



## Landsborough Placemaking Master Plan Community Engagement Summary Report

Project sponsor	Group Executive Liveability & Natural Assets	
Plan developed by	Place Project Officer	(07) 5475 7272
Project manager	Place Project Officer	(07) 5475 7272
Portfolio/divisional councillors	Cr Rick Baberowski	(07) 5420 8987
Communication account manager	Communication Officer	(07) 5475 7272
Consultant	AECOM Australia Pty Ltd	(07) 3553 2000
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## 1. Project Purpose

The Landsborough Placemaking Master Plan presents a 15-year vision and guide for Landsborough's public spaces that captures the community's values and ideas.

Placemaking is a collaborative and coordinated approach to the design and management of public spaces. It aims to involve the community in creating public spaces that contribute to people's health, happiness, and wellbeing.

Sunshine Coast Council has developed the Landsborough Placemaking Master Plan with extensive community and stakeholder input. Together with the community, a vision for the town's public spaces has been developed, along with ideas to improve the town centre area. Ideas in the Master Plan may be implemented by a range of stakeholders including council and the community.

## 2. Engagement Overview

Community engagement has been central to the development of the Landsborough Placemaking Master Plan. The engagement process aimed to empower a broad range of community members to contribute their aspirations, values and ideas and build capacity to deliver placemaking initiatives.

Between January 2018 and September 2019, more than \*1000 participants had their say through surveys and face-to-face activities. *\*This number is derived from all engagements and includes some repeat individual participation.* Most participants were local residents with, local businesses, community organisations, visitors and commuters were also engaged. The engagement was promoted via a range of media (see Table 2).

Engagement was conducted over the following three phases:

- Phase one: captured community values, vision and ideas for the town.
- Phase two: presented the Draft Master Plan as a response to community values and vision seeking feedback and support; and tested early ideas for Cribb Street streetscape project.
- Phase three: established a Streetscape Reference Group to provide input and feedback on the Cribb Street streetscape project at key stages.

**Table 1 summarises key engagement activities and corresponding community participation.**

**Table 1: Overview of Key Community Engagement Activities and Participation**

*Participation numbers are derived from all engagements and includes some repeat individual participation.*

Phase	Activity	Community Participation
<b>Phase One – Values and Visioning</b>	Survey questionnaire	385 validated surveys completed
	Visioning day	Approx. 100 attendees
	Community market day stall	Approx. 50 attendees
	Roving visitor and commuter surveys	127 intercept surveys
	Individual stakeholder meetings (incl. Traditional Owners, the local Chamber of Commerce, local community groups etc.)	21 individual stakeholder meetings
	Community round table workshop	Approx. 35 attendees
	Key stakeholder discussion groups	10 community based groups with 31 attendees
	Business drop-in event	Approx. 15 attendees
	'Stories of Landsborough' interviews	8 participants
<b>Phase Two – Testing Draft Master Plan</b>	Draft Master Plan feedback survey (including online surveys)	160 validated surveys completed
	Community information sessions (three sessions)	Approx. 100 attendees
	Presentation to community forum	Approx. 50 attendees
	Individual stakeholder meetings and drop-ins (incl. Cribb St. property owners and traders)	15 meetings
<b>Phase Three – Cribb Street Streetscape</b>	Streetscape Reference Group Workshops (incl. Kick-off; Design Workshop; Activation Workshop and Preliminary Concept Presentation)	61 attendees
	Individual stakeholder meetings and drop-ins	12 attendees
	Activation sub-group sessions (various meetings and workshops)	Approx. 12 attendees
	Final Streetscape concept design presentation and movie night	Approx. 60 attendees

**Table 2: Summary of Media and Promotion for Community Engagement (all phases)**

Type	Activity	Community Participation
<b>Web and Social Media</b>	'Have Your Say' website	621 page views
	Council Instagram (featured on bio for 2 weeks)	Reach 18,000 followers
	Council Facebook	5,185 people reached, 438 viewed
<b>Print and Broadcast Media</b>	Council media release (to announce engagement)	2 media releases
	Television interviews and radio spots	2 television interviews and radio spots
	Newspaper articles	6 published newspaper articles
	Direct mail to businesses and households within Landsborough	527 households and businesses
	Posters, banners and flyers posted in Landsborough	Various locations Cribb St.

### 3. Engagement Activities and Feedback

#### 3.1 Phase One Engagement – Values and Vision

The first phase of engagement sought to understand the key issues and aspirations for Landsborough to assist in the development of the Draft Master Plan. This took place from 29 January to 28 February 2018.

During this engagement phase a variety of activities were undertaken, seeking to engage a broad range of people including local traders, residents, workers, community organisations, commuters and visitors, as well as other stakeholders with an interest in the project.

Community feedback was collected via a survey with the following line of enquiry:

- What do you love about Landsborough?
- What would you change?
- What is your vision for the town?

The survey results and activity outcomes assisted in the development of the Draft Master Plan which was then presented to the community in phase two of the engagement.

##### 3.1.1 Phase One – Summary of feedback

A survey questionnaire provided the opportunity for members of the community to respond to six key questions. The questions and a summary of responses are as follows:

###### **3.1.1.1 How would you describe Landsborough today?**

In order to better understand place perceptions, character, identity, physical attributes, experience and qualities of the town, participants were asked to describe Landsborough today,

Responses were varied and mostly positive descriptions of the town. The top ten descriptions to describe Landsborough were: Quiet; Heritage; Friendly; Country town feel; Quaint; Boring; Tired; Commuter hub and railway station; Gateway; Relaxed.

###### **3.1.1.2 What do you love about Landsborough?**

Participants were asked to identify aspects, places and elements of Landsborough that they considered to be valuable, memorable and that should be preserved or further celebrated.

Survey responses were very positive and strongly identified Landsborough as a warm and friendly community with a quiet, relaxed, country town character with good access to public transport.

###### **3.1.1.3 What do you think is missing or would change about Landsborough?**

Participants were asked to identify missing or underperforming aspects of Landsborough's place experience that they would like to see addressed or enhanced.

A large number of responses identified the current railway crossing and the main intersection within the town requiring improvement in order to slow down traffic and create a more pedestrian friendly environment. Additionally, improvements to beautify and enhance the town centre along with the provision of a more vibrant and diverse shopping experience were identified.

###### **3.1.1.4 What would you keep the same in Landsborough?**

Participants were asked to identify aspects, places and elements of Landsborough that they considered to be integral to the place now that should not be lost or changed.

The majority of respondents strongly identified their desire to retain the heritage of the town including historic buildings and facades. Others were keen to retain both the small town village atmosphere, sense of community and rural lifestyle.

###### **3.1.1.5 What is your future vision for Landsborough?**

Participants were asked to imagine the future of Landsborough as a great place and describe the place experience and elements that they considered would be successful.

Activation of the town for community events such as affordable family friendly events, music events, local markets and food trucks was a strong preference. Many participants were also keen to see Cribb Street upgraded through beautification works to improve the town's appearance along with the development of a central meeting place within the town. Improvements to the quality and variety of shops and eating experiences were also identified as important.

**3.1.1.6 Do you have any concerns about this project?**

Online survey participants and local businesses were asked to provide details of any concerns that they had with the Landsborough Placemaking Master Plan project. Approximately 105 responses to this question were received. Concerns raised include:

- The modernisation of the streetscape and higher density housing developments in the area, and the potential impacts this could have on the town character.
- The removal of car parks which could make it less convenient to visit shops in the town centre.
- The disruption and delays during the construction of any streetscape works which may impact local businesses.
- The state government rail upgrade project and potential changes town and subsequent impacts.

## 3.2 Phase 2 Engagement – Testing the Draft Placemaking Master Plan

The second phase of engagement presented the Draft Placemaking Master Plan to the community to seek their feedback. Three public display events were undertaken and feedback captured through a survey (available at the events and online). This phase of engagement also tested an early concept design for the Cribb Street streetscape project.

From 18 March to 17 May 2019, council sought feedback on the Draft Placemaking Master Plan and Cribb Street Streetscape project. Approximately 165 people participated in the engagement, with 160 validated surveys completed. Of those that responded, an overwhelming majority (97%) supported the draft vision statement and a majority (95%) supported the Draft Placemaking Master Plan.

### 3.2.1 Phase Two – Summary of feedback

This section of the report outlines the results of the phase two engagement feedback survey and presents the key findings. Survey questionnaire and engagement activities provided the opportunity for members of the community to respond to three key questions:

**3.2.1.1 Do you support the public realm draft vision statement?**

Participants were asked if they supported or didn't support the public realm draft vision statement and to provide further explanation to their answer if desired.

The majority of responses (80% - 128 responses) were in support of the public realm draft vision statement. Four respondents (2.5%) indicated that they were not in support. There were 28 survey participants who didn't respond to this question (17.5%).

Of the respondents who supported the public realm draft vision statement, there was a strong consensus that any improvements would need to retain the authentic small country town feel, heritage and green leafy character. In addition, respondents indicated that they would support the vision if vehicular access, circulation and parking within the town was improved.

**3.2.2.2 Overall, do you support the Draft Placemaking Master Plan?**

Participants were asked if they supported or didn't support the Draft Placemaking Master Plan and to provide further explanation to their answer if desired.

The majority (97% of those who responded to the question) were in support of the Draft Placemaking Master Plan. Five respondents (3%) indicated that they were not in support. There were 44 survey participants who didn't respond to this question (27%).

Of the respondents who supported the Draft Placemaking Master Plan, there was again a strong consensus that any improvements would need to retain the authentic small country town feel, heritage and green leafy character. In addition, respondents indicated that they would support the Draft Placemaking Master Plan if vehicular access, circulation and parking within the town was improved. Respondents also identified that the provision of a more vibrant and diverse shopping experience in the town would need to be implemented for the success of the Master Plan.

Three comments were received from the five respondents who were not in support of the Draft Placemaking Master Plan raised concerns relating to the need for a Placemaking Master Plan if changes from the proposed state government rail upgrade project were uncertain. Another comment suggested that a placemaking master plan for Landsborough is not needed.

**3.2.2.3 Do you support the enhancement of Cribb Street to provide a focus for the town and community?**

Strong community support was received for Cribb Street to be the focus for placemaking in Landsborough. The majority (99%) of responses indicated support for enhancing Cribb Street.

**3.2.2.4 Priorities for enhancing Cribb Street**

To inform development of the streetscape design, participants were asked to rank key items for improvement in the street from a list provided. The top 3 priorities for the streetscape were: a cooler and leafier street with more shade; improved pedestrian access; and more outdoor dining & street activation.

**3.2.2.5 Any other feedback?**

Participants were provided with the opportunity to provide additional feedback not covered in previous survey questions. Forty responses to this question were received which including the following key points:

- Ensure provision of authentic community public spaces that become places for activation.
- Ensure adequate consultation with local businesses to develop initiatives to support the local economy and the resident/visitor appeal.
- Ensure timely coordination with the proposed [state government] rail overpass.
- Improve the visual appeal of the town without modernising through retaining the heritage country character.
- Ensure pedestrian connectivity is strengthened with strong linkages across town.

### 3.3 Phase Three Engagement – Cribb Street streetscape

A Cribb Street Streetscape Reference Group (SRG) was established through an expression of interest promoted during the phase two engagement period. The purpose of the SRG was to provide input and feedback on the streetscape design at key stages of its development. The SRG comprised of residents, businesses and representatives from local community groups and organisations.

The SRG convened four times between June and September 2019, plus other small-group meetings and individual meetings, including drop-in sessions with Cribb Street shop owners and traders. A draft streetscape concept was presented to the SRG for feedback in July. The final concept design was presented to the broader community at a community event in November 2019.



Overall the Cribb Street streetscape design has received very strong community support.

### 3.3 Phase Three – Summary of feedback

#### **3.3.1 Development of the streetscape concept**

To reinforce Cribb Street as the village heart, the SRG identified the importance of creating an attractive public space that is easy to access, with opportunities for art and points of interest to appeal to locals and potentially attract visitors to the town.

The SRG supported the general intent to focus on the streetscape between Mill Street and Maleny Street as well as establishing a more functional and inviting space in the adjacent park space (Queensland Rail Sunshine Coast Council license area). Activation of the central laneway which is privately owned, was also seen as important to the street and is an initiative that should be led by the property owner and or tenant/s.

Key ideas from the community design workshop included:

- Kerb buildout areas for dining, trees and gardens outside the pub and cafes
- A crossing at the centre of Cribb Street and at Mill Street
- 90 degree offset car parking on the railway side of Cribb Street
- Improved community space in the park adjacent to Cribb Street
- A hitching rail and other historical interpretation elements

Accessible parking, public art and storytelling were also identified as important outcomes for the streetscape.

#### **3.3.2 Feedback on the draft streetscape concept design**

The SRG was presented with the draft streetscape concept design for further input and feedback.

Overall the SRG were highly supportive of the draft streetscape concept design. Feedback received was regarding inclusion of more trees on the southern end of the street, as well as consideration of provisions for truck and trailer parking. These aspects have been responded to where possible in the final streetscape design.

