



CITY IMAGE ADVISORY COMMITTEE

REPORT

MONDAY 16 APRIL 2018 AT 3.30PM

VENUE – COMMITTEE ROOM, 103 WALKER STREET,
TOWNSVILLE CITY

Advisory Committee Members >>

The Mayor, Councillor Jenny Hill
Councillor Ann-Maree Greaney
Lucy Downes
Michael Baker
Steve Price
Kevin Booth
David Stefanovic
Crista Harrison
Bridget Hart
Ken Tippet
Zammi Rohan
Eber Butron

Committee Chair, Townsville City Council
Townsville City Council
Gecko Interiors
Marketing Garage
4TO
Townsville Chamber of Commerce
Australian Institute of Architects
Stockland Commercial Property
Aspect8
Ken Tippet Design
Counterpoint Architecture
Director Planning and Community Engagement, Townsville
City Council

Non-member CIAC support role:

Jeffrey Kerr
Meg Frisby

Meeting Facilitator, Townsville City Council
Head of Office to the Mayor

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.

TOWNSVILLE CITY COUNCIL
CITY IMAGE ADVISORY COMMITTEE
MONDAY 16 APRIL 2018

Goals and Objectives of Townsville City Council >>

Corporate Plan >>

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.

REPORT **CITY IMAGE ADVISORY COMMITTEE**

DATE **MONDAY 16 APRIL 2018**

ITEMS **1 to 4**

PRESENT

The Mayor, Councillor Jenny Hill Eber Butron	Committee Chair, Townsville City Council Director Planning and Community Engagement, Townsville City Council
Lucy Downes	Gecko Interiors
Michael Baker	Marketing Garage
Steve Price	4TO
Kevin Booth	Townsville Chamber of Commerce

Non-member CIAC support role:

Jeffrey Kerr	Meeting Facilitator, Townsville City Council
Meg Frisby	Head of Office to the Mayor

GUESTS

Bronwyn Bignoux	Coordinator Land Use and Urban Design, Townsville City Council
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APOLOGIES

Councillor Ann-Maree Greaney	Townsville City Council
David Stefanovic	Australian Institute of Architects
Crista Harrison	Stockland Commercial Property
Bridget Hart	Aspect8
Ken Tippett	Ken Tippett Design
Zammi Rohan	Counterpoint Architecture

Opening of meeting

The Chair, The Mayor, Councillor J Hill opened the meeting at 3.41pm.

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 19 February 2018 to be a true record. Moved: Lucy Downes, Seconded: Kevin Booth.

Agenda Items

Item 1. Animated Advertising Signs – Presented by Bronwyn Bignoux (Coordinator Land Use and Urban Design)

Bronwyn Bignoux (Coordinator Land Use and Urban Design) provided a presentation on Advertising Devices, past, present and future, noting the following:

- Advertising devices are regulated by Local Laws however excludes signage in state-controlled road corridors and 'assessable' development under the planning scheme
- Townsville has many state-controlled roads
- Townsville City Plan includes provisions to regulate advertising signage
- The Townsville City Plan amendment program is ongoing
- Council considered and supported recent proposed amendment in March 2018, before being submitted to the State for approval, and then back to Council to endorse

The Committee discussed the possibility of restrictions on animated advertising in the interest of protecting key areas i.e. The Strand. Mayor J Hill raised a query regarding the possibility of Council creating a 'digital-free precinct plan'.

Action: Mayor J Hill requested the Planning section investigate a possible solution regarding restrictions on animated advertising in the interest of protecting key areas, and Committee Members to gather information on a community standard, and report back to the City Image Advisory Committee.

Item 2. Bus Hub Update (Jeffrey Kerr – Senior Urban Design Officer)

Jeffrey Kerr provided a presentation and update on the Bus Hub, noting the following:

- The City Image Advisory Committee has provided feedback on the Bus Hub project
- A proposal on the project will be submitted to Council in the coming months, with the Council decision reported to the City Image Advisory Committee at the July meeting

The Committee discussed public transport possibilities for Townsville's new stadium.

Eber Butron, Director Planning and Community Engagement vacated the meeting at 4.28pm

Item 3. CIAC Visioning Exercise Update (Jeffrey Kerr – Senior Urban Design Officer)

Jeffrey Kerr provided a presentation and update on the CIAC Visioning Exercise.

It was noted that the results of the exercise on what areas of Townsville were considered important to

the community were similar to what was expected.

The Committee discussed improvement areas where the City Image Advisory Committee can focus on making a difference, i.e. Magnetic Island, CBD, The Strand.

It was noted that recent projects around Townsville (i.e. Townsville sign, fairy lighting in public trees, lighting on George Roberts Bridge) are raising the profile of Townsville at night time and are encouraging the public to use under-utilised areas.

Action: Jeffrey Kerr to investigate possibilities of placing fairy lighting in trees at Riverway, Pimlico School and Mundingburra school.

Action: Steve Price to consider running a competition through 4TO FM for the community to suggest a public space tree that could be used for Council's fairy light project.

The Committee discussed vibrant pedestrian crossings to be considered as a pop-up event. The Mayor, Councillor J Hill to consider.

The Committee requested the Meeting Facilitator circulate the presentations from agenda items two and three, as part of the minutes.

Item 4. CIAC Membership

The Chair, The Mayor, Councillor J Hill advised that Crista Harrison, Bridget Hart and David Stefanovic have resigned from the Committee.

The Committee discussed appropriate community members (i.e. a representative from the University and a member from the Landscape Architect Institute of Australia) to act as new committee members.

Action: The Mayor, Councillor J Hill requested the Committee consider new members to join the Committee, and email the Meeting Facilitator with suggested names, over the following week.

General Business

Update on the Strand Jetty

Jeffrey Kerr provided an update on the Strand Jetty, noting the following:

- Structural inspections on the sail are booked in for May 2018 (post damage from previous cyclone)
- Council's Maintenance section is performing inspections to determine required repairs.
- The jetty lights are not working due to corrosion.

The Committee discussed appropriate options for repair of the jetty lights that will comply with safety regulations. It was noted that the Meeting Facilitator will advise Team Leader, Parks and Open Space Management Delivery to contact the Mayor's Office for further information in relation to qualified suppliers that may be suitable to perform the repairs.

Festival 2018

Kevin Booth commended Council on the work and outcome of Festival 2018.

The Chair, The Mayor, Councillor J Hill closed the meeting at 5.00pm.

Next meeting – Monday 16 July 2018

Agenda items due – Monday 2 July 2018

Venue – Committee Room, 103 Walker Street

THE MAYOR, COUNCILLOR J HILL
CHAIR