
BUNDABERG CBD REVITALISATION
COMMUNITY REFERENCE GROUP (CRG)

MINUTES OF MEETING

HELD AT THE FUNCTION ROOM, COUNCIL ADMINISTRATION BUILDING ON
THURSDAY, 1 FEBRUARY 2018 COMMENCING AT 5.30 PM

PRESENT:

CRG Members: Glen Hopwood, David Job, Peter Heaps, Steve Cooper, Matthew Knott, Grant Davies, Adam Curran, Kylie Goodman-Jones, Peter Donaldson, John Greenhalgh, Anne Canniford, Trish Mears, Tracey McPhee and Councillor Helen Blackburn (as CRG Chair).

Bundaberg Regional Council: Project Team: Dwayne Honor (Project Manager), Ben Artup (Executive Director Strategic Projects & Economic Development), Andrew Beckenhauer (Economic Development Officer), Councillor Wayne Honor and Robyn Laing (Minute Taker and Stakeholder Engagement Officer).

APOLOGIES:

Apologies were noted for Yale Morgan of the Bundaberg & District Chamber of Commerce, Peter Murray, Katie Murrell and Councillor Ross Sommerfeld.

BUSINESS OF MEETING:

1. Resignation from the CRG:
The Chair advised of the resignation of Alastair Elliott from the Community Reference Group.
 2. Welcome to representatives from Strategic Development:
The Chair welcomed Ben Artup and Andrew Beckenhauer to the meeting for the purpose of seeking the view of the CRG for place management activation in the Bundaberg CBD.
 3. Confirmation of Minutes:
The Minutes circulated prior to the Meeting, were taken as read, received and confirmed.
 4. Place Activation:
Andrew Beckenhauer delivered a presentation to explain the benefits and challenges of place activation for the CBD. To summarise, place activation aims to-
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- create ways to leverage underutilized space and bring buildings, streets, and laneways to life;
- centralise stakeholder access to diverse services;
- create opportunities for existing and new businesses to build and trial ideas to generate additional business activity, including skill development for new startups;
- create partnerships and plan for diverse community activity, thereby increasing foot traffic.

Construction impact on businesses was discussed by CRG members. It was noted that CBD construction in the early 1990's led to 20% reduction in turnover from some businesses. Discussion highlighted that many smaller businesses in the Bundaberg CBD would not be able to sustain a 20 – 25 % drop in business activity during the construction period.

It was pointed out that whilst construction methods might limit disruption and maintain access to shops, the problem lied with public perception of being too much disruption or no access to shops.

Discussions brought forward the following ideas –

- Capitalise on the natural curiosity of the public to “sticky beak” and see what is happening during construction, this has historically occurred with past projects. Give people a reason to come and have a look;
- Do business differently during construction (ie different business hours/locations, extended trading, offer deliveries);
- Start place activation planning now, so ideas are ready to implement at construction;
- Construction needs to be customer focused. Do what is required to serve customer needs in our CBD and ensure sites are adequately maintained for pedestrians;
- Utilise space behind shops and in laneways (eg car park area behind Alowishus);
- Joint advertising campaigns to reduce advertising costs on individual businesses;
- Capitalise on established social media networks and followers of current businesses to promote, ‘open for business’ during construction;
- Trade in ways we don't normally trade (eg trade in a lane way or out on footpaths if shop front is obstructed);
- Eliminate fees and charges for footpath trading to encourage activation in the CBD;
- Remove the overabundance of regulation for approving signage in the CBD, especially on footpaths;
- Permit increased footpath dining space to activate the CBD;
- Create fun and interesting ways to draw people to the CBD (eg ‘open house’ initiative for the curious members of the public to see what's behind a shop or upstairs above shops or organise four course dining at different cafes throughout the CBD);
- Guided shopping tours;
- Call another Traders and Property Owners Meeting (with a panel representing the CRG) to generate interest, test demand, encourage cooperation and ownership of a place activation initiative in the CBD;

- o Members of the CRG becoming champions of activation planning;
- o Distribute a forward timeline of construction so businesses have time to plan and implement strategies to conduct business around construction activity. Certainty is important to business decisions and stock is already being ordered for next summer trading;
- o Collate a list of marketing ideas for all businesses to access;
- o Engage traders, block by block, explaining what and how construction is being done, whilst promoting the benefits of the project;
- o Implement positive messaging such as ‘We are Open’ and ‘See you Tomorrow’ (instead of closed);
- o Not practical for the same group of traders/owners to do both planning and implementation of place activation. Council should be considering a facilitator to assist businesses overcoming construction impacts and implement activities;
- o A group workshop to develop conceptual ideas for place activation.

CRG Recommendations:

- a) *The Chair to investigate the possibility of partnering with CQU University to assist CBD businesses with marketing strategies and implementation of chosen strategies.*
- b) *Project Manager to investigate the possibility of undertaking a trial area of footpath for the streetscape upgrade to improve understanding of construction process and showcase to traders and members of the public.*

Peter Heaps left the meeting at 6.40 pm

5. Project Update:

Dwayne Honor tabled 30% design plans for Bourbong Street and the revised functional layout based on consultation. Amendments were made to address issues raised by stakeholders during ‘drop in’ engagement and one on one sessions held on 18 and 19 December, 2017. Amendments are summarised below:

Amendment to Bourbong Street Layout	Reason for Amendment
<i>Between Maryborough/Barolin Streets:</i>	
1. U turn facility re-inserted at Maryborough Street end	Corrected as requested by CRG, avoids traffic having to return via signals.
2. Loading zone outside Moncrieff Theatre for bus drop zone	The concept of using bollards for bus parking so the space could revert back to parking was not achievable and did not address service vehicle requirements for adjacent business.
3. 2x Electric Car Charging Parks	Future proofing the CBD, located fronting Buss Park. Will be able to be used for standard car parking.

	Note: CRG discussed and agreed that electric car charging should be a user pays system (per charge) and not offered free.
4. Additional disabled car park	Included additional park fronting Moncrieff Theatre to service demand.
5. Additional space has been allocated to heritage fig trees root zones.	Increased growing space required for tree roots of the heritage fig trees; to ensure their health and vitality into the future.
<i>Between Barolin and Targo Streets:</i>	
No amendment	
<i>Between Targo and Tantitha Streets:</i>	
Public toilets relocated from outside Grand Hotel to Targo Street side of Westpac Bank	<ul style="list-style-type: none"> ○ Major upgrade of Grand Hotel is underway and will be activating all footpath frontages. ○ The toilet block was blocking views of the CBD from the Targo St breakfast bar and not supported by the Hotel. ○ Grand Hotel is happy for shoppers to use their toilets, so the original location was considered a duplication of toilet facilities. ○ There are no windows or public access points on Targo Street side of Westpac building.
Loading Zone (fronting Indulge)	<p>Modified to cater for widened footpath and additional dining space (3m current to ~5m proposed). Flexibility to increase space further into the loading zone under permit (management issue). Mitigates safety issues with business operating across a road.</p> <p>Loading zones are located centrally in the block to increase shop front car parking.</p>

CRG Feedback:

CRG members present were in general agreement with the revised layout for Bourbong Street. Additional comments can be made to the Project Manager prior to the next monthly meeting. It was further noted that additional car parking should be provided outside of the CBD core but within close proximity to the CBD centre.

The Meeting was advised that the revised functional layouts for Bourbong Street would be made available for viewing on the engagement hub cbd.bundaberg.qld.gov.au along with consultation events planned for February.

CRG Recommendations:

1. *The Chair to recommend to Council that a fee be charged for charging electric cars.*
2. *The design for CBD toilets, at each intersection, should include change tables suitable for adults who need personal care (not just babies).*
3. *Council to nominate additional off street car parking spaces outside of Bourbong Street but within close proximity of the CBD centre.*

6. Future Engagements:

There was general agreement amongst the CRG members for Council to facilitate a Traders and Property Owners' Meeting with a panel of CRG members, to quantify the interest for a place activation program in the CBD.

Meeting with Qld Police representatives regarding location of Police Beat.

7. Date of next CRG Meeting:

The next monthly CBD CRG Meeting is scheduled for Thursday 1 March 2018 commencing at 5.30 pm.

This concluded the business of the CRG Meeting at 7 pm.

Cr Helen Blackburn
Chairperson – Bundaberg CBD Community Reference Group |