

# Special Meeting of the Norwood Parade Precinct Committee **Minutes**

**11 July 2023**

## **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.*

---

City of Norwood Payneham & St Peters  
175 The Parade, Norwood SA 5067

Telephone 8366 4555  
Facsimile 8332 6338  
Email [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
Website [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



City of  
**Norwood  
Payneham  
& St Peters**

Page No.

1.	CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 16 MAY 2023 .....	1
2.	PRESIDING MEMBER’S COMMUNICATION .....	1
3.	NORWOOD PARADE PRECINCT NEWS.....	1
4.	STAFF PRESENTATION .....	1
5.	STAFF REPORTS.....	1
5.1	CHRISTMAS DECORATIONS FOR THE PARADE 2023.....	2
6.	OTHER BUSINESS.....	8
7.	NEXT MEETING.....	8
8.	CLOSURE .....	8

**VENUE** Mayors Parlour, Norwood Town Hall

**HOUR** 6.31pm

**PRESENT**

**Committee Members** Mayor Robert Bria (Presiding Member)  
Cr Sue Whittington  
Cr John Callisto  
Cr Victoria McFarlane (entered the meeting at 6.44pm)  
Ms Brigitte Zonta  
Mr Joshua Baldwin  
Mr Mario Boscaini  
Mr Michael Zito  
Mr Rik Fisher  
Mr Tom McClure  
Mr William Swale

**Staff** Keke Michalos (Manager, Economic Development & Strategy)  
Stacey Evreniadis (Economic Development Co-ordinator)

**APOLOGIES** Cr Josh Robinson, Ms Hannah Waterson

**ABSENT** Nil

**TERMS OF REFERENCE:**

*The Norwood Parade Precinct Committee is established to fulfil the following functions:*

- *To develop and have oversight of the Annual Business Plan and Budget based on the Separate Rate for The Parade Precinct.*
- *The Budget developed by the Norwood Parade Precinct Committee must be considered in conjunction with the Annual Business Plan and the amount recommended to the Council for approval by the Council, is required to meet the objectives set out in the Annual Business Plan.*
- *To have oversight of the implementation of the Annual Business Plan as approved by the Council.*
- *Through the initiatives as set out in the Annual Business Plan ensure the development and promotion of The Parade as a vibrant shopping, leisure and cultural destination for businesses, residents and visitors.*
- *To initiate and encourage communication between businesses within the Precinct.*

**1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 16 MAY 2023**

*Mr Josh Baldwin moved that the Minutes of the Norwood Parade Precinct Committee meeting held on 16 May 2023 be taken as read and confirmed. Seconded by Cr Whittington and carried unanimously.*

**2. PRESIDING MEMBER'S COMMUNICATION**  
Nil

Cr McFarlane entered the meeting at 6.44pm.

**3. NORWOOD PARADE PRECINCT NEWS**  
Nil

**4. STAFF PRESENTATION**  
Nil

**5. STAFF REPORTS**

## 5.1 CHRISTMAS DECORATIONS FOR THE PARADE 2023

---

**REPORT AUTHOR:** Economic Development Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4512  
**FILE REFERENCE:** qA119911  
**ATTACHMENTS:** A – F

---

### PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC) the outcome of the investigations which have been undertaken regarding the Christmas decorations for The Parade.

### BACKGROUND

At its meeting held on Tuesday, 16 May 2023, the Norwood Parade Precinct Committee (NPPC) resolved the following:

1. *That the remaining 2022-2023 Norwood Parade Precinct budget be carried forward and allocated for Christmas events, decorations and activations and that a report outlining the options be prepared and presented to the Committee for its consideration at a Special Meeting to be held in June 2023.*

At that meeting, staff provided information on the existing Christmas decorations and the condition of the decorations (i.e. large illuminated Christmas trees and street pole banners) and whether additional Christmas decorations should be purchased. In respect to the three (3) large existing illuminated trees the following options were presented for the Committees consideration:

- refurbish and install the trees and associated infrastructure in an alternate location; or
- sell the trees and use the revenue to assist with the purchase of new decorations for The Parade Precinct.

Following consideration of the issues, the Committee determined that further research and investigations into other Christmas decoration concepts was required, to allow for an informed decision to be made as to whether the trees should be retained or sold.

### FINANCIAL AND BUDGET IMPLICATIONS

The financial and budget implications for both the 2022-2023 and the 2023-2024 *Norwood Parade Precinct Annual Business Plan*, will depend on the decisions which are made by the Committee. Notwithstanding this, the Committee has identified approximately \$40,000 from the 2022-2023 *Norwood Parade Precinct Annual Business Plan* budget (the remaining 2022-2023 budget) for the purchase/upgrade/installation of Christmas decorations.

### DISCUSSION

Following the meeting held on Tuesday, 16 May 2023, staff undertook investigations into this matter and estimated that the cost of selling the infrastructure associated with the three (3) large illuminated Christmas trees, as well as identifying the potential cost of purchasing new decorations.

Outlined below is a breakdown of what each concept involves and whether it is recommended or not.

### **Selling of the Three (3) large illuminated Christmas Trees**

In order to obtain an understanding of the process required to sell the three (3) large illuminated Christmas Trees, staff approached Evans Clarke National, a business which includes valuers, auctioneers, asset management and logistics. Staff have met with a representative from Evans Clarke National. The original purchase price of the trees was \$17,250 per tree (excluding GST).

Set out below is the response that was received from Evans Clarke National:

*Having attended the storage site for the assets it is clear that they are well packaged and stored. The information you have sent through and the photographs give a reasonable representation of the structure and features of the trees. So, I believe we have enough to present a plan to you for your consideration, without unpacking and setting up the trees.*

*The market for these items could be limited, however we normally do not judge these things and leave it to the market to determine. As mentioned, we have recently sold Christmas items for other Councils and we received good engagement from the public. In the case of your trees, whilst they are large, they may well align with the needs of businesses and organisations for example for future use in what is really a timeless nature of use. We also find that people with other applications or involvements often participate when we present a sale. It is an opportunity for them.*

*Given that, we would recommend that they remain packed, and left where they are, and we take advantage of our online sale platform where assets can be sold in situ and the buyer then collects them from their current location (or otherwise as you may require). This we find does not compromise the sale and keeps the costs down for you.*

*We would suggest no reserve or a low reserve price - however if you have an expectation/requirement we will work with that. If the items are not sold, we will not apply any fees.*

*The risk is with the buyer in relation to fitness for use, condition etc. and buyers would be reminded that they have the obligation to collect and reinstall with safety and electrical compliance their obligation under terms and conditions of sale.*

Notwithstanding that an indicative sale price has not been given, it is recommended that the Committee endorse to proceed with listing the items on the Evans Clarke National website. Should the Committee wish to proceed on this basis, a reserve price will be set.

It is recommended that the three (3) trees be placed online for sale and that a minimum reserve price of \$12,000 be set for the purchase of all three (3) trees together.

### **Other Christmas Decoration Concepts**

#### **Concept 1: Christmas Baubles (new idea) – Visual Inspirations**

In an effort to source ideas for new Christmas decorations, staff contacted Polar Displays & Print, who are the installers of the Council's regular Christmas decoration assets, in turn Polar Displays & Print contacted its preferred supplier, Visual Inspirations, to develop a concept, which has taken into account the constraints of the street and subsequently presented a concept centred around baubles located in the median.

The bauble option is similar to the Lygon Street Christmas cracker example (and therefore are likely to be similar in price per unit), which has previously been presented to the Committee. The display and arrangement of the baubles can vary, however all have a weighted base that ensures the decorations are able to meet the engineering standards. The costs associated with the baubles are based on the baubles being non-illuminated, however should a power source become available, Visual Inspirations could ensure illuminated options are available. Non-illuminated baubles should not be a concern, as the baubles will still be visible under the street lighting and also given their low-scale nature, headlights from passing vehicular traffic will help illuminate them.

The full suite of bauble offerings and their costs are contained in **Attachment A**.

However, in general, the costs associated with the following items are outlined in **Table 1** below.

**TABLE 1: BAUBLE DECORATION STYLE AND COSTS**

<b>Bauble Size and Arrangement</b>	<b>Cost (excl. GST)</b>
1 x 3D Fibreglass Red Gloss 1.5m Bauble on weighted base	\$9,240
1 x 3D Fibreglass Red Gloss 2m Bauble on weighted base	\$15,817
1 x 3D Fibreglass Red Gloss 1.5m Bauble Stack on weighted base (stack of 4)	\$38,961

It should be noted that these costs are not inclusive of installation and dismantling, freight or engineering (all these components will be an additional cost).

One of the advantages of this concept, is that the baubles could be spaced out along the median, allowing for the entire street to be decorated. However, the cost of the decorations could be excessive if the full impact (i.e. a lighting option) was applied. **For this reason, this concept is not recommended at this point in time.**

**Concept 2: Giant Walk-Through Stars (new idea) – Visual Inspirations**

The Council's Youth Coordinator has also been in discussions with Visual Inspirations regarding the purchase of other Christmas decorations and as part of these investigations, the Council's Youth Coordinator was provided with a concept by Visual Inspirations which is contained in **Attachment B**. This concept proposes giant walk-through stars, which is in line with the theme which was established through the 3-metre illuminated Star (placed at the front of the Norwood Town Hall). These walk-through stars provide unique photo opportunities and encourage child and family engagement.

The estimated cost for two (2) stars (excluding engineering) is between \$40,000 and \$50,000. These stars are not solar and the power source is hidden inside the information pillar located between them, which can be a customised design. With regards to the possible purchase of these Giant Walk-through Stars, it is important to note that a discount of 25% per star has been applied (in the costs stated above) as the product has been installed outdoors (but in an undercover area) for one (1) Christmas period previously. They were used by the City of Perth as part of their Christmas light trail and were installed for six (6) weeks during the 2021 Christmas period. Visual Inspirations have indicated that the stars present in very good condition and will be supplied working and tagged.

The size of the stars is 4.6 metres (height) x 4 metres (width) x 0.85 metres (depth).

These stars could potentially be installed in the Norwood Memorial Gardens (in front of Norwood Oval), activating the western end of The Parade whilst still connecting with the star theme along The Parade. One of the advantages of the Norwood Memorial Gardens is that it currently has a power supply and the walk-through stars could provide a photo destination in the Precinct and a significant feature west of Osmond Terrace.

These initial investigations were undertaken by the Council's Youth Coordinator as a potential replacement for the Festive Gallery on Osmond Terrace, which will not run in 2023. The Council's Youth Coordinator has advised that she does not have the funds for the walk-through stars and therefore will not be proceeding with the star decorations. Given the interactive nature of these decorations, this option is recommended for the Committee's consideration.

**Concept 3: Refurbish the three (3) large illuminated Christmas Trees**

As previously advised, the three (3) large illuminated Christmas trees need significant refurbishment to make the items operational. The refurbishment includes replacing decorations due to discolouration and replacing electrical fixings due to ageing and sun damage.

The total cost of refurbishing all three (3) illuminated trees is approximately \$45,000 or \$15,000 per tree. Aside from the cost, the other concern relates to where the trees should be placed. As a result of the changes to the intersection of The Parade and George Street, the three (3) trees have not been installed for the past two (2) years (2021 and 2022). Previous estimates prepared by the Council's City Assets Unit indicated that any relocation cost, irrespective of the location, would be a minimum of \$40,000, which would include footings, supplying power to the location and fixing points in the ground for engineering purposes. Therefore, the minimum cost to refurbish and relocate the three (3) trees is approximately \$85,000.

As part of the previous investigations, two (2) locations were identified as potential sites for the trees, the first in the median strip on The Parade between Dan Murphy's and the current ORTA development and the second on the Osmond Terrace median opposite the Norwood Hotel.

However, based on the advice from the Council's Urban Design Staff, it has been recommended that based on the size and scale of the trees, the median strip on The Parade would be the preferred location.

Both of these locations would require approval from DIT due to their proximity to signalised intersections. Based on the cost and the upcoming work scheduled for The Parade as part of The Parade Masterplan, **it is not recommended that the three (3) trees be retained and refurbished.**

***Concept 4: Festoon lighting (discussed at previous meeting)***

The installation of festoon lighting being along The Parade will be challenging and extremely expensive. The Council's Project Officer, City Projects, has indicated that what was achieved in Rundle Mall (image contained in **Attachment C**), cost the City of Adelaide in excess of \$500,000. The cost to achieve a similar impact along The Parade, would be significantly more, given the length of the street.

In addition, the method of attaching the lighting would also prove challenging. If the option of fixing to buildings is selected, the Council would need to seek permission from each building owner to fix cabling and infrastructure to their asset, as well as have agreements with each building owner in the event that something were to fail. To enable this to occur the Council would need to get individual engineering assessments done for every fixing point.

Another option which was discussed by the Committee, was fixing the festoon lighting to SAPN street light poles. This would require getting permission from SAPN, arranging for a contract to be in place and engineering assessments to be undertaken. In addition, there would not be any ability to utilise power from these poles.

The final option for the attachment of festoon lighting, is to install our own individual assets (i.e. large poles), however this would further increase the overall cost as each pole would need appropriate installation and it would impact on the amenity of The Parade.

This type of lighting would also require approval from the Department of Infrastructure and Transport given its likely proximity to traffic lights. **For these reasons, this concept is not recommended.**

***Concept 5: Median tree uplighting (discussed at previous meeting)***

Uplighting of various trees along The Parade will also prove to be challenging, as the light required to make it an effective undertaking, is enormous. The Council's Project Officer, City Projects, has provided the uplighting of trees at the entry to Hutt Street (from Greenhill Road) as an example, with an image of this contained in **Attachment D**. The lighting in the examples is powered by a power source (not solar).

The cost associated with installing power to multiple locations will be significant. There is no solar option available on the market that would provide the amount of light required, for the period of time needed, and if there were, the solar battery would be limited in its charging ability as the solar panel will be shaded for the majority of the day due to being located under the tree canopy cover.

In addition, as there is limited space in The Parade median, it will not be possible to light up the canopies in the same way as the example images. **For these reasons, this concept is not recommended.**

***Concept 6: Bud lighting between median trees (discussed at previous meeting)***

Off the shelf lighting does not have the impact needed to make this a viable option. Therefore, bespoke lighting would be needed to provide the light output to create an effect worthy of visiting The Parade. For example, the bud lighting of trees along North Terrace, an image of which is contained in **Attachment E**, cost in excess of \$250,000.

When lighting is attached to trees, the attachment needs to be non-intrusive and moved annually to allow for the free growing of the trees. This ensures the tree trunk or branches are not constricted in the same spot for more than one (1) year. Inspection and maintenance are required to adjust fittings so they don't 'strangle' the tree as well as some flexibility in the attachments to enable automatic adjustment as the trees grows. **For these reasons, this concept is not recommended.**

***Concept 7: Christmas themed projections onto Norwood Town Hall (George Street) (discussed at previous meeting)***

The infrastructure associated with projecting onto the George Street side of the Norwood Town Hall is being investigated and is likely to be installed by the Council as part of the George Street Upgrade Project. Therefore, at this point in time, there is no need for the Norwood Parade Precinct Committee (NPPC) to contribute to any of the associated costs.

As part of the George Street Upgrade Project, which forms part of the implementation of The Parade Masterplan, the provision for infrastructure associated with projections (standalone pole with GoBo projectors on it) is being designed into the construction drawings. The plans for what is being proposed and the extent of coverage along the George Street frontage of the Norwood Town Hall wall is contained in **Attachment F**.

As this project is already in motion, there is no role for the Committee to play.

**Christmas on Parade Street Pole Banners**

At its meeting held on Tuesday, 16 May 2023, the Committee was made aware of the need to replenish its Christmas on Parade Street Pole Banner stock with new banners due to the current stock being damaged and/or substantially faded. A budget of \$10,000 has been identified.

As part of this report it is proposed that the Committee will formally resolve to proceed with the delivery of the banners, using the carry forward allocation of \$10,000 as part of the 2022-2023 budget.

**OPTIONS**

The Committee has the following options available in respect to this matter:

- to retain the three (3) large illuminated Christmas trees and refurbish and reinstall on The Parade median outside of Dan Murphy's;
- to sell the three (3) large Christmas trees; and
- to purchase alternative Christmas decorations for the Precinct (including any of concepts presented as part of this report).

**CONCLUSION**

Installation of Christmas decorations along The Parade will enhance the visitor experience during the festive season, especially the night-time economy. The decorations currently scheduled to be installed this year include, the giant illuminated Star at the front of the Town Hall, lighting in the trees surrounding the Town Hall, the window decorations in the Norwood Town Hall (including the light up stars and window stickers) and light pole decorations (Christmas decorations and Christmas banners).

**COMMENTS**

Nil.

## RECOMMENDATION

1. That the three (3) large illuminated Christmas Trees be placed online for sale via Evans Clarke National and that a reserve price for the sale of all three (3) trees be set at \$12,000 (i.e. \$4,000 per tree).
  2. That should the reserve price for the sale of the three (3) large illuminated Christmas trees be achieved or exceeded, that the financial return from the sale of these trees be used to assist with the purchase of additional Christmas decorations for installation in 2023.
  3. That the two (2) Giant Walk-Through Illuminated Stars as contained in **Attachment B**, be purchased and installed at the Memorial Gardens and the Christmas Art Installation (that was placed in Memorial Gardens in 2022) be relocated and installed on Osmond Terrace. That a budget of \$70,000 comprising of the remaining budget from the *2022 – 2023 Norwood Parade Annual Business Plan* and necessary funds from the 2023 – 2024 Budget as well as the funds from the sale of the three (3) Christmas trees be allocated for the purchase of the two (2) Giant Walk-Through Illuminated Stars.
  4. That \$10,000 be carried forward from the 2022-2023 budget for the design and purchase of new Christmas on Parade branded street pole banners.
- 

*Mr Mario Boscaini moved:*

1. *That the three (3) large illuminated Christmas trees be placed online for sale via Evans Clarke National and that a reserve price for the sale of all three (3) trees be set at \$12,000 (i.e. \$4,000 per tree).*
2. *That should the reserve price for the sale of the three (3) large illuminated Christmas trees be achieved or exceeded, that the financial return from the sale of these trees be used to assist with the purchase of additional Christmas decorations for installation in 2023.*
3. *That an additional report investigating event companies specialising in lighting and digital installations for Christmas on Parade be prepared and presented to the Committee for its consideration at its next meeting to be held on 1 August 2023.*
4. *That \$10,000 be carried forward from the 2022-2023 budget for the design and purchase of new Christmas on Parade branded street pole banners.*

*Seconded by Cr McFarlane and carried unanimously.*

**6. OTHER BUSINESS**  
Nil

**7. NEXT MEETING**

Tuesday 1 August 2023

**8. CLOSURE**

There being no further business, the Presiding Member declared the meeting closed at 7.30pm.

---

**Mayor Robert Bria**  
**PRESIDING MEMBER**

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