

NORTH SYDNEY COUNCIL
CREMORNE SHOPPING AREA STREETScape COMMITTEE

**MINUTES OF 82nd EXTRAORDINARY MEETING
HELD ON TUESDAY, 4 JUNE 2019
AT 6.30PM AT THE ROS CRICHTON PAVILION,
NORTH SYDNEY COUNCIL**

Present: Duncan Mitchell, Director Engineering and Property Services (Chair)

Ulrik Funch, Cremorne Chamber of Commerce
Michiko De Solom, Co-convenor Harrison Precinct
Chris Quinn, Local Business, Exagym
Catherine Clarke, Local Resident
Jo Ellen-Henderson, Designer/Resident
Christina De Podolinsky, Resident
Andrew Leuchars, NBRs Architecture
Conor Brown, NBRs Architecture
Kait Polkinghorne, NBRs Architecture

Council: Duncan Mitchell, Director Engineering and Property Services
Diana Mejia, Project Manager

1. Meeting opened at 6:33 pm, with Council's Director Engineering and Property Services in the Chair.

2. Apologies

John Lucas – Harrison District, Jean and Judy Shaw.

3. Confirmation of the Minutes

The Minutes of the 81st Meeting held on 12 March 2019 were adopted.

Council's Director Engineering and Property Services would like to acknowledge Jo Ellen-Henderson for inspiring Cremorne commercial precinct rebranding with a refreshed and modern look.

4. Matters Arising from the Minutes:

Nil.

5. Introduction of the New Project Manager – Diana Mejia

Council's new Project Manager was introduced to the attendees. Diana Mejia will be the new point of contact as Streetscape Coordinator. All attendees have Diana's direct contact details.

The Director of Engineering and Property Services explained that this was the first time that these Urban Branding concepts had been presented publicly and that it was the intention of Council to Publicly exhibit the Urban Branding Style Guide and Concepts through a formal exhibition period (28 days) to get broader feedback from the Community. The Director of Engineering and Property Services indicated that a report would be brought to Council in the coming months allowing Councillors the opportunity to view the plans. The Council report would also recommend that the concepts go on public exhibition for 28 days.

The Director of Engineering and Property Services explained that Council had now awarded the tender package for Public Domain Upgrade Works – Stage 1 in Neutral Bay and Cremorne and that these works (paving, streetscape furniture and landscaping) would commence sometime in July 2019 as per the funding deed of agreement with TfNSW.

It was explained that Council would not start any Public Domain Upgrade works until all B-Line related works were completed – this could delay Council's start date in July as the B-Line is still working in both Neutral Bay and Cremorne.

The Director of Engineering and Property Services also indicated that the Public Domain works would commence in Neutral Bay first as it is more likely that B-Line works will be finished in Neutral Bay before they are finished in Cremorne.

6. Overview of the New Urban Branding Guide for Cremorne

6.1. Presentation

NBRS Architecture were engaged by Council to provide a new village centre branding package for the commercial area of Cremorne along Military Road. This package will detail new urban design elements that celebrate the unique character of Cremorne, creating a recognisable look and showing how to apply the branding elements into the physical infrastructure.

Three options were presented:

- a. Visual identity 1: Evolution
- b. Visual identity 2: Stencil
- c. Visual identity 3: Lined

A brief explanation for each option was presented including the approach and inspiration, new logo, colour palette, print and digital media examples, treatment alternatives for signage at gateways and fencing and visual identity options with Banner Poles and street furniture.

NBRS also presented the option to retrofit the existing planter boxes to convert them to bench seating.

6.2. Feedback from Attendees

Mr Quinn suggested that Architects explore other locations for the westbound primary gateway for the traffic coming from Mosman. Council's Director Engineering and Property Services pointed out that space constraints in Cremorne would give very limited options for the location of this particular sign.

Mr Funch and Ms De Solom suggested that all materials be specified for this package to be robust and durable as it is believed that it can be vandalised.

In relation to the planter boxes-bench seating option Mr Funch suggested that the installation of back support is considered. Mr Quinn also wants Council to consider different types of finishes. Council's Director Engineering and Property Services clarified that the planter boxes are the existing ones with stick-on decals or panels to refresh their look and to match the selected branding identity.

Council's Director Engineering and Property Services explained that the public domain upgrade works to be done by Council as part of the B-line project have a significant landscape component that will improve the look of the area, and also mentioned that this new branding component will be complemented with decorative lighting to make the night-time streetscape vibrant and more engaging.

It is Council's intention for the rebranding works to happen concurrently with the public domain upgrade works to be done by Council as part of the B-line project.

Council is welcoming feedback from all attendees and a Council report will be presented to the 24 June 2019 meeting.

7. General Business

Nil.

8. Next meeting: 8 October 2019

9. Close of meeting: 7:25 pm.