

Nambour Activation Plan Ideas Sheet

The activities and ideas identified in this Ideas Sheet are a guide only to the activation in Nambour. Creative and innovative solutions built around these ideas are encouraged. Activities are not prioritised and are subject to normal approval and funding processes. Eg permits, application fees etc

Short term- within 1 year to 2 years

Long term within 2 years to 10 years

Community and business activities

Outcome/objective		Activities.	Suggested Actions		Ideas
			Short term (Lighter, quicker)	Long term (Heavy, slow)	
Celebrate Celebrate Celebrate	15A	Creation of 'celebration days', street parties and recognition of home grown celebrities for the community	Co-ordinate celebration events, e.g. <ul style="list-style-type: none"> • Howard St TramFest • Nostalgia Day/retro nights • Mike Chapman Day/walk • International Rock n Roll Festival / Retro Rocks • Comic/Fanzine Festival • Steam punk/cane punk • "Keep Nambour Weird" 	Street art, laneway, music conference, etc.	<ul style="list-style-type: none"> • Check calendar of events • Partner with existing events and commercial opportunities (e.g. Garden Expo) • Create equivalent of 'Bee Gees Way' • Seek funding from Council Grant Program and sponsors
	15B	Celebrate and build on cultural and heritage activities	<ul style="list-style-type: none"> • Investigate activation opportunities within the cultural and heritage precinct 	Cultural and Heritage Precinct Plan	<ul style="list-style-type: none"> • Integration with Activation Plan implementation
Music reputation – The next Big Thing	16	Busking Competition	Busking comp to find next Big Thing to feed into an annual music event	Annual World busking event	<ul style="list-style-type: none"> • Partner with 2016 event e.g. Pineapple Festival, Caloundra Music Festival, Woodford organisers
Engaged Youth	17	Youth Enterprise	<ul style="list-style-type: none"> • Video promotion of Nambour • School Media Programs focusing on Nambour • Document Nambour Story (interviews with traders) • Review Activation Planning 	Events by youth for youth	<ul style="list-style-type: none"> • Link with existing youth organisations • Work with school principals and education institutions • Link youth with local traders for promotion/ marketing • Youth input into Nambour Alliance • Work with Council Y-Shop

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A positive perception of Nambour	18	Telling the Nambour story Marketing and promotion program	Establish a group including traders, land owners, indigenous elders, youth and community leaders to develop the Nambour Story and embed into community culture (e.g. hipsters, retro, counter culture, cane punk)	Story is visibly represented in Nambour	<ul style="list-style-type: none"> Identify Nambour niche markets Identify unique Nambour elements (e.g. redbrick, cane punk, leafy) Connection with flowering bottlebrush (Naamba)
Activation of Howard St Strengthen ownership and connection with Nambour Heritage Tramway	19A	Howard St – the Tracks	<ul style="list-style-type: none"> Install cane bin/parklets/planter boxes Howard St TramFest Create “linger nodes” Pavement art (12 month replacement cycle) Use tram tracks for skate comp/downhill racing Use tram tracks for band/moving restaurant Include signage, provide heritage information 	Nambour Place Activation Strategy Light installation on tram tracks	<ul style="list-style-type: none"> Cane bin identification/location Prepare an annual Activation plan Identify funding – micro funding e.g. Perth SOUP Create Parklet design Parklet Manufacturing Industry in Nambour for SEQ
	19B	Old Ambo retro fit	<ul style="list-style-type: none"> Street dining/activity Install parklets Street art installations International Parking Day celebration Pavement art (12 month replacement cycle) 		<ul style="list-style-type: none"> Generate ideas with the community Prepare prelim activation plan and design Micro-funding
	19C	Community Arts Program – Colouring the “Great Wall”	<ul style="list-style-type: none"> Temporary/changing art installation/“graffiti” Green wall/contemporary art installation 	Street Art Programs	<ul style="list-style-type: none"> Approaching Woolworths Consider alternative approaches e.g. vertical garden, climbing wall
Nambour Heritage Tramway celebrated by community as tourist destination	20	Nambour Heritage Tramway	<ul style="list-style-type: none"> Programme of events to celebrate and seek support (as above) Target events towards children, young adults, aged and general public 	Reintroduce tram (tram to run down Howard St) to Mill Site Promote tram as function and event focus Investigate temporary art installations on road surrounding Nambour Heritage Tramway tracks	<ul style="list-style-type: none"> Nambour Tramway Group to progress the planning and funding (OM15/52)

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Activation of Town Square Community ownership	21	Community Activation of Town Square	<ul style="list-style-type: none"> • Install ephemeral public art, artist exhibition space, panic button • Moveable seats / beanbags and furniture • “Allow” ping pong, buskers, yoga, bungy trampoline, BBQ, “Innovation Generation Station” • Sunset cinema • Pop up shops 	Events Calendar	<ul style="list-style-type: none"> • Organise permits, insurance, co-ordinating bookings, promoting • Red tape reduction • Co-ordinate an “idea development” forum • Provide Wi-Fi • Program Coordinator
Increased activation of Town Square surrounds – Create Nambour’s High Streets	22	Continued revitalisation of Lowe, Short and Queen St	<ul style="list-style-type: none"> • Enterprise pop-ups (e.g. garden centre, fruit shop, juice bar) • Outdoor dining/food trucks on private property • “Liquid on Lowe” • “Shorts on Short” • Mardi Gras on Queen • Shop Front Makeovers • Street art events 		<ul style="list-style-type: none"> • Existing calendar of events • Tendering process for artist to coordinate • Improve shop fronts – visual • Owners and tenants • Advocate to land owners to establish temporary use
Activation of Currie Street Beautification	23	Currie St – the little Brunswick Street	<ul style="list-style-type: none"> • Food trucks at night • Street performance zone • “Curry on Currie” • Currie St Downhill - skateboards, scooters, long boards, go-carts 		<ul style="list-style-type: none"> • Find uses for Telstra public phone shelter • Pedestrian crossing • Partial street closures at quiet times
Arts and entertainment mecca	24	Placemaking for Centenary Square (C-Square)	<ul style="list-style-type: none"> • Promote C- Square as cultural and community hub • Improve safety of central courtyard, alleyways and approaches to C-Square • Increase community access and usage of public spaces and Civic Centre • Enliven wall of Nambour Civic Centre on Civic Way (street art, light projections) • Improve wayfinding and signage within and external to C-Square 	Improve appearance of existing multi-storey car park and entrance to C-Square Implement and monitor existing planning for C-Square Place Activation Strategy	<ul style="list-style-type: none"> • Strategic building improvements • Seek diverse mix of tenants within complex with focus on retail, food, drinks, entertainment, etc. • Upgrade security (e.g. CCTV) • Install free public wi-fi, artwork, signage and other physical installations (e.g. play spaces).

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Quota Park - a district destination for movement and reflection	25	Quota Park development and activation	<ul style="list-style-type: none"> • Skate comps and events • Nambour Originals • Classical concert • Farmers markets • Fun run/'Park run' • Identify suitable circuit e.g. 4.5km • Provide mobile food and drink (van, pop ups) • Kegs on legs 	Park activation and master plan	<ul style="list-style-type: none"> • Calendar of Quota Park events aligned with Nambour wide events • Park Run – Australia establish a course in Nambour
Connecting Quota Park and Creekside as a community hub	26	Creation of Creekside Community Hub as 24/7 destination	Redevelopment of NamTech building as vibrant community hub	Social enterprise activities, food, on street dining, support, youth training, etc.	<ul style="list-style-type: none"> • On Track Co-op partners (Inclusions Plus Family Support Inc., Equity Works Association Inc. and partners Parent to Parent, SPIRAL, SCILS)
Working together	27	Networking events	Value add to current events program e.g. <ul style="list-style-type: none"> • Garden Show • RSL / Nambour State School; Council / businesses; food providers / public space owners and users • Co-ordinate theatre / museum / cultural / community events • Link activities held between Centenary Square, Old Ambo, Library, Museum, cinema, galleries, etc. 		<ul style="list-style-type: none"> • Confirm calendar of current Nambour events • Centralised collection of events – themes, timing, location, etc. • Build on existing events Garden Show – how do local business benefit flow onto CBD • Broaden the stakeholder network, e.g. Sunshine Coast Health Foundation (Wishlist) • Liaise with Council Event+ Program to connect local and international events
Increased pride in Nambour as a unique town	28	Spring Clean Nambour	<ul style="list-style-type: none"> • Mayor's Walk (Councillors, Executive Team, Community leaders) with Nambour Alliance to identify 'hotspots' • Arrange for businesses, schools, council, etc. to all clean over one week in September (Spring) 	Establish regular / annual events	<ul style="list-style-type: none"> • Pre and post good news stories / web based • Annual Spring Clean • Walk around town & identify ugly/hot spots for upgrade (paint/clean etc.)

Council activities

Outcome/objective		Activities	Short term (Lighter, quicker)	Long term (Heavy, slow)	How
Bustling streets full of people A hip nightlife Funky cafes, shops and pop ups	1A	A friendly guide to making Nambour a great place	Prepare a guide to support and stimulate <ul style="list-style-type: none"> private businesses (e.g. how to establish alfresco dining, pop up shops, food trucks, event permits etc.) Community events (e.g. how to apply for road closure, amenity and waste need 'Using the Town Square' for events Promote and communicate existing resources and links to event assistance	Conduct regular information sessions e.g. establishing community event, community grants, event management	<ul style="list-style-type: none"> Assess the current process for temporary and permanent activities, identify barriers and create a Nambour friendly useful guide Collect feedback from existing traders re hurdles and successes Create both online and hard copy versions Links to SCENE events
	1B	Economic Development workshop for local business	Conduct a workshop in Nambour to help grow and support local business. The workshop is to be based on Industry and Investment plans, Investment Attraction and building on major events	Continue to promote the Sunshine Coast Business and Investment Resources	<ul style="list-style-type: none"> Promote Sunshine Coast Investment prospectus and highlight Council's Incentives Scheme
	1C	Pink Zones investigation in Nambour	Investigate Pink Zones in Nambour in designated areas to support planning and regulatory provisions and stimulate activity	Review relevant local laws and planning scheme provisions as required	<ul style="list-style-type: none"> A pink zone designation enables the local business and land owners to test out new ideas in regard to regulatory and statutory requirements, e.g. reduced car parking, reduced permit fees, increased activity Progress investigation to expand Hospitality Zone
Family Fun	2	Create a Nambour water splash park	Undertake a feasibility study and design into the introduction of water play into the Nambour aquatic facility, improved access and parking arrangements and connecting a leisure corridor to Petrie Park	Creation of water splash park and supporting infrastructure	<ul style="list-style-type: none"> Secure land from old skate park as part of investigation and prepare master plan Seek improved car parking and bus drop off arrangements Assess opportunities in the master plan for connection through Petrie Park

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Community pride	3	Drawn Together Program	Continue program to undertake street art by community / youth of Nambour supported by creative industry	Youth based street art program	<ul style="list-style-type: none"> Underway (15/16)
Nambour connected	4A	Improve public transport to/from Nambour	<ul style="list-style-type: none"> Promote existing public transport options Consult with current and potential public transport users – times, locations, links to other services, etc. 	Advocate for a regular express service to Maroochydore	<ul style="list-style-type: none"> Community support Ongoing advocacy with Translink and Qld Rail
	4B	Re-develop Nambour Transit Centre	Advocate to State Government to upgrade Transit Station (visually and functionally)	Redevelop Transit Centre	<ul style="list-style-type: none"> Meetings with Translink Qld Rail and Centenary Square Station audit – safety and place User survey Social Media/Press
A great mix of housing choice (keep the creatives)	5	Prepare a short term accommodation strategy	Investigate options of short term accommodation e.g. <ul style="list-style-type: none"> backpackers students hotel/motel caretakers 	Housing Diversity Strategy – including inner city living	<ul style="list-style-type: none"> Advocate to development/ investment industry Prepare a housing diversity short term accom) strategy for Nambour
Reinforce Nambour's history and location as a garden town	6	Colouring the streets of Nambour	Develop a garden and street tree program for Nambour town centre including <ul style="list-style-type: none"> Street Tree Master Plan Demonstration Street 	Street Tree program <ul style="list-style-type: none"> Howard St Ann St Lowe St 	<ul style="list-style-type: none"> Street tree and shade audit of city footpaths Develop a program of flowering shrubs in association with traders Street tree and garden guide Planting program for entries and major roads leading up to Garden Expo Centres Design Palette
Walking the talk through place activation	7A	Pop Up Central - Eddie De Vere Forecourt makeover	Undertake a quick makeover of the forecourt to include for e.g.: <ul style="list-style-type: none"> Temporary upgrade (turf & seating) Landscaping, painting, furniture, shade, bubbler, etc. Beanbags, tables and deck chairs Occasional food truck 	<ul style="list-style-type: none"> Redesign and permanent upgrade of forecourt Large Screen Slippery Slide 	<ul style="list-style-type: none"> Competition to rename the Forecourt Seek partnerships Prepare design including consideration of indigenous gathering place Extend library programs to utilise forecourt

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	7B	Howard St – the Tracks	Advocate to DTMR for improved pedestrian crossing – Howard/ Currie St eg scramble crossing	Prepare and implement a streetscape plan for Howard Street	<ul style="list-style-type: none"> Seek funding in Placemaking program for 2017/18, e.g. Advocate for “scramble” crossing on Currie/Howard/Mill St
	7C	Heritage Walk on Howard Street	<ul style="list-style-type: none"> Maintain memorabilia Temporary signage and street art Interpret heritage listed tracks and signs Identify Howard St heritage buildings 	Heritage trail through Nambour Brochures, apps Heritage and Character Study	<ul style="list-style-type: none"> Interpret heritage listed tracks and signs Link walk on Howard St to other Nambour walks Collect social history
	7D	Currie St – the Little Brunswick Street	<ul style="list-style-type: none"> Advocate for improved pedestrian crossing of Currie Street to connect Forecourt to town centre Liase with Telstra to convert public phone shelter into something weird and quirky 	<ul style="list-style-type: none"> Creative lighting Lighting/signage Formalisation with shared street Create overall design and detailed plan, including Petrie Creek bridge Traffic management/street scaping/improved mobility 	<ul style="list-style-type: none"> Meeting with DTMR, Telstra Telstra shelter – explore options International prototyping of temporary pedestrian crossings for informaiton
Skate Central	8	Establishment of an International Skate Competition in Nambour	<ul style="list-style-type: none"> Annual event/skate/rolling Support from and benefits to Nambour businesses Tram skating 	National skating competition	<ul style="list-style-type: none"> Commenced August 2015 Possible Skate Sprint down Carter Rd
Connecting to the green	9	Ann Street and Petrie Creek crossing – stronger linkage	<ul style="list-style-type: none"> consider mobility and access of Ann St as the connector to Quota Park Improve links between Currie St (Petrie Creek crossing) and Petrie Creek 	Parks and Streetscape improvements Ann Street Art program	<ul style="list-style-type: none"> Street art ideas and strategy with Creative Alliance and RSL Paint and decorate the street – e.g. Wellington, NZ Provide visual link on Ann St between Nambour Plaza and skate park/Petrie Creek
Town touching Nature	10	Petrie Creek Parklands Master Plan	<ul style="list-style-type: none"> Complete, adopt and implement Petrie Creek Parklands Master Plan Lift vegetation and canopy for safety and security of users 	Create tourist transport (e.g. Schwebb cycle monorail in Rotorua, NZ) Run ecowalks, gondolas, kayaks, tubes, etc. on Petrie Creek	<ul style="list-style-type: none"> Coordinate external stakeholder input Reveg project/sight lines Design and build Petrie Creek boardwalk - provide path along creek to share high amenity, improve trails for walking / running / cycling

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Active and Healthy Nambour	11	Connect Showground & Nambour town centre	<ul style="list-style-type: none"> Establish a pedestrian link between town centre and showgrounds 	Establish a trail connection and construct pathway and signage	<ul style="list-style-type: none"> Feasibility of pedestrian link between Nambour and Coolum and showgrounds
Major events (Nambour Showgrounds)	12	Nambour Showgrounds Master Plan	<ul style="list-style-type: none"> Complete short term master plan actions Multi event centre- feasibility 	Complete long term master plan actions	<ul style="list-style-type: none"> Feasibility study underway Implement Master Plan
Responsive Council	13	Council empowering the Nambour community	<ul style="list-style-type: none"> Establish a 'Nambour' integrated team to support community activation 	Establish opportunities to support community	<ul style="list-style-type: none"> Annual review and check in Investigate funding options for a Place Manager for Nambour Utilise Council's Investment Facilitation group 12 month position
A safe and smart place to be	14	Improve safety in the streets	<ul style="list-style-type: none"> Continue to implement pedestrian network in Nambour Install CCTV cameras in key locations (taxi rank and C Sq) 	Upgrade pedestrian connections. Co-ordinate with Public Lighting Project and Urban Lighting Master Plan Continue CCTV program	<ul style="list-style-type: none"> Coordinate with Police Identify hotspots e.g. outside IGA Utilise recent safety audit – Police Apply Smart City Framework