Nowra CBD Revitalisation Strategy Committee

Meeting Date: Wednesday, 05 September, 2018

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

Time: 4.00pm

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 - 1 August 20181	
3.	Declarations of Interest		
4.	Reports		
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5. General Business



Membership

Mr Paul Keech 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
Mr Wesley Hindmarch

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. Budget adopted \$500,000.
- 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, 1 August 2018

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

Time: 4.06pm

The following members were present:

Mr James Caldwell - Chairperson

Mr Gordon Clark - Acting Director, Planning Environment and Development

Mr Paul Keech - Director Assets and Works

Ms Annie Aldous

Mr Scott Baxter

Mr Wesley Hindmarch

Mr Brendan Goddard – arrived 4.17pm

Mr George Parker - arrived 4.09pm

Others present

Clr Patricia White

Clr Nina Cheyne

Stephen Dunshea – Director Finance Corporate and Community Services

Sara McMahon – Governance Unit Manager

Jessica Rippon – Executive Manager - Communications

Roslyn Holmes - Manager - City Design and Support

Lauren Turner – Coordinator – Local Planning Team

Apologies / Leave of Absence

Apologies were received from Lynnette Kearney and Clr Gash.

Confirmation of the Minutes

Note: George Parker arrived at 4.09pm

RESOLVED (By consent)

That the Minutes of the Nowra CBD Revitalisation Strategy Committee held on Wednesday 06 June 2018 be confirmed.

By consent

CARRIED



Declarations of Interest

Nil

REPORTS

CBD18.41 Banner Systems - Nowra CBD

HPERM Ref: D18/222672

Roslyn Holmes addressed the meeting and advised that in relation to this item Council is currently waiting on Endeavour Energy for their approval and the next step (once approved) is to update the Policy to include the Highway into existing Policy.

It was advised that a report will be forthcoming when there is progress with Endeavour Energy.

Recommendation (Item to be determined under delegated authority)

Submitted for information and consideration to determine future actions relating to banners management and budget responsibilities.

RESOLVED (By consent)

That the report regarding Banner Systems – Nowra CBD be received for information. CARRIED

CBD18.42 Information Report - Overview - Nowra CBD Workshop

HPERM Ref: D18/204568

Note: Brendan Goddard arrived at 4.17pm

James Caldwell addressed the meeting and requested that, where possible if the Agenda can be provided to the members at least a week prior to the meeting, to allow members time to review the reports.

Paul Keech advised that he would action parts b, c and d of the recommendation.

The Terms of Reference will need to be reviewed and discussed with the Committee and will come via a report in October. James Caldwell will email draft comments on the Terms of Reference to Paul Keech.

It was noted that in relation to Capital Works Projects, that the Assets & Works Group have regular updates with Shoalhaven Water, however there is not one combined projects listing for all of Council.

CIr White suggested that at the bottom of the Projects, an addition for Projects which impact on the Nowra CBD Revitalisation Strategy Committee should be added for example the new traffic lights on the highway.



Recommendation (Item to be determined under delegated authority)

That

- 1. The attached report regarding overview of the Workshop be received for information.
- 2. In accordance with the outcomes of the workshop
 - a. The Nowra CBD Revitalisation Strategy be promoted and reviewed regularly
 - b. The Nowra CBD Revitalisation Strategy Action Plan be formalised, monitored and revisited annually.
 - c. The NoGra CBD Revitalisation Committee be consulted in the preparation of the Draft Capital Works Program in relation to works in the Nowra CBD
 - d. The terms of reference and delegations of the Nowra CBD Revitalisation Strategy Committee be clarified and amended to incorporate the outcomes of the workshop
 - e. The frequency of meetings of the Nowra CBD Revitalisation Committee be increased to monthly meetings until September 2018, after which meetings will be held bi-monthly meetings (6 per year).

RESOLVED (Scott Baxter / Wesley Hindmarch)

That:

- 1. The attached report regarding overview of the Workshop be received for information.
- 2. This recommendations from the Workshop be deferred pending further discussions between Scott Baxter and Brendan Goddard with repect to the Actions.

CARRIED

CBD18.43 Report and Feedback - Nowra CBD Access Improvement Financial Assistance Program

HPERM Ref: D18/207314

Recommendation (Item to be determined under delegated authority)

That the Committee:

- Continue with the Nowra CBD Access Improvement Financial Assistance Program in 2018/19.
- 2. Increase the maximum funding amount for the Nowra CBD Access Improvement Financial Assistance Program to \$5,000 per application with a total of \$15,000 allocated to the program from the 2018/19 Nowra CBD Renewal budget.
- 3. Provide \$3,000 to facilitate the 2018/19 *Proudly Inclusive Business* recognition pilot program also from the Nowra CBD Renewal budget.

RESOLVED (By consent)

That the Committee:

- 1. Continue with the Nowra CBD Access Improvement Financial Assistance Program in 2018/19.
- 2. Increase the maximum funding amount for the Nowra CBD Access Improvement Financial Assistance Program to \$5,000 per application with a total of \$15,000 allocated to the program from the 2018/19 Nowra CBD Renewal budget.
- 3. Provide \$3,000 to facilitate the 2018/19 *Proudly Inclusive Business* recognition pilot program also from the Nowra CBD Renewal budget.

CARRIED



CBD18.44 Information Report - Update - Outstanding Actions

HPERM Ref: D18/241334

James Caldwell suggested in future when there is a contribution from land owners, the money be invoiced from the Nowra CBD Committee.

Stephen Dunshea advised that it would be more appropriate if the invoices were to come from Council, with possibly a covering letter from the Committee.

Note: Wayfinding signage – locations and designs to be finalised so the signs can be installed prior to Christmas.

Recommendation (Item to be determined under delegated authority)

That the Outstanding Action report be received for information.

RESOLVED (By consent)

That:

- 1. The Report be received for information
- 2. It be noted that the following resolutions have been completed and will be removed from the Outstanding Actions List
 - a. CBD18.29 Worrigee Street Footpath Upgrade
 - b. CBD18.31 Wayfinding Signage
 - c. CBD18.34 Berry Street Upgrade
- 3. With respect to the Worrigee Street footpath upgrade a further report be provided on:
 - a. The final cost of the project; and
 - b. The percentage of the fixed cost covered by the Committee
- 4. The Nowra CBD Committee proceed with the Wayfinding signage (estimated \$35,000 with an additional contingency of 10%)
 - a. 5 signs in total (subject to Stocklands agreement of a sign in that location)
 - b. The design be a raised sandstone plynth
 - c. The design of the rear of the sign be a picture of the location and/or commentary of the location as determined by the sub-committee

CARRIED

CBD18.45 Change to Annual Promotions Budget conditions

HPERM Ref: D18/245949

Stephen Dunshea addressed the meeting in relation to the letter of understanding.

Once this has been reported to Council, Stephen Dunshea will email the members the outcome.

James Caldwell advised that out of the \$48,453.95 a payment has been made from the Easter promotions and a \$4,500 invoice is due from Council for the Easter event.



Recommendation

That Council's resolution that Nowra CBD Business Chamber provide audited quarterly reports to Council on promotional activities and expenditure be amended to remove the requirement for audit and instead require the forwarding to Council of an annual financial report.

RECOMMENDATION (By consent)

That Council's resolution that Nowra CBD Business Chamber provide audited quarterly reports to Council on promotional activities and expenditure be amended to remove the requirement for audit and instead require the forwarding to Council of an annual financial report.

CARRIED

CBD18.46 Removal of Advertising Seats - Nowra CBD

HPERM Ref: D18/237033

Wes Hindmarch addressed the meeting and suggested that when considering the replacement of the chairs, encourage better quality spaces, consider design and the future of the masterplan.

Recommendation

That the 11 advertising courtesy seats in the Nowra CBD be removed as soon as possible at an estimated cost of \$52,000 (inc GST) and that the funding for the removal be provided from the Nowra CBD Revitalisation Strategy Committee and Council on a 50/50 basis. With the Nowra CBD Revitalisation Strategy Committee's contribution capped at \$26,000 (inc GST)

RECOMMENDATION (Scott Baxter / Annie Aldous)

That:

- 1. The 11 advertising courtesy seats in the Nowra CBD be removed as soon as possible at an estimated cost of \$52,000 (inc GST)
- 2. The Nowra CBD Revitalisation Strategy Committee not contribute to cost of the removal, given that the seats do not comply with the CBD standards,
- 3. It be noted that the Nowra CBD Revitalisation Strategy Committee would be prepared to consider funding the replacement of the seats with those that fit within the designs/colours of the CBD upgrade.

CARRIED

CBD18.47 Nowra CBD Facade Improvement Financial Assistance Program - Application for 88 Junction Street, Nowra (Ingrid Keller)

HPERM Ref: D18/205062

Recommendation

That the Committee agree to support the request under the Nowra CBD Façade Improvements Program for 88 Junction Street, Nowra up to a value of \$2,227.00 (being 50% of the total cost of the works).

RESOLVED (Brendan Goddard / George Parker)

That the Committee agree to support the request under the Nowra CBD Façade Improvements Program for 88 Junction Street, Nowra up to a value of \$2,227.00 (being 50% of the total cost of the works).



CARRIED

CBD18.48 Nowra CBD Revitalisation Strategy - Budget and Project Updates

HPERM Ref: D18/245031

Clr White addressed the meeting in relation to the Laneway activities on 12 July 2018, and congratulated staff and the completed artwork, it was a good project and children enjoyed the day.

Gordon Clark tabled a comprehensive review of the budget – which is still subject to council considering re-votes.

Lauren Turner advised that there is graffiti on the artwork in the laneway Mural. Placards will be installed tomorrow (2 August 2018), would like the Committee to consider funding.

Lauren Turner provided a presentation in relation to the Winter Laneway Art Project

Clr White advised that the Youth Advisory Committee are putting together a Strategic Action Plan and as part of this they want to have more Art events.

Brendan Goddard suggested that the Committee consider another activity or project/event, possibly food truck event discussed.

Gordon Clark advised that events can require permits when on public spaces.

The (old) Spotlight carpark was suggested as an event location. It was also suggested that the back of the building be improved by signage or imagery.

Gordon Clark suggested the Committee think about and identify a suitable space and Wes (Wandering Wood Fired Pizza's) can coordinate food trucks and then the Committee can consider what assistance it is able to provide in getting a regular event going.

Lauren Turner advised that the Shoalhaven Regional Art Gallery hosted an event in the forecourt with 150-180 in attendance and are hoping to build a bigger annual event. There is potential to coincide with the River Festival and Jessica Rippon to get in contact with the Committee in relation to this.

Lauren Turner advised that Council has applied for a Heritage Near Me Grant, to put up heritage plaques. Council should know within a few weeks if successful. If successful, more professional photos will be required.

Winter event – Jessica Rippon will now run the EOI for this

Wes Hindmarch –the response letter still needs to be sent to Bundanon Trust, who advised that they are still interested.

Brendan Goddard advised that the Art Gallery is looking for funding for a Summer Sessions event, they will have to put in a formal request.

Recommendation (Item to be determined under delegated authority)

That the Committee receive the budget and project updates report for information.

RESOLVED (By consent)

That:

- 1. The Nowra CBD Revitalisation Strategy Committee allocate funding \$2,700 excl GST for the supply and installation of the Mural Placards from the promotions budget.
- 2. The Nowra CBD consider any future request for funding for the Summer sessions Regional Art Gallery event from the (\$48,000) promotions budget.

CARRIED



GENERAL BUSINESS

CBD18.49 Additional Item - Historical Society Book Launch

Scott Baxter advised the Committee has received a request for funding for a Book Launch for a book on the history of Nowra at the Shoalhaven Regional Art Gallery.

RESOLVED (Scott Baxter / Brendan Goddard)

That the Nowra CBD Revitalisation Strategy Committee support the Nowra Historical Society Book Launch at the Shoalhaven Regional Art Gallery by way of \$1,400 to be funded from the Promotions Budget.

CARRIED

Note: Following the conclusion of the meeting, members discussed that the amount to be supported be \$2,000 and this was agreed via email.

It is also noted that given the Promotions Budget now sits outside of Council, there is no requirement for a formal resolution.

CBD18.50 Additional Item - Revitalise Public Spaces - Landscape

Wes Hindmarch suggested an idea to revitalise public spaces in the CBD. That a competition be run with local architects for public spaces. It would be a good way to get public interest and also media interest.

James Caldwell requested that Wes Hindmarch email the details and suggestion to the Committee.

CBD18.51 Additional Item - Capital Works - Footpaths

Brendan Goddard suggested that a way forward is for the Committee to look years in advance and to stop looking at footpaths and look at the CBD in a wholistic view in terms of Capital Works projects.

Ros Holmes will send information to Brendan in relation to Capital Works Projects in the CBD. Brendan will liaise with Ros Holmes and Paul Keech

Paul Keech will come back to the Committee with information about Capital Works Projects.

CBD18.52 Additional Item - Christmas Promotions and Busking Event

Clr White advised that in the absence of Lynnette Kearney, Annie Aldous will assist with the Sub Committee.

Annie Aldous advised that she is investigating a Busking Event similar to what was run 2 years ago and will attempt to get the radio to help promote.

Annie will forward information to the members via email.



CBD18.53 Additional item - Festive Lights

Ros Holmes advised that in relation to the Festive Lights that a lot of background/behind the scenes work has been happening with the Electrical Engineer seeking various pricing, for the lights on Junction and Berry Streets and for the Facades.

An update will come back via the Sub-Committee and work on it will continue.

There being no further business, the meeting concluded, the time being 6.05pm.

Mr James Caldwell CHAIRPERSON



CBD18.54 Request from Shoalhaven Arts Board - Appointment Representative

HPERM Ref: D18/252643

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

Purpose / Summary

To advise the Nowra CBD Revitalisation Strategy Committee (NCBDRSC) that the Shoalhaven Arts Board (SAB) is seeking to have their Representative appointed to this Committee.

Recommendation

That:

- 1. Consideration be given to the request of appointing a representative from the Shoalhaven Arts Board.
- 2. Subject to the decision in respect of Recommendation 1 above, the Committee recommend to Council that the Committee's Terms of Reference be amended to reflect a new Shoalhaven Arts Board Representative as a non-voting member.

Options

1. As Recommended

<u>Implications</u>: Should the NCBDRSC recommend Council to appoint a SAB Representative, the SAB will nominate a suitable person and the Terms of Reference will be amended accordingly.

- 2. The NCBDRSC recommends that Council decline to appoint a SAB Respresentative.
 - <u>Implications</u>: The Arts Board will be advised accordingly.
- 3. The NCBDRSC recommend Council to appoint a SAB Representative as a non voting member.
 - <u>Implications</u>: The SAB will nominate a suitable person to attend meetings in a non-voting capacity.

Background

At the Shoalhaven Arts Board meeting on Thursday 21 June 2018, the Board resolved as follows:

Seek to have a nominee from SAB included in the CBD Revitalisation committee.

The Shoalhaven Arts Board believe that it would be beneficial for one of its members to be included in the CBD Revitalisation Committee. The Shoalhaven Arts Board's (SAB) vision is to make the Shoalhaven a recognised outstanding arts destination that connects people, fosters sustainable communities and celebrates indigenous and contemporary history.



- The Shoalhaven Arts Board have, in conjunction with the CBD Revitalisation Committee
 provided funding for the inaugural Shoalhaven Readers and Writers Festival. This
 activity will bring people into the CBD at the weekend and promote the town and its
 facilities.
- 2. One of the current strategies identified in the Shoalhaven Arts Board Strategic Plan is to support the development of public art projects over the past few years the SAB have funded or contributed to:
 - a. The development of the document 'Developing Public Art Themes and a Sense of Place' which underpins the Public Art Policy and provides guidance to artists looking to undertake public art projects in the CBD
 - b. Provided seed funding of \$10,000 towards the development of public art in Nowra CBD, which included the painting of the mural by ADNATE on the wall of Nowra Library
 - c. The installation of the sculpture at SEC by local artist Elyssa Sykes-Smith
 - d. An annual Shoalhaven Eisteddfod SAB award the Eisteddfod brings significant numbers of performers across all ages to Nowra CBD

Policy Implications

Should the Nowra CBD Revitalisation Strategy Committee wish to appoint a Shoalhaven Arts Board Representative, the Committee will need to recommend to Council that the Terms of Reference be amended to reflect a new Shoalhaven Arts Board Representative as a non-voting member.



CBD18.55 Successful Heritage Grant - Nowra CBD Historical Walk - Historical interpretative signage and app content development

HPERM Ref: D18/295472

Group: Planning Environment & Development Group

Section: Strategic Planning

Attachments: 1. Letter - Activation Grants success letter 2018-19 - Heritage Near Me -

Nowra CBD Historical Walk J.

2. Map - Nowra CBD Historical Walk - Physical Trail for Interpretative

Signage and Digital Wayfinding content <a>J

3. Project Timeline - Nowra CBD Historical Walk J.

Purpose / Summary

Council has received advice from the NSW Office of Environment and Heritage (OEH) that the application under the *Heritage Near Me* Activations Grant 2018-19 for the Nowra CBD Historical Walk project has been successful (see **Attachment 1**).

Recommendation

That the Committee:

- Supports Council accepting the grant offer of \$30, 751 from NSW Officer of Environment and Heritage under the Heritage Near Me Activations Grant 2018-19 for the Nowra CBD Historical Walk – interpretative signage and digital content development to create a physical and interactive trail.
- Given the limited timeframe required for project completion, Council staff commence the
 project working with the Shoalhaven Historical Society and nominated members of the
 Committee to prepare digital content for the Heritage Near Me app and designs for the
 interpretative signage to create a physical and interactive trail for the Nowra CBD
 historical walk.
- Nominate members of the Committee to form a subcommittee, to consider the design of the signage and promotional material and to assist with research and delivery of this project including discussions with shop and building owners where plaques and signs are proposed to be located.
- 4. The Nowra CBD Historical Walk project be completed by 30 April 2019 in accordance with the grant requirements.

Background

The committee resolved on 15 March 2018 to allocate \$4,053 to the Nowra Laneway Historical Interpretive Plaques, plus installation costs. As previously advised, Council applied for the 2018-19 *Heritage Near Me* Activations Grants and was notified on 23 August 2018 that this application was successful. Comments from the Assessment Panel are provided below:

This is a good heritage interpretation trail proposal through Nowra CBD. It will activate over twenty LEP listed sites and create a physical trail and digital content development.



Assessment criteria have been well addressed and the public benefit from increased heritage awareness is likely to be significant.

The Historical Walk in Nowra CBD has existed for some time now, with the only documentation / supporting infrastructure being a brochure available at the Nowra Museum and Visitor Information Centre and a website. Whilst the brochures exist, they are only made available in places where visitors would go, and the limited data available on the take up of the brochures suggest that often visitors are not aware of the walk.

Council, with the Nowra Historical Society, have refined the Historical Walk and identified 27 items in the Nowra CBD that showcase the establishment and evolution of Nowra CBD through 19th and 20th century architecture (see **Attachment 2**). Out of the 27 items, 22 are listed as heritage items of local significance in Shoalhaven Local Environmental Plan (LEP) 2014.

The successful project consists of adding interpretative signage on aluminium plaques to each of these sites. The interpretive signage will give a brief history about each site, as well as interesting facts and offer historical photos which will be provided by the Nowra Historical Society. The historic photographs will provide a fascinating juxtaposition with the buildings current use as many of them have been adaptively reused or demolished for newer buildings. The installation of the interpretive signage could see the Historical Walk being promoted as an 'outdoor museum'.

The key outcomes of the Nowra CBD Historical Walk include:

- Spreading the message about the importance of heritage.
- Locals and visitors will gain a better understanding of the history of Nowra and appreciate historic architecture.
- Interpretive signage can evoke emotions, have a sense of understanding and feeling for heritage.
- Interpretive signage will create a memorable and embodied experience for users that has the potential to generate a long term and positive impression towards heritage.
- The walk will promote healthy lifestyles, with users enjoying active movement while learning and appreciating the history of Nowra CBD. The walking route is mostly flat and is accessible by user groups.
- The walk will be promoted in schools throughout Shoalhaven giving younger age groups a practical opportunity to learn about the Nowra's history.
- Local business owners will take pride in the heritage and maintenance of their buildings.
- Businesses along the Historical Walk will see increased foot traffic.
- The promotion of heritage significance in Nowra will embody an increased sense of civic pride in the area for residents and business owners.
- New development in the area will be more sympathetic to existing heritage buildings if it is appreciated and understood more.



Budget

A total budget of \$35,004 (ex GST) is now allocated to this project, made up of funding from the Committee of \$4053 and the grant funding of \$30,751. Below is a breakdown of costs outlined for this project, noting that some costs will vary given the time required for research and design work

Expenditure	Amount
Armsign – Plaques and Stands	\$12,251 (based on quote)
Brochures (Graphics and Printing)	\$6,000
Professional Contemporary Photographs	\$4000
for digital content	
Graphic Design and Research	\$4,000
Copyright Fees to Museums	\$100 x 27 = \$2700
Project Delivery Managed Installation of	\$6,000
Physical Works	
	Total: \$34, 951 (ex GST)

Next Steps

A copy of the project timeline is included as Attachment 3 to this report.



Applicant: Shoalhaven City Council HNM Heritage Activation Grants 2018-19 Application No.: HNMACT1800195

Project Title: Nowra CBD Historical Walk – Historical interpretative signage and supporting documentation

Dear Ms Jessica Volkanovski

I am pleased to confirm that the above application for funding has been successful and an amount of \$30,751.00 has been allocated in support of your project.

For your information, the comments of the assessment panel are provided below:

This is a good heritage interpretation trail proposal through Nowra CBD. It will activate over twenty LEP listed sites and create a physical trail and digital content development. Assessment criteria have been well addressed and the public benefit from increased heritage awareness is likely to be significant.

Provided below is details of how the payment will be made, and any special conditions attached.

Payment will be made in one instalment upon receipt of a signed funding agreement and appropriate invoice.

Please read the email with this letter carefully. It provides a link to the form you need to fill out to review other details concerning your grant, and provide revisions if required.

If you wish to discuss anything in this email or letter, please do not hesitate to call us on 02 9873 8544

Kind regards

Christian Hampson Manager, Heritage Near Me







