



MINUTES

Claremont Town Centre Advisory Committee Meeting Tuesday, 10 December 2019

Date: Tuesday, 10 December 2019

Time: 5.00pm

**Location: Town of Claremont
Claremont Council Chambers
308 Stirling Highway, Claremont**

**Liz Ledger
Chief Executive Officer**

DISCLAIMER

Persons present at this meeting are cautioned against taking any action as a result of any Committee recommendations until such time as those recommendations have been considered by Council and the minutes of that Council meeting confirmed.

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**MINUTES OF TOWN OF CLAREMONT
CLAREMONT TOWN CENTRE ADVISORY COMMITTEE MEETING
HELD AT THE TOWN OF CLAREMONT, CLAREMONT COUNCIL CHAMBERS, 308 STIRLING
HIGHWAY, CLAREMONT
ON TUESDAY, 10 DECEMBER 2019 AT 5.00PM**

1 DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS

In the absence of a Chair due to the recent Local Government election, Liz Ledger welcomed everyone and declared the meeting open at 5.07pm.

2 RECORD OF ATTENDANCE / APOLOGIES

PRESENT:

Cr Annette Suann

Hannah Etherington (Business Representative)

Michelle Docherty (Business Representative)

Scott Greenwood (Business Representative)

Lesley Thomas (Business Representative)

Liz Ledger (Chief Executive Officer)

IN ATTENDANCE:

Andrew Smith (Director Infrastructure and Assets)

APOLOGIES:

Mayor Jock Barker

Cr Jill Goetze

Eleanor Jones (Business Representative)

Annette Brown (Project Officer Claremont Town Centre)

LEAVE OF ABSENCE:

Nil

3 ELECTION OF CHAIRPERSON

THE CHIEF EXECUTIVE OFFICER CALLED FOR NOMINATIONS FOR THE POSOTION OF CHAIRPERSON.

CR SUANN NOMINATED HERSELF.

THERE BEING NO FURTHER NOMINATIONS, THE CHIEF EXECUTIVE OFFICER DECLARED CR SUANN DULY ELECTED AS CHAIRPERSON OF THE CLAREMONT TOWN CENTRE ADVISORY COMMITTEE FOR THE PERIOD EXPIRING AT THE NEXT ORDINARY LOCAL GOVERNMENT ELECTION IN 2021.

CR SUANN TOOK THE CHAIR.

4 DISCLOSURE OF INTERESTS

Nil

5 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

COMMITTEE RESOLUTION 008/19

Moved: Michelle Docherty

Seconded: Liz Ledger

That the minutes of the Claremont Town Centre Advisory Committee Meeting held on 26 November 2019 be confirmed.

CARRIED

6 PRESENTATION

Overview of the role of Advisory Committees.

Andrew Smith, Director of Infrastructure and Assets provided a presentation to committee members in respect to the role of advisory committees, the application of the Town of Claremont Code of Conduct and how this applies to committee members.

7 REPORTS OF THE CEO

7.1 CLAREMONT TOWN CENTRE OPERATIONAL PLAN UPDATE

File Number: GOV/00048-03, D-19-41640

Author: Annette Brown, Project Officer

Authoriser: Liz Ledger, Chief Executive Officer

Attachments: 1. Claremont Town Centre Operational Plan Update 

PURPOSE

To provide a quarterly update on the activities carried out for the Claremont Town Centre (CTC) project July to September 2019.

BACKGROUND

The CTC Operational Plan 2018-19 was recommended for Council consideration by the CTC Advisory Committee in June 2019 and adopted during the annual budget process.

DISCUSSION

From July to September 2019, officers have been implementing projects within the plan's structure, which has been designed with the following objectives within a quadrant model, with an aim to:

1. Create Awareness
2. Create Interest
3. Create Comfort
4. Create Partnerships

This defined framework steers the design and delivery of marketing and activity programs that contribute to the economic and social well-being of the CTC shopping precinct.

A strategic 12-month planning approach ensures that programs align with resource and budget parameter capabilities. Following is an overview of the foundation focus points within each quadrant for the 2019-20 financial year.

Create Awareness (marketing and promotions activity)

- Build awareness, grow community, influence action
 - CTC website
 - Daily posts across social media platforms
 - Audio/visual campaigns THE PEOPLE, PLACES AND EVENTS
 - Specific event/activity marketing
 - Program promotion
 - Monitoring and reporting

Create Interest (activations)

- Buon Natale (December 2019), Luna New Year (January 2020), Au Revoir Summer (February 2020)
 - Seasonal celebration activities and activations
 - Destination/retail tourism

Create Comfort (streetscape improvements)

- Refresh and activation plan for Maude Jackson Lane

- Ongoing management of 5 x Little Libraries

Create Partnerships (strengthen connections between business and external agencies)

- Communicate, inform, engage, support, work together
 - Business information sessions and ongoing liaison
 - Cross promotional planning
 - Business workshops
 - Business grants
 - Measure and report

The attached quarterly report presents greater depth into the plan's objectives and outcomes from July to September 2019 and provides an overview of the project focus for the October to December 2019 quarter.

PAST RESOLUTIONS

Claremont Town Centre Advisory Committee 10 September 2019,

That:

The Committee receive the Operational Plan annual report for the 2018-19 financial year.

CARRIED

FINANCIAL AND STAFF IMPLICATIONS

Resource requirements are in accordance with existing budgetary allocation.

POLICY AND STATUTORY IMPLICATIONS

N/A.

COMMUNICATION / CONSULTATION

A series of specific communication and consultation activities across the various programs have been undertaken during the quarter in accordance to project requirements.

STRATEGIC COMMUNITY PLAN

Local Prosperity

Our businesses are thriving and integrated into the life of the Claremont community, and the town centre is known as the premier visitor destination.

- Plan for the development of attractive and thriving activity nodes to support small local business.
- Support new and existing local small business and entrepreneurial activity.
- Raise profile of the Claremont Town Centre as a visitor destination.

URGENCY

N/A.

VOTING REQUIREMENTS

Simple majority decision of Council required.

COMMITTEE RESOLUTION 009/19

Moved: Michelle Docherty

Seconded: Lesley Thomas

That the Claremont Town Centre Advisory Committee receive the Claremont Town Centre Project Quarterly Update July to September 2019.

.CARRIED

7.2 CLAREMONT TOWN CENTRE - DISCUSSION OF OTHER MATTERS THAT IMPACT THE TOWN CENTRE

File Number: GOV/00048-03, D-19-41617
Author: Andrew Smith, Director Infrastructure and Assets
Authoriser: Liz Ledger, Chief Executive Officer
Attachments: Nil

PURPOSE

To discuss matters arising from Members of the Claremont Town Centre Committee with respect to the Claremont Town Centre.

BACKGROUND

Given the membership of the Claremont Town Centre Advisory Committee, it is considered that in addition to marketing and promotional elements (that form the fundamentals of the CTC Program), the Committee Meeting also provides the opportunity for direct discussion with Elected Members and Senior Officers of the Town of Claremont to discuss issues within the Town Centre.

Where possible the Town may be able to respond to issues as they arise, or alternatively work with Committee Members to reach a suitable outcome or positive response to concerns or opportunities.

Suggested headings are included in this report as possible matters for discussion, however additional items that are not included in these headings can also be raised and discussed as deemed appropriate.

DISCUSSION

The following items are included to provide possible matters for discussions by Committee Members and for possible response by the Town of Claremont (if appropriate). During the meeting, the following matters were discussed;

Cleaning, Street Sweeping, Litter Control

- Extension of street cleaning to include Old Theatre Lane was requested from the Town

Vegetation, Street Trees, Plantings

- It was noted that the use of Plane Trees in the Town Centre have generated some adverse reactions from visitors to the Town Centre with asthma.

Artwork, murals, design elements

- The CEO advised that the integration of a new art piece/mural in Avion Way is being considered in the New Year, in conjunction with the property owner

Connectivity, permeability, pedestrian movements

- The CEO advised that the Town was currently undertaking a Town Centre Activity Centre Strategy that included traffic, transport and parking as an element of this study process.
- Loading Bays - It was asked if the allocation or designation of loading bays in the Town Centre could be considered as part of this study as access to these is quite difficult for some retailers.

- Larger Vehicles - It was further requested that the traffic study consider the increased number of larger vehicles moving through the Town Centre as result of the increase in on line shopping and other changes in retail behaviour.
- Uber Bays - The concept of providing space for Uber bays in the Town Centre was suggested, it was advised that this was recognised and the Town is considering solutions for this issue as part of the broader strategy.
- Seating – it was requested that the Town consider the installation of additional seats in Old Theatre Lane as there are few places for people to sit other than at the café as customers

Parking, parking control, enforcement

- It was noted that the provision of 30 minute free parking was a major positive for retailers in the Town Centre and distinguished Claremont from many comparable Town Centres.

Vacancies in Town Centre

- The issue of vacancies in the Town Centre was discussed and the ability to encourage re-occupancy in situations where the land owners was not motivated by income generation.
- The use of a rating system that 'penalised' vacant shops was discussed, as this method had been used successfully in other areas.
- The ability of the Town to react quicker and make the approval (planning) processes easier for changes of use (retail to food and beverage) where these would generate tenancies in vacant shops was also discussed.

Other Issues

- Road safety – the intersection of Avion Way and St Quentin Avenue was discussed, with several near misses occurring regularly at the give way sign.

Security Issues

- Homeless people – Scott advised that Hawaiian were dealing with this issue in several centres, including Claremont. It was agreed that the ability to integrate any management of this issue with available services that support homelessness was beneficial in trying to assist.
- The CEO advised that the Town was currently developing a Community Safety Plan and this would deal with a range of issues that impacted on the Town Centre, and this would be provided to members when it was available.

PAST RESOLUTIONS

No prior resolutions in respect to this matter

FINANCIAL AND STAFF IMPLICATIONS

The Town currently undertakes many initiatives that supports a viable economic hub, including street sweeping, waste management, lighting and maintenance. Whilst every effort will be made to accommodate additional ideas and requests, the Town may be limited in its ability to immediately resolve all issues as raised due to resourcing limitations.

Where these are likely to occur, this advice will be provided to the Committee.

POLICY AND STATUTORY IMPLICATIONS

Not applicable

COMMUNICATION / CONSULTATION

Consultation may be required with property and business owners within the Town Centre if any works proposed as result of this item have the potential to create and adverse impact to these businesses or property owners.

STRATEGIC COMMUNITY PLAN**Liveability**

We are an accessible community with well-maintained and managed assets. Our heritage is preserved for the enjoyment of the community.

- Provide clean, usable, attractive and accessible streetscapes and public spaces.
- Develop the public realm as gathering spaces for participation, prosperity and enjoyment.

Local Prosperity

Our businesses are thriving and integrated into the life of the Claremont community, and the town centre is known as the premier visitor destination.

- Plan for the development of attractive and thriving activity nodes to support small local business.
- Support new and existing local small business and entrepreneurial activity.
- Raise profile of the Claremont Town Centre as a visitor destination.

URGENCY

No urgency required in respect to this matter

VOTING REQUIREMENTS

Simple majority decision required.

COMMITTEE RESOLUTION 010/19

Moved: Liz Ledger

Seconded: Lesley Thomas

That the matters as discussed and agreed by the Town of Claremont as items for attention, be included in an Action List for future review by the Committee.

CARRIED

8 OTHER BUSINESS

Nil

9 NEW BUSINESS OF AN URGENT NATURE APPROVED BY THE PRESIDING PERSON OR BY DECISION OF MEETING

Nil

10 FUTURE MEETINGS OF COMMITTEE

Claremont Town Centre Advisory Committee Meeting are proposed to be held in March, June, September and December 2020. Dates to be determined and Members advised.

11 DECLARATION OF CLOSURE OF MEETING

There being no further business, the Chairperson declared the meeting closed at 6.15pm.

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CHAIRPERSON