

Memorial Drive Streetscape Project

EUMUNDI PLACEMAKING

What is placemaking?

Placemaking is an approach to engaging and collaborating with communities to create meaningful and vibrant places that reflect their values.

What is proposed?

Council is proposing to deliver streetscape improvements in Memorial Drive Eumundi as part of its Streetscape Capital Works Program. The streetscape project will seek ideas and feedback from the community to develop recommendations for the design of the streetscape, and priorities for its improvement. Improvements to the street will be within the public realm and align to the requirements of the Sunshine Coast Planning Scheme 2014.

How can you contribute to placemaking in Eumundi?

The first stage of community engagement seeks to understand your values, ideas and vision for Memorial Drive. Your feedback will be used to form recommendations about:

- Ways in which the street can be improved through streetscaping
- The types of streetscape elements that are desired
- The areas of the street where improvements could be focused
- The special aspects of the street that should be cherished and preserved
- The desired look and feel of the street.

Budget

Council has committed \$150,000 this financial year (2020/21) for planning and design work and \$750,000 next financial year (2021/22) for construction of the streetscape in Eumundi.

Setting the Scene for Placemaking in Eumundi

Every place has a distinctive character and identity – the things a place is known for.

This sense of place is a combination of the physical environment and the community and cultural activity that takes place there today or in the past. A placemaking approach to improving Eumundi's main street, Memorial Drive, is an opportunity to involve the community in thinking about how its function, character, and identity can be enhanced into the future to support Eumundi as a local place and destination.

Eumundi today

Eumundi is a small township with distinctive country feel and heritage character. Eumundi derives its character from its rich cultural heritage, traditional main street and buildings, tree lined streets, attractive green backdrops and rural landscape setting. Eumundi provides important business, community, social, and recreational facilities to service the needs of its local community of 2,221 residents, as well as the needs of surrounding rural communities and visitors. (*ABS Census QuickStats 2016).

Eumundi's town centre and market activities create an important tourist destination attracting many local, national and international visitors each year. The town is also known for its vibrant community of musicians, artists and writers, and art works are visible throughout the town's public spaces. The town centre is framed by views across the surrounding rural landscape including towards Corroy Mountain in the north and Mount Ererwah in the west and is surrounded by rural and natural areas.

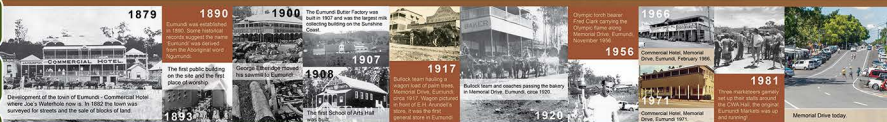
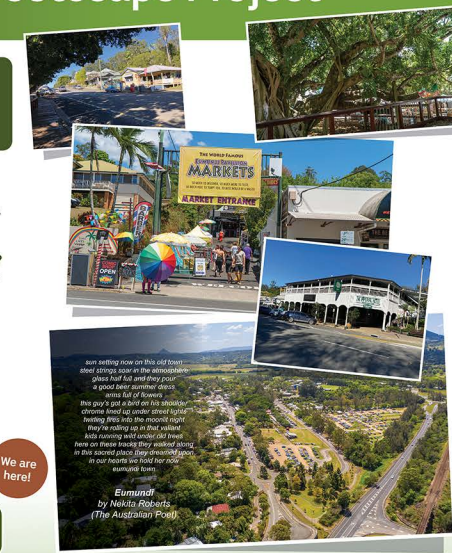
Memorial Drive

The Eumundi town centre is focussed on the traditional main street of Memorial Drive, between the Eumundi-Noosa Road and Pacey Street intersections. Memorial Drive is wide, attractive and pedestrian friendly, with mature trees and character vegetation which contribute to its streetscape character. The street contains a mix of businesses including shops, cafes, two hotels, commercial businesses, and tourism based businesses including the bi-weekly markets. It is also home to a number of key community venues including the Eumundi Heritage Centre, School of Arts and CWA Community Halls.

The buildings on Memorial Drive have a strong connection with the town's history, and contribute to its traditional streetscape character. A number of buildings on the street have local cultural or historical significance, including Eumundi School of Arts, Eumundi War Memorial and St George's Anglican Church, Joe's Waterhole, the Imperial Hotel and the former railway corridor. Located parallel to Memorial Drive is an area of open space, both in public and private ownership, which includes Dick Caplick Park, which hosts the famous Eumundi Markets.

A ridge which rises to the west of the town centre provides a green backdrop to Memorial Drive. Stands of vegetation along the eastern side of the street, particularly the mature Camphor Laurels and figs, are also important landscape features.

2020 Oct/Nov	Stage 1 Community Engagement: Values and visioning	
2021 February	Stage 2 Community Engagement: Have we got it right? Testing the design	
March	Stage 3 Community Engagement: Presenting your streetscape design	
April	Detailed design and preparation for construction	
July 2021 to June 2022	Anticipated Streetscape Construction Final designs will be produced for these streetscape improvements, with construction anticipated to occur in the 2021-22 financial year.	



Memorial Drive over time...

Acknowledgment of Traditional Owners

Sunshine Coast Council acknowledges the Traditional Owners of this region, the Kabi Kabi and Jindibar People. Council is committed to working in partnership with the Traditional Owners and the broader First Nations community to support self-determination through economic and community development.

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