



Sunshine Coast Council  
Nambour Activation Plan  
October 2015



A project supported by:



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[www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)  
[mail@sunshinecoast.qld.gov.au](mailto:mail@sunshinecoast.qld.gov.au)  
T 07 5475 7272 F 07 5475 7277  
Locked Bag 72 Sunshine Coast Mail Centre Qld 4560

**Acknowledgements**

Council wishes to thank all contributors and stakeholders involved in the development of this document.

**Disclaimer**

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## Background

### Introduction

This Nambour Activation Plan provides a framework to activate the streets and places of Nambour and enable local businesses and community to energise their township and celebrate their place.

The Activation Plan has been prepared as an 'enabler' and is not intended to limit or dictate actions and ideas. The Activation Plan has drawn from a substantial list of previous planning documents for Nambour, with the aspiration/ vision being derived from a recent 'place creation workshop'.

Based on a contemporary approach to activation and place making the Activation Plan seeks to use temporary/lighter solutions to activate streets and key spaces, allowing ideas to be trialled and refined before significant investment in street and building improvements are undertaken.

This Activation Plan is not solely a Council document, as it belongs to the community, local businesses and land owners. It is Council's intention to support and assist the implementation of the Activation Plan where appropriate however the success of the Activation Plan rests with the community, businesses and land owners.

The Activation Plan provides a framework only and is intended to stimulate more ideas, solutions and actions. This is a living document which is intended to evolve and change over time.

### Context

Nambour serves an important role in South East Queensland as a Major Regional Activity Centre, providing higher order retail, employment and service needs for its residents and surrounding towns.

Over 17,000 people call Nambour home (as of June 2015), and the town has been growing by slightly more than 350 people a year since 2006. By 2025, Nambour is forecast to have a population of 25,300 people.

Nambour and surrounding towns boast a population of over 32,500 people (as of June 2015). This population is forecast to grow to over 45,000 people by 2025.

Nambour's town centre has for some years struggled as a retail/employment centre as the retail and service centres along the coastline have challenged the traditional role of Nambour.

This challenge has been accompanied by some key decisions such as the closure of the Moreton Sugar Mill, the designation of Maroochydore as the Principal Activity Centre and the majority of urban growth (greenfield and infill) occurring along the coast line.

Key challenges identified for Nambour include the following:

- A perceived negative image of Nambour and lack of pride with vacant shops, lack of evening night life and concerns with safety in the streets.
- Determining Nambour's future role and function, building confidence and attracting investment.
- Activating the streets – getting people back into the Nambour town centre, day and night.
- Pedestrian connectivity, mobility and amenity – getting around and across major roads and intersections.
- Improving the street and business presentation – streetscapes, shop and building facades.
- Protecting the character and identity of the town's past and use of the existing urban form as a point of difference.
- Establishing a new and alternative image supported by the community, business and land owners collectively.
- Building on the natural and built form and seeking innovative and alternative uses and linkages.

There is already a rising confidence in Nambour's future due in part to an increasing population, a younger demographic moving in and a new vibe around town.

Anecdotal evidence indicates increasing confidence in Nambour as the business and investment opportunities are realised such as major supermarkets and the establishment of smaller creative retail and food outlets grow.

The creative enterprise precinct and the upgrade of Queen Street, commenced in mid 2000 and has become an anchor for a new and eclectic/alternative look and feel of Nambour.

Nambour is a well-resourced service centre with a diverse range of education, health and social infrastructure in close proximity to key growth areas and economic game changes on the Sunshine Coast. Nambour is well positioned to build on these valuable assets and look towards a bright future.

Now more than ever Nambour and the surrounding towns need to build confidence in the area as it reinvents itself as **a thriving and extraordinary place to live, work and play.**

### How the plan works

The main elements of the Activation Plan include:

- B** Nambour's Aspirations and placemaking locations set the scene, starting now in 2015.  
While the aspirations generally propose outcomes to aspire towards, many of the outcomes act as a guide and ideas only.
- C** Place Activation Map – Overview, four key strategic projects and overarching actions.
- D** Place Activation Framework – Five placemaking locations with specific actions:
  - 1 Howard Street – The Tracks;
  - 2 Town Square and High Streets;
  - 3 The Forecourt/Currie Street – the little Brunswick Street;
  - 4 C-Square – arts and entertainment mecca; and
  - 5 Petrie Creek Parklands - town touching nature.
- E** Overarching guiding principles and conclusion.

The Activation Plan is supported by a detailed **Nambour Activation Plan Ideas Sheet** which outlines the projects that support the aspirations, the tasks to be achieved, and who is responsible.

The Nambour Alliance in partnership with local businesses and community organisations are responsible for many of the actions. Council's role is predominately as an 'enabler' to allow actions to happen, and as an advocate to other levels of government.



# B



## Nambour's aspirations

### The Vision

Nambour - original since 1870.

Built on sugar cane, Nambour is a sub-tropical town proud of its history. For 145 years it has been the heart of the Sunshine Coast, a centre for business, governance and innovation. Handmade by the locals, it is appreciated by visitors for its country hospitality, local produce, eclectic shops, events, music and places.

## Nambour has resurrected itself from an industry and service based past to a thriving and extraordinary meeting place.

Nambour has continued to build on its strong history as a service centre for health, education and community support.

The locals tend to come for the local fresh food, creative shops and remarkable events. Many like working here and wouldn't mind living here in the future. And of course places loved by the locals attract visitors – from the beach to Brisbane. The talk is country, not coast.

It's no surprise really, after all the locals were enabled and empowered to create this place. They continually come up with ideas and – here's the important thing – they take responsibility for them and they make it happen. Working together has been a real winner.

A lot has been achieved by simply being 'open for business' - bustling streets full of people, a hip night life and funky cafes, shops everywhere and the street art is extraordinary. Because there are so many places in Nambour, street parties happen every month, not just once a year. It is regarded as the 'West End' of the Coast.

Music continues to play an important role in Nambour. With our 'Cane Punk' pedigree, live music is encouraged and protected - whether in a Council practice room, local bars, or the Town Square. In 2016 we will work with local celebrities to formally recognise their contributions to music such as Rock n Roll. The Town Square busking competition, commencing in early 2016, will select the 'Next BIG Thing' to come out of Nambour.

Nambour knows that 'family fun' means different things to different people, from water play to cinemas, skating, food and entertainment. It's much more than surf and sand.

Nambour youth have been empowered to tell The Nambour Story and create places, through programs like the Drawn Together Program and exciting street art programs.

It's amazing what has happened since the red tape was slashed in 2015. While Lighter Quicker Cheaper ideas have been popping up everywhere (e.g. merchants with arts and the in-demand pop up caravan) - longer term initiatives

like public transport and funky streetscapes are also being planned. The community is helping by locating old cane bins to re-use in the town as pop ups and planters.

We realise that to be remarkable our different places can't please everyone. Our focus in 2016 will be to identify and then exceed the needs of our niche markets (e.g. retro, counter culture, alternative retail, hipster, skater, families and students). This, in turn, will attract more visitors.

We have been auditing our streets and places to establish benchmarks and identify ideas for change. We regularly measure the performance of initiatives to celebrate success, fine-tune or even try something different. Keeping our streets safe and accessible for everyone has been a popular outcome.

The name Nambour is derived from the Aboriginal word 'naamba', referring to the red-flowering bottle brush *Callistemon Viminalis*. By the end of 2015 we will have Gubbi Gubbi and other indigenous community representatives involved in making places.

Long regarded as a town with an 'inclusive community', a housing diversity strategy will be developed in late 2016 to ensure that people (including the 'creatives') can continue to live here in the future. While new apartment buildings are on the horizon, they integrate into the look of our country town and the live music industry. Heritage buildings are beautifully restored and new buildings reflect a 'hinterland' style of architecture and contribute to the tree-lined streets.

The street tree and garden Demonstration Street Program reinforces our history as a garden town and increases shade and interest for walkers.

While the garden feel reaches out to the suburbs and nearby hills, downtown has a happening vibe with unique and happening places.

Every street offers something extraordinary, and there are some locations within the town centre where creativity and excitement really shine.

1. Howard Street - The Tracks
2. The Town Square and High Streets
3. The Forecourt/Currie Street - the little Brunswick Street
4. C-Square - arts and entertainment mecca
5. Petrie Creek Parklands - town touching nature

These five placemaking locations set the scene for Nambour's activation.

# B

## Nambour's aspirations - Placemaking locations

### 1. Howard Street - The Tracks

Now this place is authentic – gritty, retro, quirky and creative – a meeting of all things hipster and alternative. While it feels organic, we have proactively re-written the rules along the way. The eclectic mix of buildings, businesses, history and streetscape enables a remarkable mix of shops, activities and events, popular with the locals and visitors.

Howard Street and the 'Old Ambo Station' is the launch pad for creative placemaking – led by empowered locals. Awnings, street art and parklets will create a linger node, attract attention and inspire the traders - culminating in September to celebrate International Parking Day. Council officers listen to the locals and report back. Council will share the community's vision with the owners of the Nambour Plaza to change the external wall into a contemporary art installation and convert this asset into a popular location.

Train tracks, bike and skate ways (Rolling and Rocking along Howard Street) and footpaths provide easy alternatives to driving through town. The tracks are already the focus for music, events and popular activities – including the Annual Downhill Championships in 2016. It's good to be using them while the Nambour Tram evolves. The heritage tracks and signs will be recognised and protected.

Over winter we will prototype community gardens in setbacks in partnership with traders and community. These temporary installations can be added to, moved or removed based on success. During this time Council will also be talking to traders about the street tree pilot program and planter boxes to 'Colour the Street'.

While, the 'Old Ambo Station' will always attract the 'creatives', the street makes them want to stay.

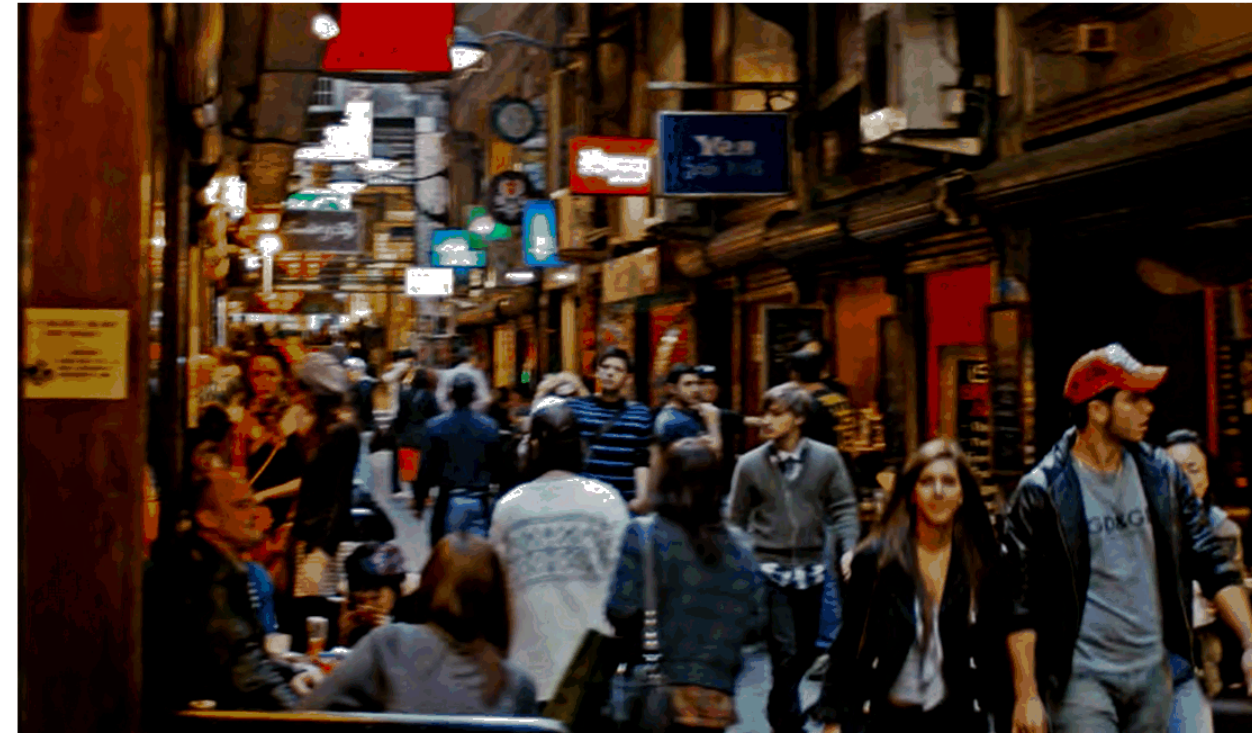
### 2. Town Square and High Streets

Ultimately the Town Square and the 'High Streets' of Queen, Lowe and Short will be sought after addresses for food, beverage and retail, where the traders and the innovation generation trial music, events, activities and shared zones before finalising the Nambour Alive Christmas festival. This will be enabled by a 'Guide to using the Town Square' produced by Council and the Alliance. Over 75% of new visitors will make a return visit after Christmas.

The Alliance and Council will attract 'catalytic traders' to use vacant shops by listening to existing traders and cutting red tape.

In late 2015 we will trial an activation program with local traders to re-use carparks outside of office hours along the western side of Queen Street before longer term conversion into contemporary new buildings. The pop ups in private carparks, first trialled in December 2015, create a remarkable atmosphere with tables and chairs, rugs, bean bags, fairy lights, wall projections and street performances. Importantly, increased visitor numbers support the existing businesses along the street.

Gritty connections such as Porters Lane and Howard Street contrast the charm of Queen Street.



### 3. The Forecourt/Currie St - the little Brunswick Street

Council is 'walking the talk' by prototyping place activation in the forecourt of the Council building. The forecourt will be 'named' after a competition by the locals. Lighter, Quicker, Cheaper initiatives will be trialled for library users, visitors and workers.

Our early focus is on temporary pop up solutions such as an outdoor library, busking, shade and colour, seating and interactive play – while the long term future of the place is considered. A large screen within the building (with external speakers) will share information and entertainment with people lying on beanbags in the square. A free book swap (started with old library books) occupies an old cane bin and is surrounded by garden style chairs and tables.

Increased use of the forecourt has helped to attract cafes and bars back to Bury St. Importantly, it has identified the hurdles that need to be addressed to enable traders and the community to create exciting and interesting places in Nambour. We expect to measure an increased length of stay and promotion of the other places within Nambour.

Currie St will be slowly transformed into a place for people, not just cars. Street exposure makes this an attractive address for business and retail while the existing power and water supports food and beverage markets – 'Curry on Currie'. We will start small with Food Trucks on a Saturday or Sunday before moving on to new 'scramble' pedestrian crossings, tree lights, street art and Saturday street closures. These small, but significant, initiatives combine to increase turnover for adjoining businesses and decrease vacancy rates. After all, Nambour is a place to get to – not drive through.

Currie Street's reputation for live music grows from the top of town to the arts and entertainment mecca.

# B

## Nambour's aspirations - Placemaking locations

### 4. C-Square – arts and entertainment mecca

This creative and innovative place attracts artists, entertainers and entrepreneurs who like to push boundaries and inspire the locals. With record attendances at the regular movies and events there is always something interesting happening in C-Square. Not to mention the amazing local food – cafes, bars, restaurants, cinemas and food trucks. Even the edgy street art attracts photographers at all times of the day and night.

Since the courtyard renovation and the wayfinding program, people from all walks of life have found a place for music and celebration. And it's not just happening in the square but on the myriad of porches, pathways, and laneways – even the carpark!

With the 'state of the art' Transit Centre adjoining this entertainment mecca, the locals and visitors can walk, take the train, catch a bus, ride bikes or drive here for the art, events, markets, music, movies, and shows. For those people who are passing through, the Transit Centre connects them to town, providing a diverse choice of short term accommodation (e.g. backpackers), a bus to the coast or to skate to Petrie Creek Parklands.

### 5. Petrie Creek Parklands - town touching nature

Petrie Creek looks amazing and is full of life – people and nature. The hidden corridors along the creek are being rediscovered and regenerated by locals. The trail program, to be commenced in 2016, with a self-guided walk, is expected to be so popular we may consider boardwalks and even gondolas!

The Ann Street and Petrie Creek bridge art program (sponsored by local businesses) along with the upgraded pedestrian access and footpath improvements makes it much easier to walk, bike and skate to and from the town centre. This, combined with the thriving social enterprise venue known as Creekside, is attracting more people to the park, cafes, shops and club on Mathew Street.

Skaters are very welcome in Nambour. Local competitions over the 2015 school holidays create a platform for National events over the summer of 16/17. While the Quota Park skate facility is the hub, street closures over the weekend enable longboard races through town. The build your own skateboard for the old train tracks is a big success.

It is great that people can now get all the way from Burnside to the Showgrounds along the green spine of Petrie Creek, with easy access into town for a coffee, a play in Quota Park, or to visit events like the Garden Expo.

**Nambour has certainly found its place as a thriving and extraordinary regional town!**



## Nambour's overview

The Activation Plan seeks to stimulate and create Nambour as a thriving and extraordinary place. While the focus of the Plan is the town centre, there are **four key strategic projects** that contribute to the activation of Nambour. These are:











- Investigation of a Nambour splash water park and leisure corridor;
- Connecting the town centre to the event hub at Nambour Showgrounds;
- Creating Petrie Creek as a major pedestrian and green spine; and
- Nambour Heritage Tramway project.

## Overarching Actions

With a focus on town centre placemaking, there are a number of overarching actions that provide the framework for activation. These include:

- A friendly guide to making Nambour a great place.
- A 'How to open a business' investment package and factsheet
- Investigation of Pink Zones in Nambour - testing ideas and regulations
- Creation of 'celebration days', street parties and recognition of home grown celebrities.
- Telling the Nambour story.
- Colour the Streets of Nambour – street art and street tree programs.
- Improved public transport and redevelopment of the Nambour Transit Centre.
- Working together and building strong networks and extraordinary events.
- Council supporting and enabling community and business activation.
- A safe and smart place to be, improving safety, mobility and technology.
- Festivals and events, e.g. Spring Clean Nambour, TramFest, Nambour Alive Christmas and Retro Rocks.

Town centre placemaking focuses on the five locations outlined in the image. More specific actions on the five placemaking locations are further detailed on the following pages.

Key			
	Town centre placemaking focus		4. Centenary Square - arts and entertainment mecca
	Water splash park investigation		5. Petrie Creek Parklands - town touching nature
	1. Howard St - The Tracks		• Pedestrian connections
	2. Town Square and High Streets		• Tramline
	3. The Forecourt/Currie St - the little Brunswick Street		• Petrie Creek green spine



# D

## Activation framework

### Creating thriving and extraordinary places

The Plan identifies five key placemaking locations within the Town Centre.

The Hospitality Precinct is also identified within the town centre.

While specific actions for these locations are outlined in the following pages, it is important to note that this plan does not intend to preclude other areas of Nambour participating in placemaking and creative thoughts.

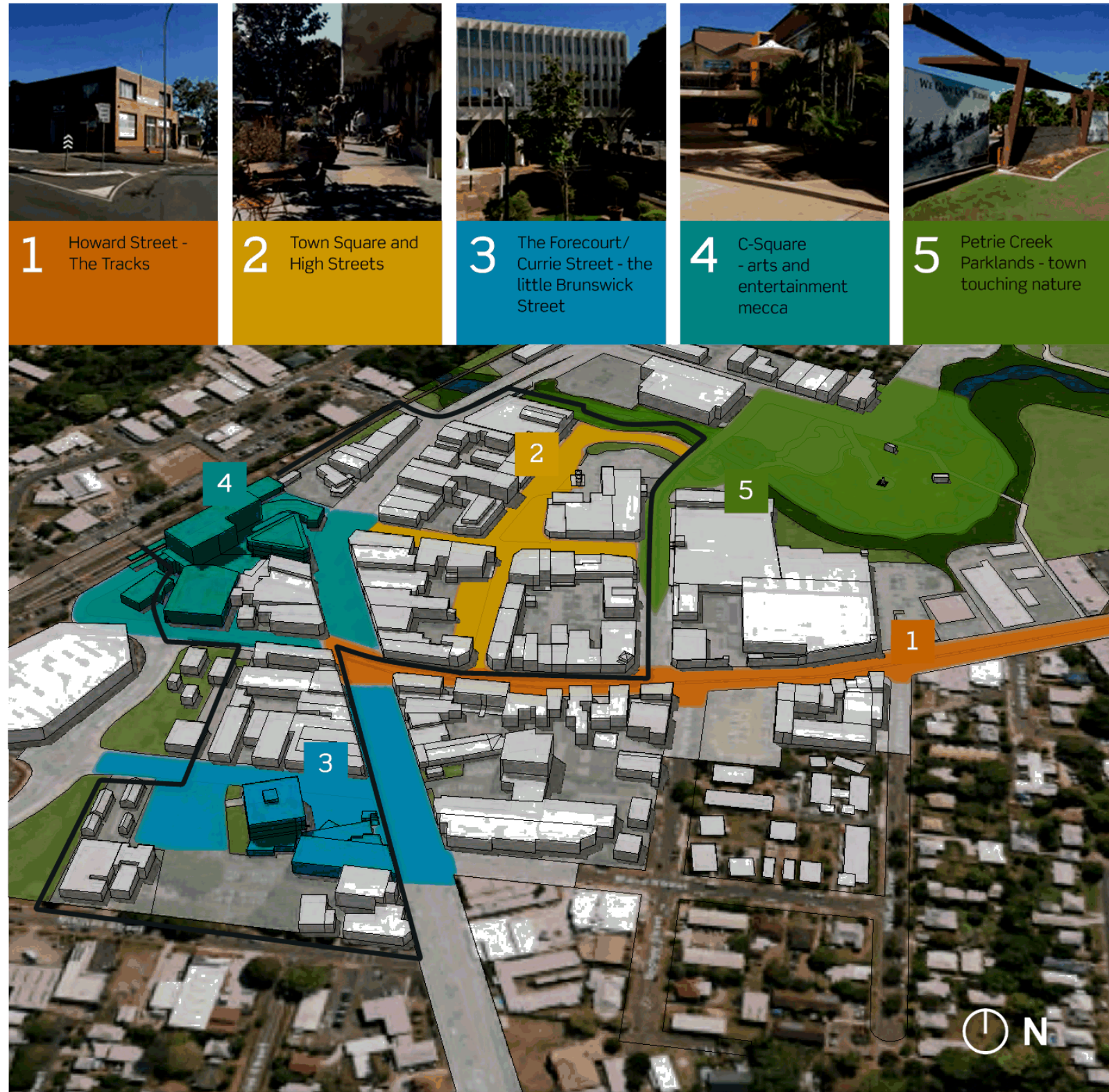
The Activation Plan is a living document and is intended as a framework for placemaking and activation in Nambour.

The five placemaking locations include:

1. Howard Street – the Tracks;
2. Town Square and High Streets;
3. The Forecourt/Currie Street – the little Brunswick Street;
4. C-Square – arts and entertainment mecca; and
5. Petrie Creek Parklands – town touching nature.

Nambour boasts a network of cultural, recreational and heritage assets which provide the ideal basis for activation and celebrations.

Each location outlines the vision, objective and a summary of actions, and can be read as a stand alone document. The visual plan demonstrates indicative symbols of where actions may occur





## 1. Howard Street - The Tracks

### Location



### Objective

Now this place is authentic – gritty, retro, quirky and creative – a meeting of all things hipster and alternative. While it feels organic, we have proactively re-written the rules along the way. The eclectic mix of buildings, businesses, history and streetscape enables a remarkable mix of shops and events, popular with locals and visitors.

Howard Street and the 'Old Ambo Station' are the launch pad for creative placemaking – led by empowered locals. Awnings, street art and parklets will create a linger node, attract attention and inspire the traders.

Train tracks, bike and skate ways (Rolling and Rocking along Howard Street) and footpaths provide easy alternatives to driving through town. The tracks are already the focus for music, events and popular activities. It's good to be using them while the Nambour Tram evolves.

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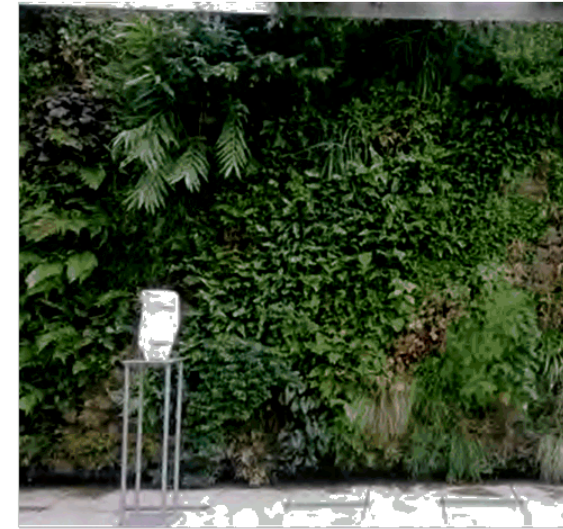
### Actions

1. Investigate pink zones to stimulate ideas and investment
2. Hold celebration events, e.g. Howard Street TramFest street party, community events, skating, bands, food festivals
3. Establish creative arts launch pad - 'Old Ambo' and arts enterprise projects, e.g. street art, popups, community use of car parks
4. The Tracks - temporary pavement and street art, cane bins/parklets/planter boxes and Street Tree Demonstration Street Program
5. Colour the Streets and the 'Great Wall' e.g. green/contemporary art
6. Establish Heritage Walk and interpretive signage
7. Progress Nambour Heritage Tramway project
8. Advocate for 'scramble' crossing on Howard and Currie Streets

### Key

- Pink investigation zone
- Activation, pop-ups, placemaking
- Creative focus areas
- Public carpark
- Heritage walk
- Pedestrian connections
- The tracks
- Scramble crossing

### Inspiration



D

## 2. Town Square and High Streets

### Location



### Objective

The Town Square and the 'High Streets' of Queen, Lowe and Short are sought after addresses for food, beverage and retail, where traders and the innovation generation trial music, events, activities and shared zones.

By listening to existing traders and cutting red tape, the Alliance and Council attract 'catalytic traders' to re-use vacant shops.

An activation program with local traders has led to the re-use of carparks outside of office hours along the western side of Queen Street before longer term conversion into contemporary new buildings. The pop ups in private carparks, first trialled in December 2015, create a remarkable atmosphere with tables and chairs, rugs, bean bags, fairy lights, wall projections and street performances. Importantly, increased visitor numbers support the existing businesses along the street.

Gritty connections such as Porters Lane and Howard Street contrast the charm of Queen Street.

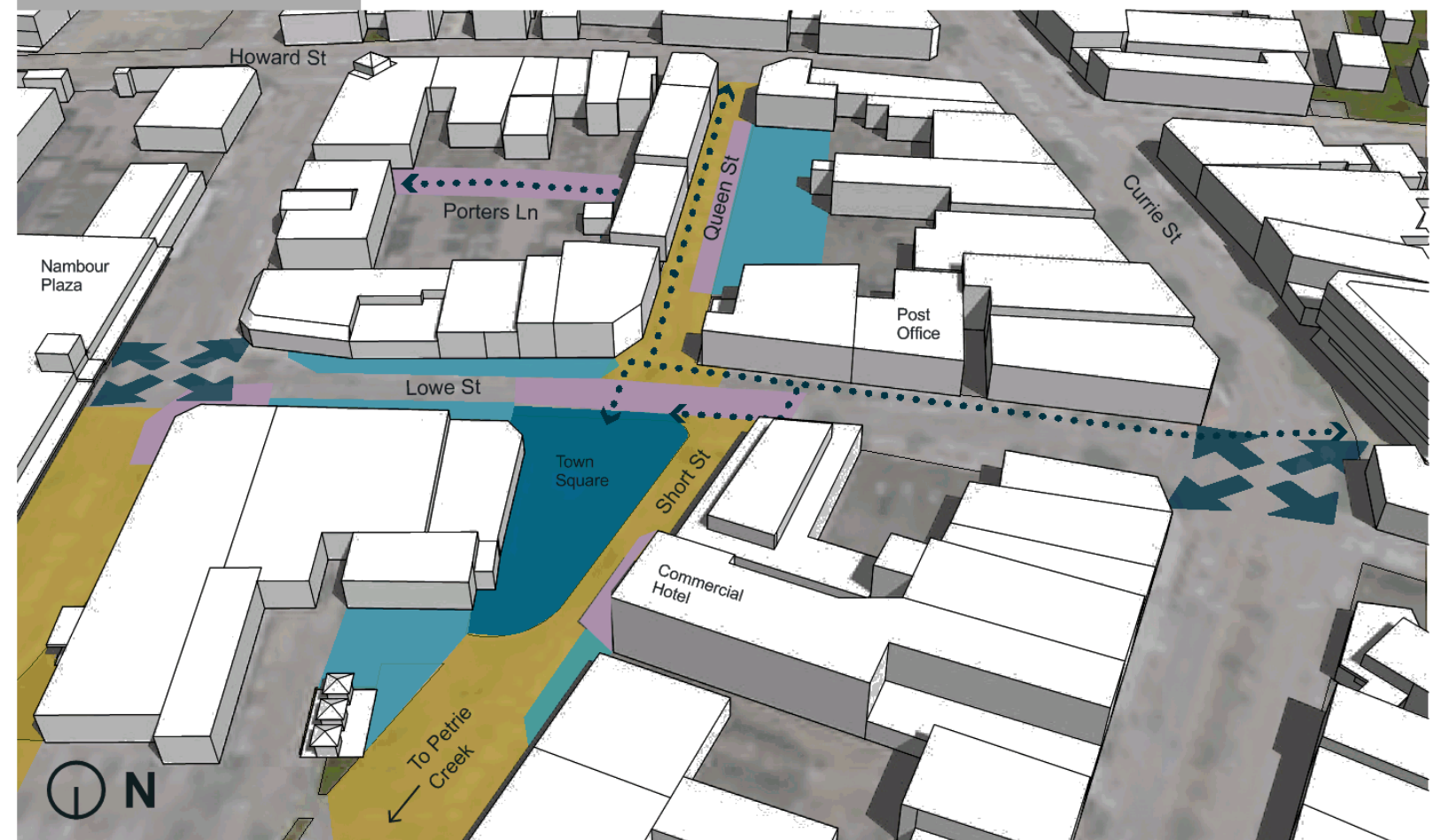
### Actions

1. Investigate pink zones to stimulate ideas and investment
2. Promote community events in Town Square e.g. art spaces, moveable furniture, markets, school musicals
3. Produce 'Guide to using the Town Square'
4. Revitalisation of Lowe, Short and Queen Streets e.g. pop ups, food trucks, outdoor dining
5. Start annual busking competition
6. Advocate for 'scramble' crossing on Lowe and Currie Streets
7. Strengthen pedestrian connection between Town Square and C-Square
8. Explore laneway opportunities for Porters Lane

### Key

- Pink investigation zone
- Activation, pop-ups, placemaking
- Town square activation
- Street art - colour the streets
- Pedestrian connections
- Scramble crossing

### Inspiration



### 3. The Forecourt/Currie Street - the little Brunswick Street

#### Location



#### Objective

Council is 'walking the talk' by prototyping place activation in the forecourt of the Council building. Lighter, Quicker, Cheaper initiatives will be trialled for library users, visitors and workers.

Increased use of the forecourt has helped to attract cafes and bars back to Bury Street. Importantly, it has identified the hurdles that need to be addressed to enable traders and the community to create extraordinary places in Nambour. We expect to measure an increased length of stay and promotion of the other places within Nambour.

Currie Street has been slowly transformed into a place for people, not just cars. Street exposure makes this an attractive address for business and retail.

Currie Street's reputation for live music grows from the top of town to the arts and entertainment mecca.

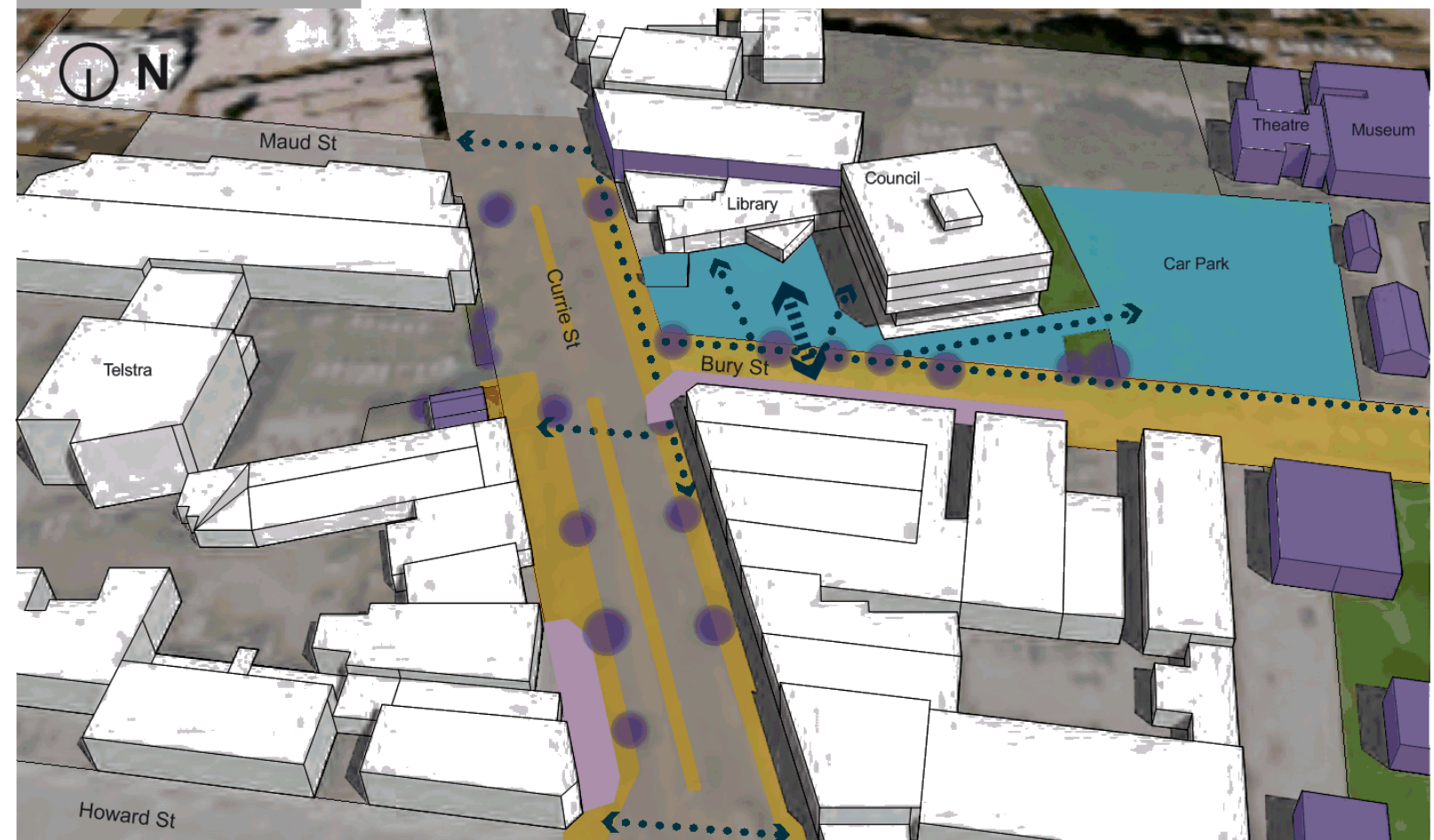
#### Actions

1. Investigate pink zones to stimulate ideas and investment
2. Forecourt makeover upgrade e.g. furniture, shade, outdoor events (demonstration of council's placemaking leadership)
3. Investigate vehicle access for pop ups
4. Advocacy with Main Roads to activate Currie Street, e.g. street art, food trucks, creative lighting
5. Improve pedestrian crossing of Currie Street, traffic calming, lighting and signage
6. Explore weird and quirky ideas for public phone shelter
7. Creative art upgrade on council building
8. Activate Bury Street - Colour the Streets

#### Key

- Pink investigation zone
- Traffic calming
- Activation, pop-ups, placemaking
- Creative upgrades to buildings
- Creative lighting
- Street art - colour the streets
- Access to forecourt
- Pedestrian connections

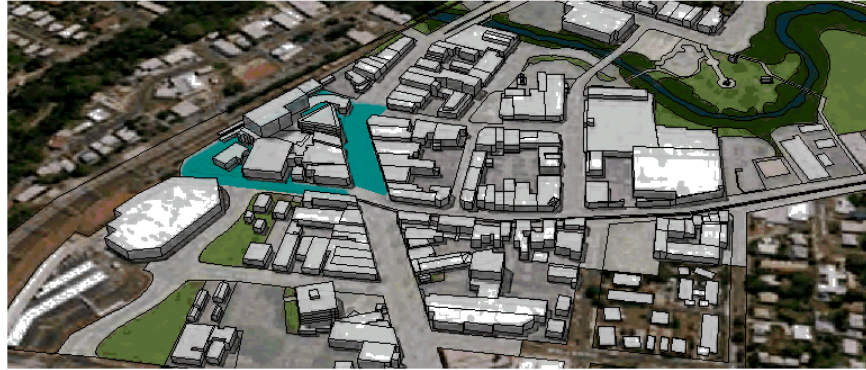
#### Inspiration



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## 4. C-Square - arts and entertainment mecca

### Location



### Objective

This creative and innovative place attracts artists, entertainers and entrepreneurs who like to push boundaries and inspire the locals. With record attendances at the regular movies and events C-Square is always booked solid. Not to mention the amazing local food – cafes, bars, restaurants, cinemas and food trucks. Since the courtyard renovation and the wayfinding program, people from all walks of life have found a place for music and celebration.

With the 'state of the art' Transit Centre adjoining this entertainment mecca, the locals and visitors can walk, take the train, catch a bus, ride bikes or drive here for the art, events, markets, music, movies, and shows. For those people who are passing through, the Transit Centre connects them to town, providing a diverse choice of short term accommodation (e.g. backpackers), a bus to the coast or to skate to Petrie Creek Parklands.

### Actions

1. Investigate pink zones to stimulate ideas and investment
2. Advocate for upgrade to Transit Centre to improve connections to key venues and town centre
3. Advocate for increased frequency of public transport connections especially nights and weekends
4. Promote C-Square as cultural and community hub for music, arts and food
5. Upgrade central courtyard in C-Square
6. Enliven wall of Nambour Civic Centre on Civic Way and Civic Centre car park e.g. street art, light projections
7. Improve wayfinding and signage within and external to C-Square
8. Investigate options for short term accommodation in Nambour

### Key

- Pink investigation zone
- Activation, pop-ups, placemaking
- Town square activation
- Street art - colour the streets
- Creative upgrades to buildings
- Potential short term accommodation
- Pedestrian connections to Currie Street and Town Square
- Scramble crossing

### Inspiration



D

## 5. Petrie Creek Parklands - town touching nature

### Location



### Objective

Petrie Creek looks amazing and is full of life – people and nature. The hidden corridors along the creek are being rediscovered and regenerated by locals. The Ann Street and Petrie Creek crossing art program (sponsored by local businesses) along with the upgraded pedestrian access and footpath improvements makes it much easier to walk, bike and skate to and from the town centre. This, combined with the thriving social enterprise venue known as Creekside, is attracting more people to the park, cafes, shops and club on Mathew Street.

Skaters are very welcome in Nambour. Local competitions over the school holidays create a platform for National events over the summer. The build your own skateboard for the old train tracks is a big success.

It is great that people can now get all the way from Burnside to the Showgrounds along the green spine of Petrie Creek, with easy access into town for a coffee, a play in Quota Park, or to visit events like the Garden Expo.

### Actions

1. Investigate pink zones to stimulate ideas and investment
2. Complete, adopt and implement Petrie Creek Parklands Master Plan
3. Protect view lines to and through Petrie Creek
4. Develop and activate Quota Park e.g. concerts, fun runs, International Skate Competition
5. Create Creekside as social enterprise
6. Improve connections from Ann Street and Petrie Creek bridge to Petrie Creek e.g. pedestrian upgrades, street art
7. Strengthen the pedestrian connections from showgrounds to Quota Park

### Key

- Pink investigation zone
- Activation, pop-ups, placemaking
- Town square activation
- Street art - colour the streets
- Creative upgrades to buildings
- Skatepark events and activation
- Creative lighting
- Pedestrian connections
- Views

### Inspiration



# E

## Principles and conclusion

The Nambour Activation Plan has been guided by the community's identified outcomes and aspirations for Nambour, guiding principles for making places and a process that respects the values of the Nambour community.

### Outcomes: P.E.O.P.L.E. making places

**Prosperity:** People prosper in Nambour and local businesses thrive

**Excite:** Nambour ignites relationships, confidence, ideas and esteem

**Our legacy:** Nambour thrives on change and evolves over time

**People:** Nambour is a place for people not just cars

**Liveability:** People are proud to live and work in Nambour

**Exercise + health:** Nambour enables a healthy lifestyle through physical activity and social interaction

### Principles: People M.A.K.I.N.G P.L.A.C.E.S.

**Management:** Nambour residents and businesses have a commitment to place management

**Art of Placemaking:** Nambour has a mind-set focussed on making places

**Kindle:** Leading edge and good governance

**Innovation:** Commitment to innovation and excellence

**designN:** Nambour residents and businesses have a commitment to design and urban design

**enablinG:** Nambour locals create the places

**Public realm:** Nambour buildings and infrastructure support the place

**Legible:** Spaces in Nambour are navigable but still interesting wAlkable: Nambour considers people before cars

**Context:** Nambour celebrates its unique characteristics to reinforce its identity

**Environment:** Nambour residents and businesses sustain and enhance the natural environment

**Safety:** Help users understand risk to support safe behaviour

### P.R.O.C.E.S.S.

**Proactive** – bottom up revitalisation

**Retain** and celebrate the natural leafy environment and stunning vistas

**Original** and authentic – a friendly, country town

**Creative**/edgy and alive

**Experience** the history and culture – cane trains, red brick and community

**Strong** links between people and places

**Synergies** and partnerships create the foundation of Nambour's future

## Conclusion

The Nambour Activation Plan is an aspirational document which forms a framework for place making in Nambour. The Activation Plan is a living document that seeks to stimulate energy and enthusiasm for Nambour.

The Nambour Activation Plan is a plan for local businesses, land owners, community and council, to work collectively towards the aspirations for Nambour.

The Nambour Activation Plan is supported by a Nambour Activation Plan Ideas Sheet, which provides direction as to the short term and long term actions that achieve the identified outcomes, to meet the community's aspirations. Lead responsibilities for each action are also identified.

It is intended that a workshop will be held in the first quarter of 2016 to evaluate and measure the change that has occurred and success that has been achieved to date.

For further information in regard to the Nambour Activation Plan, contact:

### Sunshine Coast Council

Web: [www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)

Phone: (07) 5475 7272

### Nambour Alliance

Web: [www.nambour.com](http://www.nambour.com)

Email: [enquiries@nambour.com](mailto:enquiries@nambour.com)







[www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)  
[mail@sunshinecoast.qld.gov.au](mailto:mail@sunshinecoast.qld.gov.au)  
T 07 5475 7272 F 07 5475 7277  
Locked Bag 72 Sunshine Coast Mail Centre Qld 4560