

# Special Council Meeting Minutes

**22 May 2018**

## **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

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**VENUE** Council Chambers, Norwood Town Hall

**HOUR** 7.00pm

**PRESENT**

**Council Members** Mayor Robert Bria  
Cr Lucy Marcuccitti  
Cr Connie Granzio  
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 7.02pm)

**Staff** Mario Barone (Chief Executive Officer)  
Peter Perilli (General Manager, Urban Services)  
Sharon Perkins (General Manager, Corporate Services)  
Keke Michalos (Manager, Economic Development & Strategic Projects)  
Olivia Franco (Strategic Projects Co-ordinator)  
Stacey Evreniadis (Economic Development Co-ordinator)  
Tina Zullo (Administration Officer, Governance & Community Affairs)

**APOLOGIES** Cr Christel Mex, Cr Mike Stock

**ABSENT** Nil

**1. CONFIRMATION OF THE MINUTES OF THE COUNCIL MEETING HELD ON 7 MAY 2018**

*Cr Whittington moved that the minutes of the Council meeting held on 7 May 2018 be taken as read and confirmed. Seconded by Cr Knoblauch and carried.*

Mayor Bria welcomed Stacey Evreniadis, the Council's new Economic Development Co-ordinator, to the Council meeting.

**2. STAFF REPORTS**

## 2.1 THE PARADE MASTERPLAN

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**REPORT AUTHOR:** Manager, Economic Development & Strategic Projects  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 83664509  
**FILE REFERENCE:** S/03309  
**ATTACHMENTS:** A - B

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### PURPOSE OF REPORT

The purpose of this report is to present for the Council's consideration and endorsement, the draft Concepts and the consultation package for Phase 2 Consultation of The Parade Masterplan, prior to the draft consultation package being released for Community Consultation and Engagement.

### BACKGROUND

The objective of preparing The Parade Masterplan is to put in place a long term strategic framework for the planning, redevelopment and activation of The Parade. The Parade Masterplan Project which commenced in January 2016, encompasses the whole of The Parade, between Fullarton Road to Portrush Road, and includes all of the key pedestrian and road networks that connect onto The Parade.

In developing the Masterplan for The Parade, one of the key tasks is to develop an holistic vision to direct the progressive enhancement of the streetscape to support local businesses, encourage new investment and maximise community enjoyment and appeal. The Masterplan will focus on identifying the identity and appeal of 'The Parade' and how this significant economic, social and cultural asset will continue to contribute to the experience of those people who choose to live, work and play on The Parade, as well the contribution that it makes to the City of Norwood Payneham & St Peters and the eastern metropolitan region, generally.

Once completed, the Masterplan will complement the numerous strategic initiatives that have been progressed and implemented by the Council over the last few years, including the introduction of the new planning policy framework that supports significant residential, mixed use and employment growth opportunities in and around Kent Town and Norwood, and in particular around The Parade.

The Project Brief for The Parade Masterplan specified the delivery of two (2) options for the redevelopment of The Parade, one (1) option with provision for a tram and one (1) option with no provision for a tram. In this respect, as Elected Members will recall, The Parade is part of the EastLink Tram Route. In recognition that the newly elected State Government has indicated that a Tram Line along The Parade is no longer an aspirational target, and following the Council's resolution made at its Meeting held on 7 May 2018, in relation to the EastLink Tram Route, the draft concepts and the package of information for Phase 2 consultation, being presented as part of this report, do not include options for its integration within the existing or future streetscape.

Following an open tender process, Oxigen Landscape Architects, were appointed to lead the preparation of The Parade Masterplan.

In accordance with the endorsed Project Framework, the Masterplan is being developed through extensive consultation with residents, business owners and operators, property owners and visitors, as well as various State Government Departments, including the Department of Planning, Transport and Infrastructure, (*Place for People* Grant Funding Program), to achieve strong community understanding and ownership of the future vision and the Masterplan.

As the first step in the process, in January 2016, the Council undertook various engagement opportunities with the community and key stakeholders to identify their vision for the future of The Parade. These comments have been collated and have been used to develop the draft concepts contained in **Attachment A**.

It should be noted that finalisation of The Parade Masterplan was held in abeyance due to the State Government's decision to commission a \$4 million study into the electrification of public transport in Adelaide, which included investigations into the proposed AdeLINK tram network, which also included East Link. The State Government's recent announcement not to proceed with the EastLink corridor along The Parade, has now enabled The Parade Masterplan to progress with a degree of confidence and certainty.

### **Results of the Phase 1 Consultation**

As the first step in the process of developing The Parade Masterplan, the Council undertook consultation with the community and key stakeholders, including students from six (6) schools from across the City, to capture ideas for The Parade, specifically:

- What do you love most about The Parade?
- What would you change about The Parade to make it better?
- What would you add to The Parade to improve it?
- 

The Council commenced the first stage of community engagement on The Parade Masterplan on 21 January 2016, at the Tour Down Under Street Party Event. The formal consultation period finished on 19 February 2016, although the Council continued to accept comments until 6 March 2016. During this period, the Council organised community events, held targeted stakeholder consultation, conducted sessions with school students, and developed a dedicated project website to promote the project and to maximise the feedback received. In addition, posters and consultation material was placed at all of the Council's Libraries, the Norwood Town Hall, the Childcare Centre and at both of the Council's Swimming Centres.

Overall, there were over 800 visits to the Council's project website and 275 written submissions were received on The Parade Masterplan Project. Outlined below, is a brief summary of the results of the first round of consultation. A full summary of the information collected and the results of the Phase 1 Consultation is contained in *The Parade Masterplan Consultation Summary Report Stage 1 Report* contained in **Attachment B**.

#### **What do people love most about The Parade?**

- People love the 'village' / 'cosmopolitan' feel and the vibrancy, community and casual atmosphere.
- The combination of small shops and numerous cafes mixed with a strong community feel are strong factors in what people believe make up The Parade.
- The trees are continually reiterated as the key element that 'binds' The Parade.

#### **What would people change about The Parade to make it better?**

- Mixed support for the concept of a tram depending on tree removal, with many submissions seeking the retention of existing trees in the median strip.
- Safer and wider footpaths for accessibility, reduced congestion and more opportunities for public open space and seating.
- More intervention on commercial leasing to allow smaller boutique traders to establish with lower rents (Note: this is outside of the scope of the Masterplan).

#### **What would people add to The Parade to improve it?**

- Slower traffic speeds on The Parade with more pedestrian crossings and better traffic light synchronisation.
- Bicycle infrastructure – more parking and designated bicycle lanes along The Parade rather than Beulah Road.
- Enhancement of the streetscape; particularly through greenery.

Further comments received from the community and traders regarding The Parade Masterplan are provided below.

## Summary of Community Responses

- *Traffic* – concerns for all road users at intersections, with suggestions to reduce car flow and improve cycling safety, and mixed support for and against trams.
- *Streetscape* – desire for more public spaces that allow flexible uses and spaces for young people, road pavement repairs needed due to tree root damage, and a desire for more street art.
- *Side streets* – concerns for pedestrian safety at both George and Edward Street intersections, and suggestions that George Street could be used as a ‘green space’.
- *Culture* – general appreciation of the diverse appearance of buildings, desire for more activities for children and events and festivals generally.
- *Urban development* – maintain the ‘fine-grain’ character of buildings along The Parade, support for high density development close to The Parade, and recognition that future development in Kent Town could assist in better connecting The Parade to the CBD.

## Summary of Traders’ Responses

- *Parking* – desire for more parking generally and increased parking time limits, with suggestions for new car park areas provided.
- *Streetscape* – mix of support for and against trams, want to see the median trees retained and more greenery provided, include performance areas to enable street parties and events, and suggestions to include infrastructure for bikes and electric car charging.
- *Culture* – encourage a bike precinct to the area, desire for more nighttime activities such as bars and restaurants, and more designated areas for buskers.
- *Urban development* – want to retain the existing character and appearance of The Parade with suggestions for housing to the rear of shops, larger car parks with mixed uses above, support galleries and art spaces, and encourage more development at the western end.

The information and comments that were received as part of the Phase 1 community engagement process, have been collated and have been used where appropriate, to develop the draft concepts, which are contained in **Attachment A**.

The purpose of this report is to present to the Council for its consideration, the draft concepts and package of information for Phase 2 consultation for The Parade Masterplan.

## RELEVANT STRATEGIC DIRECTIONS & POLICIES

The Parade Masterplan will deliver on the Council’s strategic vision set out in *CityPlan 2030: Shaping Our Future* and its commitment to its primary objective of community well-being. The holistic approach reflects the strategic importance of the Masterplan in achieving meaningful change. The relevant Outcomes and Objectives are outlined below:

### Outcome 1 Social Equity

*A connected, accessible and pedestrian-friendly community.*

Objective 1.1: Convenient and accessible services, information and facilities.

Strategy 1.3: *Design and provide safe, high quality facilities and spaces for people of all backgrounds, ages and abilities.*

Objective 1.2: A people-friendly, integrated, sustainable and active transport and pedestrian network.

Strategy 2.2: *Provide safe and accessible movement for people of all abilities.*

Objective 1.3: An engaged and participating community.

Strategy 3.3: *Provide opportunities for community input in decision-making and program development.*

## **Outcome 2 Cultural Vitality**

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

Objective 2.1 An artistic, creative, cultural and visually interesting City

Objective 2.2 A community embracing and celebrating its social and cultural diversity.

Objective 2.3 A City which values and promotes its rich cultural and built heritage.

Strategy 3.1 *Protect and enhance places, streetscapes, precincts and landmarks which reflect the built and cultural history of our City.*

Objective 2.4 Pleasant, well designed, sustainable urban environments.

Strategy 4.2 *Encourage sustainable and quality urban design outcomes.*

Strategy 4.3 *Maximise the extent of green landscaping provide in new development and in the public realm.*

Objective 2.5 Dynamic community life in public spaces and precincts.

Strategy 5.2: *Create and provide interesting and colourful public spaces to encourage interaction and gatherings.*

## **Outcome 3 Economic Prosperity**

*A dynamic and thriving centre for business and services.*

Objective 3.2 Cosmopolitan business precincts contributing to the prosperity of the City.

Objective 3.5 A local economy supporting and supported by its community.

Strategy 5.2 *Support opportunities for people to collaborate and interact in business precincts.*

## **Outcome 4 Environmental Sustainability**

*A leader in environmental sustainability*

Objective 4.1 Sustainable and efficient management of water, waste, energy and other resources.

Objective 4.3 Sustainable and attractive streetscapes and open spaces.

Strategy 3.1: *Improve the amenity and safety of streetscapes for pedestrians and cyclists, including provision for shade in summer.*

Strategy 3.2 *Protect, enhance and expand public open space.*

## **FINANCIAL AND BUDGET IMPLICATIONS**

The Council has allocated \$100,000 towards the development of The Parade Masterplan. To assist with funding, an application for an additional \$100,000 was sought and successfully granted to the Council through the Department of Planning, Transport and Infrastructure, *Places for People* Grant Funding program, resulting in a total budget of \$200,000 for the delivery of The Parade Masterplan Project.

The \$200,000 budget allocation includes an allocated Consultancy Budget of \$140,000 for the preparation of The Parade Masterplan, which includes the engagement of Oxigen Landscape Architects to manage the preparation of the Masterplan. The remaining \$60,000 has been retained to enable the Council to undertake the various stages of community consultation and engagement.

## **EXTERNAL ECONOMIC IMPLICATIONS**

There are direct external economic implications, however a significant investment from the Council in the public realm will more than likely attract a significant amount of private investment.

## **SOCIAL ISSUES**

On completion, the Masterplan will provide a framework that will reinforce The Parade as a pedestrian friendly mainstreet and which recognises and prioritises pedestrian and bi-cycle access and circulation, as well public transport opportunities. In conjunction with the long term delivery of higher density development, the Masterplan will provide a public realm asset that aims to lessen the long term reliance on car transport.

## **CULTURAL ISSUES**

The Parade Masterplan will build on the existing identity of The Parade, and ensure that its 'sense of place' is managed and enhanced. Community engagement will focus on identifying the specific cultural elements, which are valued by the Community.

The Masterplan will articulate a unique main street identity for The Parade, distinct from other main streets, that will build on the qualities that people value about The Parade, including its well-recognised cosmopolitan culture, its heritage and social and cultural history.

## **ENVIRONMENTAL ISSUES**

The Parade Masterplan will ensure that environmental sustainability is an integral component to the future of The Parade. Climate change adaptation and resilience will be integrated into the streetscape design. It is envisaged that these strategies and actions will provide The Parade with a long term competitive advantage, ensuring a greener identity, improved pedestrian comfort and greater protection of local businesses, buildings and infrastructure.

## **RESOURCE ISSUES**

The preparation of The Parade Masterplan is being undertaken by a multi-disciplinary Consultancy Team lead by Oxigen Landscape Architects. The Manager, Economic Development & Strategic Projects is responsible for the management of The Parade Masterplan Project and is the primary point of contact for all communications.

## **RISK MANAGEMENT**

The Project has taken into consideration the identification, resolution and management of all risk management issues as required by the relevant legislation and Council policies.

## **CONSULTATION**

- **Elected Members**

A total of five (5) Information Briefings and Workshops have been held with the Elected Members throughout the progress of the Masterplan.

The first Workshop with Elected Members was held on Tuesday 20 October 2015. This Workshop included a brief overview of the Project followed by a site visit. The most recent was held on Monday 14 May 2018, where the Elected Members were given the opportunity to provide feedback on the development of the draft concepts, prior to the consideration of these concepts at this meeting.

- **Community**

The Community has been engaged as part of Phase 1 and the various comments have been taken into consideration in the development of the concepts. The community will once again be engaged as part of Phase 2 and Phase 3 to ensure that the key issues continue to be incorporated into the Masterplan and addressed, as well as promoting ongoing awareness of the Project.

- **Staff**

The Manager, Economic Development & Strategic Projects has been responsible for the ongoing management and delivery of the Masterplan Project.

A Staff Project Management Group has been established to ensure that all of the relevant issues are addressed.

- **Other Agencies**

The Department of Planning, Transport and Infrastructure (DPTI) have been involved as part of the Project Management Group, in accordance with the Grant Deed.

## **DISCUSSION**

### **Phase 2 – Draft Concept Development**

The key objective of this stage of the Project, is to identify at a 'conceptual level', the proposed key changes that could be incorporated into The Parade Masterplan to enhance the street and deliver a mainstreet, which meets the contemporary needs of the community and continues to stand the test of time. In short, to ensure that The Parade remains contemporary.

As outlined in the Background Section of this report, the draft concepts contained in **Attachment A** are based on the information collected and the comments, which have been received from the community, businesses and key stakeholders, through the initial consultation undertaken as part Phase 1 of the Masterplanning process. These draft concepts are now being presented to the Council for its consideration and endorsement as part of this Report to enable the second round of consultation to be undertaken.

Following the Council's consideration of this report and the endorsement of the draft concepts, the draft concepts and consultation package will be released for public consultation and engagement.

It is proposed that should the Council endorse the draft consultation package contained in **Attachment A**, consultation will commence on Wednesday 30 May 2018 and will continue for a period of twenty-four (24) days, concluding on Friday 22 June 2018. During this period, key stakeholders will once again be engaged as will the Council's Norwood Parade Precinct Committee, to ensure that all of the issues and comments are able to be discussed and considered.

The comments which are received through this stage of consultation will be reviewed and will be used to develop the final draft Masterplan.

### **Phase 3 – Preparation of the Final Draft Masterplan**

Phase 3 of the Project will entail the preparation of the final draft Masterplan, taking into account the comments on the high level draft concepts contained in **Attachment A** which are proposed as part of Phase 2. As part of this stage of the Project, a detailed community consultation and engagement process will once again be undertaken. Following the consultation, the Council will be asked to endorse the final draft Masterplan for implementation. Based on the current schedule, it is envisaged that the final draft Masterplan will be presented to the Council at its September 2018 meeting.

The Masterplan will be structured so that it can be implemented in short, medium and long term investment and deliverable packages.

### **Draft Concepts**

The consultation package contained in **Attachment A**, introduces three (3) distinct zones along The Parade, namely The Parade West, The Parade 'Heart' and The Parade East zones, which are each based on the concentration of existing and future land uses and the density and intensity of these uses. It also takes into consideration the future needs of these land uses and those of the users.

The intent of this second round of consultation is to test some of the ideas and concepts that are being considered and enable these ideas and concepts to be further developed. The main concepts being tested with the community are the treatment of the Side Street Intersections (ie Queen Street, George Street, Edward Street, Elizabeth Street, Charles Street etc), the proposed modifications to George Street between The Parade and Webb Street and the proposed changes to part of the median strip (namely the intersection of The Parade and Sydenham Road).

- Side Street intersections

The proposed changes and treatment to the Side Street Intersections, delivers on a number of the issues which have been identified through Phase 1 of the Project, including the need to reduce vehicular speed, provide additional vegetation and landscaping, address pedestrian safety as well as improve cycling conditions.

These changes prioritise the pedestrian experience and help to transform the existing arterial road into a more pedestrian friendly environment which is connected to its surroundings.

- George Street

In relation to George Street, there are two (2) options which have been proposed. Option 1 retains the status quo and Option 2 includes a number of modifications to create a more pedestrian friendly environment and slower speeding environment.

Option 1 retains the existing layout, with only minor modifications proposed to the intersection to improve both pedestrian and vehicular safety.

Option 2 includes the removal of all of the on-street car parking spaces between The Parade and Webb Street (eighteen (18) carparking spaces in total, nine (9) of which are timed spaces on the eastern side of George Street and nine (9) Council car parking spaces on the western side of George Street). The objective of removing these car parking spaces is to enable the kerbs to be extended and the footpaths to be widened, to provide adequate space for additional tree planting and the creation of a civic space outside of the entrance to the Town Hall.

If implemented, Option 2 will provide a high quality public realm and establish new public spaces that focuses on an attractive, accessible, sustainable and safe pedestrian friendly environment, which could include upgraded infrastructure (including public art, landscaping, lighting, bins, bicycle racks, seating, footpaths, signage, etc.), to encourage greater community participation and enjoyment.

Option 2 delivers on a number of the issues which have been identified by the community through the first round of consultation, including the numerous requests to provide additional public open space along The Parade.

In both options, the introduction of a scramble crossing can be applied, although it is only illustrated in Option 2. The introduction of the scramble crossing will address pedestrian safety and introduce a more efficient cycle for vehicular movements. Discussions with the Department of Planning, Transport & Infrastructure (DPTI) in respect to the scramble crossing are ongoing.

- The Parade Median strip

The proposed changes to the Median Strip include the retention of trees, improved median landscaping treatments as well as the redesign of some of the median openings to deliver a safer environment for all users including pedestrians, cyclists and motorists.

## OPTIONS

Given that the Council has already committed to The Parade Masterplan Project and a Project Framework for its delivery, in order to finalise the Masterplan, the Council needs to endorse a package of information to enable Phase 2 community consultation to be undertaken.

In terms of the package of information that will be released for consultation, the Council can select to release the package of information as contained in **Attachment A**, which contains a range of draft concepts for the community's consideration. Alternatively, the Council can choose to endorse a modified package of information. However, on the basis that package of information contained in **Attachment A** delivers the majority of the outcomes that the community has requested, it is recommended that the Council endorses the package of information as contained in **Attachment A** for the purposes of undertaking community consultation.

## CONCLUSION

The last major upgrade to The Parade occurred over twenty-five (25) years ago, in conjunction with the undergrounding of the overhead power lines and tree planting in the footpath. Since that time, The Parade has experienced a significant increase in popularity and is now recognised as the economic, cultural and civic heart of the City of Norwood Payneham & St Peters, as well as the State's Premier Mainstreet. There is a need for new investment in infrastructure, as well as ensuring that The Parade retains and enhances its "Sense of Place" and cultural and cosmopolitan heritage.

## COMMENTS

It is essential that the long term vision of the Masterplan addresses both the current needs of the local community, as well as the future needs associated with the anticipated population growth.

## RECOMMENDATION

1. That the package of information for Phase 2 Consultation on The Parade Masterplan Project (as contained in **Attachment A**) be endorsed as being suitable for release for Community Consultation for a period of twenty-four (24) days.
  2. That the Chief Executive Officer be authorised to make any minor amendments to the package of information for Phase 2 Consultation on The Parade Masterplan Project, resulting from consideration of this report and as necessary to finalise the documents in a form suitable for release for Community Consultation.
- 

Mayor Bria sought leave of the meeting to make a Personal Explanation in relation to Item 2.1.

The meeting granted leave for Mayor Bria to make a Personal Explanation.

Cr Wormald entered the meeting at 7.02pm.

*Cr Whittington moved:*

*That Mayor Bria's Personal Explanation be included in the minutes of this meeting.*

*Seconded by Cr Granozio and carried unanimously.*

### Mayor Bria's Personal Explanation

On 11 April 2018, I received an email from a trader operating within the Parade Precinct expressing her concern regarding George Street, Norwood.

The trader appeared very distressed that the Council had declared that George Street was to be closed permanently and asked that *'this decision be reversed by the Council.'*

I responded to the trader via email, advising that the Council was not permanently closing George Street and requested that she please advise me how she came to form this view.

The trader responded by sending me a photograph which she had taken of a leaflet titled *'Information for Traders on George Street Closure'*, which had been delivered to her shop.

Amongst a series of unsubstantiated claims and unsourced statistics, the leaflet states that traders who signed the petition which was recently presented to, and considered by, the Council in opposition to the George Street Piazza event:

*'remain concerned the Piazza event is merely a Trojan horse for the permanent closure of George Street in the not too distant future, as reflected in a recent quote from Mayor Bria to the Eastern Courier:*

*"... the permanent closure of George Street was something that the Council would consider later this year".'*

The leaflet also directs traders to a website titled [www.keepgeorgestreetopen.com](http://www.keepgeorgestreetopen.com), urging them to register their email details to be kept up-to-date.

Remembering that the journalist who wrote the article, Mr James Gratton, regularly tapes our conversations (with my knowledge) when discussing Council related matters, I telephoned Mr Gratton to ask if he still had a recording of the conversation which informed the article which was published in the *Eastern Courier Messenger* on 14 February 2018.

Mr Gratton advised me that given the conversation occurred nearly two months before, he may have deleted it due to capacity issues.

He then followed up with a text message to confirm that he did, in fact delete that particular discussion:

*'Hi Robert, sorry I don't seem to have that particular recording. I usually have to delete the recordings after a couple of months due to space.'*

I then telephoned Mr Gratton again to discuss this matter further. It was during this conversation that he confirmed with me that at no stage did I say to him that a decision would be made by the end of the year regarding the permanent closure of George Street, Norwood.

Rather, he said the section of the article in question, was written following a discussion he had with his editor regarding our conversation about different options to increase the public realm as part of The Parade Masterplan Project; a direct response to the comments which the Council received from residents, business owners, traders and visitors during the first round of public consultation, which are reflected in Attachment B5 and B16 of the report.

Mr Gratton advised that for the sake of brevity and simplicity, it was decided to write the article as it was presented, although he admitted this particular section could have been worded better.

I then asked Mr Gratton if he could confirm this for me in writing, which he did via a text message which reads:

*'Hi Robert, just regarding the article [on 14 Feb](#). The line in the article regarding the closure of George Street was referring to it as an option, not what was actually happening. In that instance we paraphrased your quote.'*

I have therefore been misrepresented in this leaflet as the statement was not a quote from me, as suggested, because it did not repeat my exact words to the journalist.

Rather, the statement in the article paraphrased our discussion which has, in my view, been deliberately and mischievously presented in such a way to give the impression that it was a quote from me.

In response to the leaflet, on 12 April 2018, a statement was uploaded onto the Council website clarifying the Council's position in regards to the George Street Piazza and, amongst other things, rejecting the statement which appeared in the *Eastern Courier Messenger* as being direct quote from me.

A truncated version of the Council's statement was subsequently sent to all Members of the Norwood Parade Precinct Committee and then approximately 300 traders located within The Parade Precinct that the Council has on its database.

Of particular note is that the leaflet did not provide any information as to who was responsible for the content or who printed it.

Nevertheless, Council's staff have, through legal means, been able to identify the organisation responsible for the 'keepgeorgestreetopen' website and material that was published and circulated amongst traders within The Parade Precinct.

As we all know, the options for the treatment of the intersection of George Street and The Parade as part of the draft Parade Masterplan contained in the staff report to be considered tonight, does not include options to either partially close or fully close George Street on a permanent basis.

This is consistent with the statement on the Council's website, which states that no decision has been made by the Council to permanently close George Street, nor is the Council considering the permanent closure of George Street.

Rather, the two options for George Street are maintaining the status quo or widening the footpaths by removing the car parks on the eastern and western side of George Street between The Parade and Webbe Street.

In both options, the existing two-way traffic remains unchanged.

In conclusion, I am disappointed that an anonymous leaflet has been circulated in the public arena and a website has been developed, which falsely suggests George Street will be permanently closed or at the very least, gives the impression that the Council is proceeding with proposals which have no basis, and that I have personally committed the Council to consider such a closure.

The misrepresentation of my position regarding George Street contained in this dishonest leaflet created unnecessary confusion, distress and anger amongst a number of traders and property owners on The Parade, many of whom have either emailed me, personally spoken to the Chief Executive Officer or contacted the Council's Economic Development staff to express their strong objection to the material contained therein, as they believe this behaviour is needlessly damaging The Parade brand and this damage is something which should be avoided at all costs given the fierce competition the precinct is facing from other main streets and large shopping centres in the metropolitan area.

I look forward to working with all stakeholders who want to partner with the Council to see The Parade thrive as a Main Street, but I will not hesitate to call out those who either intentionally or unintentionally misrepresent me or the Council as The Parade Masterplan proceeds.

*Cr Wormald moved:*

- 1. That the package of information for Phase 2 Consultation on The Parade Masterplan Project (as contained in Attachment A) be endorsed as being suitable for release for Community Consultation for a period of twenty-four (24) days.*
- 2. That the Chief Executive Officer be authorised to make any minor amendments to the package of information for Phase 2 Consultation on The Parade Masterplan Project, resulting from consideration of this report and as necessary to finalise the documents in a form suitable for release for Community Consultation.*

*Seconded by Cr Dottore and carried unanimously.*

## 2.2 ANTIQUES WALKABOUT

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**REPORT AUTHOR:** Chief Executive Officer  
**GENERAL MANAGER:** Not Applicable  
**CONTACT NUMBER:** 8366 4539  
**FILE REFERENCE:** S.02735  
**ATTACHMENTS:** Nil

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### PURPOSE OF REPORT

The purpose of this report is to provide information to the Council regarding the *Antiques Walkabout* series which is the Australian spin-off of the *Antiques Road Trip*.

### BACKGROUND

As Elected Members will recall, at its meeting held on 7 May 2018, the Council considered a Notice of Motion regarding the Australian spin-off of the *Antiques Road Trip*. Following consideration of the Motion, the Council resolved:

1. *That the Council supports, in principle, 'Antiques Walkabout' Series 1 in South Australia and its possible involvement in the television series.*
2. *That the Council makes contact with Mr Gregory Bickford, Director, Antiques Walkabout Media Productions Pty Ltd to discuss, amongst other things, Antique Walkabout Series 1 and the potential for the City of Norwood Payneham & St Peters to be featured in the series and determine what, if any, financial contribution may be requested or will be expected, from the Council towards the costs of producing the series.*
3. *That following discussions with Mr Bickford, a report be presented to Council for consideration regarding the Council's potential involvement in Antiques Walkabout Series 1.*

As requested in the Motion, Mr Gregory Bickford of *Antiques Walkabout* Media Productions Pty Ltd was contacted and a meeting was held on 16 May 2018 which included Mayor Robert Bria, the Council's Chief Executive Officer, Mr Jason Harris (Scammells Auctioneers and Appraisers) and presenter of the proposed series, Mr Tim Wonnacott.

As requested in the Motion, the purpose of the meeting was to discuss the potential for the Council to be featured in the series and to determine any financial contribution which may be required from the Council.

This report provides a summary of the outcomes of the meeting which was held on 16 May 2018.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

The following objectives are relevant in the consideration of whether the Council participates in this proposal.

#### ***CityPlan: 2030***

#### **Outcome 2: Cultural Vitality**

##### Objective 2:

A community embracing and celebrating its social and cultural diversity.

##### Strategy 2.2

Facilitate opportunities for cultural expression, celebration and interaction between different cultural and demographic groups.

Objective 3:

A City which values and promotes its rich cultural and built heritage.

Strategy 3.2

Reflect our City's history through cultural heritage programs and initiatives.

### **FINANCIAL AND BUDGET IMPLICATIONS**

The cost for each Council to participate in the proposed production of *Antiques Walkabout* is \$25,000.

Subject to timing of the payment, funds will need to be taken from either the 2017-2018 Budget or an allocation made in the draft 2018-2019 Budget.

In respect to providing funds from the 2017-2018 Budget, there is sufficient capacity to do so with most of the funds being derived from unspent funds in the Events Budgets..

### **EXTERNAL ECONOMIC IMPLICATIONS**

Participation in the proposed *Antiques Walkabout* series must be viewed beyond simply paying a fee and providing information, to embracing and leveraging-off the series.

Through timely marketing and exposure, there is a real opportunity for the Council to promote the cultural heritage of the City, its unique architectural heritage and the many famous people who lived in the City and the many milestone events which occurred in the City.

### **SOCIAL ISSUES**

Nil

### **CULTURAL ISSUES**

The Council and community is justifiably proud of the rich cultural heritage of the City. Participation in the proposed series, provides an excellent opportunity to promote this history and to engage the community to gain a better understanding of the rich and significant history which the City of Norwood Payneham & St Peters has played in the life and development of South Australia.

### **ENVIRONMENTAL ISSUES**

Nil

### **RESOURCE ISSUES**

The Events staff will be involved in assisting the producers of the series with any logistics, venue hire, etc.

The Council's Cultural Heritage Adviser will be the Council's main contact for providing information associated with cultural heritage.

### **RISK MANAGEMENT**

Nil

### **CONSULTATION**

- **Elected Members**  
The Council considered a Notice of Motion in respect to this issue at its meeting held on 7 May 2018.
- **Community**  
Not Applicable.

- **Staff**  
Chief Executive Officer
  
- **Other Agencies**  
Not Applicable.

## DISCUSSION

The *Antiques Walkabout* series is essentially an adaptation of the popular United Kingdom (UK)-made television program, *Antiques Road Trip*. *Antiques Road Trip* has a UK audience of around 8 million people and millions more globally, including Australia.

As set out in the Notice of Motion which was considered and adopted by the Council on 7 May 2018, the producers, Antiques Walkabout Media Productions Pty Ltd, have proposed a twelve (12) part series titled *Antiques Walkabout*, which will have an emphasis on the history of South Australia.

At the meeting held on 16 May 2018, the Council's involvement was discussed with Mr Bickford, Mr Harris and Mr Wonnacott (Presenter) and it was clear that the Council's rich and diverse cultural heritage, the City's architecture, political life, sporting achievements and home to many of South Australia's and Australia 'firsts', are particularly relevant to the proposed series and clearly fit within the proposed themes which have been developed for the series.

In addition, the City's numerous antiques stores (generally located along Magill Road) also fit into the general 'antiques' theme of the proposed series.

As part of the discussion which took place at the meeting held on 16 May 2018, the issue of significant people and themes which could be featured in the proposed series was discussed, including Saint Mary of the Cross MacKillop (the first and only Australian to be recognised by the Catholic Church as a Saint), Sir ET Smith (former Mayor of Kensington & Norwood, Lord Mayor of Adelaide and philanthropist, Member of the House of Assembly and the Legislative Council), Catherine Helen Spence (author, journalist and leading suffragist), the Norwood Football Club and the Norwood Oval, the Payneham Cemetery and so on. Mr Wonnacott was also provided with a copy of the Council's application for membership of the League of Historical Cities, which contains an excellent background and summary of this City's cultural heritage.

In summary, Mr Wonnacott, Mr Bickford and Mr Harris, appeared satisfied with the significance of the City of Norwood Payneham & St Peters in terms of its cultural heritage and architectural heritage and hence its ability to be involved and featured in the proposed series.

In this respect, there may not be a specific episode of the proposed series featuring this City or indeed on any other Council which decides to participate in the series, rather, components of history and heritage, significant people and events, will be weaved through the various themes and episodes of the series.

In addition to the series showcasing South Australia's history, the much loved and recognised antiques appraisal components of the *Antiques Road Trip* will also take place. As per the original *Antiques Road Trip* series, this involves members of the community bringing their valuables, antiques, etc, for appraisal by appraisers.

Whilst participation in the proposed series itself will feature components of this City, which from a tourism and marketing perspective presents a unique opportunity with significant benefits, the Council's involvement also provides a great opportunity to promote the City's cultural heritage, antiques stores, architecture and the general cultural and cosmopolitan lifestyle which this City offers. In short, through good marketing and promotion and timing, there will be significant benefits from an economic and business development perspective which in turn, may flow onto increased employment and business opportunities.

It is understood that a number of Councils (6-8) have expressed a desire to be involved in the proposed series and the producers will be selective in terms of who will participate in the series.

The cost for the Council to participate in the proposed series is \$25,000.

In addition, the use of venues such as the Norwood Concert Hall and the Council's Cultural Heritage Centre are proposed to be made available.

Filming for the proposed series is scheduled to take place in September/October 2018, with 47 days of filming being programmed.

The Council's Cultural Heritage Adviser and Events staff will be involved in both the provision of heritage collateral, information and logistics.

### **OPTIONS**

The Council can choose to participate in the proposed series or it can choose not to participate

### **CONCLUSION**

Nil

### **COMMENTS**

Nil

### **RECOMMENDATION**

1. That the Council agrees to participate in the proposed *Antiques Walkabout* series.
  2. That payment of the fee of \$25,000 to participate in the proposed *Antiques Walkabout* series, be approved.
  3. That the Mayor and Chief Executive Officer be authorised to sign and seal any documents associated with the Council's participation in the proposed *Antiques Walkabout* series.
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*Cr Minney moved:*

1. *That the Council agrees to participate in the proposed Antiques Walkabout series.*
2. *That payment of the fee of \$25,000 to participate in the proposed Antiques Walkabout series, be approved.*
3. *That the Mayor and Chief Executive Officer be authorised to sign and seal any documents associated with the Council's participation in the proposed Antiques Walkabout series.*

*Seconded by Cr Shepherdson and carried unanimously.*

**3. CLOSURE**

There being no further business, the Mayor declared the meeting closed at 7.38pm.

\_\_\_\_\_  
**Mayor Robert Bria**

**Minutes Confirmed on** \_\_\_\_\_  
(date)