

Nowra CBD Revitalisation Strategy Committee

Meeting Date: Wednesday, 22 June, 2022

Location: Council Chambers, City Administrative Centre, Bridge Road, Nowra

Attachments (Under Separate Cover)

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**NOWRA CBD STREETLIGHTING AND SMART POLES
FEASIBILITY REPORT**

CBD22.22 - Attachment 1





NOWRA CBD STREETLIGHTING AND SMART POLES FEASIBILITY REPORT



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PREPARED FOR	SHOALHAVEN CITY COUNCIL
AUTHOR	COMPLETE URBAN PTY LTD
PROJECT NO.	10001
REVISION	A
REVISION DATE	1 APRIL 2022
PREPARED BY	GIUSEPPE PETRAGLIA
APPROVED BY	IAN HATTON
CLIENT CONTACT	SASH APOSTOLOSKI

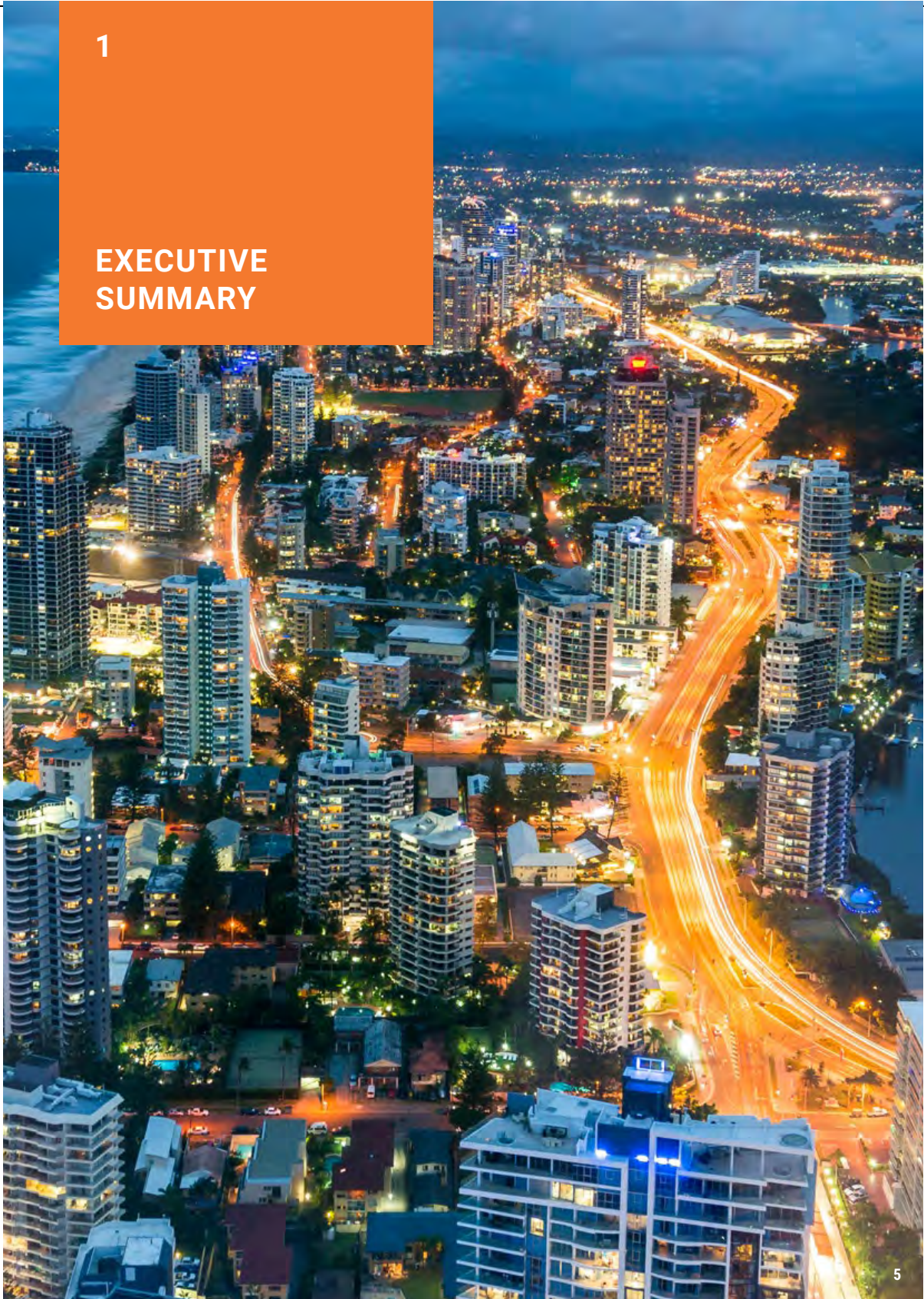
CBD22.22 - Attachment 1

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1

EXECUTIVE SUMMARY



CBD22.22 - Attachment 1

1 EXECUTIVE SUMMARY

Shoalhaven City Council have commissioned Complete Urban to investigate the feasibility of the following.

- Retrofitting the existing streetlight poles in Junction Street (between Kinghorne & Berry Streets) with:
 - Under awning LED lights with colour change and pattern capabilities
 - Public Address Speakers
 - Improved Street Lighting
 - Free public Wi-Fi
- Retrofitting the existing streetlight poles in Junction Court with:
 - Public Address Speakers
 - Free public Wi-Fi in the CBD area
- Installation of free public Wi-Fi in Jellybean Park, Stewart Place Carpark and Egans Lane Carpark.

This investigation is only a high-level proposal and does not include detailed design or assessment of compliance and functionality of the existing systems.

The following three options were considered:

1. Retrofit and reutilise existing infrastructure
2. New Smart Poles
3. Retrofit existing streetlighting & New Smart Poles

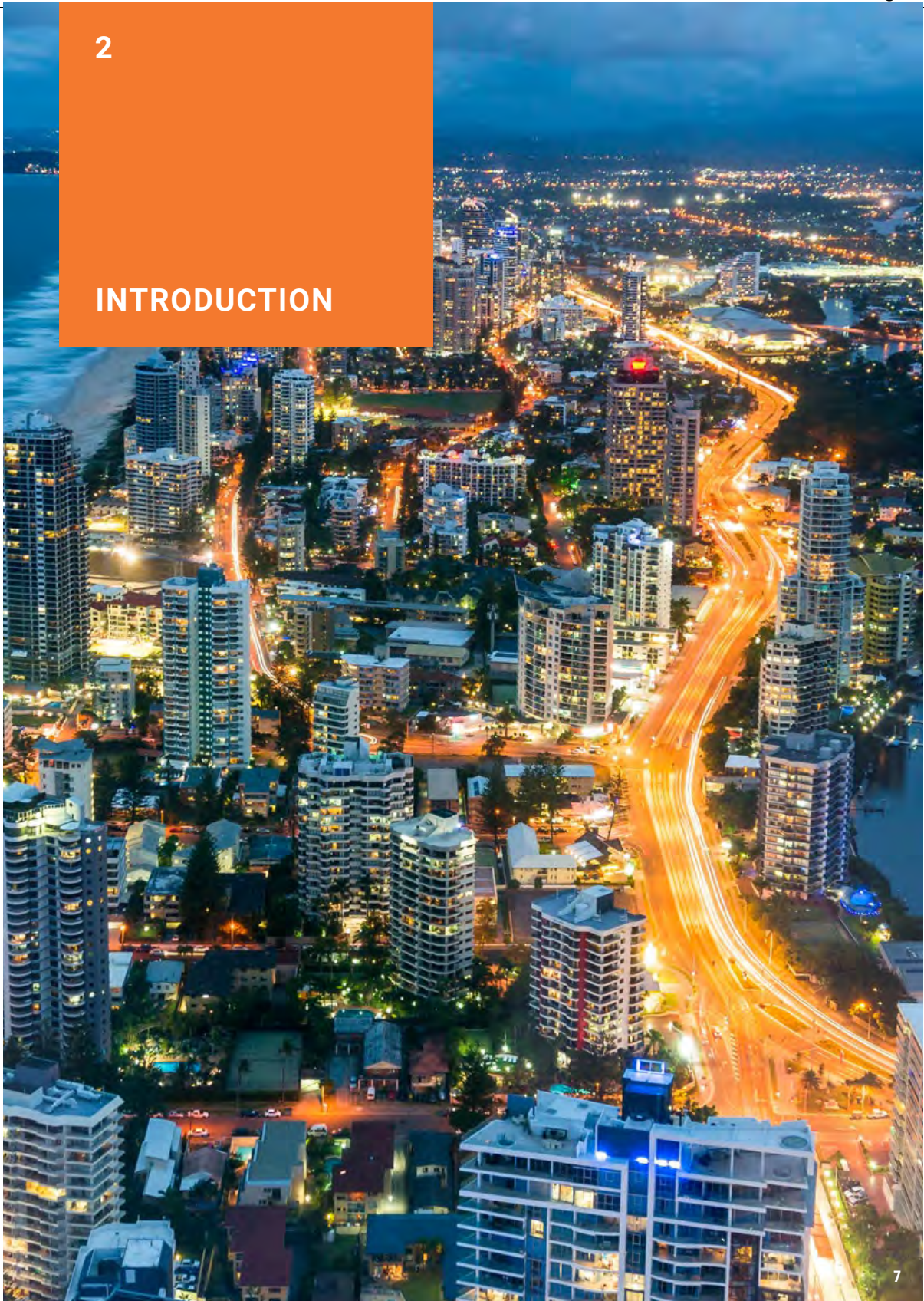
Option 3 provides a balance between retrofitting existing street poles with new light fittings along Junction St and installation of new infrastructure to support smart poles to integrate the Wi-Fi, PA speakers and colour changing luminaires. In addition, the smart poles provide a Smart Cities overlay to future proof and facilitate new and emerging technologies.

The works could be completed in a staged manner commencing with the retrofitting of the existing street poles and subsequent installation of infrastructure and equipment to support the new smart poles.



2

INTRODUCTION



CBD22.22 - Attachment 1

2 INTRODUCTION

2.1 BACKGROUND

The objective of this feasibility report is to determine how best to activate the CBD of Nowra during public events. The installation of colour changing luminaires and public address speakers will inform the public that an event is on and provide a festival atmosphere. With the addition of improved street lighting and access to public WiFi, both the public and retail owners will benefit through increased business activity, improved connectivity and added safety.

Investigation and reporting on the feasibility of the following:

- Retrofitting the existing poles in junction street with:
 - Under awning LED lights with colour change and pattern capabilities
 - Speakers
 - Improved Street Lighting
- Council providing free wi-fi in the CBD area.
- Rolling out the improvements in stages

Upon the completion of the feasibility stage of the project, the Nowra CBD Revitalisation Strategy Committee will have the required information to determine if further investment in developing this project is warranted.

2.2 APPROACH

Our approach to this project has been to consider a range of options for the activation of Junction Street, as a trial site for the Nowra CBD. In our analysis we have considered:

- The structural requirements for hosting additional functionality (lighting and Wi-Fi)
- Electrical and telecommunications conduit capacity
- Existing cable connections and capacity
- Electrical capacity
- Aesthetic impacts of the installation of new infrastructure and services

A site walk was conducted on the 13th of January 2022 with Shoalhaven City Council. The following people were in attendance:

- Micaiah Tipton & Anthony Russell – Shoalhaven City Council
- Giuseppe Petraglia – Complete Urban



The inspection was conducted by visual inspections of the areas nominated in Section 1, including the main switchboards. It is worth noting no equipment was dismantled to further review internal items.

Also, we have conducted a desk top study and reviewed the following documentation provided by Shoalhaven City Council:

- Layout drawings of Junction St, Junction Court, Jellybean Park, Berry St, Stewart Place Carpark and Egans Lane Carpark
- Electrical layout and schematics of Junction St
- CCTV upgrade design which includes fibre communications reticulation
- DBYD

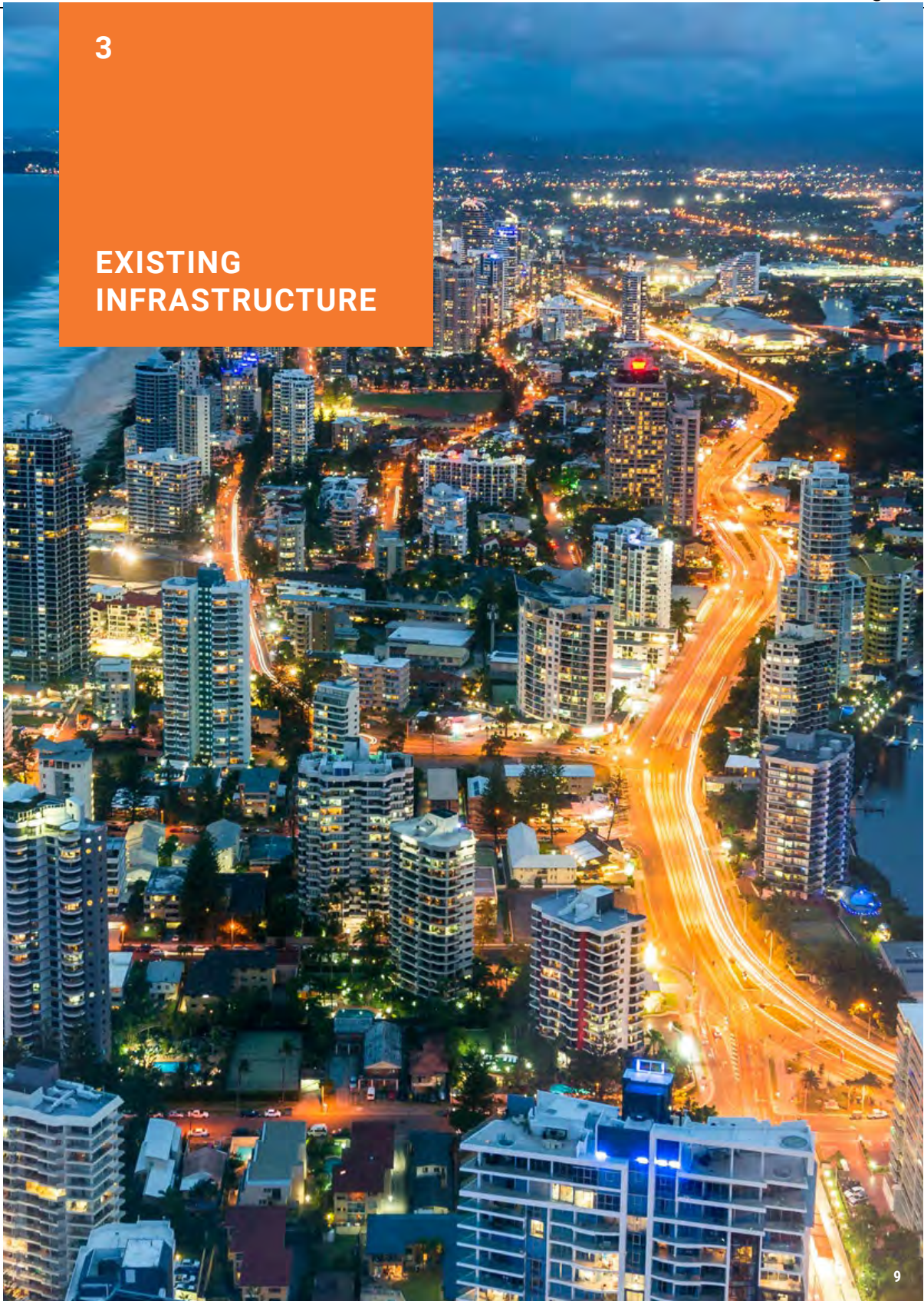
2.3 LIMITATIONS

The following were not accessed on the site walk:

- Junction Court (area was still under construction and provided with security fencing)
- Main switchboards serving Jellybean Park/ Egans Lane Carpark and Stewart Place Carpark
- Bottom of each light pole along Junction St and Junction Court
- Pole mounted service enclosures along Junction St.
- Cable Pits

3

EXISTING INFRASTRUCTURE



CBD22.22 - Attachment 1

3 EXISTING INFRASTRUCTURE

3.1 JUNCTION STREET

A 100A, 3 phase Council metered main switchboard located in Roadway Arcade currently serves Junction Street. The switchboard appeared in reasonable condition considering the age of the installation. Refer to Photo 1.

The streetlights are bulk controlled at the main switchboard through a Photo Electric Cell complete with manual override. It was evident there were no Residual Current Devices (RCDs) installed on the main switchboard.



Photo 1

The streetlighting consists of pole mounted opal spheres which are located on a heritage style pole. From the electrical drawings the sphere is nominated as a Sylvania B2011 and there is no specification available for the pole. Refer to Photo 2.

The size and condition of the cabling serving the street lighting is unknown, however according to the drawings each pole is served by either a 1 x 25mm or 1 x 32mm diameter underground conduit in a loop in loop out arrangement.



Photo 2

According to the communications drawings, fibre infrastructure from the Council Administration Building which serves the CCTV system runs south along Kinghorne St and intersects Junction St to the west. However, the cable pits shown on the drawings in this area were not evident on the site walk.

3.2 JUNCTION COURT

A 100A, 1 phase Council metered main switchboard located near Kinghorne St currently serves Junction Court. We were advised by Council this supply will be upgraded to 3 phase in the future.

The switchboard appeared in reasonable condition. Refer to Photo 3.

The lighting in the area consists of pole top luminaires and inground uplighters. Council indicated the uplighters were colour changing and have had issues with driver failures. Lighting controls for both the pole top luminaires and uplighters complete with overrides reside in the main switchboard.

There are no details available on the specification of the luminaires, cable sizes or underground conduits which serve this area.

3 EXISTING INFRASTRUCTURE



Photo 3

3.3 JELLYBEAN PARK & EGANS LANE CARPARK

We were advised by Council a metered electrical supply located adjacent to the public amenities serves Jellybean Park & Egans Lane Carpark. We could not access this switchboard on our site walk.

Also, Council advised the existing Egans Lane carpark lighting is owned and maintained by Endeavour Energy. Refer to Photo 4.

The communications drawings indicate fibre infrastructure from the Council Administration Building runs into the carpark. Refer to Photo 5.



Photo 4



Photo 5

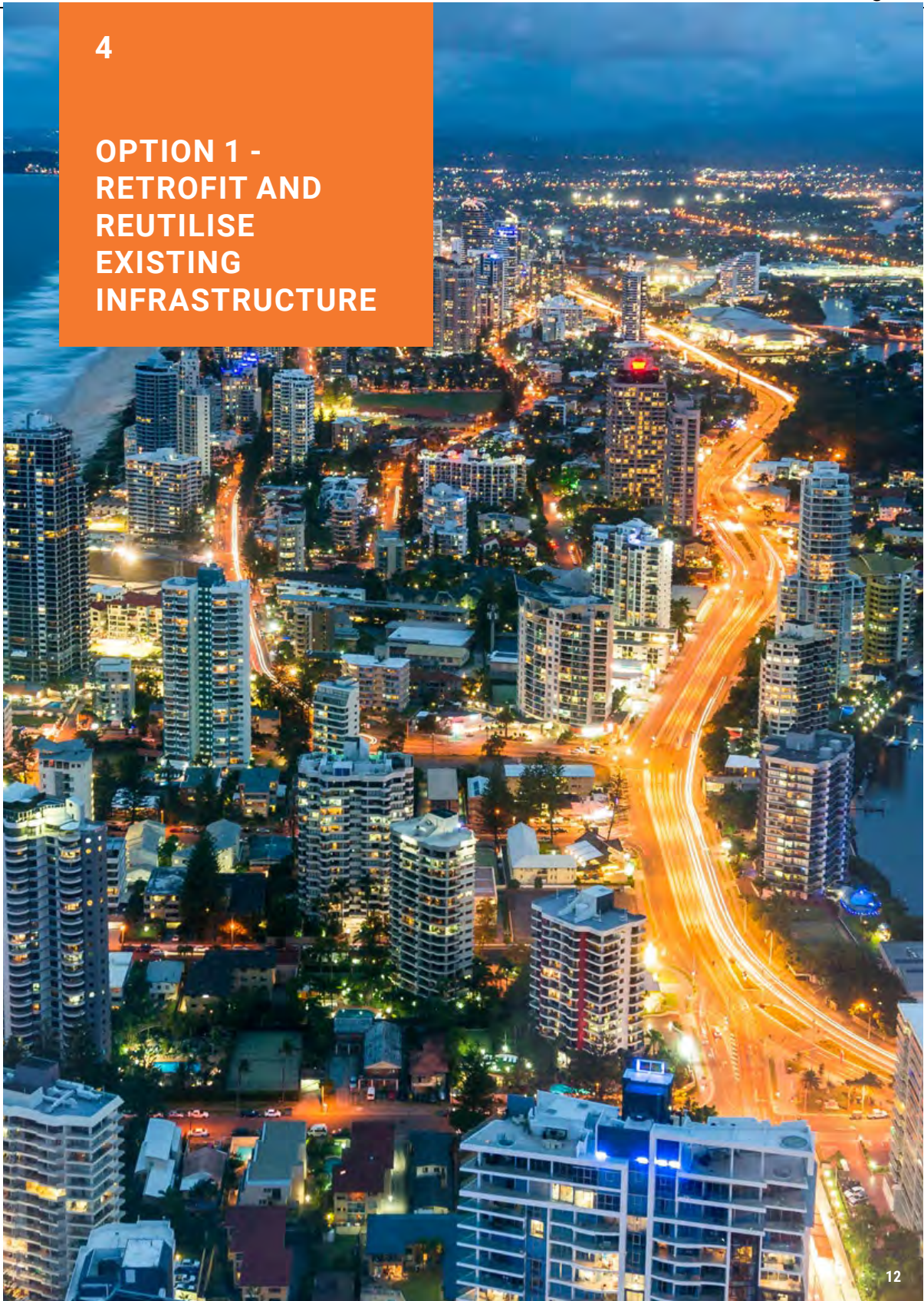
3.4 STEWART PLACE CARPARK

We were advised by Council a metered electrical supply located adjacent to the public amenities along Patterson Lane serves Stewart Place Carpark. We could not access this switchboard on our site walk.

According to the communications drawings, there is no fibre infrastructure from the Council Administration Building which serves this carpark.

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**OPTION 1 -
RETROFIT AND
REUTILISE
EXISTING
INFRASTRUCTURE**



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CBD22.22 - Attachment 1

4 OPTION 1 - RETROFIT AND REUTILISE EXISTING INFRASTRUCTURE

4.1 JUNCTION STREET

The existing street poles could be retrofitted with new street LED luminaires (Subject to confirmation of the pole's structural integrity).

There are two options available:

1. **Post Top** - The existing bracket could be reused if it suits a typical luminaire with a 76mm diameter spigot. If this is not the case, then a bespoke sleeve would need to be manufactured to suit the new post top.
2. **Outreach Arm** – The existing spigots would be replaced with an outreach arm to suit a new streetlight. (This is subject to the structural capacity of the pole being able to support a luminaire on an outreach arm)

A lighting design would be required to ascertain which option above best suits the application and complies with current Australian Standards.

New cabling from the bottom of the street pole to the new streetlights or pole top luminaire will be required. The existing cabling from the main switchboard serving the poles would need to be both tested and inspected to ensure compliance to current codes and standards. Residual Current Devices (RCD's) will be installed to comply with Australian Standards.

It is assumed the existing lighting control philosophy at the main switchboard would remain.

It would be problematic to incorporate colour changing luminaires, Wireless Access Points (WAPs) for public Wi-Fi and Public Address (PA) speakers onto the existing street poles, due to the lack of spare power and communications conduits which currently service these poles. Also, the existing poles appear to have limited physical space internally to incorporate additional cabling and equipment associated with the operation of these systems. (TBC once internal access to the poles is provided)

Council has confirmed any new equipment cannot be mounted to the shop awnings along Junction St, however WAPs, PA speakers and colour changing lights could be installed on the horizontal steel structure which tie together the light poles and banner poles (pending structural approval). In this

scenario, power and communications services will be reticulated underground to new service poles located along Junction St to facilitate cabling to equipment mounted to the horizontal structure. Refer to Photos 6 & 7.

The following summarises the required infrastructure along Junction St:

- New service poles
- New trenching, cabling, conduits, pits for power circuits from the Main Switchboard in Roadway Arcade to each new service pole
- New trenching, cabling, conduits, pits for communications services from Kinghorne St to each new service pole
- New surface mounted conduits fixed to the horizontal steel structure to service WAPs, PA speakers and colour changing luminaires.
- New lighting controls for colour changing luminaires located in the Main Switchboard in Roadway Arcade.
- New pole mounted stainless steel cabinets to house communications active equipment to serve WAPs and PA speakers (As indicated in Photo 2)

It is worth noting this solution will negatively impact aesthetically the public realm due to proliferation of visible services located along the horizontal steel structure under the awnings.

In addition, head end communications equipment for the Public Wi-Fi and PA system will need to be located within the Council Administration Building.

4.2 JUNCTION COURT

There is no information available in relation to the size and number of conduits serving each of the existing light poles. It will be problematic to install WAP's and PA speakers to these poles without any spare power and communications conduits.

4.3 JELLYBEAN PARK & EGANS LANE CARPARK

Public Wi-Fi could be installed in this area utilising the existing communications infrastructure which serves the CCTV system.

The following summarises the required infrastructure:

4 OPTION 1 - RETROFIT AND REUTILISE EXISTING INFRASTRUCTURE

- New trenching, cabling, conduits, pits for power circuits from the Main Switchboard
- New trenching, cabling, conduits, pits for communications services
- New service poles to mount WAP's

As indicated in Section 4.1 head end communications equipment for the Public Wi-Fi will be located within the Council Administration Building.



4.4 STEWART PLACE CARPARK

To facilitate public Wi-Fi in this carpark, the existing fibre infrastructure will need to be extended south along Kinghorne Street to Fitzgerald Lane, and then through the lane to the carpark.

The following summarises the required infrastructure;

- New trenching, cabling, conduits, pits for power circuits from the Main Switchboard
- New trenching, cabling, conduits, pits for communications services
- New service poles to mount WAP's

As indicated in Section 4.1 head end communications equipment for the Public WiFi will be located within the Council Administration Building.

4.5 COST ESTIMATES

Due to the extensive range of works required to deliver this option, we have not prepared bills of materials against which to establish specific pricing. However, based on previous projects, and noting that no market testing has been conducted, we have provided an estimate of costs to inform Council's considerations.

The exact quantities of new equipment will be determined during the detailed design phase. The following are indicative costs for each in-scope item and is subject to confirmation of further investigations highlighted in Section 7 of this report.

- Retrofit new LED luminaires onto existing street poles in Junction St - **\$2,000 - \$2,500 per pole**
- New colour changing luminaire (DMX RGB) mounted on horizontal structure in Junction St - **\$3,000 - \$3,500 per fitting**
- New WAP mounted on horizontal structure in Junction St - **\$1,000 - \$1,500 per point**
- New PA speaker mounted on horizontal structure in Junction St - **\$750 - \$1,250 per point**
- New pole mounted WAP in Jellybean Park & Carparks - **\$3,500 - \$4,500 per point**

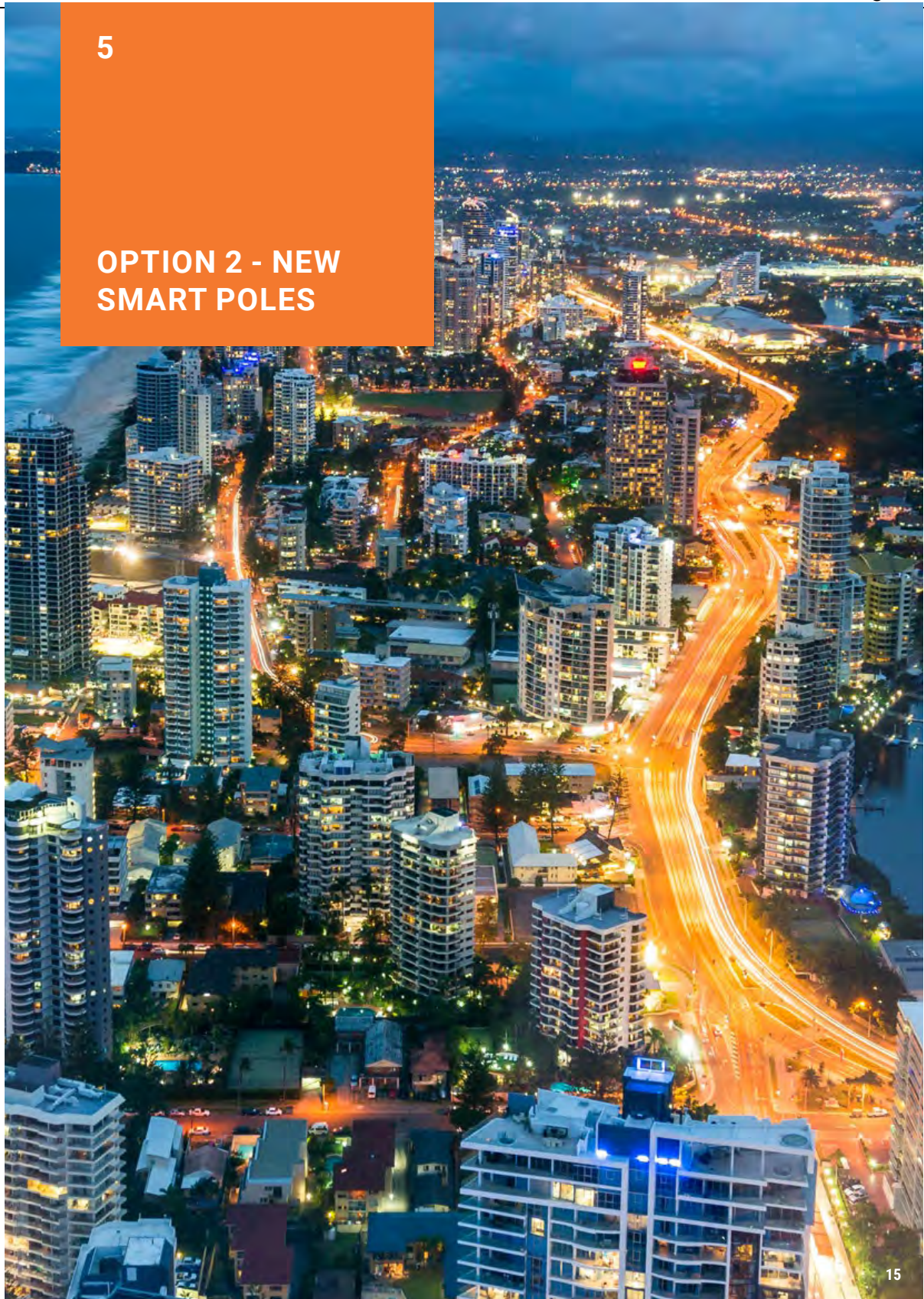
Cost estimates are current as of March 2022.

Exclusions include the following:

- GST
- Design Fees
- Civil works and associated reinstatement of surfaces
- Supply Authority & Telco fees
- Head end and active equipment for WiFi and PA system
- Relocation of existing services
- Builder's work associated with additional horizontal steel structure along Junction St
- Extension of the existing fibre infrastructure to Stewart Place Carpark

5

**OPTION 2 - NEW
SMART POLES**



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5 OPTION 2 - NEW SMART POLES

5.1 JUNCTION STREET

A smart pole/node solution would be required to fully integrate street lighting, colour changing luminaires, WAPs and PA speakers. This would form the backbone for a Smart Cities overlay and future proof the city to embrace new and evolving technologies. Smart poles/nodes will replace all existing light poles.

The following summarises the required infrastructure along Junction St;

- New smart poles/nodes, including a minimum of 2 x power conduits & 1 x multi duct communications conduct to each pole
- New trenching, cabling, pits for power circuits from the Main Switchboard in Roadway Arcade
- New trenching, cabling, pits for communications services from Kinghorne St.
- Augmentation of the incoming electrical supply to support multiple systems including Electric Vehicle Charging Stations, Power Outlets, Telco 5G equipment, IoT, wayfinding etc.

In addition, head end communications equipment for the Public WiFi and PA system will need to be located within the Council Administration Building.

5.2 JUNCTION COURT

Similarly, to Section 5.1, the existing light poles would be replaced with new smart poles complete with supporting infrastructure.



5.3 JELLYBEAN PARK & EGANS LANE CARPARK

The standard service poles would be replaced with Smart Poles complete with supporting infrastructure.

5.4 STEWART PLACE CARPARK

The standard service poles would be replaced with Smart Poles complete with supporting infrastructure.

5.5 COST ESTIMATES

Smart pole pricing varies significantly depending on the pole, type, uses, height and location. As such we have not provided specific pricing for this option.

However, it is noted that there are providers in the market that structure joint ownership and other models of smart assets that reduce the capital cost of purchase and installation. We would be happy to make introductions to these parties as/if required.

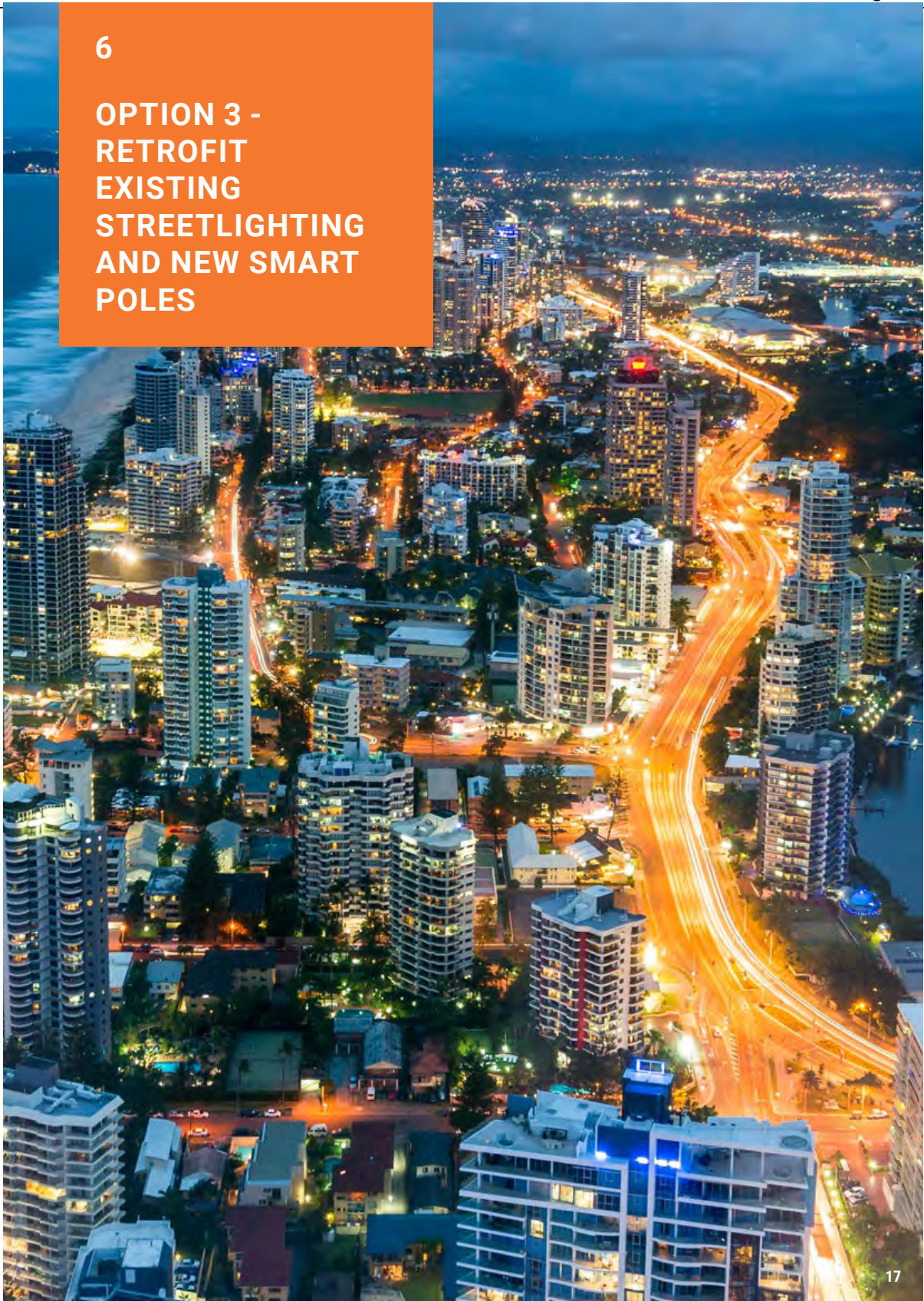
The following provide an indicative cost for each piece of equipment.

- New smart pole/node – TBA (Subject to the number of systems installed on each pole)

Costs estimates for the above are to be confirmed.

6

**OPTION 3 -
RETROFIT
EXISTING
STREETLIGHTING
AND NEW SMART
POLES**



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6 OPTION3-RETROFITEXISTINGSTREETLIGHTINGANDNEWSMARTPOLES

6.1 JUNCTION STREET

A combination of retrofitting the existing street poles with new luminaires and installing smart poles/nodes to incorporate the colour changing luminaires, WAPs and PA speakers is also feasible. Smart poles/nodes would be strategically located to provide optimum coverage with the exact quantities to be confirmed during concept design. This provides a balance of retaining some existing infrastructure and installing new to suit the smart pole/node locations.

The following summarises the required infrastructure along Junction St;

- New luminaires to the existing street poles. (Existing controls and cabling will be retained if deemed suitable)
- New smart poles/nodes (reduced quantities from Option 2), including a minimum of 2 x power conduits & 1 x multi duct communications conduct to each pole
- New trenching, cabling, pits for power circuits from the Main Switchboard in Roadway Arcade
- New trenching, cabling, pits for communications services from Kinghorne St.
- Augmentation of the incoming electrical supply to support multiple systems including Electric Vehicle Charging Stations, Power Outlets, Telco 5G equipment, IoT, wayfinding etc.

In addition, head end communications equipment for the Public WiFi and PA system will need to be located within the Council Administration Building.

6.2 JUNCTION COURT

The existing light poles would be retained with new smart poles/nodes installed as required.

6.3 JELLYBEAN PARK & EGANS LANE CARPARK

Similar to Section 5.3.

6.4 STEWART PLACE CARPARK

Similar to Section 5.4.

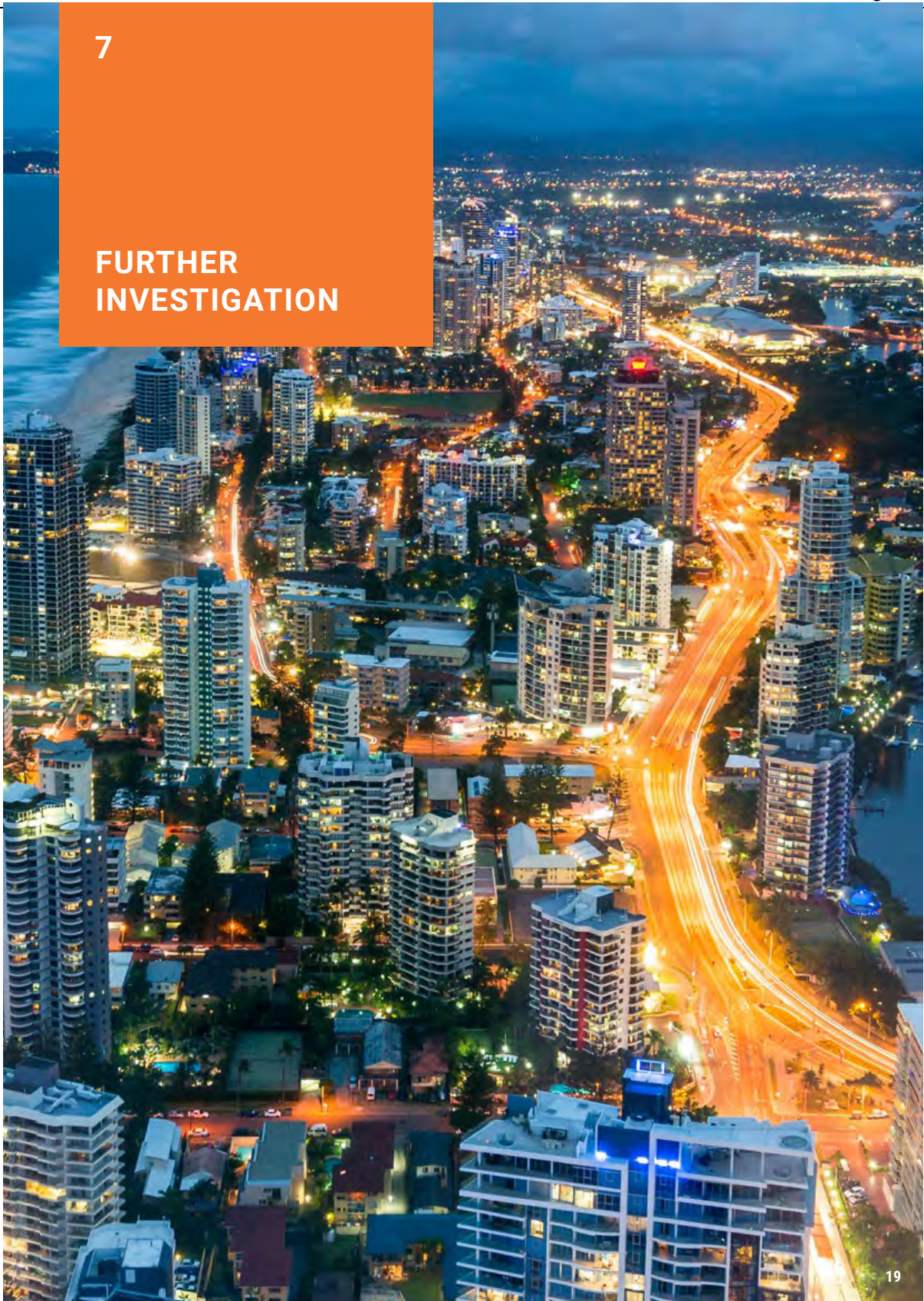
6.5 COST ESTIMATES

Similar to Sections 4.5 & 5.5 as applicable.



7

FURTHER INVESTIGATION



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7 FURTHER INVESTIGATION

The following items require further investigation or clarification from Council.

- Structural integrity of the existing light poles along Junction St to enable modifications to support new pole mounted luminaires.
- Structural integrity of the existing horizontal steel structure along Junction St to enable fixing of colour changing luminaires, WAPs and PA speakers including all surface mounted conduits and cabling.

8

REFERENCE DOCUMENTS



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CBD22.22 - Attachment 1

8 REFERENCE DOCUMENTS

The following documents were referenced in the preparation of this report.

- Nowra CBD Streetscape Electrical General Arrangement & Single Line Diagram – LS8D060 Sheet 1 of 2
- Nowra CBD Streetscape Electrical General Arrangement & Conduit Layout – LS8D060 Sheet 2 of 2
- Junction Court Detailed Design Shoalhaven City Council – 3187-GE series
- Sphere Lighting Spacing Junction St, Nowra – E2979-002A
- Shoalhaven City Council CCTV Design - SN-SS02471
- Stewart Place Nowra – Bus Interchange & Carpark Revised Layout Dec 2005 – 1184.49
- Nowra Jellybean Park Stage 2 – Park Revitalisation – Detailed Design – 2866_55A



COMPLETE URBAN Pty Ltd

COMPLETE GOLD COAST

SUITE 203
20 LAKE ORR DRIVE
VARSITY LAKES
QLD 4227
P: +61 (0)7 5553 5555

COMPLETE SYDNEY

10 REGENT STREET
CHIPPENDALE
NSW 2008
P: +61 (0)2 9282 9900
F: +61 (0)2 9282 9277

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Cardno (NSW/ACT) Pty Ltd | ABN 95 001 145 035
Ground Floor, 16 Burelli Street
Wollongong NSW 2500
Tel: 02 4231 9600 Fax: 02 4228 6811
Web: www.cardno.com.au

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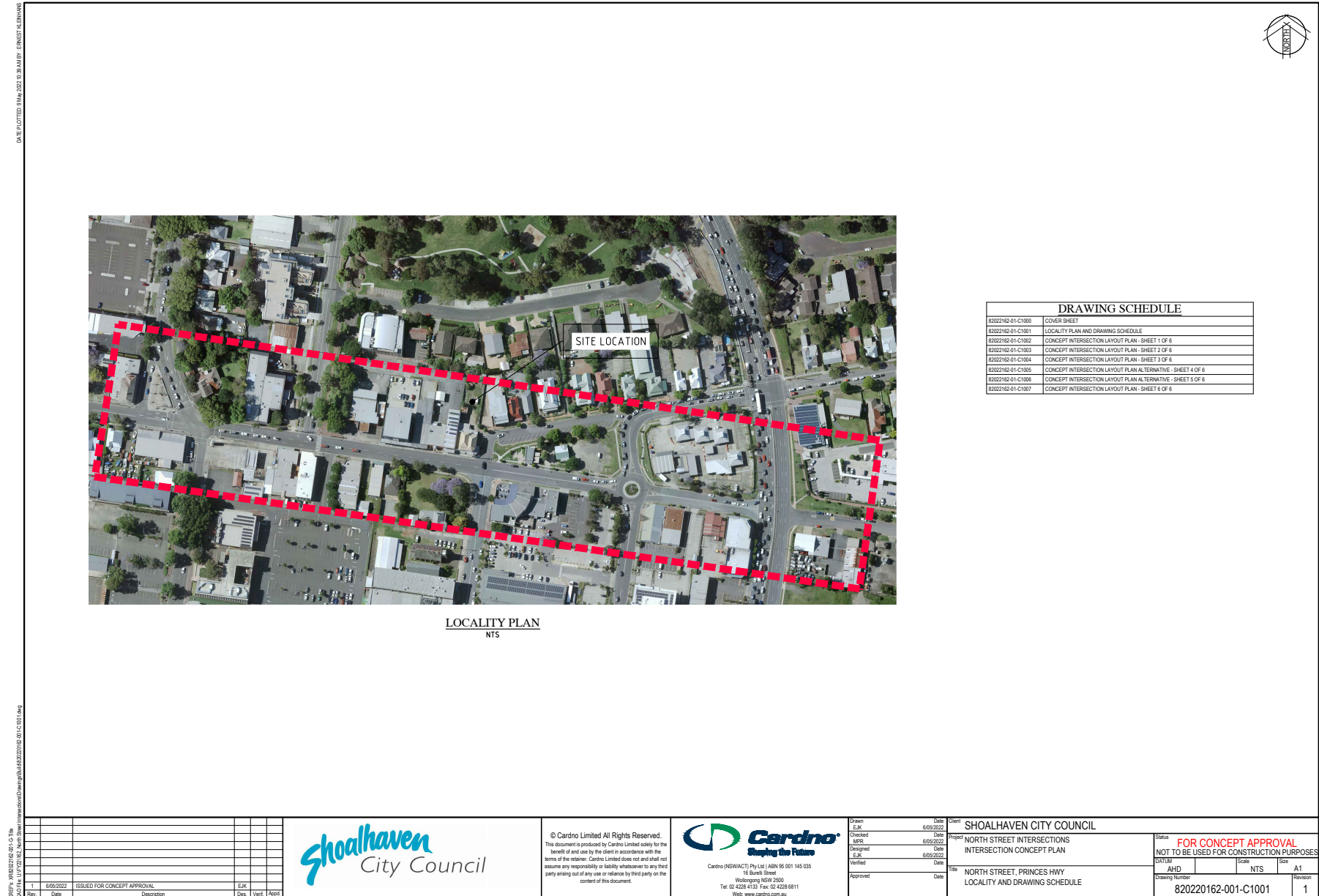
NORTH STREET INTERSECTIONS INTERSECTION CONCEPT PLAN

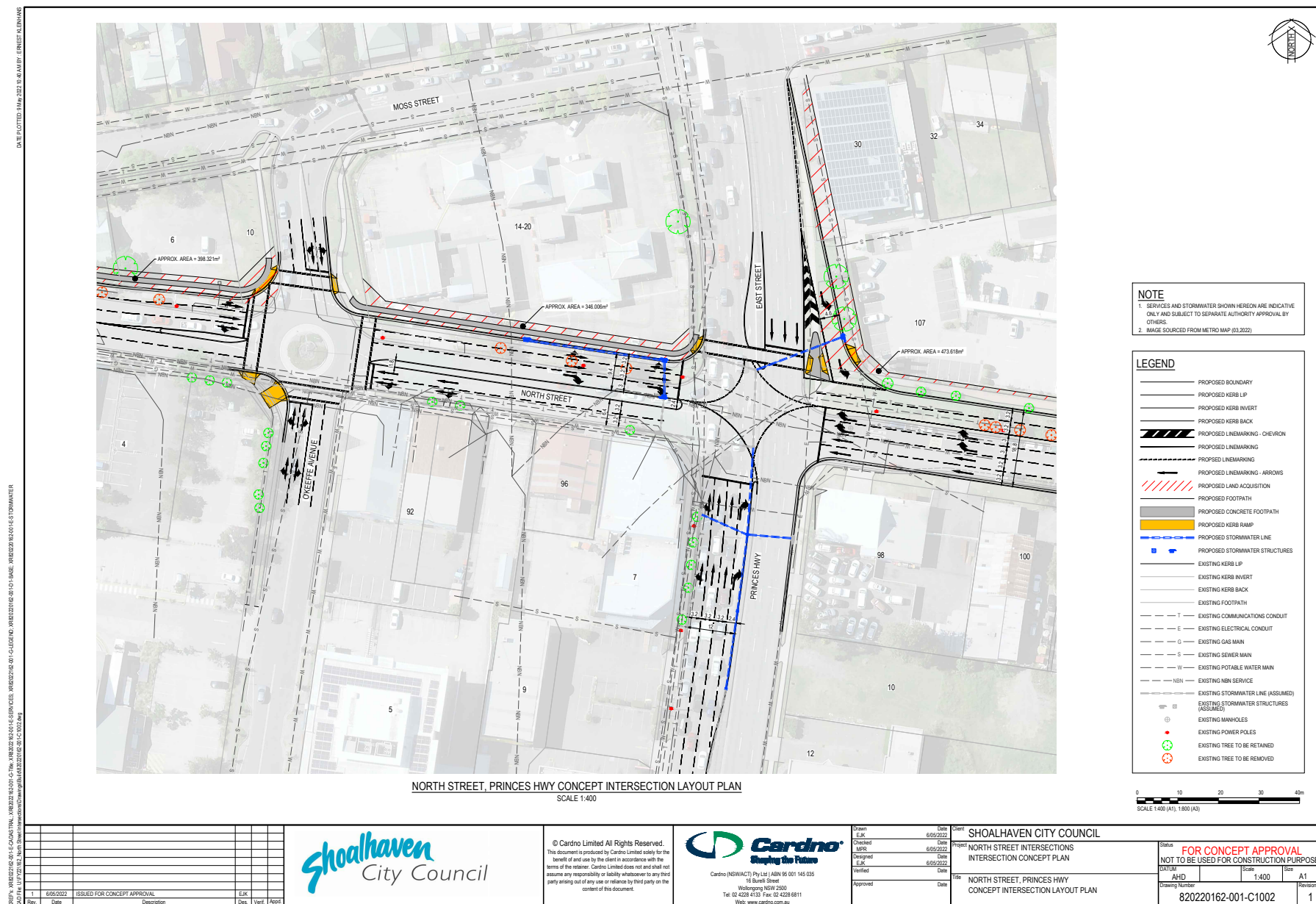
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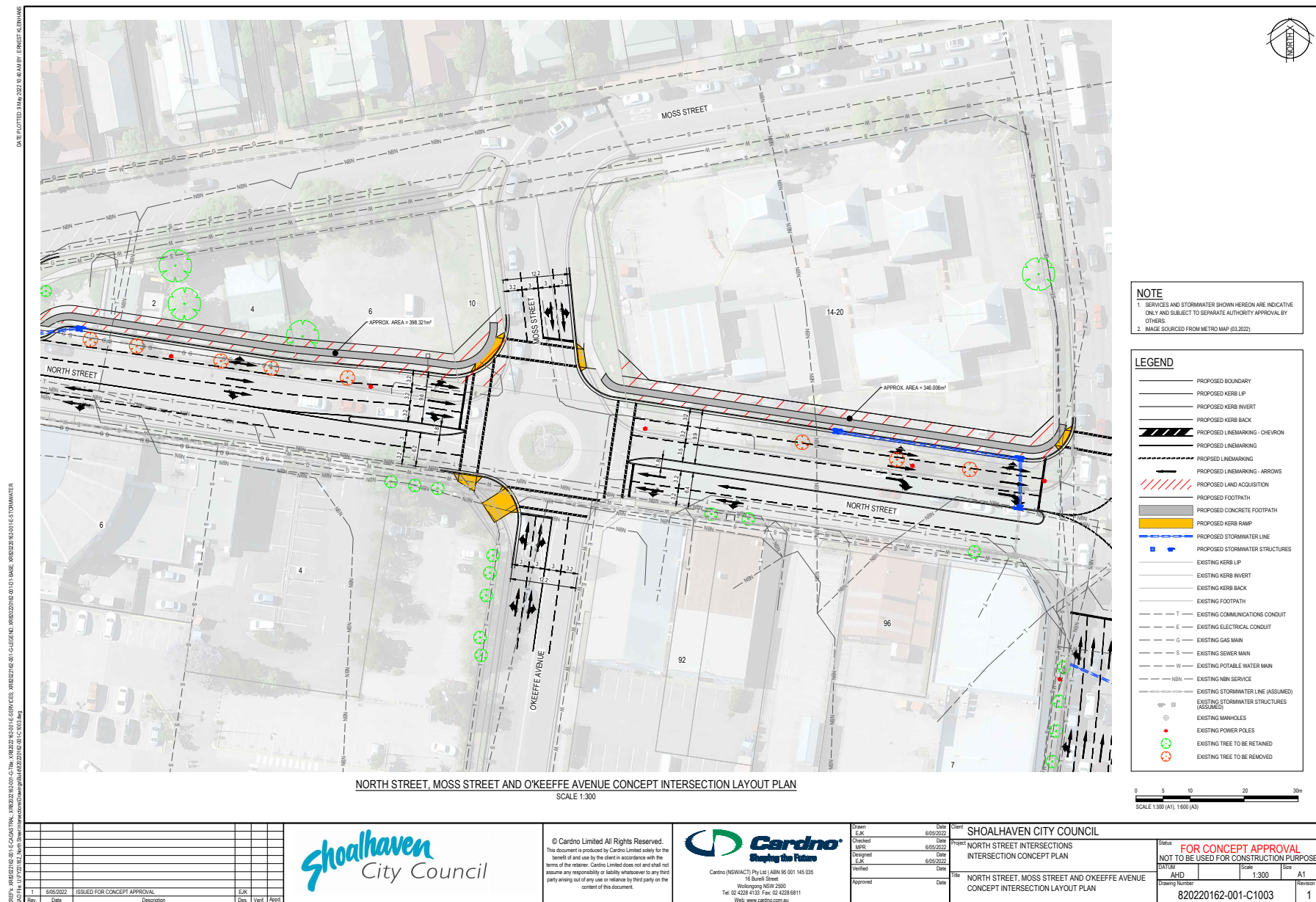
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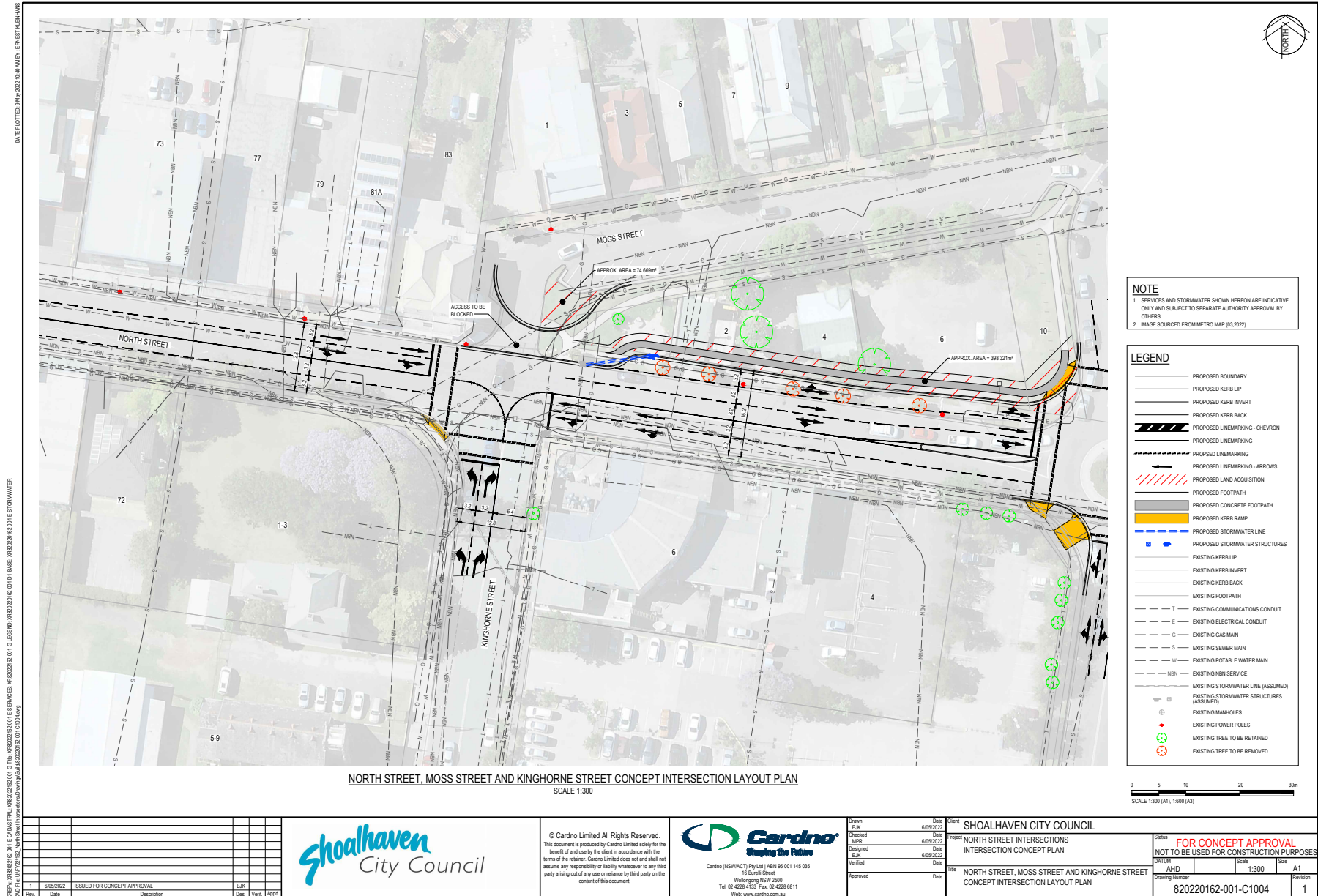
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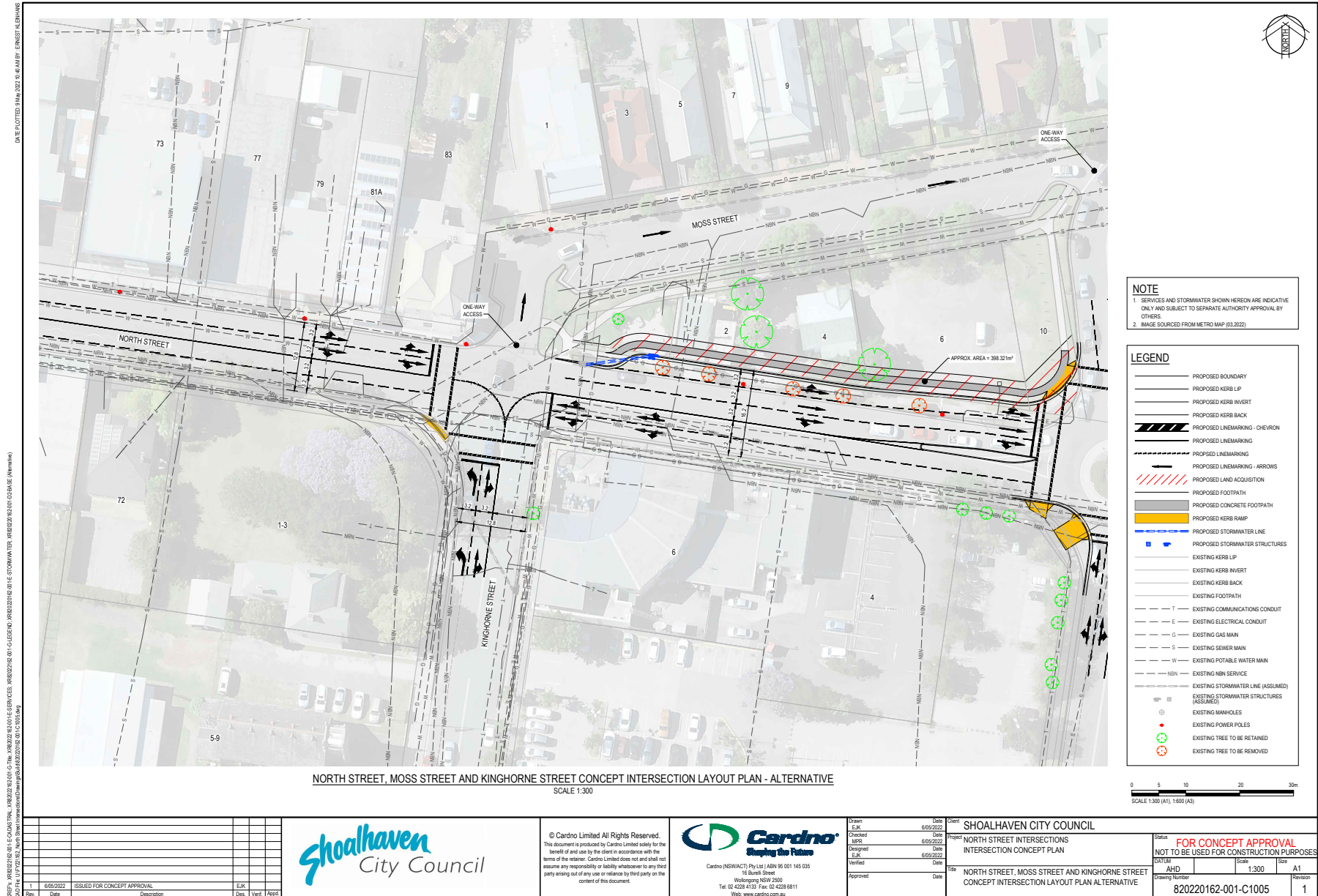
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Designed E.J.K.	Date 6/05/2022				
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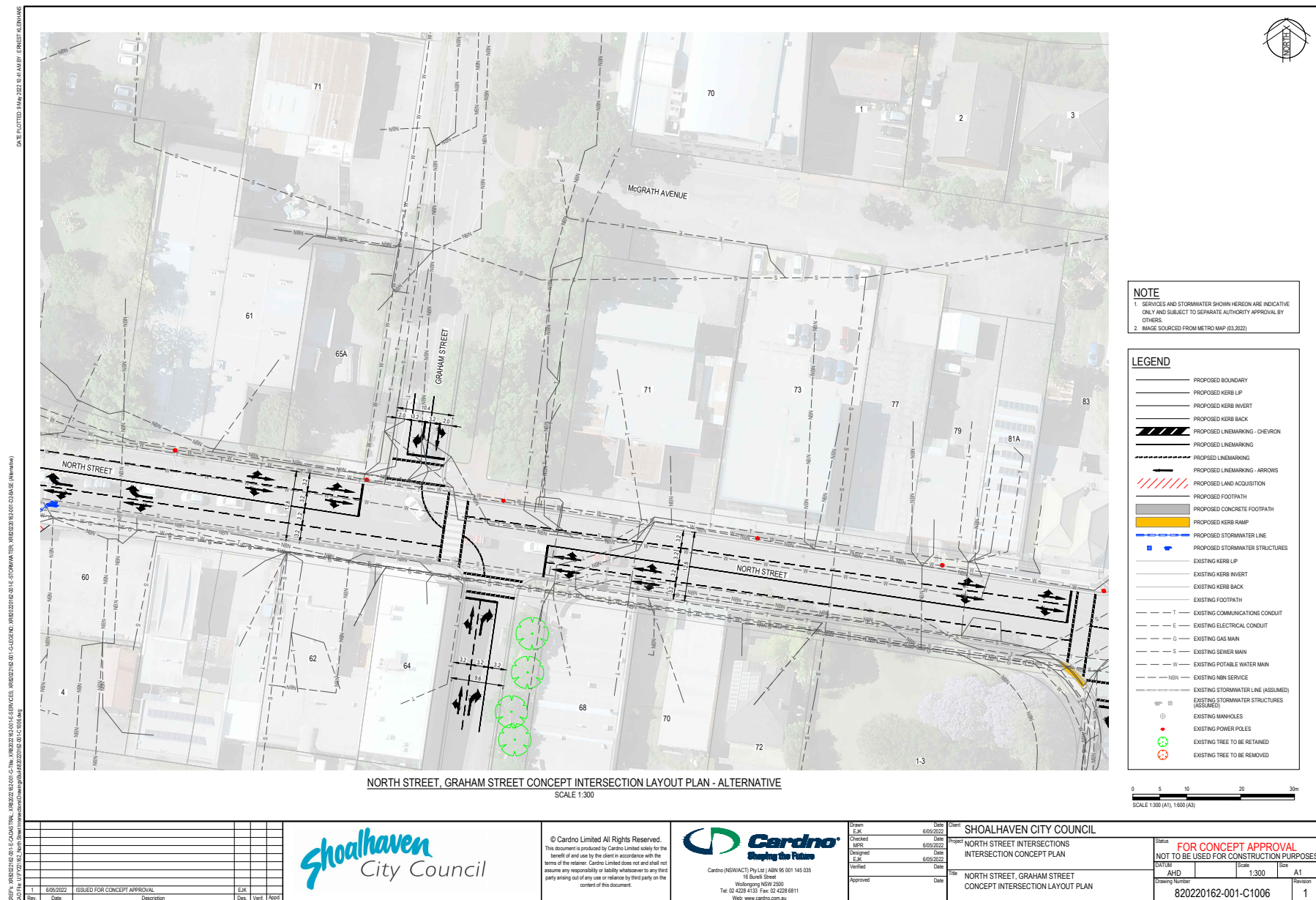


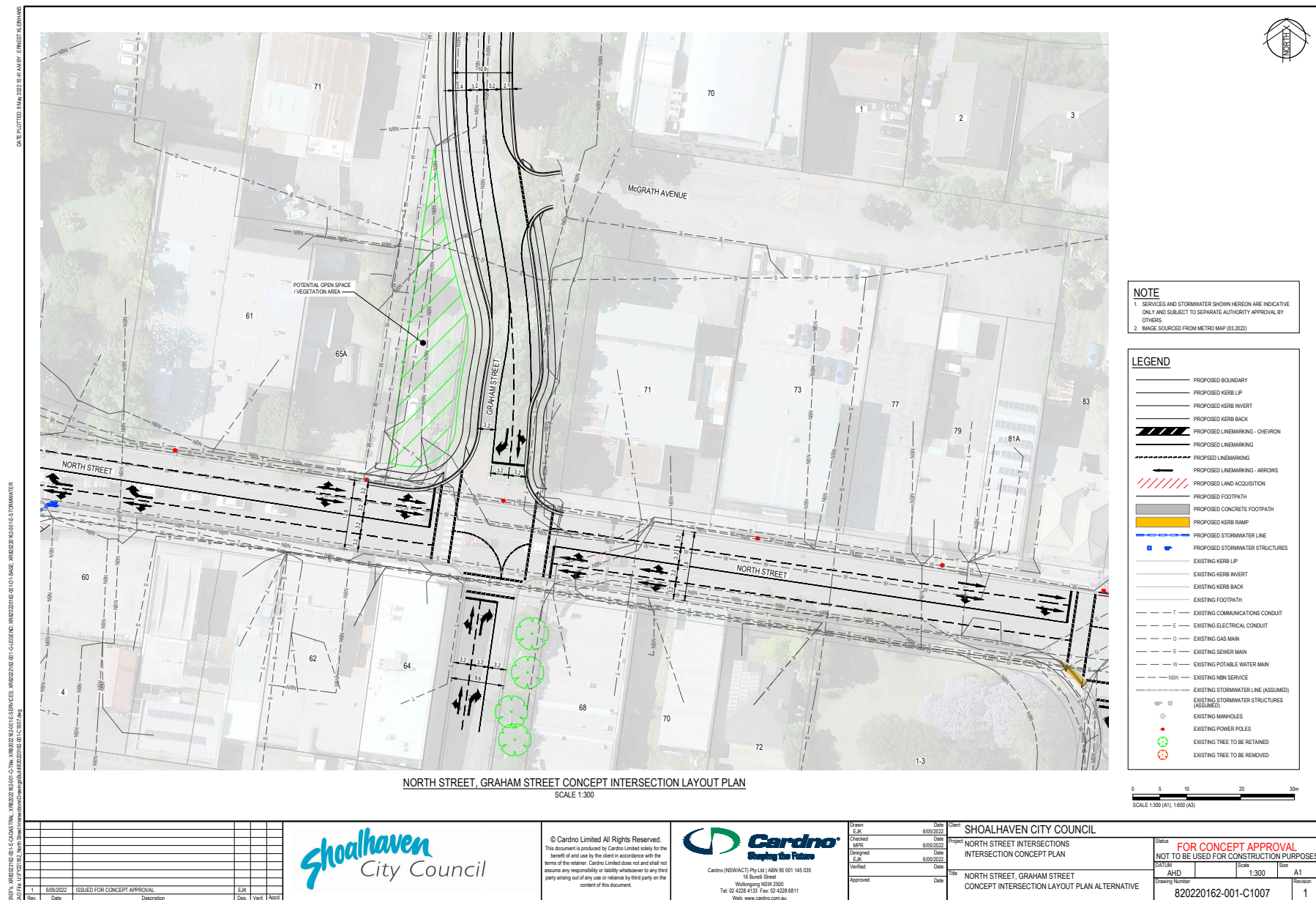


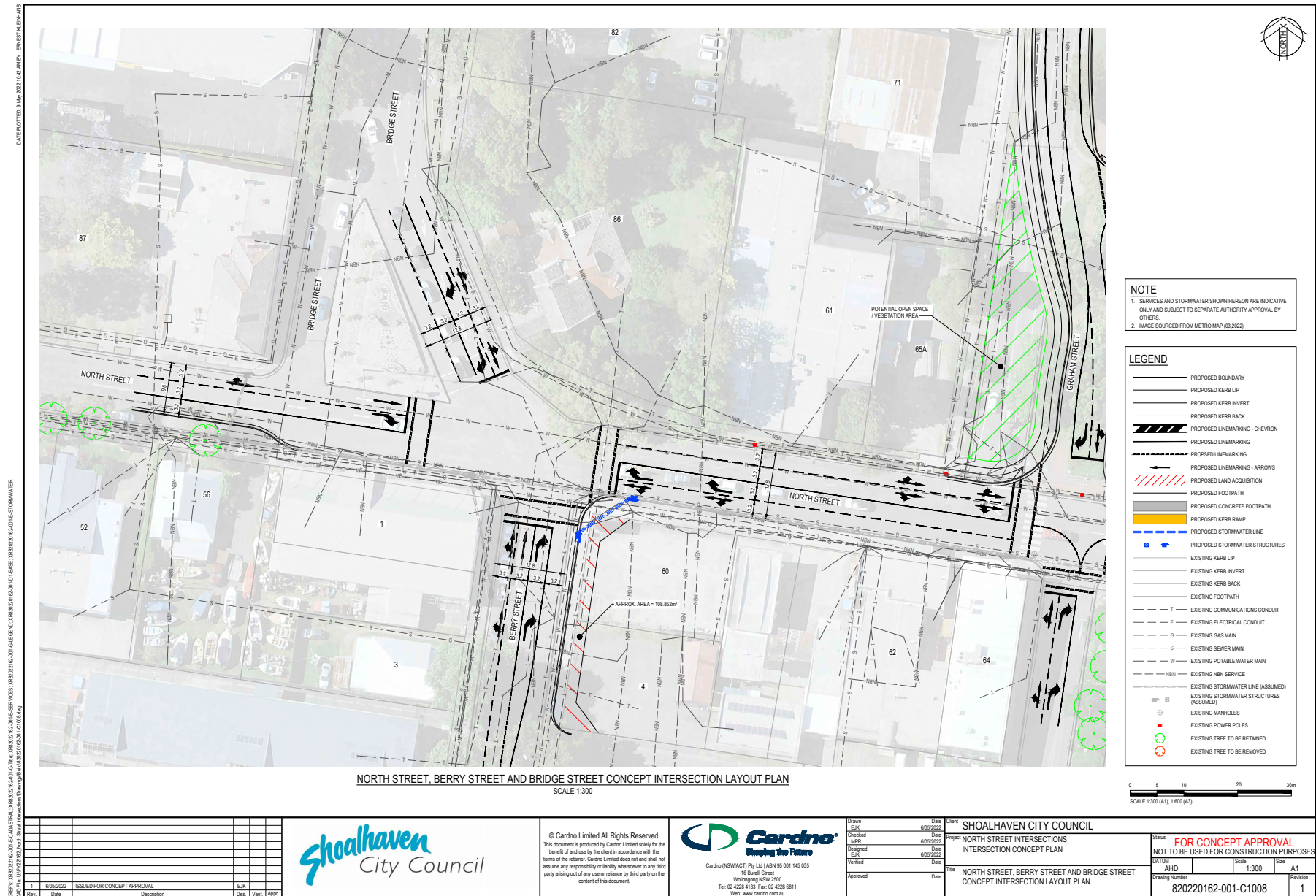














NORTH STREET INTERSECTIONS MASTERPLAN

DESIGN NOTES

- 1 RETAIN EXISTING WILLIAM BATT MEMORIAL GARDEN WITH THE POTENTIAL TO ENHANCE PLANTING WHERE POSSIBLE.
- 2 PROPOSED REALIGNMENT OF GRAHAM STREET TO ENHANCE GREEN CORRIDOR TOWARDS THE NORTH AND PROVIDE AMENITY ALONG PEDESTRIAN PATHWAY CONNECTION. UNDERSTOREY PLANTING PROPOSED BENEATH TREES ALONG ROAD TO PROVIDE SEPARATION BETWEEN PEDESTRIANS AND VEHICLES. OPPORTUNITIES FOR SEATING NODES BENEATH PROPOSED TREES.
- 3 EXISTING PATHWAYS TO BE RETAINED AND RESURFACED ALONG NORTH STREET TO PROVIDE SAFE PEDESTRIAN MOVEMENT. SOME SECTIONS OF PATH TO BE ALTERED TO SUIT INTERSECTION UPGRADES.
- 4 PROPOSED TERMINATION OF MOSS STREET TO REDUCE TRAFFIC MOVEMENT AND PROMOTE PEDESTRIAN PERMEABILITY THROUGH THE SITE.
- 5 POTENTIAL FOR FUTURE OPEN GREEN SPACE WITH ADDITIONAL PROPOSED TREES ALONG EDGE TO DEFINE THE SPACE AND PROVIDE CANOPY COVER FOR SHADE.
- 6 PROPOSED STREET TREES TO ENHANCE THE EXISTING STREETSCAPE.

INDICATIVE PLANT LIST

Symbol	Botanical Name	Common Name	Mature Height x Width
	Eucalyptus 'Summer Red'	Grafted Summer Red	5 x 3m
	Hymenosporum flavum	Native Frangipani	10 x 5m
	Dianella revoluta	Blue Flax Lily	1 x 1m
	Grevillea pinnatifida	'Royal Mantle'	0.2 x 1m
	Lomandra Tanika	Mat Rush	0.5 x 0.5m
	Myoporum parvifolium	Boobialla	0.3 x 1m
	Syzygium australe 'Aussie Compact'	Lilly Pilly	3 x 1.5m

Note: All tree species have been selected based on the Town Street Tree Planting Strategy prepared by Shoalhaven City Council.

LEGEND

- CADASTRAL BOUNDARY
- PROPOSED ROAD
- FOOTPATH
- PROPOSED LAND ACQUISITION
- EXISTING TREE TO BE RETAINED
- EXISTING TREE TO BE REMOVED
- PROPOSED TREES
- PROPOSED UNDERSTOREY PLANTING
- TURF

CONCEPT LANDSCAPE MASTERPLAN



landscape architecture
urban design
environmental management

0 10 20 40 60 80m
SCALE 1:800 @ A1



SHOALHAVEN CITY COUNCIL

NORTH STREET INTERSECTIONS MASTERPLAN

DATE
03.05.2022

PROJECT NO.
82022162

DRAWING NO
L01

ISSUE
1



NORTH STREET INTERSECTIONS MASTERPLAN (ALTERNATIVE LAYOUT)

DESIGN NOTES

- 1 RETAIN EXISTING WILLIAM BATT MEMORIAL GARDEN WITH THE POTENTIAL TO ENHANCE PLANTING WHERE POSSIBLE.
- 2 EXISTING PATHWAYS RETAINED AND RESURFACED ALONG NORTH STREET TO PROVIDE SAFE PEDESTRIAN MOVEMENT. SOME SECTIONS OF PATH TO BE ALTERED TO SUIT INTERSECTION UPGRADES.
- 3 AREA OF EXISTING PLANTING, PATHWAYS AND SEATING TO BE RETAINED.
- 4 POTENTIAL FOR FUTURE OPEN GREEN SPACE WITH ADDITIONAL PROPOSED TREES ALONG EDGE TO DEFINE THE SPACE AND PROVIDE CANOPY COVER FOR SHADE.
- 5 PROPOSED STREET TREES TO ENHANCE THE EXISTING STREETSCAPE.

INDICATIVE PLANT LIST

Symbol	Botanical Name	Common Name	Mature Height x Width
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	Dianella revoluta	Blue Flax Lily	1 x 1m
	Grevillea pinnatifida	Grevillea	0.2 x 1m
	Lomandra Tanika	Mat Rush	0.5 x 0.5m
	Myoporum parvifolium	Boobialla	0.3 x 1m
	Syngonium australe 'Aussie Compact'	Lily Pilly	3 x 1.5m

Note: All tree species have been selected based on the Town Street Tree Planting Strategy prepared by Shoalhaven City Council.

LEGEND

- CADASTRAL BOUNDARY
- PROPOSED ROAD
- FOOTPATH
- PROPOSED LAND ACQUISITION
- EXISTING TREE TO BE RETAINED
- EXISTING TREE TO BE REMOVED
- PROPOSED TREES
- PROPOSED UNDERSTOREY PLANTING
- TURF

CONCEPT LANDSCAPE MASTERPLAN - ALTERNATIVE LAYOUT



landscape architecture
urban design
environmental management

0 10 20 40 60 80m
SCALE 1:800 @ A1

SHOALHAVEN CITY COUNCIL

NORTH STREET INTERSECTIONS MASTERPLAN

DATE
03.05.2022

PROJECT NO.
82022162

DRAWING NO
L02

ISSUE
1



Nowra CBD Place Manager

Job Description




shoalhaven.nsw.gov.au f @ y t

Background

In 2021 consultants Placescore developed an action plan to guide investment in the Nowra CBD. The 3 key directions are.

CELEBRATE NOWRA

Build a good story – Share what is working well in Nowra and develop a positive identity to improve its experience, perception and place attraction



INITIATIVES THAT HAVE BEEN WELL RECEIVED


- Event promotions through radio advertisements and competition vouchers
- CBD banners
- Heritage plaques and historical walk
- CBD Mural Trail
- Cafe Culture

BUILD & IMPROVE ON

- Convenient location and offer of essential services
- Attractive cultural amenities like cinema, regional art gallery and the library
- Proximity to the Shoalhaven River
- Old and uninviting shopfronts fail to activate the streets
- Beautiful heritage buildings by celebrating them
- Current perception of the need to work towards cleanliness and care of public spaces

SOMETHING FOR ALL

Attract more diversity and get people to stay longer – Offer more things to do for different audiences across day and night, weekdays and holidays



INITIATIVES THAT HAVE BEEN WELL RECEIVED


- Laneway painting event with the general public and food stalls (between library and art gallery)
- Town centre markets – DA cost assistance
- Event sponsorship – Shoalhaven Readers and Writers Festival

BUILD & IMPROVE ON

- Welcoming mainstreets with a great daytime hospitality offering
- Diverse range of stakeholders invested in the CBD
- Special deals by some businesses to attract customers
- Introduce diverse activities for different ages
- Encourage longer trading hours of businesses and outdoor trading
- Improve attributes performing lower than the National Average
- Encourage partnerships between business to help increase customers and revenue

A GREAT PLACE TO HANG OUT

Make it a walkable and stayable town - Improve the comfort and safety of Nowra CBD and make it a great place to sit, walk, stay, play and socialise



INITIATIVES THAT HAVE BEEN WELL RECEIVED

- Christmas decorations
- Street care - Footpath and streetscape upgrades, murals with anti-graffiti coating, wayfinding signage, Raised planter boxes, presence of pedestrian counters
- Grants - Facade improvement program and Access improvement program
- Junction Street fairy lights

BUILD & IMPROVE ON

- Investment in Jellybean Park and footpath upgrades along Berry Street
- Presence of seating, public toilets, water bubblers, bins
- Improve unsafe street crossing experience due to car dominance
- Safer by design principles
- Highlight artwork murals on building facades and decals on shopfronts
- Provision of comfortable, weather protected places to sit

A Place Manager is required to undertake key actions within the action plan.

Objectives of the Position

Through the implementation of key items in the action plan The CBD Place Manager will provide:

- Effective coordination and delivery of the CBD's marketing, activities, programs and physical improvements
- An assured point of contact in Council for business of Nowra CBD
- Enhanced online presence of Nowra CBD Business
- Attraction of potential investors in Nowra CBD

Reporting

- Reporting directly to Chair – Nowra CBD Revitalisation Committee
 - Contract will be for 1 year
 - Contract managed by – Manager Technical Service, Shoalhaven City Council
 - Admin support provided by Technical Services
-
- The Place Manager will provide event, project and budget updates to the Nowra CDB Revitalisation Strategy Committee

Projects



The Nowra CBD Place Manager will manage and oversee

- Events
 - Monthly Food Night Markets (already established)
 - Surprise Saturday Program
 - Annual Christmas Wonderland
 - Monthly Fresh Food Markets
- Projects
 - Digital Marketing Plan (Manage a Consultant)
 - Social Media & Graphics Support (Manage a Consultant)

The number of projects may be negotiated in the future with an aim to increase the number projects from the action plan



Budget

1st Year Budget

- Events
 - Monthly Food Night Markets - \$6,000
 - Surprise Saturday Program - \$75,000
 - Annual Christmas Wonderland - \$50,000
 - Monthly Fresh Food Markets - \$15,000
- Projects
 - Digital Marketing Plan - \$40,000
 - Social Media & Graphics Support - \$20,000

Total Expenditure Control – \$206,000

(Subject to CBD Committee Approval)

Monthly Wednesday Night Food Markets

- Held in Jelly Park
- Wednesday Night
- Already Running
- Support for closure of Egans Lane by SCC



Surprise Saturday Program

A4 'SURPRISE SATURDAY' PROGRAM

YEAR	2021-22-23
BUDGET	\$75,000/year

'Surprise Saturday' is a weekly program of family friendly activities held in Junction Court. These should be low cost, easy to deliver activities with a focus on building the perception of Nowra CBD as a place for the community to gather. People should 'know' something will always be happening, but be curious because they don't know what it might be.

WHY IS THIS IMPORTANT?

- Currently there is a lack of things to do in Nowra CBD, especially for families with children
- Customers would like to see more activities and events planned for them in Nowra CBD

WHAT ARE THE BENEFITS?

- New activities every weekend will attract families with children to Nowra CBD on a regular basis
- Better activation of open spaces in Nowra CBD
- Increased customer footfall and resultant increase in trading activity of surrounding businesses
- Improved perception of Nowra CBD

RESEARCH RATIONALE

- 'Things to do in the evening (shopping, dining, entertainment etc.)' is the #1 priority for Nowra CBD as per Place Score's engagement in Jan 2021
- 'Activating the Centre' is one of the 10 objectives of the Nowra CBD Revitalisation Strategy (2014)
- Regular events in Junction Court is among the top 10 ideas of feedback survey respondents (Feb - March 2021)

ACTION OVERVIEW

Reliable, consistent, family friendly and fun should be the hallmarks of a program of Saturday morning 'surprise activities' held in Junction Court.

Each week there should be baseline activity i.e. giant games, outdoor seating etc. This action includes an initial purchase of equipment such as a street stall, giant games, chairs and tables, rolled turf, long trolley, etc. that can be built on over time.

It is recommended that a local business be given a stall space each week for free, to sell their products or services e.g. cupcakes. Events by other organisations such as the rotary BBQ, fundraising, pop-up food etc. should be encouraged.

In addition to the baseline activity there should be a surprise e.g. a face painter, community choir, jumping castle, Easter Egg hunt, sausage sizzle, family yoga etc. Safer by design principles must be adhered to in all the activities.

Support, participation and contribution from local volunteers is essential to the success of this program. As such it is recommended a Nowra Activators volunteer group be formed. This group of 'doers' may include any stakeholders committed to delivering an exciting program and committing to helping set up and supervise each Saturday.

To build on the 'surprise element' information about the special activity will only be released on Friday.

"More for kids and families to do - Saturday morning lawn games, crafts, entertainment"



Nowra Activators will be a group of doers - people willing to work at the grassroots to achieve change

KEY STEPS

This action occurs over the full three years of the program.

June (activities in this period are a part of Action A2)

- Street Walk to sign up interested businesses for first 6 Surprise Saturdays
- Prepare preliminary 6-week program overview
- Purchase baseline activity materials

July - Mid September (most of the activities in this period are a part of Action A2)

- 6 week program refinement and sign off
- Communications distribution
- Confirmation of volunteers to deliver the program on the ground
- Surprise Saturday program Launch
- Delivery of 6 consecutive Surprise Saturdays
- Place Manager, stakeholders and volunteers to build out plan for the upcoming Saturdays (potentially a 6-month plan)

Mid September onwards

- Review first 6 events and amend Program Plan as required
- Ongoing marketing and communications support



BUDGETS AND TIMELINE

The total budget allocation for this program over the three years is \$225,000.

	BUDGET	Q1			Q2			Q3			Q4		
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 2020 - 21	See Action A2												
FY 2021 - 22	\$75,000												
FY 2022 - 23	\$75,000												
FY 2023 - 24	\$75,000												

MEASURES OF SUCCESS

The successful delivery of this program can be measured as follows:

- Customers**
 - Increase in number of people/ families who visit every weekend
 - Increase in Google visitation numbers
- Activity**
 - Minimum of 48 Surprise Saturdays per year
 - Increase/ maintain the diversification of activities
 - Increase in number of local business that participate
- Media**
 - Regular promotions of upcoming events
 - Facebook shares
 - Instagram photos/ likes
 - Positive media stories

Annual Christmas Wonderland

A9 ANNUAL CHRISTMAS WONDERLAND

The Annual Christmas Wonderland builds on the success of the Christmas event organised by the RSC in December 2020. Annual theme changes will ensure repeat visitation for local families and visitors around Christmas and the school summer holidays each year.

WHY IS THIS IMPORTANT?

- The Christmas event in 2020 was successful and was positively spoken about by the community
- There is a desire to continue the tradition and deliver an event that attracts locals to Nowra CBD in the holiday season

WHAT ARE THE BENEFITS?

- Attract families and tourists to visit
- Support increased trading activity in the holiday period eg evenings and weekends
- Improved perception of Nowra CBD as centre of community activity

RESEARCH RATIONALE

- 'Things to do in the evening (shopping, dining, entertainment etc.)' is the #1 priority for Nowra CBD as per Place Score's engagement in Jan 2021
- 'Activating the Centre' is one of the 10 objectives of the Nowra CBD Revitalisation Strategy (2014)
- Improving the 'evidence of public events' is an improvement consideration according to your community (as per Place Score's engagement in Jan 2021)

ACTION OVERVIEW

This action proposes to deliver a differently themed experience in Junction Court every year that celebrates the summer holidays and Christmas season.

It can be delivered in partnership with a local not for profit e.g. Rotary/ RSL and should include both the display and associated activities in Junction Court and in surrounding streets. Opportunities to work with Stocklands Nowra to cross promote could be considered.

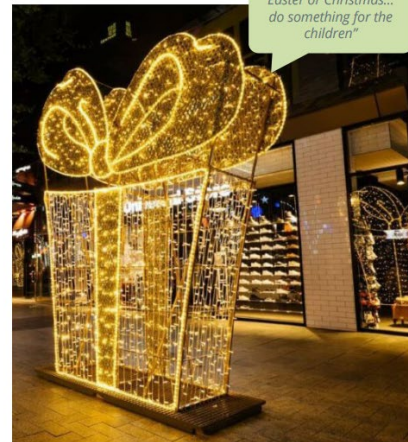
Display considerations:

- Mix of traditional and contemporary themes
- 'Instagrammable' photo opportunities
- Staff could dress to match the theme
- An experience that you can spend time in/ interact with, not just look at

With the Junction Court Revitalisation project (Action A5) being implemented by mid-December 2021, the proposed ochre and red coloured floor mural in Junction Court would be an apt setting for a beachy summer Christmas themed event.

Supporting activity ideas:

- Shopfront display competition between stores to encourage people to explore
- Petting zoo
- Face painting
- Ice cream wagon
- Evening Christmas parade, carols
- Bake sale for local charity or school, etc.



Having unique interactive decorations every year will encourage visitors to keep coming back to Nowra CBD

KEY STEPS

This action repeats annually.

September

- Research into available decorations and pricing
- Determine theme, type of activities and decorations

October

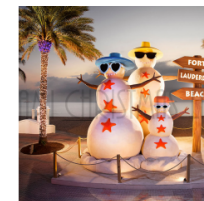
- Develop program of activities and responsibilities for delivery/management with Activators group
- Develop communications and marketing materials

November

- Early distribution of communications/ promotions across regional and local media and local partners
- Booking in resources from the Activators group and the wider community who will be available to assist with setting up the installations and activities before/during Christmas

December

- Set up display for launch in mid-December
- Removal of installation



BUDGETS AND TIMELINE

The total budget allocation for this program over the three years is \$150,000.

	BUDGET	Q1			Q2			Q3			Q4		
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 2020 - 21	\$0												
FY 2021 - 22	\$50,000												
FY 2022 - 23	\$50,000												
FY 2023 - 24	\$50,000												

MEASURES OF SUCCESS

The successful delivery of this program can be measured as follows:

Customers	<ul style="list-style-type: none"> • Number of people who visit the display each day • Length of time customers stay in display/ centre • Increase in business turnover
Activity	<ul style="list-style-type: none"> • Increase in trading days/ hours • Increase in number of public events • Number of business led events/ specials/ activities
Media	<ul style="list-style-type: none"> • Facebook shares • Instagram photos/ likes • Positive media stories

Monthly Fresh Food Markets

A13 MONTHLY FRESH FOOD MARKETS

YEAR	2021-22-23
BUDGET	\$15,000 Yr 1 \$35,000 Yr 2 \$20,000 Yr 3

The Monthly Fresh Food Market addresses the high demand for fresh food by Nowra CBD's customers and the opportunity to showcase the Shoalhaven's fresh produce. Markets could operate in Jellybean Park and be run by an independent commercial enterprise.

WHY IS THIS IMPORTANT?

- The current fresh food offering in Nowra CBD is limited to indoor supermarkets.
- Outdoor monthly markets were conducted in Jellybean Park a few years ago but have now stopped operations.
- Customers would like to see an outdoor fresh food offering in Nowra CBD, particularly on weekends.

WHAT ARE THE BENEFITS?

- Improved customer attraction to Nowra CBD on weekends.
- Better activation of open spaces potentially on Sundays which are less busy compared to other days of the week.
- Improved perception of Nowra CBD.

RESEARCH RATIONALE

- "Things to do in the evening (shopping, dining, entertainment etc.)" is the #1 priority for Nowra CBD as per Place Score's engagement in Jan 2021.
- "Activating the Centre" is one of the 10 objectives of the Nowra CBD Revitalisation Strategy (2014).
- Fresh food markets on Sunday mornings is the #1 improvement idea of feedback survey respondents (Feb - March 2021).

ACTION OVERVIEW

The Shoalhaven region has over 65 fresh food producers. Within a 20-minute drive of Nowra CBD there are over 10 fresh food markets which run on weekends or mid-week. This demonstrates the demand for fresh food markets in the region and the opportunity to have a market within Nowra CBD itself.

Around 5 years ago, Council's Economic Development team had called out for EOIs for running markets in Jellybean Park. The link to previous EOI materials can be found [here](#). Markets were conducted every month on the fourth Saturday however ceased to operate in the years to come.

This action proposes running an EOI process towards the end of Financial Year 2021-22 to select a market operator who can run a weekend fresh food market in Nowra CBD. It is recommended that markets be held on the fourth Sunday of the month to help activate the CBD at a usually less busy time of the week; however this should be finalised after assessing interest from market operators in the wider region. The market could be set up at Jellybean Park which offers easy access to car parking, seating and amenities.

"Nowra needs a fresh food and crafts farmers market weekly on a Saturday or Sunday morning"



Markets can be operated by Shoalhaven based entities having their own insurance

KEY STEPS

- Place Manager to establish initial contact with market operators in the wider Shoalhaven region to assess interest in delivering fresh food markets in Nowra CBD.
- Place Manager/Council Economic Development team to prepare collaterals for EOI process - market regulations, EOI template, program handout etc.
- Distribution of handouts/formal invitations to all market operators in the region.
- Selection of market operator, contract and set up infrastructure.
- Market operator to set up a website/Facebook page for this action.
- Launch/commencement of operations.
- Regular marketing and promotions.



BUDGETS AND TIMELINE

The total budget allocation for this program over the three years is \$70,000. FY22/23 includes set up costs.

	BUDGET	Q1			Q2			Q3			Q4		
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 2020 - 21	\$0												
FY 2021 - 22	\$15,000												
FY 2022 - 23	\$35,000												
FY 2023 - 24	\$20,000												

MEASURES OF SUCCESS

The successful delivery of this program can be measured as follows:

- Customers**
 - Increase in number of people/ families who visit on weekend
 - Increase in length of time customers stay in centre
- Activity**
 - Increase in trading days/ hours for main street businesses
 - Number of fresh food markets hosted
 - Number of local businesses that participate
- Media**
 - Regular promotions of upcoming markets
 - Facebook shares
 - Instagram photos/ likes
 - Positive media stories

Digital Marketing Plan

A7 CREATE AND DELIVER A MARKETING PLAN

YEAR	2021
BUDGET	\$40,000

Nowra CBD has no universal story that celebrates its strengths and attracts interest. We need a great story and a positive place brand. A marketing plan will help transform the current perception of Nowra CBD from an average town with nothing to do to a place that offers a unique experience to different audiences.

WHY IS THIS IMPORTANT?

- Customer perception of Nowra CBD is not positive
- The town lacks a destination quality which could attract visitors
- The town has limited online presence
- There is a lack of customer-targeted marketing to compete with shopping centres, online retail and regional experience towns

WHAT ARE THE BENEFITS?

- A positive place brand for Nowra CBD
- Improved attraction for new customers including tourists
- Improved attraction for new businesses and investors
- Enhanced online presence

RESEARCH RATIONALE

- 'Spreading the Word' which talks about marketing, promotion and communication is one of the 10 objectives of the Nowra CBD Revitalisation Strategy (2014)
- Both the workshop groups (Action Planning Workshops Feb 2021) selected this action
- Regional and local marketing campaigns are among the top 15 ideas of feedback survey respondents (Feb - March 2021)

ACTION OVERVIEW

This action directs the development of a high level marketing plan that can tell a great story about Nowra CBD and its offer.

It should include:

- A place brand narrative and key messages that can adapt as the Action Plan is delivered and the place experience improves
- Clear actions for marketing Nowra CBD to locals and visitors including social media directions
- A simple logo and graphics pack suitable for use across a range of media
- Graphic templates for social media and printed communications

Development of the place brand and logo should adopt a collaborative process involving engagement with Nowra CBD's community, organisations and businesses. It should recognise Nowra CBD's uniqueness including its arts and growing cafe culture. The marketing plan will provide the tools to deliver the message of Nowra CBD's brand.

Any marketing for the town should be specifically geared towards the target customers. This may include articles to be shared across regional media, visitor maps and brochures, postcards, flyers, etc.

This action will guide the communications led by the Place Manager over the next three years.

"A consistent style in decorations, building facade, advertising etc. Build a recognisable brand for CBD"



People are often drawn to new places because of unique ways in which they are marketed

KEY STEPS

This action occurs once at the beginning of the program.

July

- Preparation of brief for potential consultants
- SCC to manage invited tender process

August

- Commissioned consultant to undertake required research and consultation
- Deliver a draft plan by end of the month

Mid-September

- Consultant to deliver final plan and graphics package



BUDGETS AND TIMELINE

The total budget allocation for this action over the three years is \$40,000.

	BUDGET	Q1			Q2			Q3			Q4		
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 2020 - 21	\$0												
FY 2021 - 22	\$40,000												
FY 2022 - 23	\$0												
FY 2023 - 24	\$0												

MEASURES OF SUCCESS

The successful delivery of this action can be measured as follows:

Category	Measures of Success
Customers	<ul style="list-style-type: none"> • Increase in Net Promoter Score (based on Place Score's Place Experience Assessment Data) • Increase in number of customers (pedestrian counts)
Business	<ul style="list-style-type: none"> • Increase in local businesses using Nowra CBD branding in their own communications
Media	<ul style="list-style-type: none"> • New Nowra CBD branding • Updated branding and narrative to key tourism sites • Positive media stories about Nowra

Social Media & Graphics Support

A8 SOCIAL MEDIA AND GRAPHICS SUPPORT

Engage an expert that can build out a monthly plan and content for social media and support graphic design for posters and other collateral.

YEAR	2021-22-23
BUDGET	20,000/year

WHY IS THIS IMPORTANT?

- No resource dedicated to managing communications associated with Nowra CBD revitalisation actions
- Poor online presence of Nowra CBD compared to other regional towns around Sydney

WHAT ARE THE BENEFITS?

- Making customers aware of changes happening in Nowra CBD and the activities planned for them
- Personalised communications through different forms of media will attract different types of audiences
- Potential to expand customer base
- Benefits to businesses in terms of longer trading and more revenue

RESEARCH RATIONALE

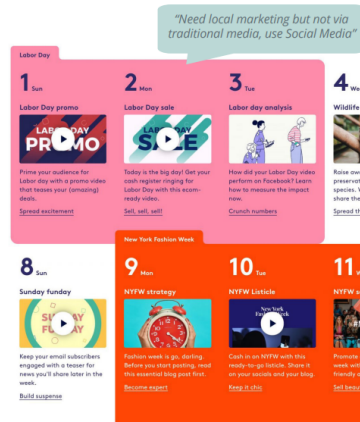
- 'Spreading the Word' which talks about marketing, promotion and communication is one of the 10 objectives of the Nowra CBD Revitalisation Strategy (2014)
- Both the workshop groups (Action Planning Workshops Feb 2021) selected this action
- A dedicated Facebook page for Nowra CBD businesses is among the top 15 ideas of feedback survey respondents (Feb - March 2021)

ACTION OVERVIEW

Engage a social media and graphics expert on a base retainer to engage with businesses and develop and deliver a minimum monthly content plan. The engagement should also include monthly tracking and reporting of outcomes. Additional graphic services can then be engaged as needed for specific projects. Once developed, the marketing plan will help guide this work.

It is suggested that an external organisation be hired to provide support to the Place Manager and Council Communications team for the following items:

- Monthly meeting to understand upcoming campaigns/ activities/ programs, etc.
- Providing copy/graphics for customer-targeted communications across different media channels
- Scheduling social media campaigns
- Designing and printing hard copy collaterals aligned to different programs and activities
- Paid advertisements when required
- Monthly reporting of outcomes



The social media and graphics expert will look after social media campaigns and hard-copy communications materials

KEY STEPS

This action occurs over the full three years of the program.

August - Mid September

- SCC/RSC to finalise brief for the proposed services (based on draft communications and graphics brief developed as a part of Action A2)
- SCC to run an invited tender to potential consultants
- Communications consultant commissioned on retainer with clear KPIs
- Mid September onwards

- Prepare preliminary communications program direction based on Marketing Plan (as per Action A7) for RSC sign off
- Prepare preliminary program overview
- Monthly briefings regarding upcoming activities in Nowra CBD
- Content development and scheduling of campaigns on a regular basis
- Additional graphics support as required



BUDGETS AND TIMELINE

The total budget allocation for this action over the three years is \$60,000. Its implementation timeline is aligned with the delivery of Action A7.

	BUDGET	Q1			Q2			Q3			Q4		
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 2020 - 21	\$0												
FY 2021 - 22	\$20,000												
FY 2022 - 23	\$20,000												
FY 2023 - 24	\$20,000												

MEASURES OF SUCCESS

The successful delivery of this action can be measured as follows:

- Customers**
 - Increase in online engagement
 - Increase in number of online followers
 - Number of post shares
- Media**
 - Diversity of post content
 - Representation of multiple businesses
 - Number of posts per week
 - Timely support of activities and programs in Nowra CBD