

Pomona Place Plan

Engagement Summary Report

November 2023



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Acknowledgment of Country

We acknowledge the Traditional Custodians of the lands on which we operate. We pay our respects to the Traditional Custodians Ancestors and Elders, past and present. We recognise the strength, resilience and contributions of First Nations Peoples, and the eternal and spiritual connection held in the lands, skies and waters, through cultural practices and beliefs.



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1. Introduction

Noosa Shire Council is developing a place plan to guide future planning, improvements, events and activities to make Pomona an even better place to live.

This report presents the outcomes of a program of broad community consultation undertaken to support the preparation of the Pomona Place Plan.

1.1 Project background and purpose

Noosa Council is embarking on a new approach to planning, engaging, and improving its diverse villages and towns, through the delivery of the Noosa Place Program. This adopts an approach called place-based planning.

Council has selected Pomona to be the pilot location for the Noosa Place Program. As a pilot, it will enable Council to test this new approach, both internally and with the community. The learnings from this process will inform future place-based planning projects across the shire.

The pilot will result in the Pomona Place Plan, which will:

- identify the characteristics and values that make Pomona special
- establish a shared vision
- outline actions for delivery by Council, community and other stakeholders over the next 10 years.

The plan will ultimately be co-delivered by Council, community, businesses and other stakeholders. It will also test new organisational implementation and delivery structures and processes within Council.

Archipelago and Cred Consulting have been appointed to undertake the Pomona place plan pilot project, in collaboration with Council and the local community.

This report presents an overview of the engagement process undertaken as part of the first stage of broad community consultation to support the preparation of the Pomona Place Plan, and reports its outcomes.

1.2 Engagement objectives

The purpose of community and stakeholder engagement was to:

- To raise awareness about the Pomona Place Plan pilot and encourage participation
- To understand what is special about Pomona
- To explore what is and isn't working in the town – what needs to be protected and strengthened, and what can be improved or changed over time
- Foster a partnership approach between Council and the local community.

1.3 Engagement activities

In total, more than 500 people participated across all engagement activities undertaken from 16 August and 8 October 2023. Table 1 provides an overview of the community and stakeholder engagement program, including number of participants by activity.

To encourage participation five \$100 Master Card gift cards were randomly awarded to people who completed the survey, wrote a love letter or entered the ideas competition.

Table 1 - Summary of community engagement activities and participation (August - October 2023)

Activity	Mode	Date	# participants
Survey	Hardcopy and Your Say webpage	6 August - 8 October 2023	250
Pop-ups	Outside the IGA (8am - 10.30am)	Friday 25 August	58 (approx.)
	Pomona Markets (8am - 10.30am)	Saturday 26 August	71 (approx.)
	Noosa Show 9am - 11:30am	Friday 8 September	6 (approx.)
	Outside the IGA (2pm - 4pm)	Friday 22 September	31 (approx.)
	Pomona Markets (8am - 10.30am)	Saturday 23 September	43 (approx.)
	Friday Social @ Joe Bazzo Park	Friday 25 August	32 (approx.)
Walkshops	Around Pomona (12pm - 1.30pm)	Saturday 26 August	7
	Around Pomona (11am - 12.30pm)	Friday 22 September	7
Urban Sketching Workshop	Around Pomona (10am - 11.30am)	Saturday 26 August	12
	Around Pomona (2pm - 3.30pm)	Saturday 26 August	4
	Around Pomona (10am - 11:30am)	Saturday 23 September	3
Ideas Board	Your Say webpage	6 August - 8 October 2023	6
Love Letters	Hardcopy	6 August - 8 October 2023	23
Email submissions	Email	6 August - 8 October 2023	8
Targeted stakeholder meetings and workshops	Chamber of Commerce	Saturday 26 August	6
	Kabi Kabi walk on Country	Friday 10 November 2023	3
	Community organisations workshop	Thursday 26 October and Tuesday 31 October 2023	

1.4 Engagement communication

The Pomona Place Plan engagement was promoted across a number of different channels and platforms as outlined at Table 2 below.

Table 2 - Summary of communication activities and reach (August - October 2023)

Activity	Date	Reach
Broad community engagement		
Dedicated project webpage	6 August 2023 - ongoing	1,100 visits
Media releases	11 September 2023 - Sunshine Coast News	n/a
Local radio	August 2023	n/a (1 interview)
Council social media	August - October 2023	Posts: 10 Total reach: 49,095 Engagement (likes/comments): 754 Total clicks (on links, photo, etc): 3,748
Targeted community engagement		
Chamber of commerce invite to workshop via email	17 August 2023	President forwarded to Chamber Members
Community group invite to workshop via email	16 October and 17 October 2023	28 Community organisations



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2. Summary of key messages

While a range of different engagement activities were undertaken, there were consistent messages from across the community.

Pomona, just the way it is

Pomona is special and highly valued place. Many people told us that they love the village as it is, and do not want to see Pomona change. Some are concerned about population growth and the increasing number of residents and visitors in the area, and the potential impacts this might have on local infrastructure, the environment and amenity. Looking to the future, they would like Pomona to retain its heritage, charming, quiet small-town qualities.

Green, sustainable and connected to nature

Pomona is nestled in, and has strong connections to, nature. Mount Cooroora “guards” Pomona and people love it for its view, fresh air and biodiversity values, as well as its contribution to their lifestyle through opportunities for bush walking, mountain biking and horse riding. It is important that the community continues to respect the natural environment, and there is a desire for Pomona to be an exemplar for sustainable living.

A close and caring community

Pomona is loved for its close and caring community. People consistently mentioned the friendly and strong community connections, and that the residents take care and look out for each other.

Pomona is home to an active and altruistic community, with a range of established community groups who are respected for the great work they do throughout the village.

Making it easier to get around

While Pomona is loved for its walkable scale, we heard that it can be difficult and unsafe for pedestrians in some areas. There is a desire to improve connectivity and the pedestrian environment in a range of ways - from more shade, to better footpath connectivity and wayfinding signage.

We also heard that there are poor public transport services connecting Pomona to surrounding areas. Car parking is also a key challenge in the town centre, particularly on busy weekends.

Addressing road safety

Truck movements have a significant impact on the safety, amenity and character of the village. People would like to include measures which address the impacts of heavy vehicles driving through Pomona.

Diverse recreation opportunities

There is a desire for a greater variety of, and/or improvements to recreation spaces throughout Pomona to cater to people of different ages, abilities and interests. Some of the most common suggestions included improved playgrounds (from nature based adventure equipment through to playgrounds for oldies, swimming pool or water play, basketball court, rock climbing wall, small parks and dog park.

Opportunities for young people

It was acknowledged that Pomona is a great place to live, but can be a bit more challenging for young people due to the lack of night time activities and diversity of youth-oriented spaces, as well as the limited transport options.

There is a need to provide facilities and social opportunities for young people. Ideas canvassed included graffiti walls, music events and new skate park.

A vibrant creative hub

People love and value Pomona's creative community and culture. The Majestic Theatre, gallery, public art and active arts community all make Pomona the place it is.

There are opportunities to further foster this creative energy, through areas dedicated to arts and innovation, such as maker spaces, art galleries and workshop spaces, as well as more activities and events that celebrate local arts and crafts.

Bringing people together through events and activities

There are a range of events which are a highlight of local's calendars - from the Pomona markets to the King of the Mountain.

Some people suggested that there could be opportunities to provide a broader program of activities in the village, particularly evening and family-friendly events like movie nights or live music. Its about bringing the community together and enjoying the beautiful place they call home.

Supporting small, local businesses

We heard that people love the existing shops in Pomona, and would like to continue to see small, locally owned and operated business thrive. Ideas include affordable leases for small businesses, pop-up temporary exhibitions or shops, subsidised rent for creatives, and a 'buy local' marketing campaign.



3. Community survey findings

3.1 About the survey

From 16 August and 8 October, a community survey was available to complete online via Council's Your Say Noosa website. Hard copies were also available at key venues across Pomona, such as Pomona & District Community House, Cooroy Library and at the pop-up events.

The survey aimed to engage a broad cross-section of the Pomona community, and gather insights into:

- What makes Pomona special
- Their vision for the future
- Ideas to improve and enhance Pomona, and
- If and how people would like to be involved in delivering actions in the Pomona Place Plan.

In total, there were 250 completed community survey responses.



**web
responses**



**hard copy
responses**

Incomplete and spam responses

It became apparent at the time of closing the online survey that there were a number of spam and incomplete survey responses.

Based on the careful review of survey results, 371 spam responses were identified. These typically shared a combination of the following features:

- Response time was approximately 3 minutes
- Incoherent response to the 'vision' question
- Interchangeable use of 'not sure', 'none' or 'N/A' for open responses
- Do not provide name in the draw prize (email only)
- Email address with @zoho, @gmail, @ gmx
- Indicate that relationship to Pomona is 'I work in Pomona' only and also indicate their suburb is 'Pomona'.

There were 55 incomplete survey responses. These have not been analysed as part of this report.

3.2 Participant profile

3.2.1. Relationship to Pomona

The majority of survey participants live in Pomona (51%). As shown in Figure 1, survey participants also live in a neighbouring town, village or locality (37%), work in Pomona (10%), or visit the area (3%).

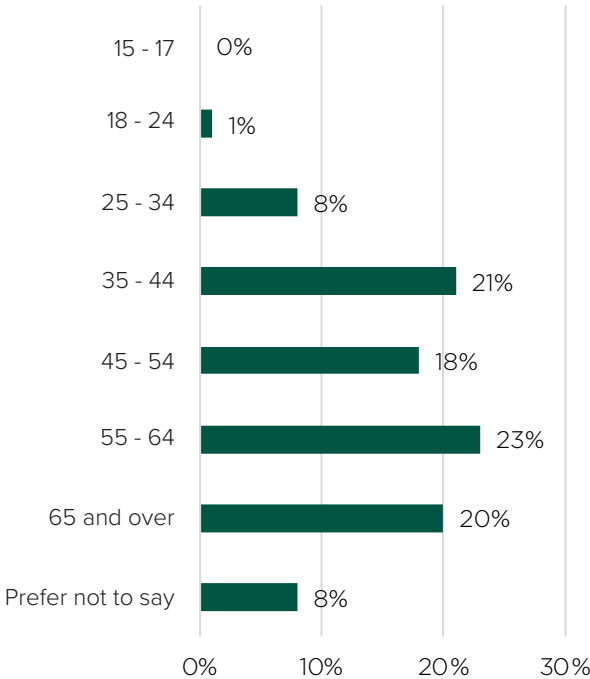
Of the 141 survey participants who live in Pomona, 35% have been living in Pomona for 4 to 9 years. A quarter have been living in Pomona for more than 16 years, and 27% for 0 to 3 years.

Approximately 100 survey respondents, or 45%, are members of a community group or organisation in Pomona. This includes Noosa Landcare, Pomona Railway Station Gallery, Pomona & District Community House, Pomona & District Chamber of Commerce, Meals on Wheels, Pomona Country Markets, alongside other social groups, and online community pages.

3.2.2. Gender identity

62% of survey participants identified as female and 30% as male. A smaller number preferred not to say (8%).

Figure 1 - What is your age group?

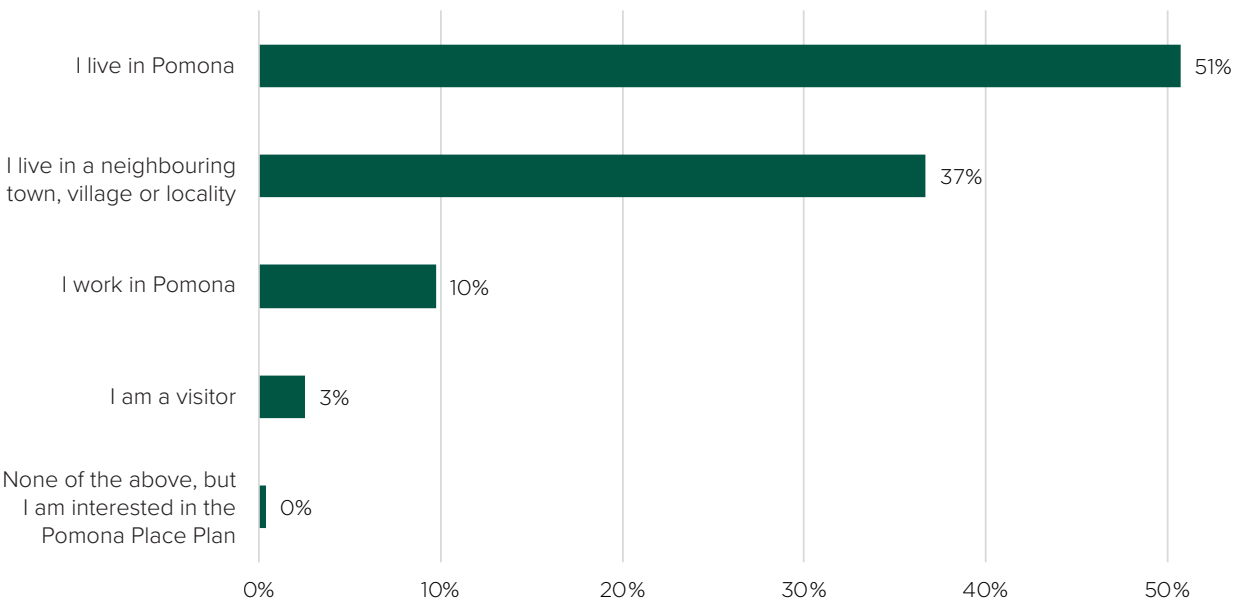


3.2.3. Age

As shown in Figure 2, a high proportion of survey participants are middle aged, between 45 and 65 years (41%), or older people aged 65+ (20%).

At 1%, there was a small number of young survey participants aged between 15 and 24 years.

Figure 2 - What is your connection to Pomona?



3.3 What we heard

3.3.1. What do you love about Pomona?

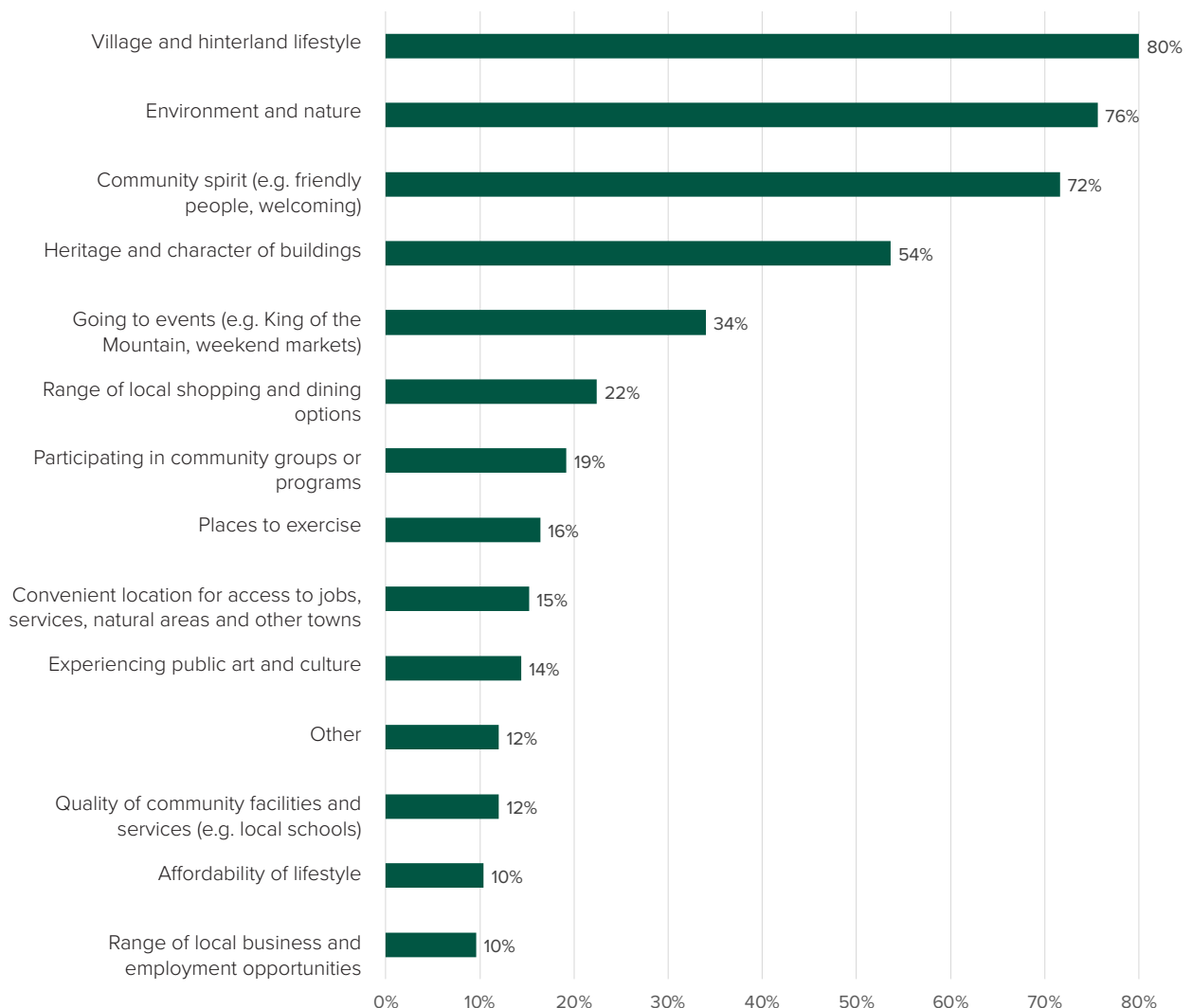
Survey participants were asked what they love about Pomona. From a list, participants were asked to select five options, or to write their own response.

Survey participants also love Pomona for it's quaint village, small-town feel, proximity to the Noosa Trail Network, and because it is quiet and low scale development.

As shown in Figure 3, survey participants love Pomona for it's:

- Village and hinterland lifestyle - 80%
- Environment and nature - 76%
- Community spirit - 72%
- Heritage and character of buildings - 54%
- Events - 34%.

Figure 3 - What do you love about Pomona?



3.3.2. What are some of the special places, events and activities or other things that you love to visit or do in Pomona?

Survey participants were asked to share the special places, events and activities that they love to visit or do in Pomona. Participants responded to this question in a variety of ways, with some speaking about the overall character, and others highlighting specific places or activities.

In total, 250 participants responded to this question.

The most popular thing to do in Pomona is visit the Saturday markets, with 40% of survey participants highlighting the market as a great place to meet with locals and buy local produce.

Other activities popular with survey participants include:

- Visiting the natural surrounds, including walking in the national parks and climbing Mount Cooroora (91 comments)
- Dining at local cafes and restaurants, and going to the pub to meet with friends and family (74 comments)
- Shopping at the small, local shops in town. (57 comments)
- Attending events, such as the King of the Mountain, Pomona Night of Lights, and shows at the Majestic Theatre (51 comments)
- Walking the dog in Cooroora Creek Park (28 comments).

Other participants also spoke about going horse riding, book club meetings, yoga, dance classes, and volunteering with local organisations such as Meals on Wheels and Landcare.

Places survey participants love to visit include:

- Cooroora Creek Park, including the dog park (51 comments)
- Mount Cooroora (50 comments)
- The Majestic Theatre (36 comments)
- Pomona Railway Station Gallery (25 comments)
- The HinterHub, which is Pomona's Landcare retail shop and nursery (19 comments)
- Pomona Community House (12 comments)

In addition, survey participants said they love Pomona for it's following characteristics:

- Connection to nature and wildlife, with participants commenting that they enjoy going on bush walks, mountain biking, and living alongside wildlife.
- Heritage buildings
- Pomona's relaxed, hippie village feel
- The town's peace and quiet
- Small, walkable scale.



The small town of Pomona is unique. I love the local market and cafes which brings the town alive and welcomes everyone to its town.

I walk everyday and I enjoy the peace and serenity.

I love the small, quiet, friendly rural town and have lived here for 50 years. I love that nature is right here, with lots of vegetation, the mountain, and it's a great place to grow things. I love that we now have so many small artisan businesses opening, so we keep our small rural town and able to sustain our rural lives without going too far.

We have horses and ride the Noosa Trail Network around two times a week.

3.3.3. What is your vision for Pomona?

Survey participants were asked to write a vision statement responding to the following question:

“Thinking about everything from events, programs and social connections to buildings, parks and spaces, what is your vision for Pomona?”

In total, 243 participants provided vision statements, which are summarised by theme.

Quiet, peaceful hinterland village with minimal growth (139 comments)

More than 57% of survey participants spoke about wanting to retain the hinterland village feel, indicating that they love Pomona because it is quiet, peaceful and with close community members that support one another. People would like Pomona to remain small, and to restrict development and trucks passing through town.

“A quiet hinterland village - no more quarry trucks! - with close community contacts.”

“Just like it is now. I really don’t want Pomona to be spoilt by development. Love that small community village feel.”

“Calm and relaxation - not town and city chaos.”

Welcoming and accessible place with a strong, caring and close-knit community (74 comments)

Survey participants spoke about the friendly, close-knit community that currently exists, and would like this to continue into the future. In addition, participants envision a town that is welcoming and inclusive, ensuring that it is accessible for all, and caters to the needs of all cultures, ages and genders.

“A delightful and welcoming town with a vast and colourful array of people.”

“That Pomona remains a place of refuge and acceptance, with a community heart at its core, which will embrace age and social diversity, and a slowly-sustainable business growth which values and protects the local natural environment which is what drives Pomona’s charm, history, and future.”

“Ensure that public spaces, buildings, and facilities are accessible to people of all abilities and backgrounds.”

Tranquil, still having an old charm. Not over commercialised. I would like Pomona in 10 years to be still recognisable to the old folks if they came back.

Just the same as it is today.



A walkable village, with priority given to pedestrians over vehicles, easily accessible from all of the residential areas, with vibrant community, retail and dining offerings on both sides of the train station.

In 10 years time, I want Pomona to be a place that welcomes and celebrates diversity and deeply understands its Indigenous heritage. A place that is thriving and creative, but that also ensures people from all walks of life are welcome and can afford to live here. A place that is a pioneer in sustainable hinterland living.

Green, sustainable and connected to nature (59 comments)

In 10 years time, survey participants would like Pomona to be green, both in its geographical connection to the natural areas and their community's values. Some people spoke about protecting wildlife and the surrounding nature parks, and others would like the town itself to continue to be leafy with trees and flowering plants.

People would like the community to respect the natural environment, and for the town to be an exemplar for sustainable living.

"A small rural town that celebrates the unique bush and fauna around it."

"In 10 years time I'd like to see Pomona developed with sustainability in mind, being respectful of the natural environment and the amazing native animals that frequent and live in the town."

"A thriving community that understands and respects its natural environment. One that is sustainable and resilient."

Vibrant, cultural hub that celebrates Pomona's creative community (27 comments)

Some participants spoke about Pomona becoming a vibrant, cultural hub and would like to see areas dedicated to arts and innovation, such as maker spaces, art galleries and workshop spaces, as well as more activities and events that celebrate local arts and crafts. Some people would also like to see thriving local businesses, with restaurants open at night, empty shops filled and quality produce shops.

"A vibrant, family and visitor friendly town with great amenities and sense of community."

"Pomona should remain the same unique country hinterland town with a buzz of excitement, such as community events, the local markets and events which engage the whole community."

"In 5 years I would love to see Pomona become a music and arts hub. I can see a new and improved stage in Stan Topper which can then stage small concerts. I would love to see a local arts centre where you can do workshops. I would love to see the village feel of Pomona kept."

A liveable place, with affordable housing and access to quality support services (18 comments)

Some vision statements talk about Pomona being a liveable place, with access to more affordable and diverse housing stock for young people, older people, and single parents. In addition, some participants spoke about increasing access to services and supports, such as medical facilities, amenities to support ageing in place, and housing for people experiencing domestic and family violence.

"Affordable land and houses so young people can live locally."

"An example of liveability, where individuals and community thrive, have basic needs available that are close and sustainable ... healthcare prevention, and housing that provides for workers and the vulnerable."

"I would like it to remain a quiet country town with the same laid back feel. Would be good to have residential facility for the aging population and emergency medical facility."

"Essentially, I would love it to stay the same but changes are necessary to house people."

Charming, historical town that values it's heritage character (12 comments)

Many participants commented about retaining Pomona's current heritage character into the future. This means protecting and maintaining it's heritage buildings, celebrating the local history, and ensuring the town does not grow and change with new developments.

"Soulful. Not over developed. A special heritage town."

"A historical township that invites visitors."

"A place that gets its value in retaining history and a strong sense of community but that is welcoming, lively and family friendly."

"There is some scope for developing on the current qualities of the village, but this needs to happen within the footprint of existing uses. The character of the old buildings needs to be retained. Any new development must fit into the existing streetscape character."

Some people would like Pomona to remain the same (61 comments) Around 25% of survey participants do not want Pomona to change into the future.

"I don't want it to change. In 10 years time I want Pomona to still be the lovely place that it currently is."

Vision words

From a list of options, participants were asked to select five words that best represent the type of place they would like Pomona to be. In total, 250 participants responded to this question.

As the graphic shows, the words that resonate most with survey participants include:

- Strong sense of community - 51%
- Connected to nature - 51%
- Quiet - 41%
- Natural - 40%
- Sustainable - 36%
- Historical - 34%
- Family-friendly - 33%.



Other vision statements described Pomona as having the following characteristics:

- Deep acknowledgment of First Nations heritage and cultures.
- Modern and clean.
- Family-friendly, with quality schools, recreational activities and local job opportunities for young people.
- Recreational haven with network of walking, bike and horse trails, yoga spaces, and quality recreation facilities including an AFL ground, swimming pool and community gardens.
- Connected with more public transport options and trails to neighbouring villages.
- Safe, walkable village, with quality footpaths and less traffic in town.

"The bike haven - having bike and horse tracks linking Coran to Pomona."

"I would welcome more cultural diversity, and in particular would like to see more prominent celebration and acknowledgment of First Nations people and their 60,000+ years of living in the region, and accessible and accurate information about the culture."

"A safe and family friendly town. Modernised but still hold it's beautiful history and character."

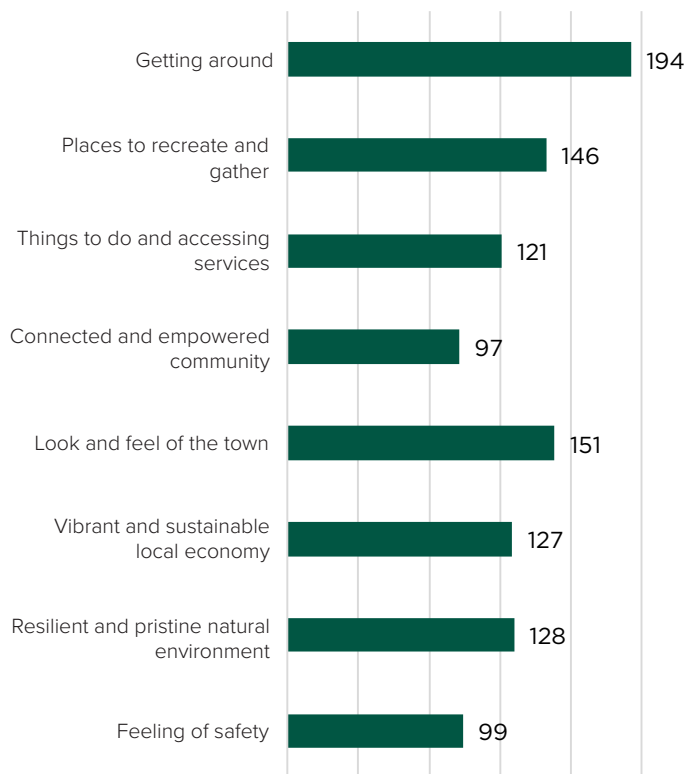
3.3.4. Your ideas to enhance Pomona

Survey participants were asked to think about their vision and using the following themes, provide ideas on how to make Pomona an even better place to live, work and play in the future.

Figure 4 outlines the number of responses by theme, and shows that there was the greatest levels of feedback for themes associated with public space (e.g. getting around, the look and feel of the town, places to recreate and gather).

The following summarises responses by theme.

Figure 4 - Number of responses under each theme



A vibrant and sustainable local economy

In total, 127 participants wrote comments about this theme, and provided the following ideas to achieve a vibrant and sustainable local economy:

- **Support small, local businesses, including local artists and craftsmanship (31 comments).** Many participants favour independent businesses and small, local shops, and want to continue to support locally owned and operated businesses. Many reject the proposal for a larger supermarket and franchise stores in Pomona. Some survey participants said that commercial rent is too expensive resulting in shops closing down, and would like to see more affordable leases for small businesses and subsidised rent for artists. Some participants suggest developing a program to fill the vacant shops, for example low cost, short term pop up opportunities and encouraging small businesses. Others would like to see more cultural facilities, such as a local craft hubs, for artists and community.
- **Provide more diverse mix of shops, restaurants and essential services (21 comments).** Many participants would like a greater mix of local retail and dining options. Ideas include a live music bar, more diverse cuisines and shops (e.g. sushi, fish and chips, Asian grocer and wholefoods shops), and more dining options at night. Some participants suggest expanding the Pomona Country Market, while others would like to see the market stalls become permanent shops. To increase appeal, some participants would like the pub to be restored. Some participants also highlighted the need for more quality and accessible medical services in Pomona.
- **Keep Pomona small and do not change the local economy (20 comments).** Many participants want to maintain the existing business footprint, and do not want the town to change, or for retail to expand.

- **Support opportunities for local employment and flexible working arrangements (18 comments).** Some participants would like to see more employment opportunities for Pomona residents. Ideas include attracting business opportunities, creating diverse job opportunities, and establishing co-working spaces to support people who work from home. Some participants said that finding affordable accommodation in Pomona is a challenge for teachers, child care workers, health professionals and other essential workers, and recommend Council-owned accommodation, incentives for secondary dwellings, affordable housing, or partnerships with community housing providers.

Other ideas include providing more parking, delivering a marketing campaign that promotes buying local, and supporting a cash society and bartering platforms.



Council could assist creative artists and local crafts people by hosting regular indoor markets like the artisans market at Cooroy.

Keep rents reasonable so shops can stay open.

Co-working space to acknowledge the number of people living here who work remotely (a way of gathering together).

A program to activate long term vacant retail space with low cost, short term pop up shop opportunities.

Keep focus on small businesses - particularly owner operated.

Shops and restaurants open a little later on a few nights a week so town is a little more lively.

More shopping 'competition'.



Feelings of safety

In total, 99 survey participants provided comments about safety in Pomona.

Many participants said they feel safe in Pomona because of its small and friendly community (30 comments). The majority of participants also think that Pomona is clean, however some would like to see better waste management, including regular street cleaning and more bins in town to reduce rubbish.

Ideas to improve feelings of safety include:

- **Install more street lighting to increase safety at night (26 comments)**, including at the dog park, on Station Street, Reserve Street, Railway Parade and Main Street, and in Stan Topper Park and Cooroora Creek Park. However some participants commented that lighting design needs to consider wildlife and be dark sky friendly, and there is a preference for solar panel lights and decorating streets with fairy lights. Some participants do not want additional lighting in town.
- **Improve pedestrian safety (10 comments)** by installing pedestrian crossings along busy streets, and continuing to upgrade and maintain footpaths.
- **Improve crime prevention strategies (7 comments)**, including a community neighbourhood watch and installing CCTV in parks, and continuing to build relations between the police and residents.
- **Improve public facilities to be more safe (6 comments)**, for example upgrading the public toilets, as well as the skate park.

Participants also expressed concern about the Pomona State School, flooding, providing housing to people experiencing domestic violence, and diverting haulage vehicles from town.



I have always felt safe in Pomona.

I love that it is clean, the people are friendly and it has a great community feel.

There is almost no street lighting in residential areas and surround township. It is almost impossible to do any exercise when it gets dark.

Wildlife do not need too many bright lights

Lighting in appropriate areas. It's a blessing to view a night, starry sky without too much street lighting.

Noosa District SHS Pomona campus needs to be significantly improved for student safety and quality of education

State government providing allowances to people to open their homes to domestic violence victims (safe houses).



A resilient and pristine natural environment

In total, 128 participants provided comments about this theme.

Many participants indicate that the natural environment is what makes Pomona special, and would like to **protect the forest, waterways and wildlife (46 comments)**, including by minimising new development and retaining low density.

While many participants love Pomona and it's surrounding environment as it is now and do not want to see any change, other ideas to maintain a resilient and pristine natural environment include:

- **Continue to support and invest in the surrounding National Parks (35 comments).**
- **Create more green spaces in town (8 comments)** by planting more trees, creating community gardens, and expanding existing parks.
- **Educate and encourage the community to adopt sustainable practices (8 comments)** such as composting, permaculture, weed management and wildlife care. People would also like to promote recycling practices and the usage of sustainable materials, alongside providing more bins in public spaces around town.
- **Continue to upgrade, maintain and establish local nature trails (7 comments)** For example the trail to the Mount Cooroora summit requires maintenance.
- **Protect local wildlife (5 comments)** by preventing habitat clearing, supporting wildlife rehabilitation organisations, reducing speed limits, providing street signage, culling invasive species, and encouraging farmers to dedicate areas on their property to wildlife.
- **Manage weeds and plant more local species (5 comments).**
- **Protect waterways (4 comments)** including ensuring development does not infringe on creeks, and restoring the health of Cooroora Creek and other local rivers.

- **Encourage local clean renewable energy projects and green industries (3 comments)** such as eco-tourism and sustainable food production.
- **Prevent land clearing (2 comments)** by creating a tree register.
- **Adopt First Nations approaches to land management (2 comments)** such as cultural/cool burning, and sharing more stories about First Nations heritage.

Participants identified Landcare as an important community organisation, pivotal in controlling weed species and managing the land in and around Pomona. These participants would like to see more support for Landcare, including funding.



Continue to promote revegetation on public and private land, build corridors connecting all national parks and nature reserves.

Support the work Landcare is doing, they are fantastic! Reconsider the trail up Mount Cooroora, find a better, safer route around the base.

Protect our natural surrounds, limit infrastructure and new build to maintain the small town charm

Retain, protect mature vegetation. Trees are our air conditioners, our future.

Preservation of natural creekways and wildlife corridors is critical

Keep up the good work on upgrading mountain tracks and trails.



A connected and empowered community

In total, 97 participants provided comments about this theme.

Many participants highlighted the significance of existing community groups and non-profit organisations, and would like to see **ongoing support for community groups (24 comments)**, such as Pomona Community House and Landcare.

Ideas to support community groups include:

- Provide financial support and grants to non-profit organisations.
- Allow community groups to use the community hall free of charge.
- Further promote the services provided by community organisations, for example Meals on Wheels, to local residents.
- Support the 'women in business' community group.
- Develop more partnerships between Council and local community groups.
- Encourage volunteerism.
- Celebrate First Nations heritage and cultures, and upgrade the Kabi Kabi Keeping Places as an education centre for visitors.
- Provide more opportunities for young people to join community groups, such as the Men's Shed.

In addition, many participants **value community-led decision making (20 comments)**, and would like more involvement and collaboration in Council processes. Some participants point out that community-led decision making needs to be inclusive and representative of the whole community (e.g. all ages, genders and abilities), and only works if authorities endorse community ideas and decisions. Others also recommend that Council continues to build relations and trust with Pomona residents through Councillor visits and pop ups.

Other ideas to connect and empower the community include more spaces and programs for community connection, such as community gardens, table tennis facilities, and a community choir. Some participants would also like to see a single mother's group and a community residents association.

Many participants commended the Pomona Community House for their work in connecting community and building local pride (12 comments), and others indicated there is no need for additional community organisations in Pomona (15 comments). Some also commented that the increase in visitors to Pomona is causing stress on community cohesion.



We already have a lovely community now.

We have some great community organisations. I don't think we need more.

Community led decision making works well if powers listen and act appropriately.

To better facilitate a more connected and empowered town, I would like to see a platform in which local groups can promote their ideas, concepts or plans for upcoming events so the community as a whole has the opportunity to input, participate and be informed.

Pomona community has some wonderful organisations where people can volunteer. Council needs to connect and partner with the local community groups.

I would love more children's activities and spaces for teenagers too.



Getting around

In total, 194 participants provided comments about this theme. Ideas to improve getting around town include:

- **Ensure safe, accessible and connected footpaths (97 comments).** Specific places in town where participants want to see safer footpaths and pedestrian crossings include on Factory Street, Summit Road, Mountain Street, School Street, Reserve Street, Station Street, Subway Avenue, Railway Parade, Rules Road, Pioneer Road, and Smedley Drive. To improve accessibility, some participants recommended wider footpaths, continuous paths, and more frequent maintenance. Others would like to improve connectivity in town, for example across the rail line, as well as to surrounding villages, and some requested more shady paths and places to sit.
- **Install more dedicated cycleways to improve safety for bicycle riders (41 comments).** Participants would like to see more cycle paths to commute in town, as well as recreational bike paths to surrounding destinations and villages, for example the to National Parks, or Pomona to Cooran.
- **Provide more regular public transport (37 comments)** including more frequent trains to Nambour, Gympie and Brisbane, as well as regular buses to Noosa and between Pomona, Cooroy, Cooran and Kin Kin. Some participants would like a free community bus that connects the villages.
- **Provide more parking, especially when there are events (22 comments)** such as the Saturday market. However some participants do not want to see additional parking in town, and prefer for people to walk.
- **Reduce traffic and create safer streets for pedestrians with traffic calming measures (19 comments)** such as introducing speed limits and restricting heavy vehicles.
- **Improve wayfinding to make walking paths easier to follow (4 comments),** for example better network signage for the Noosa Trail Network.

Some participants also spoke about wanting more taxi options, better lighting at night along footpaths, electric vehicle charging stations, more trails for recreational walking and bicycle riding, and more trails and amenities for horse riders, including places to tie up horses in town.

Some participants do not think that any change is needed to make Pomona easier to get around (13 comments).



Better connect the township on both sides of the train tracks, particularly on the silent movie theatre side. Pomona badly needs footpaths connecting where people live to the village.

In my area there is no way to get into the village other than by car so maybe a better bus service.

Tie up places for horses in town

We live on Station Street and vehicles driving through the forest drive past our house at high speeds. We are always concerned for cyclists and Noosa Trail horse riders.

Public footpaths for walking and safe bike riding with maintained surfaces

Please don't add any more car parks. It can get a bit hectic when the market is on but people can just walk further. Stop the quarry trucks from using Pomona in their haul route, this should never have been allowed in the first place.

Parking for market days.

More buses and definitely more trains to and from Brisbane. One at 6.30am and coming back at 8.30pm is ridiculous.



Places to recreate and gather

In total, 146 participants provided comments about this theme. Ideas to make Pomona an even better place to recreate and gather include:

- **Provide additional amenities to enhance existing public open spaces (25 comments).** Public spaces requiring additional street furniture, public toilets and picnic spaces include Stan Topper Park, Joe Bazzo Park, and Mount Cooroora. Some participants also want more walking paths and cycleways to better connect open spaces.
- **Create more play spaces for children as well as places for young people to hang out (21 comments).** Ideas include an all-ages adventure playground, larger skate park in Cooroora Creek Park, indoor sports centre with rock climbing walls and basketball courts, and waterplay park. Some parents would like existing playgrounds to be upgraded, including the installation of fences and use of natural materials.
- **Deliver new community and recreational facilities (18 comments),** including community gardens, public BBQs, bike pump track, and outdoor exercise equipment. In particular, some participants would like an outdoor 50-metre swimming pool with long opening hours.
- **Plant more trees to create shade in parks (11 comments),** such as Stan Topper Park, and flowers to make public spaces more attractive to gather.
- **Create more green spaces in the town centre (12 comments),** for example at the train station and green space. Some participants would like more spaces to enjoy nature.
- **Provide more dog parks and off-leash areas (6 comments),** for example along Railway Parade.
- **Support local arts and culture (5 comments)** by installing more public art, continuing to maintain the Majestic Theatre, and upgrading the stage in Stan Topper Park to accommodate live music, outdoor theatre, nighttime cinema, and festivals.

- **Upgrade sporting facilities (4 comments)** for games and social gatherings, such as the AFL Clubhouse, and to provide more sporting opportunities for children.
- **Ensure recreation spaces are respectful and accessible for all people (3 comments)**
One participant commented that the Mount Cooroora summit climb is disrespectful for the Traditional Owners and should be closed, and others point out that all spaces should be accessible for people with disability to participate.

Some participants are **satisfied with the current provision of places to recreate and gather, and do not see the need for additional spaces or facilities (25 comments).** Some suggest enhancing public facilities as needed and continuing park maintenance (9 comments).



Think we are well served for a community of our size.

Multi generational exercise/ play equipment - integrating our young, our middle aged and our elderly in activities that unite them in play, not separate them.

A dedicated space for all the musicians! There are so many here and in surrounding areas. A sheltered low-set stage with accessible electricity, perhaps automated booking?

Connect the parks better by paths. Love the park by the creek.

Keep play and open spaces natural. No man made climbing equipment, utilise what nature has already provided i.e. trees, rocks.

Cooroora Ck park is fantastic. However, some better maintenance and updated facilities. A couple of covered picnic benches. An improved playground next to the village area.



Things to do and accessing services

In total, 121 participants provided comments about this theme.

Generally speaking, survey participants want to **support local artists, musicians and artisans**, and provided the following ideas for events in Pomona:

- More markets, e.g. night markets and fresh produce markets
- Outdoor cinema
- Live music in open spaces, similar to Nambour Forecourt Live
- Arts and craft events, similar to Horizon Festival in the Sunshine Coast
- Food festivals
- Busking areas
- Christmas lights and festivities.

There was **overwhelming support for the Saturday markets (20 comments)**, and survey participants want this event to continue on a weekly basis. In addition, participants would like to see more events in Stan Topper Park, and children's activities at the Pomona Community House.

However many **participants expressed satisfaction with the current offering of things to do (30 comments)**, and do not think that more is required.

Regarding services, some participants recommend **improving access to medical clinics, mental health services and preventive healthcare (6 comments)**, commenting that at current, there are inadequate options in Pomona.

Other ideas to **improve service provision (26 comments)** in Pomona include:

- Provide library facilities, such as a library branch or mobile library
- Open the swimming pool at the Pomona State School for public access, or delivering a new 50 metre public swimming pool
- Improve the quality of the local schools
- Ensure that community facilities are resilient to climate impacts like flooding
- Build the Pomona Fire and Rescue Station's capacity
- Improve access to disability services
- Ensure sufficient services to support an ageing population
- Establish youth drop-in employment centre
- Provide free Wi-Fi in the town centre.



Family friendly events in afternoons, live music and a couple of food trucks in the park would be wonderful.

There's lots to do and see in Pomona. No more needed.

A few more places open at night for dinner. More festivals in Pomona that showcase local food and culture.

Library would be amazing!!

We need a swimming pool that we can access. Most people travel to Eumundi or Noosa to go swimming.

Events to support the local creative community would be great.



Look and feel of our town

In total, 151 survey participants provided comments about this theme, including the following ideas regarding the look and feel of Pomona:

- **Plant more shade trees and local, edible species to green the town (45 comments)**, including street trees, in parks and verge gardens with flowering and drought-resistant plants.
- **Install more public art, both in the town centre and open spaces (35 comments)**. For example, integrating public art with nature trails, or public art next to the Pomona Railway Station Gallery. There is preference for murals, mosaic feature walls, yarn bombing and sculptures; and using local artists and co-designing spaces with community. Some would also like to see more street decorations, such as fairy lights in street trees.
- **Install more seating areas and use natural materials for street furniture (28 comments)**. Some participants would like to see more public spaces for people to connect and recommend public benches, seats and BBQs. There is a preference for using natural materials, such as timber, stone and fallen logs, and for designs to be inspired by nature.
- **Build on Pomona's existing character and protect the heritage buildings (22 comments)**. Some participants would like to further celebrate the town's history and character, and others would like to maintain the low density residential character.
- **Greater recognition of First Nations cultures (3 comments)** through information board, public art, and planting local species.

Some participants commented that the quarry trucks impact the town's ambience, and would like the trucks to be restricted from driving through the town centre (5 comments).

Participants indicated that **Pomona is perfect as is and do not want to change the look and feel of the town (23 comment)**. Others suggest improving maintenance of the existing streetscape, such as weeding, mowing, street cleaning and facilities maintenance.



Build on the current character, don't change it. Keep the old and quirky buildings like the old pub, post office, shops, etc. I like the strong native planting theme used in the streetscape and the diversity of tree species.

Don't change it, please! Keep the heritage buildings, no more development!

Keep things natural, utilise natural stone or rocks for seating areas, local fallen trees, display local art pieces (ironwork etc). No plastic.

Pomona Village is lovely please don't ruin it with ugly vehicle infrastructure. Try to get the quarry trucks out of the village or at least vastly reduce the numbers.

We love our art, we love nature, we love spending time out and about. More street furniture around town would be great.

No more murals, more public benches.

Retain the heritage buildings and feel of the town. Consider new building permits with this in mind.

Street furniture should blend in nature as much as possible



3.3.5. Current or future challenges for Pomona, and ideas to enhance the town

Survey participants were asked to respond to the following open-ended questions:

- What do you see as current or future challenges or concerns for Pomona?
- What could be done right away that would not cost a lot?
- What could be done in the longer term that would have the biggest impact?

In total, 227 survey participants responded to the question about challenges, and 198 provided ideas. This section summarises all three question responses by theme.



If population increases the traffic will be horrendous. We already have enough people living and visiting.

Don't change it, please! Keep the heritage buildings, no more development!

Out of control growth for growths sake and profit which takes away our space and space for fauna and flora.

Council wanting to add more population and losing small community vibe.

New development not being in line with heritage look and feel.

Too many people want to move here.

The destruction of the quietness of the town and surrounds by continued development and allowing greater population density.

New home to be designed to fit the Queenslander look of the area.



Managing growth, including development and population growth, and its impact on the town's character (170 comments)

Around 51% of survey participants think that development and population growth is a major challenge for Pomona.

Participants expressed concern about population growth and the increasing number of residents and visitors in the area, indicating that this will put strain on the town's infrastructure and local surrounds, as well as impact its small-village atmosphere. Participants also point out that more people results in more road traffic.

Many participants are also worried about new development impacting on the heritage look and feel of the town, and would like Pomona to retain its small-town, heritage character. Participants are also concerned that medium-high density development will result in land clearing and destruction of wildlife habitat.

Ideas to manage growth and protect Pomona's character include:

- Implement development controls that restrict new urban and housing development proposals.
- Keep land ownership to a minimum.
- Introduce population cap for Pomona.
- Uphold heritage characteristics and endorse heritage covenants.
- Develop rail land around the train station as a focus area for the town centre.
- Zoning considerations.
- Create Masterplan for Pomona town.
- Implement visitor management plan.

Access to diverse and affordable housing (38 comments)

While some participants do not want additional housing in town, others expressed the need for more affordable and diverse housing options, as well as housing that supports ageing in place. Some participants commented that increasing cost of living and housing prices is causing people to leave town, and expressed concern about rising homelessness.

Ideas to improve this challenge include:

- Develop and implement policies that encourage affordable housing in Pomona.
- Protect existing affordable housing stock.
- Deliver more retirement villages.
- Provide more diverse housing stock, such as apartments and townhouses.
- Council to purchase Pomona Caravan Park and convert into affordable land for families.



Housing options for local people which are affordable for those who have chosen to live their life in this area.

Two of my children can no longer afford to live here despite have good local jobs - I find the social displacement caused by increasing house prices is a high price to pay.

We don't need more housing in our village, it needs to stay as it is to uphold the charm and history that it holds which makes it so special.



Impact of quarry trucks (53 comments)

Some participants commented about the disturbance of quarry tucks passing through town, which impacts on pedestrian and cyclist safety, road condition, and causes noise and air pollution. People said this impacts on mental and physical health, and ruins the towns village-feel.

Ideas to minimise haulage trucks include:

- Create alternative routes to divert haulage trucks.
- Close the quarry.
- Introduce vehicle weight restrictions in town.
- Introduce traffic calming measures, such as speed limits, roundabouts and verge gardens.



The quarry trucks rumbling through town are a blight.

If the quarry isn't stopped then Pomona will die. People selling up in droves because of the health issues - mental and physical - from the trucks.

Weight restrictions on all Council roads



Road condition, traffic and availability of parking (56 comments)

Some participants said that parking is a current issue and that this will become more challenging with future growth.

Ideas to improve parking challenges include:

- Install additional car parking and introduce timing and/or meters. Ensure all business areas have parking.
- Implement traffic management plan.
- Improve road conditions.
- Install traffic calming measures, including speed bumps.
- Use asphalt made with sustainable materials.



Too many cars cause traffic and parking issues.

The amount of parking spaces for the amount of growth that it expected.

Railway land behind hall- turn into parking.



The only challenges and concerns are that council are going to attempt to develop and change Pomona.

More transparency with locals.

Monthly or bi-monthly at local town hall where council members attend to talk and discuss local issues.



Education, employment and recreation opportunities for young people (14 comments)

Some survey participants with children said they do not want to send their children to the local high school, and would like to see more quality education facilities in town. Other challenges include boredom due to the lack of spaces and activities for young people, especially on the weekends and at night. Some would like to see a youth centre, with youth workers providing information about sexual health, alcohol and other drugs.

Ideas to improve this challenge include:

- Improve education facilities, such as the Noosa District Secondary College.
- Encourage technology and agriculture colleges in town.
- Create more spaces for young people.



If youth can't access employment, they will move on.

Quality of schooling for high school students is a problem. I do not trust that my kids would get a good education there in a safe environment.

Better parks for kids, where park more stuff for the younger generation



Council's decision-making processes (34 comments)

Some survey participants identified Council involvement as a challenge, and expressed concern about Council's decision-making and planning processes. Some participants are concerned that Council will approve projects that will grow and change Pomona against the community's will.

Ideas to improve this challenge include:

- Undertake more community engagement.
- Support grassroots projects and community organisations.

Public transport access (30 comments)

Some participants spoke about public transport, noting that there is insufficient public transport. Some also said that access to public transport is especially important for specific cohorts, including young people, older people, and people with low incomes.

Ideas to improve public transport access include:

- Increase frequency of public transport, including trains and buses.
- Expand public transport network.
- Provide local community buses that travel to neighbouring towns.



More public transport to rest of shire needed to help with rising cost of living.

A connected public transport system for the hinterland with frequent buses and trains between all towns.

New housing developments but no efficient public transport.



Condition of walking and cycling network (51 comments)

Participants would like more and a review of existing pathways to improve pedestrian safety in the town.

Some participants have also mentioned specific crossings that would benefit the community and connectivity between places. Participants mentioned the following as priority locations: Hill Street, Factory Street, the AFL grounds, and paths to better connect both sides of town.

Other participants also mentioned providing more shaded pathways with trees.

Ideas to improve walking and cycling network include:

- Kerb and channeling to reduce stormwater drainage overflows.
- Plant trees to create shaded walking paths
- Redesign town centre to enhance pedestrian safety.
- Ensure walking paths are wide.
- Expand cyclepath network, and ensure it is suitable for families with smaller children.



Review of existing and future footpath infrastructure to encourage people out of their cars. Benefits would accrue to health of walkers, less greenhouse gas emissions, create a culture of walk to school for students.

Footpath to the AFL football field.

Wide pathways, suitable for both pedestrians, prams, bikes, scooters etc especially for people to park on neighbouring streets and walk back towards main parts of town.

Improved walkways and signage around the town to access all businesses, parks and trails.



Provision of quality community and recreation facilities, from sports grounds, to trails and popular community spaces (29 comments)

Some participants spoke about needing more community and recreation facilities, such as a swimming pool and upgraded AFL ground. Some said this is particularly important for young people, who have a lack of activities to do in town.

Ideas include:

- Open the swimming pool for community use.
- Build new club house and change rooms at Pomona AFL, to encourage young girls and women in sport. Upgrade the AFL grounds and clubhouse.
- Upgrade community and recreation facilities.
- Provide funding to community services.
- Prioritise diverse community infrastructure.
- Improve accessibility of community facilities, including the Pomona Museum.
- Build an indoor sports centre.
- Create more horse trails.
- Upgrade popular community places, such as the showground and pub.
- Create additional trails to expand the Noosa Trail Network.



Promote community gardening initiatives to use vacant lots for growing produce, which can provide fresh food and foster a sense of community.

If the AFL club is not improved, players with either quit playing or go to another club. Without members, the club will close. It's Pomona's only sporting facility.

Bigger basketball court...seats by basketball court



Encourage more community events that locals can partake in.

Night cinema.

*More trees on roads and in the parks.
Big trees - like figs*



Create more vibrant streets with comfortable street furniture, more colour and creative projects (37 comments)

Ideas include:

- Beautify streets with plantings, such as flowering plants and local tree species.
- Host more events that bring people to Pomona, such as music and arts festivals.
- More street art and interpretative signage.
- Install more street furniture, including public seats and tables.
- Better promote activities and events.

Create quality, comfortable public open spaces that promote community connection (28 comments)

Participants suggest the following to improve public open spaces in Pomona. Suggestions include upgrading parks with more picnic tables, shades and basic amenities (including BBQs and public toilets). Some would also like to see more tree plantings, using local species.

- Upgrade soundshell in Stan Topper Park with stage, lighting, sound, storage area and dressing room.
- Protect public open spaces.
- Establish more dedicated dog parks.
- Maintain nature trails, including paths to Mount Cooroora.

Protect the environment and make Pomona an exemplar village for sustainable living (40 comments)

Some participants spoke about the impact of climate change and human impacts on the natural environment. Ideas to protect the natural environment include:

- Continue to work with the community on guiding Pomona towards a sustainable hinterland village.
- Install electric vehicle charging stations.
- Establish more wildlife corridors.
- Plant more local tree species.
- Employ a repair person and sales person at the Pomona Waste Transfer Station.
- Encourage people to recycle, including furniture, metals and plants.
- Engage with the community as custodians of the land.
- Speed limit signs to protect wildlife and prevent roadkill.
- Provide eco-tourism opportunities.
- Implement green infrastructure projects such as urban parks, rain gardens, and green roofs to manage stormwater.
- Cool burning to reduce fire risk.

Support 'local' to retain the village atmosphere and help make Pomona a liveable place for all people (19 comments)

Ideas include:

- Support grassroots community organisations.
- Support small, local businesses.
- Establish more community groups, such as Women's group and Men's group.
- Develop health precinct to deliver affordable healthcare clinic and other facilities to support wellbeing and ageing in place.
- Consider economic development opportunities that provide local employment and enhance the hinterland appeal.

Help community to prepare, respond and recovery from emergency events (5 comments)

Ideas include:

- Flood town planning and preparedness for businesses and community.
- Implement climate change and adaptation plan.

Many respondents also suggest that they're satisfied with Pomona as it is now, and do not want the town to change into the future (62 comments).



Become known as a green village - with sustainable business and no single use plastics.

We have UNESCO rating due to our unique natural environment. It should be our focus to treasure first and foremost.

We can be and are an example of a supporting and caring community for our human and animal and nature population.



3.3.6. How can community help to implement the Pomona Place Plan?

The Pomona Place Plan will have some actions delivered by Council and other government partners, as well as some actions that will be delivered with and by the Pomona community.

Survey participants were asked what would make them want to get involved in delivering some of the plan's actions. As shown in Figure 5, the top reasons why people would become involved include:

- I want to contribute to a positive impact in Pomona - 48%
- It provides opportunities for social connection - 30%
- The time commitment fits in with my lifestyle and/or schedule - 26%
- There is support available to deliver initiatives that my community are interested in - 22%.

Other reasons why survey respondents would become involved include to ensure the process is transparent and that contributors declare conflicts of interest, and to ensure that the plan is in the best interest of the town.

Figure 5 - What would make you want to get involved in delivering some of the plan's actions?

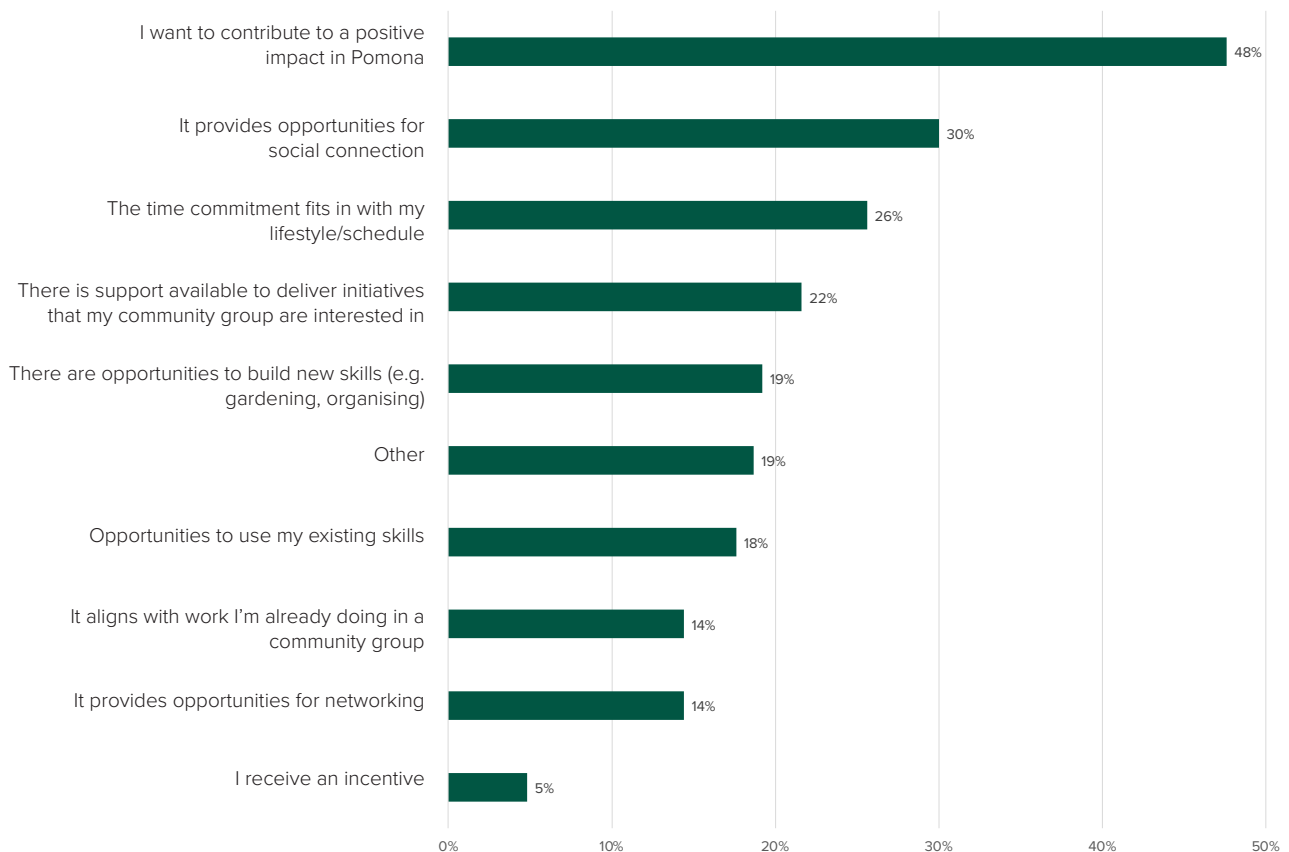




Image Credit: Kylie Harber Photography

4. Community pop-up findings

4.1 About the pop ups

Six community pop up events were held in Pomona, with the aim to reach people that live, work and visit the area, who may not otherwise participate in the other engagement activities. The pop-ups were undertaken at a range of different times and locations, as listed below, to encourage broad participation from across the community:

- 2 x Outside the IGA on a weekday morning
- 2 x Pomona Markets on a Saturday morning
- Noosa Show on a Saturday morning
- Community social afternoon at Joe Bazzo Park on a Friday afternoon.

Over 200 people attended the pop ups across the six events.

4.2 What we did

At the pop up events community members were invited to answer the following questions presented on boards. Some people answered all, while others may have only interacted with one.

- Where is your favourite place in Pomona, and why?
- What words would you use to describe Pomona in 10 years time?
- How do we make Pomona an even better place to live?
- What could be done right away that would not cost a lot?
- What could be done in the longer term that would have the biggest impact?

See the Appendix for copies of the pop up boards.

The pop up events provided an informal way to raise awareness of the project, converse with the community and gather insights to help develop the Pomona Place Plan.

4.3 What we heard

4.3.1. Where is your favourite place in Pomona, and why?

As shown in Figure 6, the top eight places that pop up participants love in Pomona are:

- Mount Cooroora
- Stan Topper Park
- Main Street
- Cooroora Creek Park
- The Majestic Theatre
- Joe Bazzo Park
- Pomona Community House
- Pomona Distilling

Other locations that participants love include Railway Station Gallery, Pomona's Little Pantry, Landcare, Tuckekoi National Park, Men's Shed, Pomona Post Office, skate park, as well as the various restaurants, cafés and pub.

Pop up participants also love Pomona for it's architecture, character, green spaces, restaurants, trails, walking paths, wildlife, and community feel.



Mount Cooroora and Noosa Trail Network:

Beautiful views. Great with new signage and maintenance!

Majestic!

I climb it weekly, and the park, nature and view.

Pomona Railway Station Gallery:

Love the atmosphere! Like the garden!

Main Street:

So many stores, lots of activation and markets on Saturday.

Community atmosphere, vibe and local produce at the markets!



Figure 6 - Top eight places that pop-up participants love in Pomona



4.3.2. *In 10 years time, I want Pomona to be...*

From a list of words, participants were asked to vote for the words that best represent their vision for Pomona.

The top five words to describe Pomona in 10 years time were:

- Strong sense of community - 43 votes
- Socially connected - 26 votes
- Colourful - 24 votes
- Family-friendly - 24 votes
- Quiet - 23 votes
- Creative - 18 votes.

Some participants commented that Pomona is a beautiful and quiet village, and that creative people help to make the town.



4.3.3. What are the challenges and opportunities for Pomona?

Pop up participants were asked about Pomona's challenges. We heard the following are challenges for Pomona:

- **Retaining the town's character and managing growth (9 comments)** - Some participants are concerned about future developments changing the town's character. One participant disagrees with development on Church Street as it's a flood zone and wildlife corridor. Another would like to know more about development application approvals and zoning. Some participants do not want the town to change.
- **Impact of quarry trucks (7 comments)** - We heard that quarry trucks are unsafe, cause noise and contribute to road congestion.
- **Shortage of car parking (5 comments)** - Some participants said that finding parking in town can be challenging.
- **Infrequent public transport (5 comments)** - Some participants said that public transport needs to be more reliable and frequent, and is important for young people.
- **Rising housing costs (4 comments)** - Participants spoke about the increasing cost of living, high rents and lack of affordable housing options in Pomona (4 comments).
- **Protecting the natural environment (4 comments)** - Some participants said that people walk their dogs in the national park, and expressed concern about the land clearing.
- **Potential impact of supermarket chains (2 comments)** - Some would like to continue to support small local businesses, and do not want large retailers and supermarket chains in town.

Other challenges that we heard include local employment opportunities, availability of health services, shortage of accommodation options, poor phone network coverage in some parts of Pomona, and access to quality playgrounds with seating and shade.



The community bus has gotten smaller.

Not much music in town, and the community house does stuff but it's not "out there."

Amount of devastation the human environment creates.

Quarry trucks through the town. Try to divert out of town.

Public transport needs to be reliable and frequent.

Development needs to be accessible for all.

Keep it the way it is. Love the small town, community feel. Keep the essence.



4.3.4. *How can we make Pomona an even better place to live?*

We asked participants to suggest ideas on what could be done right away to make Pomona an even better place to live. Participants suggested the following ideas, both big and small:

Establish new and enhance existing public open spaces in and around Pomona (37 comments)

Some participants would like to see additional open spaces in Pomona, with community and market gardens being a popular suggestion, as well as another dog park or off leash dog area, an adventure playground, and utilising the land along the rail line. Some participants recommend enhancing the town's existing open spaces. Ideas include more public toilets including at Cooroora Creek Park and Mount Cooroora Car park, and parks with all-ages playgrounds, an outdoor stage and additional seating and shade areas in Stan Topper Park, tables and seating in Joe Bazzo Park, terrazzo flooring at the Pomona War Memorial, and outdoor exercise equipment.

"Safe space to hang out and play in front of the neighbourhood house."

"Make space along the rail line usable for the community, such as parkland or live music."

Create safe, connected footpaths and cycleways (28 comments)

Many participants would like to see more footpaths in town to improve pedestrian safety and connection between places. Specific locations requiring footpaths and safer pedestrian crossings include Stratford Park, Pioneer Road, Factory Street, Reserve Street, Hill Street, School Street, across the rail line, and to the AFL oval, Lawson Shed and Pomona and District Community House.

Some participants would like to see more walking trails, including using the land along the rail line to connect Pomona to Cooran and Cooroy.

Some participants see the need for more

cycleways to make bicycle riding safer in town, for example along Ambulance Street and Yurol Forest Drive. Others would like to establish a bike network that connects Pomona to neighbouring towns, such as Pomona to Cooran and Kin Kin.

Organise more activities and events, especially at night (24 comments)

Ideas include night markets, live music in the park (e.g. Peregrine Originals), fashion parade, yoga and meditation classes, trail runs and bicycle events, and utilising the Majestic Theatre for art exhibitions, live music and theatre. Some participants would like to see more festivals and events in Pomona, such as live music in the park (e.g. Peregrine Originals) or the "Little Pomona Festival". In particular participants spoke about wanting more evening entertainment options. One participant also recommends that programs and events be better promoted.

"Encourage events, such as trail runs and mountain biking."

"More places for small community events and facilities."

Provide more diverse and accessible recreation and community facilities (18 comments)

Pop up participants want to see the local swimming pool open for community use and with more accessible features, including a pool hoist and ramp access. Some participants would also like a water park in town.

Other ideas for community and recreation facilities include basketball courts, BMX track at the Pomona Showground, more community gardens, galleries in empty shopfronts, upgrading the skate park, restoring the exterior of the Pomona and District Community House, as well as creating a safe, welcoming public space outside the community centre.

Providing support to community organisations to deliver programs is also considered to be

important. One participant like to see more community facilities available for hire, for example for older people or arts and crafts activities.

Other big ideas include opening a university and/or TAFE, and establishing a community school where parents can organise workshops for local children. Another participant suggests a natural swimming pool.

“Use of the pool for rehabilitation - more accessible pool, hoist; different access to the pool”

“Better skate park, like at Sunshine Beach.”

“Love the trail network. Would love to see that continue to improve and connect towns. Love it for mountain biking but also love that it is shared use.”

Undertake measures to protect and enhance our natural environment (9 comments)

Ideas include introducing stricter environmental policies that protect wildlife, protecting the path up Mount Cooroora, and planting more trees in town to increase connection to nature.

Divert heavy quarry truck routes to prevent from driving through town (8 comments)

Some participants commented about the disturbance of the quarry trucks passing through town and recommend road weight limitations in town, traffic calming measures such as roundabouts, and establishing specific haulage routes to divert the trucks from Pomona.

“Find a way for trucks to bypass the town.”

Invest in more spaces and programs for young people (6 comments)

Some participants would like more facilities and programs for young people, including music events, rock climbing wall, more after-school activities, school holiday programs, as well as dedicated spaces for young people to hangout. One participant also suggests investing in local school sport infrastructure.

Celebrate the town’s heritage identity and enhance the streetscape with public art and greenery (7 comments)

Some participants highlight that it is important to retain the towns identity - *“single storey, rural look and feel.”*

Ideas to support the town’s existing heritage and character and to enhance the streetscape include, more public art (e.g. sustainable sculptures), more greenery around town (e.g. hanging baskets and revegetating small, unused spaces), installing a flag pole at the Pomona War Memorial, and more Christmas decorations in December.

Support ageing in place with more housing and accommodation options (4 comments)

Some participants spoke about their desire to age in place, and said that Pomona needs more nursing homes, retirement units and multi-generational housing. To provide more housing stock in town, one participant said there is more opportunity to subdivide land.

“We need retirement units in our town for people to age in place.”

“More opportunity to subdivide for housing in character with the area around.”

Other ideas include:

- Increase visibility of First Nations cultures.
- Establish a recycling centre.
- Implement traffic calming measures, such as new roundabout and roadside vegetation.
- Advocate for more frequent train services, including train service to Brisbane.
- Install charging stations for mobility scooters.
- Ensure transparency and accountability in local government.
- Provide more accommodation options.
- Install community batteries.
- Provide more retail options, e.g. food and wine specialties, large supermarket outside of town.
- Brewery in Pomona.



Image Credit: Kylie Harber Photography

5. Walkshop findings

5.1 About the walkshop

Two walkshops were undertaken on Saturday 26 August and Friday 22 September 2023. This activity provided an opportunity to learn about Pomona - its values, places special characteristics and opportunities for improvements - while exploring the town with representatives from the community.

A route with eight stops was designed with input from Council officers to explore a range of locations and issues (see Figure 7).

Participants were provided an activity booklet to complete while on the walk to inspire their thinking and effectively capture their feedback

in their own words. There was also group discussion at each stop, creating opportunities for group discussion and to explore participants' thoughts, opinions and ideas. See the Appendix for example activity book.

14 people attended the walkshops in total, this included representatives from Noosa Council.

Figure 7 - Pomona Place Plan walkshop route



5.2 What we heard

5.2.1. Stop 1: Station Street

What did we ask?

Participants were asked to answer the following questions at Stop 1:

“Station Street is Pomona’s high street with a choice of places to shop, eat, drink, run errands and socialise.”

1. Thinking about the look and feel of the street specifically, how would you describe the character? What do you like most about it?
2. What works well now?
3. What could be improved? Is there anything missing?

What did we hear?

The following words were used by walkshop participants to describe the look and feel of Station Street:

- Charming
- Spacious
- Wide
- Historic
- Art deco
- Low scale development
- Lush
- Heritage
- Rural character
- Unique
- Unchanged for generations
- Beautiful trees
- Friendly
- Village character
- Welcoming

Participants indicate that the following works well on Station Street:

- Variety of shops and cafes. One participant mentioned that the shops are clean, indicating that business owners have pride.
- Wide street with landscaping and vegetation.
- Rural street signage.
- Beautiful median strip gardens that signal it is a low-speed, pedestrian friendly space.
- Buildings are single storey.

Ideas to improve Station Street include:

- Cleaning and upgrading buildings while retaining character, such as the bottle shop and local pub
- Improving footpaths
- Improving wayfinding, including signage to indicate share crossing and trails.
- Installing public seating made with natural materials
- Bollards outside Mountain Stop Café to improve safety
- Providing additional parking.
- Improve visual appearance with sculptures, interesting paving and features.
- Protecting the street’s character by heritage listing buildings, including the pub, and registering significant trees
- Availability of takeaway on Reserve Street



Street furniture that is practical and aesthetically pleasing and nestled in planting.

Quaint area with a connection to the history of the town and railway.

Welcoming and encourages 'stop and chat' opportunity.



5.2.2. Stop 2: Stan Topper Park

What did we ask?

Participants were asked to answer the following questions at Stop 2:

1. How would you rate the visual and physical connectivity between Stan Topper Park from the shopping side of the street? What could be improved?
2. Do you think the park is well used? What could be improved to make it more attractive, comfortable or accessible for everyday use as well as events?
3. Take a look at the beautiful Mount Cooroora. What aspects of the Pomona natural landscape and environment do you value most?
4. Thinking to the future, what are the key environmental issues or challenges that we need to tackle as a community?

- Create wider paths and direct walking routes.
- Upgrade public toilet facilities, with potential for more toilets on the other side of the park.
- Continue park maintenance, including more frequent grass cutting.
- Increase visual appeal of park entrance with more established vegetation.
- Plant more shade trees and garden beds.
- Install public art, including sculpture and art exhibitions.

Participants value the beautiful Mount Cooroora for it's view, fresh air and biodiversity, including birdlife and mature trees. Some participants highlighted the importance of keeping public access to the mountain, indicating that it is a good asset that brings 60,000+ people to the area each year, and others commented that it is important to protect it from any development.

What did we hear?

Using a rating scale of “very poor” to “very good”, four participants rated the visual and physical connectivity between Stan Topper Park from the shopping side of the street as “satisfactory”. Two participants rated it as “good”, and one as “very poor”. Ideas to improve the park include:

- Install designated pedestrian crossings
- Install bollards on the corner to mitigate traffic accidents
- Improve accessibility for people with limited mobility, including wheelchair users
- Improve pedestrian wayfinding, e.g. contrasting colour pavements
- Create more and connect pedestrian paths
- Create shared zones on Reserve Street, similar to Mooloolaba Esplanade.

Overall, participants indicate that Stan Topper Park is well used, with the markets being an asset. The majority of participants suggested:

- Upgrade to amphitheatre, including tiered seating, raising the stage, and an acoustic wall behind the stage
- Upgrade gazebo to be larger

Thinking about the future, participants identified the following environmental challenges for Pomona:

- Quarry truck haulage through town
- Natural disasters, such as floods and fire, and the need for flood mitigation measures
- Increasing volume of traffic
- Increasing population
- Protecting biodiversity and maintaining wildlife corridors through town
- Planting local plant species

5.2.3. Stop 3: Pomona Railway Station Gallery

What did we ask?

Participants were asked to answer the following questions at Stop 3:

1. What aspects of Pomona's arts and cultural scene to you value most? Think about buildings, places, events and programs.
2. What other art and cultural offerings would you like to see in Pomona? Think about buildings, places, events and programs.
3. Thinking about arts and culture and how it is represented in public space - do you think any of the following images capture an idea that might work in Pomona?
4. Can you explain why you selected those things for Pomona?
5. Thinking about the walk between Pomona State School and shopping precinct on Station Street, how could the journey from school to the shops be improved for children and families?

public art, including murals on buildings, festivals, historic machinery throughout town, and the Queensland Rail land used as parkland.

Some participants raised concern about who funds arts and cultural events, indicating that government should not be funding additional social programs.

When asking about the walk between Pomona State School and the shopping precinct on Station Street, participants said that the footpaths are narrow and in poor condition. Recommendations include installing lights at existing pedestrian crossings, planting more trees for shade, create legal parking spaces and maintain parallel parking, kerb and channelling, and additional pedestrian crossings along Station Street, School Street and Subway Avenue.

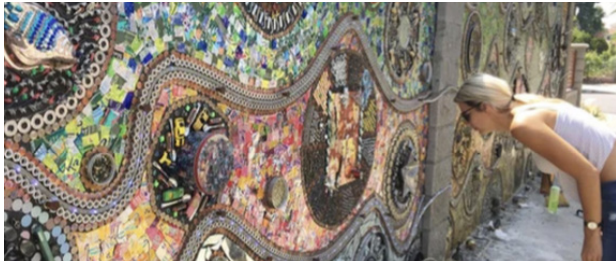
What did we hear?

Walkshop participants most value the following aspects of Pomona's diverse arts and cultural scene:

- Pomona Railway Station Gallery, with its old, rural earthy identity. While some participants do not see the need for another gallery in town, some other participants suggest an additional community gallery
- Heritage buildings, including the Pomona Hotel and the Majestic Theatre. Some recommend regular building maintenance and repair
- Noosa Barter Tribe at the Lawson Shed for its arts and crafts

In addition, participants would like to see more

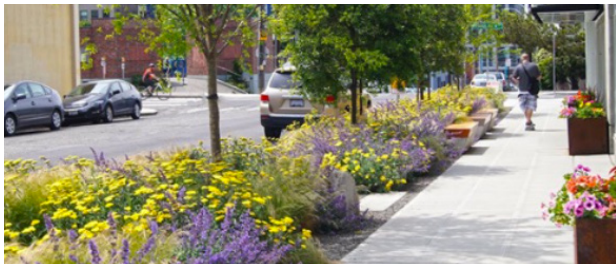
The following images represent arts and culture in public space. We asked walkshop participants to vote on their favourite ideas and explain why. Comments are summarised under each image.



Community artwork - 7 votes

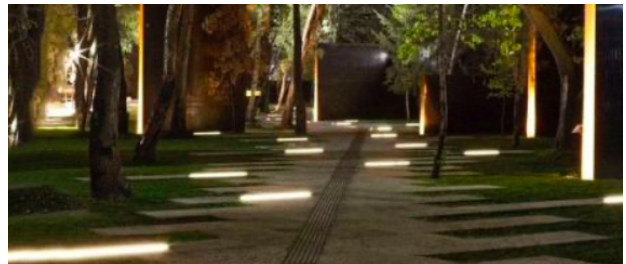


Public art and sculptures - 5 votes



More trees and plants - 4 votes

Comments include use local plant species.



Lighting integrated into footpath - 3 votes

Comments include that this would highlight safety.



Creative seating and play - 3 votes

Comments include locate near the skate park, and use natural materials.



Parklets - 1 vote



Creative lighting - 1 vote



More colour on footpath - 0 votes

5.2.4. Stop 4: Subway Avenue near public toilets

What did we ask?

Participants were asked to answer the following questions at Stop 4:

1. Pomona is divided by a rail line. Do you think this a significant barrier? Do you have any ideas to improve connectivity?
2. Do you go to Cooroora Creek Park very often? What was your experience? How could it be improved?

What did we hear?

Most participants do not see the rail line as a barrier, indicating that the rail line is part of the town. However participants point out that the rail line regularly floods and does not feel safe for children traveling to and from the school, with children having to walk on the road at times. One participant also commented about the impact of trucks on pedestrian safety. Participants would like to see safer crossings along Hill Street and a better walking path at the Subway Avenue underpass.

Cooroora Creek Park is considered an excellent park, that is well managed and great for dog walking. Ideas to improve the park include:

- Solar night lighting
- More outdoor seating
- More exercise equipment
- More trees, plants and garden beds to screen the road
- Playground
- Dog obstacle course
- Public art
- Aesthetic public bins

Some participants would also recommend a network of shared paths, including to the school and showground.

5.2.5. Stop 5: Majestic Theatre

What did we ask?

Participants were asked to answer the following questions at Stop 5:

1. The Majestic Theatre is an important historical and cultural building in Pomona. Do you have any ideas about how to better activate this site?
2. Thinking about Pomona generally, are there aspects of the town's social history or built heritage that could be more widely shared, recognised or celebrated?

What did we hear?

Most participants highlighted the importance of the Majestic Theatre as the oldest and longest running silent theatre in the world, and would not like to see any changes made. Others provided the following ideas to improve access and better activate the site:

- Host shows and activities that attract wider audiences
- Establish an annual Silent Film Festival
- Create self-guided tours
- Build an open space theatre facing Cooroora Creek Park
- Improve advertising, including marketing in visitor guides and signage around town
- Undertake more community engagement with Pomona Arts Inc.
- Install zebra crossing at Factory Street and Hill Street
- Build a carpark opposite the site

To increase recognition and celebrate the town's heritage, some participants recommend plaques that highlight special places and provide information about the site. Some participants also suggested a history walking trail, using the Battery Point Historic Walk in Hobart as an example. One participant said that there is adequate recognition in the local area and that no changes are required.

5.2.6. Stop 6: Pomona Station

What did we ask?

Participants were asked to answer the following questions at Stop 6:

1. At the moment the railway reserve is fenced off to the public. How would you like to see this land used if we had access to it?
2. Look around at the station entrance. Do you have any ideas to make this area feel more safe, comfortable and welcoming? Ideas include colourful public art, seating and security.

What did we hear?

If the public have access to the railway reserve, participants would like to see it used for:

- Parkland
- EV chargers
- Bus depot with connecting services
- Parking
- Community gardens
- 'Sit and rest' area with seating.

Another idea is to relocate the museum to the railway reserve to establish a cultural precinct alongside the Majestic Theatre and Pomona Railway Station Gallery. Some participants commented that any proposal would require adequate community consultation.

One participant does not want to see changes to the railway reserve or any pedestrian path upgrades between Factory Street and Cooroora Creek Park that would impact the mechanics, as they provide an essential service.

To make the station entrance feel more safe, comfortable and welcoming, participants would like to see:

- Better pathways on Reserve Street at the level crossing and zebra crossings along Factory Street
- Community art and sculptures
- Wayfinding and signage
- More landscaping and trees
- Seating

Some participants would like the streetscape to remain its heritage character and to be less industrial looking.

5.2.7. Stop 7: Factory Street North

What did we ask?

Participants were asked to answer the following questions at Stop 7:

1. Along Factory Street, there are a number of connections through to Cooroora Creek Park. Are they okay now, or what are some ideas to improve these connections?
2. What role does this industrial and employment precinct play in Pomona? What role could it play in the future?

What did we hear?

Participants indicated that the industrial and employment precinct is crucial to the town, as the businesses provide local employment and support the town to thrive. Some participants said that manufacturing businesses are essential, including mechanics and auto electricians.

Participants agree that upgrades can occur to improve connections from Factory Street to Cooroora Creek Park. Some participants would like to see more direct walking routes, for example access to Cooroora Creek Park via Vibe, and an avenue of trees. Some participants said that the crossing at Factory Street feels unsafe, and suggested 40km/h speed limits, safe zebra crossings, and shared zones.

One participant said there is opportunity for the industrial and employment precinct to also become an artisan precinct - home to potters, painters and a brewery overlooking Cooroora Creek Park. Another participant would like to see beautification efforts, such as tree planting and streetscape improvements.

One participant said that further community consultation would be required for Factory Street upgrades.

5.2.8. Stop 8: Pomona Skate park

What did we ask?

Participants were asked to answer the following question at Stop 8:

1. How well does Pomona cater for the needs of young people?
2. What types of spaces, activities, programs or events do they need?

What did we hear?

Some participants recommend upgrading the skate park to cater to all skills levels, from beginners to advanced.

Participants identified the following additional opportunities for the Pomona Skate park:

- Creative seating
- Better lighting
- Picnic tables
- Basketball hoops

Esplanade Park in Fremantle was highlighted as an example skate park that suits all ages.

Some participants would also like to see more water-based opportunities, such as a swimming pool or splash park, as well as pickleball court, cycling track, and community centre that organises dances at night.

Some participants commented that Pomona has adequate spaces for young people, including the Noosa Trails Network, skate park, basketball court, playground and grassroots youth groups, and that it is not the responsibility of the town to provide more activities to young people.

5.2.9. Other

Participants were asked to share any other observations, thoughts or ideas.

Some participants commented about the social, economic and environmental impacts of the quarry trucks through Pomona, and would like future town planning to consider this.

Some participants do not want the town to change, and indicate that further community consultation will be required for any potential change. Managing development and retaining low density is also considered important.

One participant noted that it is important to 'keep the essence of Pomona', and another would like to retain the featured 'leaf' seating around town.



6. Love letter findings

6.1 About the love letters

Community members were invited to write a 'love letter' to Pomona, outlining what they love about the town as well as their dreams for the future of Pomona.

Love letter stationery was available at the Pomona and District Community House for people to complete during the engagement period. Alternatively, community members could download the template from Council's Your Say Noosa website and submit their love letters via email. Copies of love letters were also available at the pop-up events

A total of 23 people submitted love letters to Pomona, including children, young people and older adults.

This chapter includes verbatim quotes from the love letters.

Dear Pomona, I like the fact you don't seem to try to be something you're not. You don't try to be Cooroy or some fancy cosmopolitan place. You don't try to be Maleny or Montville. You're just you.

May you always be the friendly, inclusive, creative, interesting, vibrant, involved, caring, compassionate place, many of us now call home.

What a peaceful place you have given us to call home! From our majestic mountain to the nature that surrounds us. Please don't change too much that you lose your special places. We have fought hard to keep the genuine you!



6.2 What we heard

Pomona is loved for it's welcoming and creative community, beautiful natural environment, historic buildings, small-town qualities, local markets, shops and restaurants.

People love Pomona and its surrounding natural environment for many reasons. In order of most to least mentioned, these include:

- Community spirit of Pomona, with warm, friendly and welcoming residents. People are kind and help one another out.
- Natural environment that surrounds Pomona, including Mount Cooroora, as well as the towns parks and leafy streets.
- Pomona Country Markets held every Saturday, as it is lively, affordable, and brings community together.
- Heritage buildings and creative community which create the local character.

- Welcoming nature to visitors.
- Quiet, small-town feel.
- Dog friendly, with a dedicated dog park.
- Choice of local restaurants and shops, as well as essential amenities including post office and pharmacy.
- Walkable scale of the town.

Love letters also highlight the significance of First Nations peoples, the public school and town's proximity to beautiful beaches. Some people shared special memories from growing up and living in Pomona.

Lots of places to eat out. It also has access to shops and everything is walking distance. There is also not a lot of need for infrastructure improvements, which is a positive.

I love the trees and the nature and people are so calm and friendly here, and everyone takes care of the environment.

Some people love Pomona just as it is, and do not want the town to change into the future.

Multiple submissions request that Pomona do not change. Many love letters would like to see Pomona retain its character, such as its charming buildings, welcoming spirit, local businesses, quietness and small population.

Dear Pomona, I love the way you are inviting to all but please no more people or we will all fall.

Please remain soft and gentle: your look of original charm and historic history is welcoming, friendly and lively.

Dear Pomona

Please remain soft & gentle:
your look of original charm &
historic history is welcoming,
friendly & lively.

Please do not introduce large
& concrete shopping centres. we
don't need more concrete, more
trees make you look better, cooler
& very attractive. (NO ASD, WHOLIES, COURTS)

Please treat the town's waste &
recycle & compost your waste. Your
waste can feed gardens & renew
soils. I know you'll feel happy when
you share. Stay healthy & not
too overcrowded. We love you!

DEAR POMONA

What a peaceful place you have given us to call home!
From our Majestic Mountain to the nature that surrounds us.

Please don't change too much that you lose your special places.
We have fought hard to keep the genuine you!

People travel for hours and hours to savour your energy.
Not too far from the beautiful beaches and waterways
Then we get to come home and rest in your soul!

Never have we found any area that has stolen our hearts
from you!

Those who visit us call you "Pome" they say it's like home
but it's Pomona.

Our Grandchildren soak in the natural habitats & wildlife.
With our Grandson who lives in the city saying to us
"It's different here Gramps!" "I Love This Place!"

Our visitors sigh when they arrive on your ground
and say they can relax now!

Such a grasp you have on those of us who love you!
Our heritage belongs to you.

We will forever cherish you Our Pomona!

Our Love & Care for you will be forever. ♥ ♥ xx
Janet & George Ferris

DEAR POMONA...

- More water activities
- I like the dog park
- I like that it's a quiet town
- More Drum & bass music events
- Water slide

- A lot of unused space
- takes 2 hrs on bus to get to moose.
- When they keep painting the skate park it
gets slippery - Need new exciting park
- More activities for us to do

15 yr boy



Dear Pomona

I Love the markets they are lovely
and you can hang out with friends and people.
I love the ~~city~~ trees and the nature
and people are so calm and friendly
here and everyone takes care of
the environment.

I Love Pomona it's a sweet lovely place
and the trees are so pretty and everyone
is so nice but my fav thing is the markets
there so nice. I Love Pomona.

DEAR POMONA

- W.B. Bay
- better skate park
- Abraham upgrades
- vare shops
- biggie ign
- bush warriors
- crafty wall
- more walk ways
- bigger playground
- better kidsgarden
- Dr shop
- more bus
- bike trails
- more toilets
- better hotels
- better security on schools
- better train station

age 14 boy

Dear Pomona

I love the market
Brooke and Zubene will love



Opportunities and ideas for Pomona include creating activities for young people, improving public facilities, and ensuring Pomona remains walkable, green and charming.

Love letters identified a range of opportunities and ideas for Pomona. These include:

- Provide more facilities and events for young people, such as graffiti walls, music events and new skate park.
- Continue to care for the natural environment.
- Plant trees with canopies to provide shade and cooling, and to reinstate the Avenue of Honour.
- Provide more and improve public facilities, such as the public toilets and library.
- Restore historic buildings for community use, including Hollyhock Cottage.
- Continue to provide footpaths around town, and include as a requirement for all new builds.
- Install more public seating.
- Provide more opportunities to learn from and experience Kabi Kabi culture.
- Provide more parking.
- Provide more events and opportunities for people with disability.
- Improve waste management and reduce town waste with more recycling and composting opportunities.
- Enliven the town with public art, such as sculpture in Stan Topper Park or in roundabout.
- Connect the town to surrounding parks with footpaths and crosswalks, and improve pedestrian safety with traffic calming measures.
- Increase resilience to disaster events with disaster-proof buildings and supporting people to prepare, respond and recover from fires and floods.
- Improve public transport between Pomona and Noosa.
- Support preventative approaches to health care and wellbeing.

Uniting township with park for cohesion and safety by providing crosswalks and road calming.

Need new exciting skate park.

Please treat the town waste and recycle and compost your waste. Your waste can feed gardens and renew soils.





7. Urban sketching workshop findings

7.1 About the urban sketching workshop

Three urban sketching workshops were held on Saturday 26 August and 23 September 2023 and overall had 19 participants. These workshops sought to use urban sketching to reveal and better understand the character of Pomona, and encourage participants to engage with their environment and gain a greater appreciation of elements of Pomona as a town, as revealed through sketching.

What is urban sketching?

Urban Sketching is drawing on location from direct observation the places, life and buildings within urban settlements. Urban Sketching is an international movement of people with over 300 local urban sketching groups throughout the world, including the Sunshine Coast.

The mission of urban sketchers is to raise the artistic, storytelling and educational value of on-location drawing, promoting its practice and connecting people around the world who draw on location where they live and travel.

The Sketch Pomona urban sketching workshop

The focus of this activity was to prepare a number of small sketches that encapsulate workshop attendees' observations about the quality and character of Pomona. The attendees worked at A7 (which is an A4 page folded in half three times) or 105 x 74mm.



The 'throw down' discussion at the end of the first workshop, explaining the sketches to the other participants.

7.2 What we heard

The following summarises the key themes expressed in participants artist statements and sketches.

Nature

The framing of views and buildings within the landscape and nature was a key take away from the sketch discussions. Mentions were made of the buildings being framed by the landscape, people searched for the mountain to draw, and drew the newer buildings and bakery in front with landscaping.

Sketches championed the landscaping and greenery at the gallery, with sketchers stating that they love the nature and it makes the space very inviting. One sketcher's artist statement for their sketches stated "Pomona has many views and sites where man made structures and activity is nestled in, and nurtured by, nature." Another said "I was drawn to the Mountain guarding the town." The discussion about the sketches concluded that everywhere you look the urban infrastructure nestles into nature and that the trees dwarf the man-made.



The main street viewed through the trees and landscape



The mountain looking over the town, and the tree tops and/or framing were depicted by many.

Character and heritage

Character homes and older heritage buildings were popular subjects for the sketches. The Pomona Hotel, people's houses (often either their own houses or friend's houses where they have memories attached to the place), the old railway buildings, the old school in Stan Topper Park were all popular sketch locations/subjects.

One local sketcher who lives in the town stated "I used to own the old house next to the Post Office. It has been renovated nicely but the red bushes behind the fence are still there. Memorial Ave has some lovely old buildings and being next to the park and markets the street is well known." Their sketch of the house aimed at communicating this visually.

Explanations for drawings brought up the effort to capture the lines and character of the town, wanting to draw the old doctor's house, which they want it to be heritage and protected, and trying to capture the extent of landscaping across from the post office.



The house next to the post office.



The Pomona Hotel in detail



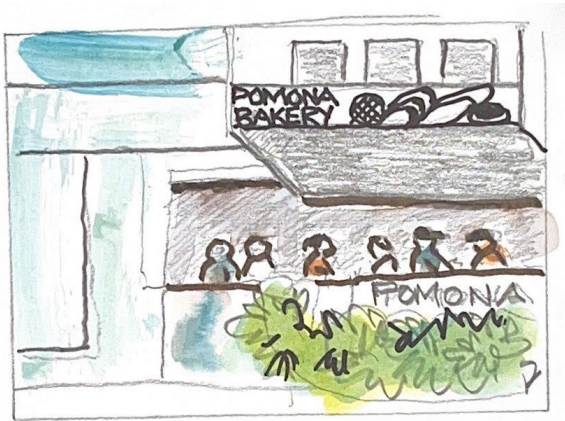
Heritage and trees frame the view to the playground.



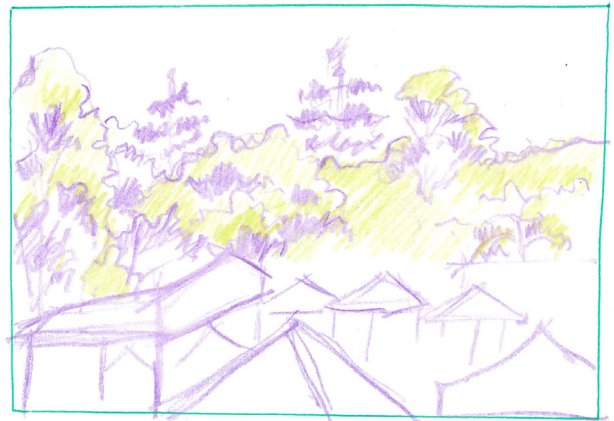
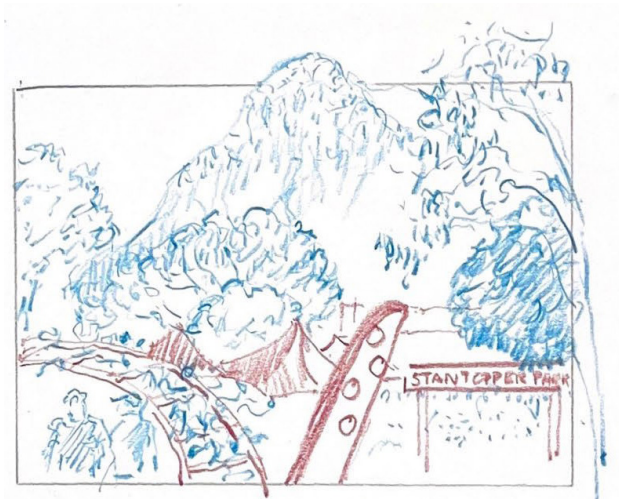
The old school building in Stan Topper Park, with different levels of detail — one very close in detail, the other zoomed out to include the markets, and park trees in foreground and background.

Community uses, events and spaces

The vibrancy of the town was a key concept that people aimed to capture in the sketches. Many people aimed to capture community activity and uses, for example Stan Topper Park with the market stalls and without, the bustling of the main street and one sketcher stated that they “chose to draw the community centre as the heart of the town. A place for everyone, a meeting hall, a community staple. It’s well maintained surrounded by greenery and available to all.” They also said about the town that “people flock to it on the weekend for its small town country feel, local markets and cultural offering.”



Different views of the main street, including heritage, cafes and “vibrancy”.



The markets, in their natural context with trees and mountain



Community House



Community House

The community house, framed by trees.

Railways and timber

Multiple people drew the railway station (both the older buildings and the existing infrastructure) and explained in the sharing session that they drew this space as “the railway is the heart of Pomona’s history” and that the railway is a feature of so many little towns, the hub and start of so many, with the town characterised as a railway and timber town. The reuse of the old railway buildings into the gallery and the “Solicitors ‘Hut’/ building” (described by the sketcher as “professional but historic”) were notable sketch elements and subjects.

References were made to Pomona being a timber town from the 1890’s, silky oak and the railway line, and the the Pomona Station bringing a quiet sense of community.



Blacksmith shop building



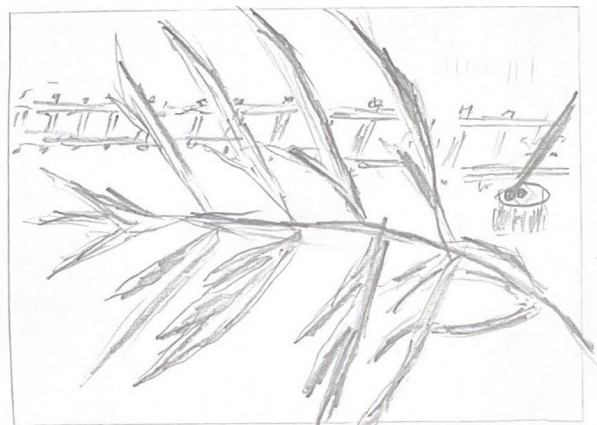
The gallery in the old railway station building, amongst the landscaping



Solicitors 'Hut'/ building



Banana shed at old railway



“Silky oak and railway line, Railway= heart of Pomona History, Trees- timber town 1890’s”



8. Targeted engagement

8.1 Kabi Kabi engagement

Council held a walk on country with the Kabi Kabi Peoples Aboriginal Corporation on Friday 10 November, 2023.

8.2 Stakeholder engagement

A series of targeted meetings and workshops were held with key stakeholders identified in collaboration with Council. This included:

- The Pomona Chamber of Commerce
- Representatives from local community groups and organisations

What we heard

The key messages from the Pomona Chamber of Commerce meeting and community group and organisation workshop are summarised below.

Enhance what is special about Pomona

Stakeholders commented across groups that Pomona is a special place, with a unique character and community. Future planning and projects should seek to respect and enhance this.

“Do no harm, plant a tree”

Pomona needs a plan to improve and continue to expand planting throughout the village. It was remarked that trees encourage people to walk more, decrease the temperature and contribute to local character.

Consideration needs to be given the appropriate species of trees planted in public areas, and to ensure that it is policy that if a tree with canopy is removed, it is replaced with a species with similar canopy cover.

Many discussed the need to provide more shade throughout the village, particularly to mitigate projected climate change impacts.

Improving pedestrian connectivity, wayfinding and safety

There is an opportunity to improve the pedestrian experience throughout Pomona. In particular, safe walking routes are needed to connect the town centre to the local primary and secondary schools, as well as better connecting “both sides of town” across the railway line.

It was also commented that the wayfinding signage throughout town is out of date.

Supporting the ageing population

Providing services and support to Pomona’s ageing population is a current challenge, and one that is forecast to grow in the future. A preventative health model is important, to foster the health and wellbeing of the community. A range of ideas and different models were canvassed, from a wellness centre through to “playgrounds for oldies”.

Access to local health services, particularly GPs is fundamental to supporting the local community.

Supporting new and local businesses

It was commented that it can be very challenging to start a new business in the Noosa Shire - finding the right site, getting the right approvals etc.

It was suggested that a concierge service could be established to help potential business owners navigate the system and encourage them to set up in Pomona.

Participants also spoke of the need to carefully manage tourism in Pomona - to ensure it doesn’t impact the local character and environment.

Improving Stan Topper Park

Stan Topper Park was referred to Pomona's 'village green'. The park is in need of improvements to enhance its usability and encourage a broader range of uses.

Some of the suggestions included stage sound shell, upgraded stage, public art, screen for movie night and enhanced planting.

It was also suggested that a bigger playground is needed, which caters to a broader range of age groups. This should be designed to be sympathetic to local character, and ideally include nature-based play opportunities.

A resilient town and village

Participants discussed the flooding and bushfire risks and climate change impacts on Pomona. There is a duty of care to ensure that Pomona is a resilient town and community.

It was commented that a Disaster Management Plan had recently been prepared, but there is a need to improve and promote processes and systems for what to do before, during and after hazard events. There is also an opportunity to understand and learn from Traditional land management practices.

There was also the suggestion that local renewable energy initiatives would support the sustainability of the village, particularly in higher risk areas.

Expanding the accommodation offer

It was remarked that there is currently a limited accommodation offer available to visitors to Pomona. There could be a range of different options to address this gap, from providing accommodation at the hotel to a camp ground.

New town entrances signs

It was suggested that new and consistent town entrance and exit signs could be a "quick win" for the Pomona Place Plan.

The signs could reference the biosphere and the significance of Pomona's name (and its reference to the Goddess of Abundance).

Retaining and growing local volunteers

It was mentioned that some community groups and organisations have trouble growing and retaining their volunteer base and that many volunteers in Pomona are ageing.

Engaging young people

Some people discussed that there are limited opportunities to engage young people in Pomona - particularly in terms of activities, transport and employment opportunities.

Improving communication and coordination

Some felt that there was an over-reliance on digital platforms to provide and disseminate information throughout the community. There are opportunities to better promote existing community services, spaces and activities available in Pomona,

It was also suggested that a welcome pack could be provided to new residents to help identify local values, events, organisations, town history.

There was support for providing more venues for residents to connect regularly with council and community, as well as better communication and coordination between local community groups and organisations.

Managing traffic

Impacts of traffic on the village were mentioned by some participants. In particular, the safety and amenity of quarry trucks on the village.

Concerns about safety and traffic on Factory Street was specifically mentioned.

Participants suggested providing traffic calming measures so that cars can "meander" through town in a calm, safe and slow manner.

9. Ideas board findings

9.1 About the ideas board

On Council's Your Say Noosa webpage, community members were invited to share ideas and comment on the following questions:

- What do you love about Pomona?
- What are the challenges?

Alternatively, community members could submit comments and ideas via email.

A total of 6 comments were posted to the online ideas board.

9.2 What we heard

The following ideas were posted to the online ideas board:

- Improve footpaths and cycleways, including along Smedly Drive, Pioneer Road and adjoining streets, such as Highfield Rise and Settlers Rise.
- Create a better flowing connection between the two sides of town.
- Establish a sustainability hub for the community to reuse, re-purpose and recycle.
- Manage growth and development.



Build a footpath from Smedly Drive into the town centre. There is no continuous safe place to walk this stretch of road. It has a number of blind crests with oncoming traffic a danger to pedestrians.

We would love to be connected to town with paths from highfield Rise area. We could safely ride to school or enjoy a walk to town.

Restrict the size of Pomona as it is a treasure.

Somewhere to recycle and reuse things and learn how to repair things like vacuum cleaners and lamps. Learn how to quilt old fabric or ways to reuse things. What I like about Pomona is it is grounded and settled, with a village feel.



10. Email submissions

10.1 About the email submissions

The Pomona community were encouraged to email submissions to Noosa Council with ideas for the Pomona Place Plan Pilot.

A total of 8 people provided email submissions, with some submitting multiple emails.

Challenges and ideas for Pomona, as expressed in the email submissions, are summarised below.

10.2 What we heard

Ideas to enhance Pomona include:

- **Extend footpaths network** to better connect both sides of town side. One family commented that this would help them to safely walk or ride into town, giving them more exercise and reducing car use. Submissions highlight Railway Parade, Yurol Forest Drive, Hill Street, School Street, Summit Road as requiring upgrades or requiring walking and cycling paths. Other also note that the route to school is unsafe for children.
- **Create recreation opportunities for children and young people**, such as water play areas, pump track, swimming pool, and events during the school holidays.
- **Offer more dining options at night**. One idea is a food truck night markets.
- **Host more activities and events**, such as live music in the park, outdoor cinemas. One submission also suggests changing up the Christmas Parade, and another creating a bigger event showcasing Pomona's heritage and creativity around the time of the King of the Mountain.
- **Utilise the rail land adjacent to Factory Street** as through road to minimize traffic along Factory Street, and near to the Majestic Theatre. One submission also suggests redesign Factory Street into a purpose-built streetscape with cafes, landscaping and nose-in parking.
- **Improve public transport** with flexible, shared services similar to the Translink On Demand service in Toowoomba.
- **Utilise the empty shops for arts spaces and to establish a cultural hub**. For example, spaces to run workshops or community talks, pop up galleries, and swap shops.
- **More greening initiatives in town**, such as guerrilla edible gardens and planting species which attract pollinators. Submissions highlight Factory Street (between Mill Street and Reserve Road) and Station Street (between School Street and the roundabout) as priority locations.
- **Provide quality open spaces**, including upgraded toilets in Stan Topper Park, planting local tree species, installing more seating and play equipment.
- **More colour in public streets**, such as murals and yarn bombing.
- **Undertake risk assessment** for quarry truck haulage routes in Pomona.
- **Retain Pomona's existing character and identity into the future**. One submission does not support smart cities or 15-minute city town planning.
- **Restrict medium or high density zoning** to protect the natural environment.
- **Ensure all proposed works undergo community consultation**.
- **Deliver the Healthcare Initiative** – a vision for Pomona to be an exemplar for a healthcare and wellbeing centre with age care programs, preventive healthcare, and one-stop shop for health access.
- **Install flagpole**, reinstate the small picket fences, and revitalise the gardens at the Pomona War Memorial

- **Expand the Noosa Shire Museum**, at the Pages Furniture Factory currently up for sale, with one submission stating that “preservation and celebration of our past is an essential element of placemaking.”
- **Establish a Noosa Council regional office** in Pomona.
- **Install new digital fire danger rating sign** in Pomona to support residents to understand bushfire risk and prepare accordingly.
- **Consider the infrastructure, sports, recreation and social investment** needed to support that district-wide population today and into the future. Population numbers need to be accurate to determine type, scale and nature of facilities.
- **Placement of a red seat** symbolising the Pomona’s commitment against domestic violence, as per the Red Rose Foundation’s Red Bench Project.
- **Provide free Wi-Fi** in the Pomona town centre.
- **Align with the Draft Shaping SEQ 2023 Update and consider past studies** and community consultation results, e.g. 2014 Pomona Flood Mitigation Study, Review of Indoor Sport and Recreation Facilities, and 2015 Pomona Community Survey results. Documents to be considered have been provided in email submissions.
- **Support the grassroots project, ‘Welcome to the Northern Initiative’**, a printed booklet with information about the area, places to visit, organisations to join, and other essential information

One submission expressed concern about Council’s fiscal means to deliver placemaking projects, and urges Council to take advantage of federal and state government grant programs. The submission recommends including discussion about financial planning and delivery in the Pomona Place Plan project.

11. What next?

This report concludes the first round of community engagement on the Pomona Place Plan.

Over 500 people participated in this round of engagement to understand local values, aspirations and ideas for the future to input into the development of the Pomona Place Plan. It involved a range of traditional and creative engagement activities to raise community awareness and gain feedback.

Some of the key learnings and reflections from this phase of engagement include:

- Providing more notice to promote in-person community engagement events and activities.
- Using a great variety of traditional and digital communication methods and platforms to promote the project and engagement activities.
- While we had some engagement from children and young people via the pop-up events and love letter activities, more targeted activities are required to ensure young people’s voices are heard and inform the Pomona Place Plan.
- Consider undertaking a letterbox drop or similar to provide timely and accurate information to the community about the project.
- Earlier engagement with established community organisations and groups.

There will be further engagement with the community and other key stakeholders to help develop the Pomona Place Plan.




Image Credit: Kylie Harber Photography

Thank you!

We would like to acknowledge and thank the community of Pomona who took the time to participate and engage so meaningfully in the process.

