

Place Making
Palmwoods



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Community Engagement Report
Stories of Palmwoods

Place Making Palmwoods

The purpose of this Masterplan is to define the blueprint for the 'look and feel' of the Palmwoods streets and public spaces. It draws inspiration from the town's identity, character and community values.

This Masterplan applies core place making principles with a focus of people, place, and partnerships. Place making is an integrated approach to working with communities to create meaningful and activated places. It is a powerful and holistic process of understanding, facilitation, innovation and activation that grows unique, resilient and vibrant communities.

This Masterplan has been developed in collaboration with the Palmwoods community following an extensive engagement process that occurred between November 2013 and August 2014.

Key objectives of the Masterplan are to:

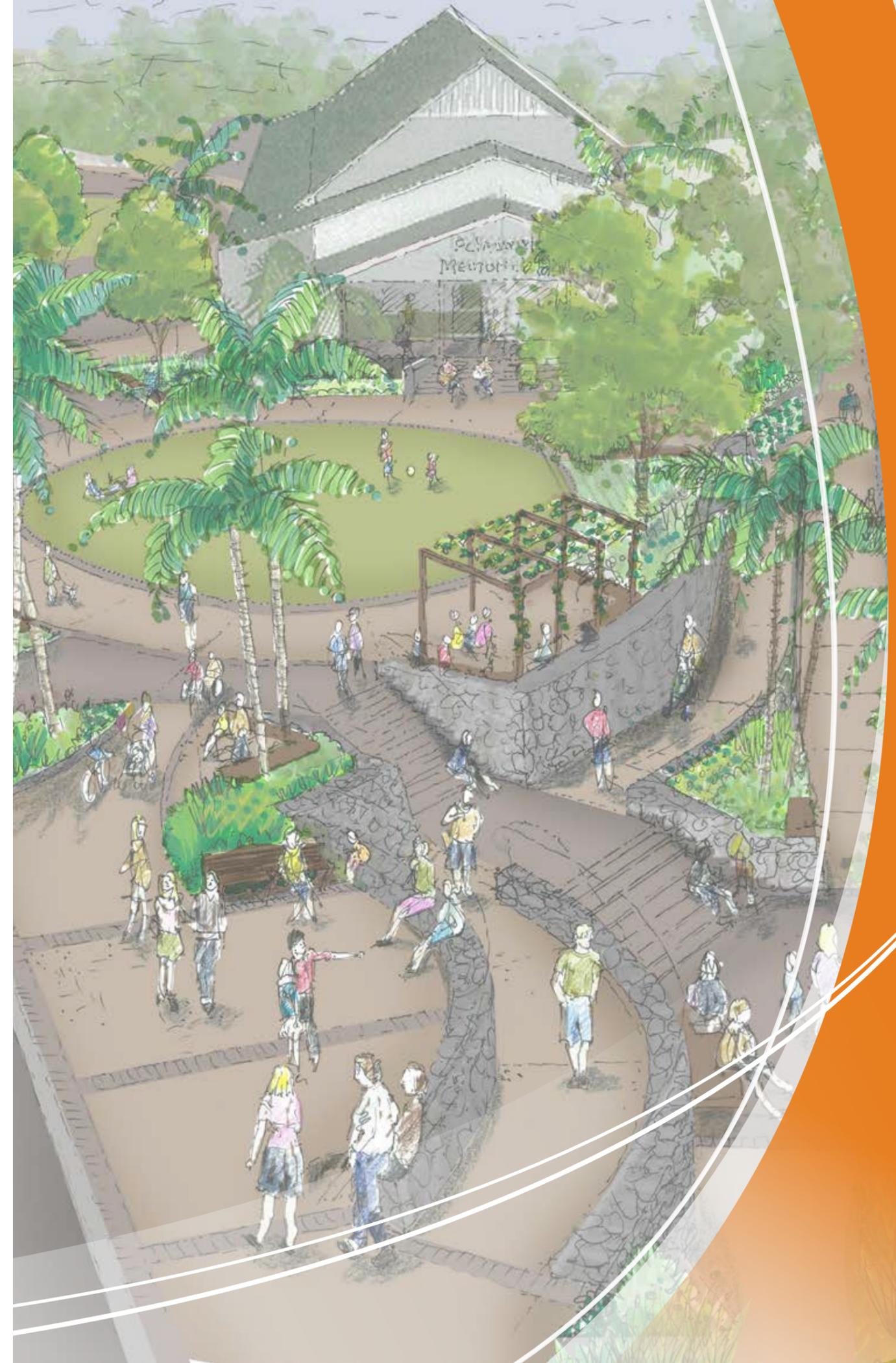
- To provide traffic calming outcomes and safe pedestrian crossing facilities
- To develop a new Town Square as the 'civic heart' of Palmwoods
- To connect the retail precincts of Margaret, Main and Church Streets through vibrant, active, shady, pedestrian and cycle friendly streets and public spaces
- To develop community gathering/seating points, and more outdoor dining opportunities
- To develop a streetscape planting and infrastructure palette that reflects the Palmwoods country town character

The Masterplan is aligned with legislation and the Sunshine Coast Planning Scheme 2014, supporting Palmwoods role as a Local (Full Service) Activity Centre. The Masterplan provides strategic direction and guidance for:

- The public domain and open space network.
- Streetscape improvements provided as part of the development application process.
- Identifying future projects, partnerships and potential funding sources from all levels of government and the private sector.
- The delivery of public infrastructure through council's Capital Works Program:
 - \$2.5million Priority Streetscape Improvements (2017/18 Financial Year - subject to council budget process. NOTE: approx \$2.0M construction budget).

With respect to the development process, the Palmwoods local plan code in the Sunshine Coast Planning Scheme 2014, requires development adjacent to identified primary streetscape treatment areas to provide streetscape improvements to complement existing and proposed streetscape works in the local area.

The Place Making Palmwoods Public Domain Masterplan will be a key referral document upon which those streetscape works will be designed and constructed, and will inform the conditions of approval for relevant development applications.



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1.0 Introduction



1.1 Place in Context

Palmwoods

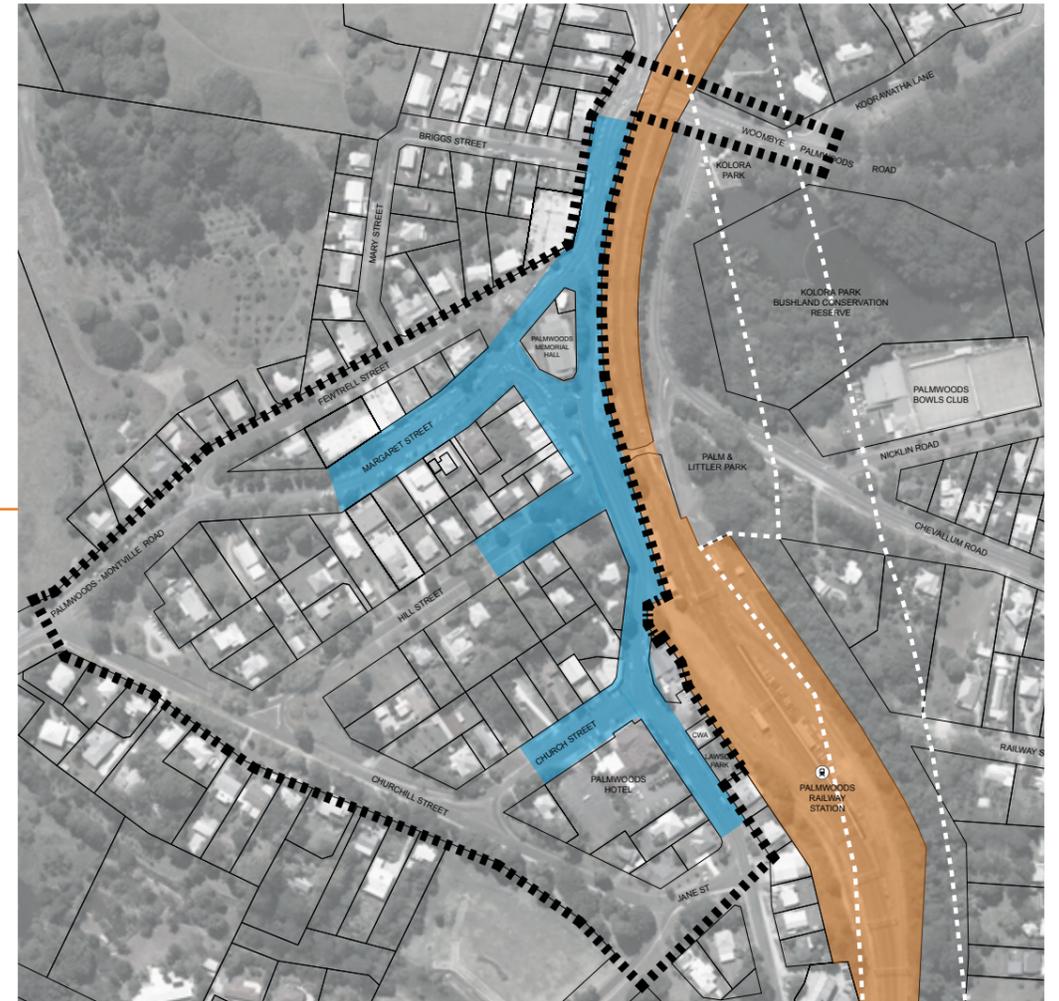
Palmwoods is located in the central part of the Sunshine Coast on the North Coast Rail Line immediately south of Nambour and Woombye. Palmwoods is set within a picturesque rural and natural landscape on the foothills of the Blackall Range. Palmwoods is characterised by an undulating topography and is surrounded by large areas of productive rural land. It is believed that Aboriginal pathways, or walking tracks were once located through and behind Palmwoods, linking the coast to nearby Eudlo and Mooloolah (Kerry Jones, 2014).

Palmwoods is named after the Piccabeen Palm groves that grew in abundance in the area. Settlement of the area dates from the 1880s, with land used mainly for timber-getting, farming and citrus growing. Growth took place during the late 1800s, spurred by the opening of the railway line in 1891. Significant residential development did not occur until the post-war years, with rapid growth from the 1970s.

The Palmwoods Town Centre is based along Main Street and Margaret Street and has a traditional main street character with a number of older buildings that provide a strong sense of history. The town centre services local residents and nearby rural residential areas, whilst also providing tourist services to visitors.

The North Coast Rail Line is planned to be subject to re-alignment and duplication, with the proposed new alignment through Palmwoods shifting the rail line and station to the east and freeing up existing rail land for alternative uses and potential improvements to the town centre (subject to future planning).

The extent of this Masterplan is focused on the Public Domain areas located to the west of the existing rail alignment, future proofing infrastructure improvements within the proposed Primary Streetscape Treatment Area (as nominated in the Sunshine Coast Planning Scheme 2014).



Palmwoods Town Centre

- Extent of Masterplan Area
- Proposed Primary Streetscape Treatment Area
- Existing Rail Corridor
 - Land for potential alternative uses following Rail Corridor Upgrade (subject to future planning)
- Proposed Rail Corridor Upgrade
 - Future re-alignment of the North Coast Rail Line



1.2 Project Methodology

Project Purpose

The purpose of this Masterplan is to define the blueprint for the 'look and feel' of the Palmwoods streets and public spaces. It draws inspiration from the town's identity, character and community values.

Project Methodology

The Place Making Palmwoods Public Domain Masterplan is to be delivered through a staged process of community engagement, detail design and construction delivery of priority works to occur between the 2013 - 2018 financial years (subject to councils budget approval process).

Project Objectives

- To provide traffic calming outcomes and safe pedestrian crossing facilities
- To develop a new Town Square as the 'civic heart' of Palmwoods
- To connect the retail precincts of Margaret, Main and Church Streets through vibrant, active, shady, pedestrian and cycle friendly streets and public spaces
- To develop community gathering/seating points, and more outdoor dining opportunities
- To develop a streetscape planting and infrastructure palette that reflects the Palmwoods country town character

2013/2014 - Community Engagement and Public Domain Masterplan

The Masterplan was delivered through three stages with each stage focused around community and stakeholder engagement:

- Stage 1 Values and Identity
- Stage 2 Community Workshops
- Stage 3 Development of the Place Making Palmwoods Public Domain Masterplan

Key Community Issues:

The following is a summary of key issues identified during the community workshops:

- Segregated commercial precincts
- Lack of community civic space
- Traffic speed and safety on Margaret Street
- Dangerous road intersections
- Improve pedestrian pathways / crossing points / access / toilet / lighting
- Retaining the village's historical identity / character
- Residents are not shopping local
- Need more landscaping and shade in town
- Lack of entry statements and poor town signage
- Capture passing tourist market

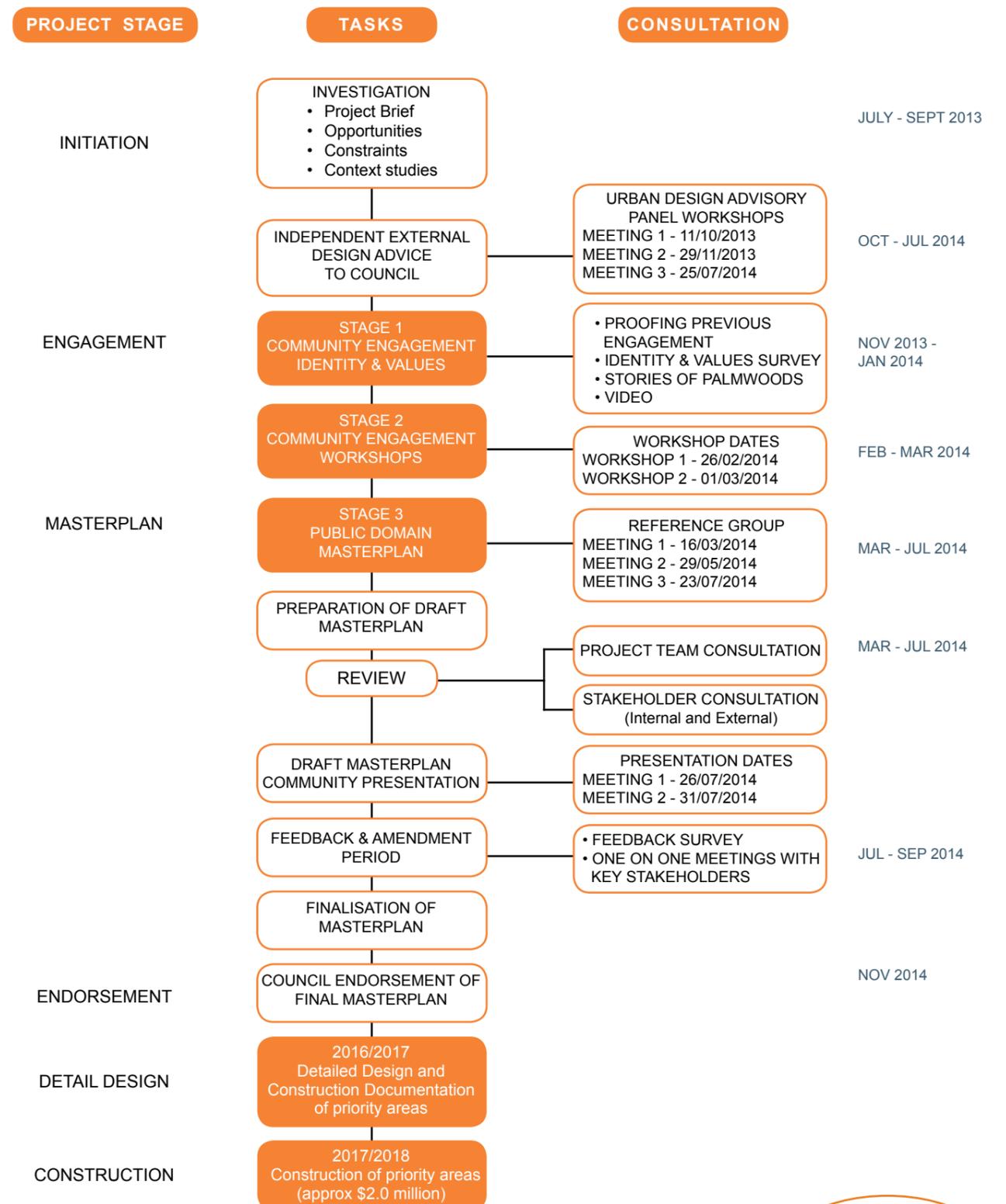
The Public Domain Masterplan was subsequently developed to address these community issues.

2016/2017 - Detailed Design

- Confirm construction priority area(s) relevant to budget available
- Detailed Design and Construction Documentation of priority area(s)

2017/2018 - Construction

- Construction of priority streetscape works \$2.5million (2017/18 Financial Year - subject to council budget approval process)
NOTE: approx \$2.0M construction budget



1.3 Strategic Framework

Corporate Plan

The Sunshine Coast Council Corporate Plan 2014-2019 outlines Council's aspirational vision for the Sunshine Coast:

To be Australia's most sustainable region – vibrant, green, diverse.

This Masterplan demonstrates Council's corporate initiative of place making to create and protect towns with unique and individual identities.

The following adopted council strategies, plans and policy documents, have been considered in the development of this Masterplan.

- Sustainable Transport Strategy 2011-2031
- Active Transport Plan 2011-2031
- Sunshine Coast - The Natural Advantage: Regional Economic Development Strategy 2013-2033
- Rural Futures Strategy 2013
- Open Space Strategy 2011
- Biodiversity Strategy 2010
- Waterways & Coastal Management Strategy 2011
- Recreation Trail Plan 2012
- Public Art Policy 2011
- Festival Season Strategy 2010-2015
- Community Events and Celebrations Strategy 2010
- Youth Strategy 2010-2015

Related Projects (separate from Masterplan)

The Masterplan is focused on the Public Domain areas of Palmwoods streets and open spaces located to the west of the existing rail corridor. This Masterplan is separate from the following related projects:

- Sunshine Coast Planning Scheme 2014 (private land areas)
- Future State Government rail corridor upgrade
- Future private developments

Design Parameters

- Margaret Street is under the jurisdiction of the Department of Transport & Main Roads (TMR)
- The Palmwoods Memorial Hall land is owned by the Department of Natural Resources & Mines (DNRM) and managed by the Palmwoods Memorial Hall Association.
- Availability of future Capital Works Budgets and alternative grant funding opportunities



Sunshine Coast Open Space Strategy 2011

The strategy provides the following future directions for Palmwoods, supporting the potential development of a Town Square:

- Consider opportunities for a local recreation park and civic space in the town centre to activate the community hub in Palmwoods
- Community hub parks should contain good physical and visual connectivity with active areas, civic spaces and commercial and community facilities including cafés, restaurants, etc.



1.4 Place Making Approach

What is Place Making?

Place making is an integrated approach to working with communities to create meaningful and activated places. It is a powerful and holistic process of understanding, facilitation, innovation and activation that grows unique, resilient and vibrant communities. It involves building on a place's unique identity and character to enhance the way people think so they develop a sense of place and belonging.

There are a number of key principles that support council's place making vision:

- community values and people are at the heart of place making
- engaging and collaborating with stakeholders and community
- building community capacity to take action
- the 'look and feel' of our community centres should reflect the values of the people and place
- achieving integrated and sustainable place outcomes.

Place Making Themes

Results from the Community Identity and Values Survey have informed the following key place making themes to help guide the development of the Masterplan:

- Connecting the community
- Local heritage places
- Natural environment and sustainable living
- Vibrant and diverse community and culture

Connecting the community



Local heritage places

Kerry Jones tells of Aboriginal pathways, or walking tracks, running through and behind Palmwoods. "There was a lot of pathways through Palmwoods; especially from them hinterland Murrays, they would come down this way [towards the coast], you know... The Undanbi people that lived all along the coast here" (2014).



Natural environment & sustainable living



Vibrant and diverse community and culture

