

Norwood Parade Precinct Committee Agenda & Reports

1 October 2024

Our Vision

*A City which values its heritage, cultural diversity,
sense of place and natural environment.*

*A progressive City which is prosperous, sustainable
and socially cohesive, with a strong community spirit.*

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

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Website www.npsp.sa.gov.au
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City of
Norwood
Payneham
& St Peters

27 September 2024

To all Members of the Norwood Parade Precinct Committee

Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Sue Whittington
- Cr John Callisto
- Cr Josh Robinson
- Cr Victoria McFarlane
- Ms Hannah Waterson
- Mr Joshua Baldwin
- Mr Mario Boscaini
- Mr Michael Zito
- Mr Rik Fisher
- Mr Tom McClure

Staff

- Mario Barone (Chief Executive Officer)
- Lisa Mara (General Manager, Governance & Civic Affairs)

NOTICE OF MEETING

I wish to advise that pursuant to Sections 87 and 88 of the *Local Government Act 1999*, the next Ordinary Meeting of the Norwood Parade Precinct Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 1 October 2024, commencing at 6.30pm

Please advise Sophie Schuetze on 83664622 or email sschuetze@npsp.sa.gov.au, if you are unable to attend this meeting or will be late.

Yours faithfully



Lisa Mara
ACTING CHIEF EXECUTIVE OFFICER

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4.1 MAINSTREET SA STATE CONFERENCE 2024

REPORT AUTHOR: General Manager, Governance & Civic Affairs
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4549
FILE REFERENCE: qA2164
ATTACHMENTS: A - B

PURPOSE OF REPORT

The purpose of the report is to provide an update to the Norwood Parade Precinct Committee (the Committee) regarding the Mainstreet SA State Conference 2024 for the Committee's information.

BACKGROUND

The Mainstreet SA State Conference 2024 was held in the City of Norwood Payneham & St Peters and the City of Unley on 17 & 18 September 2024 at the Norwood Oval and the Unley Oval Community Hub respectively.

The Conference was hosted by the City of Norwood Payneham & St Peters and the City of Unley.

The 2024 Mainstreet SA State Conference focussed on the theme of "*Invest for Success*":

- *Invest in good governance for the successful management of your mainstreets and precincts;*
- *Invest in unique branding and marketing so your mainstreets stand out;*
- *Invest in strong planning and good design to ensure a safe and user-friendly environment;*
- *Invest in the development of a diverse retail mix;*
- *Invest in activations and events that draw locals and visitors to your mainstreet; and*
- *Invest in effective partnerships with council/ developers/ businesses to ensure sustainability.*

A copy of the Conference Program is contained in **Attachment A**.

RELEVANT POLICIES & STRATEGIC DIRECTIONS

Not Applicable.

DISCUSSION

Mayor Bria, together with the Hon Andrea Michaels MP, Minister for Small and Family Business and Mainstreet SA Chair, Mr David West opened the first day of the Conference.

Mr Bjorn Bergman, CEO of the Swedish Association of Towns & Cities since 2012, a national non-profit membership company was the keynote speaker and discussed how "*Private public collaboration creates stronger city centres in Sweden!*"

The presentation demonstrated how to successfully create collaboration between private and public stakeholders to develop mainstreets, town centres and city centres, by describing various process tools and models that are used with great success in Sweden.

Mayor Bria presented the following two (2) presentations to the Conference:

- *Where Main Street meets Sesame Street: Understanding the economic impact of children and young people on The Parade, Norwood;* and
- *Mainstreet events in Norwood: AFL Gather Round on The Parade.*

Mayor Bria will provide his presentation, *Where Main Street meets Sesame Street: Understanding the economic impact of children and young people on The Parade, Norwood* to the Committee at the meeting.

A copy of the presentation regarding the AFL Gather Round has been provided to the Committee previously.

RECOMMENDATION

That the report be received and noted.

Attachment A

Mainstreet SA State Conference 2024



CONFERENCE PROGRAM DAY ONE TUESDAY 17 SEPTEMBER 2024 NORWOOD OVAL

8.15am-
8.40am

REGISTRATION

8:45am-
9:15am

WELCOME

- Mayor Robert Bria | City of Norwood Payneham & St Peters
- Hon Andrea Michaels MP | Minister for Small and Family Business
- Mainstreet SA Chair David West | Mainstreet SA

9.15am-
10.30am

SESSION ONE

• **Keynote Speaker**

Private public collaboration creates stronger city centers in Sweden

Bjorn Bergman | Swedish Association of Cities and Towns

• **Quality Public Spaces: Placemaking Indicators and Benchmarks**

Dr Sunny Son | Uni SA

10.30am-
11.00am

MORNING TEA

11.00am-
12.40pm

SESSION TWO

• **Camberwell Junction Shopping Precinct – How it works for us**

Kerry Daly | Camberwell Junction and James McInerney | Assemblö

• **Kangaroo Island Town Centres Project: Achieving More for Less**

Louise Custance | Kangaroo Island Council/L/NEA

• **Where Main Street meets Sesame Street: Understanding the economic impact of children and young people on The Parade**

Robert Bria | City of Norwood Payneham & St Peters

12.40pm
-2.00pm

The PARADE WALKING TOUR AND LUNCH

MAINSTREET SA

CONFERENCE PROGRAM DAY ONE TUESDAY 17 SEPTEMBER 2024 NORWOOD OVAL

SESSION THREE

- ***Investing in Mainstreet Promotion - How Rundle Street East has built its platform***
Sara Della Verde | Maras Group
- ***Revitalisation of Victor Harbour Main Street***
James Hayter | Oxigen
- ***Mainstreet events in Norwood: AFL Gather Round on The Parade***
Robert Bria | City of Norwood Payneham & St Peters

2.00pm-
3.15pm

3.15pm-
3.45pm

AFTERNOON TEA

SESSION FOUR

- ***Mainstreets - Contemporary Issues Sentiment Survey***
Richard Fowler |Property Council & Natasha Bertram |PPI
- ***Panel: Investment in Mainstreets: from property owners to managers***

3.45pm-
5.00pm

5.00pm-
6.30pm

NETWORKING DRINKS

**CONFERENCE PROGRAM
DAY TWO
WEDNESDAY 18 SEPTEMBER 2024
UNLEY OVAL COMMUNITY HUB**

8.15am-
8.40am

REGISTRATION

8:45am-
9:10am

WELCOME

- Mayor Michael Hewitson | City of Unley
- The Right Honourable Lord Mayor Dr Jane Lomax Smith AM | City of Adelaide and Mainstreet SA Patron
- Mainstreet SA Chair David West | Mainstreet SA

9.10am-
10.50am

SESSION ONE

- **Keynote Speaker**
People, Places, Parking
Steven Burgess | Complete Streets
- ***Country Streetscapes***
Warwick Keates | WAX Design
- ***Cultural insight into changing shoppers and how precincts are becoming irrelevant***
Jason Dunstone | Square Holes

10.50am-
11.15am

MORNING TEA

11.15am-
12.30pm

SESSION TWO

- ***Building Sustainable Mainstreets through Empowerment***
ShelleyCox | The Regional Collective
- ***Revitalisation of Adelaide's Main Streets***
Fleur Bowden | City of Adelaide
- ***Unley Central Precinct's transformation***
Ben Willsmore | City of Unley

12.30pm-
1.45pm

UNLEY ROAD WALKING TOUR AND LUNCH

**CONFERENCE PROGRAM
DAY TWO
WEDNESDAY 18 SEPTEMBER 2024
UNLEY OVAL COMMUNITY HUB**

- ***Panel: Invest in Activations & Events: Diverse Strategies for Mainstreet Success***

Facilitated by Arman Abrahamzadeh, Chair of the City of Unley Business and Economic Advisory Committee

1.45pm-
5.00pm

- ***Governance and Sustainable Funding Masterclass***

Facilitated by David West, Chair of Mainstreet SA

Experts:

- Bjorn Bergman | Swedish Association of Towns and Cities
- Rania Fayad | Yellow Round Table
- Victoria Shute | Kelledy Jones Lawyers

(AFTERNOON TEA TO TAKE PLACE DURING MASTERCLASS)

5.00pm-
6.30pm

NETWORKING DRINKS

4.2 CHRISTMAS DECORATIONS - UPDATE

REPORT AUTHOR: Chief Executive Officer
GENERAL MANAGER: Not Applicable
CONTACT NUMBER: 8366 4568
FILE REFERENCE: qA104350
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to provide an update on Christmas decorations.

BACKGROUND

As Committee Members may recall, at its meeting held on Tuesday, 11 July 2023, the Committee resolved the following:

1. *That the three (3) large illuminated Christmas trees be placed online for sale via Evans Clarke National and that a reserve price for the sale of all three (3) trees be set at \$12,000 (i.e. \$4,000 per tree).*
2. *That should the reserve price for the sale of the three (3) large illuminated Christmas trees be achieved or exceeded, that the financial return from the sale of these trees be used to assist with the purchase of additional Christmas decorations for installation in 2023.*

To date, the three (3) Christmas trees have not been sold and are still being held in storage.

In respect to Christmas declarations generally, following discussions regarding the need to have a clear plan in place to avoid year-by-year decision-making piecemeal, at its meeting held on Tuesday 24 October 2023, the Committee resolved the following:

3. (a) *That the Committee allocates up to \$10,000 for the development of a Christmas Decorations Strategy for The Parade, which includes the locations along The Parade for the installation of the Christmas decorations; and*

(b) *that the infrastructure requirements for the Christmas decorations be incorporated into the detail design stage of The Parade Masterplan.*

Subsequent to this decision, at the next meeting of the Committee held on Tuesday 13 February 2024, staff advised the Committee that a Project Brief for the development of the Christmas Decorations Strategy was being prepared.

FINANCIAL AND BUDGET IMPLICATIONS

As set out above, \$10,000 has been allocated in the 2024-2025 Budget for the preparation of a Christmas Decorations Strategy.

DISCUSSION

In respect to the development of the Christmas Decorations Strategy, given progression of both the detail design documentation for the George Street Upgrade Project and The Parade Masterplan (ie. the detail design documentation), it has been determined to progress the development of the Christmas Decorations Strategy in tandem with this work.

In this respect, the detailed design documentation for the George Street Upgrade Project and The Parade Masterplan, will take into consideration power supply and documentation for associated components such as uplighting, activation (ie. projection artwork), sound, illumination of buildings and so on, together with components such as Christmas features (ie. Christmas trees, Christmas artwork, etc.).

To achieve an integrated design and execution, it is important that the Christmas Decorations Strategy be progressed in tandem with the detailed design documentation for the George Street Upgrade Project and The Parade Masterplan – to do otherwise would not be logical or prudent.

In respect to the three (3) large illuminated Christmas trees that are currently held in storage, the Committee has resolved to sell these trees. Whilst the trees have not yet been sold at this point in time, the Committee can progress the sale of the trees through a national marketeer (such as Evans & Clarke).

If the trees are not sold, the Committee could refurbish the trees. It has been determined that the trees require refurbishment to make them operational. This includes replacing the decorations (which have discoloured) and replacing the electrical fittings which have been damaged. The estimated cost of this work is \$15,000 per tree (or a total of \$45,000).

Following a review of possible locations, the cost of providing power, concrete footings, etc, is in the order of \$30,000 to \$40,000.

CONCLUSION

The development of the Christmas Decorations Strategy in tandem with the preparation of the final design documentation for the George Street Upgrade Project and The Parade Masterplan, is a logical and sensible decision.

Given that the Committee has resolved to sell the existing Christmas trees, staff will now be requested to progress this decision as a matter of priority. Should the trees be sold, these funds will be returned to the Committee's budget.

In the event that the trees are not sold, they will be kept in storage and options to include them in the Christmas Decorations Strategy will be pursued.

COMMENTS

Nil.

RECOMMENDATION

That the report be received and noted.

5. **OTHER BUSINESS**
(Of an urgent nature only)

6. **NEXT MEETING**

To be advised.

7. **CLOSURE**