



Sunshine Coast Design Strategy External Engagement Outcomes Report

EXECUTIVE SUMMARY

The project (the Sunshine Coast Design Strategy)

Council is committed to putting in place a framework that strengthens the Sunshine Coast 'look and feel' and creates great places for residents and visitors. The development of a Sunshine Coast Design Strategy is a key deliverable of the *Operational Plan 2019-20*.

The Sunshine Coast Design strategy is being developed to help encourage place appropriate design for the Sunshine Coast, with the first important deliverable being an inspirational book. The Sunshine Coast Design book has been developed in recognition of the need to encourage and inspire built form that is appropriate for this climate and the Sunshine Coast indoor-outdoor lifestyle. The book is for everyone making decisions about design on the Sunshine Coast, this includes anyone embarking on a design process.

Project engagement

It was considered important to engage widely with key stakeholders and the community to inform the development of the Sunshine Coast Design book. Engagement would ensure stakeholder buy in and that the book is relevant to this place and the community.

Engagement for the Sunshine Coast Design Strategy was undertaken in two phases.

Phase 1: November 2018 to February 2019

Phase 2: July and August 2019

The overall purpose of the engagement was to:

- support the creation of a strategy that is meaningful accessible, engaging, well known and well used;
- identify the special attributes of the Sunshine Coast character that are highly valued by community and stakeholders;
- utilise feedback from the engagement to guide the development of the Design Strategy;
- understand what the community and stakeholders want to protect and enhance in the future as we transition to a city;
- determine how we can achieve this alongside the community and stakeholders (design professionals, educators and organisations, the development industry, and tourism organisations); and
- use the process to advocate and educate about the importance of good design on the Sunshine Coast.

Summary of Phase 1 and 2 External Engagement

All feedback received from Engagement Phase 1 and 2 was distilled to develop four Sunshine Coast values the ten design principles.

Phase 1 and 2 engagement included a combination of the following activities:

- Facilitated workshops with local architects, young and established designers, planners, academics, developers, State and Local Government representatives and the Urban Design Advisory Panel.
- Industry and community group information/feedback sessions including: Australian Institute of Architects, Building Designers Association, Australian Institute of Landscape, Kabi Kabi First Nations People, Jinibara First Nations People.
- Social media including Sunshine Coast Council Facebook, Instagram and LinkedIn.
- Have Your Say questionnaires and associated media campaign which attracted nearly 1300 responses
- Discussions and regular engagement with a group of expert advisors (prominent and experienced professionals)
- Over 90 one-on-one meetings with key industry and design related stakeholders
- Community Pop-up stalls in seven locations and the three Council offices

Table 1 Summary of the reach (number of people exposed to the content) and interactions (face to face discussions) from both phases of the project's engagement.

TABLE 1: Engagement summary (Phases 1 and 2)

Engagement Activity	Reach	Interactions
Focus Workshops Architects, Urban Designers, Landscape Architects, Building Designers Traffic Engineers, Hydraulic Engineers, Environmental Engineers, Structural Engineers, Developers Planners, Academics SCC Officers and Councillors	310	108
Focused Conversations (1 on 1's) Architects, Urban Designers, Landscape Architects, Developers, Tourism / Marketing, Academics, State and Local	85	68
12 Newspaper Advertisements	234,550	
Yammer posts	288	
E-newsletters - Design and Development Industry SCC internal stakeholders	310 288	
Facebook	38,784	2,048
Have Your Say questionnaire survey submissions		1173
Key written stakeholder submissions		45
Kabi Kabi Traditional Elders workshop (2)		10
Jinibara Traditional Elders workshop		10
Community pop-up stalls (7)	4000	570
SCC staff pop-up stalls (3)	1000+	57
Design Forum		120+



Photo (above) shows a range of activities undertaken for Phase 1 engagement



Photo (above) shows a range of activities undertaken for Phase 2 engagement

Line of Inquiry and Findings

A line of inquiry was developed to support each phase of engagement. The questions were purposefully prepared to draw information and feedback from stakeholders and community.

Phase 1 Engagement: Nov 2018 - Feb 2019

The line of inquiry for Phase 1 engagement asked the following questions:

1. What are the 5 distinct characteristics of the Sunshine Coast that you value and enjoy?
2. How are the characteristics of the Sunshine Coast translated into built and landscape outcomes?
3. How do we make sure that these distinct qualities are part of our future as we grow?
4. How can we deliver this together?

Engagement Phase 1: Findings

Table 2 below summarises and groups 12 themes from the line of enquiry data. Three key themes reoccurred across the data from all activities and events as strong resonating values - community, climate and landscape/ocean.

No.	Valued Characteristics Themes	TOTAL Count	Percentage
1	Strong sense of community and identities	65	19
2	Planning for and responding to climate	51	15
3	Love of landscape, oceans and waterways	47	14

No.	Valued Characteristics Themes	TOTAL Count	Percentage
4	Connectivity to places	35	10
5	Containment and growth	29	8.7
6	Simplicity and adaptability of built environment	26	7.8
7	Celebration of history and culture	21	6.3
8	Importance of views and vistas	18	5.4
9	Human scale	17	5.1
10	Use of natural and vernacular materials	14	4.2
11	Preserve and promote local character	9	2.7
12	Leadership	3	1.8
Total		335	100%

Table 2: (above) Summary of 12 themes from Engagement Phase 2

The four Sunshine Coast characteristics that were distilled from the engagement as the most valued by the community include:

1. Strong sense of community
2. The climate
3. The presence of landscape
4. Love of ocean and waterways

Understanding these stakeholder responses led to the development of **four values** from the top three themes. The four values are considered an important basis for good design on the Sunshine Coast. The four values are not described here, they are outlined in the Sunshine Coast Design book.

Phase 2 Engagement: July – August 2019

The line of inquiry for Phase 2 engagement asked the following questions:

1. Is what you love about the Sunshine Coast captured in these draft values?
2. Will using these draft design principles help deliver good design on the Sunshine Coast?
3. Have we missed anything?
4. How can we all use the four draft values and nine draft design principles to help deliver great design for the Sunshine Coast? What other tools could we use to achieve great design outcomes?

Phase 2 Engagement: Findings

The stakeholder feedback resulting from Phase 2 is summarised in the table below.

Questions	Results
Question 1: <i>Is what you love about the Sunshine Coast captured in these values?</i>	82.27% positive feedback
Question 2: <i>Will using these design principles help deliver good design on the Sunshine Coast?</i>	79% positive feedback
Question 3: <i>Have we missed anything?</i>	Need to include - biodiversity, sustainability, heritage, arts/new culture, relaxed character, being a good neighbour, detail around infill development.

<p>Question 4: <i>How can we all use the four values and nine design principles to help deliver great design for the Sunshine Coast? What other tools could we use to achieve great design outcomes?</i></p>	<p>Consistent (and overwhelming) comments on the importance of implementation with continued education and community involvement. Request for Council to lead by example. 46 comments to mandate the Design Strategy</p>
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Further to the above feedback the following **recommendations** and amendments were identified to further develop the content of the book and forward plan the implementation of the strategy:

- Strengthen and clarify the 'Role and Purpose' and 'How to use this document' sections;
- Clarify and strengthen the document tone to be inspirational not prescriptive;
- Explain the connection between the values and design principles and role of the actions;
- Refine the structure of the actions (ie. ideas for working with the book);
- Refine messaging to clarify scope. Landscape orientated versus urban/built form;
- Include/emphasise the following: - Biodiversity, sustainability, heritage, arts/new culture, relaxed character, being a good neighbour, infill development;
- Develop a robust Implementation Plan with actions; and
- Demonstrate the ten principles through relevant case studies (in the book and online).

Conclusion

In summary a significant amount of external engagement has taken place to research, gather and develop rigorous and current content for the Sunshine Coast Design Strategy.

The Strategy is the result of a widely collaborative process including: residents, design professionals, planners, professional bodies and community groups of the Sunshine Coast. All contributed to a discussion focused on what the community values about this place.

All feedback received from Engagement Phase 1 and 2 was distilled to develop four Sunshine Coast values and the ten design principles. These values and principles are an important component of the Strategy and the book.