

## Nowra CBD Revitalisation Strategy Committee

**Meeting Date:** Wednesday, 19 April, 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 - 15 March 2017 ..... 1
3. **Declarations of Interest**
4. **Presentations**
  - CBD17.19 Update - Junction Street Market - Peter Russell
5. **Reports**
  - CBD17.20 Access Improvements to CBD Premises ..... 8
  - CBD17.21 Nowra CBD Revitalisation Strategy - Budget and Projects Update ..... 12
  - CBD17.22 Parks and Leisure Australia Seminar - Pop Ups, Parklets and Streetscapes ..... 15
  - CBD17.23 Shop Closure Kinghorne/CBD ..... 20
  - CBD17.24 Cultural and Community Revitalisation Plans for Nowra CBD 2017-2021 ..... 21
6. **General Business**
  - CBD17.25 Shopping Trolleys - Update

**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, 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: Cllr 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 Worrigea 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 Worrigea St additional expansion joints mean they have been designed for expansion, therefore the same issues will not occur. Worrigea 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

## CBD17.20 Access Improvements to CBD Premises

HPERM Ref: D17/77943

**Group:** Finance Corporate & Community Services Group  
**Section:** Recreation Community & Culture

### Purpose / Summary

To provide information to the Committee about the Disability Inclusion Action Plan (DIAP), a legislative requirement due to be adopted by 1 June 2017; and to request funds from the Committee to encourage landlords in Nowra CBD to improve/upgrade accessibility to their premises.

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

That the committee

1. Allocate \$30,000 from the 2017/2018 Nowra CBD Revitalisation Committee budget to offer landlords an incentive to improve physical access to retail businesses in the CBD.
2. Offer to fund 75 percent of the cost to improve physical access to premises capped at \$5,000 per landlord.

### Options

1. Adopt the recommendation

Implications: Improving access to premises increases patronage of those businesses and makes the CBD a more disability, age and child-friendly place to shop. This aligns with the following community outcomes that the DIAP seeks to achieve:

- People with disability in the Shoalhaven experience inclusive attitudes and behaviours from Council, contractors and in the broader community.
- People with disability in the Shoalhaven find accessing places of recreation, learning and leisure, community celebration, cultural participation, tourism, entertainment and shopping easier and more inclusive.
- People with disability have equal and fair access to employment with Shoalhaven City Council.

This would be an opportunity to engage the community and draw people to the CBD through a media campaign to demonstrate the willingness of the CBD businesses to include people with disabilities and show that they are valued members of our community.

2. Combine this program with the existing Façade Improvement Financial Assistance Program.

Implications: This option would allow land owners and business owners to seek funding under an existing program that is administered by the Revitalisation Strategy Committee by expanding the eligible works to include physical access improvements.

In the last three rounds of the Façade Improvement Program the take up has only ever reached approximately 50%. Expanding the program to include physical access improvements as eligible works may encourage take up of the whole allocated budget.

Whilst the budget for physical access improvements would be reduced, it would still provide an opportunity to improve the accessibility of the Nowra CBD.

3. Receive this report for information only.

Implications: The CBD misses the spending potential of a large proportion of the community including people with disability, frail aged and parents with strollers.

## Background

### Disability Inclusion Action Plan

The Shoalhaven City Council Disability Inclusion Action Plan 2017-2020 provides a four year framework for improving access and inclusion across the Shoalhaven Local Government Area and to Council services. The Plan outlines the steps Council aims to take over the next 4 years to support and improve the inclusion of people with a disability as part of its core business, and to remove barriers to access and participation.

#### *Focus Areas, Community Outcomes, Strategies and Actions*

The Disability Inclusion Action Plan is required by the NSW Disability Inclusion Act 2014, and to be aligned to the four Focus Areas of the NSW Government's Disability Action Plan, being:

- Attitudes and Behaviours
- Liveable Communities
- Systems and Processes
- Employment

#### *Community Outcomes*

Under each Focus Area the Shoalhaven City Council Disability Action Plan names the community outcomes that the Plan seeks to achieve. They are:

- 1 People with disability in the Shoalhaven experience inclusive attitudes and behaviours from Council, contractors and in the broader community.
- 2 People with disability in the Shoalhaven find accessing places of recreation, learning and leisure, community celebration, cultural participation, tourism, entertainment and shopping easier and more inclusive.
- 3 Systems and Processes of Council are barrier free for people with disabilities.
- 4 People with disability have equal and fair access to employment with Shoalhaven City Council.

Strategies and measures describe how we intend to achieve these outcomes, and the actions for each strategy include their own measures, as well as which section in Council is responsible for the action, and a time frame for when it will be undertaken.

#### *Implementation, Monitoring and Evaluation*

The Disability Inclusion Action Plan (2017-2020) strategies and their measures are linked to the Community Strategic Plan, and will be included in the Integrated Planning and Reporting Framework. Progress on the Plan will be monitored by Directors of each group in Council, and progress will be reported to the public in Council's Annual Report.

Monitoring of the Plan will also be supported by the Access Advisory Committee. At the end of the current plan period, further consultations will be held with residents and visitors who have a disability, to determine if real progress has been made in building access and inclusion across the Shoalhaven.

#### Population Data

- The Shoalhaven has a high proportion of people over 60 – 31% of residents are aged over 60 (2011)
- 6,447 people or 6.9% of the population in Shoalhaven City in 2011, reported needing help in their day-to-day lives due to disability.
- Health Care and Social Assistance is the largest employer in Shoalhaven City, making up 15.5% of total employment, indicating the high proportion of the population requiring assistance.
- More than half of people aged 55 years and over have difficulties with mobility, sight and hearing. While they may not consider themselves to have a disability, easier access would be a great benefit.

For further demographic information go to: <http://profile.id.com.au/shoalhaven/service-age-groups>

#### Shoalhaven Access Advisory Committee

At the last meeting of Council's Access Advisory Committee there was a long discussion about the difficulties accessing many of the retail businesses in Nowra CBD. It was discussed that this discouraged many people with disability from shopping in the CBD and the sentiment was that they feel that both they, and businesses are missing spending opportunities.

The following is taken from the minutes of the Shoalhaven Access Advisory Committee Meeting, February 20, 2017:

*SAA17.5 Assistance Dogs - Access Issues HPERM Ref: D17/46274*

*The Committee also discussed access issues for people who use wheelchairs. David Anstiss, Council's Building Surveyor, advised that there is no mechanism for councils in New South Wales to enforce accessibility standards, such as installing ramps, retrospectively to older buildings. Councils can only enforce this at the DA stage of new buildings or when an alteration or a renovation requires a DA.*

The Committee also discussed organising a "Wheels for a Day" awareness event, where Councillors and people with disabilities to demonstrate the challenges of using wheelchairs to shop in the CBD.

#### Missed Business

More information about how to attract more customers by providing better access can be found in the following document written for small businesses in the Shoalhaven.

<http://doc.shoalhaven.nsw.gov.au/Displaydoc.aspx?Record=D13/64081>

#### Proposed Program Administration

If the Committee resolves to support the recommendation, the next step would be to establish program guidelines. It is considered that the program guidelines which are used for the Façade Improvement would be adapted for the proposed physical access improvement grant program.

### **Policy Implications**

Planning and Development are willing to assist with this project, however each case will need to be assessed individually through the DA process. The funds allocated should be for access upgrades only and not for other upgrades triggered by the DA process.

### **Financial Implications**

A budget of \$30,000 is being requested to fund this project. These funds to be allocated from the CBD Revitalisation budget for 2017/18. It is suggested that the Committee set up a fund similar to the Façade Improvement Financial Assistance Fund to administer the funds.

### **Risk Implications**

If improvements are not made to improve the accessibility of the CBD, the area risks losing potential customers now and into the future as our population ages and the proportion of people with disability accessing the community increases.

## CBD17.21 Nowra CBD Revitalisation Strategy - Budget and Projects Update

**HPERM Ref:** D17/112038

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

**Attachments:** 1. Timeline and Budget April 2017 [↓](#)

### Purpose / Summary

Update the Committee on the budget and a number of projects that relate to Nowra CBD.

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

That the Committee receive the report for information.

### Background

#### *Budget Update*

An updated budget is provided as **Attachment A**. The changes made since the March 2017 Committee meeting include:

- Easter Promotions: \$1,500
- Heritage Plaques: \$4,053 plus implementation costs, have allowed approximately \$6,000
- Christmas Promotions and Decorations: Remaining Promotions budget, approximately \$33,664

The remaining budget of \$53,038 is split as follows:

- \$51,545 has been committed to Egans Lane Façade Improvement, Counters and the remaining Façade Improvement Financial Assistance Program.
- \$1,483 remains uncommitted assuming all of the committed funds are utilised.

#### *Murals*

Claire Foxton (NSW South Coast) and ARCY (Boston, USA) will be in Nowra the week of Anzac Day between 26 to 30 April 2017 to paint the fourth and fifth large scale murals in Nowra CBD on the southern façade of the Holt Centre (Foxton) and the western façade of the Aquatique building (ARCY) off Egans Lane.

The next step of the murals program is the development of a supporting strategy and this is currently being prepared by Verb Syndicate. The Strategy will also incorporate a guideline for local artists to develop their own murals (community development model) with the community. Once the draft Strategy has been prepared, it will be reported to a future Committee meeting.

#### *Nowra Mall Upgrades & Shopping Trolleys*

The Mayor has written to the owners of Nowra Mall with respect to the concerns raised by a local resident and discussed at the March meeting. Their attention was also drawn to the Nowra CBD Façade Improvements Financial Assistance Program

Council's Building Compliance Unit Manager has been invited to the meeting to discuss how to enforce private property maintenance within in the CBD generally and the issue of managing shopping trolleys within the CBD.

*Lismore Eat the Street*

Council staff have contacted Lismore City Council. Advice is forthcoming and will be provided as an update at the next Committee Meeting.

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						Kinghorn Street					
							Junction/Kinghorn					
	Sign Policy/Implementation											
	Junction St Lights											
	Mural						Mural					
Ongoing												
Promotion \$50k	2015/16 Budget											
Shop Façade \$21k	Committed Spent											
Street Trees ?	Sign Policy / Implementation \$50,000 \$50,000											
	Kinghorn Street Design \$20,000 \$20,000											
	Kinghorn 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											
	2016/17 Budget											
	Budget											
	Committed Spent											
13008	Promotions \$38,500 \$38,500											
	Radio Promotions \$1,500 \$1,500											
13008	Activation \$10,000 \$10,000											
74805	Façade Improvement Program \$15,000 \$6,455											
	Kinghorn Street \$213,000 \$213,000											
74801	Counters \$25,000 \$4,789											
74801	Mural \$10,000 \$10,000											
13008	Lions Club Banners \$2,415 \$2,415											
	Planter 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 \$509,650											
	Remaining -\$4,518 \$48,239											
	Jul-17 Aug-17 Sep-17 Oct-17 Nov-17 Dec-17 Jan Feb Mar Apr May Jun											
	2017/18 Budget											
	Budget											
	Promotions/Activation (Annual Activation Event/Festival) \$50,000											
	Façade Improvement Program \$15,000											
	Total \$65,000											
	Remaining \$435,000											



## **CBD17.22 Parks and Leisure Australia Seminar - Pop Ups, Parklets and Streetscapes**

**HPERM Ref:** D17/112044

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

**Attachments:** 1. People Parking Project - Parklet Sales and Hire Pricing List [↓](#)  
2. People Parking Project - Parklet Specification Sheet [↓](#)

### **Purpose / Summary**

To report on the Pop Ups, Parklets and Streetscapes Seminar attended by Council staff and further discuss a possible parklet trial in Nowra CBD.

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

1. That the Committee endorse a budget of \$10,000 in 2017/2018 for a trial parklet to be placed in Nowra CBD.
2. Council staff commence an Expressions of Interest process with the Nowra CBD business owners.

### **Options**

1. Allocate a budget of \$10,000 to hire a single parklet from People Parking Project to undertake a three month parklet trial during 2017/2018.

Implications: This will allow for the parklet idea, which has been previously discussed by the Committee, to be tried and tested so that the Committee are able to evaluate the success of the parklet prior to possibly purchasing one for continue us.

2. Allocate an alternative budget to purchase a single parklet from People Parking Project.

Implications: This could allow multiple businesses in Nowra CBD to benefit from the parklet. A program could be developed where the parklet is located in a specified location for a period of time and is then moved to another location.

3. Recieve the report for information only.

Implications: Take no further action and not proceed further in this regard.

### **Background**

Council staff attended a seminar on 'Pop Ups, Parklets and Streetscapes' run by Parks and Leisure Australia on 22 March 2017 at Moore Park.

The seminar involved presentations by Local Government and Private Consultancy representative who shared their experiences on making pop ups, parklets and streetscapes

happen/work. The examples provided on the day came from Bondi, Clovelly, Glebe, Penrith, and Sydney Park.

The presentation on the Glebe Parklet Project was of particular interest as they discussed their alternative method of designing and constructing parklets on trailers rather than in situ.

This project was previously reported to the Committee in September 2016 (CBD16.3) where it was resolved in part to “consider funding for a parklet or parklets in the future”.

In considering a possible parklet project for Nowra CBD a three month trial is considered the most appropriate at this point. The trial would involve the provision of a single parklet to a Nowra CBD business free of lease, the business will be responsible for fitting the parklet with furniture. At the end of the three month period, an evaluation of the success of the parklet should be conducted to consider whether the Committee should consider proceeding to purchase any parklets.

The trial parklet program could be launched on PARK(ing) Day in September 2017, this is an international day that sees parking spaces transformed into temporary public parks and other creative spaces for people to visit and enjoy.

## Community Engagement

It is recommended that an Expressions of Interest process / Competition be run, where business owners interested in having a parklet in front of their business are able to submit a plan on how they propose to use the parklet to promote their business and also the CBD more generally.

## Financial Implications

People Parking Project have provided costings for asset purchase and hire of parklets. A copy of the pricing list is attached as **Attachment 1** and a copy of the Parklet Specification Sheet is provided at **Attachment 2**. The price list is valid till 30 June 2017.

The below table compares the cost of hire and purchase of a single parklet.

Hire	Purchase
Single Parklet Hire - \$8,400 for 3 months Delivery cost - \$400	Single Parklet Purchase - \$19,500 Delivery cost - \$400
Total - \$9,800 (excluding furniture and landscaping)	Total - \$19,500 (excluding furniture and landscaping)



**Services Price List**

Prices valid January 01 2017 to June 31 2017

Service ID	Service Type	Description	Price (each)
01-0987	Asset Purchase	Single Parklet Purchase	\$19,500.00
02-0987	Asset Purchase	Additional Parklet Purchases	\$18,000.00
03-0987	Asset Purchase	Custom Printed Umbrella	\$1,200.00
01-0123	Asset Purchase	Landscaping & Planters	\$550.00
02-0123	Asset Purchase	Café Table	\$500.00
03-0123	Asset Purchase	Custom Signage	\$200.00
04-0123	Service	Delivery (Sydney Metro)	FREE
05-0123	Service	Delivery (NSW per assett)	\$400.00
06-0123	Asset Hire	Single Parklet Hire (Per Month)	\$2,800.00
07-0123	Asset Hire	Double Parklet Hire (Per Month)	\$4,800.00
08-0123	Asset Hire	Single Prototype Parklet Hire (Per Month)	\$2,000.00
09-0123	Asset Hire	Double Prototype Parklet Hire (Per Month)	\$4,000.00
10-0123	Asset Hire	Double Prototype Parklet Purchase (SPECIAL OFFER)	\$25,000.00

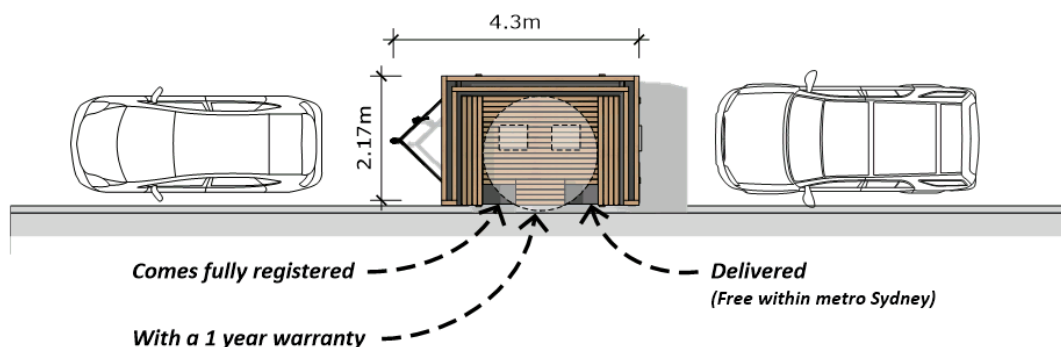
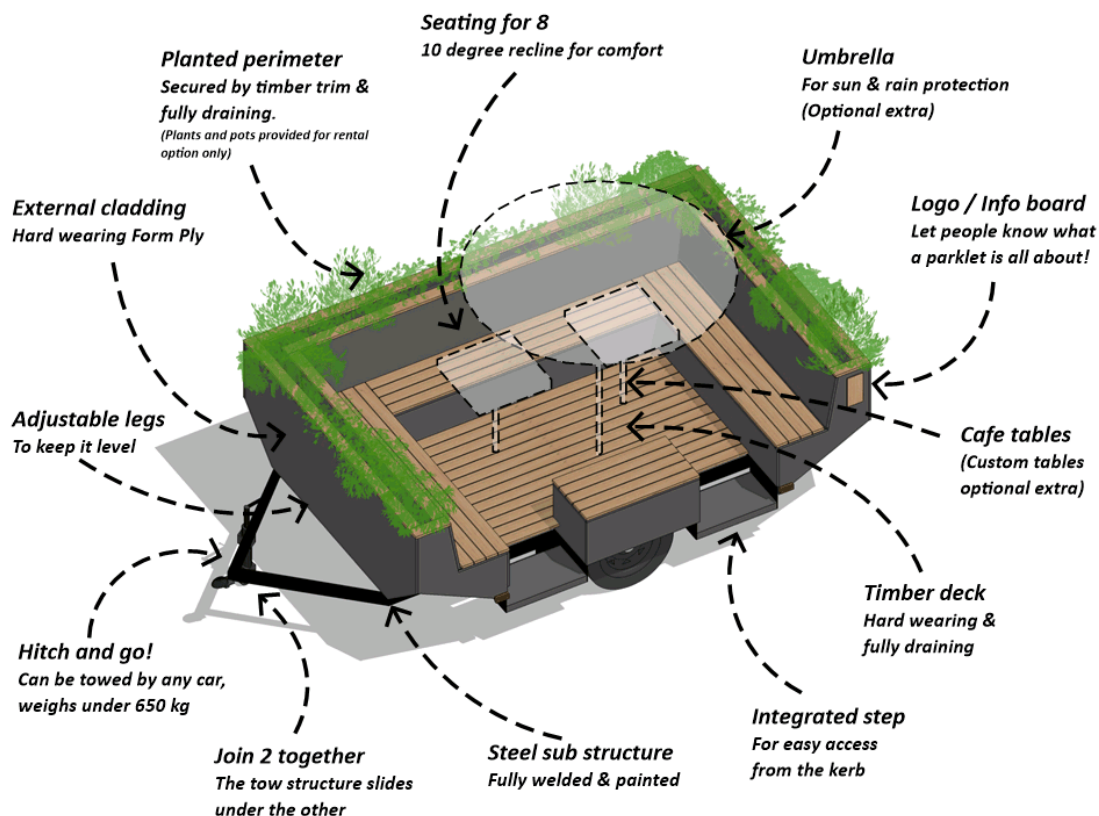
All prices are exclusive of GST. Registration expense included in trailer parklet purchase price.

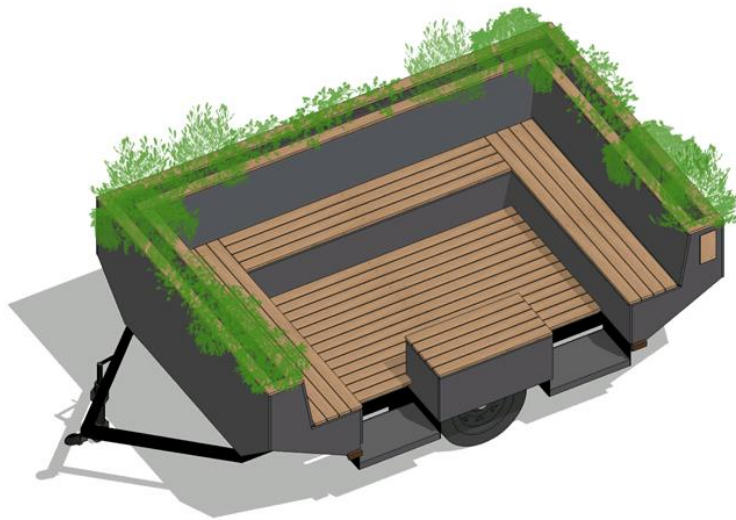
Monthly hire includes 1X Maintenance call. Basic maintenance will be required to be conducted by hirer throughout hire as per maintenance manual provided. Assets expected to be returned in the same condition as at commencement of hire agreement. Hirers require own Public Liability



## Product Spec sheet

People Parking Project have designed the parklet that is comfortable for the user, and easy to maintain for the customer. It is truly the hardest working car space ever created.





## **CBD17.23 Shop Closure Kinghorne/CBD**

**HPERM Ref:** D17/115633

**Submitted by:** Sivan Agam

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

That the Nowra CBD Revitalisation Strategy Committee consider:

1. Strategy to bring tourists/students into the CBD
2. Strategy to bring in a diverse range of shops
3. Rates and rental
4. Feedback from shop owners

## **CBD17.24 Cultural and Community Revitalisation Plans for Nowra CBD 2017-2021**

**HPERM Ref:** D17/115519

**Submitted by:** Sivan Agam

**Attachments:** 1. Letter from Human Matters [↓](#)

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

That the Nowra CBD Revitalisation Strategy Committee consider the letter (attached) from Human Matters regarding cultural and community revitalisation plans for the Nowra CBD 2017-2021.

# HumanMatters

empowering & transforming communities

Date: 3<sup>rd</sup> February 2017

To: Nowra Revitalisation Committee

Re: Letter - Cultural and Community Revitalisation Plans for NOWRA CBD 2017-2021

Ref: NRC/HM030217

Dear Committee Members of our Nowra Revitalisation Committee,

Our Nowra CBD has many opportunities available that would provide exciting and innovative projects and programs that attract visitation, build community engagement and activation, enhance the city's visual appeal plus strengthen our community and cultural pride across the Nowra City and surrounds.

As you are aware there are many other relative regional cities who have adopted new ways in which the community can be involved, own and deliver real tangible outcomes that benefit our city and its community. Newcastle and Geelong have done great work in utilising dormant, vacant and public access areas across their city CBD by allowing the community to lead and drive creative community programs that define and differentiate the city throughout the year and more importantly during non-peak tourism periods and after business hours.

As a local project director working with several local community not-for-profit organisations, we are seeking clarification on whether the Nowra Revitalisation Committee and NOWRA CBD Revitalisation Strategy and budget includes the funding and/or provisions to support community led revitalisation projects that improve and enhance developing public access spaces and laneways, dormant buildings and vacant council assets.

The recent Jerrinja Exposed Project in October to December 2016 was a major success and was the collaboration of 4 organisations/businesses working together to showcase an interactive local cultural exhibition and education program in the laneway walk next to the Shoalhaven Arts Centre in Berry Street. On all levels the project exceeded expectations attracting overwhelming positive feedback from community, media and crowds/visitors to the Nowra CBD.

With a limited project budget we were able to bring this project to the Nowra CBD albeit we had to reduce the visual installations/quantity of public art across the laneway gallery. Additional funding from the Revitalisation Committee would have taken the project to another level but we understand funds were not available last year.

Surveys and interviews completed with CBD guests highlighted the demand, excitement and high level engagement of Nowra CBD visitors and the regional community. We received hundreds of direct responses from out of area visitors and local residents stating the exhibit should stay, hence the laneway installation remained on display a further 8 weeks through to Dec 2016.

Following this a new exhibition is currently on show at the regional main gallery Feb – March 2017.



So many unique creative opportunities are open to Nowra to transform and develop a creative vibe and city full of uniqueness, creativity, culture and talent whilst improving and revitalising the Nowra CBD. We believe this approach would directly compliment and support planned Nowra CBD infrastructure projects whilst building a new creative destination for local residents, businesses and tourism.

A consortium of community and creative organisations, businesses, individuals have met and discussed opportunities for a specific bi-monthly Nowra CBD January to December activation program. This would include 6 events, programs that run over 8 weeks and every two months at various identified locations within the Nowra CBD throughout the year. The building blocks to a creative destination and city that will evolve and grow over time. We also envisage a dedicated community creative hub – office space volunteer centre that could be scoped and developed to support this opportunity at a suitable empty asset. .

If the Nowra Revitalisation Committee and Strategy see value in this opportunity and are able to assist with a specific funding budget of \$240k per annum, we can activate and deliver a dynamic calendar of Nowra CBD programs, projects and events unique to the Nowra CBD. We would also work collaboratively with all partners, Nowra groups and communities to build a strong proud interactive Nowra community plus generate matched and additional funding to enhance build on this program and platform.

A detailed strategy, business, governance and operational plan for presentation to the committee would be developed if support for this opportunity is approved in principle by the Nowra Revitalisation Committee and SCC.

We look forward to your advice, thoughts and next steps.

Regards

Alex McNeilly

Director, Human Matters



Jerrinja Exposed, NOWRA CBD Public Laneway Gallery Project – October to December 2016