



# **CITY IMAGE ADVISORY COMMITTEE**

## **REPORT**

**MONDAY 16 JULY 2018 AT 3.44PM**

**COUNCIL CHAMBERS**

## Advisory Committee Members >>

The Mayor, Councillor Jenny Hill  
Councillor Ann-Maree Greaney  
Eber Butron

Lucy Downes  
Zammi Rohan  
Ken Tippet  
Michael Baker  
Steve Price  
Kevin Booth

Committee Chair  
Townsville City Council  
Director Planning and Community Engagement, Townsville City Council  
Gecko Interiors  
Counterpoint Architecture  
Ken Tippet Design  
Marketing Garage  
4TO  
Townsville Chamber of Commerce

Non-member City Image support role:

Jeffrey Kerr

Meeting Facilitator, Senior Urban Design Officer, Townsville City Council

## ACKNOWLEDGEMENT OF COUNTRY

The Townsville City Council would like to acknowledge the Bindal and Gurambilbarra Wulgurukaba peoples as Traditional Owners of the land on which our Council operates. We pay respect to Elders past, present and future and value the traditions, culture and aspirations of the first Australians of this land. We acknowledge and hold in great significance the valuable contribution that Traditional Owners have made and continue to make within the Townsville Community.

## Goals and Objectives of Townsville City Council >>

### Corporate Plan >>

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#### Goal 1 - A Prosperous City

Deliver a strong and innovative economy for Townsville with sustainable growth and support for local jobs and businesses.

Objectives that identify our strategic intent:

- 1.1 Support local businesses, major industries, local innovation and employment growth.
- 1.2 Promote our economic and geographic strengths and market Townsville as a vibrant destination for commerce, education, research, tourism, entertainment and lifestyle.
- 1.3 Plan, support, provide and advocate for infrastructure and investment that supports innovation, residential and economic growth.
- 1.4 Maximize opportunities for economic growth by building and maintaining effective partnerships.

#### Goal 2 - A City for People

Enhance people's experience of Townsville as a liveable and vibrant city by providing services that support the growth of an inclusive, knowledgeable, active, safe and healthy community.

Objectives that identify our strategic intent:

- 2.1 Provide services and local infrastructure that meet community expectations, support growth and provide for the needs of our community.
- 2.2 Improve the liveability of Townsville and encourage active and healthy lifestyles by providing accessible public facilities and community infrastructure.
- 2.3 Improve the vibrancy of Townsville by supporting the community's access to, and participation in, a range of artistic, cultural and entertainment activities.
- 2.4 Enhance community knowledge of and access to council services to improve community wellbeing, health and safety.

#### Goal 3 - A Clean and Green City

Create a sustainable future for Townsville through the protection, maintenance and enhancement of our unique, natural and built environment.

Objectives that identify our strategic intent:

- 3.1 Plan, design and deliver sustainable development and support this by actively managing the natural environment and increasing green infrastructure, at both a city, suburb and place level.
- 3.2 Develop and implement long term solutions for the management of water and waste that are socially, financially and environmentally sound.

#### Goal 4 - A Simpler, Faster, Better Council

Transform the Townsville City Council into a simpler, faster and better council that is easy to work with, and for, and gains community trust by being transparent and managing its resources.

Objectives that identify our strategic intent:

- 4.1 Provide customer-focused services that meet the expectations of our community in a dynamic and adaptive manner.
- 4.2 Ensure that council's plans, services, decisions and priorities reflect the needs and expectations of the community.
- 4.3 Be a valued and committed employer who provides a productive, inclusive and respectful environment for staff and the community.
- 4.4 Improve financial sustainability and provide value and accountability to the community for the expenditure of public funds.
- 4.5 Ensure that public funds are expended efficiently and that council expenditure represents value for money whilst supporting the local economy.

## City Image Advisory Committee

### Purpose of the City Image Advisory Committee

The City Image Advisory Committee will consider and advise council in relation to strategy and policy for the City Image. The objectives of the Committee are to:

- provide strategic input and guidance to council on matters relating to the image of the City of Townsville;
- assist with identifying opportunities to enhance the image of the City of Townsville;
- assist council in the identification of impediments to realizing the desired image for the City of Townsville; and
- act as a gauge of the community's views.

### Terms of Reference

The terms of reference describes the purpose and structure of the committee. It defines the scope of the committee detailing the committee's authority, composition and objectives, providing the framework for the committee's operations. The terms of reference also identifies the duties and responsibilities of members and the chair, the terms of membership, roles and responsibilities, conflict of interest, meeting information and conduct requirements.

### City Image Advisory Committee Member interaction with media:

Media (TV or newspaper agencies) may be in attendance at meetings and may wish to speak with committee members. It is important to be aware that as a member of the City Image Committee you are representing and speaking on behalf of your organisation. We would advise that you seek confirmation as to your organisation's media policies, and inform the Coordinator Heritage and Urban Planning Unit if you have any issues / concerns.

#### 5.8.6 Audio or video recording of a meeting – as per Townsville City Council, Code of Meeting Practice

Only authorised persons may make an audio or video recording of a meeting in accordance with Section 35 of Local Law No. 1 (Administration) 2011.

A person is authorised to make an audio or video recording of the meeting if the Chairperson consents to the recording being made. A record of the Chairperson's consent made in the minutes of the meeting (or the report of a committee meeting) is "written consent" for the purposes of Section 35 of Local Law No. 1 (Administration) 2011.

<b>REPORT</b>	<b>CITY IMAGE ADVISORY COMMITTEE</b>
<b>DATE</b>	<b>Monday 16 July 2018</b>
<b>ITEMS</b>	<b>1 to 5</b>
<b>PRESENT</b>	
The Mayor, Councillor Jenny Hill	Committee Chair, Townsville City Council
Councillor Ann-Maree Greaney	Townsville City Council
Eber Butron	Director Planning and Community Engagement, Townsville City Council
Lucy Downes	Gecko Interiors
Zammi Rohan	Counterpoint Architecture
Ken Tippett	Ken Tippett Design
Michael Baker	Marketing Garage
Jeffrey Kerr	Meeting Facilitator, Senior Urban Design Officer, Townsville City Council
Meg Frisby	Head of Office to the Mayor, Townsville City Council
<b>GUESTS</b>	
Wayde Chiesa	Senior Economic Activation Officer, Townsville City Council
<b>APOLOGIES</b>	
Steve Price	4TO
Kevin Booth	Townsville Chamber of Commerce
Brett Brogan	General Manager Future Cities, Townsville City Council

### **Opening of meeting**

The Chair, Mayor, Councillor J Hill opened the meeting at 3.44pm.

### **Apologies and Leave of Absence**

Apologies were noted.

### **Confirmation of minutes of previous meeting**

The Committee confirmed the minutes of the previous meeting held on 16 April 2018 to be a true record.

## Agenda Items

### Item 1. Budget Highlights

The Mayor, Councillor J Hill outlined the budget highlights from the 'Townsville City Council 2018 / 2019 Budget' document tabled at the meeting.

- Water Pipeline
- Recycled Water
- Central Park Upgrade
- Stadium Precinct
- Bus Hub
- Tobruk Memorial Pool restoration

### Item 2. CBD activation and lighting strategy

The Mayor, Councillor J Hill introduced Wayde Chiesa, Council's new Senior Economic Activation Officer.

Wayde provided an overview of his role at Council.

Wayde also provided a Power Point presentation on the current CBD activation and lighting projects which have been undertaken:

- Flinders Street;
- CBD
  - cleanliness;
  - improving presentation of vacant buildings;
  - activation – including night;
  - events;
  - parking, safety and lighting;
- what's been achieved – CBD
  - energy efficient LED bulbs replaced in existing pedestrian lighting;
  - new fairy lights in trees in Stokes Street, Touch of Salt and Flinders Street;
  - lights feature to trees in Flinders Street;
  - George Roberts bridge feature lighting;
  - Victoria bridge lighting upgrade;
  - Central Park pedestrian lighting upgrade;
  - Townsville Sign lighting;
  - Old Court House façade feature lighting;
  - high pressure clean of Flinders St footpaths;
  - draft artwork and images for vacant shopfronts;
  - draft 12 month plan of events; and
  - TCC leasing vacant Flinders St shops for pop up activations.
- before and after images presented
- next steps – CBD;
  - adding colour and art to street furniture;
  - artwork and images for vacant shopfronts;
  - additional lighting in Flinders St and Flinders Square;
  - Ogden St vacant land improvement; and
  - Pop up activations.
- improvement ideas identified through CIAC visioning exercise to be investigate further.

Ken Tippett advised that grouting is coming up from cleaning.

The Senior Economic Activation Officer advised that he will look into this matter.

The Meeting Facilitator presented the proposed lighting outcomes to be used on the Old

Court House building and Townsville Bulletin Flinders Square.

**Item 3. 2020 Program Update**

This item was held over.

**Item 4. Townsville City Waterfront PDA (Priority Development Area) Draft Design Guideline and Inspiration Guideline**

The Meeting Facilitator tabled the following two documents with regards to the Townsville City Waterfront PDA and explained the reason for the two documents:

- Townsville City Waterfront Promenade PDA Draft Design Guideline; and
- Townsville City Waterfront Promenade PDA Draft Inspiration Guideline (summary of design guideline).

The Meeting Facilitator provided a Power Point presentation on the Townsville City Waterfront PDA Draft Design Guideline.

- to be used in the development assessment process and provide guidance to designers and developers to design for the aspirations of the PDA;
- guiding principles include;
- identifying the character of areas within the PDA,
- urban outcomes desired;
- responses to our dry tropical climate;
- respecting our heritage;
- ensuring people are at the forefront of all outcomes in the PDA; and
- ensuring we have sustainable outcomes for future generations.

The Mayor, Councillor J Hill suggested having longer opening hours for the shops in the CBD.

The Meeting Facilitator advised that if any of the Committee members have any feedback to please provide it (emails accepted).

**Item 5. City Image Advisory Committee membership**

The Meeting Facilitator indicated that Committee members have nominated the following three people to be members of this Committee:

- Maddy Voinea (Bluekino / BDmag);
- Filitsa Kounias (Townsville loves your business); and
- Wal Smith (Place Design Group).

The Committee discussed the nominees.

**ACTION:**

**It was MOVED by Michael Baker, SECONDED by Lucy Downes:**

"to accept the three nominations (for Maddy Voinea, Filitsa Kounias and Wal Smith to be members of the City Image Advisory Committee)."

**CARRIED UNANIMOUSLY**

The Meeting Facilitator indicated that the next step is to draft a letter to these three people.

## **General Business**

### **(i) Singapore/Australian Training initiative.**

The Mayor, Councillor J Hill provided comments on how the City will need to be ready for the 14,000 Singapore troops that will be spending time in Townsville for training exercises. Opportunities will arise for local businesses with regards to food, recreation, accommodation, etc.

### **(ii) World Cities Summit and Mayors Forum 2018 - 8 to 12 July 2018 - Singapore**

The Mayor, Councillor J Hill provided an overview of the World Cities Summit and Mayors Forum which she attended in Singapore on 8 to 12 July 2018.

### **(iii) Standard design and location of public housing**

The Committee discussed the standard of public housing in Townsville (particularly compared to Brisbane) and the location of public housing. Photographs of public housing in Brisbane were displayed at the meeting.

#### **ACTION:**

That the Mayor, Councillor J Hill write to the Minister for Housing and Public Works regarding the quality and design of public housing (in Townsville).

### **(iv) Correspondence from Steve Price - Various matters**

The Meeting Facilitator referred to correspondence received from Steve Price outlining various matters.

The Mayor, Councillor J Hill indicated that we will discuss the correspondence when Steve returns.

### **(v) Parking around Aitkenvale**

The Mayor, Councillor J Hill referred to parking concerns around Aitkenvale and indicated that we may need to address this at some point.

### **(vi) Request for press release on City Image Advisory Committee**

Lucy Downes requested, on behalf of a resident, for a press release on what the City Image Advisory Committee has discussed for the purpose of keeping the community more informed.

The Mayor, Councillor J Hill suggested that a press release be sent when the proposed new Future Cities CBD office opens up.

### **(vii) Request for update on Strand Jetty**

The Meeting Facilitator provided an update on the progress of repairs to the Strand Jetty and advised that he will arrange a meeting with Council's Team Manager Parks, Open Spaces Management Delivery and Ken Tippett.



**Next meeting** – Proposed for Monday 17 September 2018

**Agenda items due** - Monday 3 September 2018

**Venue** - Council Chambers

The meeting was closed at 5pm.

**THE MAYOR, COUNCILLOR J HILL  
CHAIR**