

# 1. Report Summary

This document has been developed for the newly formed Sunshine Coast Regional Council to sit alongside their Coolum Village Urban Design Masterplan, which is currently under development. It is based on the findings of two Community Consultation Workshops delivered by the Council and an Artist Workshop we developed within the first week of the project, and an ongoing communication with local community.

The aim of this report is to establish the starting parameters of where art, urban design and placemaking connect, in order to engage and start an accessible community driven language to be enriched over time. The strategic recommendations give direction to the Community Vision and the Conceptual Art Framework, to inform key decisions within the final Coolum Village Urban Design Master Plan. These recommendations are aimed at addressing urban design objectives of orientation, connectivity, direction and complexity through local art, stories and metaphors.

There was clear synchronicity of common themes and visions between the Coolum Community and Artist Workshops. This clear direction was translated into the Conceptual Art Framework metaphor of 'The Paths that Connect the Community' that addresses the lack of connection within the pathway network and the diversity of paths from current and past people. The concept includes three main pathways, each flowing through the "Heart of Coolum" at Jack Morgan Park, centred in its physical axis within the local natural landform and history. This design solution will connect Coolum community through the incidental meetings and exchanges made possible simply by creating good pathways that are connected with place. This concept received overwhelming support at the Second Community Workshop.

We developed a Coolum Community Placemaking Model which sits alongside the Conceptual Art Framework and provides the direction for the Council and Community in the uptake of art and design solutions. The final methodology for placemaking is the "Postcard Visions," developed to inspire local and professional concepts with a clearer pathway for the possibility of great ideas to become a reality. A key recommendation is for the appointment of a Place Manager to help facilitate these projects (and more) and, importantly, maintain the momentum.

This report is to be viewed as the starting element for guiding best potential projects and artists for Coolum's public spaces.

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# 2. Reader Navigation

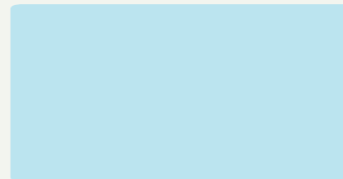
For easy navigation this report is in four sections:

- Section 1 - Method and Background
- Section 2 - Coolum Village Art-Place-Design Recommendations
- Section 3 - Coolum Specific Built Form & Character Recommendations
- Section 4 - Placemaking Strategies and Recommendations

This document has been designed to be printed and read as a two page A3 facing page spread.

## Legend - Guide

Story - blue box



Concept - Recommendation  
- orange box



Hotspots - where a necessary  
action will have the most  
benefit to the community.



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publicgreen is a cooperative of three local designers working in unison to assist community projects and develop council urban design and town planning initiative. Our objective is to bridge the gap between the town planning & public art policies and the private and community developments, with a holistic sustainable design approach with integrity of process.

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Placemaking

Design

Environment