

**NORTH SYDNEY COUNCIL**  
**NEUTRAL BAY SHOPPING AREA STREETScape COMMITTEE**  
**MINUTES OF THE 150<sup>th</sup> EXTRAORDINARY MEETING**  
**HELD ON TUESDAY, 4 JUNE 2019**  
**AT 5.00 PM IN THE ROS CRICHTON PAVILION,**  
**NORTH SYDNEY COUNCIL**

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

Richard O’Grady, Neutral Bay Chamber of Commerce  
Rick Doran, Neutral Bay Chamber of Commerce  
Kalia Bell, Neutral Bay Chamber of Commerce/Concept Events  
Georgia Beerens, Neutral Bay Chamber of Commerce/Concept Events  
Jo Ellen-Henderson, Designer/Resident  
Christina De Podolinsky, Resident  
Bob B, 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

JoEllen Henderson has a significant non-pecuniary conflict of interest in the Overview of the new Urban Branding Guide for Neutral Bay.

**1. Meeting opened** at 5:03 pm, with Council’s Director Engineering and Property Services in the Chair.

**2. Apologies**

Councillor Keen

**3. Confirmation of the Minutes**

The Minutes of the 149<sup>th</sup> Meeting held on 12 February 2019 were adopted.

Council’s Director Engineering and Property Services would like to acknowledge Jo Ellen-Henderson for inspiring Neutral Bay 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 the B-Line will be finished in Neutral Bay before they are finished in Cremorne.

## **6. Overview of the new Urban Branding Guide for Neutral Bay:**

### **6.1. Presentation:**

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

Three options were presented:

- a. Visual identity 1: Bohemian
- b. Visual identity 2: Rhythm
- c. Visual identity 3: Flow

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.

## **6.2. Feedback from Attendees**

Mr Bob, a local resident and business owner, raised concerns about the way B-line works have been done and how it is affecting local community and the safety of pedestrians near his property. He suggested that the RMS fence should include more landscaping. 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.

Ms De Podolinsky complimented the content of presentation and suggested that some components of Option 1 and 2 be combined with Option 3.

Mr O'Grady complimented the presentation, favouring Option 3 as it is close to the colour scheme the locals feel identified. He also suggested that the architects rework the wording of the logo of Identity 3.

Rick Doran from Neutral Bay Chamber of Commerce also commented that he thought Council was definitely headed in the right direction and that it was a very positive initiative from Council.

Council is welcoming feedback from all attendees and a Council report is going to the June or July 2019 Council meeting.

## **7. General Business**

Nil.

**8. Next meeting: 10 September 2019**

**9. Close of meeting: 5:55 pm.**