

5. Report Process

5.1 Introduction

Sunshine Coast Regional Council Vision: "To be Australia's most sustainable region - vibrant, green, diverse". (Corporate Plan 2009-2014; 2009 pg2)

The Coolum Beach Village and local community has been given an exciting opportunity to trial some new council initiatives within the planning process of what began as a streetscaping project and developed into a Coolum Village Centre Urban Design Master Plan. Communication, integration and streetscape relevance broadens the community appreciation for public art.

The purpose of this document is to dovetail the Council's Master Planning process and provide a 'report that documents a conceptual framework, public art opportunities, urban design recommendations and artist-community engagement strategies'.

Embracing the Urban Design Alliance's [UDAL] framework of principals and qualities for urban design, endorsed by the former Council (Maroochy, 2003), this report aims to meet the 'deliberately high set bar' by the newly endorsed Corporate Plan (2009-14), by not just framing the art - urban design - placemaking goals in the context of what we know today, but with a strong framework vision for the long term.

'It is not what the vision is; it is what the vision does'. (Senge, 2008)

A place-based approach to urban design involves finding the right language between people and place - context. And there has been across the board (council, councilor, community) consensus in the consultation and direction which has strengthened the conceptual art framework and placemaking directions.

5.2 The Local Artist Workshop

Publicgreen used the results from the first SCRC Coolum Community Workshop (prior to publicgreens engagement) and developed *A Community Vision for Coolum Village* (p.1) Facilitated an Artist Workshop to gain their feedback on -
Where the artist energy should go to best inform the urban design opportunities and constraints of the Village area.
Theming recommendations for the artistic overlay into the short and long term urban design recommendations.
Ideas for engaging the community into artistic projects (placemaking).

The synchronicity between artists and community is strong.
Lack of the paths that connect our community
Stories of the people and place indigenous and non-indigenous - recovering the memory that dwells in these spaces and recharging that imagination.
Maintaining and enhancing the natural artistic beauty of Coolum

There is sincere commitment to getting this right.

5.3 Council Community Workshop Round 2

Presenting in conjunction with the urban design team, Publicgreen developed the conceptual arts framework 'Paths That Connect the Community' for feedback from the community to address the gaps and to determine the urban design hotspots to be reconnected in a 'Coolum' way with art, stories and street furniture. The art-place methodology for engaging artists and community was also presented. 'The Postcards of Coolum' (pg 30)

Invited the community to share stories and gaps in the paths to help us develop the themes about places and spaces and the images to preserve and celebrate about Coolum. This feedback and other investigations into indigenous history and community groups is the foundation for this document.

Other qualitative research methods for the basis of this report include an extensive site analysis, observation and contact with all the local groups regarding stories and art theming, and there feedback on future placemaking core groups. And of course our own understanding of people and place as local active residents.

5.4 Limitations

The recommendations within this report are limited by the short nature of the project timelines and the natural complexity of engaging with a very busy community and ensuring their stories and urban desires are reflected.

Other artist concepts have not been included within this report due to copyright and tendering process.

Recommendations are dependent on the final design decisions for Coolum Beach. We have therefore made our concepts broad enough to be layered into many different design options.

This report reflects just the 'tip of the pen' and our recommendation will provide an opportunity for all the creative and interesting ideas that are waiting to be heard and recorded within the bubbling local and professional community.

Feedback and discussion with Councils multi-disciplinary team is the next step.



Artist workshop,
Coolum Community Centre
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