

Council Meeting Minutes

6 March 2017

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.*

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City of
Norwood
Payneham
& St Peters

1.	KAURNA ACKNOWLEDGEMENT	1
2.	OPENING PRAYER	1
3.	CONFIRMATION OF THE MINUTES OF THE SPECIAL COUNCIL MEETING HELD ON 27 FEBRUARY 2017 ..1	
4.	MAYOR'S COMMUNICATION.....	2
5.	DELEGATES COMMUNICATION	3
6.	QUESTIONS WITHOUT NOTICE.....	3
7.	QUESTIONS WITH NOTICE	3
8.	DEPUTATIONS	3
	8.1 DEPUTATION – REVIEW OF THE ON-STREET PARKING PERMIT POLICY	4
	8.2 DEPUTATION – REQUEST TO CHANGE THE NAME OF A PORTION OF THE SUBURB OF MARDEN.....	5
9.	PETITIONS.....	6
10.	WRITTEN NOTICES OF MOTION	6
11.	STAFF REPORTS	6
	Section 1 – Strategy & Policy.....	7
	11.1 REVIEW OF THE ON-STREET PARKING PERMIT POLICY	8
	11.6 REQUEST TO CHANGE THE NAME OF A PORTION OF THE SUBURB OF MARDEN <i>[This Item was dealt with out of sequence]</i>	26
	11.2 NINTH AVENUE STREETScape ENHANCEMENTS PROJECT	31
	11.8 DIGITAL MEDIA PLATFORMS <i>[This Item was dealt with out of sequence]</i>	39
	Section 2 – Corporate & Finance.....	45
	11.3 MONTHLY FINANCIAL REPORT – JANUARY 2017	46
	11.4 2017-2018 REVISED FEES AND CHARGES	49
	Section 3 – Governance & General.....	56
	11.5 REPORTS OUTSTANDING	57
	11.6 REQUEST TO CHANGE THE NAME OF A PORTION OF THE SUBURB OF MARDEN <i>[This Item was dealt with out of sequence - refer to Page 26 for the minutes relating to this Item]</i>	58
	11.7 DELEGATIONS UNDER THE LOCAL NUISANCE AND LITTER CONTROL ACT 2016.....	59
	11.8 DIGITAL MEDIA PLATFORMS <i>[This Item was dealt with out of sequence - refer to Page 39 for the minutes relating to this Item]</i>	63
	11.9 NOMINATIONS TO EXTERNAL BODIES - APPOINTMENT OF COUNCIL REPRESENTATIVE TO MARDEN SENIOR COLLEGE GOVERNING COUNCIL.....	64
12.	ADOPTION OF COMMITTEE MINUTES.....	65
13.	OTHER BUSINESS	66
	13.1 VOTE OF THANKS	66
14.	CONFIDENTIAL REPORTS	66
	14.1 COUNCIL RELATED MATTER	67
15.	CLOSURE.....	68

VENUE Council Chambers, Norwood Town Hall

HOUR 7.00pm

PRESENT

Council Members Mayor Robert Bria
Cr Lucy Marcuccitti
Cr Christel Mex
Cr Connie Granozio
Cr Sophia MacRae
Cr Kevin Shepherdson
Cr Carlo Dottore
Cr Kevin Duke
Cr Evonne Moore
Cr John Frogley
Cr Garry Knoblauch
Cr John Minney
Cr Sue Whittington
Cr Paul Wormald (entered the meeting at 7.06pm)

Staff Carlos Buzzetti (Acting Chief Executive Officer)
Peter Perilli (General Manager, Urban Services)
Mark Thomson (Acting General Manager, Urban Planning & Environment)
Lisa Mara (General Manager, Governance & Community Affairs)
Sharon Perkins (Acting General Manager, Corporate Services)
Claude Malak (Manager, City Assets)
Rob Gregory (Manager, City Services)
Eleanor Walters (Manager, Urban Planning & Sustainability)
Mary-Anne Siebert (Sustainability Officer)
Keke Michalos (Acting Manager, Economic Development & Strategic Projects)
Ben Wilsmore (Project Manager, Urban Design & Special Projects)
Rachel Walker (Communications Officer)
David Maywald (Team Leader, Customer Services)
Tina Zullo (Administration Officer, Governance & Community Affairs)

APOLOGIES Nil

ABSENT Nil

1. KAURNA ACKNOWLEDGEMENT

2. OPENING PRAYER

The Opening Prayer was read by Cr Kevin Duke.

3. CONFIRMATION OF THE MINUTES OF THE SPECIAL COUNCIL MEETING HELD ON 27 FEBRUARY 2017

Cr Knoblauch moved that the minutes of the Special Council meeting held on 27 February 2017 be taken as read and confirmed. Seconded by Cr Shepherdson and carried.

4. MAYOR'S COMMUNICATION

Monday, 6 February	<ul style="list-style-type: none"> Presided over a Council meeting, Council Chamber, Norwood Town Hall.
Thursday, 9 February	<ul style="list-style-type: none"> Launched the Eastside Wine and Ale Trail Launch, Signature Wines, Norwood.
Monday, 13 February	<ul style="list-style-type: none"> Attended a meeting of the Metropolitan Local Government Group Executive Committee, LGA House, Adelaide.
Monday, 13 February	<ul style="list-style-type: none"> Attended a Workshop: Representation Review, Mayor's Parlour, Norwood Town Hall.
Monday, 13 February	<ul style="list-style-type: none"> Attended an Information Session: National Broadband Network (NBN), Mayor's Parlour, Norwood Town Hall.
Wednesday, 15 February	<ul style="list-style-type: none"> Attended the Council-wide Business Networking Function, Little Bang Brewing Company, Stepney.
Thursday, 16 February	<ul style="list-style-type: none"> Meeting with Mayor David Parkin (City of Burnside), Café Buongiorno, Norwood.
Saturday, 18 February	<ul style="list-style-type: none"> Attended the 7th Norwood Greek Festival, Church of Prophet Elias for Norwood and the Eastern Suburbs, Norwood.
Sunday, 19 February	<ul style="list-style-type: none"> Attended the 60th Anniversary celebrations for the Norwood Swimming Centre, Kensington.
Sunday, 19 February	<ul style="list-style-type: none"> Attended the 99th Anniversary commemoration of Lithuanian Independence, Lithuanian House, Norwood.
Thursday, 23 February	<ul style="list-style-type: none"> Attended a meeting with the Hon Tony Piccolo, Member for Light, Parlamento Ristorante, Adelaide.
Monday, 27 February	<ul style="list-style-type: none"> Presided over a St Peters Child Care Centre & Pre-School Committee meeting, St Peters Child Care Centre & Pre-School.
Monday, 27 February	<ul style="list-style-type: none"> Presided over a Special Council Meeting, Council Chamber, Norwood Town Hall.
Monday, 27 February	<ul style="list-style-type: none"> Attended an Audit Committee meeting, Mayor's Parlour, Norwood Town Hall.
Tuesday, 28 February	<ul style="list-style-type: none"> Presided over a Norwood Parade Precinct Committee meeting, Mayor's Parlour, Norwood Town Hall.
Thursday, 2 March	<ul style="list-style-type: none"> Attended a meeting with General Manager, Urban Services; Manager, City Assets and Project Manager, Assets, Mayor's Office, Norwood Town Hall.
Thursday, 2 March	<ul style="list-style-type: none"> Attended a with Acting Chief Executive Officer, Acting Manager, Economic Development and Strategic Projects and Project Manager, Urban Design & Special Projects, Mayor's Office, Norwood Town Hall.
Friday, 3 March	<ul style="list-style-type: none"> Attended a 'Women in Sport' breakfast, Robin Hood Hotel, Norwood.
Monday, 6 March	<ul style="list-style-type: none"> Attended a meeting with Mr Ran Dunda, Representative from the Lithuanian Society, Mayor's Office, Norwood Town Hall. Attended a meeting with General Manager, Governance & Community Affairs and Communications Officer, Mayor's Office, Norwood Town Hall.

- Mayor Bria expressed his appreciation to all staff involved in the Norwood Swimming Centre 60th Anniversary Celebrations on Sunday 19 February 2017.

5. DELEGATES COMMUNICATION

- Cr Knoblauch advised that on Monday 27 February 2017, he attended the first meeting of the year of the Marden Senior College Governing Council. The Governing Council is celebrating its 25th Anniversary this year.

6. QUESTIONS WITHOUT NOTICE

Nil

Cr Wormald entered the meeting at 7.06pm.

7. QUESTIONS WITH NOTICE

Nil

8. DEPUTATIONS

8.1 DEPUTATION – REVIEW OF THE ON-STREET PARKING PERMIT POLICY

REPORT AUTHOR: General Manager, Governance & Community Affairs
GENERAL MANAGER: Acting Chief Executive Officer
CONTACT NUMBER: 8366 4549
FILE REFERENCE: S.422 S.00515
ATTACHMENTS: Nil

SPEAKER/S

Mr Richard Blandy of 88B Queen Street, Norwood

ORGANISATION/GROUP REPRESENTED BY SPEAKER/S

Not Applicable.

COMMENTS

Mr Richard Blandy has written to the Council requesting that he be permitted to address the Council in relation to the review of the On-street Parking Permit Policy.

In accordance with the Local Government (Procedures at Meetings) Regulations 2013, Mr Richard Blandy has been given approval to address the Council.

Mr Richard Blandy addressed the Council in respect to this issue.

8.2 DEPUTATION – REQUEST TO CHANGE THE NAME OF A PORTION OF THE SUBURB OF MARDEN

REPORT AUTHOR: General Manager, Governance & Community Affairs
GENERAL MANAGER: Acting Chief Executive Officer
CONTACT NUMBER: 8366 4549
FILE REFERENCE: S.422 S.02880
ATTACHMENTS: Nil

SPEAKER/S

Ms Gail Erwin of 8 Willow Bend, Marden

ORGANISATION/GROUP REPRESENTED BY SPEAKER/S

Not Applicable.

COMMENTS

Ms Gail Erwin has written to the Council requesting that she be permitted to address the Council in relation to the request to change the name of a portion of the suburb of Marden.

In accordance with the Local Government (Procedures at Meetings) Regulations 2013, Ms Gail Erwin has been given approval to address the Council.

Ms Gail Erwin addressed the Council in respect to this issue.

- 9. **PETITIONS**
Nil
- 10. **WRITTEN NOTICES OF MOTION**
Nil
- 11. **STAFF REPORTS**

Section 1 – Strategy & Policy

Reports

11.1 REVIEW OF THE ON-STREET PARKING PERMIT POLICY

REPORT AUTHOR: General Manager, Governance & Community Affairs
GENERAL MANAGER: Acting Chief Executive Officer
CONTACT NUMBER: 83664549
FILE REFERENCE: S.00515
ATTACHMENTS: A - B

PURPOSE OF REPORT

The purpose of this report is to advise the Council of the results of an investigation which has been undertaken in response to various on street parking issues which have been raised by residents from across the Council area.

BACKGROUND

In December 2014, the Council considered a Notice of Motion submitted by Cr Whittington regarding the Council's On Street Parking Permit Policy (the Policy). As part of her reasons in support of the motion, Cr Whittington stated that "*The Council's On Street Parking Permit Policy was adopted by the Council in 2007, therefore it is timely that a review of the on street parking arrangements be undertaken to determine if the policy warrants updating in terms of parking management across the City*".

Following consideration of the matter, the Council resolved the following:

1. *That a review of the Council's On Street Parking Permit Policy be undertaken, incorporating a review of the existing parking arrangements across key precinct areas of the City.*
2. *That a workshop be held with Elected Members within 3 months to discuss any issues associated with the Policy.*

In accordance with the Council's resolution a workshop was conducted with Members in June 2015, to review the current Policy and identify what, if any, improvements could be made to the Policy.

At that time, it was established that the current Policy provides a fair and equitable process for road users (ie, residents, visitors to the City, employees of local traders, etc) and aims to optimise the use of available on street parking.

Notwithstanding the above and since that time however, a number of complaints have been received from residents in respect to a lack of on-street parking within the City, in particular those streets within the vicinity of The Parade, Norwood.

One such issue was raised via a petition from residents of Queen Street, Norwood (the section between William Street and Kensington Road) requesting that the Council install on-street carparking controls, in the form of time-limits, and for the Council to provide "booklets" of Visitor Parking Permits for purchase by residents who are affected by the introduction of time-limit parking controls.

The issues which have been raised by the petitioners are consistent with a number of issues which have been raised in other locations within Norwood.

Subsequently, at its meeting held on 1 August 2016, the Council resolved the following:

1. *That the petition be received and noted and that all petitioners are formally thanked, through the convenor of the petition, Mr Richard Blandy, for bringing their concerns to the Council's attention.*
2. *That the Council notes that staff will undertake a review of the issue regarding on-street parking conditions along Queen Street, Norwood, between William Street and Kensington Road together with the other similar issues which have been raised regarding various streets within the City of Norwood Payneham & St Peters and that an Information Briefing will be held with Elected Members in September 2016, to discuss the outcome of the review.*

In accordance with the Council's resolution, an Information Briefing was conducted with Members in September 2016, to provide Members with information regarding the review of the issues associated with on-street parking conditions in Queen Street, Norwood and other locations within the City where similar issues had been raised by residents.

In summary, the Information Briefing held in September 2016, considered the following matters:

- locations where the issues have been raised;
- current locations of time-limit zones within the City;
- issues which have been raised by residents;
- the data currently available (ie areas that do not have time limit zones, availability of off-street parking); and
- what data we don't have (ie destinations of parkers).

Following the Information Briefing session Members were advised that based on the review of the various issues which had been raised regarding on-street parking it would be necessary to undertake a review of the actual parking arrangements in a range of streets within the City (ie to determine occupancy rates and destination data) to enable further consideration of the issues.

This report therefore presents the outcome of the initial investigations which have been undertaken to gain an understanding of the data currently available in respect to the extent of all day parkers and destinations of those parkers to assist with the management of the on-street parking issues which have been raised.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Goals contained in *CityPlan 2030* are:

Outcome 1: Social Equity

A connected, accessible and pedestrian-friendly community.

Objectives:

2. A people-friendly, integrated and sustainable transport and pedestrian network.

FINANCIAL AND BUDGET IMPLICATIONS

The Council has not allocated funding within the 2016-2017 Budget for a review of the on-street parking issues which have been raised by residents in various locations within the City.

The Report which has been prepared by Tonkin Consulting has been prepared on the basis of providing initial information to the Council in order to assist the Council to consider its preferred approach to this matter.

The Report was based on a survey and site observations conducted over a twelve (12) hour period (ie one (1) day), of six (6) streets. The Report was prepared at a cost of \$6,800.

Based on these costs, if the Council were to undertake a comprehensive and more strategic review of the parking arrangements within the City, it would be necessary to allocate funds as part of the 2017-2018 Budget as such a study would be significant in terms of costs.

Whilst there are a number of issues which need to be confirmed, the first order estimate for the cost could be in the order of approximately \$100,000, depending upon the extent of the investigations. This is based upon staff's experience with engagement of traffic management consultants to undertake similar investigations and in particular the costs associated with the recent City-wide Schools Traffic, Safety and Parking Review.

EXTERNAL ECONOMIC IMPLICATIONS

Not Applicable.

SOCIAL ISSUES

Not Applicable.

CULTURAL ISSUES

Not Applicable.

ENVIRONMENTAL ISSUES

Not Applicable.

RESOURCE ISSUES

The Council's Compliance Officers currently monitor the parking arrangements within a number of locations within the City. The introduction of time-limit controls in additional locations throughout the City will have an impact on Council resources.

RISK MANAGEMENT

Not Applicable.

CONSULTATION

- **Elected Members**
Two (2) Information Sessions have been held with Members to date regarding this matter.
- **Community**
Not Applicable.
- **Staff**
Team Leader, Customer & Regulatory Services.
- **Other Agencies**
Nil.

DISCUSSION

The Council's On Street Parking Permit Policy (the Policy), was adopted by the Council on 5 February 2007, following consultation with the community. In March 2012, the Council reviewed the existing On-Street Parking Permit Zones, along with some issues related to specific streets. At that time, the Council resolved to:

- retain the existing parking zones;
- increase the fees associated with resident and visitor permits; and
- not amend the Policy.

The key Objectives of the Policy are to:

- to provide a fair and equitable process in assessing and meeting the parking needs of all road users within the City of Norwood Payneham & St Peters; and
- to optimise the use of available on-street parking in a manner that best meets all needs and complements the role of available off-street parking provisions.

The key Principles of the Policy are:

- on-street parking will be available in a safe, convenient and appropriate manner that supports the primary activities in the street resulting from land uses (both current and potential) for each area within the City;
- on-street parking will not be allocated through the means of the exclusive use of a single space or spaces by any one individual or group; and
- on-street parking will be controlled through the implementation of time-limit controls, for which a warrant must be established, in order to provide adequate turnover of parked vehicles to actively encourage use by all road users and equitably share the available on-street parking spaces within the City.

The Policy makes provision for the following permits:

1. Residential Parking Permit
 - exempt residents from parking controls directly adjacent their property and is applicable only to time limit and controls that indicate residents only; and
 - are not transferable between vehicles.
2. Visitor Permit
 - enable visitors or trades persons to be exempt from the time limited or resident only parking controls; and
 - are transferable between vehicles.

Both Resident and Visitor Permits are issued annually.

3. Temporary “Special Event” Permit
 - Are provided to occupiers of any residential and/or commercial property in which temporary parking controls are implemented during events, such as the Clipsal 500 Car Race and the WomAdelaide Arts Festival and are only valid on the days where temporary parking controls are in place for the staging of these events.

Subject to meeting the eligibility criteria, a maximum number of permits are issued for each type of permit:

- Two (2) Residential Permits per residential property; and
- Two (2) Visitor Permits per residential property.

A map highlighting the existing permit zones located within the City is contained within **Attachment A**.

The following criteria must be met prior to the introduction of new time limited controls in any street within the City. If one or more of the criteria is not met, the Council will not consider the introduction of any new time limited parking controls.

Availability of On-Street Parking

- An On-Street Parking Occupancy Survey is undertaken for a period of two (2) weeks, for the purposes of ascertaining the on-street parking conditions and the overall availability of on-street parking.
- The Council will consider that reasonable on-street parking is unavailable, if the results of the survey indicate that 50% (or more) of the overall number of on-street parking spaces are not available for 50% or more of the overall survey period (ie two (2) weeks).
- The Council will establish the availability of the provision for off-street parking for all residents in the street.
- The Council will consider that reasonable off-street parking is unavailable if 50% (or more) of residents have no provision (at all) for off-street parking or limited provisions, where the number of vehicles being kept at the properties cannot be accommodated off-street.
- A written survey will be undertaken involving all residents to ascertain whether or not residents are in agreement with the introduction of time-limit controls.
- The Council will consider that the residents of a street are in agreement with the introduction of time-limit controls, if 50% (or more) of the residents respond to the survey (in writing) that they are in agreement with the introduction of the time-limit controls.

A fee structure applies to the provision of residential on-street parking permits. The fee structure is set out in Table 1 below.

TABLE 1: Fee Structure and Timeframes for Residential On-Street Parking Permits

Permit Type	Parking Control Zone	Duration (12 months)	First Permit	Additional Permit
Residential	Permit Parking Only (ie Residents only)	1 July - 30 June	\$25.00	\$50.00
Visitor	Permit Parking Only (ie Residents only)	1 July - 30 June	\$25.00	\$50.00
Residential	Time Limited	1 July - 30 June	Free	\$25.00
Visitor	Time Limited	1 July - 30 June	Free	\$25.00

A \$10.00 fee also applies for a replacement permit (if lost and/or damaged).

The On-Street Parking Permit Policy provides a fair and equitable process for road users (not just residents) and aims to optimise the use of available on street parking and recognises that:

- the availability of on street parking is essential;
- competing demands from residents, visitors, shoppers, local workers etc means it is difficult to cater for all needs; and
- the introduction of more time limited zones and the provision of permits for those residents living within the zones does not guarantee those residents with a car park adjacent their property.

Notwithstanding the above, a number of issues have been raised by residents in respect to parking, including the following:

- frustration with commuter and employee parking;
- visitors and trades people not being able to obtain parking within close proximity to their destination;
- residents unable to park directly out the front of their property even though they have a permit;
- some residents want permits even though the majority of properties have off-street parking;
- some residents have sufficient off-street parking to accommodate their vehicles and visitors vehicles however their property layout means that it is more convenient for them to utilise the on-street parking and therefore use this as the basis for requesting a permit;
- some residents do not want to pay for permits;
- excess number of permits issued in some streets (ie. more permits than available parking spaces);
- emergency Service vehicles not being able to gain access to a property in the event of an emergency; and
- waste collection vehicles experience difficulties accessing bins.

In addition to the above:

- traders/employees often request permit(s) to exempt them/their employees from parking controls however there is no permit system to accommodate businesses; and
- some traders want to change the time limit zones to suit their individual clients/customers.

Based on the various issues which have been raised it is important to understand the specific nature of the issues and the expectations of residents when considering the matter of on-street parking within the City.

The issues and expectations which have been raised by residents are summarised below.

Beulah Road, Norwood (between Wood Street and Sydenham Road):

- residents have stated that the street is parked to capacity as a result of commuters who either walk or take the bus into the City (ie City of Adelaide)/Kent Town and people who remove bikes from the backs of their cars and ride in to the City;
- residents are inconvenienced when they have visitors leading to a situation where they have to shuffle cars back and forwards;
- residents do not want to shift cars in and out of driveway – residents want to be able to park immediately outside the property at any given time;
- residents want time limited parking introduced and resident permits.

The issues and expectations set out above have also been raised by residents of Free Street and Charles Street, Norwood; Rugby Street, College Park and Phillips Street, Kensington.

Queen Street, Norwood (between William Street and Kensington Road)

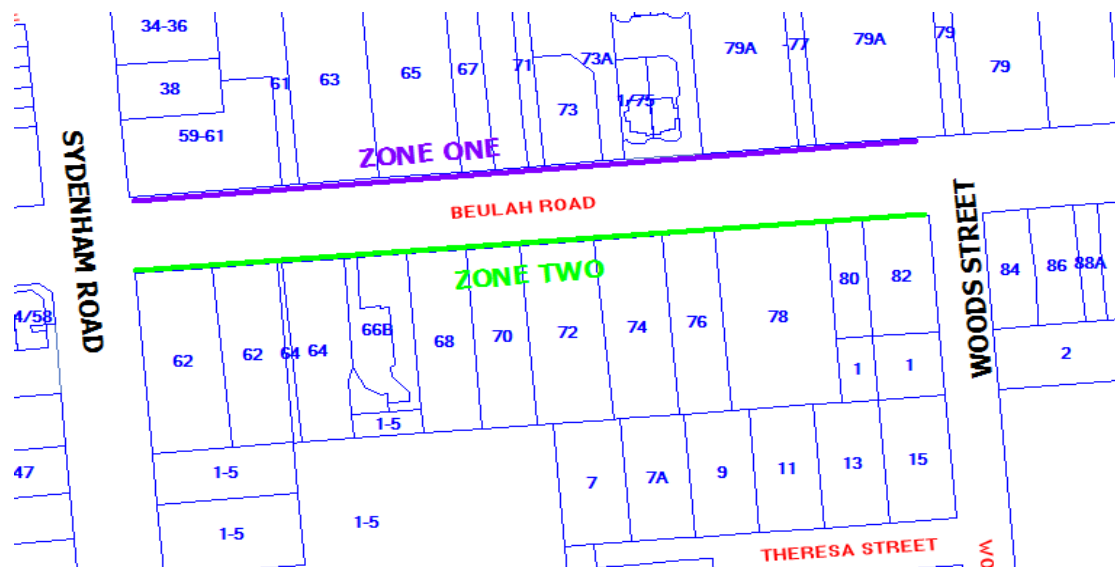
- the street is parked to capacity by Burnside Hospital employees and commuters;
- it is difficult for visitors and tradespeople to park in the street;
- the installation of on-street car parking controls is required, in the form of time-limits, along the section of Queen Street between William Street and Kensington Road; and
- the Council should provide “booklets” of Visitor Parking Permits for purchase by residents.

Colliver Street, Norwood:

- the street is very narrow and cars parked on both sides of the road restrict access through the street;
- emergency vehicles cannot access the street; and
- parking should be limited to one side of the street only and on rubbish collection days all bins are placed on the opposite side of the road (similar arrangement to Willis Street, Norwood).

Following consideration of the various issues as set out above, preliminary assessments of the issues in accordance with the current Policy have been undertaken in a sample number of streets. The results of the preliminary assessments are set out below.

Beulah Road, Norwood



A preliminary assessment was undertaken in Zone Two as shown above. An assessment was not undertaken in Zone One as the issues which had been raised related specifically to Zone Two. Table 2 below highlights the number of properties located in Zone Two and the total number of off-street car parks contained within the properties in this zone.

TABLE 2: Beulah Road, Norwood (Zone Two) Number of Properties with Off-Street Car Parking & Total Number of Off-Street Car Parks

	Number of Properties	Off-Street Car parks
Zone Two	19	43

Based on a preliminary assessment of the issues raised in respect to Beulah Road, Norwood, and assessment of those issues in accordance with the current Policy many of the residents would not be eligible for a Residential Parking Permit as they have sufficient off-street parking available within their properties to accommodate their own vehicles.

Queen Street, Norwood

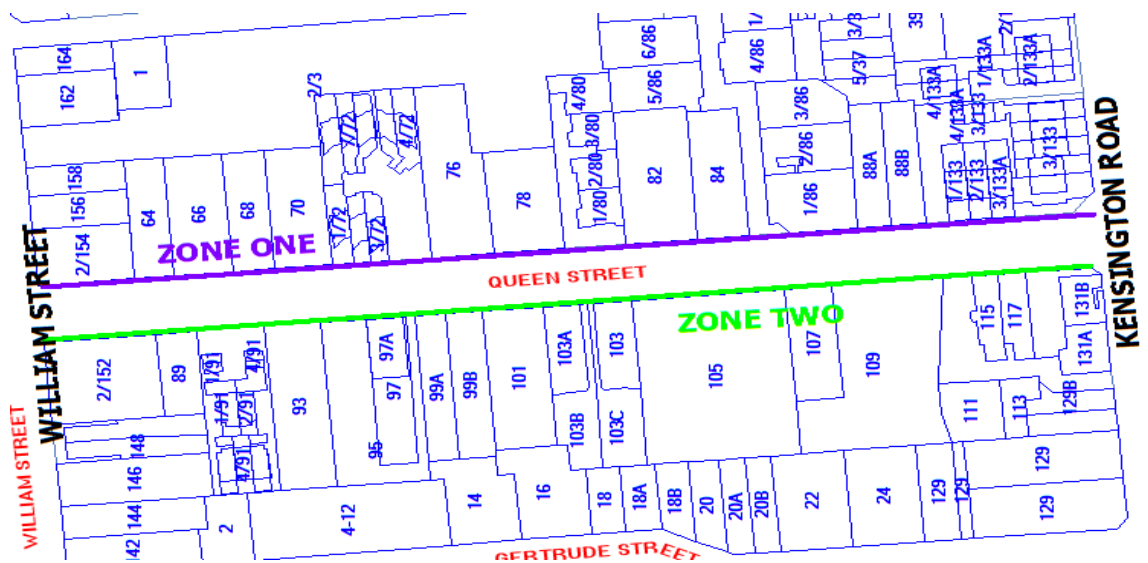


Table 3 below highlights the number of properties located in Queen Street and the total number of off-street car parks contained within the properties.

TABLE 3: Queen Street, Norwood (William Street To Kensington Road) Number of Properties & Total Number of Off-Street Car Parks

	Number of Properties	Off-Street Car parks
Zone One	29	32
Zone Two	23	29

Based on a preliminary assessment of the issues and assessment in accordance with the current Policy many of the residents who reside in the section of Queen Street, Norwood between William Street and Kensington Road would not be eligible for a Residential Parking Permit as they have sufficient off-street parking available within their properties to accommodate their own vehicles.

Phillips Street, Kensington (between High Street and Regent Place)



Table 4 below highlights the number of properties located in Phillips Street (Zone 1 of the map shown above) and the total number of off-street car parks contained within those properties.

TABLE 4: Phillips Street, Kensington (William Street To Kensington Road) Number of Properties & Total Number of Off-Street Car Parks

	Number of Properties	Off-street Carparks
Zone One	21	37

Based on a preliminary assessment of the issues and assessment in accordance with the current Policy many of the residents located in Zone One would not be eligible for a parking permit as they have sufficient off-street parking within their properties.

Rugby Street, College Park

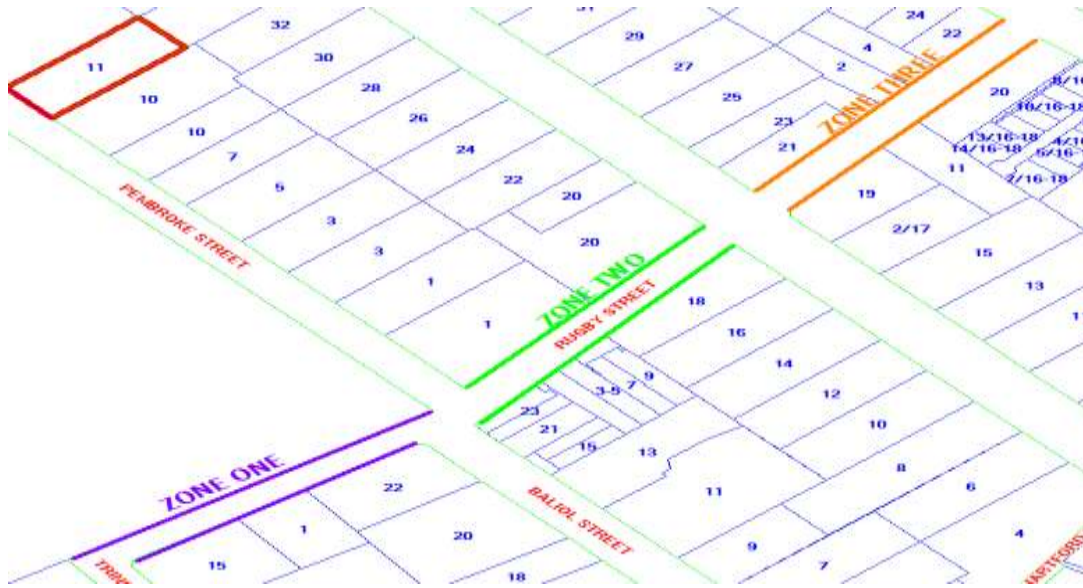


Table 5 below highlights the number of properties located in Rugby Street, College Park and the total number of off-street car parks contained within those properties.

TABLE 5: Rugby Street, College Park Number of Properties & Total Number of Off-Street Car Parks

	Number of Properties	Off-street Car parks
Zone One	2	9
Zone Two	4	19
Zone Three	3	14

Based on a preliminary assessment of the issues and assessment in accordance with the current Policy residents would not be eligible for a parking permit as they have off-street parking within their properties.

Notwithstanding the preliminary results as set out in Tables 2, 3, 4 and 5 above, it has been acknowledged that information regarding the extent of all-day parkers and/or commuter parkers was not currently available to staff. In other words, this “missing” data was required to ensure a holistic review.

To this end, Tonkin Consulting were engaged to undertake some initial parking surveys to identify the number of all-day parkers and/or commuter parkers, and in doing so identify where people are going when they park – ie are they commuters? Are they employees of local businesses? Are they visitors? Are they shoppers?

Tonkin Consulting were engaged to undertake “Long Term Parking” surveys in the following streets as part of the initial process:

- Queen Street – William Street to Kensington Road;
- Beulah Road – Osmond Terrace to Sydenham Road;
- Gertrude Street – William Street to Kensington Road;
- George Street – William Street to Kensington Road;
- Charles Street – The Parade to William Street; and
- Rokeby Avenue, Gray Street to The Parade.

The scope of the work undertaken by Tonkin Consulting included:

1. the development of a base plan of parking numbers and any restrictions in each street;
2. parking surveys to quantify the extent of all day parking (particularly people coming into the area as distinct from residents)
3. observational surveys to assess where the incoming all-day parkers were going (ie, catching a bus and/or walking into the City of Adelaide, walking to a nearby place of employment ie Burnside Hospital, etc)

All Day (ie number plate) surveys were undertaken within each street over the course of the same day to provide evidence of all day residential parkers, residential parkers that leave in the morning, non-locals that come into the streets and then park all day, etc, at the following intervals:

- 6:00am – 6:30am (ie – base survey of residential parking);
- 8:00am – 8:30am;
- 10:00am – 10:30am;
- 12noon – 12.30pm;
- 2:00pm – 2:30pm;
- 4:00pm – 4:30pm; and
- 6:00pm and 6:30pm.

Site observations were also undertaken during the morning period in Queen Street and Charles Street, Norwood, to determine the destination of non-local traffic parking in these two (2) streets. Whilst this is qualitative data it provides some verification in terms of those parkers who then catch a bus/ride a bike/walk into the City of Adelaide, walk to a nearby place of employment, etc.

All surveys were undertaken on a “normal” weekday, on Tuesday 8 November 2016, and outside of the school holiday period.

A copy of the report which has been prepared by Tonkin Consulting, *Long Term Parking Surveys* (the Report), is contained within **Attachment B**.

A summary of the results of the surveys, as contained within the Report, is set out below.

1. Queen Street, Norwood – William Street to Kensington Road

There are a total of 65 car parks in this section of Queen Street. Of those, fourteen (14) car parks are time limited with a 2 hour period and the remaining 51 car parks provide for unrestricted parking. Table 6 below sets out the occupancy rates at various intervals throughout the survey period.

TABLE 6: Occupancy Rates – Queen Street, Norwood (William Street to Kensington Road)

Time	0600	0800	1000	1200	1400	1600	1800
Parks Used	15	33	58	58	52	44	21
Parks Available	50	32	7	7	13	21	44
% Occupancy	23%	51%	89%	89%	80%	68%	32%

At the time of the survey and site observations, 29 vehicles were considered long term parkers and, based on the site observations, it was determined that there was three (3) distinct groups of parkers:

- there were several construction vehicles associated with a building/property on the western side of the road (approx. 8-10 vehicles);
- several drivers were observed walking to the Burnside Hospital on the southern side of Kensington Road (approx. 8-10 vehicles); and
- several drivers were teachers that were observed walking to the St Ignatius or St Joseph’s schools (approx. 8-10 vehicles).

2. Gertrude Street, Norwood – William Street to Kensington Road

There are a total of 39 car parks in this section of Gertrude Street. There are no time restricted parks in Gertrude Street (ie, unrestricted parking). Table 7 below sets out the occupancy rates at various intervals throughout the survey period.

TABLE 7: Occupancy Rates – Gertrude Street, Norwood (William Street to Kensington Road)

Time	0600	0800	1000	1200	1400	1600	1800
Parks Used	16	14	18	21	24	18	15
Parks Available	23	25	21	18	15	21	24
% Occupancy	41%	36%	46%	54%	62%	46%	38%

Eight (8) vehicles were considered long term parkers.

Site observations were not undertaken in Gertrude Street.

3. George Street, Norwood – William Street to Kensington Road

There are a total of 59 car parks in this section of George Street. There are no time restricted parks in George Street (ie, unrestricted parking). Table 8 below sets out the occupancy rates at various intervals throughout the survey period.

TABLE 8: Occupancy Rates – George Street, Norwood (William Street to Kensington Road)

Time	0600	0800	1000	1200	1400	1600	1800
Parks Used	13	23	56	57	52	48	21
Parks Available	46	36	3	2	7	11	38
% Occupancy	22%	39%	95%	97%	88%	81%	36%

Thirty-one (31) vehicles were considered long term parkers. Site observations were not undertaken in George Street.

4. Charles Street, Norwood – The Parade to William Street

There are a total of sixty-six (66) car park spaces available in Charles Street, Norwood between The Parade and William Street.

The street is made up of a mixture of unrestricted parking, eleven (11) Two hour parks and four (4) Residential Permit parking spaces. The majority of parking is however unrestricted. Table 9 below sets out the occupancy rates at various intervals throughout the survey period.

TABLE 9: Occupancy Rates – Charles Street, Norwood (The Parade to William Street)

Time	0600	0800	1000	1200	1400	1600	1800
Parks Used	30	48	57	56	56	52	42
Parks Available	36	18	9	10	10	14	24
% Occupancy	45%	73%	86%	85%	85%	79%	64%

At the time of the survey and site observations, 29 vehicles were considered long term parkers. The following observations were made:

- approximately 8-10 people were seen to walk towards The Parade. The majority of these people walked west down The Parade (City-bound);
- approximately 10-12 people were seen walking down either Montrose Avenue or Boskenna Avenue;
- cars observed parking near the mechanical workshops on Charles Street were usually associated with these businesses;
- there was an influx of cars arriving between 7.30am – 8.00am;
- the majority of people who parked on Charles Street (with the exception of the 2 Hour limited parks and the Resident Permit parking areas), appeared to be parking all day.

The overall impression on the day of the surveys was that there were numerous all day parkers with no particular destination (ie destinations were spread locally).

Notwithstanding the above, at its peak (ie the period between 8.00am and 4.00pm), some vacant car park spaces remained. As set out in Table 9 above, at 10.00am car parking peaked at 86% (57 car park spaces occupied), with a total of 9 car park spaces vacant.

5. Beulah Road – Osmond Terrace to Sydenham Road

There are a total of eighty-two (82) car park spaces available in Beulah Road, Norwood between Osmond Terrace and Sydenham Road. There are seven (7) 2 Hour Time limited car park spaces with the remainder of the parking spaces unrestricted parking. Table 10 below sets out the occupancy rates at various intervals throughout the survey period.

TABLE 10: Occupancy Rates – Beulah Road (Osmond Terrace to Sydenham Road)

Time	0600	0800	1000	1200	1400	1600	1800
Parks Used	21	44	75	66	61	55	63
Parks Available	61	38	7	16	21	27	19
% Occupancy	26%	54%	91%	80%	74%	67%	77%

The site observations were split between Osmond Street, Woods Street and Sydenham Road and that overall 32 vehicles were considered to be long term parkers.

Beulah Road (Section between Osmond Street – Woods Street)

- Approximately twelve (12) teachers working at the Norwood Primary School appear to park outside the school as all day parkers. Most of the teachers arrived between 8.00am and 8.30am. Most of the car park spaces fronting the school on the south side of Beulah Road were occupied by teachers.
- Some landscape workers observed to park and walk into the school between 7.00am and 7.30am.
- Three (3) people were observed to park and walk towards Sydenham Road.

Beulah Road (Section between Woods Street – Sydenham Road)

There is a small section of Two Hour parking in this section of Beulah Road.

Survey observations identified the following groups of parkers in this section of Beulah Road:

- the largest group (approximately 18 people) appear to be workers parking all day then walking west down Beulah Road, presumably to local businesses or possibly further;
- some landscape workers were undertaking work on nearby properties. These vehicles had already arrived by 7.00am and were seen to be accessed multiple times during the 7.00am to 9.00am period; and
- some people (“a couple of people”) parked to access the nearby St Bart’s Church and Theatre Bugs.

6. Rokeby Avenue, Gray Street to The Parade.

There are thirteen (13) car parking spaces in Rokeby Avenue, with four of those car parks restricted to a two hour period. The remaining nine car parks are unrestricted. Table 11 below sets out the occupancy rates at various intervals throughout the survey period.

TABLE 11: Occupancy Rates – Rokeby Avenue (Gray Street to The Parade)

Time	0600	0800	1000	1200	1400	1600	1800
Parks Used	6	7	9	9	9	9	5
Parks Available	7	6	4	4	4	4	8
% Occupancy	46%	54%	69%	69%	69%	69%	38%

Six (6) vehicles were considered long term parkers. Site observations were not undertaken at this location to determine destinations of parkers.

Summary

The Report sets out the following summary:

The parking surveys have confirmed the existence of long term parking in several streets throughout Norwood. In some locations there are discreet groups that can be identified such as nearby schools or hospital. In other streets, the long term parkers appear broadly associated with businesses in the precinct, or people walking further away (potentially Adelaide although there was not strong evidence to support this).

In many respects the surveys probably provide an insight into parking behaviour in streets throughout Norwood where there is a demand for longer term parking associated with nearby businesses and employment precincts.

Whether long term parking needs to be managed depends on whether there is a need to provide parking turnover for businesses, and/or whether the overall demand for parking makes it difficult for residents/visitors to find a park close to their own property.

The selected application of short term parking limits (eg 2 hours) should be approached cautiously as it will most likely simply result in a relocation of the long term parkers into other nearby locations. This is already evidence in those streets which have some sections of zoned parking. Further there is also evidence of overstaying the 2 hour restrictions in some locations. (Page 6 of the Report).

It is important to note that the surveys set out above were undertaken over a twelve hour period (one (1) day) only. The information presented in the Report therefore does not reflect a comprehensive review of the parking occupancy and destination rates in the subject streets.

The intent of the surveys was to conduct an initial assessment of some of the streets to identify parking occupancy rates, all day parkers and destinations, if possible, to highlight the importance of this data when considering a review of the Policy.

For example, as stated previously in this report, residents of Queen Street, Norwood in the section between William Street and Kensington Road, have raised the following issues with the Council in respect to on street car parking in this section of Queen Street:

- the street is parked to capacity by Burnside Hospital employees and commuters;
- it is hard for visitors and tradespeople to park in the street;
- installation of on-street car parking controls is required, in the form of time-limits, along the section of Queen Street between William Street and Kensington Road; and
- the Council should provide “booklets” of Visitor Parking Permits for purchase by residents.

The data collated to date regarding this section of Queen Street is as follows:

- there are 52 properties located in this section of Queen Street and there is provision for 61 off street car parks within those properties;
- there is a total of 65 car park spaces in this section of Queen Street and at its peak 89% of these car parks were occupied (58 car park spaces were occupied in the period between 10.00am and 12noon);
- seven (7) car park spaces were vacant during the peak period (ie in the period between 10.00am and 12noon);
- of the 57 cars parked in this peak period ((ie in the period between 10.00am and 12noon) 29 vehicles were considered to be long term parkers (ie employees of the adjacent two (2) schools, Burnside Hospital and an adjacent building site).

Notwithstanding the above, most properties have provision for off street parking and at no time during the survey period (ie the twelve (12) hour period between 6.00am until 6.00pm on Tuesday 8 November 2016), was the street parked to capacity.

It is however, as stated above, acknowledged that a survey taken over the course of one (1) day does not provide a clear and complete picture when considering a matter as complex as this in a comprehensive manner.

What the initial surveys have shown is that there definitely is a percentage of all day parkers who are using the local streets to park their vehicles and then walk to their nearby places of employment.

Having said that, it was not evident from the initial surveys that people were definitely parking their vehicles in the surveyed streets and commuting to the City of Adelaide either by foot, bus or bicycle.

As stated in the Report, the application of short term parking limits (eg 2 hours) in isolation needs to be approached cautiously as it will simply result in a relocation of the long term parkers into other nearby locations.

Additional factors which also need to be considered include the following:

- the availability of on street parking for residents, businesses and visitors/shoppers is essential;
- competing demands from residents, visitors, shoppers, local workers etc means it is difficult to cater for everyone’s needs;
- the introduction of more time limited zones and the provision of permits for those residents living within the zones does not guarantee those residents with a car park adjacent their property;
- there is increasing pressure on the Council to approve developments with less than the recommended off-street car parking requirements which over time creates an increased demand for on street car parking;
- parking issues deter consumers – ie we have a commercial advantage over the City of Adelaide as the Council does not charge for on-street parking and there is provision for extended periods of parking; and
- this is not an issue across the whole Council area.

The Council also needs to determine what it is trying to achieve through this process. In other words, does the Council want to:

- provide for all residents to be able to park on the street regardless of whether or not they have off-street parking?
- implement time limits across the City to prevent all day parkers/commuters?
- place a priority on the resident - does the resident come first? (if that is the case then in areas such as Norwood which is bounded by Portrush, Kensington, Fullarton and Magill Roads this will be difficult to manage in terms of balancing the needs of all users – businesses and visitors/shoppers – the same applies to areas of Stepney, Maylands, Kensington, Hackney, etc)

Putting to one side the objective of this process, it is clear that the Council has to date approached the car parking needs of various stakeholders, ie residents, traders, employees, visitors, in a fair and equitable manner. The On Street Parking Permit Policy is evidence of this approach, in particular the key objectives of the Policy which are to:

- to provide a fair and equitable process in assessing and meeting the parking needs of all road users within the City of Norwood Payneham & St Peters (“the City”); and
- to optimise the use of available on-street parking in a manner that best meets all needs and complements the role of available off-street parking provisions.

That said, it is clear from this report that comprehensive data is required prior to the Council making any decisions regarding changes to on-street parking within the City which unintentionally could create issues in other areas within the City.

The Council’s On Street Parking Permit Policy stipulates the following criteria when considering the installation of time-limited parking controls:

Eligibility Criteria For Introducing Time-limit Controls

All the following criteria must be met prior to the introduction of controls in any street within the City. If one or more of the criteria is not met, the Council will not consider the introduction of any parking controls.

Availability of On-Street Parking

- An On-Street Parking Occupancy Survey is undertaken for a period of two (2) weeks, for the purposes of ascertaining the on-street parking conditions and the overall availability of on-street parking.
- The Council will consider that reasonable on-street parking is unavailable, if the results of the survey indicate that 50% (or more) of the overall number of on-street parking spaces are not available 50% (or more) of the overall survey period (ie two (2) weeks).
- The Council will establish the availability of the provision for off-street parking for all residents in the street.
- The Council will consider that reasonable off-street parking is unavailable if 50% (or more) of residents have no provision (at all) for off-street parking or limited provisions, where the number of vehicles being kept at the properties cannot be accommodated off-street.

Agreement of Residents

- A written survey will be undertaken involving all residents to ascertain whether or not residents are in agreement with the introduction of time-limit controls.
- The Council will consider that the residents of a street are in agreement with the introduction of time-limit controls, if 50% (or more) of the residents respond to the survey (in writing) that they are in agreement with the introduction of the time-limit controls.

As stated above the Policy requires that an On-Street Parking Occupancy Survey will be undertaken over a two (2) week period. This ensures adequate data when considering the installation of time-limit parking controls.

OPTIONS

The Council has two (2) options in respect to this matter:

- Option 1 - Retain the current parking arrangements within the streets in accordance with the Council's On Street Parking Permit Policy.

This option however is not recommended as the appropriate course of action as clearly there are issues associated with on-street parking in some locations within the City. Notwithstanding this, any attempt to address these issues in isolation of complete data, trends, etc will mean that any decisions made will not be made on the basis of all the relevant information and from a strategic perspective.

- Option 2: Undertake a comprehensive and strategic review of parking within the City.

Following consideration of all the relevant data obtained as part of the investigations into these matters which have been raised, as set out within this report, Option 2 is recommended to the Council.

A comprehensive and strategic study will consider the current situation, along with current trends and matters that may impact on the City and in particular parking over the coming years (ie multi-storey developments, a tram along The Parade, etc).

It must be noted however that not all areas within the City require a review of the parking arrangements. There are many areas that do not have any issues associated with parking and these areas of the City will be excluded from the review process unless the actual street may potentially be impacted in the future due to Council related decisions on major projects, etc or external influences (ie changes to the Development Act, installation of new transport corridors, etc).

CONCLUSION

Parking management is a difficult issue for councils to address when considering the competing demands of the various stakeholders (ie residents, traders, visitors, etc). The Council's On-Street Parking Permit Policy has provided a robust and equitable framework for the management of parking within the City for a number of years, (since 2007).

However, based on the increasing number of issues which have been raised it is now timely for the Council to review the Policy and framework within which to address parking management issues and enable the Council to make informed decisions in a consistent, transparent, holistic and strategic manner, and ensuring the appropriate management of the Council's resources.

COMMENTS

Nil.

RECOMMENDATION

1. That a City-wide Review of On-street Parking be undertaken and a City-wide On-Street Parking Strategy be developed to manage current and future parking requirements within the City.
2. That a Budget submission be prepared to undertake the proposed City-wide Review of On-street Parking project as part of the 2017-2018 Budget deliberations.
3. That residents who have raised issues associated with on-street parking (referenced within this report) be advised of the Council's decision and be provided with a copy of the Tonkin Report, *Long Term Parking*, as contained within Attachment B.

Cr MacRae left the meeting at 7.55pm.
Cr MacRae returned to the meeting at 7.59pm.

Cr Whittington moved:

1. That a City-wide Review of On-street Parking be undertaken and a City-wide On-Street Parking Strategy be developed to manage current and future parking requirements within the City.
2. That a Budget submission be prepared to undertake the proposed City-wide Review of On-street Parking project as part of the 2017-2018 Budget deliberations.
3. That staff undertake an urgent review of on-street parking arrangements on Queen Street between William Street and Kensington Road, Charles Street between The Parade and William Street and Colliver Street to:
 - a. provide additional two (2) hour timed on-street carparking spaces on Queen Street and Charles Street;
 - b. assess the issues regarding rubbish collection arrangements in Colliver Street due to the narrowness of the road and the allowance of on-street parking on both sides of the road; and
 - c. that a report be presented at the June 2017 Council meeting.
4. That residents who have raised issues associated with on-street parking (referenced within this report) be advised of the Council's decision and be provided with a copy of the Tonkin Report, Long Term Parking, as contained within Attachment B.

Seconded by Cr Mex.

Amendment

Cr Wormald moved:

1. That a City-wide Review of On-street Parking problem areas be undertaken and a City-wide On-Street Parking Strategy be developed to manage current and future parking requirements within the City.
2. That a Budget submission be prepared to undertake the proposed City-wide Review of On-street Parking project as part of the 2017-2018 Budget deliberations.
3. That staff undertake an urgent review of on-street parking arrangements on Queen Street between William Street and Kensington Road, Charles Street between The Parade and William Street and Colliver Street to:
 - a. assess the need for additional two (2) hour timed on-street carparking spaces on Queen Street and Charles Street;
 - b. assess the issues regarding rubbish collection arrangements in Colliver Street due to the narrowness of the road and the allowance of on-street parking on both sides of the road; and
 - c. that a report be presented at the June 2017 Council meeting.
4. That residents who have raised issues associated with on-street parking (referenced within this report) be advised of the Council's decision and be provided with a copy of the Tonkin Report, Long Term Parking, as contained within Attachment B.

Cr MacRae left the meeting at 8.53pm.

Cr MacRae returned to the meeting at 8.54pm.

Cr MacRae left the meeting at 8.54pm.

Cr MacRae returned to the meeting at 8.55pm.

Seconded by Cr Duke.

Cr Minney left the meeting at 8.58pm.
Cr Minney returned to the meeting at 8.59pm.

The amendment was put and lost.

The original motion was put and carried.

Cr Moore moved:

That Item 11.6 be brought forward for consideration.

Seconded by Cr Knoblauch and carried.

11.6 REQUEST TO CHANGE THE NAME OF A PORTION OF THE SUBURB OF MARDEN

REPORT AUTHOR: General Manager, Governance & Community Affairs
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4549
FILE REFERENCE: S.02880
ATTACHMENTS: A - E

PURPOSE OF REPORT

The purpose of this report is to advise the Council of a request which has been received from residents who reside in Marden (west of Lower Portrush Road) to change the name of this portion of the suburb for the Council's consideration.

BACKGROUND

A letter has been forwarded to the Council from Mr Karl Niehus and Ms Celeste Dean of River Street, Marden, requesting that the Council supports a request from the residents of Marden who reside on the western side of Lower Portrush Road (ie the portion of Marden bound by Battams Road, Payneham Road, Lower Portrush Road and the River Torrens to Royston Park). Some of the new names suggested in the letter include Royston Park, Royston Gardens, River Park, or a name appropriate to the area.

A copy of the letter is contained within **Attachment A**.

The letter includes a list of those residents who have responded to the electronic survey as set out above. A copy of the survey is contained within **Attachment B**.

A list depicting the suburbs which have been re-named since 1993 has also been provided by Mr Niehus and Ms Dean with the letter. A copy of the list of suburbs which have been re-named since 1993 is contained within **Attachment C**.

A copy of a map of the Council area highlighting the relevant section of Marden is contained with **Attachment D**. The relevant section is marked in orange.

The suburb of Marden straddles both sides of Lower Portrush Road. The western side of Marden is bound by Battams Road, Payneham Road, Lower Portrush Road and the River Torrens. The eastern side extends from Lower Portrush Road to OG Road and Payneham Road to the River Torrens.

The map (contained in Attachment B) also highlights (in pink) the section of Marden to the east of Lower Portrush Road.

Residents are concerned that Emergency Vehicles, service providers and delivery drivers often proceed to the more familiar side of Marden on the north-east side of Lower Portrush Road. This situation allegedly causes frustration in delays and the incorrect or non-delivery of consignments.

The residents have suggested that the renaming of their part of Marden to Royston Gardens or Royston Park or a more suitable name is seen as a more appropriate delineation of their area.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

Not Applicable.

FINANCIAL AND BUDGET IMPLICATIONS

The Council has not made specific provisions within the 2016-2017 Budget to conduct consultation regarding this matter, however it is proposed that, in the event that the Council determines to conduct consultation with the affected residents, the consultation would include the forwarding of a letter to those property owners affected by the proposal and an advertisement would be placed in the local Messenger Newspapers inviting comments from interested persons. The costs therefore to conduct this consultation can be met within the current Budget.

EXTERNAL ECONOMIC IMPLICATIONS

Not Applicable.

SOCIAL ISSUES

Not Applicable.

CULTURAL ISSUES

Not Applicable.

ENVIRONMENTAL ISSUES

Not Applicable.

RESOURCE ISSUES

Not Applicable.

RISK MANAGEMENT

Not Applicable.

CONSULTATION

- **Elected Members**
The Council considered a similar request in 1999. Details of the request which was received in 1999 are set out in the Discussion Section of this report.

Councillors Knoblauch and Minney have been made aware of this request by Mr Niehus.
- **Community**
Not Applicable.
- **Staff**
Not Applicable.
- **Other Agencies**
Geographical Names Unit, Land Services Group, Department of Planning, Transport & Infrastructure (DPTI).

DISCUSSION

The Geographical Names Unit (the Unit), Land Services Group, Department of Planning, Transport & Infrastructure (DPTI) is the only body which can give effect to a name change of a suburb or geographic area. The process commences usually as a result of a request from a person(s) within a suburb or a given area or region to change the name of their area. The Unit undertakes an investigation into the matter to determine whether the proposal has merit. The Unit, as part of its investigation, normally requires evidence of the support from ratepayers, residents and businesses of the affected area and the views of the local Council.

The local Council, prior to making its decision whether to support or oppose the proposed name change, is required to consult with the local community affected by the proposal. The views of the Council and the results of any consultation are then forwarded to the Unit for consideration. The Unit may undertake further consultation before determining the matter. It must be noted that a resolution of a Council and majority community support will not guarantee the change of name to the affected area. The Unit's decision is final.

From the Council's point of view, the first step in the process is to determine the level of support from those citizens who reside or own property in the area for a proposed change of name. This would require the Council to undertake a survey of owners and occupiers of all land within the subject area seeking their views regarding a proposed change of suburb name.

History

In 1999, the Council received a petition from Mr B A Taylor of 64 Battams Road, Marden seeking the Council's support and endorsement for the re-naming of the portion of Marden bound by Battams Road, Payneham Road, Lower Portrush Road and the River Torrens to Royston Park.

The petitioners cited issues with service providers and delivery drivers often proceeding to the more familiar side of Marden on the north-east side of Lower Portrush Road, which in turn caused delays and mis-delivery of consignments.

Following consideration of the petition the Council resolved to undertake consultation regarding the proposal. At that time the Council received 291 submissions with a total of 220 respondents (75.6%) supporting the re-naming of the area to Royston Park. Sixty-four (64) respondents (22%) were against the proposal and 7 respondents (2.4%) indicated that they were unsure.

In addition, a number of residents from Royston Park expressed opposition to the proposed name change as they opined that the change would result in a devaluation of their property values.

Subsequently, in March 2000, the Council resolved the following:

- "1. That letter from Mr B Tayler of 64 Battams Road, Marden dated 10 March 2000 withdrawing the petition to rename the western portion of Marden to Royston Park be received and noted.*
- 2. That having considered all relevant matters and the submissions received in respect to this mater, the Council decline to proceed further with the proposed renaming of the western portion of Marden to Royston Park.*
- 3. That persons who have lodged a written submission or who have made a verbal submission, and the Geographical Names Board be advised of the Council's decision in the matter.*
- 4. That a notice be placed in the Payneham Messenger newspaper advising the community of the Council's decision."*

The Current Request

Mr Karl Niehus and Ms Celeste Dean of River Street, Marden, have forwarded a letter to the Council requesting that the Council supports a request from the residents of Marden who reside on the western side of Lower Portrush Road (ie the portion of Marden bound by Battams Road, Payneham Road, Lower Portrush Road and the River Torrens to Royston Park) to rename that section of Marden to a more appropriate name for the area.

As stated previously, the request which has been made is on the basis of issues associated with Emergency Vehicles service providers and delivery drivers often proceeding to the more familiar side of Marden on the north-east side of Lower Portrush Road.

In their letter, Mr Niehus and Ms Dean have stated that they have “*surveyed a large majority of residents who live in the Marden (West) side of Portrush Road, to change the name of this section to something other than Marden.*”

A total of 184 people are listed within the attached survey. Of those, 179 have indicated their support for the proposal and 5 people have indicated that they do not support the proposal.

The survey also provides some preference for the new suburb name, with 29 people suggesting that the area be re-named to “Royston Gardens”.

Other suggested names include:

- Royston Park;
- Marden Gardens;
- Marden South;
- Marden West;
- Glenbrook;
- Riverdale;
- Willow Gardens; and
- Joslin Park.

The re-naming of this section of Marden to Royston Gardens would result in the creation of an entire new suburb as opposed to re-naming the area to Royston Park and incorporating this small section of Marden within the existing Royston Park suburb boundary.

In November 2016, Mr Niehus met with the Mayor and the Council’s General Manager, Governance & Community Affairs to discuss the request, the history associated with the previous request and to clarify the process in terms of re-naming a portion of the suburb.

Following this meeting, Mr Niehus advised that he would “re-survey” the affected residents to ascertain their views in respect to a suitable name in the event that the Council would support the request and determine to commence the process to rename this section of Marden.

On 3 February 2017, Mr Niehus advised, via email, that a survey had been undertaken in respect to a preferred name for this section of Marden and that he had received a total of 128 responses.

Of the 128 responses, 45 respondents indicated a preference for renaming this section of Marden to Riverside.

A copy of the email dated 3 February 2017, from Mr Niehus is contained within **Attachment E**.

Notwithstanding the above and whilst the validity of the surveys undertaken by Mr Niehus is not being questioned, it is incumbent on the Council to conduct its own consultation process associated with any issue such as this.

It is therefore recommended that the Council undertakes consultation regarding this proposal and that a further report will be presented to the Council setting out the outcome of the consultation for the Council's consideration. The consultation results and the Council's decision in respect to this matter would then be forwarded to the Geographical Names Unit for their consideration.

OPTIONS

The Council really has no options in respect to this matter at this stage. In other words, in order for the Council to consider this proposal in an informed manner with all the relevant information, including the views of the affected parties, the Council is required to undertake consultation prior to determining its final position in respect to the proposal.

CONCLUSION

The renaming of a suburb will have significant implications for those affected residents and therefore it is imperative that the Council undertakes consultation regarding this proposal with affected residents and property owners to ensure they are in a position to make an informed decision and understand the implications for such a change if the renaming of this section of Marden was to proceed.

COMMENTS

The dissection of the suburb of Marden by Lower Portrush Road is an unusual arrangement. The two (2) sections of Marden are two (2) distinct geographic areas separated by a major arterial road, (ie Lower Portrush Road). The western portion of Marden has a greater link to Royston Park than the area of Marden located on the eastern side of Lower Portrush Road.

RECOMMENDATION

1. That a survey of the owners and occupiers of the properties bound by Battams Road, Payneham Road, Lower Portrush Road and the River Torrens be undertaken in order to ascertain their views on a proposal to rename that portion of Marden and inviting them to forward their suggestions in terms of a suitable name for the section which is proposed to be re-named.
2. That a letter be forwarded to Mr Karl Niehus and Ms Celeste Dean thanking them for bringing this matter to the Council's attention and advising of the Council's decision.
3. That a report be presented to the Council following the conclusion of the consultation process for the Council's consideration.

Cr Whittington left the meeting at 9.08pm.

Cr Minney moved:

1. *That a survey of the owners and occupiers of the properties bound by Battams Road, Payneham Road, Lower Portrush Road and the River Torrens be undertaken in order to ascertain their views on a proposal to rename that portion of Marden and inviting them to forward their suggestions in terms of a suitable name for the section which is proposed to be re-named.*
2. *That a letter be forwarded to Mr Karl Niehus and Ms Celeste Dean thanking them for bringing this matter to the Council's attention and advising of the Council's decision.*
3. *That a report be presented to the Council following the conclusion of the consultation process for the Council's consideration.*

Seconded by Cr Knoblauch.

Cr Whittington returned to the meeting at 9.09pm.
Cr Wormald left the meeting at 9.13pm.

The motion was put and carried.

11.2 NINTH AVENUE STREETScape ENHANCEMENTS PROJECT

REPORT AUTHOR: Manager, City Assets
GENERAL MANAGER: General Manager, Urban Services
CONTACT NUMBER: 8366 4542
FILE REFERENCE: S/04658
ATTACHMENTS: A - B

PURPOSE OF REPORT

The purpose of this report is to seek the Council's approval for the implementation of the Ninth Avenue Streetscape Enhancements Project ("the Project").

BACKGROUND

Ninth Avenue, St Peters extends from Battams Road adjacent the River Torrens Linear Park at its most eastern end, across Stephen Terrace to River Street at its most western end. Stephen Terrace to Battams Road is approximately 1,000 metres in length with roundabouts located at Winchester Street and Lambert Road being the key intersections. Stephen Terrace to River Street is approximately 220 metres in length.

The Council has allocated funding in its 2016-2017 Budget, as part of its Capital Works Program, for asset renewal in the form of road resealing, kerb replacement and roundabout pram ramp upgrades, for the section of Ninth Avenue which is located between Winchester Street and Lambert Road. This is approximately 540 metres in length which is approximately half of the overall distance between Stephen Terrace and Battams Road.

In addition, the Council has also allocated funding in its 2016-2017 Budget for the redevelopment of the Felixstow Reserve, as well as the widening of the River Torrens Linear Park Shared Path, between Felixstow Reserve and the Ninth Avenue / Battams Road intersection. In this respect, the enhancements of Ninth Avenue, as proposed in the Project, will extend the impact of the investment in these two (2) other projects by improving the safety, accessibility and amenity of the key on-road / off-road cycling corridor through the City.

From a 'strategic corridors' perspective Ninth Avenue is identified as a future Bicycle Boulevard in the Council's City-Wide Cycling Plan. In essence, a Bicycle Boulevard is an integrated approach to applying treatments on a strategic cycling route to encourage a reduced vehicular speed environment and increase motorist awareness of cyclists, to optimise cyclist safety and they are suitable for routes which are direct, continuous and link to important destinations.

Given the number of future Bicycle Boulevards throughout the City which have been identified within the Council's City-Wide Cycling Plan, Council staff are of the view that they can be implemented in a hierarchical sense with the Beulah Road model being the pinnacle or highest category incorporating a fully integrated solution that is inclusive of significant traffic calming, streetscape upgrade, way-finding signs, linemarking, etc. However, not all Bicycle Boulevards which are proposed within the Council's City-Wide Cycling Plan need to have the same 'look and feel' as Beulah Road. Bicycle Boulevards such as that proposed to be implemented along Ninth Avenue could and should be achieved in a more economical way, but be reflective of its function and overall intent.

This is proposed to be achieved through the Project by:

- calming traffic turning movements at key intersection through the provisions of kerb extensions, streetscape modifications, landscaping and alternate paving;
- providing crossing improvements at key intersections thereby providing a safer environment for cyclists;
- installing way-finding signage with a focus on linking the River Torrens Linear Park to other parts of the City identified as key cycling routes; and

- providing an environment which raises awareness for drivers and other road users that cyclists are encouraged and it is a cycling-friendly route which is achieved through urban design features including Water Sensitive Urban Design (WSUD) treatments.

Different treatments, including higher order traffic calming measures, may be required in other locations where future Bicycle Boulevards have been contemplated across the City.

In addition, the Project is considered to be a great opportunity for the Council to set a new benchmark with a focus on an integrated outcome for its streetscape aspirations with similar projects into the future.

This is proposed to be achieved through the Project by:

- renewing a significant extent of existing assets (roads, footpaths and kerbs) in accordance with the Council's adopted 'Whole-of-Life' asset renewal philosophies, whilst at the same time improving pedestrian and cyclists' movements and safety particularly at the roundabouts;
- improving legibility and safety for the interaction between drivers and cyclists, and on-street parking with a new line marking scheme in an integrated fashion; and
- providing greater protection for existing trees as well as identifying opportunities for increased tree plantings thereby enhancing a well-regarded and tree-lined avenue.

This report outlines for the Council's consideration, a strategy which is aimed at delivering the Project in an integrated manner incorporating the above intents. The Project will assist to inform and indeed be considered as a 'pilot project' for the Council's Complete Streets Framework which is proposed to be developed by Council staff in 2017-2018. Further information is provided on the Framework in the Discussion Section of this report.

A Concept Plan has been developed by Council staff for the Project outlining the key components of the proposed enhancements, between Stephen Terrace and Battams Road. This includes asset renewal (i.e. road reseals, footpath reconstructions and kerb replacements), new linemarking, Water Sensitive Urban Design (WSUD) treatments, additional tree plantings, new landscapes, lighting upgrades, roundabout upgrades and various improved pedestrian and cycling initiatives.

A copy of the Concept Plan outlining the intent of the Project is contained in **Attachment A**.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Outcomes and Objectives of the Council's *City Plan 2030, Shaping Our Future* are provided below:

Outcome 1: Social Equity

A connected, accessible and pedestrian-friendly community.

Objectives:

2. A people-friendly, integrated and sustainable transport and pedestrian network.
5. Healthy and active community.

Outcome 2: Cultural Vitality

A culturally rich and diverse City with a strong identity, history and sense of place.

Objectives:

1. A visually interesting, artistic and creative City.
4. Pleasant, well designed, sustainable urban environments.

Outcome 4: Environmental Sustainability

A leader in environmental sustainability.

Objectives:

1. Sustainable and efficient management of water, energy and other resources
3. Sustainable quality streetscapes and open spaces.

The Project intends to deliver an integrated outcome which enables the Council to meet its obligations with respect to its asset renewal requirements for Ninth Avenue but also deliver sustainable streetscape enhancements and improved active transport infrastructure along what is considered to be a strategic corridor within the St Peters local area.

FINANCIAL AND BUDGET IMPLICATIONS

From an asset renewal perspective, Ninth Avenue between Stephen Terrace and Battams Road can be considered in three (3) main segments, namely Stephen Terrace to Winchester Street, Winchester Street to Lambert Road and Lambert Road to Battams Road.

Road seals and kerbs in all three (3) segments are considered to be at the end of their useful lives and require replacement. However, whilst the majority of footpaths located within these segments are in reasonable condition a number need to be reconstructed.

In respect to Winchester Street to Lambert Road, this was considered by Council staff to be the worst area needing priority intervention with the exception of footpaths which are considered to be in reasonable condition. In this respect, the Council allocated approximately \$510,000 in its 2016-2017 Budget, as part of the Capital Works Program, for road resealing, kerb replacement and roundabout pram ramp upgrades for the segment of Ninth Avenue which is located between Winchester Street and Lambert Road. Stephen Terrace to Winchester Street and Lambert Road to Battams Road were proposed to be upgraded in the year(s) following the completion of the works to be undertaken in 2016-2017.

The first order cost estimate for the asset renewal of Ninth Avenue in its entirety, between Stephen Terrace and Battams Road, is approximately \$1.1M. This sum includes all required asset renewal (i.e. road resealing, footpath reconstructions and kerb replacements), based on a traditional 'like-for-like' approach.

In light of the strategic importance of Ninth Avenue and given its identification within the Council's City-Wide Cycling Plan as a Bicycle Boulevard, it is not considered practical to undertake the asset renewal in 2016-2017 with a 'like-for-like' approach and consideration needs to be given to an integrated outcome. The result of this is the proposed enhancements which are outlined in the Concept Plan, which has been developed for the Project.

The first order cost estimate to deliver the integrated 'value add' components proposed for Ninth Avenue, between Stephen Terrace and Battams Road, is approximately \$260,000. This includes detailed design and documentation, configuration of the asset renewal (described and valued above) and the streetscape upgrade elements (i.e. lighting, Water Sensitive Urban Design (WSUD), tree plantings, planting, signage, etc).

The combined first order cost estimate to deliver the Project in its entirety, for Ninth Avenue between Stephen Terrace and Battams Road, is approximately \$1.36M.

Given that there is an allocation in the 2016-2017 Budget and that the Council is about to commence its 2017-2018 Budget setting process, it is timely for the Council to now consider a strategy which would enable the overall costs to be split over the two (2) financial years. Table 1 below outlines a summary of the key components of the Project and the proposed funding in the 2016-2017 and 2017-2018 Budgets, based on the first order cost estimates.

TABLE 1: SUMMARY OF PROPOSED FUNDING FOR THE PROJECT BASED ON FIRST ORDER COST ESTIMATES

Key Project Component / Element	Fund From 2016-2017 Budget (Committed)	Fund From 2017-2018 Budget (Proposed)
Detailed Design and Documentation	\$60,000	-
Asset Renewal		
• roads	\$235,000	\$235,000
• footpaths	-	\$184,000
• kerbs	\$215,000	\$231,000
Streetscape Upgrade	-	\$200,000
Total	\$510,000	\$850,000

As mentioned above, the Council already has an allocation of \$510,000 in its 2016-2017 Budget. It is proposed that the detailed design and documentation component of the Project which amounts to approximately \$60,000 be funded from this allocation and that this process commences immediately which would enable all documentation to be completed by 30 June 2017. The remainder (or balance) of the allocation within the 2016-2017 Budget would be carried forward and it is proposed that the Council allocates the additional \$810,000 required to complete the Project as a whole in its 2017-2018 Budget.

There is no question that the Council is making a substantial financial commitment upfront with respect to the delivery of the Project. However, in putting that into perspective, it should be noted that the asset renewal component of the Project is approximately \$1.1M (i.e. 80% of the Project estimated cost) would have been spent by the Council irrespective of the streetscape enhancement components of the Project. The streetscape 'value add' element of the Project is estimated to cost approximately \$260,000 of the overall estimate of \$1.36M (i.e. 20% of the Project estimated cost).

EXTERNAL ECONOMIC IMPLICATIONS

Not Applicable.

SOCIAL ISSUES

It is anticipated that the residents and property owners of Ninth Avenue would welcome the enhancements as proposed in the Project. A consultation process with all residents and property owners of the properties located within Ninth Avenue between Stephen Terrace and Battams Road will be consulted prior to the onground delivery of the Project.

The proposed enhancements of Ninth Avenue will increase accessibility and safety for pedestrians and cyclists along the street, supporting active transport network across the City.

CULTURAL ISSUES

The proposed enhancements of Ninth Avenue will demonstrate a new standard of realising strategic corridors across the City to achieve more pleasant, well-designed and sustainable streetscapes.

ENVIRONMENTAL ISSUES

The inclusion of additional tree planting, landscaping and Water Sensitive Urban Design (WSUD) within this scope of the Project will provide a sustainable and efficient management of water, energy and other resources whilst providing a sustainable quality streetscape.

RESOURCE ISSUES

Council staff will undertake the project management responsibilities for the Project.

A consultant will be engaged to undertake the detailed design and documentation phase of the Project. In respect to the construction phase, the Council's Capital Works Program Contractors will deliver the asset renewal components of the Project as part of their current and ongoing contractual arrangements with the Council. However, the streetscape component of the Project will be delivered by a suitable landscaping contractor.

RISK MANAGEMENT

If the Council does not endorse the implementation of the Project, the asset renewal works (valued at \$1.1M based on first order cost estimates) will be undertaken to ensure that these key assets within Ninth Avenue continue to be fit for purpose.

CONSULTATION

- **Elected Members**

On 14 November 2016, an Information Session was held with all Elected Members. At that time, Council staff outlined the key elements of the proposed enhancements in the Project. Since then, Council staff have confirmed cost estimates for the entire section of Ninth Avenue between Stephen Terrace and Battams Road. The details of the cost estimates and proposed strategy in terms of funding the works associated with the Project are outlined in the Financial and Budget Implications Section of this report.

- **Community**

Consultation will be undertaken with the residents and property owners of all properties located along Ninth Avenue, between Stephen Terrace and Battams Road. This will be undertaken immediately following the Council's endorsement of the Project and at the same time as the detailed design is being undertaken. The consultation process will consist of letters sent to all residents and property owners of Ninth Avenue between Stephen Terrace and Battams Road, inviting feedback on the proposed enhancements as outlined in the Project.

A copy of the draft information which is to be sent to all residents and property owners is contained in **Attachment B**.

If issues and/or concerns that are raised through the consultation process cannot be resolved at Council staff level, a further report will be presented to the Council outlining these issues and proposed measures to address them.

- **Staff**

- Acting Chief Executive Officer
- General Manager, Urban Services
- Project Manager, Urban Design & Special Projects
- Acting Project Manager, Civil

- **Other Agencies**

Consultation will be undertaken with the Department of Planning, Transport and Infrastructure ("DPTI") with respect to pedestrian and cycling initiatives required to be implemented at the Stephen Terrace and Ninth Avenue intersection.

DISCUSSION

The Project presents the Council with an opportunity to enhance the long term presentation, function and appeal of Ninth Avenue between Stephen Terrace and Battams Road whilst enabling a greater integration between asset management with other Council strategies to achieve shared outcomes. Ninth Avenue between Stephens Terrace and River Street which then links into Eighth Avenue and Harrow Road will be reviewed as part of other projects to be undertaken in the future.

The key issues associated with the Project are the scope of works required for asset renewal, the key component and intent of the streetscape enhancements and the relevance of the Project with respect to the proposed Complete Streets Framework which is to be developed.

Asset Renewal

The asset renewal component of the Project incorporates road resealing, footpath reconstruction and kerb replacement.

A summary of the proposed works is provided as follows:

- road resealing - all road pavements segments located between Stephen Terrace and Battams Road will be resealed;
- footpath reconstruction - eastern side located between Stephen Terrace and Winchester Street and both the eastern and western sides located from approximately the midblock point between Winchester Street and Koolaman Street all the way to Battams Road will be reconstructed; and
- kerb replacement - all kerb segments located between Stephen Terrace and Battams Road will be replaced.

Streetscape Upgrade

The streetscape enhancement components of the Project incorporate integration of the asset renewal to support proposed improvements to the safety and presentation of Ninth Avenue.

A summary of the proposed works is provided as follows:

- upgrade the Stephen Terrace and Ninth Avenue intersection to include distinctive paving, improved pedestrian and cyclist access, way-finding signage and landscaping (in consultation with DPTI);
- amend various components of the existing roundabouts to improve pedestrian safety and access and provide new landscaping;
- provide new linemarking to identify carriageway, on-road bike logos and on-street parking to improving the legibility for local vehicles and cyclists;
- improve pedestrian safety and access across local side streets with kerb extensions, footpath crossings and new landscaping;
- improve the design of the street to encourage safer driver behaviour along Ninth Avenue and the connecting side streets;
- upgrade the Ninth Avenue and Battams Road intersection to improve vehicular traffic flow and access to the River Torrens Linear Park with distinctive paving, cyclist and pedestrian access, signage and landscaping;
- provide greater protection for existing trees along the street and enhance the tree-lined avenue of the existing street with additional or replacement trees; and
- provide way-finding signage to improve access to the River Torrens Linear Park, Adelaide CBD and local shops and community services.

Complete Streets Framework

The Complete Streets Framework (“the Framework”) is a proposal which will be presented to the Council for its consideration as part of its 2017-2018 Budget setting process.

The Council’s Roads, Footpaths and Kerbing Asset Management Plan is based on a long-term ‘like-for-like’ renewal of traditional asset types (i.e. road reseal, kerbing and footpaths) in accordance with the Council’s adopted ‘Whole-of-Life’ asset renewal model.

While this is indeed an adequate approach to key asset management as required by the Council, the aspirations of ‘like-for-like’ does not best align with the aims of *CityPlan 2030*, nor does it typically support the implementation of various Council strategies which have recently been adopted, promote innovation or the provide the opportunity to add value. The Framework seeks to pull together all of this in an integrated manner.

A summary of the aim of the Framework is provided as follows:

- provide greater strategic direction to enhance the connectivity, accessibility and people focus of key streets across the City;
- promote streetscape design beyond a ‘like-for-like’ asset renewal to create more pleasant and sustainable streetscape that support greater public life with required technical detail / standards; and
- integrate streetscape improvements which build the resilience of local neighbourhoods, including Water Sensitive Urban Design (WSUD), active transport, energy efficient and low carbon infrastructure and increased planting, shade and biodiversity (canopy and verge).

The Framework will identify opportunities to enhance the long-term presentation, function and appeal of a network of strategic corridors identified across the City. The Framework will integrate the Council’s Asset Management Plan with the Council’s suite of recently adopted strategies to build capacity in the long-term planning, design and deliver of key streetscapes. These outcomes will better reflect the aspirations of *CityPlan 2030* and maximise the Council’s return on investment (renewal) with greater potential for change (strategy).

OPTIONS

The options available to the Council are:

Do Nothing

The Council may decide not to undertake any works at this location. However, as outlined in this report, from an asset renewal perspective and in order for the Council to meet its obligations under its ‘Whole-of-Life’ asset management principles, the asset renewal components of the Project need to be undertaken.

Proceed as Proposed

The Council may decide to adopt the strategy outlined in this report with respect to the Project. That is, undertake detailed design and documentation from the available funds in the 2016-2017 Budget and carry forward the balance of these funds, allocate additional funds as required in its 2017-2018 Budget and implement an integrated outcome at the one time. The funding issues are outlined in the Budget and Financial Implications Section of this report and this is the option recommended by Council staff.

Whilst the Council is making a substantial financial commitment upfront with respect to the delivery of the Project by opting for this option, approximately 80% of the scope of the works (i.e. asset renewal) is required to be completed in any event. The streetscape component of approximately 20% is what the Council is committing to as the ‘value add’ component of the Project which as outlined in this report is more than warranted.

CONCLUSION

The Project seeks to implement integrated and shared outcomes along Ninth Avenue between Stephen Terrace and Battams Road.

The detailed design and documentation process will incorporate the delivery of the enhancements proposed for Ninth Avenue between Stephen Terrace and Battams Road. Ninth Avenue between Stephen Terrace and River Street (onto Eighth Avenue then Harrow Road) will be reviewed as part of future projects to be undertaken by the Council.

COMMENTS

Nil.

RECOMMENDATION

1. That the Council endorses and approves the implementation of the Ninth Avenue Streetscape Enhancements Project (“the Project”), as outlined in the Concept Plan and as contained in Attachment A to this report.
 2. That the detailed design and documentation for the Project commences as soon as practicable and is funded from the Council’s 2016-2017 Budget allocation.
 3. That the Council notes that the balance of the available 2016-2017 Budget allocation (following completion of the detailed design and documentation) will be carried forward to the 2017-2018 financial year to assist with funding the construction phase of the Project.
 4. That the Council notes that a budget submission for funding the streetscape components of the Project will be submitted for the Council’s consideration as part of the 2017-2018 Budget setting process.
-

Cr Wormald returned to the meeting at 9.14pm.

Cr MacRae moved:

1. *That the Council endorses and approves the implementation of the Ninth Avenue Streetscape Enhancements Project (“the Project”), as outlined in the Concept Plan and as contained in Attachment A to this report.*
2. *That the detailed design and documentation for the Project commences as soon as practicable and is funded from the Council’s 2016-2017 Budget allocation.*
3. *That the Council notes that the balance of the available 2016-2017 Budget allocation (following completion of the detailed design and documentation) will be carried forward to the 2017-2018 financial year to assist with funding the construction phase of the Project.*
4. *That the Council notes that a budget submission for funding the streetscape components of the Project will be submitted for the Council’s consideration as part of the 2017-2018 Budget setting process.*

Seconded by Cr Minney and carried unanimously.

Cr Moore moved:

That Item 11.8 be brought forward for consideration.

Seconded by Cr Frogley and carried.

11.8 DIGITAL MEDIA PLATFORMS

REPORT AUTHOR: Acting Manager, Economic Development & Strategic Projects
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 83664509
FILE REFERENCE: S/04661
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to inform the Council of proposed changes to the approach and resourcing of the Council's digital media platforms.

BACKGROUND

In recent years, the use of social media has grown significantly, both within Australia and throughout the world. Its considerable reach and comparatively low cost of use, has seen many organisations and groups, including all levels of Government, the private sector and special interest groups, using social media as a valuable channel for disseminating information to, and engaging with, their target audiences. This is certainly the case within South Australia's Local Government network, with the overwhelming majority of councils within the Adelaide Metropolitan Area now active through at least one social media platform.

In recent years there has also been increasing demand for social media from various sections of the organisation (both staff and Elected Members) as well as multiple queries from the public, in respect to this Council's lack of social media presence.

Whilst the Council does not have an official corporate presence on social media, various business units and precincts (ie the Business & Economic Development precincts), which are managed by the Council have their own social media platforms. More specifically, all four (4) of the Council's Economic Development precincts (ie The Parade, Magill Road, Payneham Road and Glynde Corner) maintain social media platforms, including Facebook, Instagram and in some cases Twitter, all of which are currently being managed by an external contractor, Glam Digital. The Council currently allocates a total of \$47,000 towards these social media platforms for the four (4) Economic Development precincts, which comprises of \$20,000 from the revenue collected from the Separate Rate for the Norwood Parade Precinct and a total \$27,000 for the remaining three (3) precincts (ie \$9,000 for each of the three (3) precincts), which is funded from the Council's recurrent budget for precinct management. This total amount delivers approximately twenty-five (25) hours a month, with ten (10) of those hours dedicated specifically to The Parade Precinct.

In addition to the social media platforms currently managed by Glam Digital, over the years various ad-hoc Facebook and Instagram Accounts have also been established by various units within the organisation, to promote various events, activities or initiatives. Examples include the recently created Eastside Wine and Ale Trail Facebook and Instagram Accounts, and the Norwood Christmas Pageant, Poolside, Taste Glynde & Co, Melodies in the Park, NPSP Youth Advisory Committee and Community Arts NPSP Facebook pages. Whilst these initiatives are commendable, in the absence of a clear digital marketing strategy, the problem with this approach is that it is very linear and fails to deliver a coordinated whole of Council message.

Whilst an Economic Development social media presence exists, albeit not to the extent that is required to deliver the optimum level of communication, from a corporate perspective, there is a fundamental need to expand the Council's digital media presence through the coordinated and strategic implementation and resourcing of social media platforms.

The purpose of this report is to provide an overview of proposed changes to the Council's digital media structure and in particular the introduction of social media, including the opportunities for the Council to expand its communications through various social media platforms, as well as the costs and risks associated with the implementation of social media.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

Social Equity

A connected accessible and pedestrian-friendly community.

Objective 1: Convenient and accessible services and facilities.

Strategy 2: *Maximise access to services, facilities, information and activities.*

Objective 3: An engaged and participating community.

Objective 4: A strong and resilient community.

Strategy 4: *Facilitate community support networks and partnerships for the sharing of resources and skills.*

FINANCIAL AND BUDGET IMPLICATIONS

The current cost of delivering social media for the four (4) business precincts through contracted services (ie Glam Digital) is approximately \$47,000 for an output of approximately twenty-five (25) hours a month. Whilst having an external provider to manage these pages does provide some relief in terms of the use of in-house Council resources, it is an excessive cost for a function that can be better delivered in-house. Outsourcing this function has also created issues with inappropriate content being featured and businesses not being engaged to update information.

As outlined in more detail in the Discussion section of this report, the proposal to bring the social media function in-house requires a change in resources. It is proposed that a dedicated Digital Marketing resource (0.6 FTE) be employed to assist the Communications Unit deliver this expanded function. More specifically it is proposed that a Digital Marketing Officer be engaged for twenty-four (24) hours per week (0.6FTE). The employee costs, inclusive of on costs, for a General Officer Level 3 is \$49,500.

From a budget perspective, it is intended that the current contract with Glam Digital will be terminated and that it will be replaced with a dedicated 20 hours from the Digital Marketing Officer specifically for Economic Development, which equates to \$41,000 being funded from the existing Norwood Parade Precinct and the Economic Development budgets. It is proposed that the remaining balance of \$8,500 will be funded through an increase in the Communications Recurrent Budget and will be used to deliver the corporate social media requirements. The twenty (20) hours allocated to the Economic Development Precincts will be split in line with the current allocations (40% NPPC and 60% for the other three (3) precincts).

The proposal to change the service delivery model, by bringing the management and provision of digital marketing in-house, will result in a four (4) fold increase in the number of hours allocated to digital media and a Council wide approach, for a similar cost to that which is currently being provided by an external contractor (ie Glam Digital), who only provide this service to the Council's four (4) Economic Development Precincts.

An in-house digital marketing resource provides the Council with more responsive digital Media Communications to meet the changing needs of the community. The proposed approach and resourcing is considered warranted as digital marketing (incorporating social media, digital advertising, online competitions, e-newsletters and e-commerce initiatives) is increasingly becoming an essential communications tool in the corporate world and in particular in the sphere of Economic Development and business generally. In recognition of this and that the world of digital media is continuously evolving, it is proposed that the appointment be made initially on a 12 month contract, with staff reviewing the organisation's requirements in 12 months, to ensure that the Council's Digital Media framework is delivering on the Council's needs and requirements.

EXTERNAL ECONOMIC IMPLICATIONS

Not Applicable.

SOCIAL ISSUES

Not Applicable.

CULTURAL ISSUES

Not Applicable.

ENVIRONMENTAL ISSUES

Not Applicable.

RESOURCE ISSUES

To enable the Council to deliver this Digital Media Framework, it is proposed that a Digital Marketing Officer be employed on a part time basis (0.6FTE or 24 hours a week) to assist in delivering all of the components of digital media, including all websites, intranet and Social Media platforms (Corporate and Economic Development). It is intended to appoint the person initially on a 12 month contract, to enable staff to review the suitability and demand for the position and services being delivered.

RISK MANAGEMENT

While there are risks involved in establishing a social media presence, many of these risks can be mitigated through the development of a Social Media Policy and education of staff and Elected Members. The policy would outline where social media channels could be used, how accounts would be monitored and moderated (and by whom), provide timeframes for responding to queries, processes for dealing with disputes, and cover issues of privacy and defamation.

The risk of not establishing social media platforms is as much, or possibly even greater a risk given the digital world that we currently live in, than the risks of having well managed social media platforms. For example, in the absence of a City of Norwood Payneham & St Peters official Facebook page, Wikipedia has created an automatically generated page, which has already attracted feedback from various members of the community. This demonstrates that regardless of whether the Council is present online in an official capacity or not, the Community will continue to discuss the Council's brand and its services. By implementing a social media platform to complement all of the other methods of communication that the Council currently uses will place the Council in a position/space where it can address issues and concerns as they arise and disseminate information as it sees fit. Basically it will place the Council on the front foot.

CONSULTATION

- **Elected Members**
Not Applicable.
- **Community**
Not Applicable.
- **Staff**
General Manager, Governance & Community Affairs
Acting General Manager, Corporate Services
Manager, Organisational Development
Communications Officer
Website Officer
Economic Development Coordinators
- **Other Agencies**
Not Applicable.

DISCUSSION

Social media is defined in a broad sense as web based tools and smartphone applications that allow users to easily connect and communicate with others, as well as publish, share and discuss information content, such as text and photos. The proposed Digital Media Framework outlined in this report encompasses all aspects of digital media, including social media, websites, intranet and Electronic Direct Marketing newsletters (EDMs) and aligns it with the more traditional forms of communication to strengthen the Council's communication tools and expand its resource base.

As outlined in the Background Section of this report, there are currently two (2) primary areas within the organisation that are demanding a greater digital media presence, the corporate platform and the economic development platform, which includes the Council's key economic development initiatives and the four (4) precincts.

In terms of the Economic Development component, whilst there is a digital media presence already in place it does come with a significant financial outlay currently being paid to Glam Digital for the management and maintenance of the four (4) precinct social media pages. The proposal in terms of the Economic Development component is to bring the social media function in-house and consolidate social media into the broader digital media umbrella with a focus on strengthening the Council's overall digital media presence.

In addition to bringing the management of the four (4) precinct social media pages in-house and generally expanding the Council's Economic Development presence, it is anticipated that the introduction and use of social media from a corporate perspective will greatly improve communication needs across many areas of the organisation, including community engagement, customer service, events and programs, issues and/or emergency management, as well as general promotion of Council services and initiatives. Specifically, the functional areas which will benefit from the introduction of social media (in the first instance) include the Council's Swimming Pools, Customer Service, Events, Libraries and Community Services.

Under the proposed Digital Media Framework it is proposed that social media (including strategy, policy and overarching management of corporate social media platform/s) would be the responsibility of the Communications Unit with input from key staff that are subject experts in these respective areas. This model is simply an expansion of the Council's website management framework as well as current media management processes. The reason for locating the social media responsibility within the Communications Unit is because social media is very closely related to communications, brand management and specifically, the website management function of the Council, responsibility for which currently sits with the Communications Unit.

Currently, the Communications Unit has two (2) full time staff (Communications Officer and Graphic Designer) and one (1) part time (0.63 FTE) Website Officer. Launching a social media platform and bringing the social media function currently undertaken by Glam Digital in-house, cannot be accommodated within existing resources.

It is important to note that social media platforms are 24 hour, 7 day a week communication platforms. Whilst the Council will not commit to responding to the community out of business hours, monitoring and documenting online communications will take considerable time and attention. Whilst industry best practice recommends a full time staff member to be responsible for communicating on social media platforms, it is the view of staff that a person equivalent to 0.6 FTE (or 24 hours a week) would be adequate to cover the overall needs of the organisation (corporate and economic development). It is envisaged that this position would work closely with the Council's Communications Officer and Website Officer to develop and implement proactive strategies to introduce and grow the Council's social media platforms and would work closely with the Council's Economic Development & Strategic Projects Unit to expand the Council's economic development presence. The intent is for the Council to have a social media presence in the office over all five (5) business days to ensure monitoring and moderation of social media and that comments and enquiries can be responded to in a timely manner.

In terms of the rollout of the corporate component, it is considered that a slow, gradual approach is the best option, which would involve the Council choosing to utilise one particular social media channel in the first instance, and expanding on this at a later date. Given that it has the widest reach of any channel in terms of users within Australia, and it offers the best opportunity to engage in meaningful two-way discussions, Facebook is considered to be the best and most logical choice for the Council's first official entry into social media.

In terms of the Economic Development component, it is expected that the current social media platforms (ie Facebook and Instagram) as well as the expansion of Electronic Direct Marketing newsletters (EDMs) will continue to be used.

The proposed introduction of social media is not intended in any way to replace the other forms of communication currently used by the Council, including written communication, face to face customer service or the Council's existing digital communications (ie website). Instead, it is proposed that social media be used to complement and enhance the existing forms of communication and promote other ways in which the residents of the City of Norwood Payneham & St Peters can connect with the Council and visa-versa.

OPTIONS

There are a number of options available to the Council, one of which is to continue the status quo, without an official social media presence for the Council (outside of the precinct pages and a few other specialist pages).

Whilst this would negate many of the risks usually associated with social media, it does raise the risk of damage to the Council's reputation, and the reputation of the City of Norwood Payneham & St Peters as a modern, vibrant community in which to live and do business.

Given that the overwhelming majority of metropolitan councils in Adelaide (and all of the Council's within the eastern suburbs) have a presence on social media, NPSP's failure to establish a social media presence could be seen as inconsistent with community expectations.

If the Council is serious about expanding its community engagement, the extension into social media is essential. Notwithstanding this, it is recognised that social media lowers some of the barriers (eg time and cost) that may previously have deterred citizens from raising issues or providing feedback. It is likely that if the Council were to establish a presence on social media this would result in an increased number of enquiries from members of the public, which in turn would require an increased time commitment from Council staff to address.

Given the expected benefits, which would result from the Council establishing and maintaining a presence on social media significantly outweigh the risks, it is recommended that the Council endorse the Digital Media Framework proposed in this report.

CONCLUSION

Community engagement is a significant focus for the Council. Social Media simply provides another avenue to converse, share and discuss issues and initiatives with a sector of the community which may previously not have been captured or engaged. It also provides the opportunity to deliver messages and information in real time.

Implementing social media will complement the Council's existing engagement practices and can assist in overcoming some of the barriers of engagement to facilitate greater communication and participation from stakeholders in the Council's decision making processes. Given that we live in a fast world with information at our fingertips, it makes sense that social media is used to provide an instantaneous means of communicating with all stakeholders (citizens, ratepayers, community groups, businesses, the Local Government sector and the wider community) in a real time perspective.

COMMENTS

Social media has become an expected and required channel of communication within most business sectors and has proven to bring with it benefits and success. Expanding the Council's digital presence to include social media will provide the opportunity for the Council to better engage with all of its stakeholders. Therefore, if the Council can use social media to help its residents get the best experience that they can with their Council, then it will only add value to the Community.

Furthermore, the coordinated in-house implementation of social media for the City of Norwood Payneham & St Peters will greatly improve the Council's communications practices, allowing the Council to be more active in its relationship with all stakeholders and to reach wide and specific audiences for various purposes, in a more targeted and cost effective manner.

RECOMMENDATION

1. That the Council endorses the approach and resourcing to digital media, as outlined in this report.
 2. The Council notes that there will be a 0.6FTE increase in the Council's overall staffing complement, and that the re-current budget will be reconfigured to reflect the Digital Media framework outlined in this report.
 3. That the Council notes that a digital media strategy will be developed by staff for the implementation of all digital media including social media.
-

Cr Moore moved:

1. *That the Council endorses the approach and resourcing to digital media, as outlined in this report.*
2. *The Council notes that there will be a 0.6FTE increase in the Council's overall staffing complement, and that the re-current budget will be reconfigured to reflect the Digital Media framework outlined in this report.*
3. *That the Council notes that a digital media strategy will be developed by staff for the implementation of all digital media including social media.*

Seconded by Cr Marcuccitti and carried unanimously.

Section 2 – Corporate & Finance
Reports

11.3 MONTHLY FINANCIAL REPORT – JANUARY 2017

REPORT AUTHOR: Accountant
GENERAL MANAGER: Acting General Manager, Corporate Services
CONTACT NUMBER: 8366 4585
FILE REFERENCE: S/00697
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the Council with information regarding its financial performance for the period ended January 2017.

BACKGROUND

Section 59 of the *Local Government Act 1999* (the Act), requires the Council to keep its resource allocation, expenditure and activities and the efficiency and effectiveness of its service delivery, under review. To assist the Council in complying with these legislative requirements and the principles of good corporate financial governance, the Council is provided with monthly financial reports detailing its financial performance compared to its Budget.

RELEVANT STRATEGIC DIRECTIONS AND POLICIES

Nil.

FINANCIAL AND BUDGET IMPLICATIONS

Financial sustainability has been highlighted as a high priority for the Council. The Council adopted a Budget which forecasts an Operating Surplus of \$2.377 million for the 2016-2017 Financial Year. Following the Mid-Year budget update the revised Operating Surplus was \$2.221 million a decrease of \$0.156 million.

Year-to-date to January 2017, Council's Operating Surplus is \$3.303 million against a budgeted Operating Surplus of \$2.607 million, a favourable variance of \$0.696 million. Significant variances are highlighted in the discussion section.

EXTERNAL ECONOMIC IMPLICATIONS

Nil.

SOCIAL ISSUES

Nil.

CULTURAL ISSUES

Nil.

ENVIRONMENTAL ISSUES

Nil.

RESOURCE ISSUES

Nil.

RISK MANAGEMENT

Nil.

CONSULTATION

- **Elected Members**
Not Applicable
- **Community**
Not Applicable.
- **Staff**
Responsible Officers and General Managers.
- **Other Agencies**
Not Applicable.

DISCUSSION

The Council is reporting, year-to-date January 2017 an Operating Surplus of \$3.303 million against a budgeted Operating Surplus of \$2.259 million, a favourable variance of \$0.696 million. The major factors driving the favourable variance are:

- Employee expenses are favourable to budget due largely to the time taking to recruit for staff replacement following a position becoming vacant (\$0.247 million). With the recent Christmas period the variances with respect to the timing of leave being taken, as discussed in previous reports, has now corrected.
- Total Revenue to the end of January is in line with budget expectations. One area of significant lower than anticipated revenue is at Council's Swimming Centres with a combined \$0.060 million negative variance to budget. Swimming Lessons have experienced a down turn in attendance and have had limited new enrolments combined with an approximate 35% downturn in the Vacswim Program compare to last year as a result of the new Aquatic Recreation Centre (ARC) at Campbelltown holding their Vacswim program at the same time.
- Expenditure on Water is showing a \$0.038 million (24%) favourable variance to budget. This has been due to favourable rains during recent months allowing for reduced irrigation.
- Energy expenditure is \$0.072 million (17%) favourable to budget. This is primarily being driven by a price variance with respect to streetlighting. In the coming months the variance will decrease as result of the higher pricing in the new contract that commenced 1 January 2017.
- Finance Costs are \$0.040 million (7%) favourable to budget due to long term borrowings to fund capital projects not being drawn down and the reduced need for short term finance.
- The residual variance is driven by timing differences in expenditure and contains no individually significant items.

The Mid-Year budget update revised Capital expenditure for the 2016-2017 Financial year to \$10.019 million. Table 1 below highlights the major items of Capital Programs expenditure anticipated to be spent this Financial Year.

TABLE 1: CAPITAL EXPENDITURE PROJECT SUMMARY

Social Equity	\$5.508 million
Infrastructure Works Programs (Road Reseal, Footpath and Kerbing)	\$1.235 million
Beulah Road Bikeway – anticipated to be 60% completed by the end of June	\$0.600 million
Norwood Oval Redevelopment – completion of works is planned to be in the 2017-2018 Financial Year however, an allowance was made for planning and preparation.	\$1.400 million
Schools Review hard infrastructure works	\$0.280 million
Payneham Oval Clubroom redevelopment costs, completion of works is planned to be in the 2017-2018 Financial Year	\$0.250 million
Environmental Sustainability	\$2.578 million
Felixstow Reserve Redevelopment – completion of works is planned to be in the 2017-2018 Financial Year however, an allowance was made for planning and preparation costs.	\$0.900 million
Drainage Works – works on the Swing Bridge are anticipated to be finalised this year, along with the Flood Mapping review and associated development of drainage works program.	\$1.196 million

The Monthly Financial report is contained in **Attachment A**.

OPTIONS

Not Applicable.

CONCLUSION

Nil.

COMMENTS

Nil.

RECOMMENDATION

That the Monthly Financial Report – January 2017 be received and noted.

Cr Duke moved:

That the Monthly Financial Report – January 2017 be received and noted.

Seconded by Cr Shepherdson and carried.

11.4 2017-2018 REVISED FEES AND CHARGES

REPORT AUTHOR: Financial Services Manager
GENERAL MANAGER: Acting General Manager, Corporate Services
CONTACT NUMBER: 83664585
FILE REFERENCE: S/03083
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the Council with the draft 2017-2018 Fees and Charges Schedule, which once adopted in principle, will be used as a basis for calculating revenue components for the draft 2017-2018 Budget.

BACKGROUND

Section 188 of the *Local Government Act 1999* (the Act), states the following in respect to fees and charges:

- (1) A council may impose fees and charges—
- (a) for the use of any property or facility owned, controlled, managed or maintained by the council;
 - (b) for services supplied to a person at his or her request;
 - (c) for carrying out work at a person's request;
 - (d) for providing information or materials, or copies of, or extracts from, council records;
 - (e) in respect of any application to the council;
 - (f) in respect of any authorisation, licence or permit granted by the council;
 - (g) in respect of any matter for which another Act provides that a fee fixed under this Act is to be payable;
 - (h) in relation to any other prescribed matter.

The majority of fees and charges administered by the Council are levied under various pieces of legislation (ie Statutory charges), such as the Development Act 1993, the *Dog and Cat Management Act 1995* and the *Local Government Act 1999*. Other fees and charges arise from various policies which are adopted by the Council. For example, the Outdoor Dining Policy and On-Street Parking Permit Policy are based on a user pays system in providing particular services.

Pursuant to Section 188(6) of the Act, the Council must keep a list of the fees and charges on public display at the Principal Office of the Council. The Council elects to publish a schedule of fees and charges on the Councils website npsp.sa.gov.au.

As part of the annual budget preparation process a review is undertaken of the fees and charges levied by the Council for the use of facilities and the provision of service.

RELEVANT POLICIES & STRATEGIC DIRECTIONS

In line with the Fees & Charges Policy, the Council adopts a Fees and Charges Schedule on an annual basis separated between Statutory and User Charges. Where the Council's Fees and Charges are not of a statutory nature (i.e. discretionary fees), the Council has applied the principle of "user pays" and where possible, to recover the full cost of operating or providing the service or goods to ensure that there is reasonable level of "user pays", which will reduce the charge on ratepayers of the costs of providing facilities and services to the community. Where it can be demonstrated that citizens are unable to meet the full cost, concessions may apply.

The Outcomes and Objectives of *City Plan 2030* do not specifically address fees and charges.

FINANCIAL IMPLICATIONS

Where the Council has the power to set the fees and charges (discretionary fees and charges), it is proposed that those fees and charges are increased by 2.0% at a minimum or at market value, as endorsed by the Council at its meeting held on 16 January 2017.

The recommended increases are in line with the Budget Parameters document also endorsed at the January Council Meeting. A copy of the proposed 2017-2018 Fees and Charges and comparative data is contained in **Attachment A**.

EXTERNAL ECONOMIC IMPLICATIONS

This report provides information on the fees and charges of the Council for the year ended 30 June 2018 and are not expected to have any significant external economic impact.

SOCIAL ISSUES

Nil

CULTURAL ISSUES

Nil

ENVIRONMENTAL ISSUES

Nil

RESOURCE ISSUES

Nil

RISK MANAGEMENT

Nil

CONSULTATION

- **Elected Members**
The Council set parameters for the Fees and Charges Schedule at its meeting held on 16 January 2017.
- **Community**
Not Applicable
- **Staff**
Responsible Officers and General Managers
- **Other Agencies**
Not Applicable

DISCUSSION

In general, user charges are reviewed with reference to the anticipated inflation rate of the cost incurred by the Council to provide the service and with reference to market rates for like services and “ease-of-cash” handling, through rounding of any proposed increases. At its meeting held on 16 January 2017, the Council adopted the general guideline for user and charges to be increased by 2.0% at a minimum or at market value. The proposed general increase of 2.0% was determined with reference to the anticipated combined impact of the inflation rate associated with goods and services and salaries and wages increase for the 2017-2018 Financial Year.

Fees and Charges contain statutory charges which are set by legislation or by Council Policy and discretionary user charges which are based on user pay principles. As detailed in Figure 1, the 2016-2017 Financial Year, discretionary user charges represent 11% of total revenue with the major portion derived from the St Peters Child Care Centre and Preschool.

FIGURE 1 – USER CHARGES AS A PERCENTAGE OF REVENUE

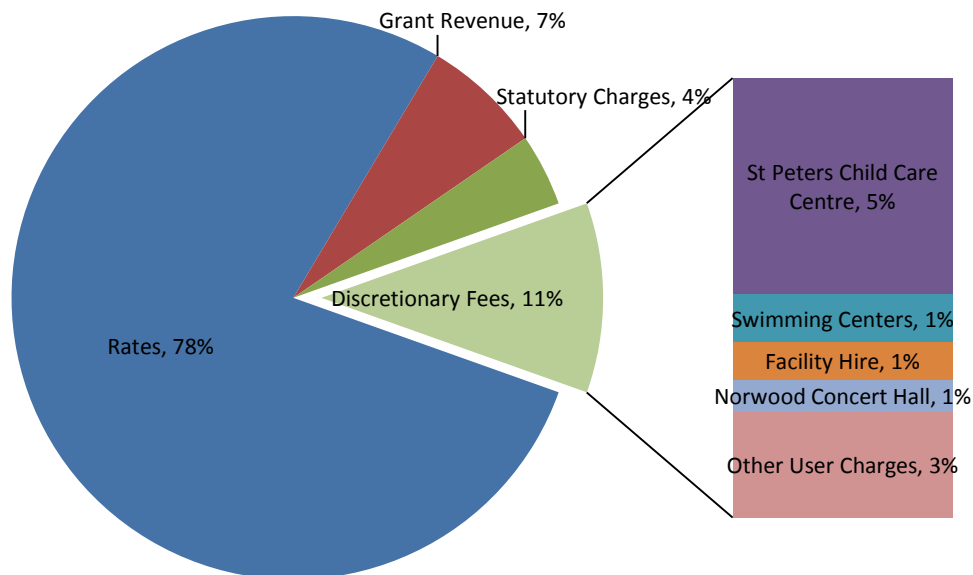


Table 2 sets out a summary where the proposed fee increase is greater than 5% and Table 3 identifies new proposed fees.

TABLE 2: PROPOSED FEE INCREASES GREATER THAN 5%

Fees & Charges Description	Description	Unit	Proposed Fee	Increase in Fees		Reason for Change
				\$	%	
HACC	Lunch @ The Pub	Per Session	9.00	1.00	12.50	Note 1
	Excursions	Per Person	8.50	0.50	6.25	
Swimming Centres	Swimming Club Lane Hire	Per Hour	11.50	1.00	9.52	Note 2
	Pool entry with lane/pool hire	Per Session	4.50	0.50	12.50	
	Water Polo	Per Hour	180.00	10.00	5.88	
Additional Annual Bin Service	Household Bin	Per Bin	135.00	10.00	8.00	Note 3
Payneham Community Centre	Community Group – Main Hall	Per Hour	6.50	0.50	8.33	Note 4
	Community Group – Small Hall	Per hour	5.50	0.50	10.00	
	Community Group – Room	Per Day	11.00	4.00	36.36	Note 5
		Per Hour	4.50	0.50	12.50	Note 4
	Non-Local Community Group – Meeting Room	Per Hour	10.00	3.00	42.86	Note 6
	Private/Commercial – Main Hall (Weekday)	Per Day	115.00	5.00	6.48	Note 4
		Per Hour	30.00	2.00	7.14	
	Private/Commercial – Small Hall (Weekday)	Per Hour	100.00	11.00	7.14	Note 7
		Per Hour	25.00	2.00	8.70	
	Private/Commercial – Small Hall (Weekend)	Per Day	190.00	10.00	5.56	Note 4
Per Hour		20.00	1.00	5.26		
Private/Commercial – Room (Weekday)	Per Hour	40.00	2.00	5.26	Note 4	
Private/Commercial – Meeting Room	Per Hour	15.00	4.00	36.36	Note 6	
St Peters Library	Community Group – Banquet Hall	Per Day	95.00	6.00	6.74	Note 4
	Community Group - Torrens Room Hire	Per Day	35.00	2.00	6.06	
		Per Hour	10.00	1.00	11.11	
St Peters Youth Centre	Private/Commercial – All Other Hires (Weekend)	Per Day	400.00	20.00	5.88	Note 8
		Per Hour	100.00	14.00	16.28	
Common Fees for Hire Facilities	Security guard	Per Hour	60.00	5.00	9.09	Note 9

Note 1 Fee has not been increased since 2013-2014. The proposed increase is to cover increasing cost of service provision.

Note 2 Price increase is considered reasonable and market rate for similar venues.

Note 3 Council currently offers the option of additional bin(s) for each of the waste streams associated with the household waste collection. This is available to households and businesses. With Council's commitment to diverting waste to landfill and the continuing rise in landfill costs and levies it is appropriate for Council to de-incentivise the use of additional waste bins. As such it is proposed to increase the fee of additional waste bins by \$10 to \$135/annum, whilst retaining the existing fee for Green Organics and Recycling Bins at \$75. All fees include covering the associated administration and bin amortisation (7 years).

Note 4 Fee has been rounded off to simplify money handling.

Note 5 A \$4.00 increase is proposed for hire of the small room to differentiate this space compared to the meeting room. The space is much larger and was previously charged at the same rate as the meeting room.

Note 6 Fees for the hire of the Meeting room have been revised to be charged by the hour only. Weekend rates have been removed to simplify the overall hire schedule. This has seen modest dollar value increases rounded nearest \$5 to simplify money handling. It is anticipated this new charge will be held at this value for an extended period.

Note 7 To ensure consistency of charges rates across categories and room types, the Main Hall fee is set at a rate 15% higher than the Small Hall. This price increase is considered reasonable and market rate for similar venues.

Note 8 Weekend rates for hire are set at an approximate 100% premium of weekday rate. The hourly rate for a facility is set at a quarter of the day rate.

Note 9 Fee increased to cover costs from the service provider.

Following on from last year's review of Fees and Charges, with the creation of consistent hire classifications across all facilities, it has been identified that some facility uses were adversely impacted and a reduction in some categories of hire has occurred. As part of the review of the charges, two new categories of hire have been created to better reflect these user groups' ability to pay:

- Private celebrations – Family gatherings consistent with hiring conditions; and
- Workshops, Training, Meetings – previously included in all other hires.

TABLE 3: SUMMARY OF NEW FEES AND CHARGES PROPOSED FOR 2017-2018

Fees & Charges Description	Description	Unit	Proposed Fee \$
Payneham Community Centre Main Hall	Private Celebrations	Per Hour	25.00
	Workshops, Training, Meetings	Per Hour	27.50
Payneham Community Centre Small Hall	Private Celebrations	Per Hour	22.50
	Workshops, Training, Meetings	Per Hour	25.00
Payneham Community Centre Small Room	Private Celebrations	Per Hour	15.00
	Workshops, Training, Meetings	Per Hour	20.00
Payneham Library Non-Local Community Group Payneham Hall	Private Celebrations	Per Hour	40.00
	Workshops, Training, Meetings	Per Hour	50.00
Payneham Library Non-Local Community Group Torrens & Trinity Room	Private Celebrations	Per Hour	15.00
	Workshops, Training, Meetings	Per Hour	20.00
Payneham Library Private\Commercial Payneham Hall	Private Celebrations	Per Hour	125.00
	Workshops, Training, Meetings	Per Hour	150.00
Payneham Library Private\Commercial Torrens & Trinity Room	Private Celebrations	Per Hour	45.00
	Workshops, Training, Meetings	Per Hour	60.00
St Peters Banquet Hall Non Local Community Group	Private Celebrations	Per Hour	30.00
	Workshops, Training, Meetings	Per Hour	37.50
St Peters Banquet Hall Private\Commercial	Private Celebrations	Per Hour	100.00
	Workshops, Training, Meetings	Per Hour	125.00

OPTIONS

The Council has the option of adopting “in principle” the proposed fees and charges as contained in Attachment A or make amendments to the proposed fees as the Council sees fit.

CONCLUSION

The Draft 2017-2018 Fees and Charges have been set at an appropriate level for users and consumers and are not expected to ‘price’ the hire of facilities/cost of services out of the market.

COMMENTS

This report does not cover statutory fees that are charged under legislation.

In relation to Statutory Fees and Charges, the actual fee increases imposed under Acts will remain unknown until the State Government has set its 2017-2018 Budget which is expected to be in June 2017.

RECOMMENDATION

That the draft Schedule of Fees and Charges for the 2017-2018 Financial Year detailed in **Attachment A**, be adopted in principle.

Cr Moore left the meeting at 9.35pm.
Cr Moore returned to the meeting at 9.36pm.

Cr Duke moved:

That the draft Schedule of Fees and Charges for the 2017-2018 Financial Year detailed in Attachment A, be adopted in principle.

Seconded by Cr Dottore and carried.

Section 3 – Governance & General Reports

11.5 REPORTS OUTSTANDING

REPORT AUTHOR: Chief Executive Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 83664520
FILE REFERENCE: Nil
ATTACHMENTS: A

PURPOSE OF REPORT

As part of the Organisation's management system, a Reports Outstanding List will be prepared on a monthly basis. The purpose of the List is to keep track of any reports that have been requested and the status of those reports.

A copy of the List is contained in **Attachment A**.

BACKGROUND

Nil

DISCUSSION

Nil

RECOMMENDATION

That the report be received and noted.

Cr Minney moved:

That the report be received and noted.

Seconded by Cr Marcuccitti and carried.

[This Item was dealt with out of sequence- Refer to Page 26 for the Minutes relating to this Item]

11.6 REQUEST TO CHANGE THE NAME OF A PORTION OF THE SUBURB OF MARDEN

[This Item was dealt with out of sequence – Refer to Page 26 for the Minutes relating to this Item]

11.7 DELEGATIONS UNDER THE LOCAL NUISANCE AND LITTER CONTROL ACT 2016

REPORT AUTHOR: General Manager, Governance & Community Affairs
GENERAL MANAGER: Acting Chief Executive Officer
CONTACT NUMBER: 8366 4549
FILE REFERENCE: S/00421
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of the report is to present to the Council new delegations that are required under the *Local Nuisance and Litter Control Act 2016*, for the Council's consideration.

BACKGROUND

The Council has the ability to delegate many of its decision-making powers, functions and duties under the *Local Government Act 1999* and a number of other Acts. The primary purpose of delegating powers and functions, is to facilitate an efficient and effective organisation by allowing decisions to be made by the staff who carry out the day-to-day operations and to ensure that decisions are made at the appropriate level.

The Council has delegations in place under the following Acts (and associated Regulations):

- Community Titles Act 1996;
- Development Act 1993;
- Dog & Cat Management Act 1995;
- Expiation of Offences Act 1996;
- Fences Act 1975;
- Fire & Emergency Services Act 2005;
- Freedom of Information Act 1991;
- Housing Improvement Act 1940;
- Land & Business (Sale and Conveyancing) Act 1994;
- Liquor Licensing Act 1997;
- Local Government Act 1999;
- Natural Resources Management Act 2004;
- Private Parking Act 1986;
- Real Property Act 1886;
- Roads (Opening & Closing) Act 1991;
- Road Traffic Act 1961 (SA); and
- Unclaimed Goods Act 1987.

The Council has also made delegations to the Eastern Health Authority under the following Acts (and associated Regulations):

- Environment Protection Act 1993;
- Expiation of Offences Act 1996;
- Housing Improvement Act 1940;
- Safe Drinking Water Act 2012;
- South Australian Public Health Act 2011; and
- Supported Residential Facilities Act 1992.

Following the introduction of the new *Local Nuisance and Litter Control Act 2016* (the Act) and the *Local Nuisance and Litter Control Regulations 2017*, the Council is required to consider its delegations under this Act.

This report presents delegations under the *Local Nuisance and Litter Control Act 2016* for the Council's consideration and adoption.

RELEVANT POLICIES & STRATEGIC DIRECTIONS

Not Applicable.

FINANCIAL AND BUDGET IMPLICATIONS

Not Applicable.

EXTERNAL ECONOMIC IMPLICATIONS

Not Applicable.

SOCIAL ISSUES

Not Applicable.

CULTURAL ISSUES

Not Applicable.

ENVIRONMENTAL ISSUES

Not Applicable.

RESOURCE ISSUES

Not Applicable.

RISK MANAGEMENT

The adoption of an appropriate framework of delegations allows for decision making at appropriate levels within the organisation.

CONSULTATION

- **Elected Members**
Not Applicable.
- **Community**
Not Applicable.
- **Staff**
Consultation has taken place with relevant staff in relation to the formulation of the delegations under the *Local Nuisance and Litter Control Act 2016*.
- **Other Agencies**
Not Applicable.

DISCUSSION

The *Local Nuisance and Litter Control Act 2016* (the Act), aims to assist in resolving local nuisance complaints and has a strong focus on managing littering and illegal dumping across South Australia. The Act confers a significant role for Councils as part of the implementation of the legislation.

The Act formalises the role of Local Government in managing local nuisance issues to provide consistency of services across all councils, create better tools for enforcement and more effectively deal with localised minor environmental complaints.

The Act aims to:

- ensure more effective regulation of local nuisances;
- establish a modern legislative scheme for litter control in South Australia (including tiered offences depending on the type of litter);
- improve the use of surveillance for evidence gathering in the case of illegal dumping (linking an offence to the registered owner of a vehicle); and
- allow for the implementation of a 'dob in a litterer' scheme which is currently already operating in some other Australian states.

As of 1 February 2017, Councils have a new regulatory role in respect to littering in South Australia. Commencing on 1 July 2017, Councils will also have a new role in regulating local nuisances.

In order to ensure that local nuisance and littering issues are able to be dealt with in accordance with the Act, delegations from the Council to the Chief Executive Officer are required.

A copy of the proposed Delegations under the *Local Nuisance and Litter Control Act 2016*, is contained within **Attachment A**.

OPTIONS

In order to comply with the provisions of the *Local Nuisance and Litter Control Act 2016*, and to ensure that the requirements of the Act are dealt with on a day-to-day basis, it is recommended to the Council that the Council delegates certain powers to the Chief Executive Officer, in accordance with the Act.

CONCLUSION

The *Local Nuisance and Litter Control Act 2016* provides the legislative framework in which local nuisance and litter issues must be dealt with by the Council.

COMMENTS

Nil.

RECOMMENDATION

1. In exercise of the power contained in Section 44 of the Local Government Act 1999, the powers and functions under the Local Nuisance and Litter Control Act 2016 are hereby delegated this 6th day of March 2017, to the person occupying the office of Chief Executive Officer of the City of Norwood Payneham & St Peters, subject to the conditions and or limitations specified in the Schedule of Conditions in the Instrument of Delegation (Attachment A);
2. Such powers and functions may be further delegated by the Chief Executive Officer in accordance with Sections 44 and 101 of the Local Government Act 1999, as the Chief Executive Officer sees fit, unless otherwise indicated in the Schedule of Conditions contained in the Instrument of Delegation.
3. For the purposes of the delegations made on this 6th day of March 2017, under the Local Government Act 1999, all delegations to the Chief Executive Officer of the City of Norwood Payneham & St Peters, extend to any person appointed to act in the position of Chief Executive Officer.

Cr Whittington moved:

- 1. In exercise of the power contained in Section 44 of the Local Government Act 1999, the powers and functions under the Local Nuisance and Litter Control Act 2016 are hereby delegated this 6th day of March 2017, to the person occupying the office of Chief Executive Officer of the City of Norwood Payneham & St Peters, subject to the conditions and or limitations specified in the Schedule of Conditions in the Instrument of Delegation (Attachment A);*
- 2. Such powers and functions may be further delegated by the Chief Executive Officer in accordance with Sections 44 and 101 of the Local Government Act 1999, as the Chief Executive Officer sees fit, unless otherwise indicated in the Schedule of Conditions contained in the Instrument of Delegation.*
- 3. For the purposes of the delegations made on this 6th day of March 2017, under the Local Government Act 1999, all delegations to the Chief Executive Officer of the City of Norwood Payneham & St Peters, extend to any person appointed to act in the position of Chief Executive Officer.*

Seconded by Cr Minney and carried.

[This Item was dealt with out of sequence- Refer to Page 39 for the Minutes relating to this Item]

11.8 DIGITAL MEDIA PLATFORMS

[This Item was dealt with out of sequence – Refer to Page 39 for the Minutes relating to this Item]

**11.9 NOMINATIONS TO EXTERNAL BODIES - APPOINTMENT OF COUNCIL REPRESENTATIVE TO
MARDEN SENIOR COLLEGE GOVERNING COUNCIL**

REPORT AUTHOR: General Manager, Governance & Community Affairs
GENERAL MANAGER: Acting Chief Executive Officer
CONTACT NUMBER: 8366 4549
FILE REFERENCE: S/0310
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of the report is to advise the Council of an invitation from the Marden Senior College for the Council to nominate an Elected Member for appointment to the Marden Senior College Governing Council.

BACKGROUND

Nil

DISCUSSION

The Principal of the Marden Senior College has written to the Council requesting the appointment of a representative from the City of Norwood Payneham & St Peters to the College's Governing Council.

The Constitution of the College's Governing Council has provision for the appointment of three (3) Community Members, including representatives from the University of South Australia, the City of Norwood Payneham & St Peters and the Eastside Business Enterprise Centre.

The City of Norwood Payneham & St Peters is currently represented by Councillor Garry Knoblauch.

Councillor Knoblauch has advised that he would like to continue as this Council's representative.

RELEVANT POLICIES & STRATEGIC DIRECTIONS

Not Applicable.

RECOMMENDATION

That Councillor _____ be appointed as the City of Norwood Payneham & St Peters' representative to the Marden Senior College Governing Council.

Cr Duke moved:

That Councillor Garry Knoblauch be appointed as the City of Norwood Payneham & St Peters' representative to the Marden Senior College Governing Council.

Seconded by Cr Frogley and carried.

12. ADOPTION OF COMMITTEE MINUTES

REPORT AUTHOR: General Manager, Governance & Community Affairs
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4549
FILE REFERENCE: Not Applicable
ATTACHMENTS: A - D

PURPOSE OF REPORT

The purpose of the report is to present to the Council the Minutes of the following Committee Meetings for the Council's consideration and adoption of the recommendations contained within the Minutes:

- Traffic Management & Road Safety Committee – (21 February 2017)
(A copy of the Minutes of the Traffic Management & Road Safety Committee is contained within **Attachment A**)
- St Peters Child Care Centre & Pre-School Committee – (27 February 2017)
(A copy of the Minutes of the St Peters Child Care Centre & Pre-School Committee is contained within **Attachment B**)
- Audit Committee – (27 February 2017)
(A copy of the Minutes of the Audit Committee is contained within **Attachment C**)
- Norwood Parade Precinct Committee – (28 February 2017)
(A copy of the Minutes of the Norwood Parade Precinct Committee is contained within **Attachment D**)

ADOPTION OF COMMITTEE MINUTES

- **Traffic Management & Road Safety Committee**

Cr Duke moved that the minutes of the meeting of the Traffic Management & Road Safety Committee held on 21 February 2017, be received and noted. Seconded by Cr Shepherdson and carried.

- **St Peters Child Care Centre & Pre-School Committee**

Cr MacRae moved that the minutes of the meeting of the St Peters Child Care Centre & Pre-School Committee held on 27 February 2017 be received and that the resolutions set out therein as recommendations to the Council are adopted as decisions of the Council. Seconded by Cr Granozio and carried.

- **Audit Committee**

Cr Minney moved that the minutes of the meeting of the Audit Committee held on 27 February 2017 be received and that the resolutions set out therein as recommendations to the Council are adopted as decisions of the Council. Seconded by Cr Shepherdson and carried.

- **Norwood Parade Precinct Committee**

Cr Whittington moved that the minutes of the meeting of the Norwood Parade Precinct Committee held on 28 February 2017 be received and that the resolutions set out therein as recommendations to the Council are adopted as decisions of the Council. Seconded by Cr Marcuccitti and carried.

13. OTHER BUSINESS

13.1 Vote of Thanks

Cr Frogley moved:

That a vote of thanks be extended to the Acting Chief Executive Officer, Senior Staff and all Staff for working collaboratively during the absence of the Chief Executive Officer.

Seconded by Cr Marcuccitti and carried unanimously.

Cr MacRae left the meeting at 10.11pm.

Cr MacRae returned to the meeting at 10.13pm.

14. CONFIDENTIAL REPORTS

14.1 COUNCIL RELATED MATTER

RECOMMENDATION 1

That pursuant to Section 90(2) and (3) of the Local Government Act, 1999 the Council orders that the public, with the exception of the Council staff present, be excluded from the meeting on the basis that the Council will receive, discuss and consider:

- (d) Commercial information of a confidential nature (not being a trade secret) the disclosure of which –
 - (i) Could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
 - (ii) Would, on balance, be contrary to the public interest;

and the Council is satisfied that, the principle that the meeting should be conducted in a place open to the public, has been outweighed by the need to keep the receipt/discussion or the information confidential.

RECOMMENDATION 2

Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the report, minutes and discussion be kept confidential until 30 June 2017.

Cr Minney moved:

That pursuant to Section 90(2) and (3) of the Local Government Act, 1999 the Council orders that the public, with the exception of the Council staff present [Acting Chief Executive Officer, General Manager, Governance & Community Affairs, General Manager, Urban Services, Acting General Manager, Urban Planning & Environment, Acting General Manager, Corporate Services, Manager, Urban Planning & Sustainability, Manager, City Services, Sustainability Officer and Administration Officer, Governance & Community Affairs], be excluded from the meeting on the basis that the Council will receive, discuss and consider:

- (d) Commercial information of a confidential nature (not being a trade secret) the disclosure of which –
 - (i) Could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and*
 - (ii) Would, on balance, be contrary to the public interest;**

and the Council is satisfied that, the principle that the meeting should be conducted in a place open to the public, has been outweighed by the need to keep the receipt/discussion or the information confidential.

Seconded by Cr Shepherdson and carried.

Cr Duke moved:

Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the report, minutes and discussion be kept confidential until 30 June 2017.

Seconded by Cr Whittington and carried.

15. CLOSURE

There being no further business, the Mayor declared the meeting closed at 10.25pm.

Mayor Robert Bria

Minutes Confirmed on _____
(date)