Vibrant Towns Of The Scenic Rim
Stage One: The Scenic Rim Way
connected towns...... connected experiences

Chapter 5
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**Chapter 5: The Scenic Rim Way**

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“Build a region of connected experiences not just a series of separate towns”

THE CONNECTED TOWNS EXPERIENCE

THE SCENIC RIM WAY  JOHN MONGARD LANDSCAPE ARCHITECTS
TOWNS AS CONNECTED EXPERIENCES

Our approach

Creating an integrated infrastructure and place program for a region and its towns is a visionary initiative. It is the region as a whole experience and the region as a lifestyle destination that are more important than isolated town improvements.

This project aims to achieve a region of connected experiences using main streets as activators. We want to make the towns, as well as the scenery, the destination. We also want the towns to thrive, not just survive. This vitality can only be achieved through collaboration. The Council, the community and the local business committee have to join together to implement a renewal program that is not just a series of band-aids, but is a community building exercise.

Development and growth can be good things to have in variable economic times, but there is little benefit in development that is not targeted at fostering the things that brought people to this region in the first place: the search for life in a country town is a yearning to live in communities that are friendly, in a place near beautiful rural landscapes and forests. This vitality and experience must be the driver for the renewal.

Build a region of connected experiences, not a series of separate towns.

Towns along the way

Building the things that matter most is a process requiring prioritisation across many things in order to manage community expectations. The stuff that makes great places involves people, towns and the landscapes that connect them. To make the stuff that matters, you need to deal with all of these things together.

The things people love about country towns are commonly altered by ambivalent planning and infrastructure. The development process can be ambivalent and needs guidance to lead it to country character. Planning and infrastructure and cultural services need to be integrated toward town centre goals and priorities.

Infrastructure can be built through a community building process: Council can value-add with the input of residents, artisans, traders and local business. Creative problem-solving that involves locals, visitors and the people who manage places is the fastest and most productive process for this renewal.

An integrated regional ten-year plan is required to allow short and long term outcomes that work together across the Scenic Rim. Strategies for keeping what is valued and for creating new places need to go beyond just guidelines: key actions derived from community values and issues should drive future planning.

The Scenic Rim’s magnificent landscapes need to be complemented by lively and interesting towns. It’s a region full of unrealised potential! Scenic Rim continues to grow very quickly and this ‘country living’ should be a driver for positive change in keeping with that character.

The search for life in a country town is a yearning to live in communities that are friendly, in places near land and nature.
THE SCENIC RIM WAY

The journeys between many parts of the Scenic Rim are beautiful and engaging experiences. The larger towns of Boonah, Beaudesert and Tamborine Mountain are centres for three quite distinct communities and landscapes. The three towns are currently incidental to the overall visitor journey; they are not destinations in their own right, and they can easily be bypassed.

Tourism is the Scenic Rim’s second largest industry and widely seen as having the most potential to support growth and protect the environment and rural lifestyle. Opportunities exist in distinctive sectors such as the creative arts, health and wellbeing, festivals and events, adventure tours, Indigenous heritage, and ecotourism. Natural assets and local tourism businesses need to be supported by infrastructure including gateway development, trails and signage.

The Scenic Rim Way seeks to highlight the special character of individual towns as part of the overall journey, and to activate main streets to create destinations worth visiting. The trail also seeks to connect the towns better using landscape features, public art, signage and lighting. This might occur through a sequence of ‘markers’ in key entries, gateways and turning points along the driving corridors. Well-placed markers will encourage visitors to seek out more of the Scenic Rim’s hidden attractions and experiences: providing directions to help them to explore further within the region, stay longer and return to see more.
The overall vision is to create a series of connected towns as parts of a rich experience of Scenic Rim Shire.

The way the towns look together forms the residents’ sense of place and belonging to Scenic Rim.

The masterplans look at the towns as part of connected experiences. This allows opportunities to create integrated tourism and business. The towns over time can all be part of the destination, not just places on the way to attractions.
THE REGIONAL DESTINATIONS

This masterplan seeks to create landscape markers and gateways which will assist with orientation and visitation to the town centres. The Scenic Rim Tourism Signage Strategy aims to make the region an outstanding scenic drive destination. In the strategy, the east-west arterial route is rebranded as the Scenic Rim Way.

The natural assets are the mountains and lakes, flora and fauna, attracting nature lovers and nature sports groups. The rural landscape features some of Australia’s great farming stories. The Eat Local movement is a strong driver throughout Australia for well organised regional destinations. The town centres need to offer experiences which complement the outstanding landscape destination. The visitor information centres need to be well connected to the town centres.

The Scenic Rim provides a unique and rich hinterland destination experience which is substantially untapped. The major visitors to the Scenic Rim are older couples from Brisbane travelling in their own cars. They come to bushwalk, visit national parks, picnic and drive the scenic route with café stops. A broader range of visitors need to be attracted to the region. Despite world-class national parks and outdoor experiences and impressive events such as Eat Local Week, the Scenic Rim is yet to be seen as a destination region.
Linking the towns and the region

The Vibrant Town Masterplans aim to better link all of the towns to encourage a more vibrant economy and experience. Linkages need to be created since the towns are spread apart and the journeys between them sometimes seem long. By linking the towns, the communities can take pride and the towns will be integrated into the region.

There is a series of key routes and roadways which connect the towns, several comprising loops. In stage one, the linkages along the east–west corridor are considered in order to assist the towns of Boonah, Beaudesert and Tamborine Mountain to be better connected.

At the entries into the towns there are opportunities to create welcoming gateways which visually identify and enhance the townships. Along the road linking the towns there are places with natural opportunities to help create markers which act as visual links between the towns.

Within the towns, new town squares are proposed and it is important in the future to consider wi-fi nodes to assist in the creation of lively community hubs which allow digital interaction and linkages. The Scenic Rim Way can be promoted by featuring a series of connected town experiences and images on Council’s web site and tourism apps.
THE SCENIC RIM WAY
EXPERIENCE

The Scenic Rim Way crosses the Shire from east to west connecting Aratula on the Cunningham Highway onto Route 90 and then through to the Gold Coast and Pacific Highway. There are numerous routes, trails and loops that will take you to quaint country towns, magnificent scenic lookouts, wineries, arts and craft boutiques, lakes and national parks.

The Scenic Rim Way seeks to promote the following:

- A way to build with quality to create more destination places in the towns.
- Connect the towns: creating landscape markers between towns and at the entries of towns.
- Connect main streets to existing walkways and park trails, and promote them.
- Improved tourism signage will allow visitors, particularly road travellers and daytrippers, to more easily explore the region and its attractions.
- Increase and extend overnight tourism stays in Scenic Rim.
- Promote a country town and landscape experience within one hour of Brisbane and the Gold Coast.

People’s sense of the Scenic Rim is influenced by how places look and feel.

The masterplans look at the towns as part of connected experiences. The towns over time can all be part of the destination, not just places on the way to attractions.
The Scenic Rim Markers incorporate elements of public art, signage, storytelling and place-making at key locations across the Scenic Rim. Interpretation is the art of provoking curiosity; a scenic by-way without interpretation is just a road.

The Scenic Rim Way Markers involves improvements to infrastructure and the incorporation of art built in to enhance exploration, community identity, creative expression and connection to the environment. The Scenic Rim Markers have begun to be implemented, with two state government funded sites being developed at the eastern entry point to the Scenic Rim Way, comprising gateway markers at Gallery Walk and at Canungra.
BETWEEN THE TOWNS: SCENIC RIM WAY MARKERS

When visiting a new place, the first thing people need is to be able to find their way to their destination. The Scenic Rim Markers will enable people to reach their destination easily and provide cues along the way, so they know where they are, where they’re headed and recognise when they have reached their destination.

The Scenic Rim Way Markers will comprise of vertical, colourful signage that says ‘Scenic Rim Way’. They may be accompanied by a cluster of landmark plantings. Hoop Pines have been used already at various Shire points and may be a useful species. Bunya Pines could also be used, to signify the more ancient way of Aboriginal clans who travelled to the mountain in search of the Bunya Nuts.

Town Gateway elements could include planting, sculpture and signage.
ANNOUNCING THE TOWNS: GATEWAY MARKERS

At the entries to Boonah, Beaudesert and Tamborine Mountain it is envisaged that gateway treatments be created along the Scenic Rim Way. Sculptural landmarks, combined with signature tree avenues would feature in each town entry. Lighting and improved signage would be incorporated at key entry points to promote community pride and to entice travellers off the highway. Gateway markers would incorporate bold and consistent Scenic Rim town entry signage.
SCENIC RIM

NATURE TRAILS

One of the main attractions in the Scenic Rim is its natural areas: including World Heritage rainforests, waterways and lookouts.

The Scenic Rim as a geological landscape comprises the remnant caldera of old volcanoes which are now hills and rims covered in forest. These rims are the primary locations for nature walking and the trails. Each town will benefit from being better connected to these nature based destinations.


THE SCENIC RIM WAY
JOHN MONGARD LANDSCAPE ARCHITECTS
EAT LOCAL: THE LOCAL FOOD TRAIL

The Scenic Rim way traverses a landscape which is not only home to six national parks but is also a ‘foodbowl’ for Queensland.

The alluvial valleys produce vegetables for Australian markets and showcase beef, pork and poultry as well as an emerging boutique and gourmet food, wine and craft beer industries. A selection of fruit, vegetables, wines, milk and gourmet products creates a setting for farm-based visitations and experiences focused on fresh food.

Eat Local Week and the Winter Harvest Festival are excellent initiatives to create events and destinations in the region and more needs to be done to promote them within the towns. Over time the Eat Local Week movement could spread onto the main street of each town, showcasing local produce at the cafes and restaurants of the region.
Vibrant towns need more than great streets and places. They need great shops and buildings facing the street. Traders often complain that they don’t have the time or funds to make their frontages and signage better. Often, land owners are uninterested in contributing to the upkeep of buildings.

Other regional towns have promoted local trader input to help create better main street building presentation. In Tenterfield for example, a small grants fund was set up to encourage repairs to old heritage buildings on the main street.

The Vibrant Towns Project proposes a Vibrant Traders Grant which will assist business to actively improve their frontages. A $50,000 per annum grant over 5 years could be set up to assist any trader within designated main street areas. Business would apply for funds up to $5000 per application. Works would be supported by quotations related to front façade improvements such as painting, repairing historic elements, tiling, lighting and signage improvements. Works could highlight how the improvements will add character and vibrancy to the street. The funds would be matched by the trader and or owner contributions and may include in-kind labour.

Council could manage the grants approvals and provide guidance to assist with technical advice. The goal is to encourage local business to play their part in improving the appearance and vibrancy of their main street.
Public art is an essential ingredient in creating postcard-worthy destinations in the towns. Beautifully crafted furniture, signage and lighting are practical ways to build artful outcomes into streets and spaces.

Artworks provide the opportunity to reflect, dream and celebrate local stories and landscapes. Public art sometimes creates a destination in its own right. When done with quality, public art gives people a reason to stay and linger.

Art and craft is built into each of the town masterplans and would be integrated in the Gateway Markers. Council has a process for delivering public art and this can be enacted at the same time that the public spaces are being designed so that art can be ‘built-in’ to each project.
“Public art provides an opportunity for communities to celebrate their heritage and build on their sense of identity. Each community shares a deep love of its own natural environment, these values can be expressed through artworks in shared spaces.”
- Arts Reference Group chair Cr Nadia O’Carroll.

It is essential that artworks held in the public domain are of high artistic standard and their selection or acquisition complies with the Scenic Rim Public Art and Collections Policy and associated guidelines. Public art requires a managed process that creates lasting outcomes which meet the aspirations and character of each local community. Public art projects built into the towns will serve as story markers that connect people with the stories of the Scenic Rim.

Public art process for projects in the Scenic Rim

Public art can be interactive, encouraging people to experience a place from a different perspective.
Stories of the Scenic Rim

There are many unique stories which can be told in the towns and places of the Scenic Rim. Some of the important stories, themes and characters which could be interpreted within the Scenic Rim are listed in the following schedules. They are ideas which emerged from an arts dinner called Trail Blazing held in April 2016 at The Centre in Beaudesert:

Scenic Rim

- Dreamtime past 40,000 years to the Dreamtime future
- Eat Local week
- 5 Senses festival
- Mountains
- Geological history
- Timber getters
- Farming settlers
- Indigenous stories
- Arts in the olives
- Songlines
- Art trails
- Birds and animals
- Sounds
- Local people - pioneers, farmers, artists

Tamborine Mountain

- Famous and notable people who have lived on the Mountain, including: Judith Wright, Rhoda Rushbrook, Vida Lahey, Hilda Geissmann
- Pioneer stories
- Food story of Tamborine Mountain
- Historic houses
- Zamia Theatre
- The Goat Track
- Curtis Falls
- Hang-gliding
- Light Horse Brigade
- Gallery Walk
- Guest houses and hospitality
- Special spaces
  - significant gardens
  - artful landscapes

Boonah

- Eat Local Week
- Winter Harvest festival
- Boonah railway line
- Butter factory depot
- Agatha Christie at Mt Alford (famous writers)
- Bunjoe- Princess Susan @ Coochin Coochin
- Bloodwood tree
- Blumbergville story
- Scottish and German heritage at Kalbar
- Military history (Italian POW camp, German army in Boonah)
- Conrad Martens
- Artists and art events
- Templin historical village
- Timber heritage
- Boonah Fassifern and Cunningham Roads (first telegraph, graves and historic homes)
- Historic trees (planted by Prime Minister Lyons to commemorate WW1 soldiers)
- Clydesdale Corner

Beaudesert

- Restoration and history of Beaudesert railway station
- Recognition of people who have left their mark on Beaudesert
- Story of mill horses & workers cottages
- Churches
- History of radio (community and commercial)
- Mundoolun Church “Last of his tribe” headstone
- Saleyards history
- Dairy industry and the butter factory
- School buildings and sites
- Timber industry
- Rich indigenous history of Beaudesert as a crossroads
THE SCENIC RIM WAY
CONNECTING THE LOOKOUTS TO THE TOWNS

The Scenic Rim was a term coined by the founding father of National Parks Association of Queensland, Arthur Groom, to describe the semicircle chain of mountains which wrap themselves around the valleys between Brisbane and Tamborine Mountain. People are drawn to the lookouts in the National Parks and mountains of the Scenic Rim for the spectacular views of The Great Dividing Range, our big night skies, the city lights or coastal views in the distance.

The towns on the Scenic Rim Way need to be actively connected and promoted as a part of the journey to the destination lookouts. By enhancing both the towns and the lookouts with high quality public amenities and spaces, the region will become a place of connected experiences.
CONNECTING TOWNS AND LOOKOUTS

Public spaces are places to celebrate community events and festivals. The town squares and the scenic lookouts are key places to activate with events. Once established, popular events can foster community pride as well as create ongoing visitation and tourism.

The scenic lookouts of the region are one of the key destinations. By linking these lookouts to the new town square destinations, each town will benefit more from the resulting visitation. The strategy for improving signage, way finding and towns needs to link to the scenic lookout destinations to get the most benefit from the placemaking.
Rhoda Rushbrooke Park

The first gateway marker project in the vibrant towns project is the creation of a destination park and village green on Tamborine Mountain. Gallery Walk is a major destination and this gateway marker project creates a sculptural entry into the precinct.

The Tamborine Mountain Gateway Project is centred around the Rhoda Rushbrooke Park which is on the state highway at the eastern end of the east-west corridor. The shapes and materials are designed to reflect the unique culture and landscape of the mountain. The park will act as a village green: a place for events, gatherings and lunchtime respite for the community.

Design Elements
1. Pergola stage structure
2. Sitting terrace
3. Raised play lawn
4. Shaded sitting Lawn
5. Linking footpaths
6. Pavement artworks
7. Park entry sign
8. Sitting walls with bench
9. Overhead artwork
10. New garden beds
11. Improved existing garden areas
12. External footpaths
13. Formally marked car parking
14. New informal crossing points
Artworks for the Gateway Park at Gallery Walk are jointly funded by the Queensland State Government and will be undertaken by artists selected through Council’s public art process.

The Rhoda Rushbrooke Park is the first of the Scenic Rim Gateways to be created and will feature a gateway artwork which will float over the park and be viewed from all directions.

Stories and local poetry will be celebrated in signage and in the pavement in a collaboration with the local historical association and local poets. A sculptural artwork which acts as a seat and small children’s play element provides a point of interest.

How to live, I said, as the flame tree lives?
- to know what the flame tree knows: to be prodigal of my life as that wild tree and wear my passion so.

Extract from Flame Tree
by Judith Wright
Textures and materials

An arbor-like stage shelter for events and seating

A playful sculpture on a terrace

Local stories told and local poems celebrated

Rumour has it the awning from Joe Schneider’s shop collapsed one day and squashed a priest walking underneath. No one can confirm if the priest survived the incident.
THE SCENIC RIM WAY: GATEWAYS AND MARKERS

ORDER OF COSTS

The Scenic Rim Way is comprised of gateway and marker projects. Each one will be tailored to its local community and will comprise of signature avenue trees, gardens, signage interpretation and artworks. The forward budgets allow for a range of outcomes to be achieved whilst integrating consistent signage across the Scenic Rim Way. The strategic order of costs for these integrated projects are suggested as follows:

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<th>Location</th>
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<td>Aratula</td>
<td>Gateway Marker</td>
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<tr>
<td>Kalbar</td>
<td>Marker</td>
<td>$75,000.00</td>
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<tr>
<td>Mt. French</td>
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<tr>
<td>Boonah</td>
<td>Gateway Marker</td>
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<td>Wyaralong Dam</td>
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<td>Beaudesert</td>
<td>Gateway Marker</td>
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<tr>
<td>Tamborine Village</td>
<td>Marker</td>
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<td>Tamborine Mountain Rd</td>
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<tr>
<td>North Tamborine</td>
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**Total all gateways**  
$975,000.00