

# NOOSA

DESIGN PRINCIPLES  
*How Noosa has been shaped*







## ACKNOWLEDGEMENTS

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# foreword

**FROM THE HINTERLAND TO THE COAST, NOOSA'S NATURAL GREEN ENVIRONMENT AND UNIQUE QUALITY OF LIFE IS CHERISHED BY ITS LOCALS AND ADMIRER BY VISITORS.**

But this did not happen by chance. Noosa has been shaped not only by nature, but also by the actions of passionate residents, architects, designers, community groups and the Council.

Driving into Noosa after being away, I can't help but notice the difference from other communities: buildings blend into the natural landscape, roads are not always straight lines, and we have roundabouts instead of traffic lights.

It is not only what is here, but what is not here that makes Noosa different. For example, there are no parking meters, no high-rise buildings and no obtrusive advertising billboards.

Maintaining Noosa's point of difference is the joint responsibility of residents, local businesses and Council. The challenge is, when faced with a difficult decision, to avoid compromising our standards.

*“Repetitive compromised decisions ultimately lead to middle-of-the-road, mediocre, standard solutions and thus standard appearance - no different to anywhere else.*

*We must hold the benchmark to where it has been positioned for many years.’*

*Bruce Davidson, CEO of Noosa Council from 1989 to 2008.*

This document outlines the principles that have fashioned Noosa's distinctiveness and that will continue to set Noosa apart into the future.

***Brett de Chastel, CEO of Noosa Council***

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# introduction

THE NATURAL LANDSCAPE OF NOOSA HAS BEEN SHAPED BY PASSIONATE RESIDENTS SINCE THE 1950s. BUT IN THE EARLY 1980s A NEW COUNCIL WANTED TO SET NOOSA APART.

The new Council wanted to resist the pressures of unrestrained development and preserve and enhance the natural environment, ensuring a low-key village feel.

In 1986 Council consolidated policies into a Design Manual, which focused on the visual appeal of the street environment and its interface with private development. (This was the first step in defining the Noosa look and feel.)

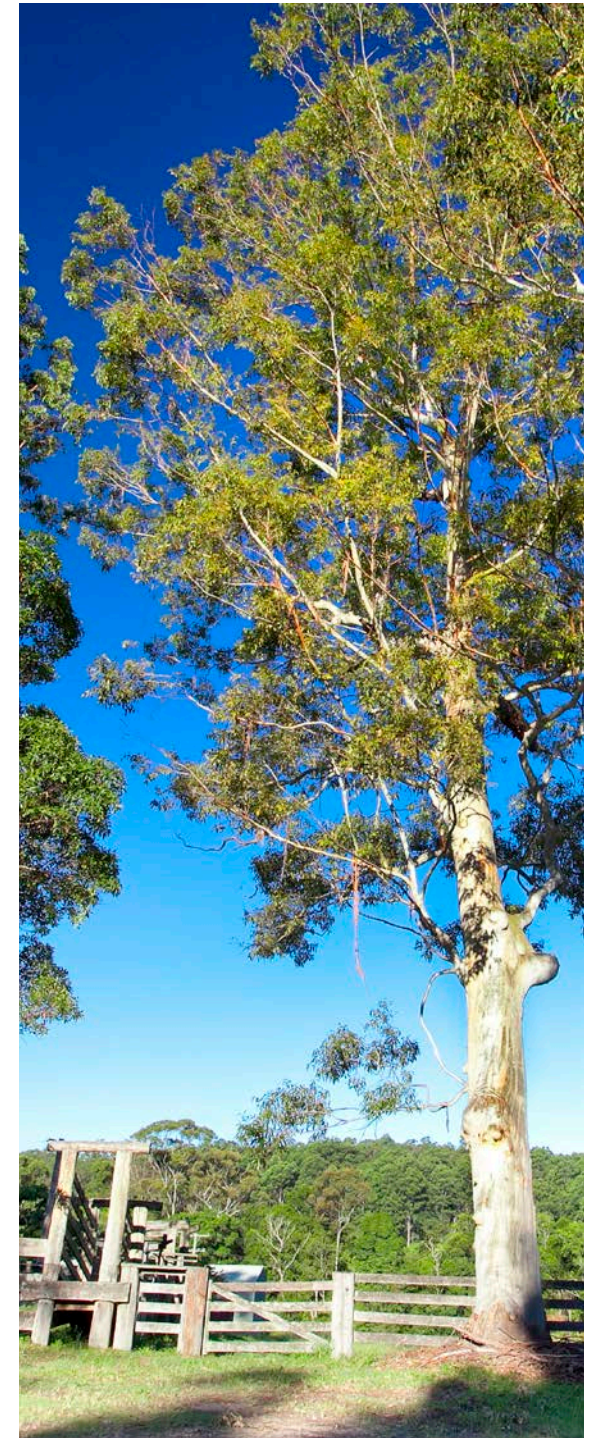
Over subsequent years a distinctive Noosa style emerged in the architecture, the streetscape and the open spaces. This document captures the principles behind this discrete Noosa style.

Bringing the principles together has involved interviews with many of those

who have helped shape Noosa, as well as research of past policies and guidelines. Many of the unwritten beliefs and ideals of the design community have also been captured.

The Noosa Design Principles aim to inform and inspire the reader to understand the basis behind what many take for granted in our beautiful environment. Bringing these principles together in one place will allow decision makers **to test proposals large or small against them to ensure that the unique character of Noosa is not eroded.**

The future success of Noosa lies in being able to adapt to future needs while maintaining the core values that surround these principles.



## 6000 BC — Evidence of indigenous habitation

1770 — Captain Cook sailed past

1820 — 'Ticket of leave' and escaped convicts arrived in Noosa

**1842** — **Andrew Petrie explored Noosa on his voyage to retrieve escaped convicts**

1859 — Queensland became an independent state

1860 — Bunya Proclamation repealed opening up formally protected forest areas

**1860** — **Indigenous people massacred at what is now known as Murdering Creek**

1863-65 — Noosa hinterland explored for timber resources and first timber cutters arrived

**1869** — **Tewantin established as the main river port for Noosa**

1870 — Walter Hay blazed a more direct route from Tewantin to Gympie to take advantage of the Gympie gold rush

**1871** — **Tewantin town surveyed**

1872 — Aboriginal reserve area allocated over Noosa Heads, Noosaville, Sunshine Beach and Peregian and west to Doonan

**1878** — **Aboriginal reserve cancelled**

1879 — The sand spit fronting Laguna Bay was surveyed for the Village of Noosa and allotments along Hastings Street offered for sale

1887 — Remaining indigenous inhabitants within the Noosa district removed to settlements such as Cherbourg and Barambah

1891 — Railway line opened between Cooran and Cooroy and three months later the missing link, Yandina to Cooroy, constructed

**1904** — **Kin Kin systematically cleared of scrub for dairying**

1910 — Shire of Noosa constituted (severed from Widgee Shire), Pomona became the administrative centre

1927 — Council sold 447 acres to T.M Burke in exchange for constructing bridges over Lake Doonella outlet and Weyba Creek

**1929** — **Noosa Village became the first town in Queensland to be planned and zoned before settlement**

**1939** — **Noosa National Park gazetted (excludes Alexandria Bay)**

1950's — Public lobbying resulted in the refusal of sand mining of Noosa Beach and Cooloola estate

**1960's** — **Emergence of a broadly based environmental group that became the Noosa Parks Association**

1960's — Noosa featured in surf documentary "Surf Scene" and movie "The Hot Generation.."

1965 — Six Mile Creek Dam opened providing reticulated water to the towns of Noosa Shire

1966 — Noosa Heads sewage system completed

**1968** — **Noosa Council first resolved to prepare a planning scheme for part of the Shire**

1969 — Rock wall constructed on Noosa Main Beach

1971 — State Government development lease granted over what is now Noosa Sound area



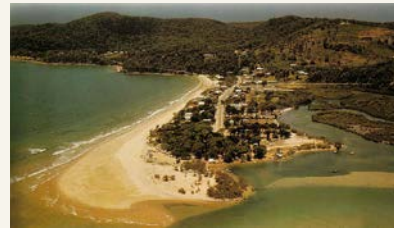
Fenwick Bros & Morrish Sawmill employees, Cooroy (c.1909)  
Image courtesy of Noosa Library Services/Picture Noosa



View from the Hay family property, Noosa Drive, Noosa Heads (c.1917) Image courtesy of Noosa Library Services/Picture Noosa



Lenske bullock team at the Hotel Premier, Cooran (c.1920)  
Image courtesy of Noosa Library Services/Picture Noosa



Noosa Beach 1960's



Noosa Junction 1980

**Developers exchanged Alexandria Bay at Noosa National Park for a lease further south at Castaways**

Noosa Spit extended to protect Noosa Sound after cyclone David seriously eroded Noosa Main Beach

Noosa's first traffic study identified the need for a Noosaville bypass

Noosa Council head office moved to Tewantin from Pomona

First series of development control plans compiled for Hastings Street, Noosa Junction and Tewantin

Town planning scheme for the whole of Noosa Shire was gazetted

**Council released the Noosa Design Manual which introduced the notion of the Noosa 'look and feel'**

Cooroy streetscape completed and became a model for designing in consultation with the community

Noosa's first strategic plan was gazetted

Council's shire wide ban on buildings in excess of four storeys gazetted

Thousands rally against proposed development on the Marcus Dunes development lease area (later incorporated into Noosa National Park)

**Cooroy Timber Mill closed**

Council decided against an artificial reef to protect Noosa Main Beach

Launch of the Shire's Living Smart Building Awards (also known as the Glossies)

**"The Noosa Plan" replaced the existing planning scheme and strategic plan**

Noosa received UNESCO Biosphere Reserve designation

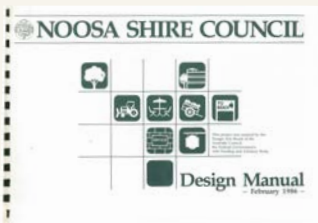
Amalgamation of Noosa, Maroochy and Caloundra City Council to form Sunshine Coast Regional Council

**Noosa Council formally de-amalgamated from the Sunshine Coast Regional Council**

Queensland Treasury Corporation identified Noosa's financial health as 'sound'

First electric buses launched in Noosa

Noosa continued to be an idyllic place



Noosa Design Manual 1986



Aerial image 2000



Free Noosa campaign 2007



Flag raising 2014

## our heritage

This timeline shows some interesting points in the history of Noosa.

There are several books that delve more deeply into Noosa's past.

*There have been several attempts to trace the origin of the name Noosa but the most likely origin is found in the records of early explorers and from Gubbi Gubbi elders<sup>1</sup> who tell us that the name Noosa is an Anglicisation of the Indigenous word for this area nguthuru<sup>2</sup> – meaning shade, shady place, shadow, ghost or spirit.<sup>3</sup>*

<sup>1</sup>see the work of Community Linguist Jeanie Bell, in her Dictionary of the Gubbi-Gubbi and Butchulla Language, March 1994, page 165, AIATSIS Library - L 040.003/1 - [www.aiatsis.gov.au](http://www.aiatsis.gov.au)

<sup>2</sup>across Australia there are many Indigenous words commencing with the ng - a single sound ng, like the ng in singer, not like the ng in finger

<sup>3</sup>many Australian Indigenous words are polymorphic – they have many meanings each of which is only clear within the context or the sentence in which they are spoken, or the situation or event to which they refer.

Timeline Source – Noosa Library Services



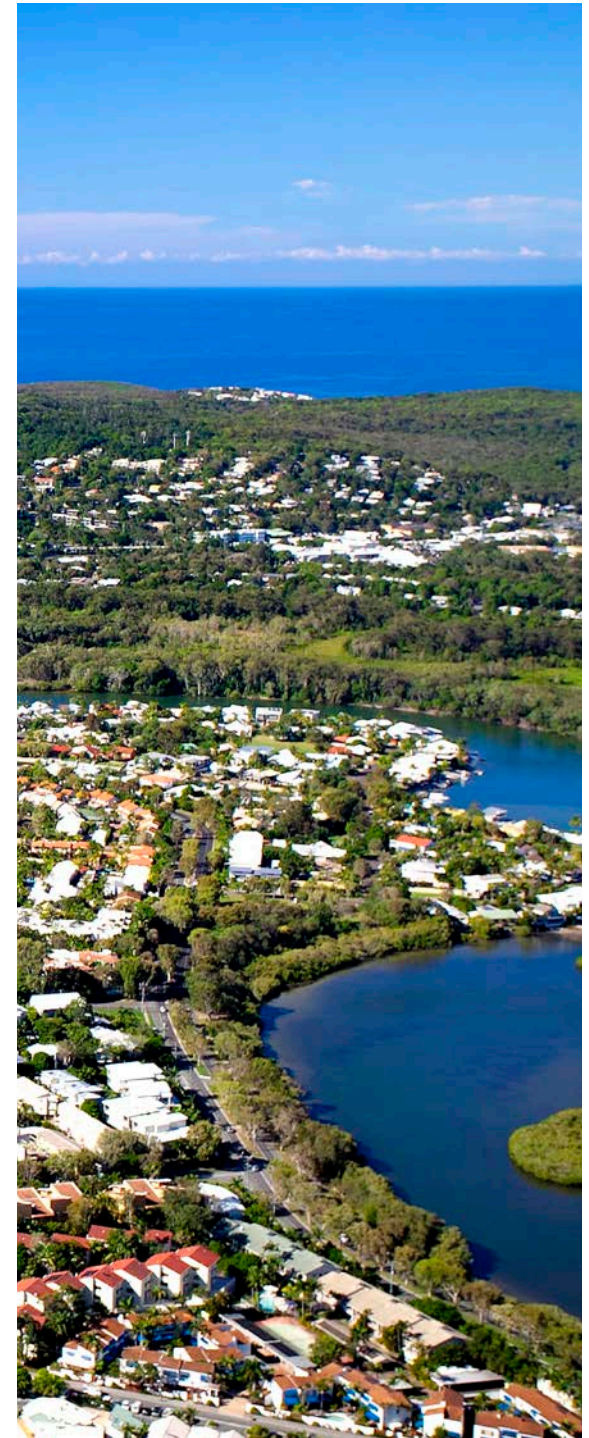
## iconic place

“ THE NOOSA SHIRE COMMUNITY RESPECTS AND APPRECIATES ITS ENVIRONMENT AND HAS GOALS OF ENVIRONMENTAL EXCELLENCE, QUALITY LIFESTYLE AND ECONOMIC WELLBEING.

As a consequence the Noosa Shire community seeks –

- (a) built environments which fit into and do not dominate the natural environment;
- and
- (b) confidence that population growth and associated change does not adversely impact upon the character, lifestyle and environment enjoyed by its residents.

*Extract from a declaration by the Honourable Paul Lucas MP,  
Deputy Premier and Minister for Infrastructure and Planning, June 2008.*





*AN EMPOWERED COMMUNITY*

*“NOOSA RESIDENTS FOUGHT AMALGAMATION FROM THE START BECAUSE THEIR COUNCIL HAD NURTURED  
A CULTURE OF SERVICE AND AN ATTITUDE TO ITS ENVIRONMENT AND LIFESTYLE THAT WAS WIDELY APPRECIATED.  
NOOSA RESIDENTS SAW THEIR ETHOS AS DIFFERENT.”*

*Hinterland Times, 2013*

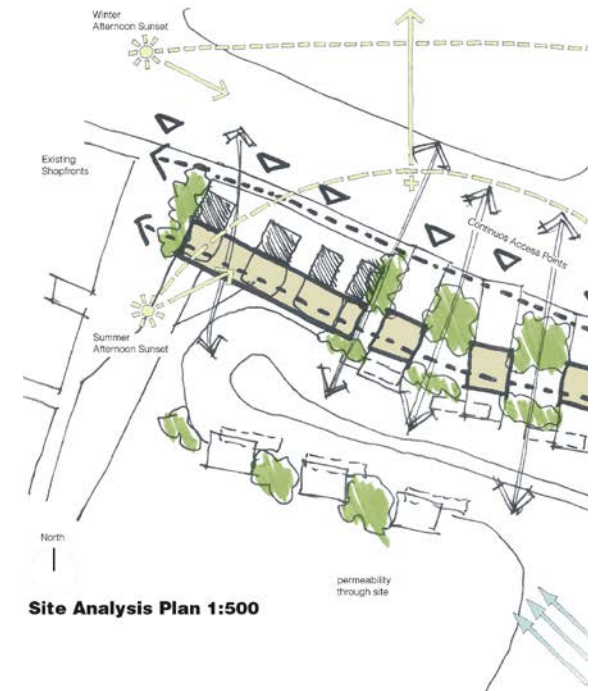
# sensitive growth & development

“NOOSA’S ABILITY TO ADAPT WHILE MAINTAINING CORE VALUES AND PRINCIPLES IS THE KEY TO NOOSA’S SUCCESS”

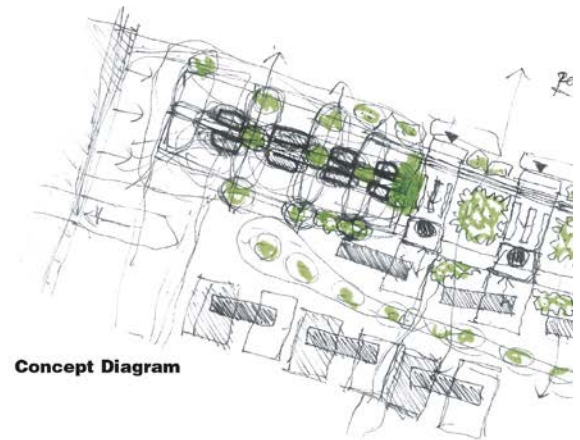
*Your Say participant*

## PRINCIPLES

- 🌿 **The Noosa Planning Scheme** will continue to be based on the ability of services and networks to be able to meet future demands without adversely impacting on our natural environment and quality of life.
- 🌿 **The natural landform** and landscape should not be compromised by unsuitable development.
- 🌿 **Works should not** have a detrimental impact on our waterways.
- 🌿 **Meaningful community engagement** will continue to be imperative in the preparation of any new planning documents.
- 🌿 **Existing town and village centres** will remain the business heart and social hub of our communities.
- 🌿 **New developments** are expected to meet the vision and desired outcomes specified in the planning scheme.
- 🌿 **The integrity** of the planning scheme will be safeguarded while encouraging innovative design that meets appropriate development standards.
- 🌿 **Developers are encouraged** to build on and strengthen our uniqueness by continually innovating.
- 🌿 **Open space will remain** a priority even though the demand for car parking seems limitless.



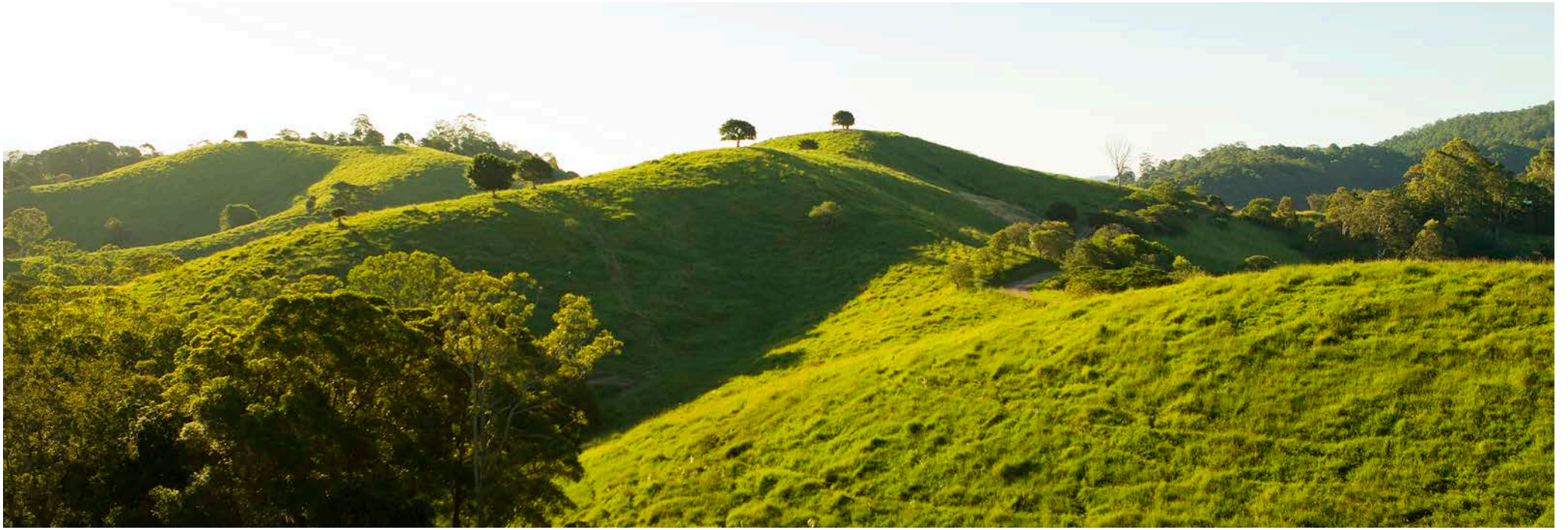
**Site Analysis Plan 1:500**



**Concept Diagram**



**Concept Sketch** from South East





# noosa biosphere® reserve

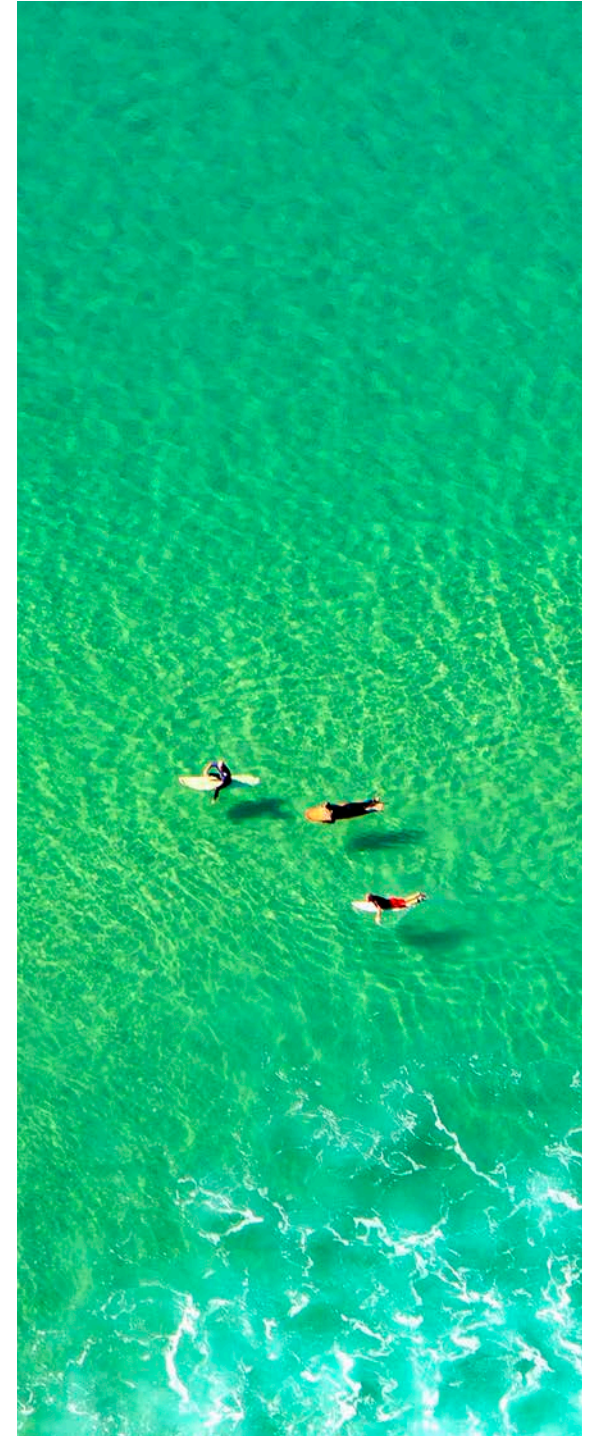
“THE WORLD NETWORK OF BIOSPHERE RESERVES OF THE MAN AND THE BIOSPHERE (MAB) PROGRAM CONSISTS OF A DYNAMIC AND INTERACTIVE NETWORK OF SITES OF EXCELLENCE. IT FOSTERS THE HARMONIOUS INTEGRATION OF PEOPLE AND NATURE FOR SUSTAINABLE DEVELOPMENT...”

*UNESCO, World Network of Biosphere Reserves*

For more than 50 years, the Noosa community has worked to live sustainably within its environment. On 20th September 2007 the Noosa Shire was designated as the Noosa Biosphere® Reserve under the UNESCO **Man and Biosphere** (MAB) program.

The Noosa Biosphere® Reserve encompasses a total of 87,000 hectares of land and numerous waterways within the Noosa local government boundaries, and extends approx. 3 km seawards.

While the designation recognises the unique and special natural attributes of the Noosa Biosphere® Reserve, it also provides a focus for the Noosa community's aspirations: to continue to strive for a sustainable future; to work together to build economies, communities and knowledge; and to ensure our natural ecosystems and biodiversity is valued, cared for, improved and conserved.





Patterns of **Light** and **Shadow**



Natural **path** through landscape



Natural **endemic landscape** species



Structure forms '**lantern**' at night



Light **filtered** through tree canopy



**Key Ideas**

- Permeability and transparency
- Strong landscape presence
- Natural arrival and departure experience
- Distinct natural integration of landscape and built form
- ...gets gradually denser towards the 'Junction's shopfronts'
- Noosa is a place nestled in the landscape, the arrival experience needs to be to a place which is subtle natural and relaxed, expressing Noosa's distinct sense of place

**Concept Masterplan 1:500**



**Aerial View from East**

# our local character

GREAT PLACES ARE CHARACTERISED BY “A STRONG WORKING RELATIONSHIP BETWEEN DESIGN, DEVELOPMENT, RETAIL MARKETING AND SOCIAL PLANNING.”

*Legge 2009*

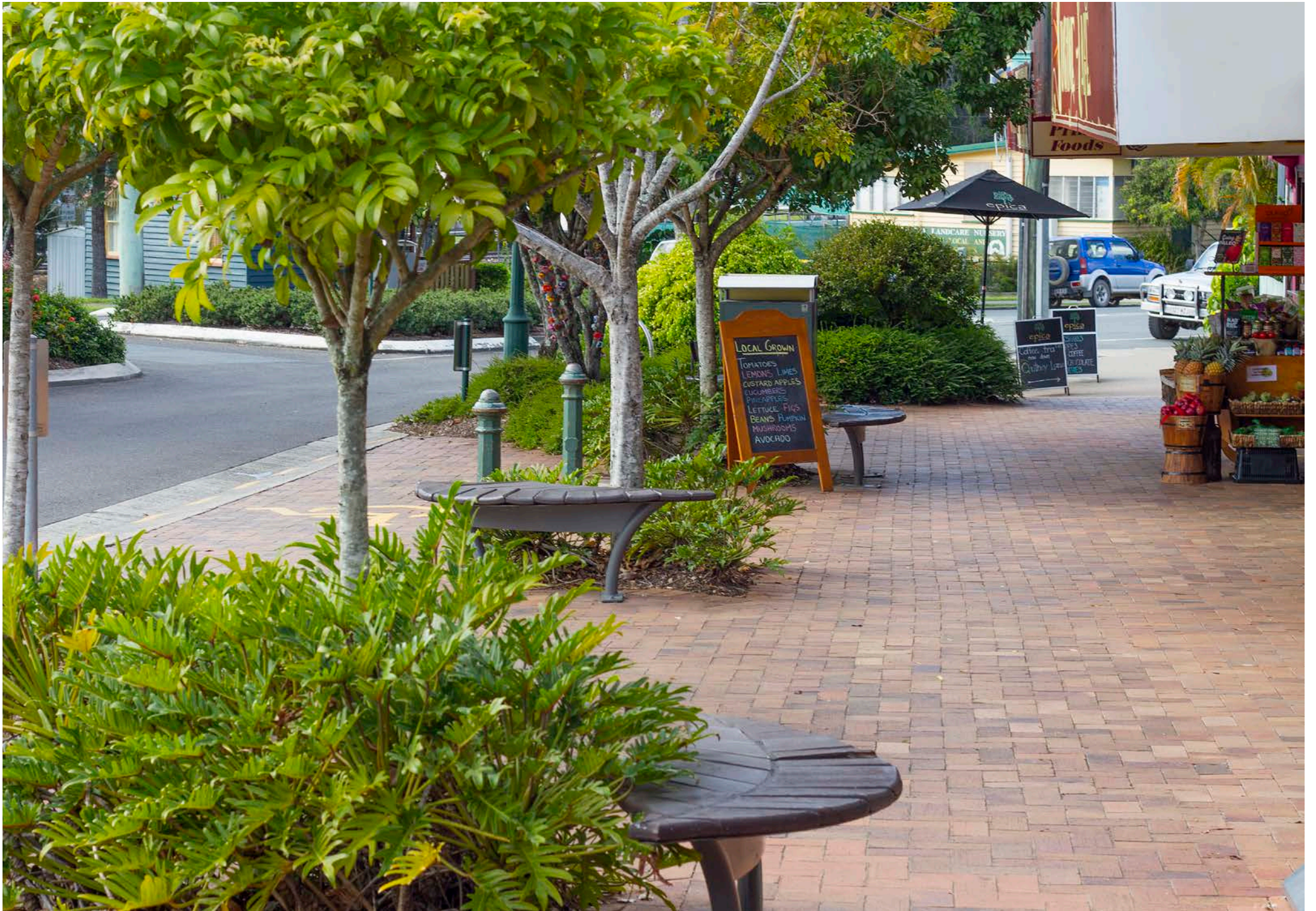
## PRINCIPLES

- 🌿 **Involve the community** in design projects as residents are a highly valued source of local knowledge and information.
- 🌿 **Develop unique** communication plans with the community.
- 🌿 **Gain an understanding** of each place, its problems and issues, through focused consultation and investigation.
- 🌿 **Look at the wider context** and don't view projects in isolation.
- 🌿 **Consider the flow-on effect** of all design decisions.
- 🌿 **Observe** the day to day activities in the place before making decisions - you may be surprised by what you see.
- 🌿 **Analyse** the functionality of all vehicle and pedestrian movements.
- 🌿 **Improve access** for pedestrians, cyclists and public transport before using more public space for car parking
- 🌿 **Provide space** for seating and shade to promote opportunities for social interaction.
- 🌿 **Seek opportunities** to support and enhance the Noosa 'look and feel' in all design works.
- 🌿 **Facilitate space** for footpath dining in streetscape design upgrades.
- 🌿 **Be sympathetic** to Noosa's history by incorporating aesthetic elements into the design of our streetscapes.
- 🌿 **Respect the character** of existing towns and villages - don't force or contrive designs that do not fit.
- 🌿 **Have a hierarchy** of park types and provide a range of infrastructure to suit.
- 🌿 **Assist with the comfort** and needs of all users of high use areas by considering appropriate infrastructure.
- 🌿 **Provide simple signage** and natural vegetation at town and village entrances but not at individual neighbourhoods or new estates.
- 🌿 **Allow advertising signage** on private property which fits with the local character and scale of the surrounds.





BUCKETS OF COMPASSION, A LONG COLD NIGHT. A STRANDED WHALE SWIMS FREE  
(HUMPBACK WHALE RESCUE PEREGIAN BEACH - 16/08/1991)

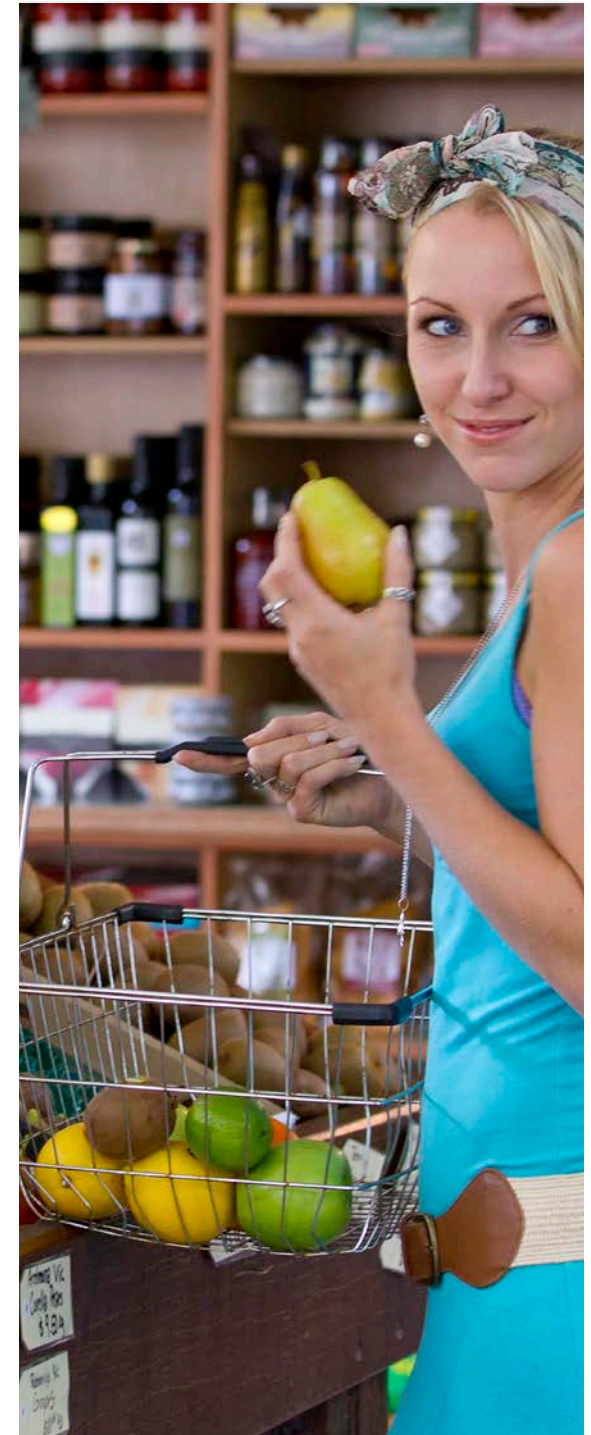


# enjoying the footpath

THE AREA BETWEEN THE ROADWAY AND PRIVATE PROPERTY IS OFTEN CONSIDERED A BUFFER WITH ITS PRIMARY ROLE BEING FOR THE USE OF PEDESTRIANS AND THE CONDUIT OF THE MANY SERVICES PROVIDED TO PROPERTIES.

In footpath projects, seek innovative opportunities that:

- Support our environmental objectives with plantings that enhance biodiversity.
- Highlight unique environmental aspects with interpretive signage that indicates remnant vegetation and the fauna that rely on that vegetation.
- Provide places to rest such as seating on hilly footpaths.
- Encourage appealing presentation of goods for approved footpath trading.
- Discourage high solid walls along front property boundaries.





“NOOSA COUNCIL WAS ONE OF THE FIRST PLACES TO CHALLENGE THE LIQUOR LICENSING LAWS AND FACILITATE FOOTPATH DINING. THIS HAS NOW BECOME A FEATURE OF MANY TOWNS AND VILLAGES THROUGHOUT QUEENSLAND **CREATING A VIBRANCY** THAT IS WELCOMED BY BUSINESS AND PATRONS ALIKE.”

*P. Bycroft*

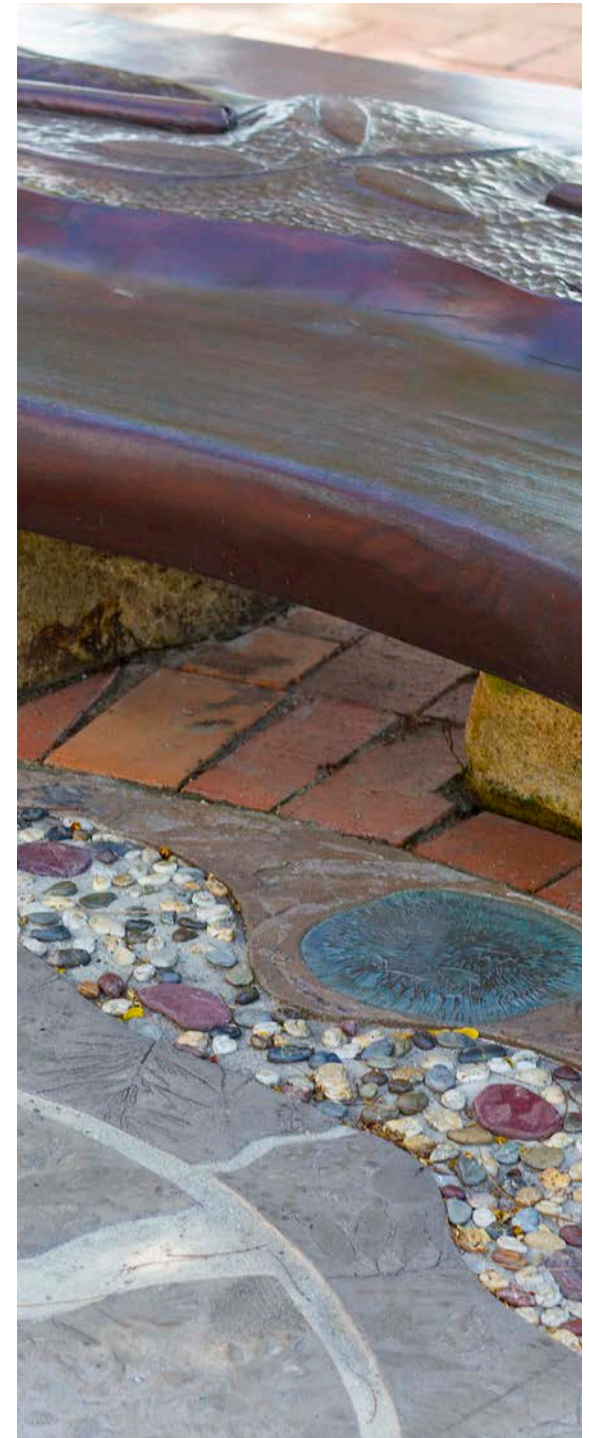


# footpath dining

FOOTPATH DINING HAS THE ABILITY TO CREATE A VIBRANT ATMOSPHERE IN OUR TOWN AND VILLAGE CENTRES.

**Vibrant outdoor dining areas include:**

- 🌿 **Different seating styles** - high, low, shaded and unshaded.
- 🌿 **Umbrellas for shade**, to attract people and create a relaxed atmosphere.
- 🌿 **Adequate clearances** for the safe passage of pedestrians on the footpath.
- 🌿 **Clear lines of sight** for vehicle movement.
- 🌿 **Sturdy non-permanent screens** and windbreaks.
- 🌿 **A variety of spaces** arranged around existing features and constraints.
- 🌿 **Enticing menu boards** and/or merchandising.
- 🌿 **Appropriate lighting** ideally with 12 volt source.
- 🌿 **Free-standing heaters** that cause no damage to people or Council property, especially landscaping.
- 🌿 **Well-maintained** and presentable areas.
- 🌿 **Appropriate structures** that fit with the streetscape.



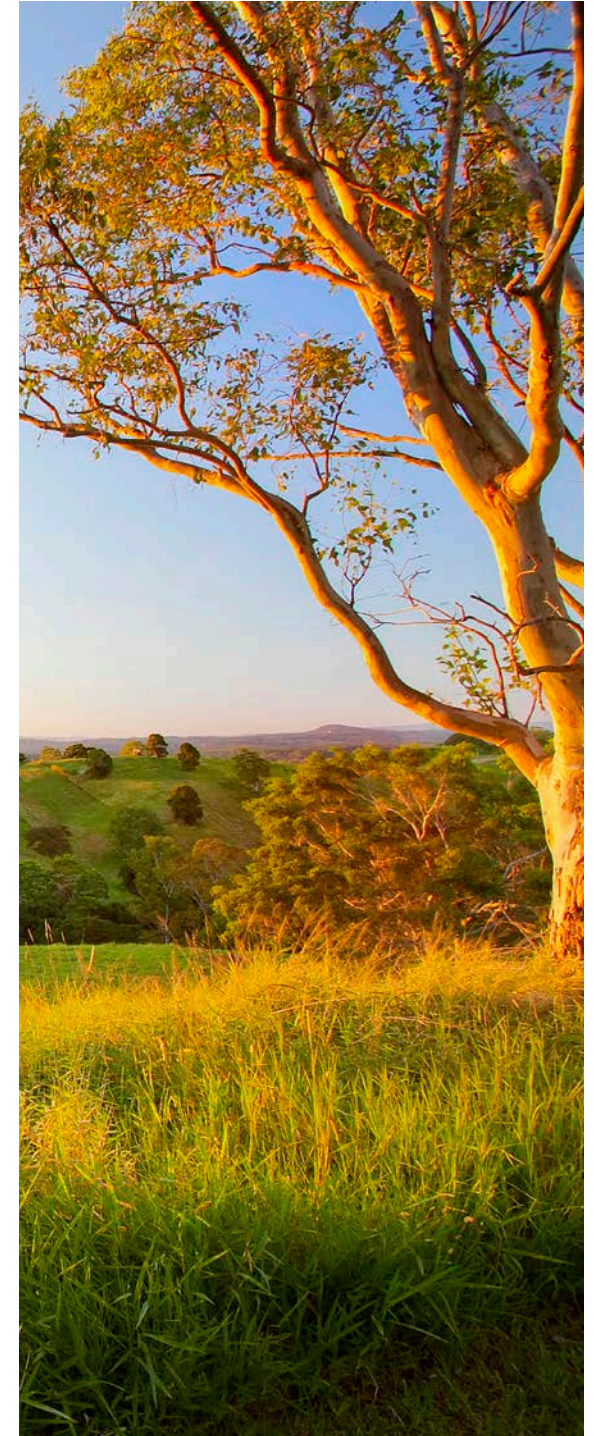


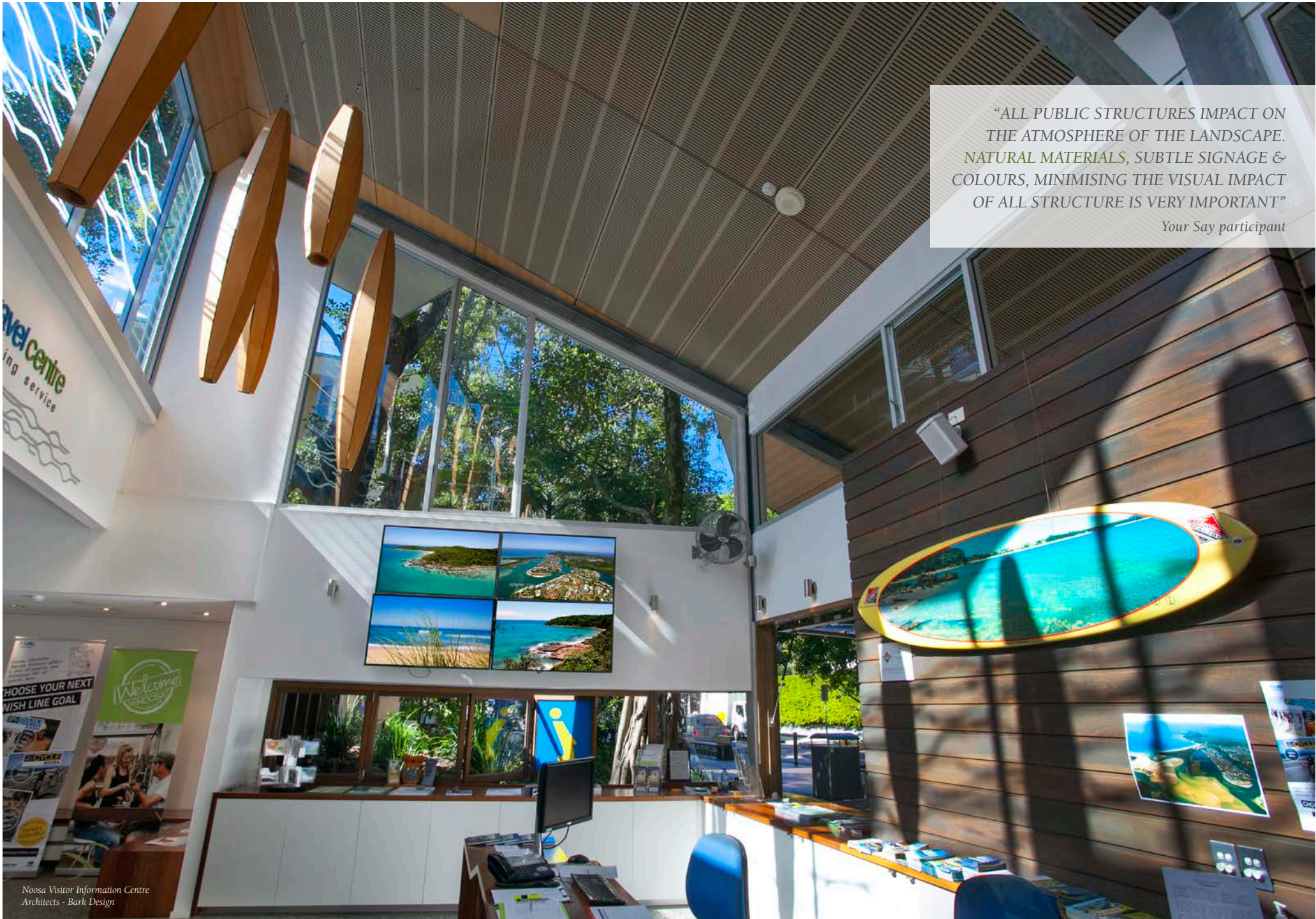
# the view from here

“WE DROVE OVER THE HILL AND GASPED AS OUR EYES WERE DRAWN TO THE COLOURED SAND HILLS OF NOOSA’S NORTH SHORE MELTING THROUGH THE HEAT HAZE INTO THE GLISTENING WATERS OF LAGUNA BAY.”

## PRINCIPLES

- 🌿 **Protect vistas** with good planning, including well placed and appropriately designed development and infrastructure.
- 🌿 **Acknowledge** that views and vistas significantly enhance the visitor experience and thus benefit the local economy.
- 🌿 **Frame and filter** views with trees.
- 🌿 **Exclude intrusive signage** from vistas.
- 🌿 **Reduce street light** spill by designing lighting to aim downward.
- 🌿 **Use smart technology** to manage parking to avoid unsightly infrastructure.
- 🌿 **Draw attention** away from public utilities with a pleasing feature in preference to screening them with barriers.
- 🌿 **Design is a language** and a powerful form of communication. People can be engaged through subtle design elements, attention to detail in colour, texture, form and finishes.





“ALL PUBLIC STRUCTURES IMPACT ON THE ATMOSPHERE OF THE LANDSCAPE. NATURAL MATERIALS, SUBTLE SIGNAGE & COLOURS, MINIMISING THE VISUAL IMPACT OF ALL STRUCTURE IS VERY IMPORTANT”  
Your Say participant

Noosa Visitor Information Centre  
Architects - Bark Design

## designs for living

“ THE IDEA THAT GOOD ARCHITECTURE IS IN PART A RESPONSE TO LANDSCAPE IS PARTICULARLY EVIDENT IN A REGION SUCH AS NOOSA WHERE THE LANDSCAPE IS REVERED.

When describing architecture and the built environment, the ‘Noosa Style’ is one that puts great emphasis on ‘place’, the integration of built form to the natural environment ...Placed in the natural environment of Noosa, these structures are inadvertently ‘thinned’ at their outer edges to create an effective shelter much like a tree canopy.

*Dragi Majstorovic*

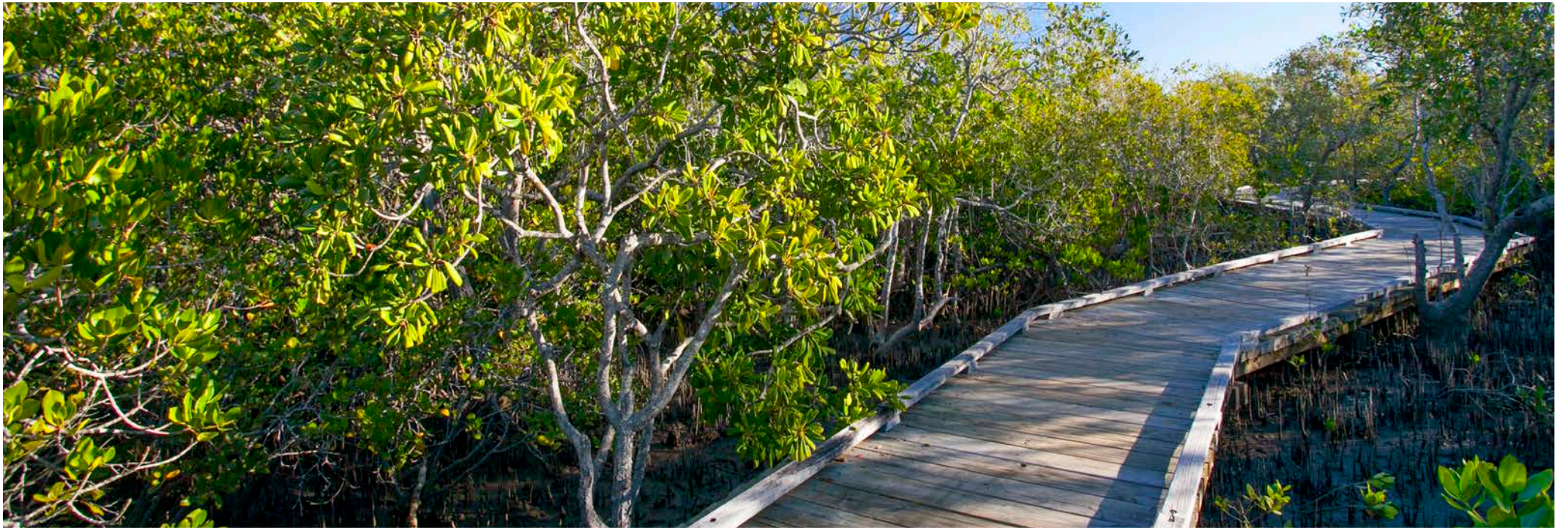
The rich architectural vein left behind by local architects such as Gabriel Poole, John Mainwaring and Lindsay and Kerry Clare demonstrates varied responses to the unique regional and climatic variables found on the Sunshine Coast and Noosa in particular. In common however, their

responses were equally respectful of, and gained inspiration, from the surrounding natural environment.

Today this legacy continues to inspire generations of architects striving to explore new adaptations of what is loosely dubbed the ‘Noosa Style’.



Marcus Beach House by Bark Design



# working with nature

THE NATURAL LANDSCAPE IS A SIGNIFICANT PART OF NOOSA'S CHARACTER. BUILDING IN HARMONY WITH THE NATURAL SURROUNDS IS **THE** ESSENTIAL PRINCIPLE.

## PRINCIPLES

- 🌿 **Work with existing natural features** wherever possible rather than viewing them as obstacles.
- 🌿 **Value existing significant trees** and incorporate them into designs.
- 🌿 **Provide appropriate trees** in appropriate locations in all new project designs.
- 🌿 **Choose endemic species** to suit soil, climate and the situation, so that the life span of trees is maximised with limited maintenance needed.
- 🌿 **Define town entries uniquely** with endemic tree plantings.
- 🌿 **Accept** that understorey plantings will need replacement more regularly.
- 🌿 **Replace lost vegetation** by planting either elsewhere on site or at other locations.
- 🌿 **Use natural materials** wherever possible.
- 🌿 **Design** stormwater systems to filter silt and rubbish before it reaches waterways.
- 🌿 **Use rock facing** or mass rock walls rather than rendered block or other urban style walls.
- 🌿 **Use natural timber** features in our public environments to soften hard structures and blend with our green backdrop.
- 🌿 **Use finishes** that bring out the colour and texture of timber elements.
- 🌿 **Choose** timber types that can fade to grey without requiring high maintenance.
- 🌿 **Define edges** between different surfaces and gardens to assist with maintenance and visual appeal.



WE SIT IN DAPPLED LIGHT ENJOYING THE COOL BREEZES. OUR CHAT IS INTERRUPTED BY BIRDSONG. LOOKING DOWN THE STREET, OTHER PEOPLE SIT BENEATH THE GREEN CANOPY OF THESE WONDERFUL ASSETS – **TREES, TREES, TREES.**

# Welcome to Weyba Creek mangrove walk

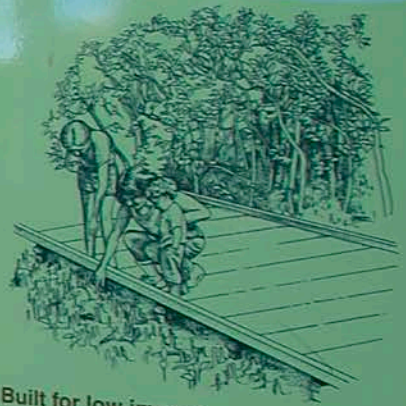
**Class 1: Easy**  
Distance: 300 m—allow 30 mins

Take a walk through a place where the land meets the salty estuary in the intertidal zone on the edge of Weyba Creek Conservation Park.

Five different mangrove species live here as well as colonies of the clumping mangrove fern *Acrostichum speciosum* that are found only in coastal saline soils.

You are about to enter an ecosystem that is 20 times more fertile than the open ocean and five times as productive as the nearby coastal waters. Some call it a seafood basket, others a fish nursery. Walk on and find out why.

- For your safety**
- stay safe! Stay on the boardwalk.
  - wear a hat and sunscreen—there is very little shade along the walk.
  - mosquitoes and midges live in this environment—consider wearing insect repellent.



**Built for low impact**

The boardwalk was constructed in 1998 using environmental best practices—low or no harm to the marine life and plants—by 'Green Corps' groups in conjunction with the Noosa Parks Association and with Commonwealth, State and local government support.

Proudly produced in partnership with:





# wayfinding

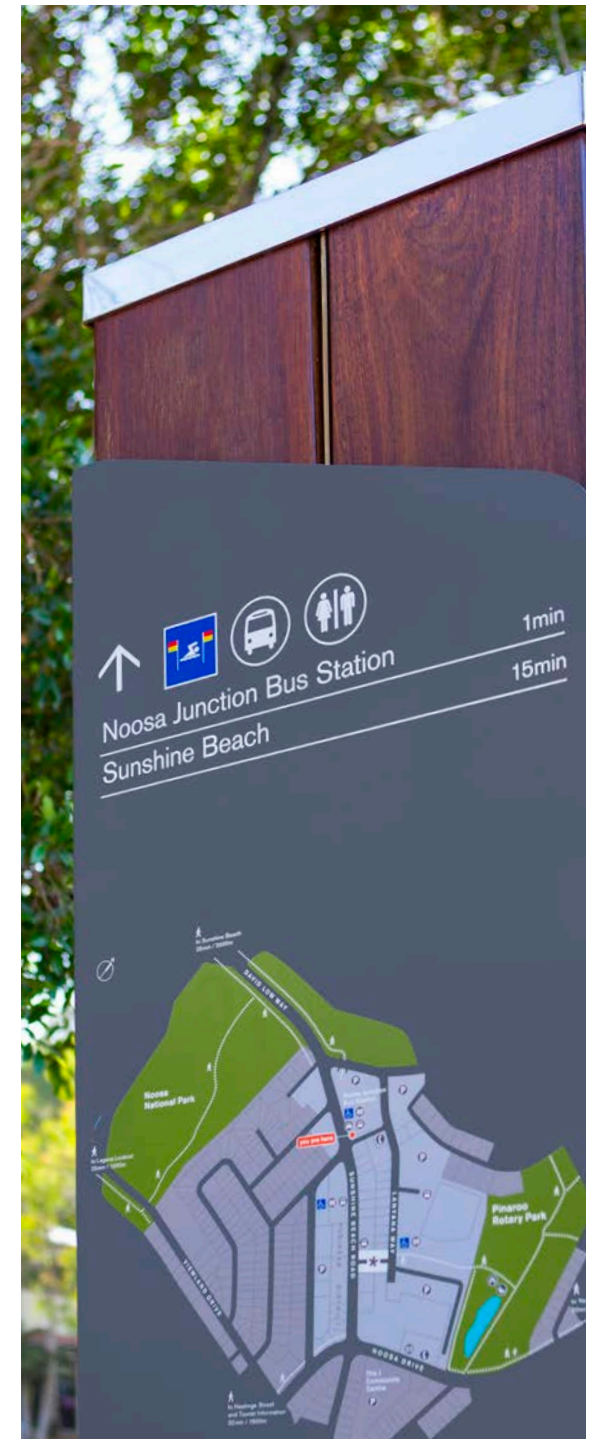
“WITH TIME THE SIGN WENT UNNOTICED,  
SO THEY DEMANDED A SIGN TO POINT OUT THE SIGN.”

*Anonymous*

The more signage, the less effective it becomes.

## PRINCIPLES

- **Minimise** the number of signs wherever possible by actively questioning each request for signage.
- **Utilise the existing system** of street name signs as the primary means to locate commercial or community facilities.
- **Use generic names** for facilities on directional signage.
- **Do not permit** advertising signage in the road reserve.
- **Classify** commercial or community facility signage which is not on or adjacent to the site as advertising.
- **Minimise** the number of words on all signs for ease of legibility.
- **Use universal symbols** rather than words when appropriate.
- **Employ** a consistent template to distinguish wayfinding signs from road signs.
- **Reduce** road sign sizes wherever possible by using font sizes appropriate for the speed limit.
- **Consolidate** multiple signs on to one wherever possible.
- **Classify** as advertising any directional signage to commercial or community facilities where that signage is not on, or adjacent to, the subject site.



“EVERY TIME I SEE AN ADULT ON A  
BICYCLE I **NO LONGER DESPAIR** FOR  
THE HUMAN RACE.”

H.G.Wells



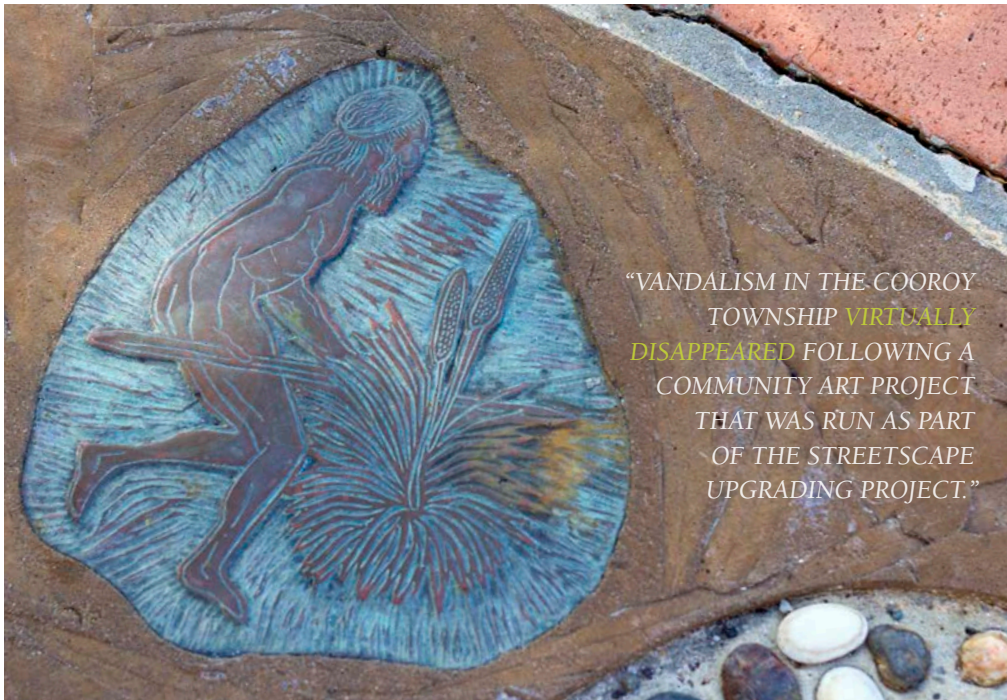
# walking, riding and driving

IT IS NOT EASY TO GET PEOPLE OUT OF THEIR CAR AND ONTO PUBLIC OR ACTIVE TRANSPORT.

However ensuring that transport infrastructure caters for all modes is an important step in reducing car dependency.

## PRINCIPLES

- 🌿 **Provide** a transport network that caters for the needs of the community and blends into the environment rather than dominates it.
- 🌿 **Design a transport network** that does not attempt to cater for all peak traffic and parking loads but provides for a high level of service during non-peak periods.
- 🌿 **Avoid** the introduction of traffic lights wherever possible and use roundabouts instead.
- 🌿 **Encourage alternative transport** such as walking, cycling, scootering or the use of public transport to reduce traffic congestion and greenhouse gas emissions.
- 🌿 **Design road systems** to spread traffic loads across the network.
- 🌿 **Facilitate** the use of sustainable transport modes by providing bicycle and scooter parking.
- 🌿 **Avoid sacrificing** public open space for car parking.
- 🌿 **Provide shade trees** along walking, riding and driving corridors as well as car parks to improve visual amenity and reduce heat sink effects.
- 🌿 **Use curves** in road and pathway designs to slow vehicle speeds particularly on approach to intersections and conflict points.
- 🌿 **Use colour and texture** on footpaths and roadways to signal approach to conflict points.
- 🌿 **Design** for pedestrians, cyclists and buses in all road corridor improvements.
- 🌿 **Design to cater** for the aged and disabled community.
- 🌿 **Challenge standards** that do not fit with our vision. Many Australian standards are advisory and not mandatory.
- 🌿 **Accept** that there will be rural gravel roads that contain significant remnant vegetation that should be retained for visual amenity and visitor appeal.



“VANDALISM IN THE COOROY TOWNSHIP VIRTUALLY DISAPPEARED FOLLOWING A COMMUNITY ART PROJECT THAT WAS RUN AS PART OF THE STREETScape UPGRADING PROJECT.”



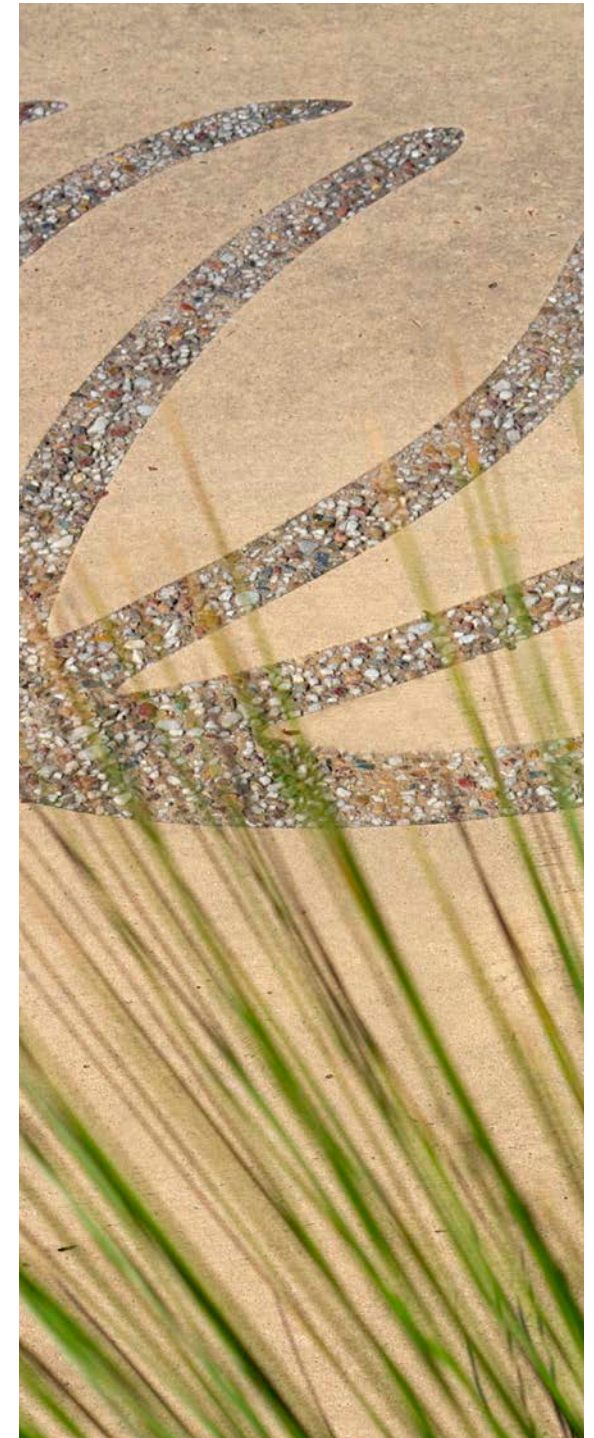
# our creative environment

“YOU CAN’T USE UP CREATIVITY.  
THE MORE YOU USE, THE MORE YOU HAVE.”

*Maya Angelou*

## PRINCIPLES

- 🌿 **Encourage** an environment where innovation and experimentation is the norm rather than simply accepting a standard approach.
- 🌿 **Explore** new technologies for their ability to add value to projects or to provide solutions.
- 🌿 **Consider** opportunities for enhancing infrastructure projects with public art that tells a story about the place.
- 🌿 **Involve the community** in programs that may foster better understanding of our locale and perhaps change behaviour to better care for it.
- 🌿 **Involve the local creative** community early in appropriate projects through transparent procurement and decision making processes.
- 🌿 **Generate ideas** and innovation by seeking out stakeholders that may have a different viewpoint.
- 🌿 **Encourage public art** that is subtle and sensitive to the environment and local character.
- 🌿 **Include** interpretive signage/art to showcase our unique environment and heritage.
- 🌿 **Manage events** held on community land to support the local economy and cultural diversity while maintaining local amenity.
- 🌿 **Balance the benefits** of the street entertainment with the needs of businesses, residents and visitors.



“OVER THE YEARS, NOOSA HAS MAINTAINED ITS **CORE BEAUTY** WHILE RESPONDING TO CHANGING FASHIONS AND DEVELOPMENTS IN ARCHITECTURE, COLOUR SCHEMES, LANDSCAPING, AND THE LIKE. THIS **ABILITY TO ADAPT** WHILE MAINTAINING CORE VALUES AND PRINCIPLES IS THE KEY TO NOOSA'S SUCCESS”

*Ingrid Jackson, Your Say Participant*



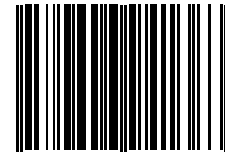




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