

3. Project Context

3.1 Project Brief

The Coolum Master Plan will draw together past landscape, traffic and landuse studies, as well as past and current community consultation findings, to produce one plan that holistically integrates public open space, foreshore and townspaces with superior pedestrian - cycle - vehicular relationships to improve village quality, vibrancy and safety.

It is a trial run for some new Council initiatives

- Corporate vision of Sunshine Coast being "Australia's most sustainable region: green, vibrant and diverse.
- Transport priority of pedestrians, cycles and public transport ahead of cars
- Place-making to create or protect towns with unique and individual identities
- Draft public art policy to incorporate public art from the outset of urban design projects.

It will also provide a framework for Council to work with community and developers on progressive implementation of the Coolum community's place-making vision.

3.2 Description

The purpose of the artist advisor - urban design - place-making initiative consultancy is to:

- develop a conceptual framework to guide public art and place development in Coolum within the broader framework of the Coolum Master Plan
- scope and document public art opportunities
- formulate urban design and character recommendations that may possibly guide future planning scheme amendments
- develop artist and community engagement strategies
- consultation with community focus groups to strengthen community involvement in Coolum place-making

3.3 Key Tasks

- develop a conceptual arts framework
- investigate themes to guide art and place-making
- identify arts opportunities for Coolum village centre: eg entry statements, key sites for permanent and temporary art installation, signature works, integration with open space and streetscape elements
- investigate potential sites (through the urban design master planning process) for performance art and festivals
- investigate art forms, materials, design treatments etc for art installations to relate to environment and community vision
- provide images of relevant examples
- prepare preliminary style guide sketches for appropriate Coolum-specific built form to positively guide village character (eg building heights, facades, colours, roof pitches, setbacks; window, door, and awning details etc)
- actively participate in urban planning workshop to brainstorm options which may improve visual outlook and village character (eg building reorientation, revitalising street and/or retail frontages, relocating facilities etc)
- identify a range of artist - community engagement strategies to involve community in development of themes, stories, messages etc and/or specific components or art works
- facilitate meetings - workshops with local and indigenous artists for art theming input
- collate list of local and indigenous artists to assist in commissioning future art projects
- recommend commissioning processes where appropriate
- investigate establishment of local place-making group to ensure ongoing community input into Coolum place-making
- provide indicative costings of proposed art opportunities to underpin opportunities for Council, corporate and State - Federal Government funding
- additional information - suggestions to promote best possible outcome for Coolum community place-making

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