

An aerial photograph of a city center, showing a dense grid of buildings and streets. A river or canal flows through the left side of the image. The text is overlaid on the top left portion of the map.

PART THREE

LAUNCESTON CITY HEART MASTERPLAN

FRAMEWORK

The Launceston City Heart Project is a complex multi-faceted project.

In order to achieve the vision, the following key elements have been identified:

CAPITAL WORKS

Infrastructure improvements and upgrades to streetscapes, laneways and underutilised spaces in the city centre.

ACTIVATION SHIFT

LCH precinct activation, events, activities and public artworks.

PROMOTION OF INVESTMENT

LCH small local business incentives, building facade and access improvement schemes.

The Masterplan development has identified 60+ projects across these three elements. The Priority Projects Matrix criteria (Appendix C), will become a vital tool to determine the projects to be completed in a specific order.

In addition, the Implementation Plan will also consider a realistic approach for the Council to deliver the projects and what impacts that will have on the businesses and function of the city.

In order to deliver each of the identified elements, the Masterplan is arranged into three stages:



STAGE 1

Public Realm - Major Public Spaces, Wayfinding Signage Treatments and the LCH Events & Activation program.



STAGE 2

Streetscapes and Laneways (Calming the city focus) - Priority Projects targeted at improving the LCH area by providing traffic calming and improvements to public transport locations. Promotion of Investment program and Business Incentives.



STAGE 3

Streetscapes and Laneways (Beautification) - improvements to the remaining projects identified in the LCH Masterplan. These projects will depend on funding assistance from the State and Federal Government. The laneways in particular will rely heavily on private investment buy-in.

STAGE 1,2&3



BUDGET

The Launceston City Heart Project will rely heavily on funding assistance and private investment buy-in to fulfil the entire Vision and Direction of the project.

To understand the cost of the extent and scope of this project, the LCH Masterplan was designed with the view of completing the entire project. However, based on this approach, the current Council funding allocation for this project will only see a small part of the infrastructure completed within the Capital Works Program.

The Masterplan, has therefore been costed to be delivered across three scenarios:

- The first tier is the allocated Council committed budget of \$10 million.
- The second tier is relying on state and federal funding contributions of \$25 million, plus the \$10 million Council commitments, equalling \$35 million.
- The third tier is the entire LCH Masterplan Vision and Direction which is currently costed at \$70 million+ to complete the full extent of the Capital Works Program, 5 year Events and Activation Program and 5 year Promotion of Investment Program.

The LCH Priority Project Matrix will prove vital in decision-making and provide sound guidance on the key projects that meet the LCH criteria and best suits the relevant funding model.

Stages 1 and 2 of the Masterplan are projected to represent an investment of \$35 million over the next five years, incorporating contributions from all three tiers of government.

Stage 3 remaining projects will be reliant on external funding and private investment for implementation beyond 2020.

LCH PROGRAM

PROGRAM A - CAPITAL WORKS

Infrastructure improvements and upgrades to streetscapes, laneways and underutilised spaces in the city centre.

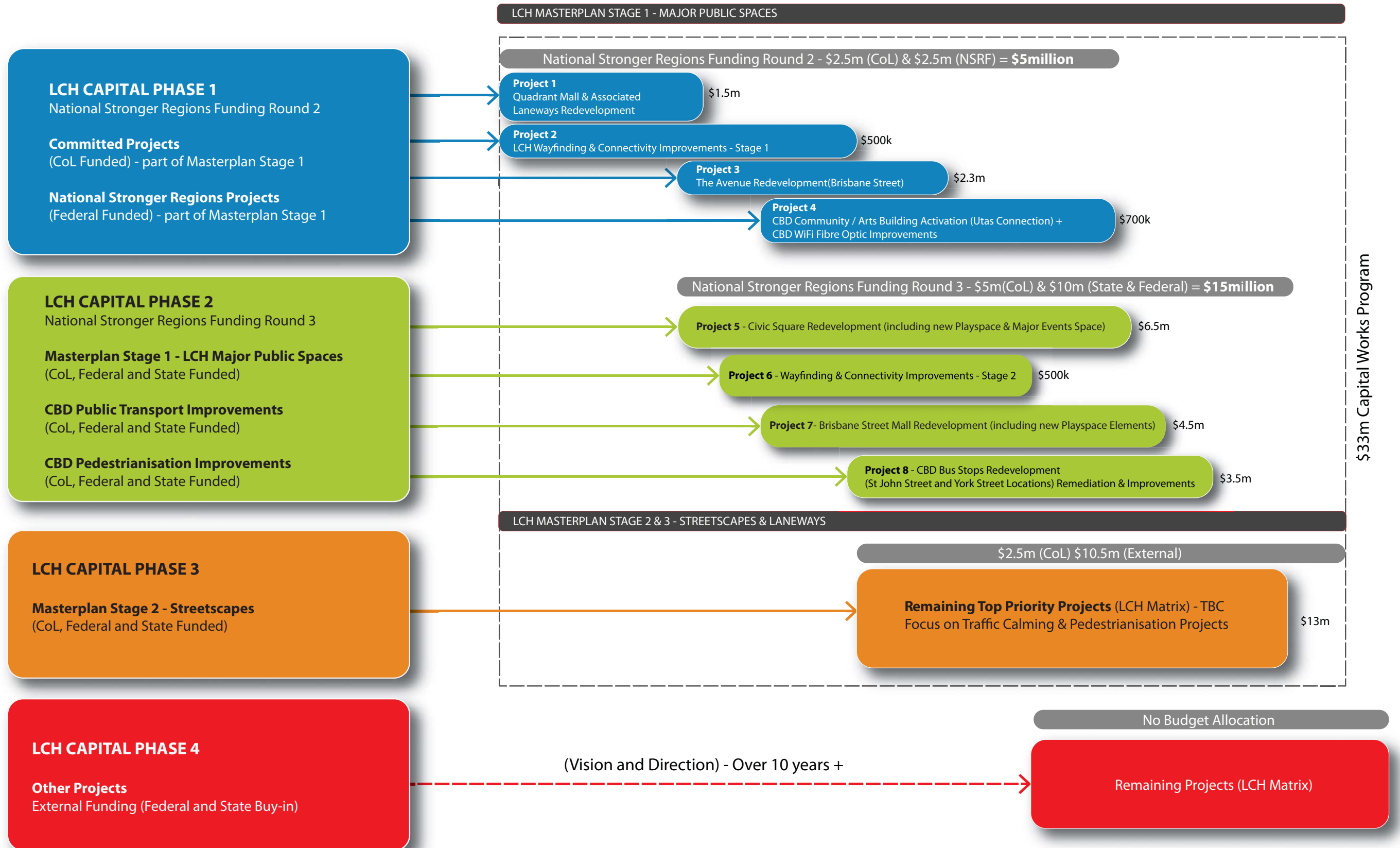
PROGRAM B - ACTIVATION SHIFT

LCH precinct activation, events, activities and public artworks.

PROGRAM C - PROMOTION OF INVESTMENT

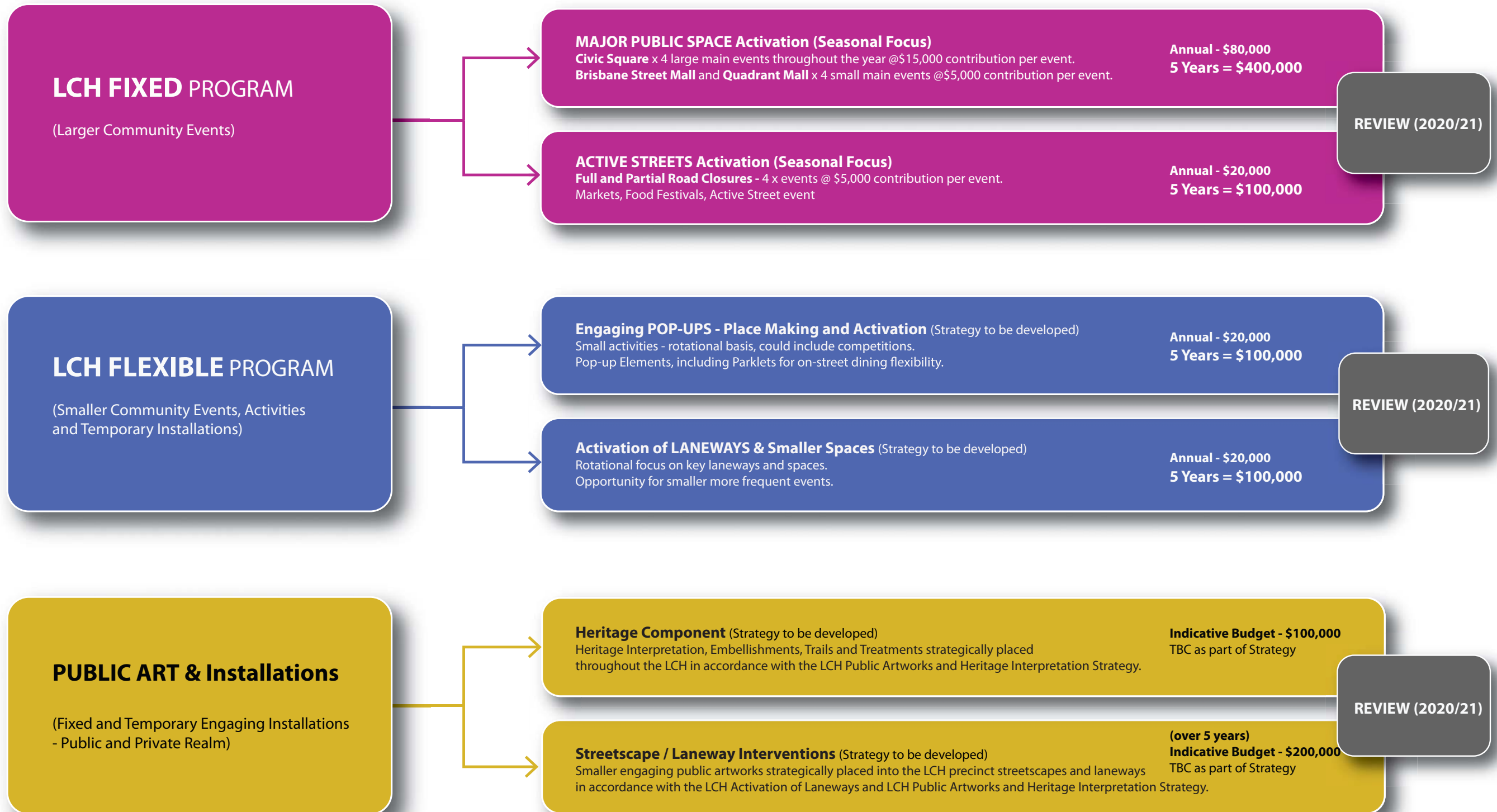
LCH small local business incentives, building facade and access improvement schemes.

PROGRAM A_CAPITAL WORKS

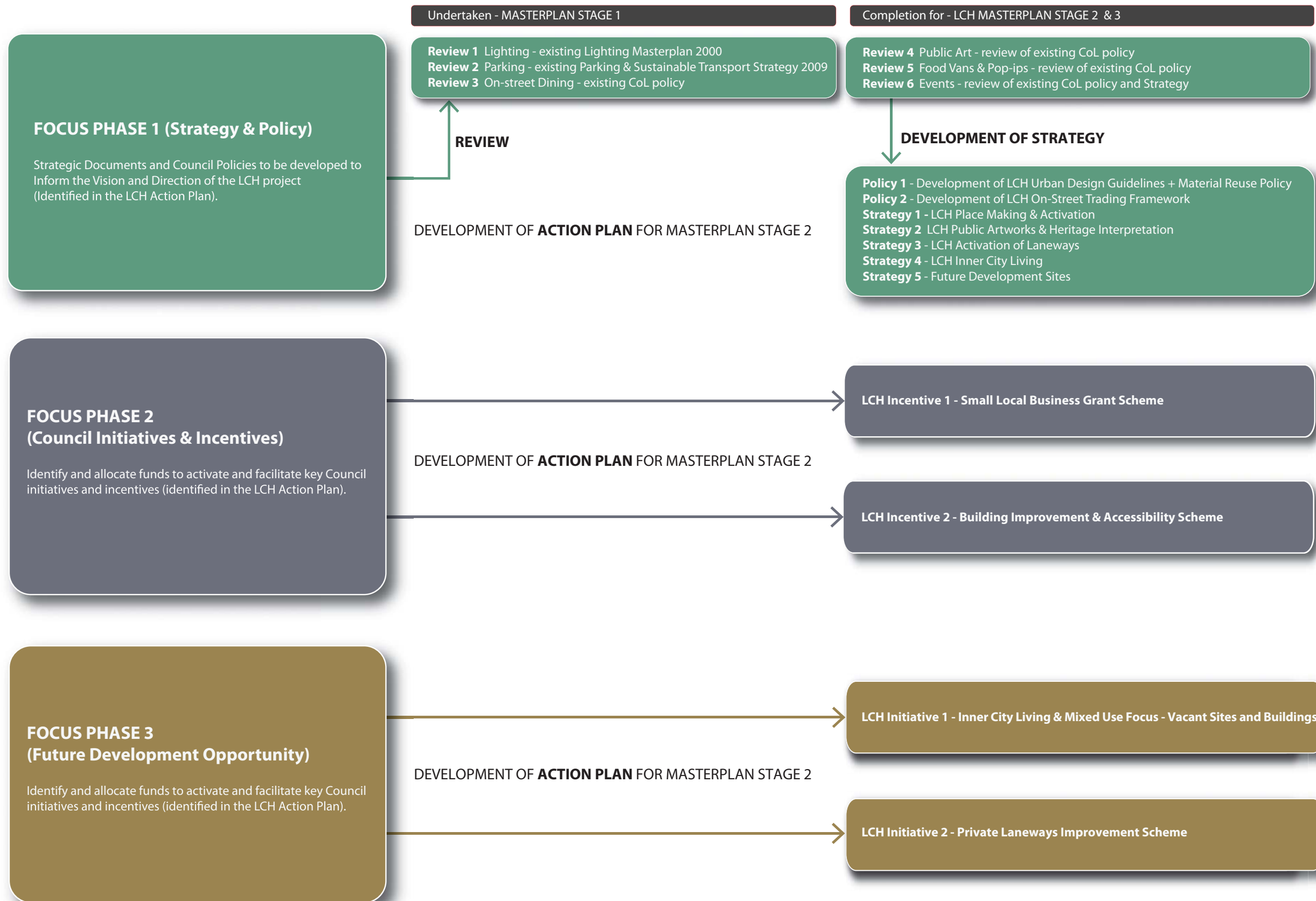


PROGRAM B_ACTIVATION SHIFT

\$200,000 Annual - 5 Year Activation Program = \$1 million



PROGRAM C_PROMOTION OF INVESTMENT



CAPITAL WORKS - DELIVERABLES

The first stage of the Launceston City Heart (LCH) Project is the LCH Public Realm - Major Public Space's identified projects

Projects for Stage 1 focus on major people spaces within the LCH area and include: the Brisbane Street Mall, Civic Square, the Avenue (Brisbane Street), and the LCH Wayfinding and Connectivity Strategy.

STAGE 1 OF THE LCH PROJECT MASTERPLAN SPECIFICALLY FOCUSES ON THE MAIN PUBLIC SPACES CONTAINED WITHIN THE LCH AND AIMS TO DELIVER:

- The redevelopment and completion of Launceston's major Civic Space (Civic Square) - Major Civic Events, City Playspaces and gathering hub;
- The redevelopment and completion of Launceston Brisbane Street Mall with the inclusion of a new interactive Retail Public Art Playspace;
- The redevelopment and completion of the Quadrant Mall
- Redevelopment of The Avenue (Subject to funding)
- The implementation of improved signage and connectivity treatments within the greater municipality (key precinct areas i.e. UTas, North Bank and the Gorge).
- Redevelopment of the city's public bus stop infrastructure.

IMPROVEMENTS INCLUDE:

- New DDA compliant accessibility and high quality urban design treatments.
- Creation of contemporary flexible activated spaces for social inclusion and community engagement with new varied seating treatments and street furniture, bike racks, USB stations and recycling infrastructure and greening up the space - more vegetation.
- New terraced seating landscapes which mingle with raised flexible stage areas for performance pop up retail and gathering opportunities improving public amenity.
- Social engagements will be enhanced through new shelter structures, interactive LED lighting, WiFi and enhanced activities throughout the year.
- New CCTV and lighting to increase public safety and security.
- New way finding and interpretative signage will increase patronage and tell the story and history of the area and increase business patronage by providing SMART directional signage for the city.
- New improved shared spaces will provide opportunity for unique trading opportunities for business, markets and events. In addition the improved pedestrian crossing areas will provide traffic calming for a more connected, safer pedestrian environment.
- 2 x new Playspaces in two separate locations for all ages, located in Civic Square and the Brisbane Street Mall
- New street art and heritage interpretation installations will support the outdoor performing arts and create ambiance, identity and a sense of place.



STAGE 1

TIMELINE/KEY DATES FOR MASTERPLAN STAGE 1 (PROJECTS)

THE WAYFINDING & CONNECTIVITY STRATEGY - SIGNAGE TREATMENTS

- Completion of Strategy - December 2015
- Council endorsement of overall Strategy - December 2015
- Detailed Design for LCH area and other outer precincts - early 2016
- Further work required on sub projects identified in strategy - Heritage Interpretation and Trails, App development for multilingual and other layers of the navigation through the city.

1 THE QUADRANT MALL

- Concept Design, Detailed Design and Engagement completed November 2015.
- Tendering process commencement mid November 2015
- Council endorsement December 2015
- Commencement (Implementation) - February 2016. Anticipated completion, October 2016.
- Stage 1 (Dicky Whites Lane) - infrastructure works now complete. Public Art and Heritage Interpretation to be completed in 2016.

2 THE AVENUE (BRISBANE STREET) - SUBJECT TO FUNDING

- Concept Design completed October 2015.
- Council endorsement December 2015
- Commencement of detailed design process - February 2016.
- Anticipated implementation - 2017

3 CIVIC SQUARE

- Masterplan concept endorsed by Council - December 2015
- Commencement of Detailed Design - early 2016
- Indicative Implementation 2017

4 THE BRISBANE STREET MALL

- Masterplan concept endorsed by Council - December 2015
- Commencement detailed design - early 2016
- Indicative Implementation 2017-18

5 LCH WAYFINDING & CONNECTIVITY

- Strategy approval by Council 2015
- Detailed Design commencement early 2016
- Indicative Implementation 2016.

STRATEGIC PROJECTS WAYFINDING AND CONNECTIVITY STRATEGY

The primary goal of the connectivity study and the Wayfinding strategy is to provide a strategic framework and design recommendations for connectivity improvements to the city's key attractions and precincts to and from the city centre. This strategic project forms a key component for Stage 1 of the LCH Masterplan.

This strategy provides a consistent Wayfinding and Connectivity methodology for the Launceston Municipality. Additionally, it will form part of the Launceston City Heart Urban Design Guidelines document.

The strategy incorporates recommendations to:

- Undertake changes identified in the LCH signage audit.
- Undertake and install consistent wayfinding and connectivity treatments within the LCH boundary area.
- Apply connectivity treatments to improve pedestrian access from the CBD to the surrounding context (key precinct areas).
- Install other priority precinct signage identified outside the LCH boundary area (e.g.. North Bank, Cataract Gorge, Inveresk).

The Connectivity Study and Wayfinding Strategy is an important component of the re-positioning of the city.

OUTCOMES

The aim of the strategy is to identify, determine and implement a consistent standard of Wayfinding, signage and associated treatments across Launceston city and to improve connectivity throughout the city out to the surrounding key precincts of the Municipality.

Creating a clear, consistent and easily understood Wayfinding system of using signage throughout the City of Launceston is the main, high level goal of this study and strategy.

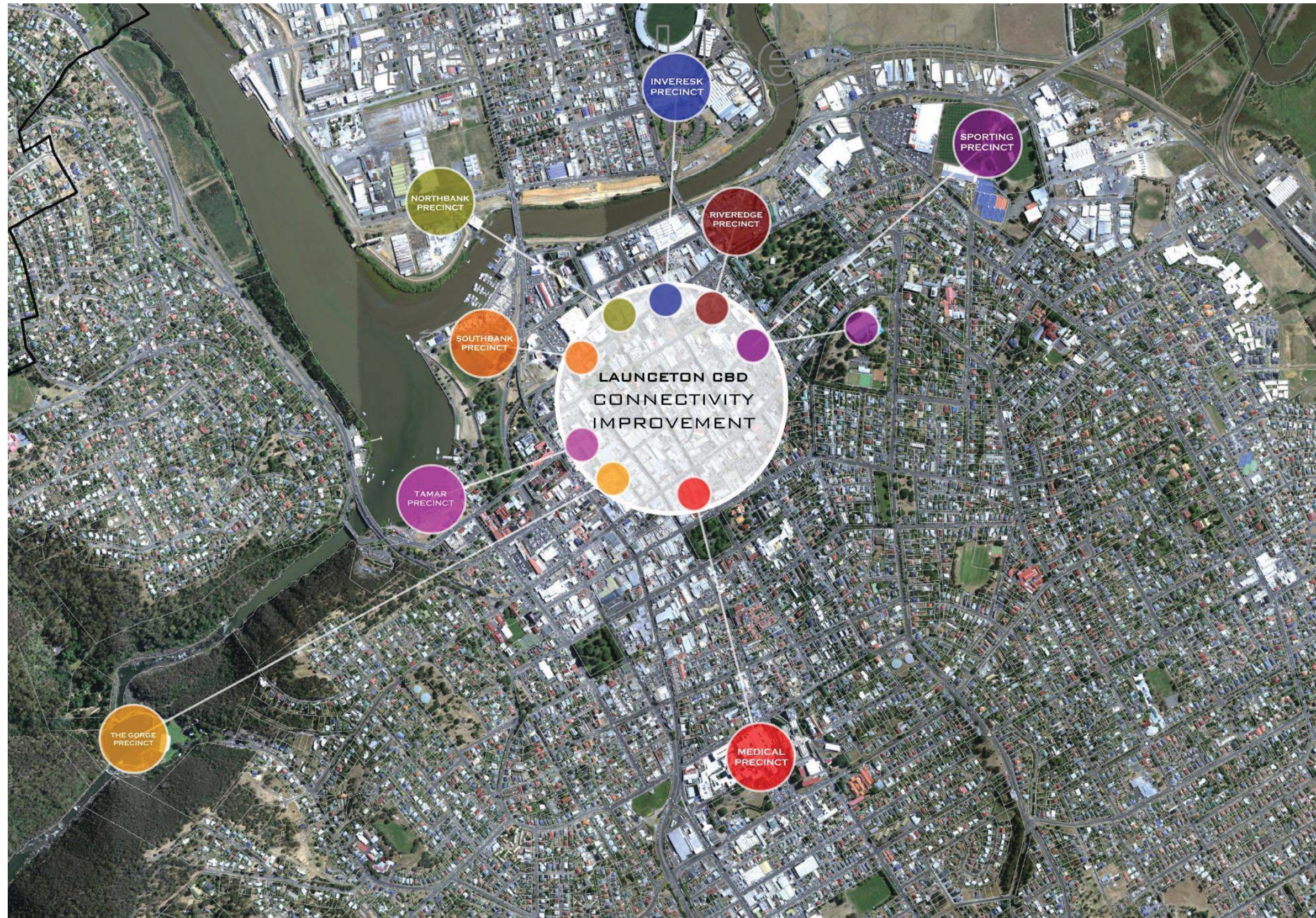
The Wayfinding system incorporates the CoL Bike Strategy and the Pedestrian Strategy principles and objectives.

A new Wayfinding system will:

- Create an integrated City-wide wayfinding system
- Connect existing and future cycle, pedestrian and public transport networks
- Create a more legible and navigable City
- Considerably reduce replacement costs through better design
- Considerably reduce maintenance costs through material selection and improved design
- Offer more flexibility to integrate with existing and future projects and precincts
- Create a best practice precedent for other neighbouring Councils to adopt
- Promote the City as a modern and connected place

The Wayfinding and Connectivity Strategy forms Appendix 2 to the Masterplan Stage 1.

LCH WAYFINDING & CONNECTIVITY FOCUS



An aerial photograph of a city grid, rendered in a dark, monochromatic style. A river or canal winds through the left side of the image. A specific area in the upper-left quadrant is highlighted with a semi-transparent orange overlay. The text 'PART FOUR' is overlaid on this highlighted area in a bold, orange, sans-serif font, with a thin orange horizontal line underneath it.

PART FOUR

STRATEGIC FRAMEWORK

MASTERPLAN STAGE 2 - STREETSAPES

(CALMING THE CITY FOCUS)

Stage 2 of the Masterplan will comprise of those projects identified as the highest priority from the balance of the 60 LCH projects. The projects within this stage will be focused on streetscapes and laneways and a strong emphasis on business incentives and promotion of investment.

In addition, to enable the LCH project to create vibrancy and activity, an Events and Activation program is proposed.

The treatments applied to the streetscapes will provide and deliver improved pedestrian safety and traffic calming in the city centre. LCH streetscapes will be redeveloped to become more flexible, functional and attractive rather than being just thoroughfares for vehicles.

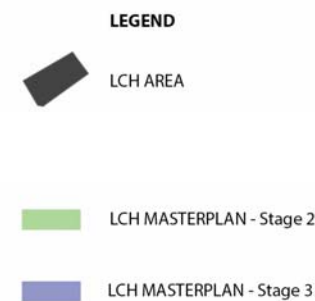
To achieve the future Vision and Direction, project principles and objectives of the LCH, an Action Plan will be developed. In addition, a body of strategic work is required to ensure that the LCH can deliver the expectations and high quality outcomes required.

An implementation Plan will also be completed to articulate Council actions across the short, medium and long term. This is to ensure a sustainable and affordable budgeting and project programming approach for the LCH project, City of Launceston and the Community.

MASTERPLAN STAGE 3 (STREETSAPES

(BEAUTIFICATION FOCUS)

This stage will specifically focus on the remaining projects identified in the LCH Masterplan – streetscapes, laneways and other outstanding projects. The implementation of the remaining projects will be heavily reliant on private investment and further State and Federal funding.



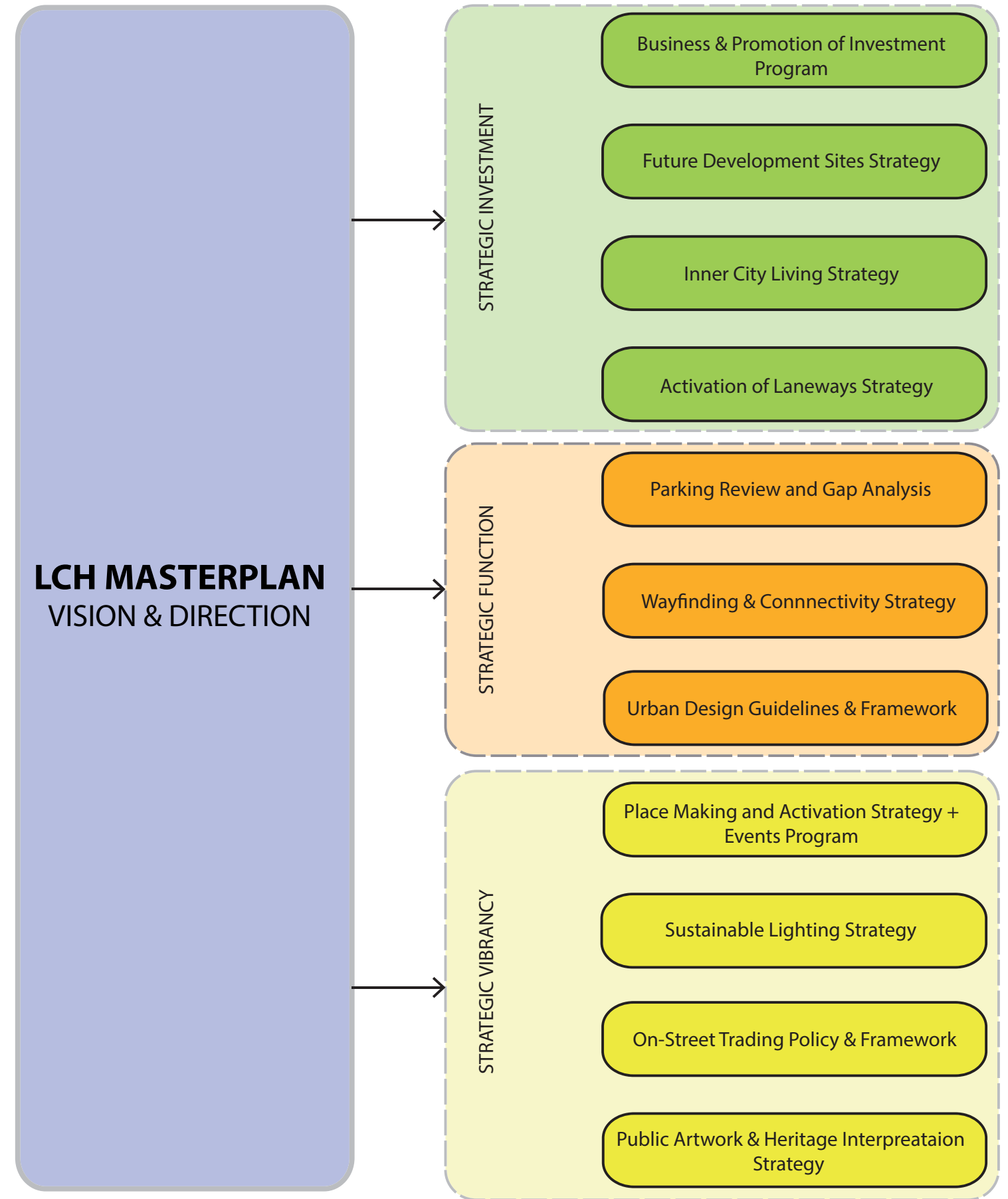
LAUNCESTON CITY HEART STRATEGIC & POLICY PROJECTS

VISION STATEMENTS

To ensure that the LCH can achieve the identified role, function, vision and direction, fundamental strategic and policy work must be completed in parallel with the Masterplan.

All work undertaken will underpin the Masterplan and will enable the City of Launceston to achieve the LCH objectives and community expectations. A summary of the required strategic and policy review and development for the LCH project is as follows:

- No. 1 - Sustainable Lighting
- No. 2 - Activation of Laneways
- No. 3 - LCH Place Making & Activation
- No. 4 - On-Street Trading Policy & Framework
- No. 5 - Wayfinding & Connectivity
- No. 6 - LCH Playspaces
- No. 7 - LCH Parking Review
- No. 8 - Events & Activation Program
- No. 9 - Public Artworks & Heritage Interpretation
- No. 10 - Inner City Living
- No. 11 - Building Facade & Accessibility Program
- No. 12 - Small Local Business Start-up Program
- No. 13 - Future Development Sites
- No. 14 - Urban Design Guidelines



STRATEGIC PROJECT 1:

LCH SUSTAINABLE LIGHTING

LIGHTING THE CITY (REVIEW OF CURRENT LIGHTING MASTERPLAN)

The LCH Lighting Strategy, was initiated by the Launceston City Heart Project. Improvements to lighting, safety and vibrancy in the evening were consistent themes emerging during the LCH engagement process.

Lighting will be investigated as a mechanism to improve perceptions of safety in the CBD and as a tool to celebrate our heritage buildings, landmarks and major public spaces in and around the heart of the city.

The main objective in developing a LCH Lighting Strategy is to improve the quality, consistency and efficiency of night lighting in the city centre.

Successful implementation of a Lighting Strategy will:

- Enhance the image, identity and vibrancy of the LCH area all year round.
- Improve the overall safety and security in the LCH area.
- Provide opportunity to showcase Launceston's significant heritage buildings, landmarks, public spaces and public art.
- Improve connectivity and wayfinding between important spaces and places – city to key precinct areas.
- Improve the evening economy by encouraging more attractive and safer night-time activities and events.
- Encourage wider investment opportunities in the LCH area – economic benefits.
- Improve and implement smart sustainable lighting outcomes for Council and the community.

The LCH Lighting Strategy will provide direction for investment in public and private external lighting throughout the LCH area. The Strategy will outline a coordinated response to lighting in the CBD and provide where possible detailed technical guidance to successfully improve the LCH area.

The key findings and recommendations will be used to underpin the direction and treatments of the LCH Masterplan to provide better outcomes for each project precinct area.

The LCH Lighting Strategy has a 5 year life span, after which time it should be reviewed.



Public Space lighting - street and pedestrian



Feature lighting - fairy lights - Quadrant Mall



Building lighting - Town Hall

STRATEGIC PROJECT 2:

LCH ACTIVATION OF LANEWAYS

LANEWAY LIFE (DEVELOPMENT OF A STRATEGY)

Launceston City's lanes and access ways provide opportunities for unique public use and improved permeability throughout the city. Launceston's lanes are currently used mainly for building access and rubbish collection and vehicular access. However, the lanes can offer intimate spaces for pedestrians, traders and business to allow for convenient short cut routes to adjoining streets and key destinations throughout the Launceston City Heart area (CBD) for flexible use opportunities throughout the year – events, public art installations, on street trading, markets and shared space collaboration.

A number of laneways have numerous functions and limitations. It is considered that each laneway will require a particular classification based on their role and ability to accommodate levels of activation. 'Activation' can be in many forms, whether through enhancement of the public realm to improve pedestrian connectivity, promoting quality building edges to provide better engagement with the lane and/or to allow for gathering spaces and possibly events within laneways.

LCH LANEWAY CLASSIFICATIONS:

- Maintain and Enhance – where laneways are limited to change but require beautification.
- Destination Focused Laneways – where people have a reason to go.
- Active and Interactive Laneways – where people can go to experience.
- Connecting and Engaging Laneways – where connectivity is encouraged and experiences are encountered – historic trail or public artworks.

The main objective in developing an Activation Strategy is to prioritise the Public and Private Laneways identified in the LCH Masterplan and to provide Council with a framework to promote future activity and activation for the city.

SUCCESSFUL IMPLEMENTATION OF A STRATEGY WILL:

- Identify and class each laneway and provide a thorough site and historical investigation;
- Identify and recommend appropriate land use - flexible or fixed ,
- Investigate the pedestrian access frequency, interface sensitivities, laneway edge conditions and physical attributes of each space.
- Recommend an appropriate unique treatment for the space;
- Develop a matrix comparing required investment versus existing useful life of current infrastructure;
- Identify short, medium and long term priorities for both public and private infrastructure; and
- Develop a Laneways Activation strategy to guide future use and investment in the unique spaces.

It is important to recognise the context of laneways and to understand that user demand will change over time. The LCH Activating Laneways Strategy intends to be a flexible framework that provides directions for future actions and informs possibilities within laneways. While a preliminary list of laneways has been identified for possible activation and/or potential upgrades, there is scope to consider other privately owned lanes if it will benefit the land owner and the greater community.

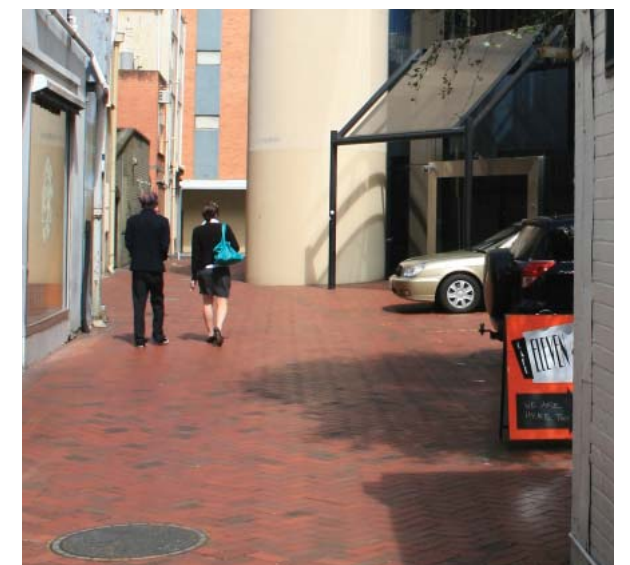
It is considered that the LCH Activation of Laneways has a 5 year life span, after which time it should be reviewed.



Old Brisbane Court - boutique shopping



Hatter Markets - Dicky Whites Lane (Quadrant Mall) - setting up



Centreway Lane - before redevelopment

STRATEGIC PROJECT 3:

LCH PLACE MAKING & ACTIVATION

ACTIVATING THE CITY (DEVELOPMENT OF A STRATEGY)

The intent of this strategy is to develop and facilitate a range of projects and activities, which will contribute to the current identity and character and enhance the emerging essence of the LCH area.

The LCH Placemaking & Activation Strategy provides the overarching framework to support and underpin the Masterplan and ongoing activities and events during the LCH Capital Works Program and beyond. The first stage of this strategy identifies the Placemaking outcomes that will be achieved for the City and the initiatives that will be undertaken over the next five years.

The main objectives of this LCH Placemaking & Activation Strategy is to make the city a more vibrant place where more people want to stay and spend time.

SUCCESSFUL IMPLEMENTATION OF A STRATEGY WILL:

- Provide diverse activity and strengthen our social connections within our public spaces.
- Promote and enhances Launceston's Culture, Heritage and Place.
- Provide a safe and activated places in the city where people interact and utilise day and night

THE LCH BENEFITS:

- To become recognised for its unique and vibrant city heart.
- To build capacity, capability and resilience.
- To enhance the economy, safety and prosperity in the city heart.
- To encourage liveability and to create a friendly welcoming environment to grow and expand.
- To promote health, happiness and wellbeing, today and in the future.
- To allow and encourages more active involvement from the community.

It is important to develop a place making strategy to underpin the vision and direction of the LCH Masterplan. The guiding principles can be described as building blocks that will help realise the shared vision. They apply equally to all the ideas to create a new image for the LCH area. This strategy should outline the latest thinking for Launceston and identify guiding principles and key ideas to help achieve a revitalised city heart.

The LCH Placemaking and Activation Strategy intends to be a flexible framework that provides directions for future actions and inform possibilities within the LCH area and to connect back to the City of Launceston's Events Strategy. It is considered that the LCH Placemaking and Activation Strategy once complete, has a 5 year life span after which time it should be reviewed.



Civic Square - Junction Arts Festival



Dicky Whites Lane - Hatters Market



Brisbane Street Court - Edible Gardens

STRATEGIC PROJECT 4:

LCH ON-STREET TRADING POLICY & GUIDELINES

UNIQUE AND ENGAGING (REVIEW OF CURRENT ON-STREET DINING POLICY)

Street trading is the activity of selling goods and services in the public place and active streets. Elements of street trading and other street activities can add to the richness of a vibrant street environment and contribute to the city's amenity and experience for city users.

The benefits of a thriving street are certainly evident in many parts of Australia and around the world. It is proven that an active and vibrant street life can define the city, providing a connection to its spaces. The range of activities occurring within these spaces can diversify people's experiences as they move through our city. Examples of activities include; parklets, on street dining and retail, street performances and busking, casual and seasonal street trading, markets and events, street kiosks, public popups and food vans.

The Strategy also aims to assist all individuals and organisations involved with street trading to reach a vision of creating a dynamic street trading and market experience that is diverse and vibrant adding value to the economic, social and cultural fabric of the Launceston City Centre.

This Strategy aims to also identify and overcome many of the problems and limitations of partial and full road closures for markets and events. To maintain and develop the existing markets and events by creating economic and social interaction benefits, whilst providing opportunities to support new locations and events for street trading activity.

THE OBJECTIVE OF THIS POLICY REVIEW IS TO:

- Enable street activity that complements the existing retail/commercial sector, is sensitive to the needs of city users and residents and provides diversity and consumer choice.
- It also seeks to enhance the character, heritage, ambience and safety of the Launceston City Heart area.

SUCCESSFUL COMPLETION OF THE POLICY REVIEW SEEKS TO:

- Encourage a vibrant, diverse unique trader and user experience;
- Create vitality, amenity and ambience into the street environment of the LCH area;
- Ensure street activity and trading results in minimal disruption to pedestrians, other legitimate street users and businesses;
- Protect and enhance the city's heritage and street character; and
- Clearly set guidelines, framework and procedures that can also link with the LCH Urban Design Guidelines and the LCH Placemaking and Activation Strategy.

THE LCH BENEFITS:

- To become recognised for its unique and vibrant city heart.
- To provide opportunity for unique shopping, dining, event and user experiences
- To build capacity, capability and resilience.
- To enhance the economy, safety and prosperity in the city heart.
- To encourage liveability and to create a friendly welcoming environment to grow and expand.
- To promote health, happiness and wellbeing, today and in the future.
- To allow and encourages more active involvement from the community.



George Street



Charles Street - The Pantry



Quadrant Mall - Pasta Resistance

STRATEGIC PROJECT 5:

LCH WAYFINDING & CONNECTIVITY

A LEGIBLE MUNICIPALITY (DEVELOPMENT OF A STRATEGY)

The Launceston City Heart project comes at a time of change in the central area of the City of Launceston. The LCH Wayfinding and Connectivity Strategy and framework looks to provide high standard signage treatments to improve safety and accessibility within the city and the greater key precinct areas.

This strategy looks broadly at signage and connectivity throughout the CBD, design guidelines and a framework for signage use and function and offer guidance and standardisation for:

- A signage & information hierarchy;
- A signage product range and system, including interactive and SMART solutions;
- A desktop review of existing Council strategies and policies, including recommended amendments if required (to action with design brief);
- A suite/palette and framework that provide a range of types, sizes and styles of signage;
- How and when to use each signage type, treatment and style;
- How to locate signage and recommendations on key locations; and
- General maintenance standards for signage.
- An implementation plan - commencement in the LCH area out to the surrounding key precinct areas.

As a part of the strategy, a 'signage audit' was undertaken. The investigation was undertaken in conjunction with previous Council strategies and Australian Standards to revise the existing signage environment.

The LCH Wayfinding & Connectivity project is broken into two stages:

- The first stage was to research, identify, determine, develop and provide the City of Launceston with a strategy and framework for 'Wayfinding' and 'Connectivity' solutions for the Launceston City Heart Project. In addition, the strategy recommends Wayfinding and Connectivity improvements to the greater key precinct areas. This stage also includes a two stage consultation phase - community engagement and prototyping.
- The second stage will be the implementation of the wayfinding treatments in the CBD area (Launceston City Heart area). Other precinct areas will follow depending on further budget and funding allocation.

The following primary objectives are included in the detailed design development:

UNDERSTAND

City of Launceston and its specific walking, riding and Wayfinding challenges, in particular those that relate to multi-modal journeys.

EXPLORE

City of Launceston and to strengthen connectivity throughout the city and to the surrounding attractor precincts.

CREATE

Wayfinding and connectivity principles to support detailed design and implementation of the initiative across multiple platforms.

DESIGN

Provide an illustrative consistent product fit for the purpose and in keeping with City of Launceston's 'Human Scale' and 'Heritage' context.

INVESTIGATE AND RECOMMEND

The implementation and roll-out of the new signage strategy.



The Avenue / Quadrant Mall - Business Signage



Centreway Lane - Toilets - Directional Signage



Brisbane Street Mall - Banners - Promotional Signage

STRATEGIC PROJECT 6:

LCH PLAYSACES

A PLAYSACE FOR ALL

(CIVIC SQUARE AND THE BRISBANE STREET MALL)

This component of the Launceston City Heart Project consists of the development of two concept plans for two new play spaces within the CBD, Civic Square and the Brisbane Street Mall to improve play provision in Launceston's CBD public space realm. The Mall and Civic Square are independent from one another and will offer differing play opportunities and it is important to avoid replication of the two play spaces.

The LCH Playspaces project is divided into two stages:

- The first stage is the concept design forming part of the Launceston City Heart Project Masterplan Stage 1.
- The second stage will be the detailed design process, delivery of the community engagement in collaboration with Council, and to complete the final installation.

The following primary requirements were considered in the concept development:

UNDERSTAND

City of Launceston and its play space vision and play values in creating social, imaginative, creative and physical play opportunities.

EXPLORE

City of Launceston and its urban play space breadth and challenges, in particular those relating to inclusive and social play provision.

CREATE

A design that can be supported by detailed design and implementation of the initiative within the broader City Heart Project.

DESIGN

An interactive and social play space in keeping with City of Launceston's 'Human Scale' and 'Heritage' context.

INVESTIGATE AND RECOMMEND

Urban play infrastructure and elements that is fit for purpose, ensures durability and longevity whilst reducing ongoing maintenance costs.

The inclusion of two new Playspace elements will provide opportunities for a range of age groups. The creation and upgrade of the major public spaces within the LCH will provide greater scope to hold evening and winter activities.

The Play Space Concept Design takes into consideration the following:

- Promote and enhance the visitor experience and to reinforce the community identity.
- Communicate effectively a scheme that is unique, innovative which promotes interaction.
- Reassure and encourage exploration and discovery for all users.
- Reduce overall clutter and to provide infrastructure that blends into a 'human scale' historical context.
- Provide a scheme that provides a unique visitor experience - heritage, interpretation, advisory and that is interactive through play elements design.
- Ensure designs meet AS 4486 and AS 4685.
- Communicate concept plans relating to contemporary urban play spaces and that both spaces:
- Provide seating for observation

and engagement.

- Sculptural forms that enable climbing and risk taking.
- Fits within historical context but not replicate heritage.
- Encourage engagement with surrounding user groups.
- Cater for a wide range of users and age groups.
- Incorporates safety by design.
- Avoids replication of the two play spaces. The Mall and Civic Square are independent from one another and will offer differing play opportunities.
- That provides elements of shelter and/or shade (fixed or flexible).
- Incorporate ground treatment appropriate for cleansing.
- Provide a scheme that incorporates security and vandalism measures and that is lit and capable of CCTV surveillance.
- Provide a scheme that increases longevity and limits ongoing maintenance costs.
- Specifically to Civic Square - to incorporate water play feature, urban ping pong and other flexible type arrangements.
- A project cost plan will also be required to facilitate the staged development of the overall project.

As part of the Stage 2 tender process the City of Launceston will engage a design consultant (Landscape Architect / Urban Designer / Architect) to deliver concept designs for the proposed play space project. In addition, further consultation will be required with key stakeholders and future users.

STRATEGIC PROJECT 7:

LCH PARKING STRATEGY REVIEW (RATIONALISED PARKING PROVISION)

CITY OF LAUNCESTON PARKING STRATEGY REVIEW

The review has commenced for the LCH Masterplan and a gap analysis of the 2009 Parking and Sustainable Transport Strategy will be undertaken to support and underpin the Masterplan direction. The review only focuses on the parking and not the sustainable transport component in the first stage.

REVIEW BACKGROUND

The LCH project seeks overall improvements to the function and feel of the city's public realm, in particular revision and further improvements to all forms of parking. It is important to ensure that the strategy provides the City of Launceston (the City) and the LCH project clear direction to improve the city into the future.

This proposal addresses part 1 which is to be undertaken and completed prior to mid December 2015. A further part 2 may be required depending on the outcomes of part 1.

ACTIONS:

DOCUMENT REVIEW

- Parking initiatives, Regulatory reforms, Funding mechanisms, Cycling and walking initiatives, Public transport initiatives.
- Review the LCH Masterplan drawing in relation to all existing and proposed parking including the proposed parking locations for disabled, on-street, loading and motorcycles.

GAP ANALYSIS

- AS part of the review of the existing Parking Strategy (2009) in light of the Masterplan, a 'Gap Analysis' comparing the applicability of the recommendations to underpin the LCH Masterplan. This will also comment on the effective implementation of the

2009 Strategy's recommendations.

- There is a clear connection between the amount of traffic generated from development and the management and supply of parking. The type and amount of parking required to support development is in turn, influenced by the ability of people to travel to the development by other means – principally walking, cycling and public transport.

BEST PRACTICE

There will be a limit to the amount of traffic the road system through the city will be able to accommodate to meet peak hour capacity and provide a quality pedestrian environment that will encourage people to visit and do business in the LCH.

The review will provide analysis and comment on LCH's desirable levels of traffic on the major streets and how this can be constrained by a combination of integrated planning, management and administrative measures. Identification of best current parking practices will be applied and provide practical recommendations to consider in the LCH project for future consideration. This will include addressing issues which may relate to:

- balance between car parking supply and development
- high or increasing demand for limited bays/efficient use of parking bays
- existing policies and strategies
- seasonal parking shortfalls
- a review of permitted times
- event parking management
- commuter versus short-term parking
- location of future parking facilities
- parking benefit districts

- synergies with bike plans and pedestrian and public transport planning
- spillover into residential areas
- parking permits
- parking for loading and commercial vehicles and the disabled
- current parking management
- public parking provision through developer contributions
- cash in lieu policy
- cost effective enforcement
- park and ride
- reciprocal and shared parking arrangements
- wayfinding.

DELIVERABLES

- December 2015 the consultant will provide a draft report of the findings of tasks as detailed above to support and underpin the future direction of the LCH project.
- Following agreement of the content of the draft report by the City, a final report will be prepared.
- The final report will include a priority timeline for the various recommendations.



Cameron Street - On-street Car Parking



The Avenue (Brisbane Street) - Loading Zones



Paterson Street (West) - Multi-story carparking Facility

STRATEGIC PROJECT 8:

LCH EVENTS & ACTIVATION PROGRAM

[5 YEAR INCENTIVE PROGRAM]

Launceston City Heart is set to transform and activate the central city. As the project evolves, it is important to facilitate a calendar of flexible events and activities staged within the city. The events and activities should be inclusive and promote an active and creative lifestyle for our residents and visitors alike. The city events and activities are to evoke a sense of community pride and increase socialisation and engagement day and night all year round and to aid in to boosting the local economy.

It is considered that the success and evolution of the LCHP is reliant on the identification, promotion and facilitation of 'Events' and 'Activities' to attract and activate the city. The 'Events' and 'Activities' must focus on how we utilise and engage with visitors and the community. This component of the LCH must focus and allocate funds appropriately that is economically viable rather than just injecting money into improving and beautifying the streetscapes and public spaces - 'public realm' infrastructure e.g. street furniture, pavements and small scale public space improvements). However, for the success of the LCH, these two elements must work hand in hand to create a vibrancy and uniqueness.

As a part of the LCH Masterplan and relevant strategies to underpin the Direction and Vision of the LCH, it is important to identify and outline the type of events and activities and realistic budgets. In addition, the establishment of clear objectives and parameters must be provided and be in line with the CoL Events Strategy.

The LCH events can be broken into three distinct elements; fixed, flexible and formal:

FIXED

Larger events which are calendar seasonable events 4 times a year - summer, autumn, winter and spring.

FLEXIBLE

Smaller activating and engaging events that are not limited to a calendar but rather require a level of flexibility and facilitation.

When considering a budget for the next 5 years, the LCH project considers that the events and activation are a key for the success of the city. There will be a need to seek external buy-in and external funding opportunities where possible. However, if the project can allocate a realistic budget to facilitate and assist events and the activation in the city, the economic benefits will centrally outweigh the expenditure.

In 2016, the program budget will be determined and percentages for each tier will be provided. A criterion will be developed and the event or activity can apply for the relevant funding stream.



Civic Square - World Cup Cricket Event - Aus. vs. NZ



Cimitiere Street Carpark - Harvest Market



George Street - Targa Tasmania

STRATEGIC PROJECT 9:

LCH PUBLIC ARTWORK, HERITAGE INTERPRETATION STRATEGY

(DEVELOPMENT OF A STRATEGY)

The LCH Masterplan recognises the value of developing coordinated approach to public art alongside heritage interpretation and cultural programs to maintain a high level of quality in the city heart's overall cultural offering and experience.

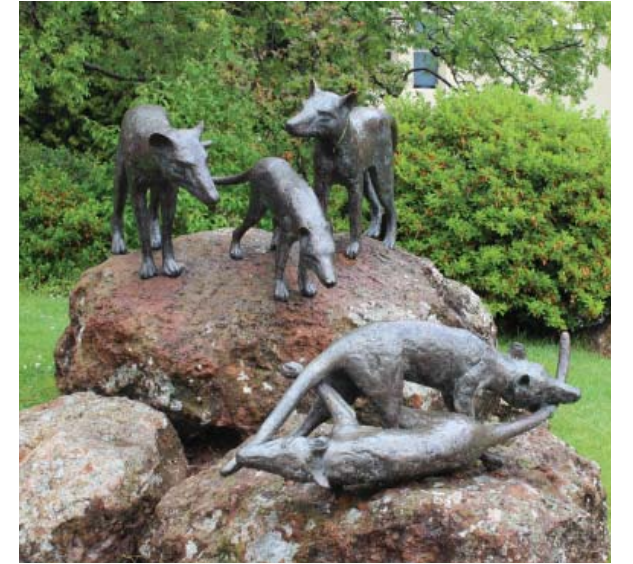
The development of the LCH Public Artworks, Heritage Interpretation and Temporary Installation Strategy aims to define a clear set of aims, objectives and principles to guide procurement, development and delivery of public art across the LCH area.

LCH STRATEGY AIMS:

- To enliven the LCH precinct area with iconic works of public art that will contribute to the character and design of memorable public spaces;
- To provide engaging and significant interpretation of the LCH's history that reflects and celebrates the many stories of Launceston, including the Aboriginal, and greater context histories; and
- To deliver a distinctive program of temporary art and cultural events to embed the LCH area.

OBJECTIVES

- To develop a clear statement of intent from the LCH and CoL to guide the efforts of developers, curators, cultural producers, designers and artists in realising the vision outlined in the LCH Masterplan;
- To make the LCH a major cultural destination;
- To develop a diverse and rich character;
- To contribute to a meaningful sense of place for a wide range of audiences;
- To activate the LCH area throughout the day and night;
- To recognise the site's various characters: commercial, recreational and residential; and
- To create vibrant, changing experiences through a mix of permanent and temporary works.



Civic Square - Thylacine Sculptures



Dechaineux Way (laneways) Public Wall Artworks



Macquarie House - Heritage Plaque

STRATEGIC PROJECT 10:

INNER CITY LIVING STRATEGY

A LIVEABLE CITY

(DEVELOPMENT OF A STRATEGY)

As identified in the Greater Launceston Plan, the Launceston Central Area Development Strategy and the Gehl report, the provision of appropriate services, infrastructure and a vibrant, safe environment (public backyard) represent essential foundations to a successful liveable city.

For the LCH to encourage future Inner City living opportunities, further strategic work is required to identify opportunities and to make recommendations moving forward. In addition, further thought is needed on the capacity for people to have access to secure parking if required. As Launceston is within a centralised proximity to a range of activities, destinations and attractors in Tasmania, ownership of a car will still be warranted for the majority. However, the LCH encourages walking around and out to the surrounding precincts and utilising public transport where possible.

In 2014, the Chamber of Commerce undertook an inner city living case study on a property located in the Quadrant Mall, Launceston. This case study used the upper floor of a building in the Quadrant Mall. Architects from 6ty° in consultation with the Launceston Chamber of Commerce and City of Launceston produced designs for changing 300 square metres of space into three apartments.

Key issues from the case study:

- Residential use of buildings above ground level within the Central Business Zone are classified as 'discretionary' under the current interim planning scheme, therefore requiring public advertising and adding to both cost and timeframes.
- Multiple residences above ground level

require a passenger lift, adding cost and issues for Heritage listed buildings.

- National building code requirements also require fire-proofing between residential use and commercial uses, and under some circumstances requires the bottom floor to also be brought up to scratch with National Building Code and Access to Premises standards
- In this case it was found that a \$1 million expected cost for the transformation could not be matched by a return due to a soft real estate market.

Four major recommendations came out of the case study:

- Federal Government to consider flexibility in the application of the National Building Code, particularly for Heritage listed buildings;
- City of Launceston to change residential uses in the city from 'discretionary' to 'permitted' use;
- State Government and Local Government to review and reduce the number of specialised consultancy reports required for developments generally; and
- Lobby the City of Launceston to offer financial incentives to developers to sensitively restore historical buildings for inner city living.

This project is ongoing and has the potential to have wide ranging impacts on the economic sustainability of many inner city properties and the vitality of the city as a whole, well beyond the impact of any single building project or tourism venture. Further discussions and research is required to build upon this inner city living study.

OBJECTIVES

- To investigate opportunities for residential redevelopment in the inner city LCH area. Renewal, refurbishment of new development is encouraged and targeted for the city centre.
- To further expand on the recent Chamber of Commerce inner City Living study and to address and manage the issues identified. Further feasibility and cost benefit analysis is required and subsidies may be required for future city residential living for private investment opportunities.
- To identify and explore the opportunities within the LCH area for various residential locations and to identify types of residential development - renewal, new development or redevelopment (adaptive reuse).



Cameron Street - Dual Occupancy - Commercial and Residential



Elizabeth Street - Dual Occupancy - Commercial and Residential



St John Street & Quadrant Mall - Dual Occupancy Heritage Apartment

STRATEGIC PROJECT 11:

BUILDING FAÇADE & ACCESSIBILITY PROGRAM

PRESERVING THE BUILT ENVIRONMENT (PART OF A 5 YEAR PROMOTION OF INVESTMENT PROGRAM)

The LCH Building Façade and Access Improvement Scheme is aimed at encouraging building owners and business operators to upgrade the appearance of buildings' facades within the CBD and to improve accessibility to the premises.

Improving facades has been found to positively influence the perception of place and improve a CBD's economy, social and cultural environment and safety.

It is anticipated that the program would be offered on a yearly basis and local businesses and owners of buildings will be made aware of when the program is available.

PURPOSE

The purpose of the LCH Building Improvement Program is to beautify the CBD by improving the streetscape and ensuring universal access. Through providing financial assistance the program aims to develop a stronger partnership between Council and building owners and business operators in making overall improvements to the CBD.

BENEFITS OF THE PROGRAM

- Encourage building owners and business operators to undertake works to upgrade the facades of buildings and access to those buildings in the CBD.
- Encourage building owners and business operators to get creative and enhance their street appeal.
- Encourage building owners and business operators to provide universal access for everyone.

PROGRAM OBJECTIVES

The objectives of the program are:

- To promote an improved partnership between Council and private building owners and business operators in enhancing the appearance and accessibility of the CBD.
- Enhance the presentation of a building or a business.
- Improve the experience of pedestrians to encourage more people to live, work, play and bring business to the CBD.
- Contribute to amenity and a more interesting and exciting street experience.
- Provide universal access for everyone, not just people with a disability. Good access will benefit the aged and people with prams and young children.

STRATEGIC PROJECT 12:

SMALL LOCAL BUSINESS START-UP

(PART OF A 5 YEAR PROMOTION OF INVESTMENT PROGRAM)

The LCH Small Local Business Incentive Scheme is designed to assist with the establishment of new, novel, creative and innovative local businesses that will increase the diversity of the city's business community or to assist an already small local business introduce a new product or service.

Through providing financial assistance the scheme aims to encourage the establishment and growth of sustainable businesses that enhance the city's unique, creative, business vitality, diversity, inclusiveness and environmental sustainability.

OBJECTIVES

- Encourage new local small business that will add diversity within the LCH area.
- Encourage business that offers a unique and innovative approach.
- Contribute to the appeal and offering in the LCH area.
- Consider activation of upper levels of buildings rather than utilising the space as storage.

Further work is required as part of Stage 2 of the Masterplan with Council and key stakeholders to ensure that the incentives provide the best possible outcomes for local business and the LCH project.



Quadrant Mall Building Façade Detail



Launceston Small Local Business - Garden of Vegan



Accessibility Improvement for all

STRATEGIC NO.13:

FUTURE DEVELOPMENT SITES

(PRIVATE INVESTMENT BUY-IN)

The LCH Future Development Sites Strategy is to undertake further investigation aimed at encouraging land and building owners to explore and consider the development of underutilised spaces and buildings and to look at ways to encourage future investment within the LCH area.

As a part of the LCH Masterplan, a number of larger open sites, mainly car parks are identified. As a part of the development of the strategy, further work is required to look closely at the vacant buildings. This work can also work closely with the Inner City Living Strategy to build upon the Inner City Living opportunities.

The LCH area has a rich history and attractive landscape that makes it a highly desirable location to live, work and visit. The strategy will identify future projects and actions that will help revitalise and encourage investment in the city.

PURPOSE

The purpose of the strategy is to work closely with a range of stakeholders, including landowners and developers to unlock the potential of strategic holdings in the LCH area. The strategy also aims to develop a stronger partnership between Council and landowners in ways to improve the city centre and encourage and drive the city's economy showcasing the unique heritage fabric.

Benefits of the Program

- Encourage innovative and contextually responsive opportunities to unlock development potential in the city centre.
- To generate economic benefits for the city by encouraging greater mix of uses in the LCH area.
- To build partnerships and opportunities for future investment.
- Adaptive reuse of heritage buildings and sites to unlock new and emerging businesses and inner city living.

STRATEGY OBJECTIVES

The objectives of the strategy are:

- To promote and improve partnerships between Council and private building and landowners in enhancing the economic and vibrancy of the LCH area.
- Enhance the presentation of the city by activation.
- Improve the experience of pedestrians to encourage more people to live, work, play and bring business to the LCH area.
- Contribute to amenity and a more interesting and exciting opportunity for future investment.

STRATEGIC PROJECT NO.14:

LCH URBAN DESIGN GUIDELINES & FRAMEWORK

HIGH QUALITY CITY HEART PUBLIC REALM

The LCH Masterplan will provide high quality spaces within the LCH Public Realm. The project aims to breathe more life, vibrancy and provide the city centre with more diversity by offering a wider range of activities and destinations for all user groups. More importantly, it will create a sense of identity which sets the city apart from other regional centres.

The Masterplan will provide Urban Design Guidelines and a Framework for all streetscapes and public space treatments within the LCH area. This should include a set of standard recommendations for high quality street furniture, paving, lighting, signage and planting.

Successful completion of the Guidelines seeks to:

- To provide a vibrant, diverse, unique, visually attractive experience (Public Realm);
- Create vitality, amenity and ambience into the street and major public space environment of the LCH area;
- Ensure high quality treatments are provided to provide comfort and safety;
- Protect and enhance the city's heritage and street character; and
- Clearly set guidelines, a framework and procedures that can also link with other LCH strategic documents including the Lighting, Wayfinding, Place Activation, Parking and On-street Trading documents.

GUIDELINE OBJECTIVES:

- To establish a common high quality 'LCH' identity for the provision of street furniture within and across the subject precincts;
- Review and identify existing custom street furniture within the subject areas that can be retained, to establish a distinct identity for the LCH area;
- To adopt 'best practice' design principles for the street furniture design concept from the point of view of aesthetic, functionality, construction/material, maintenance, durability and comfort;
- Establish a set of design principles, criteria and framework for selection and siting of street furniture, and material hierarchy for each precinct area;
- Establish a set of guidelines for placement and number of street furniture which include rationalisation and, where appropriate, to encourage reduction in the number of street furniture and locations to reduce clutter/obstruction along footpaths;
- Demonstrate strong consideration of materials/finishes and construction techniques that minimise vandalism and achieve easy maintenance in terms of cleaning of graffiti;
- Incorporate ESD design principles in the design and material selection of street furniture;
- Consider Disability Discrimination Act (DDA) and Operation Health and Safety (OH&S) requirements;
- Achieve a long-term cost-effective and unified approach in the provision and maintenance of street furniture in CGD.

GLOSSARY AND TERMINOLOGY

WORD	DEFINITION
Activation (City)	Activation generates participation from locals and visitors, contributes to a desired character or outcome for the city and can enliven public spaces. Activation strategies maybe community, commercial or leisure in nature and can include for example staging of events, public art, and business incentives programs or pop up shops.
Capital Works	Capital works are works undertaken to create a new asset or space, or to change the use, function or layout of an existing asset or space. Capital works may include: provision of new building infrastructure.
CoL	City of Launceston.
Connectivity or Permeability	Connectivity (or permeability) refers to the directness of links and the density of connections in a transport network. A highly permeable network has many short links, numerous intersections, and minimal dead-ends. As connectivity increases, travel distances decrease and route options increase, allowing more direct travel between destinations, creating a more accessible and resilient transportation system Source - TDM Encyclopedia, 2009.
Cultural (significance)	Means aesthetic, historic, scientific, social or spiritual, value for past, present or future generations. Source - The Burra Charter: The Australian ICOMOS Charter for Places of Cultural Significance, 2013.
Density (mix)	The intensity of development and the range of different uses (such as residential, commercial, institutional or recreational uses).
Details (materials)	The close-up appearance of objects and surfaces and the selection of materials in terms of detail, craftsmanship, texture, colour, durability, sustainability and treatment. It includes public and private structures and space, street furniture, paving, lighting and signage. It contributes to human comfort, safety and enjoyment of the public or private domain.
Fabric (urban)	The physical aspects of a town or city, emphasizing building types, thoroughfares, open space, frontages, and streetscapes but excluding environmental, functional, economic and sociocultural aspects. Source - http://www.yourdictionary.com/urban-fabric
Façade (interface)	The relationship of buildings to the site, street and neighbouring buildings (alignment, setbacks, boundary treatment) and the architectural expression of their facades (projections, openings, patterns and materials).

WORD	DEFINITION
Framework (strategic)	A plan that analyses and decides what economic, environmental and social outcomes need to be achieved for a given project or series of projects, and prioritises actions to achieve these outcomes.
Height (Massing)	The scale of buildings in relation to height and floor area, and how they relate to surrounding land forms, buildings and streets. It also incorporates the building envelope, site coverage and solar orientation. Height and massing create the sense of openness or enclosure, and affect the amenity of streets, spaces and other buildings.
Heritage Context	Refers to those things from the past which we value today and wish to pass onto our children. Source - http://www.icomos.org/australia
Human Scale	The size and proportion of a building element, object or space relative to the structural or functional dimensions of the human body. The relationship between oneself and the environment around us to which we one feels comfortable.
Infrastructure	The fundamental facilities and assets serving a city or area such as roads, signs and footpaths; communication, sewage, water and electric systems; and public amenity such as seating, structures and public toilets.
Innovation	A new idea, product or process that offers an improved solution to meet new requirements or existing needs.
LCH	Launceston City Heart Project (City of Launceston)
Macro Scale	Design at a broad or large scale and includes associated environments around a specific site.
Masterplan	A masterplan is a long-term planning document. It establishes a vision, framework and key elements for a plan that will serve to guide those who are working to achieve a series of strategic objectives. A masterplan combines the goals and aspirations for a city or precinct and identifies a realistic approach towards implementation. Creating a masterplan is essential to providing a strategy for implementing industry best practices in design. A masterplan used in town planning defines a vision for a future state, key elements, various design parameters and an appropriate mix of land uses.

WORD	DEFINITION
Micro Scale	Design at a small scale, such as detailing and materials, but considers the broader design elements within a site.
Mixed Use	Development which comprises a mixture of two or more land uses, either comprised within a single building (horizontally or vertically) or multiple buildings of different uses within a distinct development site. In a broad sense mixed use development can incorporate a combination of residential, commercial, cultural, institutional, or industrial uses where functions are physically and functionally integrated.
On-street Dining	As per on street trading but primarily concerned with the sale and service of food and beverages.
On-street Trading	The use of public streets, footpaths and malls by a business for trading and commercial activities which can include alfresco dining, the display of goods, service delivery and transactions and the placement of signs advertising goods or services.
Pedestrianisation	An area of a city or town or street primarily dedicated to pedestrian only use and which limits or prohibits vehicular traffic.
Permeability or Connectivity	Permeability (or connectivity) refers to the directness of links and the density of connections in a transport network. A highly permeable network has many short links, numerous intersections, and minimal dead-ends. As connectivity increases, travel distances decrease and route options increase, allowing more direct travel between destinations, creating a more accessible and resilient transportation system. Source - TDM Encyclopedia, 2009.
Place Activation	Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution. Source - http://www.pps.org/reference/what_is_placemaking/
Place Making	Is a geographical area within a larger area that generally possess a distinctive character and similar attributes, such as restaurants and cafes, historical buildings, pedestrian areas, shopping and the like. Attributes and character can exist in its entirety or in combination.

WORD	DEFINITION
Precinct	A group of related projects managed in a coordinated way to obtain project benefits and control not available from managing them individually. Programming may include ongoing operational work and is created to obtain organisational and technical objectives.
Playspace/Playscape	An environment where play can take place and includes the play elements within the space and associated amenity such as seating, shade and landscaping etc.
Public Open Space	Land that is set aside for public recreation or public resort or as parkland, and that incorporates active and passive open space. Source - Open Space Planning and Design Guide. Parks and Leisure Australia 2013.
Public Realm	Much of urban design is concerned with the design and management of publicly used space (also referred to as the public realm or public domain) and the way this is experienced and used. The public realm includes the natural and built environment used by the general public on a day-to-day basis such as streets, plazas, parks, and public infrastructure. Some aspects of privately owned space such as the bulk and scale of buildings, courtyards and entries that are traversed by the public or gardens that are visible from the public realm, can also contribute to the overall result. At times, there is a blurring of public and private realms, particularly where privately owned space is publicly used.
Social + economic fabric	The non-physical aspects of the urban form include social factors (culture, participation, health and well-being) as well as the productive capacity and economic productivity of a community. It incorporates aspects such as demographics and life stages, social interaction and support networks.
Streetscape + landscape	The design of public spaces such as streets, open spaces and pathways, and includes landscaping, microclimate, shading and planting.
Temporary Use	An activity or installation which is is not permanent and intended to be in existence for a limited amount of time.
Topography, landscape	The natural environment includes the topography of landforms, water and environment.

WORD	DEFINITION
Traffic Calming	Consists of physical design and other measures, including narrowed roads and speed humps, put in place on roads for the intention of slowing down or reducing motor-vehicle traffic as well as to improve safety for pedestrians and cyclists.
Urban Design	Urban design is concerned with the arrangement, appearance and function of our suburbs, towns and cities. It is both a process and an outcome of creating localities in which people live, engage with each other, and the physical place around them. Urban design involves many different disciplines including planning, development, architecture, landscape architecture, engineering, law and finance.
Urban Grain	The balance of open space to built form, and the nature and extent of subdividing an area into smaller parcels or blocks. For example a 'fine urban grain' might constitute a network of small or detailed streetscapes. It takes into consideration the hierarchy of street types, the physical linkages and movement between locations, and modes of transport.
Urban structure	The overall framework of a region, town or precinct, showing relationships between zones of built forms, land forms, natural environments, activities and open spaces. It encompasses broader systems including transport and infrastructure networks.
Wayfinding	The ability to navigate and orientate oneself with a space or between places.



