



minutes

Streetscape Working Group

MEETING HELD ON **TUESDAY. 3 NOVEMBER 2010**

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CITY OF JOONDALUP

**MINUTES OF THE STREETScape WORKING GROUP MEETING HELD IN
CONFERENCE ROOM 1, JOONDALUP CIVIC CENTRE, BOAS AVENUE,
JOONDALUP ON WEDNESDAY, 3 NOVEMBER 2010.**

ATTENDANCE

Committee Members:

| | | |
|--------------------|--------------------------|-----------------|
| Cr Mike Norman | Presiding Member | South West Ward |
| Cr Kerry Hollywood | Deputy Presiding Member | North Ward |
| Mr Rob Bodenstaff | Qualified Professional | South East Ward |
| Ms Penny Gilpin | Community Representative | North Ward |
| Mr Ian Newton | Community Representative | South East Ward |
| Mr Rainer Repke | Community Representative | Central Ward |
| Mr Brad Schrader | Community Representative | South West Ward |

Officers:

| | |
|------------------|---|
| Mr Martyn Glover | Acting Chief Executive Officer |
| Mr Tim Halls | Acting Director Infrastructure Services |
| Mr Tim Hegney | Governance Coordinator |

DECLARATION OF OPENING

The Presiding Person declared the meeting open at 7.35pm.

APOLOGIES/LEAVE OF ABSENCE

Apologies:

Mr Jason Royal
Mr John Agnew

ANNOUNCEMENTS BY THE PRESIDING PERSON WITHOUT DISCUSSION

Nil

REPORTS

ITEM 1 STREET TREE MARKETING AND PROMOTION

WARD: All

RESPONSIBLE: Mr Martyn Glover, Director Infrastructure Services

FILE NUMBER: 79623

ATTACHMENTS: Attachment 1 Street Trees Planted 2009 and 2010

PURPOSE

The purpose of this report is to examine methods and avenues for marketing the City's street tree planting program and to develop a street tree marketing and promotional campaign that will increase the City's urban forest and the number of street trees planted annually.

EXECUTIVE SUMMARY

The City of Joondalup plants and maintains street trees on verges of properties throughout the City. The number of trees planted annually is not considered to be high and avenues are being sought to increase the number.

In order to increase the City's urban forest and the number of trees planted annually the City is seeking to market and promote the street tree planting program. The components of the marketing and promotional campaign include the target audience, marketing medium and timing. In addition to this consideration should be given to the possibility of utilising existing networks or groups.

BACKGROUND

The City of Joondalup plants and maintains trees on verges throughout the City. Recently the City has reviewed and updated the Street Tree Guidelines and Street Tree Species Guide. These documents provide a framework for the selection, planting and maintenance of street trees throughout the City.

Each year the City supplies and plants street trees on residential verges free of charge upon resident request. The number of trees planted annually by the City is not considered to be high. In 2009 the City planted only 181 trees, this was increased to 598 in 2010 (refer Attachment 1 for species breakdown), however for a local government the size of the City of Joondalup this is still considered to be low.

The City is seeking ways to increase the community's interest and demand for street tree planting and thereby increase the number of street trees planted annually, it is expected that around 1,000 to 1,500 street trees per year would be more appropriate.

DETAILS

The development of a marketing and promotional plan for the City's street tree planting program includes a number of components, these include identifying the target audience, the marketing medium and the timing. There may also be an opportunity to consider various groups or networks that may assist in promoting street trees within the City of Joondalup.

Issues and options considered:

Target Audience

The City wishes to reach residents and property owners within the City who do not already have a street tree planted on their verge. Possible target audiences could include the following:

- Existing property owners – those who may have lived in the City for a while but were unaware of the City's street tree planting program.
- New property owners – those who have recently moved to the City.
- Keen gardeners – property owners who are interested in gardening and improving their gardens.
- Owners who are building or renovating a property that may be planting a new garden or upgrading an existing garden as a part of their development.

Mediums

Some of the advertising mediums that are available to the City include:

| Advertising Medium | Cost |
|---|------------------------|
| City News – Quarterly publication to all residents | N/C |
| Joondalup Voice – Full page fortnightly advert in the Joondalup Weekender | N/C |
| Online elements – City's website | N/C |
| Flyers | (Refer to table below) |
| Association with networks (for example the Great Gardens workshop) | N/C |
| Flyers | Cost |
| Flyers – Printing of 80,000 DL double sided flyers | \$2,000 (Approx.) |
| 58,000 to be distributed to residents mailboxes (not addressed mail) | \$2,500 |
| 22,000 to be distributed by various methods including: | |
| Inclusion of flyer in new residents welcome packs (targets new residents) | N/C |
| Inclusion of flyer in citizenship packs (may target new residents) | N/C |

| Advertising Medium | Cost |
|--|-------------|
| Inclusion of flyer in new outgoing mail | N/C |
| Flyers available at City outlets (for example: Admin building counter) | N/C |

Timing

The City undertakes its annual street tree planting program each year during winter, and all applications need to be made to the City by 31 March of each year to ensure stock availability. The trees are then ordered and planted in the cooler wetter months.

Ideally street tree marketing should occur prior to this period to ensure that the City is able to obtain quality stock.

The following table provides possible timing for promotional activities:

| Advertising Medium | Timing |
|---|----------------------|
| City News – Quarterly publication to all residents | Spring / Summer |
| Joondalup Voice – Fortnightly advert in the Joondalup Weekender | Spring / Summer |
| Online elements – City's website | Ongoing |
| Flyers | |
| 58,000 to be distributed to residents mailboxes (not addressed mail) | Spring |
| 22,000 to be distributed by various methods including: | |
| Inclusion of flyer in new residents welcome packs | Ongoing |
| Inclusion of flyer in citizenship packs | Ongoing |
| Inclusion of flyer in new outgoing mail | Ongoing |
| Flyers available at City outlets (for example: Administration building counter) | Ongoing |
| Association with networks (for example: Great Gardens workshop) | Three times per year |

Networks

There may be opportunity to link in with existing networks or groups both within the City of Joondalup and Perth generally that provide information, support or advice in relation to trees and tree planting.

This could include networks such as Great Gardens: www.greatgardens.info.

Great Gardens Workshops are delivered by a group of independent environmental consultants. The Workshops are aimed at educating the general public on sustainability issues with a gardening focus. Workshops are available free of charge to the community with funding provided by major sponsors the Water Corporation, Swan River Trust and Synergy.

As part of the City's Environmental Education Program the last Great Gardens Workshop was held on Tuesday 21 September 2010 at the Sorrento Community Hall in Sorrento.

The Great Gardens Workshop focused on dispelling many gardening myths and replacing them with practical techniques suitable for local conditions. The workshop topics included:

- fertiliser tips and tricks;
- understanding and improving your local soils;
- suitable plants for the local Joondalup area;
- lawn establishment and care.

A variety of resources and information were available for participants to take home.

The event was very popular with a total of 80 people attending. The majority (87%) of participants were from suburbs within the City of Joondalup. 70% of participants were from suburbs where a targeted marketing approach took place. These suburbs were Hillarys, Marmion and Sorrento.

A further two Great Gardens Workshops are scheduled for December 2010 and in early 2011.

Legislation/Strategic Plan/Policy Implications

Strategic Plan:

City of Joondalup Strategic Plan 2008-2011

Key Focus Area: The Natural Environment.

2.1 Objective: To ensure that the City's natural environmental assets are preserved, rehabilitated and maintained.

Outcome: The City's natural environmental assets are preserved for future generations.

Legislation:

Not Applicable.

Policy:

Not Applicable.

Risk Management considerations:

Not Applicable.

Financial/Budget Implications:

The majority of marketing mediums listed in this report utilise existing avenues and as such will not incur a direct cost as it is already funded. The only additional cost would be for the printing and direct distribution of flyers, the estimated cost for this is detailed in the table below.

| Item | Cost |
|---|-------------------|
| Flyers – Printing of 80,000 DL double sided flyers | \$2,000 (Approx.) |
| Distribution of 58,000 flyers to residents mailboxes (not addressed mail) | \$2,500 |

Regional Significance:

Not Applicable.

Sustainability implications:

The enhancement and development of the City’s urban forest will increase the amenity of the City’s streetscapes and provide habitat for fauna and thereby contribute to local environmental sustainability.

Consultation:

This report is submitted to the Streetscape Working Group for consultation and discussion.

COMMENT

When considering the development of a marketing and promotional plan for the City’s street tree planting program, consideration needs to be given to ensuring that the message reaches as many residents and home owners as possible.

WORKING GROUP SUGGESTIONS

- Tree Appreciation Flyer

Preparation of flyers about the value/appreciation of trees. These could be distributed with the City's Rates Notice and also available at the City's Libraries and Customer Service Centres.

- Free Mulch for Residents

Vouchers provided by the City allowing residents one free trailer load of mulch. These vouchers could go out with the Rates Notice.

- Street Tree Voucher

Vouchers provided by the City allowing residents one free street tree. This voucher could go out with the Rates Notice or redeemable via the City's website.

- Web Site Information on Trees

A tree species list could be created for Residents/Ratepayers' websites within Joondalup which would enable the public to click on each species to obtain information.

- Create a slogan regarding greening the City using more street trees.
- Target areas where there are not many trees.
- Utilise the 21 Residents Associations within the City to promote the greening of the City with more trees.

CLOSURE

There being no further business, the Presiding Person declared the Meeting closed at 10.05pm; the following Working Group Members being present at that time:

Cr Mike Norman
Cr Hollywood
Mr Rob Bodenstaff
Ms Penny Gilpin
Mr Ian Newton
Mr Brad Schrader
Mr Rainer Repke

minutes

Streetscape Working Group

MEETING HELD ON **MONDAY, 18 APRIL 2011**

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CITY OF JOONDALUP

MINUTES OF THE STREETScape WORKING GROUP HELD IN CONFERENCE ROOM 1, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON MONDAY, 18 APRIL 2011.

ATTENDANCE

Committee Members:

| | | |
|--------------------|--------------------------|-----------------|
| Cr Mike Norman | Presiding Member | South West Ward |
| Cr Kerry Hollywood | Deputy Presiding Member | North Ward |
| Mr Rob Bodenstaff | Qualified Professional | South East Ward |
| Ms Penny Gilpin | Community Representative | North Ward |
| Mr Ian Newton | Community Representative | South East Ward |
| Mr Rainer Repke | Community Representative | Central Ward |
| Mr Jason Royal | Qualified Professional | South Ward |
| Mr Brad Schrader | Community Representative | South West Ward |

Officers:

| | |
|-------------------|--|
| Mr Martyn Glover | Director Infrastructure Services |
| Mr Tim Halls | Manager Operation Services |
| Ms Jane Pritchard | Manager Infrastructure Management |
| Ms Lee Prideaux | Team Leader Landscaping and Conservation |
| Mr Tim Hegney | Governance Coordinator |

DECLARATION OF OPENING

The Presiding Person declared the meeting open at 7.32pm.

APOLOGIES/LEAVE OF ABSENCE

Apologies:

Mr John Agnew

ANNOUNCEMENTS BY THE PRESIDING PERSON WITHOUT DISCUSSION

Nil.

REPORTS

ITEM 1 **SUBURBAN ENTRY STATEMENTS DISCUSSION PAPER**

| | |
|---------------------|--|
| WARD: | All |
| RESPONSIBLE: | Mr Martyn Glover, Director Infrastructure Services |
| FILE NUMBER: | 79623, 101515 |
| ATTACHMENTS: | Attachment 1 Connolly Estate Entry Statement Attachment 2 Connolly Estate Entry Signs Attachment 3 2001 Entry Statement Signs Hierarchy Map |

PURPOSE

The purpose of this report is to engender discussion within the Streetscape Working Group on suburban entry statement options for the City of Joondalup, aimed at augmenting the amenity of the City's neighbourhoods.

EXECUTIVE SUMMARY

Entry statement installations within the City of Joondalup commenced with those installed in the mid nineteen eighties by developers. The Joondalup city centre entry and directional signage was installed by Land Corp in the nineteen nineties.

The installation of logo lighting was originally undertaken by the City of Wanneroo and these installations are still in operation. In 2001 the City of Joondalup commenced the concept design and development of entry statement structures for City boundaries and major intersections.

In 2009/10 the City in coordination with, and co-funded by, the Connolly Residents Association built suburban entry statements to the intersection of Fairway Circle and Shenton Avenue (Attachment 1 refers).

As an affiliated landscape program, the Iconic Arterial Roads program is delivering landscape enhancements to the east-west arterial roads, featuring local provenance planting in concrete garden beds. The landscaping to Burns Beach Road and Hodges Drive are the pilot projects for this program and Shenton Avenue has been endorsed as the follow on project commencing in 2011/12.

Designs to date by the City have addressed the entries into the City from adjoining local government authorities and streetscapes along major east-west arterial roads.

The purpose of this report is to explore the notion of the suburban entry statements leading into the internal road network taking into consideration a hierarchy of entry statement types, available resources and consistency across the City. Attachment 3 provides some locations for consideration, although other locations may also be relevant.

It is also proposed to review the different types of treatments available for these types of entry statements. It is anticipated that the treatments will vary in relation to function and location. Entry statements options are as follows:

- Option 1: *No Entry Statement*.
- Option 2: *Structure or sign* - generic signage with suburb.
- Option 3: *Soft Landscaping of trees and shrubs* - specimen or group planting.
- Option 4: *Hard Landscaping* - coloured concrete, paving.
- Option 5: *Artwork* - individually designed.

BACKGROUND

The advent of 'Entry Statements' began with Developers in the mid nineteen eighties as a branding and marketing exercise for sub-divisional developments. An issue associated with estate branding is the 'disconnect' from the suburb in which it is situated. Land Corp being the developer for the Joondalup City Centre and surrounds was responsible for design and branding of the early Joondalup directional signage and entry statements

The City's logo rope lighting was originally installed by the City of Wanneroo to existing median light poles to signify entry into the City at its boundaries and at major intersections.

Research undertaken with the city entry statement development in 2001 produced a map of hierarchical locations for entry statements for the City of Joondalup, comprising major intersections on arterial roads and freeway entries and exits (Attachment 3 refers). Many of these locations may be appropriate locations for entry statements into suburbs but no detailed research to date on specific suburb entries or exits has been undertaken.

Entry statements into specific suburbs has been mainly confined to the maintenance of existing signage installed by developers, with the exception being Fairway Circle entrances off Shenton Avenue into Connolly. The Fairway Circle entry statement comprised of plantings, and was partly funded by the Connolly Residents Association. The City is also progressing a "Connolly" sign with the Residents Association which identifies entry points to the suburb (Attachment 2 refers).

An affiliated program to entry statements being undertaken by the City is the Iconic Arterial Roads Program, which is a rolling program of landscaping enhancement to east-west arterial roads. The Burns Beach Road/Hodges Drive Landscaping Project is the first pilot project. Stage 1 (being hardscape, irrigation and tree planting from Delgado Parade to the freeway on Burns Beach Road and from the freeway to Joondalup Drive on Hodges Drive) was completed in 2010 and Stage 2, being tender documentation, is currently in progress.

Shenton Avenue has been approved as the next Iconic Arterial Road for landscaping and is scheduled for commencement in 2011/12. In addition, the City is committed to providing local provenance planting to the Arterial Roads Landscaping Projects.

The Burns Beach Road landscape design ethos references the soil types and plant communities over the 3.6 kilometre length of roadway, from coastal dunes through to bushland. The local provenance plant material has been sourced from designated bushland areas and prioritised for planting as close to the area of sourcing as possible. The garden bed coloured concrete borders begin in the Burns Beach/Iluka area with a limestone colour, graduating in five zones to dark brown at Lake Joondalup.

DETAILS

Entry statements (the act of entering via a formal prepared announcement) perform the function of identifying/marketing a specific area making it distinctive or exclusive and creating a sense of place for the community linking to its suburb or development.

Elements of an entry statement can include one, or a combination of, the following items:

- Hardscapes – concrete, brick paving.
- Softscapes – shrubs, trees and associated irrigation.
- Specimen planting – large or unique species of trees.
- Signage and associated lighting – name, directional.
- Artwork and associated lighting.

Location types identified for installation of a Suburban Entry Statement for the purposes of discussion are:

- City centre entry and exit points.
- High profile international tourist attraction locations - for example, Hillarys Marina and Yellagonga National Park.
- High profile local attraction locations – such as sporting/entertainment venues.
- Suburban entries and exits points.
- Business and shopping districts.

Issues for consideration

The following questions are posed to the Streetscape Working Group for deliberation and response:

- 1 Where would suburban entry statements be appropriate?
- 2 Is there a hierarchy of suburban entry statements?
- 3 How much should the City fund construction of a suburban entry statement?
- 4 How much should the City fund the maintenance of a suburban entry statement?
- 5 What will be the impact on water resources?

- 6 What would be the life cycle of the installations?
- 7 How should suburban entry statements be branded?
- 8 What are the preferred treatment options for suburban entry statements?

Options

Suburban entry statement treatments will vary in relation to function and location and the following treatment options are presented as a guide.

- Option 1: No suburban entry statement.
- Option 2: Generic signage with suburb/City of Joondalup name.
- Option 3: Soft landscaping of trees and shrubs – specimen or a stand planting.
- Option 4: Hard landscaping – coloured concrete, paving.
- Option 5: Artwork – individually designed.

Entry statements may also comprise a combination of the above treatments.

| | Option 2 Structure or Sign | Option 3 Soft Landscaping | Option 4 Hard Landscaping | Option 5 Artwork |
|--|----------------------------------|---------------------------------|---------------------------------|---------------------|
| Advantages | | | | |
| One-off Design Costs | √ | √ | √ | |
| Branding by name or image | √ | | | |
| No water consumption | √ | | √ | √ |
| Opportunity to showcase local species | | √ | | |
| Branding by plant species | | √ | | |
| Branding by recognised paving design/colour | | | √ | |
| Provides refuge for crews on busy roads | | | √ | |
| Unique structure | | | | √ |
| Fabrication and installation costs | √ | | | √ |
| Disadvantages | | | | |
| Provision of power | √ | | | √ |
| Provision of irrigation | | √ | | |
| Maintenance costs, including part replacements | √ | | | √ |
| Maintenance costs including plant replacement and rubbish accumulation | | √ | | |
| Maintenance costs including repair | | | √ | |
| Plant procurement in appropriate size | | √ | | |
| Impacts from vandalism | √ | √ | √ | √ |
| Increased water consumption | | √ | | |
| No recognised branding | | | | √ |
| Individual design costs | | | | √ |
| Approval process: Main Roads WA | √ | √ | √ | √ |
| Life cycle replacement | √ | √ | √ | √ |

Strategic Plan

Key Focus Area: The Natural Environment

Objective: To engage proactively with the community and other relevant organisations in the preservation of the City's natural environmental assets.

Key Focus Area: The Built Environment

Objective: To progress a range of innovative and high quality urban development projects within the City.

Financial/Budget Implications:

There is no current budget for suburban entry statements in the 5 Year Capital Works Program. The Connolly entry statements, including reticulation, cost \$32,000 (excluding GST) each. The maintenance costs are approximately \$1,000 (excluding GST) per annum.

COMMENT

The design treatment adopted within medians for the current Iconic Arterial Roads Projects, being Burns Beach Road and Hodges Drive, will continue as the City's approved treatment on Shenton Avenue and the east-west arterial roads. The design elements in the median treatments of Burns Beach Road and Hodges Drive readily lend themselves to be carried through to the verges at designated major intersections, therefore creating an entry statement through the streetscape. The simplest and most cost effective options can often deliver very successful results.

CONCLUSION

The City seeks feedback on the eight questions posed in the paper in consideration of suburban entry statements.

WORKING GROUP SUGGESTIONS

The Manager Infrastructure Management provided an overview on the item.

The Team Leader Landscaping and Conservation provided a PowerPoint presentation on suburban entry statements within the City of Joondalup.

The following comments/feedback/questions were provided by the Working Group:

The Working Group discussed existing suburban entry statements throughout the City focusing on what species of plants have performed well and in what type of soil conditions these were established.

The Presiding Member requested the Working Group discuss its vision for entry statements. The following suggestions were tabled:

- The development of a City of Joondalup branding such as “Green City”.
- A standard signage to be incorporated into the entry statement design. The Working Group discussed the use of the current City of Joondalup motif within the signage. A commonality in shape and design should be used between existing entry statements and suburban entry statements, therefore creating a visual link.
- The inclusion of artwork into the entry statements.
- The inclusion of an iconic tree species to be used throughout each entry statement that would signify entry into the City of Joondalup.
- Plantings incorporated into the entry statement need to be of a distinctive height and diversity, such as different species of trees, shrubs, in order to set it apart from any surrounding plantings and give the entry statement structure.
- A mix of hard and soft landscaping.

The Working Group agreed that suburban entry statements need to reflect future water restrictions and therefore eliminate such elements as turf and annual plantings.

The Working Group reached a consensus that entry statements consist of the following elements:

1. Softscape landscaping.
2. Hardscape landscaping.
3. Signage to be consistent and linked to the existing iconic Joondalup signage.
4. Plantings to be of varying size and species.

The Working Group agreed that the hierarchy in which entry statements be installed be determined by such factors as class of road and traffic count.

The Director Infrastructure Services provided the Working Group with an overview of the City’s Iconic Arterial Roads Program and advised that a large number of suburban entry points intersect with these roads, therefore, the treatment of these entries should complement the iconic landscape.

CLOSURE

There being no further business, the Presiding Person declared the Meeting closed at 9.15pm; the following Working Group Members being present at that time:

Cr Mike Norman
Cr Kerry Hollywood
Mr Rob Bodenstaff
Ms Penny Gilpin
Mr Ian Newton
Mr Rainier Repke
Mr Jason Royal
Mr Brad Schrader

minutes

Streetscape Working Group

MEETING HELD ON **WEDNESDAY, 10 AUGUST 2011**

CITY OF JOONDALUP

MINUTES OF THE STREETScape WORKING GROUP HELD IN CONFERENCE ROOM 2, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON WEDNESDAY, 10 AUGUST 2011.

ATTENDANCE

Committee Members:

| | | |
|--------------------|--------------------------|-----------------|
| Cr Mike Norman | Presiding Member | South West Ward |
| Cr Kerry Hollywood | Deputy Presiding Member | North Ward |
| Mr John Agnew | Community Representative | Central Ward |
| Ms Penny Gilpin | Community Representative | North Ward |

Officers:

| | |
|-----------------|----------------------------|
| Mr Tim Halls | Manager Operation Services |
| Ms Rose Garlick | Governance Officer |

APOLOGIES/LEAVE OF ABSENCE

| | |
|-----------------|-----------------|
| Apology: | Mr Rainer Repke |
| | Mr Ian Newton |

DECLARATION OF OPENING

There being no quorum, in accordance with Regulation 8(e) of the Local Government (Administration) Regulations 1996, the meeting was adjourned by the Presiding Person at 7.32 pm.

minutes

Streetscape Working Group

MEETING HELD ON **WEDNESDAY, 21 SEPTEMBER 2011**

CITY OF JOONDALUP

MINUTES OF THE STREETScape WORKING GROUP HELD IN CONFERENCE ROOM 1, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON WEDNESDAY, 21 SEPTEMBER 2011.

ATTENDANCE

Committee Members:

| | | |
|--------------------|--------------------------|-----------------|
| Cr Mike Norman | Presiding Member | South West Ward |
| Cr Kerry Hollywood | Deputy Presiding Member | North Ward |
| Mr Rob Bodenstaff | Qualified Professional | South East Ward |
| Ms Penny Gilpin | Community Representative | North Ward |
| Mr Brad Schrader | Community Representative | South West Ward |

Officers:

| | |
|------------------|------------------------------------|
| Mr Martyn Glover | Director Infrastructure Services |
| Mr Craig Thomas | Acting Manager Operations Services |
| Ms Rose Garlick | Governance Officer |

APOLOGIES/LEAVE OF ABSENCE

| | |
|-------------------|----------------|
| Apologies: | Mr John Agnew |
| | Mr Ian Newton |
| | Mr Jason Royal |

DECLARATION OF OPENING

There being no quorum, in accordance with Regulation 8(e) of the Local Government (Administration) Regulations 1996, the meeting was adjourned by the Presiding Person at 7.38 pm.

Whilst a quorum was not met, as detailed in Section 4.2 of the Streetscape Working Group Terms of Reference, it was agreed to informally discuss the Items on the Working Group Agenda (Appendix 1 refers).

STREETSCAPE WORKING GROUP

NOTES FROM DISCUSSIONS HELD ON 21 September 2011

The Streetscape Working Group meeting scheduled for the 21 September 2011 did not achieve a quorum.

The following members were in attendance and agreed to discuss the Items on the Working Group Agenda:

- | | | |
|----------------------|--------------------------|-----------------|
| • Cr Mike Norman | Presiding Member | South West Ward |
| • Cr Kerry Hollywood | Deputy Presiding Member | North Ward |
| • Mr Rob Bodenstaff | Qualified Professional | South East Ward |
| • Ms Penny Gilpin | Community Representative | North Ward |
| • Mr Brad Schrader | Community Representative | South West Ward |

Notes from discussions are provided below.

ITEM 1 REQUESTS CONCERNING MAINTENANCE, GRAFFITI AND INCIDENTS OF ANTI-SOCIAL BEHAVIOUR IN PEDESTRIAN ACCESS WAYS (PAWS)

The Director Infrastructure Services provided a PowerPoint presentation on this item - (Attachment 1 refers).

Discussion was held in relation to the following:

- Weeds, including maintenance of summer weeds, follow up visits to weed spraying areas;
- Graffiti, including delays in reporting graffiti and City Watch involvement in reporting of hotspots;
- Public Access Ways (PAWs), including 'Adopt a Spot' – community input into the maintenance of PAWs, planting shrubs along fencing, the possibility of closing infrequently used PAWs and alternative treatments such as paving, consistently coloured fencing, mulching, widening PAWs and improving lighting.

The Working Group noted the general improvement in the standard of PAWs throughout the City.

ITEM 2 STREET TREE STRATEGY

The Director Infrastructure Services provided a PowerPoint presentation on this item - (Attachment 2 refers).

Discussion was held in relation to the Objectives listed in the PowerPoint presentation – (Attachment 2 refers), including:

- Benefits of street trees to mental and social health;
- Road surface life is extended by the shade provided from trees;

APPENDIX 1

- Tree themes, with consideration of the scale and orientation of trees, in particular, trees suited to the urban environment and those that adapt to the drying climate, and identifying the Tuart tree as the City of Joondalup iconic tree;
- Establishing wildlife corridors, giving consideration to creating appropriate fauna habitats, and groupings of trees in large open space areas, and location of street trees.

The Working Group also discussed tree stock, together with consideration of pre-preparatory treatment.

In conclusion the Working Group proposed the following Objectives for the draft Street Tree Strategy:

- 1 To establish planting theme's utilising: local native, Australian native and exotic trees;
- 2 To develop a streetscape with nominated trees or tree themes for individual suburbs and/or streets;
- 3 To establish wildlife corridors through the selection of appropriate local native trees;
- 4 To ensure that the choice of street tree is appropriate to the location in terms of the scale of the tree relative to the verge both above and below the ground and the adjoining properties;
- 5 To ensure that tree selection and installation limits the potential for interference with, and damage to, public and private infrastructure;
- 6 To ensure that the City maximises its opportunity to plant a street tree on every verge and increase the urban forest;
- 7 To provide a streetscape for the long term benefit of the community;
- 8 To maintain a streetscape that recognises a preference for Perth's drying climate;
- 9 To ensure that street trees are maintained to resist attack by pests and disease;
- 10 To ensure that street trees are selected with consideration given to the orientation of the street with respect to the sun (east-west streets – evergreen, north-south streets – deciduous); and
- 11 To ensure the quality of the tree stock is optimised.

CLOSURE

Discussions concluded at 9.40 pm.