



CITY IMAGE ADVISORY COMMITTEE

REPORT

MEETING 4

MONDAY 19TH OF FEBRUARY 2018 AT 3.30PM

COUNCIL CHAMBERS, 103 WALKER STREET, TOWNSVILLE CITY

Advisory Committee Members >>

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

Committee Chair, Townsville City Council
Townsville City Council Councillor Division 3
Acting Director of Planning and Community Engagement
Ken Tippet Design
Gecko Interiors
9point9 Architects
Australian Institute of Architects
Stockland Commercial Property
Marketing Garage
4TO
Townsville Chamber of Commerce

Non-member City Image support role:

Jeffrey Kerr
Katie Pittock
Meg Frisby

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

ACKNOWLEDGEMENT OF COUNTRY

The Townsville City Council would like to acknowledge the Bindal and 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 Strategies of Townsville City Council >>

Corporate Plan >>

Goal 1 - Economic Sustainability. A robust, diverse and sustainable economy

The outcomes we want to achieve:

A robust, prosperous economy which provides opportunities for business and investment.

- 1.1 Promote investment and assist the development of emergent industries and businesses.
- 1.2 Engage with regional, state and national stakeholders in the creation of a strong and resilient economy.
- 1.3 Increase the city's profile through marketing initiatives, the delivery of festivals and events and support for other community based activities.
- 1.4 Promote the city's distinctive physical character and strong sense of place and identity.

An integrated approach to long term planning which supports a growing city.

- 1.5 Develop an integrated approach to the long term provision of infrastructure.
- 1.6 Undertake city and regional planning to reflect the aspirations of the community and create an attractive place to live, work and visit.

Infrastructure that meets community needs.

- 1.7 Provide and maintain timely and sustainable infrastructure.
- 1.8 Provide asset management practices which reflect the community's expectations regarding service levels and its ability to pay.

Goal 2 - Environmental Sustainability. Our environment is valued, protected and healthy

The outcomes we want to achieve:

Effective management and protection of our natural and built environment through sustainable growth and development.

- 2.1 Provide strategic and integrated planning and policy development to sustain our environment.
- 2.2 Effective management, protection and conservation of our natural environment.
- 2.3 Preserve and protect places of natural and heritage significance.

Demonstrated environmental leadership.

- 2.4 Develop and implement an Integrated Water Management Strategy.
- 2.5 Develop and implement innovative waste management and recycling strategies.
- 2.6 Minimise greenhouse gas emissions from council's infrastructure, operations and services through sustainable energy practices.
- 2.7 Partner with the community and industry stakeholders to develop and promote environmental protection and sustainability initiatives.
- 2.8 Develop and implement environmental compliance programs and promote community awareness.

Climatic effects on our community, natural and built environment are minimised.

- 2.9 Mitigate and communicate the risks and effects of climate change.

Goal 3 - Social Sustainability - Enhancement of opportunities for social engagement and wellbeing

The outcomes we want to achieve:

A safe and healthy community.

- 3.1 Improve the safety and well-being of the community through the management of public health risks.
- 3.2 Plan for and provide active and healthy lifestyle opportunities.
- 3.3 Coordinate council's response to natural disasters to minimise the effects on the community.

A cohesive and self reliant community.

- 3.4 Foster the development of the city as a learning community.
- 3.5 Encourage and facilitate the participation and integration of residents into the community.
- 3.6 Strengthen community networks to collaboratively deliver community services.

A community with access to services and facilities.

- 3.7 Plan for community facilities and services to meet the community's current and future needs.
- 3.8 Provide community services and facilities to meet the needs of the community.
- 3.9 Provide community support services to meet the needs of the community.

A creative community.

- 3.10 Facilitate and showcase artistic learning and expression through performances, exhibitions, activities and programs.
- 3.11 Support community participation in cultural activities, programs and events.

Goal 4 - Responsible Governance - Responsible leadership where decisions are made in a considered and transparent manner

The outcomes we want to achieve:

Transparent and accountable local government.

- 4.1 Develop and implement council's Corporate Governance Framework to ensure strategic planning, compliance with all legislation, policies, Codes of Practice and Standards.
- 4.2 Implement robust risk management strategies.
- 4.3 Encourage community participation and ensure that the community is informed and educated about matters that impact their lives.

A competent, productive and contributing workforce.

- 4.4 Foster a culture of employee health, safety and well-being.
- 4.5 Implement human resource strategies to become an employer of choice.
- 4.6 Foster diversity, merit and equity, reward and recognition in the workplace.

Excellence in customer service delivery and organisational management.

- 4.7 Provide responsive and efficient systems to enable the delivery of council services.
- 4.8 Establish and manage long term financial planning to ensure the future sustainability of council.

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 19th of February 2018 3.30pm**

ITEMS **1 to 5**

PRESENT

The Mayor, Councillor Jenny Hill
Councillor Ann-Maree Greaney
Ken Tippett
Lucy Downes
Zammi Rohan
Kevin Booth

Committee Chair, Townsville City Council
(Acting Chair) Townsville City Council Councillor Division 3
Ken Tippett Design
Gecko Interiors
9point9 Architects
Townsville Chamber of Commerce

GUESTS

Bronwyn Bignoux

Coordinator Land Use and Urban Design

APOLOGIES

David Stefanovic
Eber Butron
Michael Baker
Steve Price
Bridget Hart

Australian Institute of Architects
Director Planning and Community Engagement
Marketing Garage
4TO
Aspect8

OBSERVERS

Jeffrey Kerr
Katie Pittock
Meg Frisby

Senior Urban Design Officer
Minute Taker
Head of Office to the Mayor

NOT PRESENT

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Opening of meeting

The CIAC (City Image Advisory Committee) meeting facilitator opened the meeting at 3.00pm.

Apologies and Leave of Absence

Apologies were noted.

Resignations from the Committee were noted:

- Crista Harrison, Stockland Commercial Property
- David Stefanovic, Australian Institute of Architects

Agenda Items

Item 1 Welcome Opened at 3.40

Item 2 Townsville 2020 Update – Presented by Jeffrey Kerr

Background:

Townsville 2020 was launched by Council last year; the initiative contained a large suite of projects identified in the Pure Projects report commissioned by Council.

The following is an update and brief discussion on the projects currently underway in the 2020 suite.

- **Crystal Lagoon –**
Initial concepts are currently being prepared by Pure Projects for a lagoon on the Strand. Master planning should be completed by the end of this financial year.
- **Castle Hill Master plan –**
The project is currently with consultants in the early planning phase with mapping of the site currently being undertaken. Community consultation will be occurring soon to scope out what the community wants for the space.

Issues for the project will centre around the disparate community views on how Castle Hill should be used and how best to deal with it's popularity by the community.

Long term planning and community needs will have to be considered in the design.

- **Riverway –**
A request for quotation is currently out for a concept plan to expand the water play facilities at Riverway.
The plan will investigate community demands for the area and seek to realign the facility with community needs.

- **Vision and Branding –**
The vision and branding project aims to create a cohesive image of the city inclusive of street signage and city branding.

Startup meetings have been undertaken. Stephen Beckett – General Manager of the Community and Engagement Department of Council, is heading the project.

- **Central Park and Dean Street –**
The Central Park and Dean Street Projects form part of the push to revitalize the CBD and will complement the NQ Stadium Precinct Project.

The project is currently investigating locations for a concert hall, cultural facility and car parking requirements.

Consolidation of background material is currently under way.

- **Entrance Statements –**
The Entrance Statement Project will encompass the review, design and installation of signage at the cities entry points.

Consolidation of background material is currently under way.

- **Flinders Lane Project –**
The Flinders Lane Project seeks to connect Flinders Street to the new Bus Hub and Ogden Street, facilitating greater walkability and improved public transport access to our CBD.

Current steps have included the purchase of the former Sports Power Building to create the laneway.

Discussions currently underway with adjoining property owners, as the site is only 10m wide regarding openings and entrances with buildings either side of the site.

It is proposed the project will be in line with the successful city lane project and will focus on a site which is active throughout the day and night.

- **City Revitalization –**
A broad discussion on the revitalization of the city was conducted by the committee.

The issue of the no left turn sign on the Denham and Flinders Street intersection was raised as a traffic flow issue.

Opportunities identified for future pursuit included a regional Courts hub and multistory carpark for the land adjacent to the magistrate's court, as well as a focus on attracting defence housing into the city in line with the changing demographics of the defence.

Councillor Greaney noted thanks to Carey Ramm for his work in fixing the Brewery clocks. The clocks are now running on time, in functioning order, and Council will be cleaning the dome in the following months.

Action>> Council Staff – to follow up with main road on the no left turn sign into Flinders Street

- **Townsville Sign –**
The project was undertaken with the assistance of Commonwealth Games grant funding (PDIP) and forms part of a plan to instigate social media exposure for the city.

Fabrication and installation has been awarded to Paradise Signs.

The sign is to be opened on the 18th of March in time for the torch relay.
- **Proposed PDA expansion –**
An expansion of the current Priority Development Area is being explored in discussions with the State Government.

Consultants Urban Ethos have been engaged to assist the Planning Department in drafting the proposal.
- **Mount Louisa Master plan –**
A community consultation brief is being drafted to define what community needs are around the facility.

Council owns some land on the crest of the hill and is in discussion with property owners over surrounding properties.

The project will alleviate current high pressure demands on Castle Hill.

Item 3 Stadium Update – Presented by Zammi Rohan

The NQ Stadium Master Plan is being prepared by Pure Projects and Hunt Design. The project is occurring in collaboration with Council, the State Government, the National Rugby League and others.

While the mass and main frame of the stadium is set the remainder of the planning for the site is still in progress (including the Double Tree Hotel).

The design of the Stadium is inspired by the Pandanus tree and will feature a terracotta color as the predominant colour theme and timber as the accent material.

There is currently a large scale value management process underway to insure that the project does not only deliver on budget but also in future maintenance costs.

The stadium will have a 40,000 person capacity for concerts, utilizing the field for additional seating space.

Access options being considered include the conversion of the rail bridge, to the Central development, into a pedestrian bridge.

Issues to explore will include expanded seating and standing capacity, perhaps on the hill or in the Southern and Northern plazas surrounding the Stadium. Future planning of tree plantings will also need to be considered.

Negotiations are under way with Queensland Rail regarding options for the pedestrian crossing of the rail line.

Action>> Zammi Rohan – to investigate expanded seating options and report back to the group

Cr Green leaves 4.35

Item 3 North Yards Urban Village – Presented by Jeffrey Kerr

The North Yards Urban Village Project will give a new life to the old railway workshop site.

Council acquired the 4.5ha site in 2015 and has since undertaken site clean-up and stabilisation in preparation for development.

Having conducted a future direction and market sounding report North Yards is proposed to be developed into a mixed use site for education, creative pursuits, residence and commercial opportunities.

Identified site constraints include contamination, the State heritage listing of buildings, the relationship.

Committee members identified the lack of a residential population in the locality as an issue but it was noted that the place itself becomes a destination and will attract greater residential demand.

A Development Application is being prepared to apply to DES (State Heritage) for the demolition of the least significant buildings to further de-risk the site. This process will have to be notified due to the significance.

Action>> All – Direct ideas for the project and information on interested parties to Jeffrey Kerr for follow up.

Item 4 Animated Advertising Signs – to be Presented by Bronwyn Bignoux

Carried over to Item 1 for the next scheduled meeting.

Item 5 General Business

Update on The Strand Jetty

- All of the lights have now been fixed and are currently functioning.

Action>> Mayor's Office – To inquire on the maintenance of the sails and lights.

Other General Business

- **Meeting Frequency** - It was raised that more frequent meetings may be needed to allow time for all of the items to be covered.

Action>> Mayor's Office – To review meeting schedule.

- **Follow Up on Street Tree Presentation by Wall Smith** – The Palmer Street Upgrade plans have now been adapted to incorporate better protection for tree root balls and the presentation is being utilised to change the discourse within the Infrastructure Department regarding tree planning and management.

The issue of street trees in the CBD is currently being assessed.

The opening of the new bus hub will present opportunities for street tree plantings. The needs of business owners must be considered due to the extended disruptions already caused by the vital upgrades to infrastructure.

Action>> Jeffrey Kerr – to reschedule meeting to two weeks earlier to facilitate Bus Hub presentation.

- **Regional Employment** - We have to push for decentralization from South East Queensland to get people living in the region. FIFO jobs are coming online with 450 new jobs projected

while the Council is pushing for other projects such as the pending battery plant, etc.

Next Meeting – Proposed

- a. Monday 16th of April 2018
- b. Monday 25th of June 2018
- c. Monday 3rd of September 2018
- d. Monday 19th of November 2018

Agenda items due – Monday 1st of April 2018

Venue – Committee Room, Level 1, 143 Walker Street, Townsville City

The meeting closed at 5:15