



# LAUNCESTON CITY HEART

## PEOPLE, PLACE, LIFESTYLE

PREPARED BY:



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CONTRIBUTORS:



**ASPECT Studios™**

**URBAN&PUBLIC**

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# FOREWORD

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**MAYOR  
ALBERT VAN ZETTEN**

The Launceston City Heart Project has been informed by thousands of Northern Tasmanians through its award-winning public consultation process.

We have consulted widely not just with the people of Northern Tasmania, but a range of experts and stakeholders like the Launceston Chamber of Commerce, Cityprom, and other regional centres around the nation.

The feedback from people who shop in our CBD, work in our CBD and live in our CBD has been critical in preparing this master plan.

It is a document by Northern Tasmanians for Northern Tasmanians, facilitated by this Council.

The Launceston City Heart Project has incredible potential for Northern Tasmania - for retail, tourism, and investment.

We hope it will inspire private sector investment in the city as well, especially in terms of inner city residential development.

The Launceston City Heart Project will deliver new opportunities for public events in modernised public spaces.

I would like to thank everyone who has contributed to the public consultation phases of this project as without your feedback, this project would not have been possible.



**ROBERT DOBRZYNSKI,  
GENERAL MANAGER,  
CITY OF LAUNCESTON**

The aim of the Launceston City Heart Project is to make central Launceston the premiere business, retail and lifestyle hub of Northern Tasmania, and to cement the city's reputation as the most liveable regional centre in Australia.

The Launceston City Heart Project brings enormous opportunities to the City of Launceston.

Launceston already enjoys an enviable reputation as a regional city with fantastic amenity and lifestyle options.

Through this project we intend to cement this reputation and make Launceston a more contemporary and people-friendly city.

The Launceston City Heart Project represents a considered and strategic approach to ensuring that Launceston remains the premiere business, retail and lifestyle hub of Northern Tasmania.

The project aims to deal with the key issues the city is facing, such as the challenges facing retail, as well as creating new opportunity for private sector investment.

This project will explore opportunities to support tourism and the growth of local

and community initiatives that seek to showcase what is great about Launceston and its people.

Expansion of inner city living is a key focus.

There's no doubt the Launceston City Heart Project represents an intergenerational opportunity for Launceston.

It will require significant funding support from other tiers of government. We have been in discussions for some time with State and Federal Government representatives about the importance of this project to Launceston, and the fact that we will be seeking funding commitments to realise the full potential of the project.

Those discussions have been ongoing and we're pleased with how receptive other tiers of government have been to this initiative so far.

Through the Launceston City Heart Project, the City of Launceston is indicating its intent to ensure Launceston remains the economic engine of our region, and this Council will be exploring all options in order to meet this objective.

# EXECUTIVE SUMMARY

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The Launceston City Heart project (LCH) will redefine central Launceston to facilitate its adjustment to a modern regional retail, cultural and business hub for the greater Launceston region. Through redevelopment and public investment in infrastructure, events and business capability, the project will attract further private investment, provide overall improvement to the public spaces and streetscapes, improved connectivity and permeability throughout the heart of the city and will provide safer more accessible pedestrian and bicycle modes through the city.

In addition to the infrastructure improvements, the project will provide a city activation program of events and activities. This in turn will enhance the liveability and attract increased inner city living. The LCH project will create jobs and the city will be more inclusive for those experiencing social disadvantage.

The aim of the Launceston City Heart Project is to make central Launceston the premier business, retail and lifestyle hub of Northern Tasmania and to cement the city's reputation as the most liveable regional centre in Australia.

Throughout 2014, more than 3000 Northern Tasmanians provided their feedback on a range of proposed LCH initiatives through a public consultation process that has received a Planning Institute of Australia Award.

The City of Launceston has used this feedback to inform the designs for the project, so in a very real sense it is a plan by Northern Tasmanians for Northern Tasmanians.

Originally an outcome of the Greater Launceston Plan, the Launceston City Heart Project has become a major strategic focus for the City of Launceston and is the largest CBD rejuvenation project of its kind ever undertaken by this Council.

The Launceston City Heart Project engages and connects community and key stakeholders to revitalise the CBD. This exciting project follows on as a development and sub component of the umbrella Greater Launceston Plan (2014) and the Launceston Central Area Development Study (2013) by testing ideas further. It forms a vital stepping stone from this broad plan to various on the ground redevelopment projects that are to occur in the Launceston CBD in the near future.

The Launceston City Heart Project comes at a time of change in the City of Launceston. It is a considered and strategic approach to developing a series of projects that conserve what is great about the city, while developing and nourishing what is new and innovative, to support a diverse community and businesses in reaching future potential.

The project deals with key issues that the city is facing, such as the challenges facing retail and the roll on effect of vacancies in the city; the low population growth, ageing population and the migration of young people to other cities.

A lack of inner city residential development and accessibility are also key issues. Moving forward from these issues, the project explores the opportunities to support tourism within the area and the sprouting of local and community initiatives that seek to draw on and show what is great about Launceston and its people. These are key to developing the city from the ground up, providing exciting opportunities for the future.

This is an exciting time for Launceston as the Council, key stakeholders and the community come together to identify and develop the city centre well into the future with energy, vision and collective ownership.

To enable the Launceston City Heart project to succeed, further strategic work is required to underpin the Masterplan Vision and Direction and to meet the contemporary expectations of a city user - locals and visitors. The LCH area must reposition itself in line with other successful centres by establishing a unique and vibrant city centre that distinguishes it from other cities. The offering must consider boutique and unique opportunities for retail, dining, cultural and entertainment (activities and events), a direct focus on inner city living and encouragement of a range of mixed used activity within the heart.

A series of strategic documents are identified as part of the Masterplan that will be developed as the City Heart Project evolves to ensure that the expectations and proposed changes to the city infrastructure, city activation and promotion of investment are achieved. In addition to the development of new strategies, a review of current policies and procedures will be undertaken to ensure that they align with the vision and direction of the LCH project.





An aerial photograph of a city grid, rendered in a dark, monochromatic style. A river or canal flows through the left side of the image. A specific area in the upper-left quadrant is highlighted with a light gray outline, indicating the project's location. The text 'PART ONE' is overlaid in the top left, and 'LCH PROJECT FOUNDATIONS' is overlaid in the center.

# PART ONE

## LCH PROJECT FOUNDATIONS

# BACKGROUND

THE LAUNCESTON CITY HEART PROJECT STEMS FROM, AND BUILDS UPON, EXISTING STUDIES AND STRATEGIC PLANS FOR THE LAUNCESTON AREA. THESE INCLUDE:

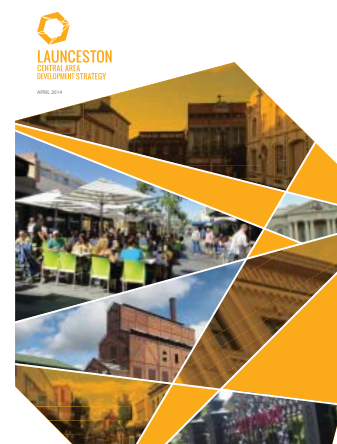
## GREATER LAUNCESTON PLAN (GLP) - 2014

The GLP provides a strategic overview of the challenges facing Greater Launceston; the key identified changes needed within the city and a clear framework for the various projects and categorisation of these for the next 20 years. The Launceston City Heart Project is one of five projects set out in the plan, aiming to engage and facilitate community feedback to develop the CBD.



## LAUNCESTON CENTRAL AREA DEVELOPMENT STUDY - 2014

Prepared by David Locke & Associates, this report provides in depth evaluation of the city centre and clearly identifies precincts and urban design key principles for the city's development.



## THE CITY OF LAUNCESTON'S STRATEGIC PLAN (2014-2024)

The Strategic Plan is structured on the overarching goals of the Greater Launceston Plan. The Plan provides direction to the operations the City undertakes in its role of the major provider of services and facilities that significantly influence the quality of life of residents. The Plan also recognises Launceston's role as a major regional centre, both from a Tasmanian and national context.



## LAUNCESTON PUBLIC SPACES AND PUBLIC LIFE - 2011

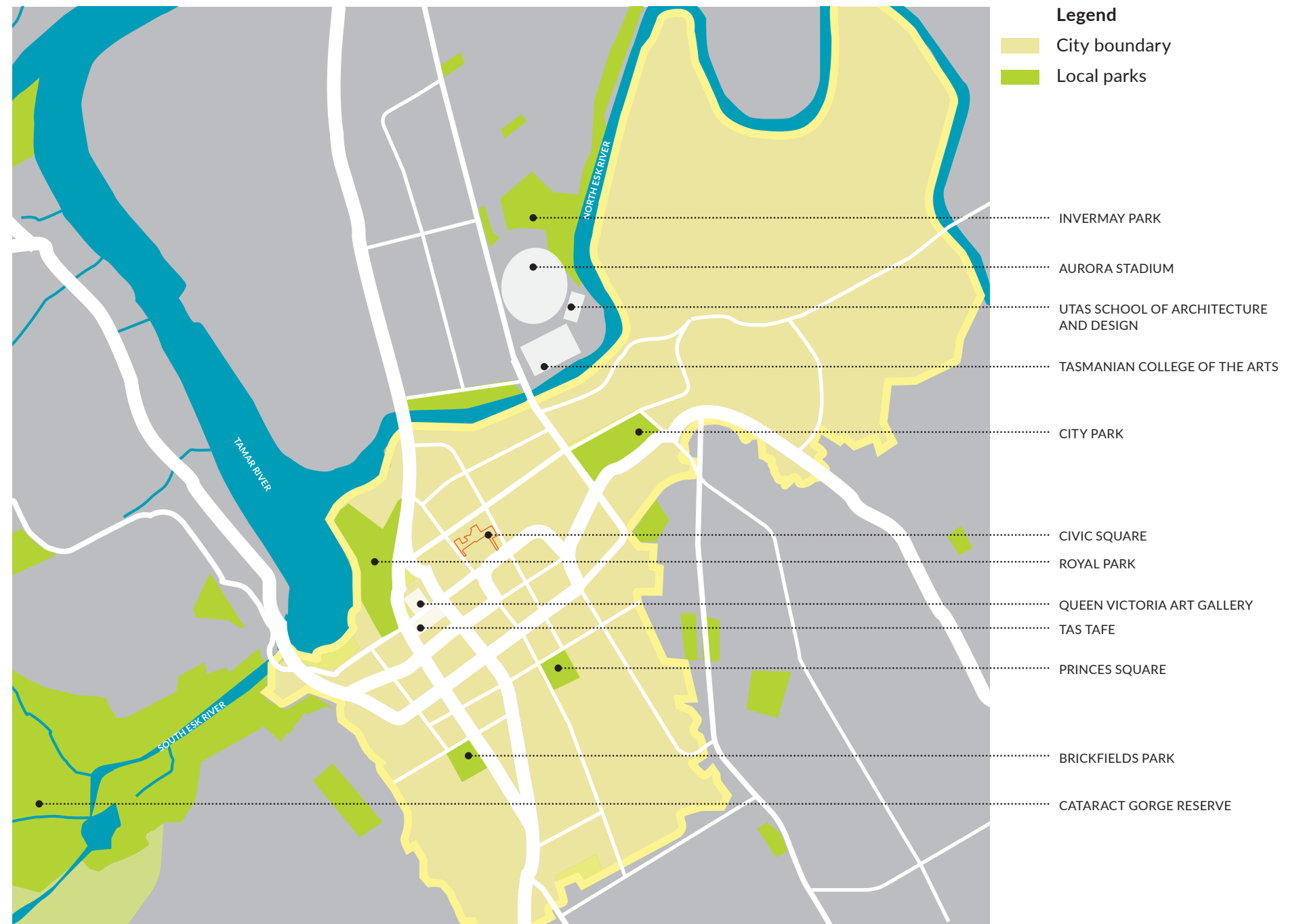
Gehl Architects applied expertise in observation and analysis to understand public life in Launceston. The result is five key recommendations for Launceston; focus on its wonderful amenities; provide a people friendly city traffic system to also encourage more pedestrians; continue with existing initiatives to invite people into the CBD; and ensure a diverse and unique experience encouraging people to stay longer.



# CONTEXT

Launceston is at the junction of the North Esk and South Esk rivers where they become the Tamar River and is the second largest city in Tasmania after Hobart.

For over 40,000 Launceston has been occupied by the Palawa people with a number of tribal groups living in the Tamar area. European settlement occurred in 1806 when it was first called Patersonia. Later changed to Launceston, it is the third oldest city in Australia. Like many Australian places, it was named after a town in the United Kingdom – in this case, Launceston, Cornwall. The city has been home to several firsts such as the first use of anesthetic in the Southern Hemisphere, the first Australian city to have underground sewers and the first Australian city to be lit by hydroelectricity.



- Legend**
- City boundary
  - Local parks
- ..... INVERMAY PARK
  - ..... AURORA STADIUM
  - ..... UTAS SCHOOL OF ARCHITECTURE AND DESIGN
  - ..... TASMANIAN COLLEGE OF THE ARTS
  - ..... CITY PARK
  - ..... CIVIC SQUARE
  - ..... ROYAL PARK
  - ..... QUEEN VICTORIA ART GALLERY
  - ..... TAS TAFE
  - ..... PRINCES SQUARE
  - ..... BRICKFIELDS PARK
  - ..... CATARACT GORGE RESERVE



# SCOPE

AS PART OF THE MASTERPLAN STRATEGIC DEVELOPMENT A SERIES OF PRECINCT AREAS WERE IDENTIFIED.

THE PROJECTS IDENTIFIED AND CONTAINED WITHIN THE LCH AREA ARE ALSO STRATEGICALLY BROKEN INTO PROJECTS FOR FUTURE IMPLEMENTATION.

EACH PROJECT HAS A SERIES OF SUB PROJECTS WHICH WILL BE UNDERTAKEN IN ORDER OF IDENTIFYING PRIORITY AND AVAILABLE FUNDING (ACROSS THE ROLL OUT OF THE MASTERPLAN STAGES 1, 2 AND 3).

## PROJECT PRECINCT INVESTIGATION AREA 1 - CAMERON STREET AXIS (PARK TO PARK)

- Project 1.1 - Tamar to George Streets (Cameron Street East)
- Project 1.2 - George to St. John (Cameron Street Central)
- Project 1.3 - Civic Square
- Project 1.4 - Charles to Wellington (Cameron Street West)

## PROJECT PRECINCT INVESTIGATION AREA 2 - ST. JOHN STREET AXIS (CBD TO RIVER EDGE)

- Project 2.1 - Cimitiere to Cameron Streets (St. John Street North)
- Project 2.2 - Cameron to Paterson Streets Bus Stop Relocation (St. John Street North Central)
- Project 2.3 - Paterson to Brisbane Streets Bus Stop Redevelopment (St. John Street Central)
- Project 2.4 - Brisbane to York Streets (St. John Street South Central)
- Project 2.5 - York to Elizabeth Streets (St. John Street South)

## PROJECT PRECINCT INVESTIGATION AREA 3 - BRISBANE STREET AXIS (RETAIL REINFORCEMENT - EAST TO WEST)

- Project 3.1 - Tamar to George Streets (Brisbane Street East)
- Project 3.2 - Earl Street
- Project 3.3 - George to St. John Streets (The Avenue)
- Project 3.4 - The Quadrant Mall
- Project 3.5 - Brisbane Street Mall
- Project 3.6 - Charles Street to Wellington Streets (Brisbane Street West)
- Project 3.7 - The Kingsway



**PROJECT PRECINCT INVESTIGATION AREA 4: CHARLES STREET AXIS**  
 (RETAIL REINFORCEMENT - NORTH TO SOUTH)

- Project 4.1 - Cimitiere to Paterson Streets (Charles Street North)
- Project 4.2 - Paterson to Brisbane Streets (Charles Street North Central)
- Project 4.3 - Brisbane to York Streets (Charles Street South Central)
- Project 4.4 - York to Elizabeth Streets (Charles Street South)

**PROJECT PRECINCT INVESTIGATION AREA 5 - PATERSON STREET AXIS**  
 (BRIDGING THE CBD FROM THE NORTH)

- Project 5.1 - George to St. John Streets (Paterson Street East)
- Project 5.2 - St. John to Charles streets (Paterson Street Central)
- Project 5.3 - Charles to Wellington Streets (Paterson Street West)

**PROJECT PRECINCT INVESTIGATION AREA 6 - GEORGE STREET AXIS**  
 (BEAUTIFY THE BOUTIQUE)

- Project 6.1 - Cimitiere to Cameron Streets (George Street North)
- Project 6.2 - Cameron to Paterson Streets (George Street Central)
- Project 6.3 - Brisbane to York Streets (George Street South)

**PROJECT PRECINCT INVESTIGATION AREA 7 - YORK STREET AXIS**  
 (BRIDGING THE CBD FROM THE SOUTH)

- Project 7.1 - George to St. John Streets (York Street East)
- Project 7.2 - St. John to Charles streets (York Street Central)
- Project 7.3 - Charles to Wellington Streets (York Street West).



**PROJECT PRECINCT  
INVESTIGATION AREA 8 -  
LANEWAYS AND MINOR SPACES**  
[SPACE ACTIVATION - PUBLIC & PRIVATE]

- Project 8.1 - Centreway Laneways and Spaces (Council)
- Project 8.2 - East Paterson Street Laneways and Spaces – Georges Lane (Council)
- Project 8.3 - Quadrant Laneways and Spaces (Council)
- Project 8.4 - Coulter Court, Bookmakers & Dell Laneways and Spaces (Private)
- Project 8.5 - Yorktown Square Laneways and Spaces (Private)
- Project 8.6 - Cameron and Paterson Street Laneways – Genders Lane (Private)
- Project 8.7 - Henty House Laneways and Spaces (Private)
- Project 8.8 - West Paterson Street Laneways and Spaces (Council)
- Project 8.9 - Charles Street Laneways (Private)
- Project 8.10 - Tatler Parade Laneway (Private)
- Project 8.11 - St. John Street Laneways (Council)
- Project 8.12 - York and George Street Space (Council)



**PROJECT PRECINCT  
INVESTIGATION AREA 9 -  
STRATEGIC LINKS**  
[CONNECTING THE PUBLIC REALM THROUGH  
INTERVENTION]

- Project 9.1 - Civic Square Link
- Project 9.2 - DeChaineux Way Link
- Project 9.3 - Birchall's Link (Myer Carpark to Brisbane Street Mall)
- Project 9.4 - Monaghan's Link (Brisbane Street Mall to Tatler Parade)

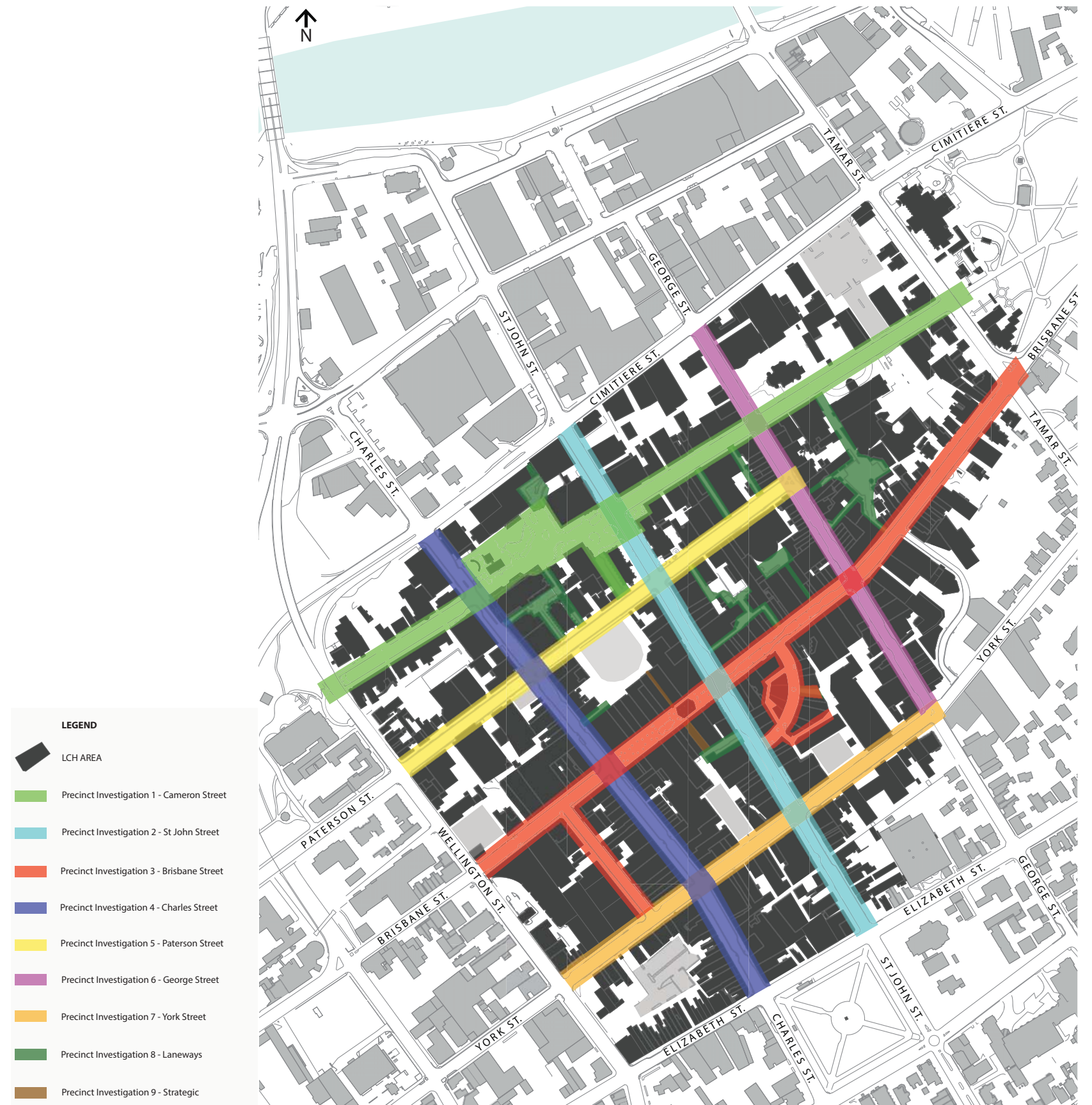


**PROJECT PRECINCT  
INVESTIGATION AREA 10 -  
STRATEGIC DEVELOPMENT SITES**  
[CITY GROWTH OPPORTUNITIES]

- Project 10.1 - Paterson Street Car Park (Myer Carpark)
- Project 10.2 - York Street Car Park
- Project 10.3 - Willis Street Car Park (Outside the LCH area)
- Project 10.4 - Cimitiere Street Car Park
- Project 10.5 - Elizabeth Street Car Park
- Project 10.6 - Bathurst Street Car Park (Outside the LCH area)



### LCH PROJECT PRECINCT INVESTIGATION AREAS OVERLAY



# ENGAGEMENT

The Launceston City Heart Project sets out to energise Launceston's CBD by identifying the improvements needed to breath new life into the city centre. Drawing on input from key stakeholders and the broader community is central to the project.

In mid-2014, Co-Design Studio was engaged by City of Launceston to assist the delivery of a unique collaborative, community engagement process to underpin delivery of the Launceston City Heart Project. The project aimed to creatively develop a vision for the city now and into the future with the community setting a bold framework for improving the liveability, tourism, recreation and employment opportunities, within a strong heritage and environmental farming region.

The project provided a rare opportunity to bring together the wider Launceston community and build the local support that is necessary to create an active, vibrant city centre. Ultimately it is not governments, strategies or infrastructure projects that create great places, but inclusive, connected communities.

The project used a creative and participatory approach to ensure that local stakeholders and communities are actively involved in the planning and delivery of projects. It progressed through the four stage participatory approach by:

## STEP 1: ENGAGE

Help local communities to understand their built environment, and places that could be improved.

## STEP 2: MAKE

Design solutions, and test different scenarios using physical prototypes.

## STEP 3: EVALUATE

Measure the impact of the prototype and gain new insights.

## STEP 4: PLAN

Plan designs for public spaces, masterplans or strategies with greater certainty, based on robust, tested concepts.



### Step 1: Engage

Help local communities to understand their built environment, and places that could be improved.



### Step 2: Make

Design solutions, and test different scenarios using physical prototypes.



### Step 3: Evaluate

Measure the impact of the prototype and gain new insights.



### Step 4: Plan

Plan designs for public spaces, masterplans or strategies with greater certainty, based on robust, tested concepts.

CoDesign Studio's participatory design approach



In collaboration, City of Launceston (LCH project) and CoDesign Studio worked together to:

- Understand and identify views on the future direction of the CBD, which locations are important to the community and ideas for improvements through the city.
- Engage broadly to gain views from a wide cross-section of the community and through multiple stakeholder groups.
- Validate and test out ideas in a practical way, demonstrating and engaging people with on the group prototypes, which physically test out ideas for their future city.
- Build community ownership and supports the project through encouraging active participation and hands on involvement with the project now and in the future, which is sustained beyond the Launceston City Heart Project.

The engagement process for the Launceston City Heart Project successfully reached a broad cross-section of the community, developed a clear picture of the city and identified areas and ideas for change. Over 3,000 people participated in the engagement process.

From this process, the community provided vital feedback which enabled place principles, key recommendations and a strong framework to be developed to ensure that the Masterplan could achieve the outcomes required to deliver a positive vision and direction for the city heart

Key priorities highlighted were:

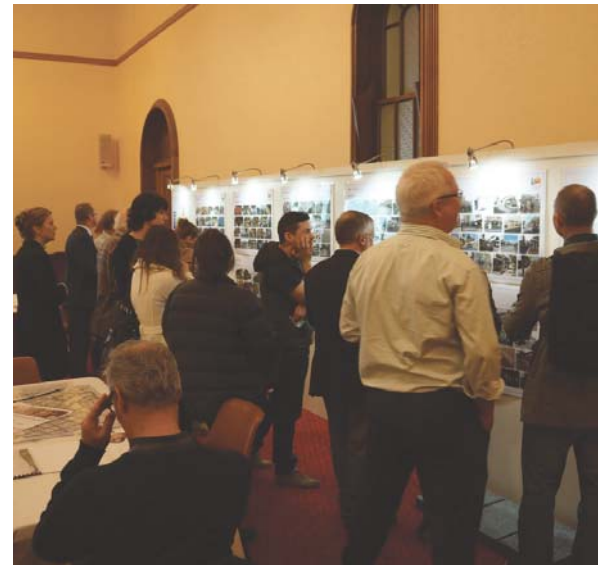
- A desire for a CBD role and function that play to Launceston's strengths and present the CBD as a unique destination, differentiated from other centres.
- Launceston as a place to explore; offering new, creative and eclectic experiences, which draw locals and visitors to the CBD again and again.
- The city as a living space, a social space and an experience destination, supported by unique and diverse retail offerings.

In response the Masterplan identifies:

- Seven place principles, for revitalising the CBD, building on our strengths and recognising the CBD's opportunities.
- Key sites, improvements and recommended actions for change that provide clear priorities for the council and the community to deliver a strong CBD together.
- Civic Square and Brisbane Street Mall, as cornerstones of a successful city in need of redevelopment, followed by development of the CBD laneways.
- Civic Square as a social and civic hub; a versatile places for a range of events and activities a place for families and a vibrant social spot drawing local visitors in.
- Brisbane Street Mall as a destination to linger in rather than pass through.
- Streetscapes improvements, including lighting and greenery were identified for a number of precincts and a specific project on adaptive reuse of underutilised buildings is recommended.



ENGAGEMENT



*Civic Square - Engagement Prototyping*



## TRAFFIC FLOW AND BUS STOP RELOCATION

As part of the Launceston City Heart engagement project, input was sought on a proposal to change the CBD streets to a two-way network; to encourage safer environments for pedestrians and cyclists as outlined in Launceston Public Spaces and Public Life 2010 - by Gehl Architects. This would convert one way streets to two way streets in the CBD and relocate some CBD bus stops.

The objective of the subsequent community engagement was to gain an understanding of community support for the proposals being considered:

1. SHOULD THE TRAFFIC FLOW IN THE CBD BE CHANGED FROM ONE-WAY TO TWO-WAY?
2. SHOULD SOME METRO BUS STOPS BE RELOCATED?

As an outcome of the consultation, the following principles are recommended for implementation as part of the Launceston City Heart Project:



### A. DIRECTION CHANGES

1. Kingsway - traffic to flow one way in a northerly direction
2. Charles Street (Central) South - traffic to flow two way between Brisbane and York Streets
3. Paterson Street (Central) - traffic to flow two way between Charles Street and St. John Streets.



### B. LANE REDUCTIONS

1. Brisbane Street between Wellington and Charles - reduced to one lane
2. Kingsway - reduced to one lane
3. Charles Street (Central) - reduced to one lane
4. Paterson Street (East) - reduced to two lanes
5. George Street (Central) - reduced to one lane
6. York Street between Wellington and George Streets - reduced to two lanes



### C. BUS STOP RELOCATIONS

1. The St. John Street northbound bus stops between York and Brisbane Streets to be reduced from three to two spaces, relocated closer to York Street and redesigned to reflect the positive elements of the St. John Street southbound bus stop being greater separation, wider general pedestrian area and shelters to support the separation.
2. The St. John Street southbound bus stops between Brisbane and Paterson Streets be redesigned and upgraded.
3. The York Street bus stop between St. John and Charles Streets be redesigned and upgraded.

The bus stop areas will be subject to detail design, consultation with directly affected stakeholder(s)/ groups which will be referred to the Council to workshop and approve.

TRAFFIC WITHIN LCH



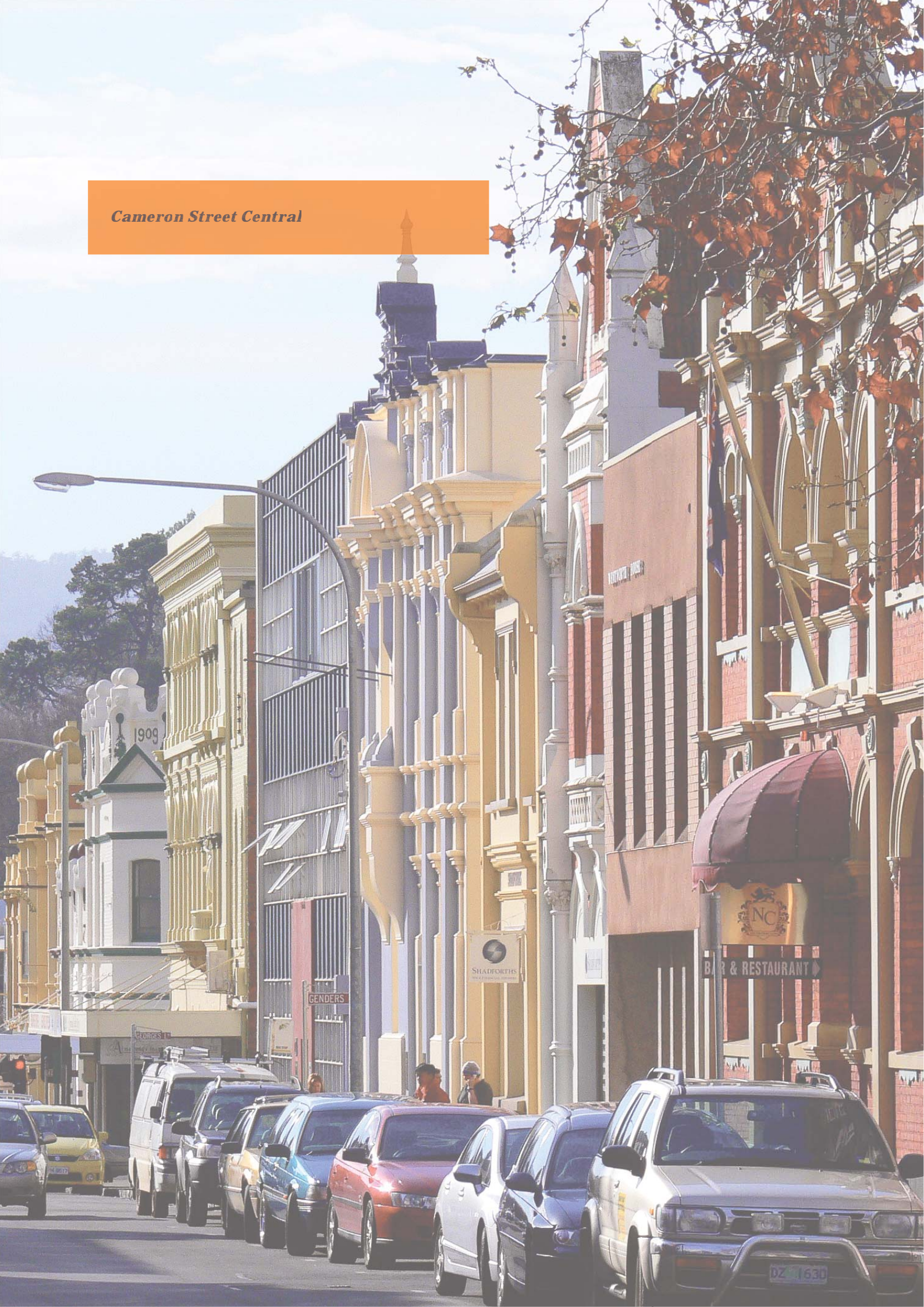
TRAFFIC AROUND LCH



**LEGEND**

- LCH AREA
- ONE WAY (2 Lanes)
- ONE WAY FLOW (1 Lane - Avenue Treatment)
- TWO WAY FLOW (2 Lanes)
- NO THROUGH TRAFFIC
- BUS LOCATIONS
- NO TRAFFIC (Public Space)
- EAST LINK (Around LCH Area)
- WEST LINK (Around LCH Area)
- CITY INWARD MAIN ARTERIAL

*Cameron Street Central*



## LAUNCESTON CITY HEART REFERENCE GROUP

The Launceston City Heart (LCH) Reference Group was formed as a Special Committee of Council in August 2015.

The LCH Reference Group, advises the Council and the LCH Unit in the implementation of the LCH Masterplan Priority Projects and Events which are focused on making Launceston's CBD the premier mixed use activity hub for northern Tasmania.

In particular, the Reference Group

1. Advise on the implementation of the LCH project and monitor progress so that the LCH Masterplan objectives are delivered and are consistent with the principles and recommendations of the Action Plan – short term, medium term and long term goals (to be developed)
2. Provide advice on key LCH strategic documents, policies and statutory processes relating to the LCH project;
3. Advise on the development of LCH business incentives, initiatives and programs that could be considered to support the LCH project;
4. Identify events and activities to bring more vitality and activate the LCH area; and
5. Ensure that the LCH project meets an appropriate level of community engagement and consultation.

The LCH Reference Group chaired by Alderman Darren Alexander consists of representatives from Cityprom, Chamber of Commerce, UTAS School of Architecture, Department of State Growth, The Examiner, Heritage as well as a Community Representative, Arts & Events Representative, CBD Business/Trader Representative, CBD Building Owner Representative, Youth Representative and an Access Representative.

The General Manager, three elected members (Aldermen Hugh McKenzie, Alderman Simon Wood and Alderman Karina Stojansek), the Director of Development Services, the Director of Infrastructure Services, the LCH Unit Manager and a Communications Department representative also form part of the Reference Group.

***“Disruptive innovation”, they call it.***

***Wikipedia defines it as “an innovation that helps create a new market and value network and eventually disrupts an existing market.”***

***I like to think the Launceston City Heart Project has the potential to be seen in future years as a disruptive innovation; a project that challenges the way we have done things for many decades and finds new and better ways of doing them in the future.***

***That’s because on the surface this project is aimed at rejuvenating infrastructure in our CBD, but if you take a closer look you can start to imagine the huge opportunities this project could bring to the private sector in Launceston.***

***The Launceston City Heart Project is a big initiative, a bold initiative, one that could totally transform the way we see our CBD.***

Alderman Darren Alexander, Chairman, Launceston City Heart Reference Group





An aerial photograph of a city center, specifically the Launceston City Heart, rendered in a dark, monochromatic style. The image shows a dense grid of buildings and streets, with a prominent river or canal winding through the left side. The text is overlaid on the top left portion of the image.

# PART TWO

## A VISION FOR THE LAUNCESTON CITY HEART

# VISION & DIRECTION

---

***The vision for the Launceston City Heart Project is to make central Launceston the premier business, retail and lifestyle hub of Northern Tasmania and to cement the city's reputation as the most liveable regional centre in Australia.***

Through the Launceston City Heart Project, Launceston will become a living space with a unique and diverse retail centre, promoting social interaction and supporting liveability that will ensure its place as a premier experience destination.

The key focus will be on:

- Building upon past success
- Improving public amenity
- Creating flexible, safe, pedestrian spaces
- Working in partnership with business and community
- Better connectivity and mobility
- Events and activation

We will achieve this through the following projects:

## PROGRAM 1 - SMALL SCALE INFRASTRUCTURE

- Lighting
- Widened footpaths (pedestrianised)
- Street furniture
- Pavement treatments
- Wayfinding - signage treatments and how people move through the city
- Landscaping

## PROGRAM 2 - EVENTS AND CITY ACTIVATION

- Fixed and flexible activities and events

## PROGRAM 3 - PROMOTION OF INVESTMENT

- Business incentives
- Building façade improvements and accessibility initiative
- Inner City Living
- Traffic calming to make it safer for pedestrians and cyclists
- Interactive and engaging, public spaces and urban play spaces
- Public art - fixed and flexible
- Food vans and Pop-ups
- On-street dining and trading

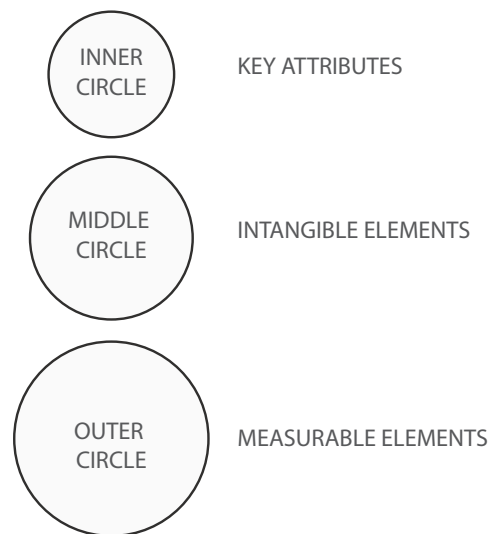
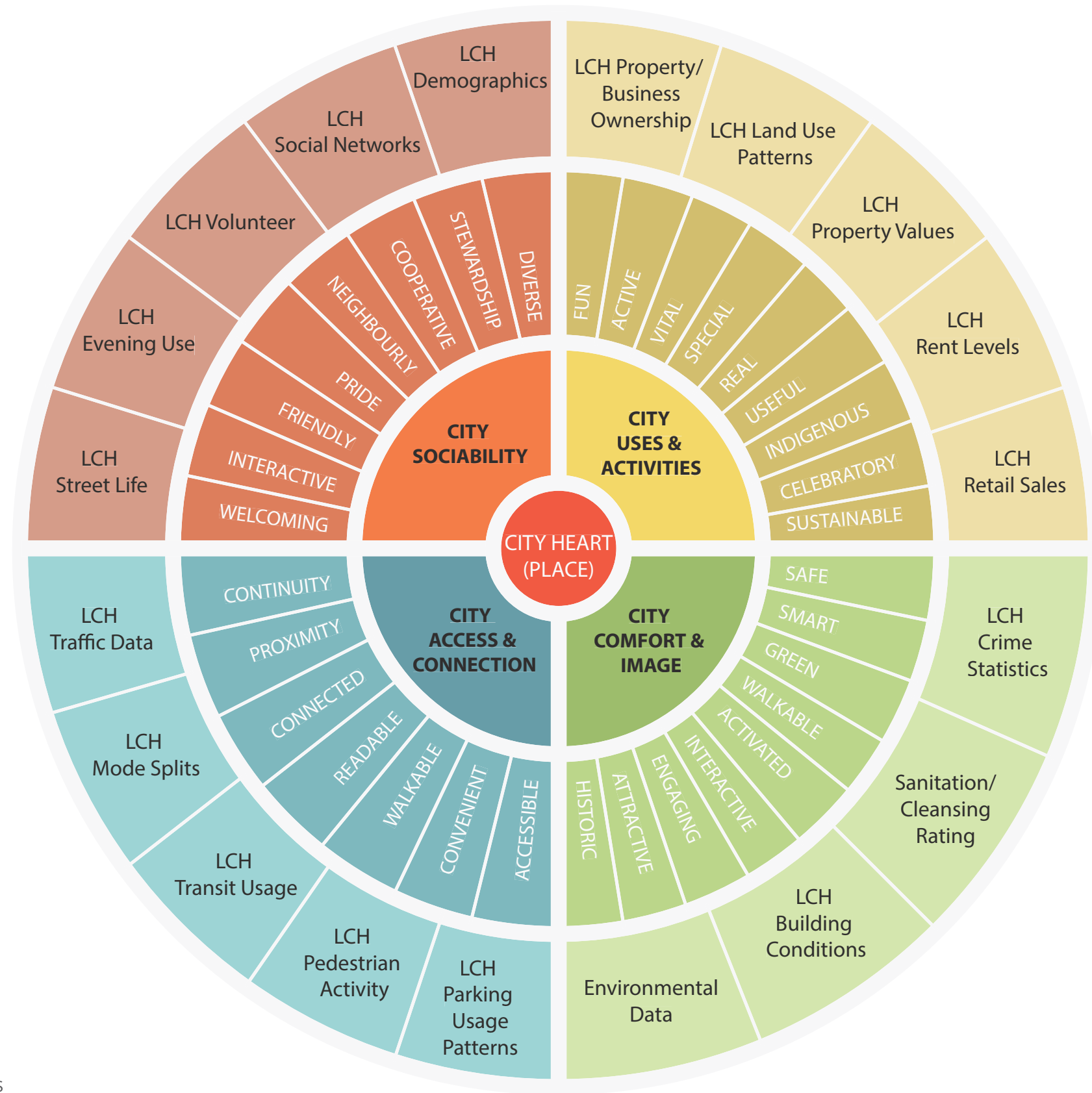
## PROJECT BENEFITS AND OUTCOMES

In realising the overall project objectives the following targeted benefits and outcomes will be achieved:

- Ongoing and longer term introduction of a diversity of new investments and developments in the central area to broaden the diversity and excitement of activities, facilities and attractions;
- Ongoing and future development that respects the district's unique heritage streetscapes and buildings;
- The Central business district (CBD) is effectively linked to the Tamar/North Esk riverfront areas;
- The Central area continues to evolve as the region's pre-eminent business and commercial district, social and cultural heart and recognised premier destination for tourists and business visitation;
- The CBD continues to develop as the region's hub for a diversity of education, health, social and professional services;
- A range of residential development opportunities are encouraged and facilitated as part of a broader strategy for inner city living;
- City pedestrian areas, squares, parks and gardens are linked to the reserves and green spaces throughout the district and wider urban area by a shared pathway system;
- Identification of land that has a higher and more beneficial use by the broader community;
- Access to the district is optimised for a balance of travel modes encompassing walking, cycling, public transport and travel by car;
- Opportunities are developed to encourage heavy vehicles and through traffic to use access routes around the central area and to minimise unnecessary traffic in the district.
- A significant increase in the range of activities, level of employment, investment, amenity, access and investor perceptions of the Launceston CBD;
- Improve pedestrian access and amenity with clear linkages to the Tamar/ North Esk riverfront areas;
- Improved urban design - Public realm;
- Increased opportunities for inner city living; and
- The adoption of a multifaceted planning and development approach will mean that a range of projects of varying costs and risks can be identified with a strategy developed to optimise benefits and contain costs.



**LCH PLACE Colour Wheel**



# PLACE PRINCIPLES

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THE LAUNCESTON CITY HEART HAS DISTILLED SEVEN PLACE PRINCIPLES FROM ACROSS ALL THE FEEDBACK, CONVERSATIONS AND OBSERVATIONS FEEDING INTO THE LAUNCESTON CITY HEART PROJECT.

THEY UNDERPIN DELIVERY OF THE TYPE OF CBD THE COMMUNITY IS SEEKING, PROVIDING PRINCIPLES TO GUIDE THE TYPE OF IMPROVEMENTS NEEDED.

## PLACE PRINCIPLE 1

### LOCAL AND UNIQUE

Launceston is unique, from its local retail and family histories and heritage, to its range of community groups developing projects from the ground up. Prioritise these and develop innovative capacity to support the producers, retailers and entrepreneurs - in all the forms that it comes. Create opportunities and CBD spaces that support local retail, producers, stories and ideas and, shine a light on its beautiful heritage features.

## PLACE PRINCIPLE 2

### DESIGN FOR FLEXIBLE USE

Design spaces for versatility and multiple use. Develop solutions for seating, entertainment, programming and retail vacancies that are flexible, changeable and moveable and perhaps only temporary.

## PLACE PRINCIPLE 3

### MEETING AND SOCIALISING: RAIN HAIL OR SHINE

Key to greater utilisation of public spaces is the development of infrastructure, particularly small-scale infrastructure, that creates weather protected areas that can be utilised in winter or summer, in the rain or in the sunshine. Places to meet, interact and encounter, where enjoyment and activities are free so they're for everyone.

## PLACE PRINCIPLE 4

### GREENERY IN ALL SHAPES AND FORMS

Look for large or small greenery opportunities that will beautify the city and soften spaces - flower pots, planters, hanging gardens, vertical gardens, vegie patches and trees - a range of options that distinguish different precincts within the city.

## PLACE PRINCIPLE 5

### HEALTHY AND CONNECTED

Make the most of human scale streets and laneways Launceston offers to explore, make the CBD a wonderful setting for walking. Connect the city to its surrounding suburbs through greater pedestrian and bike access.

## PLACE PRINCIPLE 6

### CREATIVE AND INNOVATIVE

Do it differently, utilise design thinking, community innovation and new enterprise to create solutions - take a different approach and make it a bold experiment. Try new ideas out, encourage community innovation by establishing local enterprise incubators and opportunity for artists. Make every laneway a place to explore and solve CBD problems with novel solutions.

## PLACE PRINCIPLE 7

### MIXED USE PLANNING

Consolidate and support a range of living, working and retailing options into the centre. Provide flexible and mixed use planning to encourage a diversity of use and densification, inviting people into the city and support new ways of living and working in it.

