A verbal update on the budget will be provided at the meeting.

CBD17.12 - Attachment 1