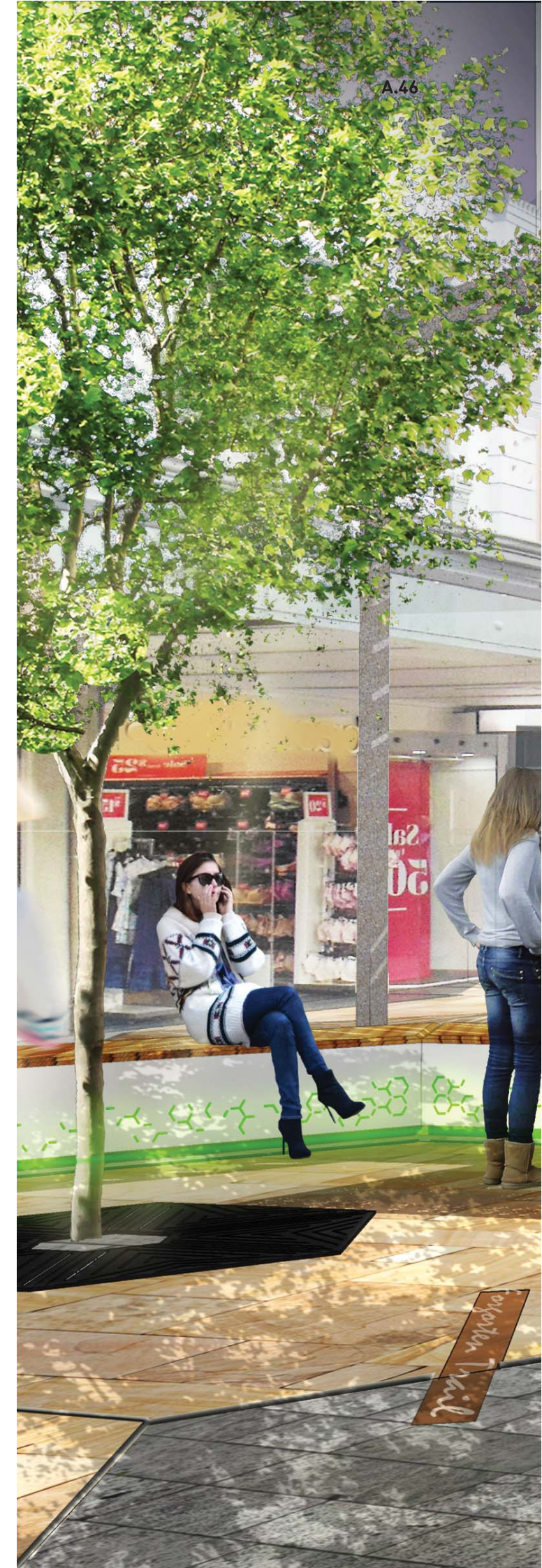


PROJECT 2: BRISBANE STREET MALL





THE BRISBANE STREET MALL (PART OF BRISBANE STREET PRECINCT)

The Brisbane Street Mall Project is a key sub project identified as part of the overall Launceston City Heart Project. Brisbane Street Mall was the other highest priority identified area by the community. This was due to the site being the most used precinct within the city and a pedestrian thoroughfare with close proximity to the bus interchange and a key central destination with popular retail offering and connectivity to other areas of the CBD.

Issues identified in the Brisbane St Mall were:

- Out-dated seating and treatments of the public amenity (including poles, street lights, shelter) and cluttered;
- There were negative perceptions of certain groups and behaviour considered antisocial in the mall;
- The lack of weather-protected areas within the Mall - for wind cold and rain - however wind being the most often identified;
- The lack of food and coffee options (particularly cheaper options) within the Mall, to create a buzz and street life; and
- Nothing to welcome or attract people here at night

The project includes a number of infrastructure

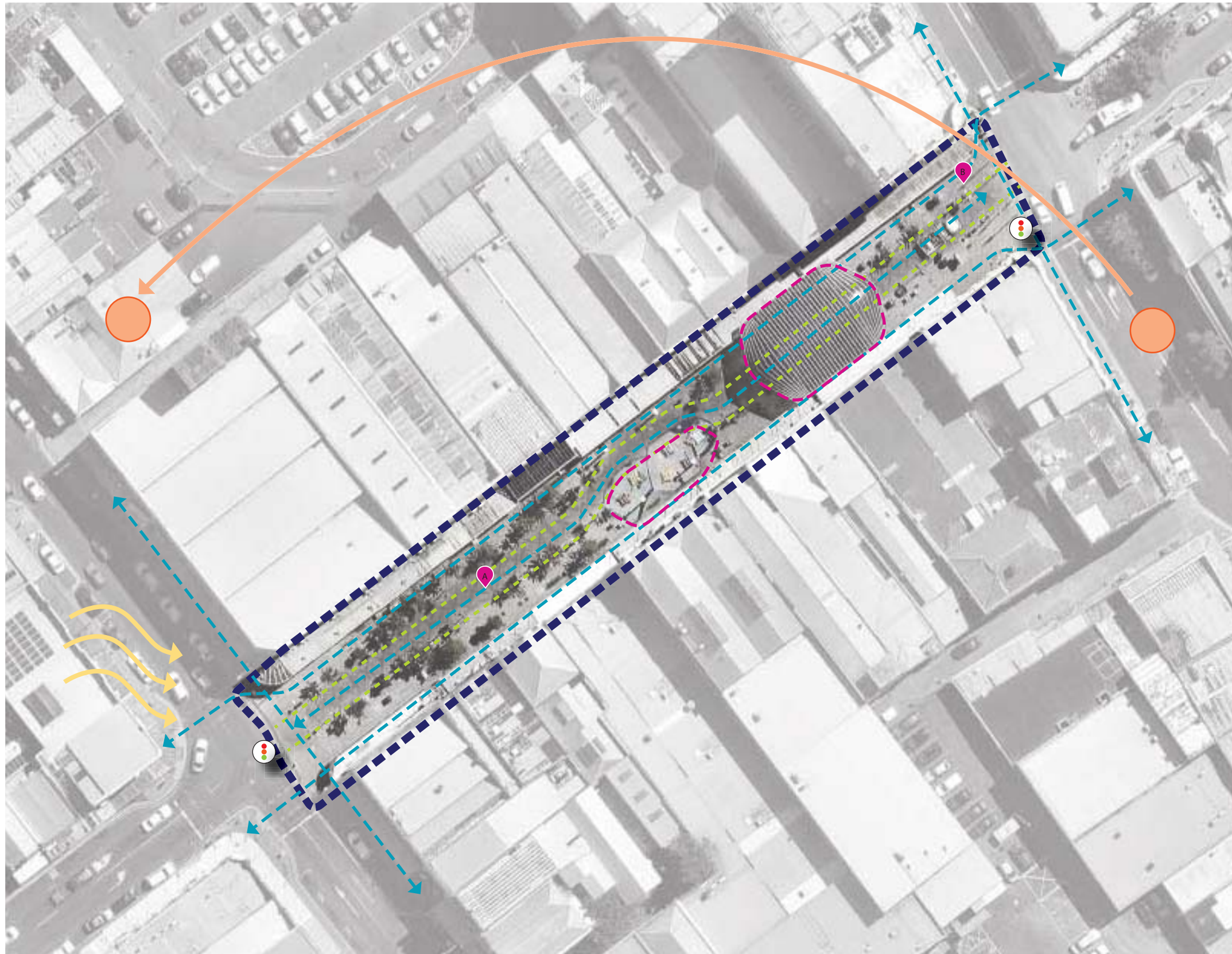
and amenity upgrades to create a unique and activated retail gathering space for the city.

The upgrade and improvement include:

- Further seating and terraced areas;
- Playspace public art installation elements throughout the site (Thylacine Theme);
- Removal of old structure and replaced with decorative human scale shelters throughout;
- Lighting - building, landscape and street;
- High quality pavement treatments,
- New street furniture, signage and flexible space arrangements for events,
- On-street trading and other activation opportunities.



SITE ANALYSIS



Legend

- Existing Playground & Shelter
- Site Boundary
- Walking path
- Sun Path
- Prevailing winds
- Traffic Lights
- Bus Stop
- On-site vehicle access
- Site Photo Locations



SWOT ANALYSIS (LOOKING EAST)



Threat

- Lighting location reinforces "roadway" feel to space
- Lighting style dated
- Banner/Signage impacts on long views
- Existing play; keeping whatever goes in, fresh and interesting

Strength

- View towards the Gorge
- Existing pillows; tactile, child friendly height, can be played on safely

Oppportunity

- Potential opportunity to maintain existing trees on site
- Existing pillows; highlights what works (which is interpretive/ unstructured play)

Weakness

- Lack of active on-street communal spaces(seat/ gather/ dine/ perform etc.)
- Street furniture looking tired
- Varying furniture styles adds to visual clutter
- Existing pillows; look dated, audio not working, Incongruous appearance of rubber and lack of drainage on top

Weakness

- Paving reinforces roadway feel

SWOT ANALYSIS (LOOKING WEST)

B



Strength

- Awnings provide all-weather for pedestrians access
- Shelter provides a focal point/ gathering point

Strength

- Heritage facades above parapet

Threat

- Heavy, stale shade structure incongruous with adjacent heritage built form
- Interrupts view to west

Opportunity

- Potential future cross connection creates logical congregation point for activities

Weakness

- Disparate wayfinding/ Signage elements add clutter to the space
- Lack of identity due to various elements

Opportunity

- Highlighting of heritage facades particularly second story

CORE DESIGN PRINCIPLES



ACCESS

- Create a series of visual triggers to draw people into and along the mall
- Integrate access into existing buildings with new wayfinding strategy
- Create play & furniture elements inclusive for all ages

LEARNING

- Design a mall with elements of play which encourage constructive, creative and imaginative play for all ages and levels of ability
- Create a space which links to the strong historical and environmental context of Launceston and its' value in creating the city

AN 'EVERYDAY' DESTINATION

- Create a public realm that encourages people to shop, relax, stay and actively engage with the site
- Create a comfortable, vibrant, and inspiring retail precinct for a range of intergenerational users

LOCAL AND UNIQUE

- Create a public realm which is distinctive and that reflects the city, the people and the environment of Launceston

SAFETY

- Maintain EVA (Emergency Vehicle) access along the street
- Provide comfort from the wind, rain and/or sun
- Maximize casual surveillance of the key seating nodes
- Maximize usage throughout all times of day and night

PLACE PRINCIPLES



The Launceston City Heart (LCH) Project is underpinned by 7 core principles. Complementary to our Core Play Principles these Place Principles have also been instrumental in framing our design response. Detailed below is discussion on how the design satisfies these principles:

LOCAL & UNIQUE

- Design celebrates cultural and environmental history of Launceston

FLEXIBILITY

- Mall can be used by a range of users
- Segmented approach ensures whole sections of Mall aren't dominated by the playspace, thus maximizing flexibility of the whole space

MEETING & SOCIALIZING

- Delivers a series of spaces that will be a natural congregation points
- Enjoyment & activities are free

GREENERY

- Aim is to integrate sculptures with planting to improve greening of the Mall

HEALTHY & CONNECTED

- Will be one of a series of play spaces through the CBD to encourage pedestrians to explore their city

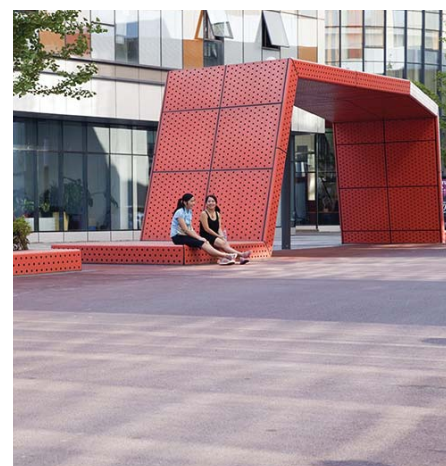
CREATIVE & INNOVATIVE

- It will be an urban playspace like no other in Australia
- Utilizes technology & learning to ensure playspace stays fresh & original

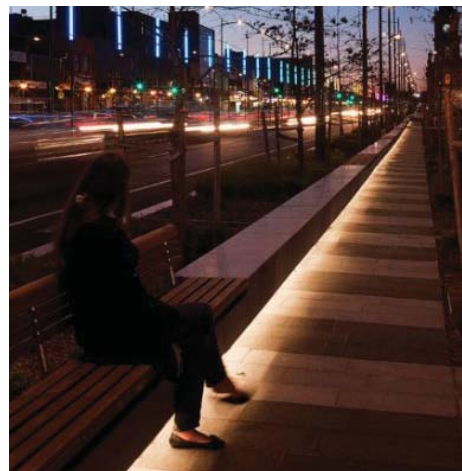
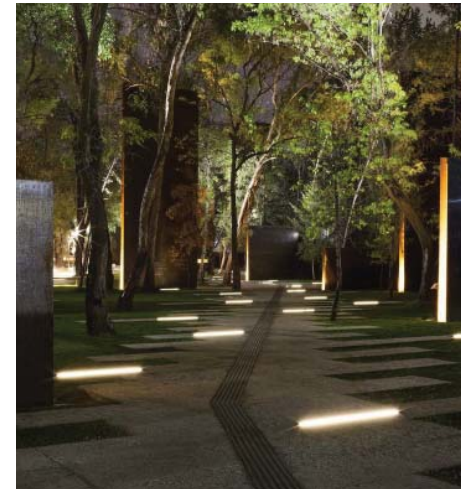
MIXED USE PLANING

- Will be a key family attractor, encouraging people into the Mall & ensure they stay longer

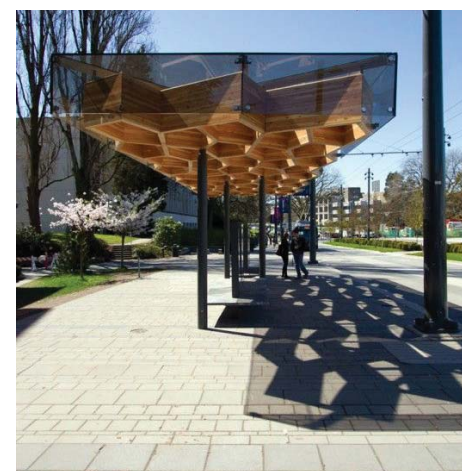
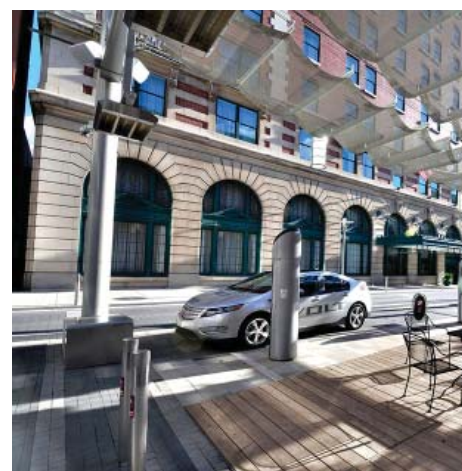
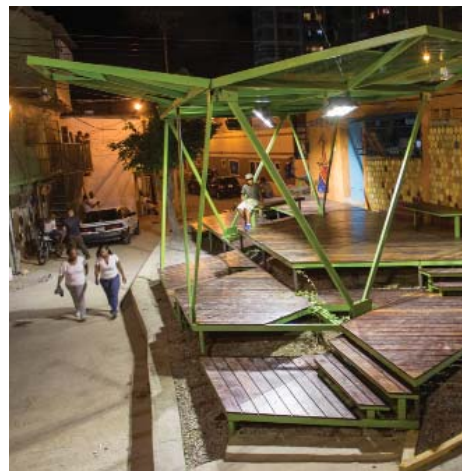
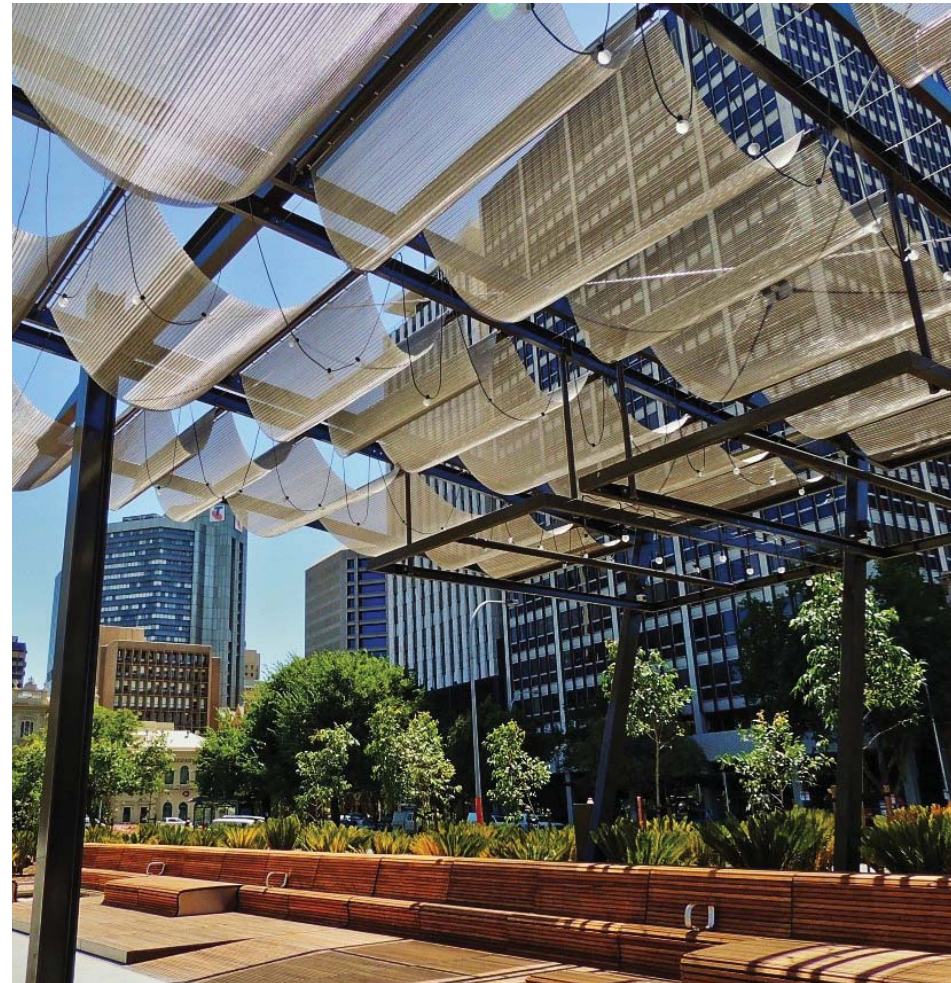
PRECEDENTS - FURNITURE



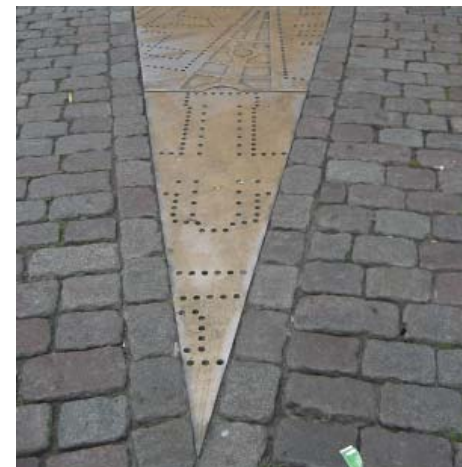
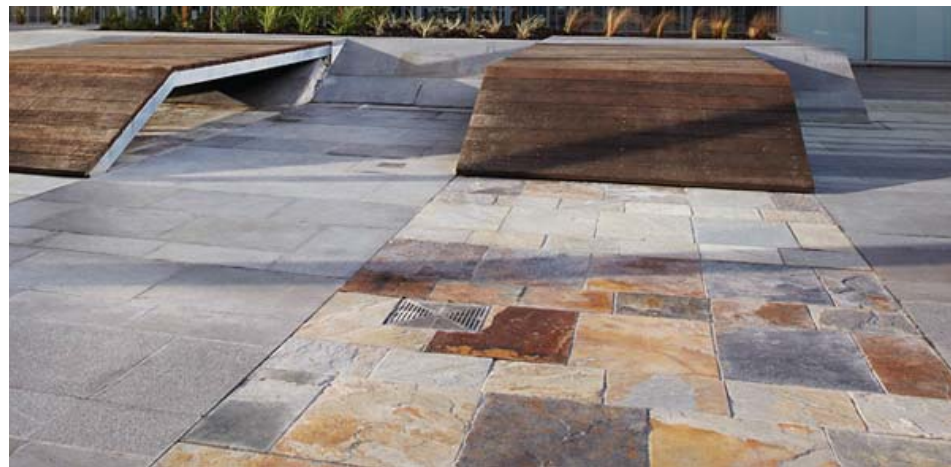
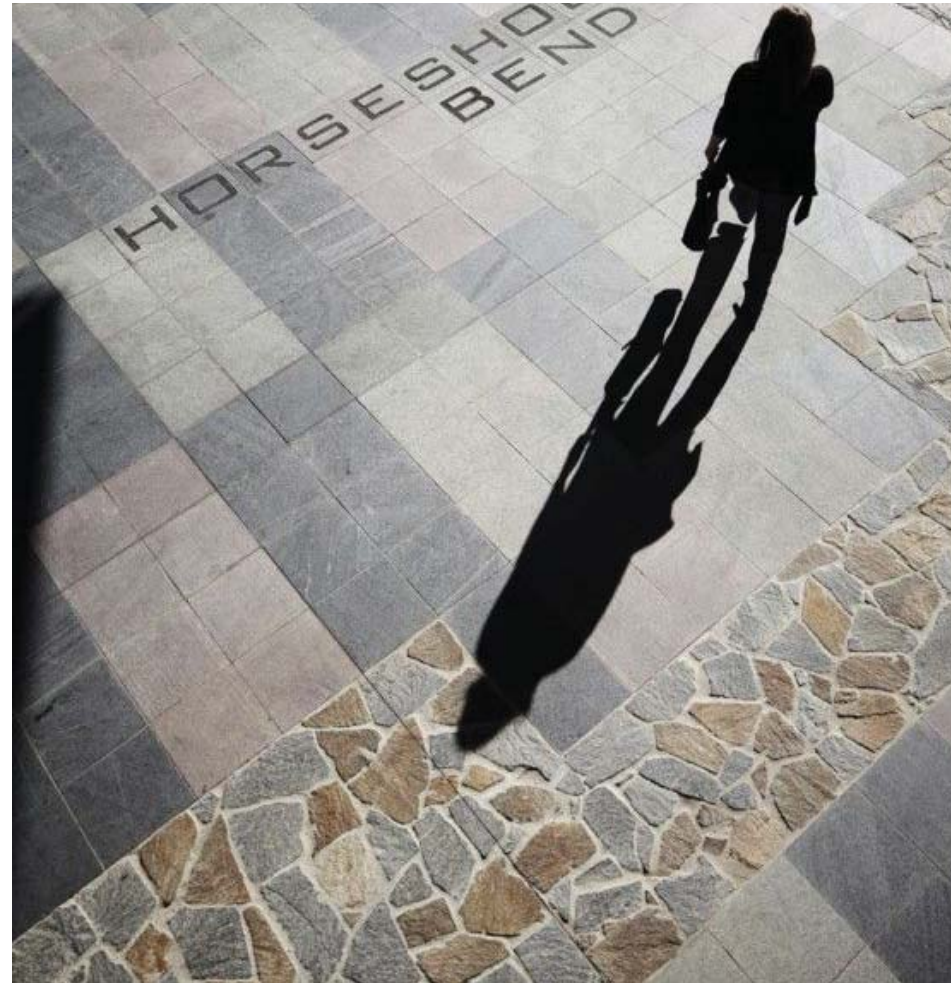
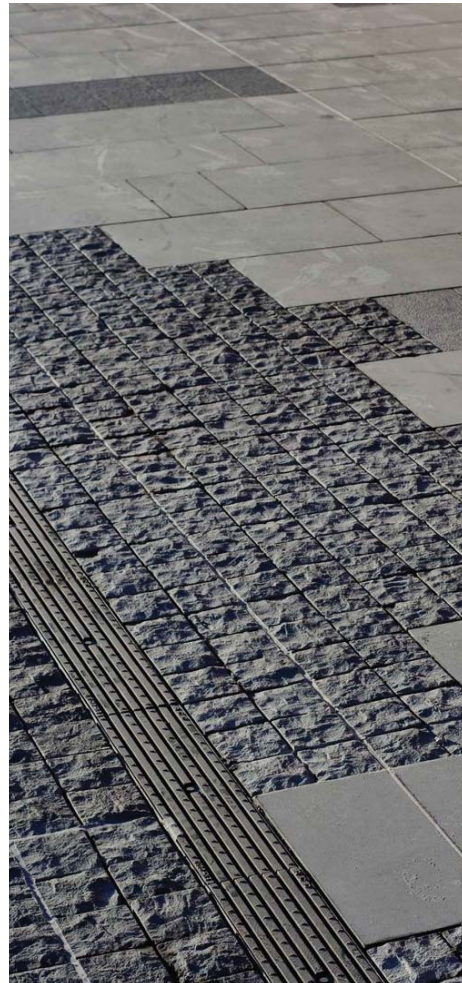
PRECEDENTS - LIGHTING



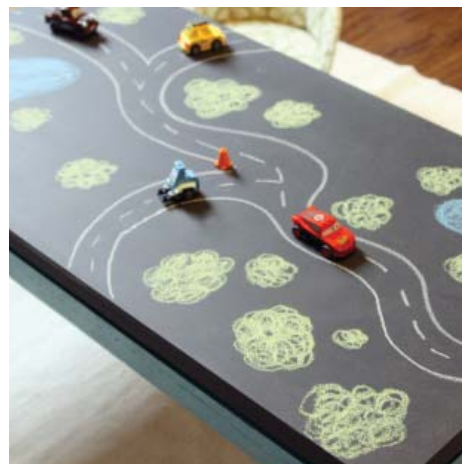
PRECEDENTS - STRUCTURE



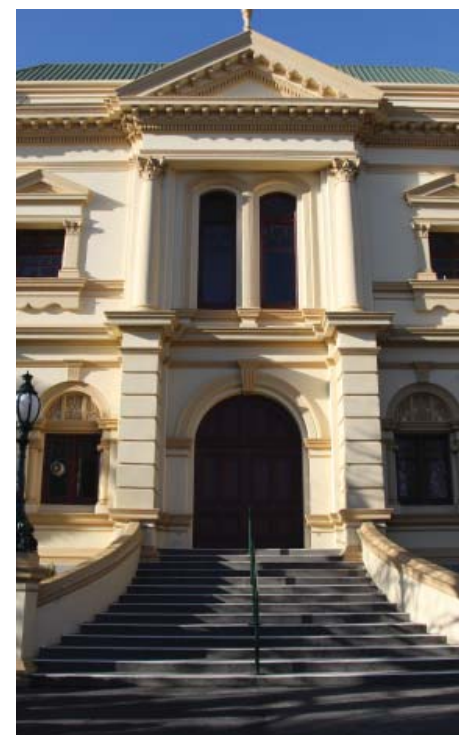
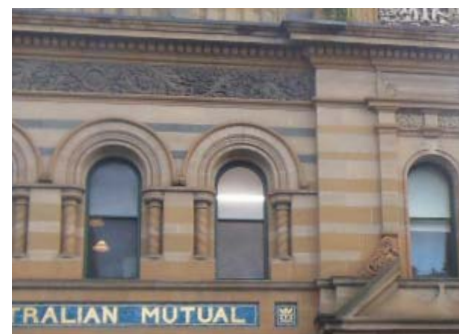
PRECEDENTS - PAVING



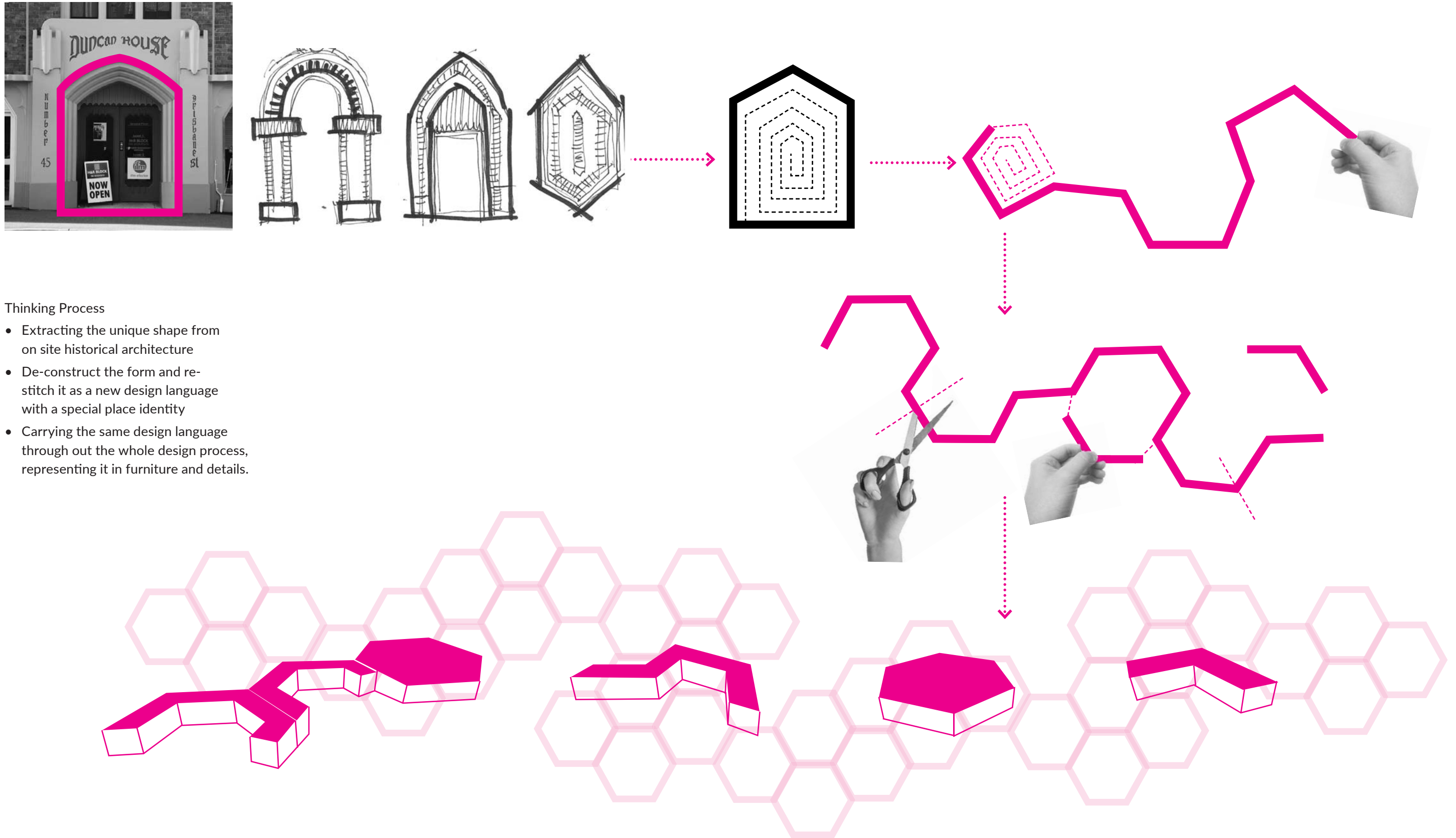
PRECEDENTS - PLAY



PRECEDENTS - PATTERN



DESIGN LANGUAGE TRANSFORMATION



Thinking Process

- Extracting the unique shape from on site historical architecture
- De-construct the form and re-stitch it as a new design language with a special place identity
- Carrying the same design language through out the whole design process, representing it in furniture and details.

MASTER PLAN

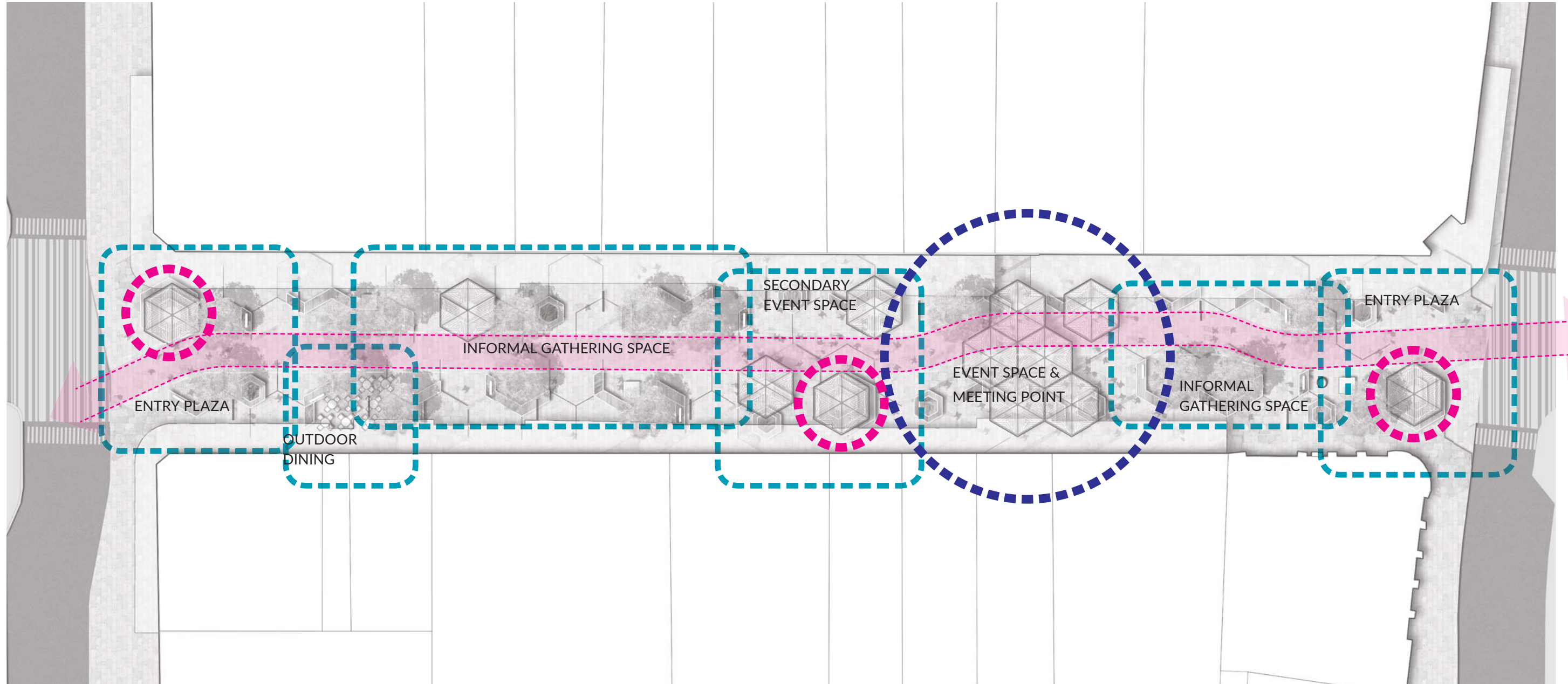


- LEGEND**
- 01 Feature Platform
 - 02 Bespoke seating
 - 03 EVA access
 - 04 Shade structure
 - 05 Awning
 - Tasmanian tiger sculpture locations
 - Tasmanian tiger footprint in ground
 - Lighting
 - Existing phone box
 - Existing public art
 - Wind Mitigation Treatment



Scale 400 @ A3



ACCESS & ACTIVITIES

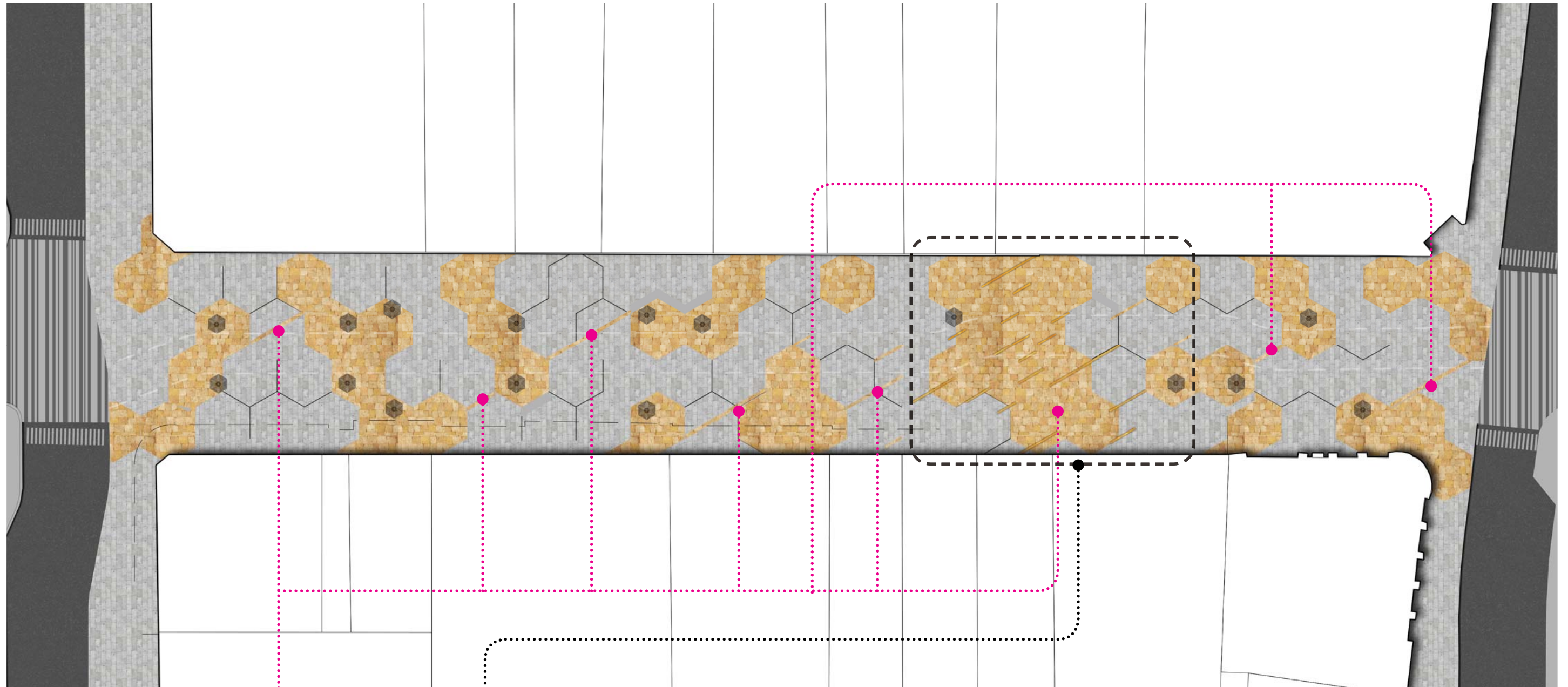


LEGEND

-  Feature Platform
-  EVA Access



FEATURE PAVING



Feature paving at strategic locations



Interpretive inlays



Inlay randomly outlining hexagon edge



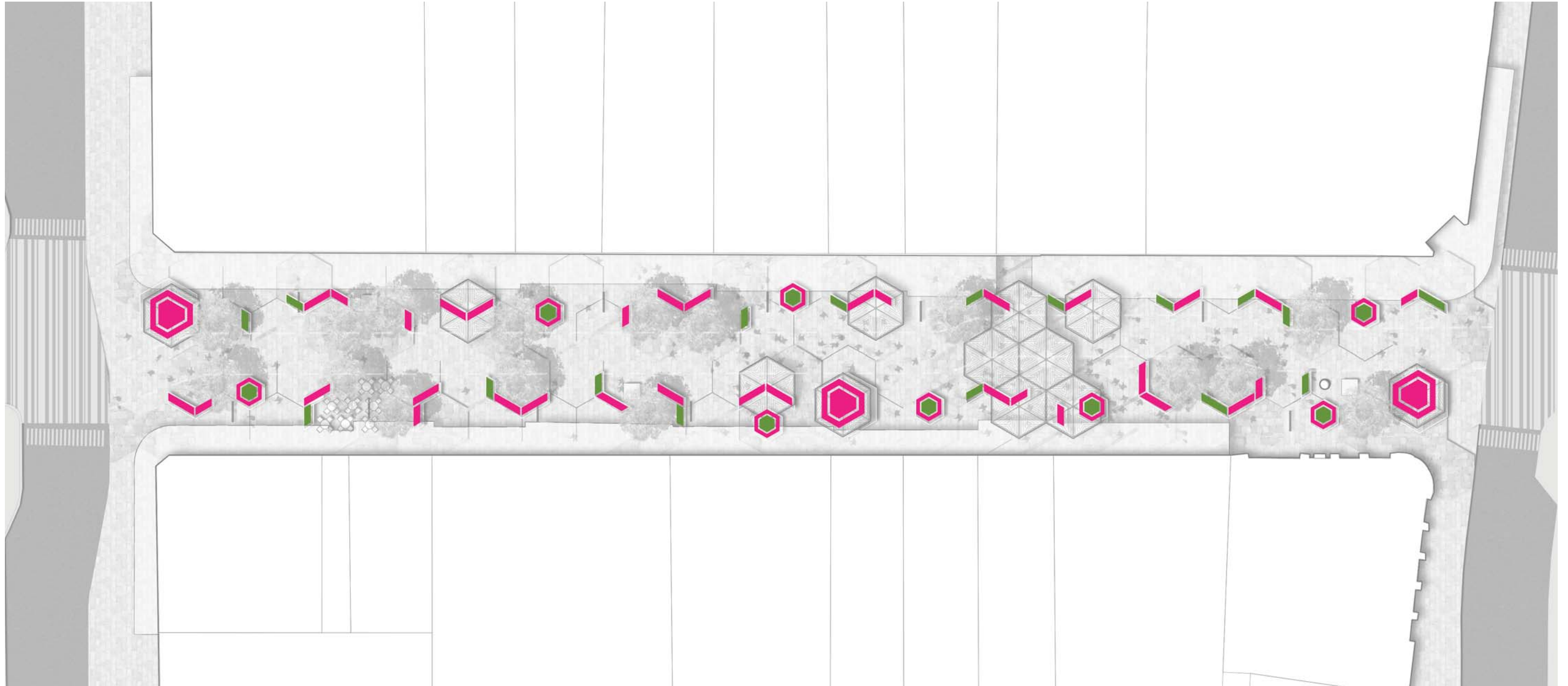
General paving
Running vertical direction



Striped crossing



SEATING & PLANTING LOCATIONS



- LEGEND
- GARDEN BED
 - SITTING EDGE

EXISTING

approx **60** cap FORMAL SEAT

? m² LIMITED RAISED GARDEN BEDS

PROPOSED

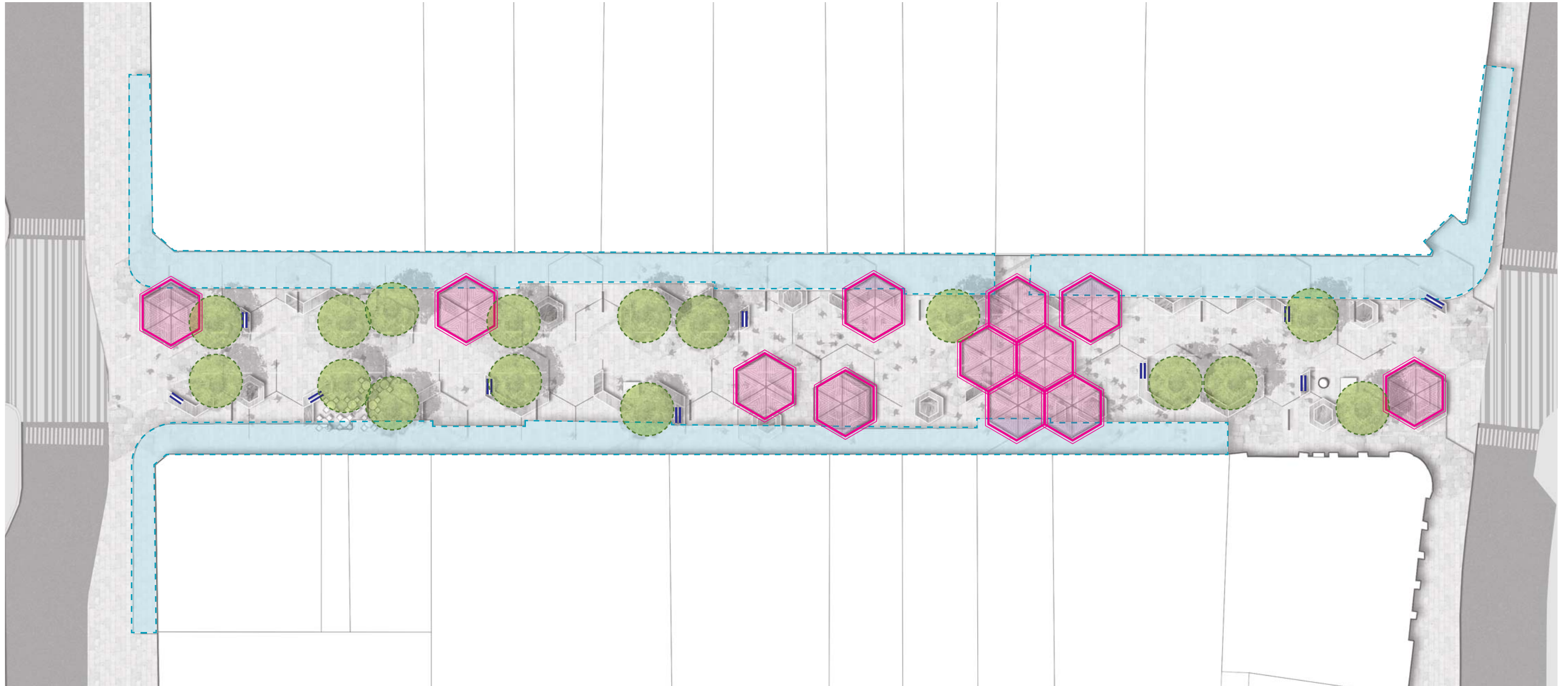
272 cap FEATURE COMMUNAL SEATING EDGE WITH MULTI-FACING

31.8+ m² FEATURE GARDEN BEDS INCLUDING ON VERTICAL SCREENS WITH CLIMBING PLANTS





Scale 400 @ A3



SHADE & WIND PROTECTION



LEGEND

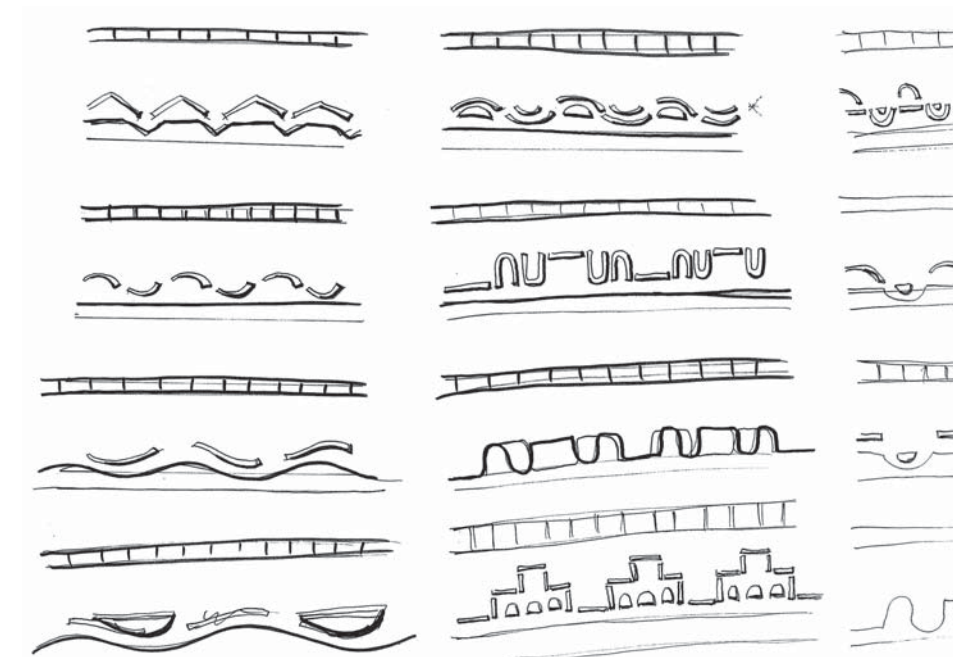
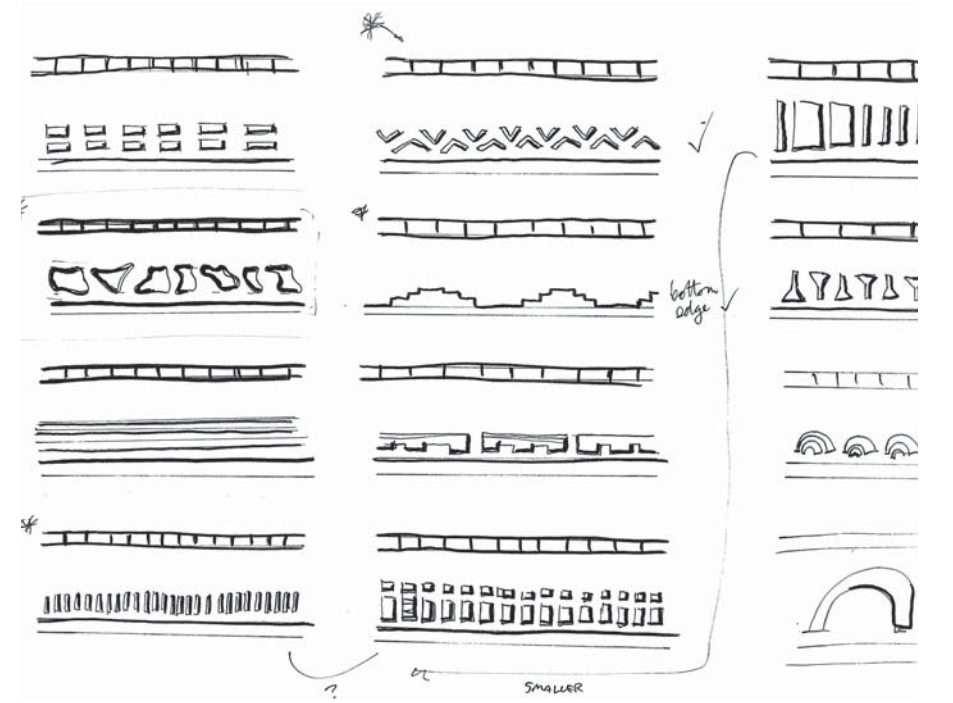
-  Shade Structure
-  Awnings
-  Tree Canopy
-  Wind Mitigation Treatment



Scale 400 @ A3

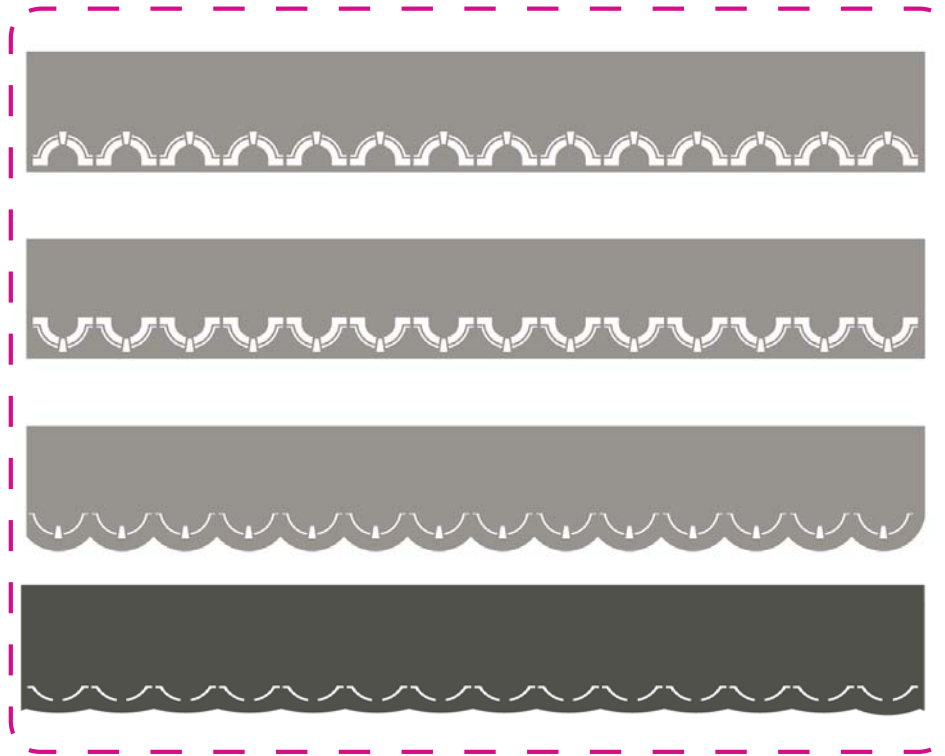


SKETCH DESIGN - PATTERN EXPLORATION

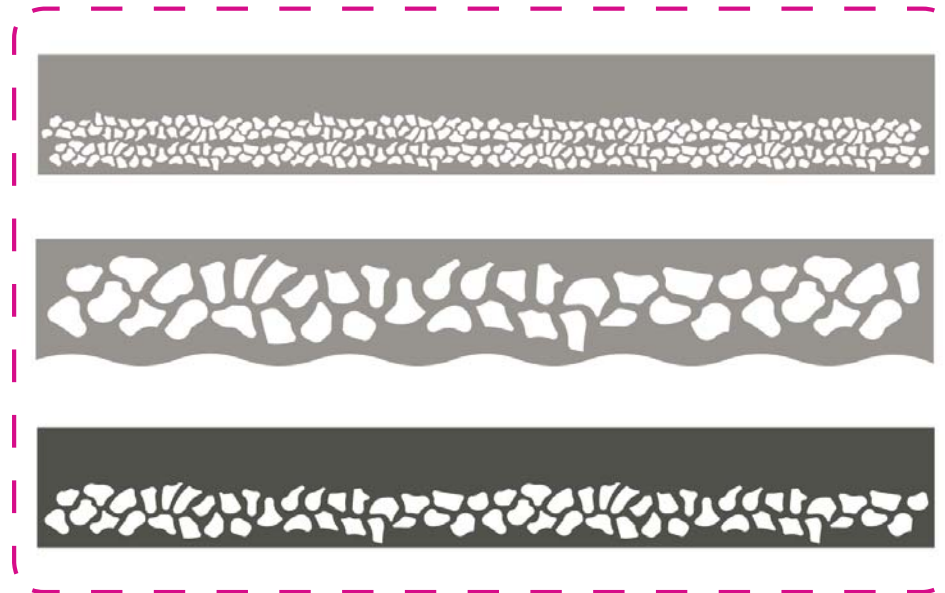


SKETCH DESIGN - PATTERN EXPLORATION

Option 1



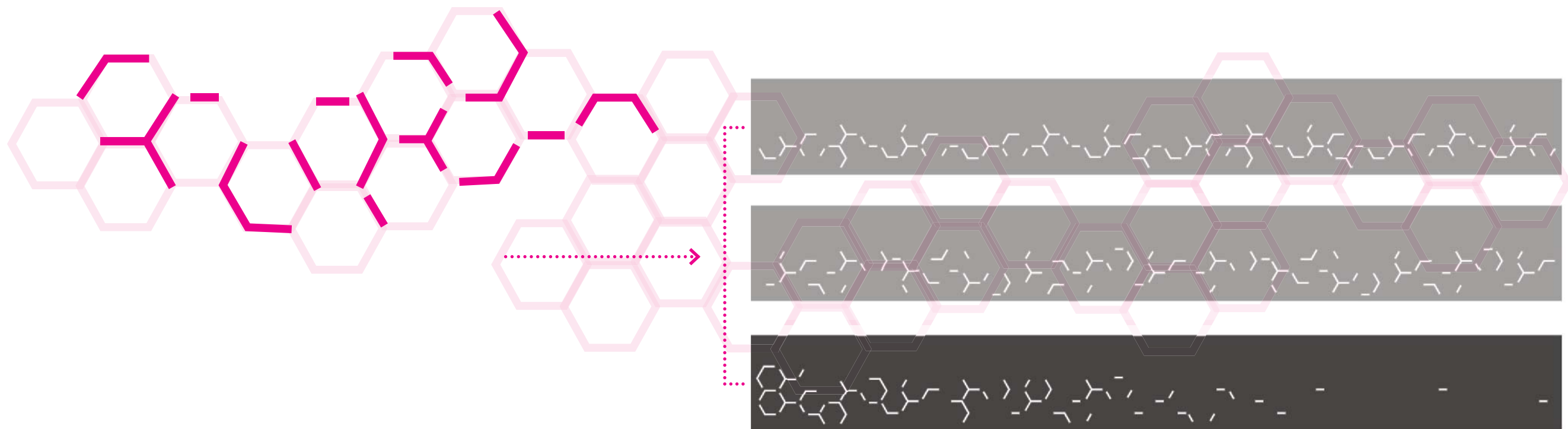
Option 2



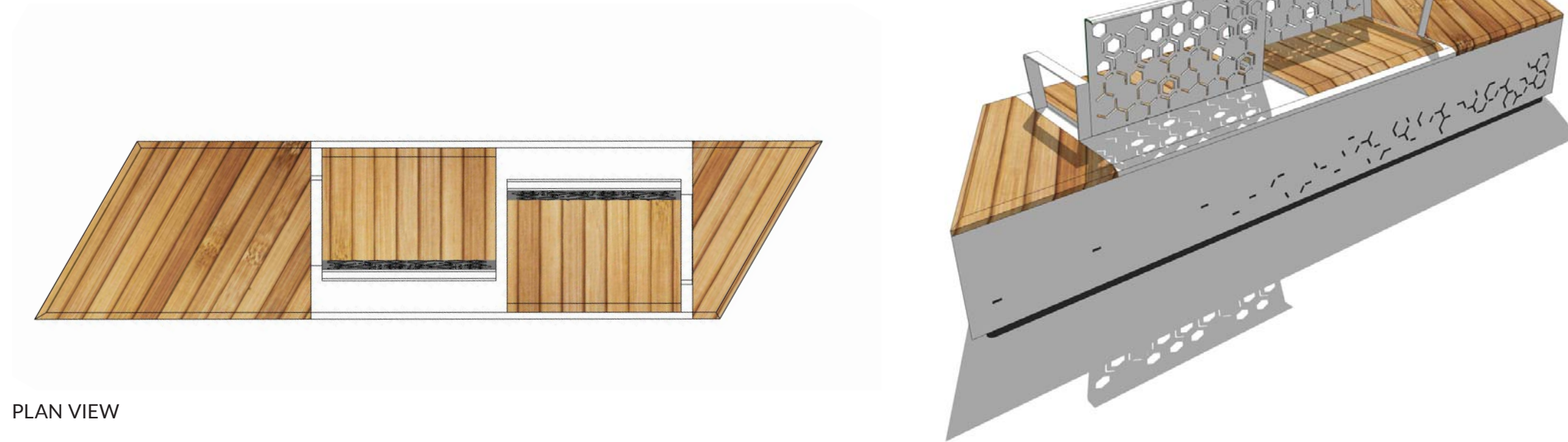
Option 3



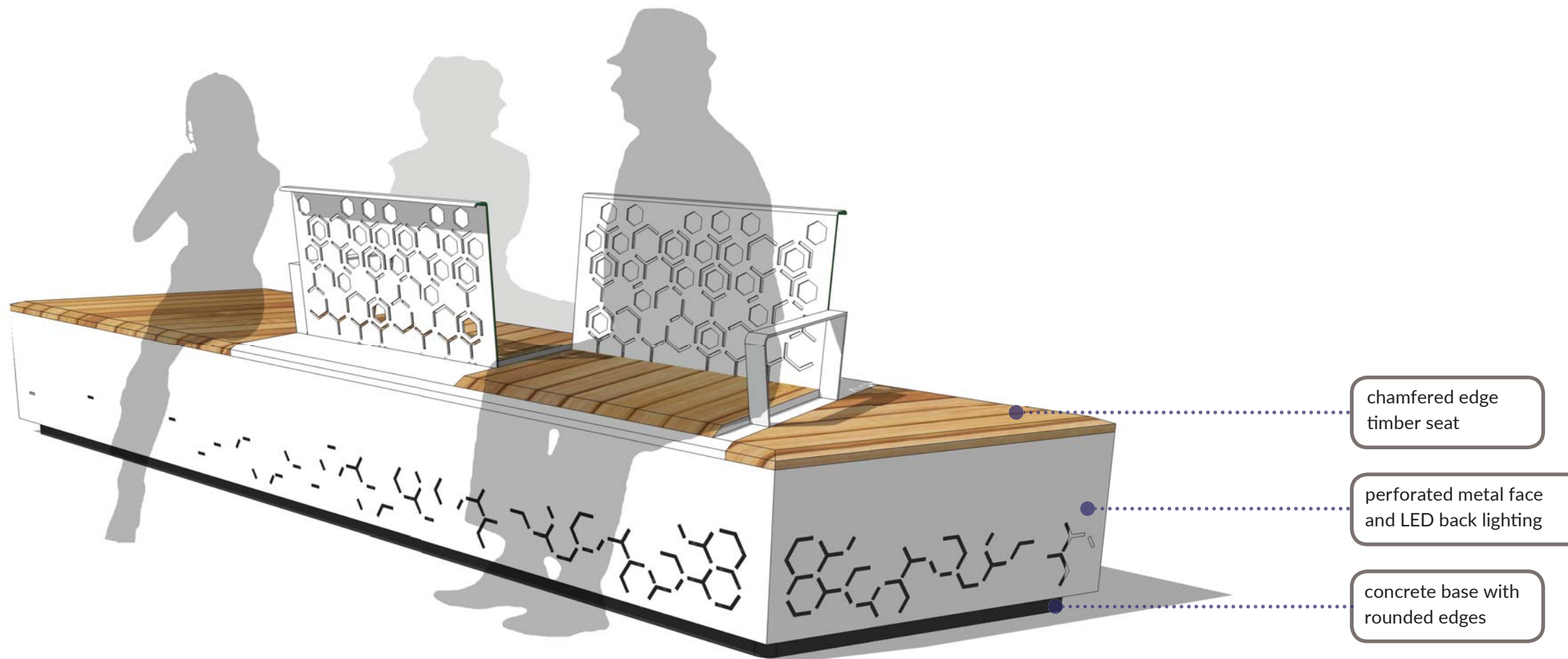
Final Option



SKETCH DESIGN - SEAT TYPE A



PLAN VIEW



chamfered edge
timber seat

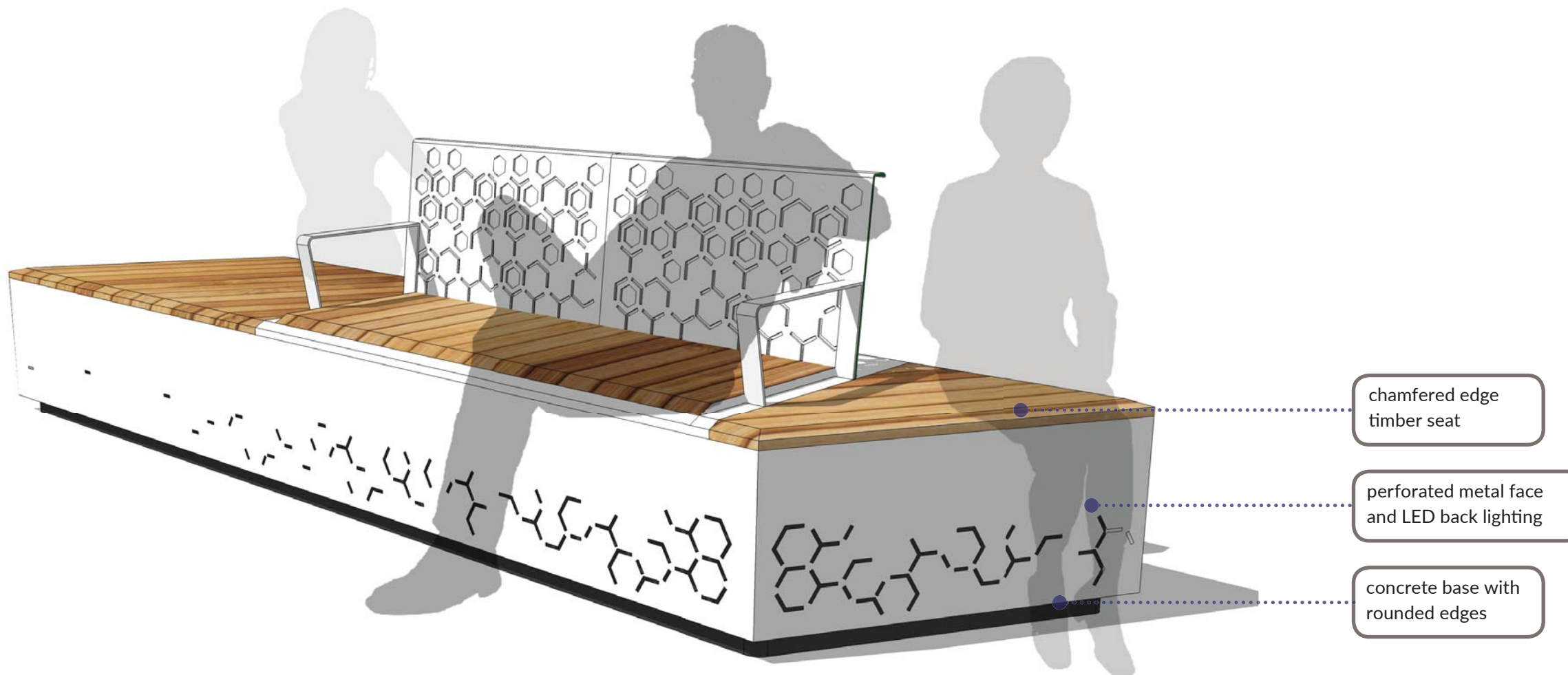
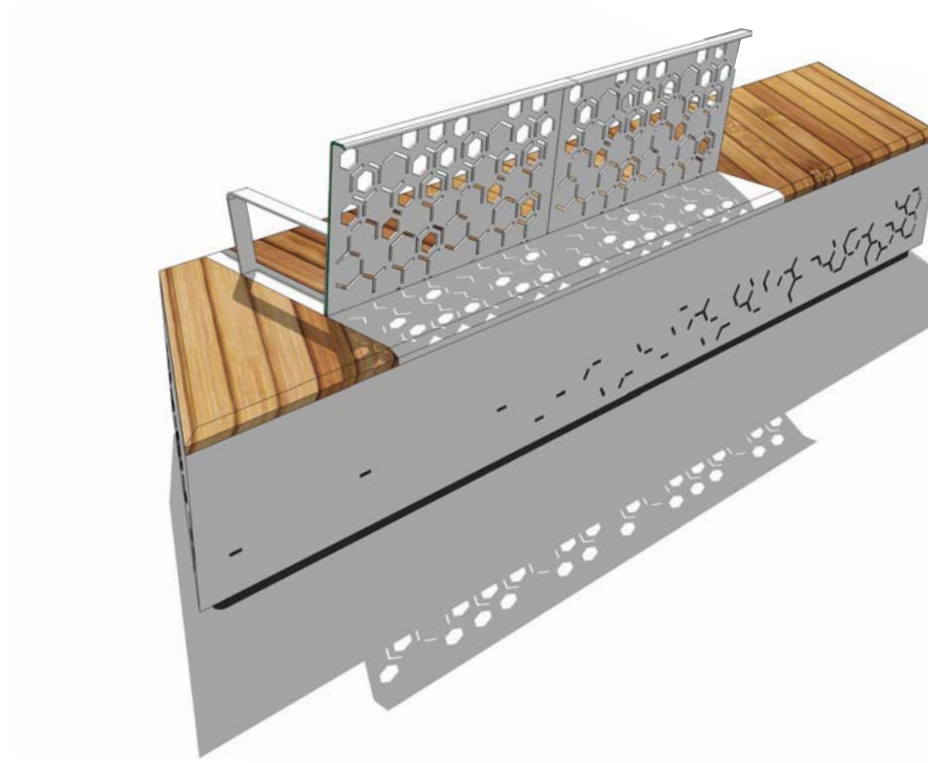
perforated metal face
and LED back lighting

concrete base with
rounded edges

SKETCH DESIGN - SEAT TYPE B

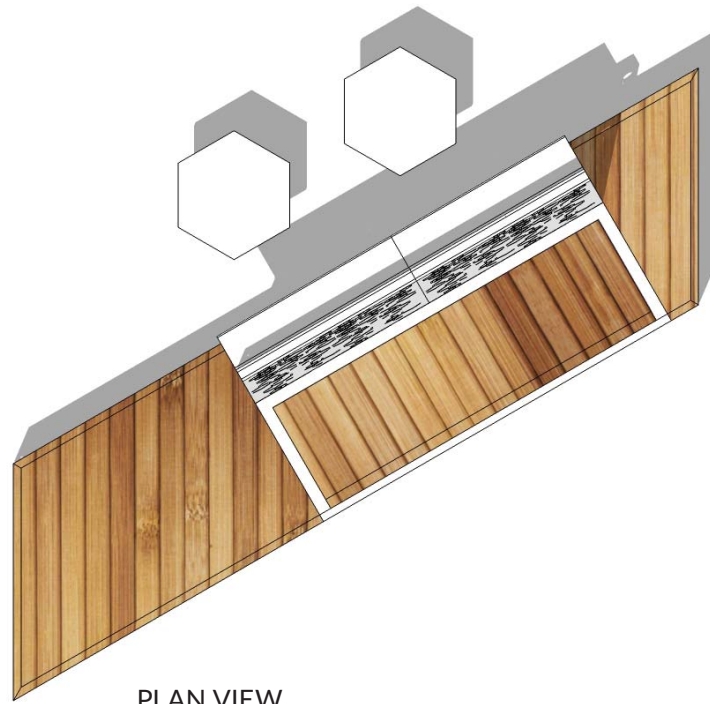


PLAN VIEW

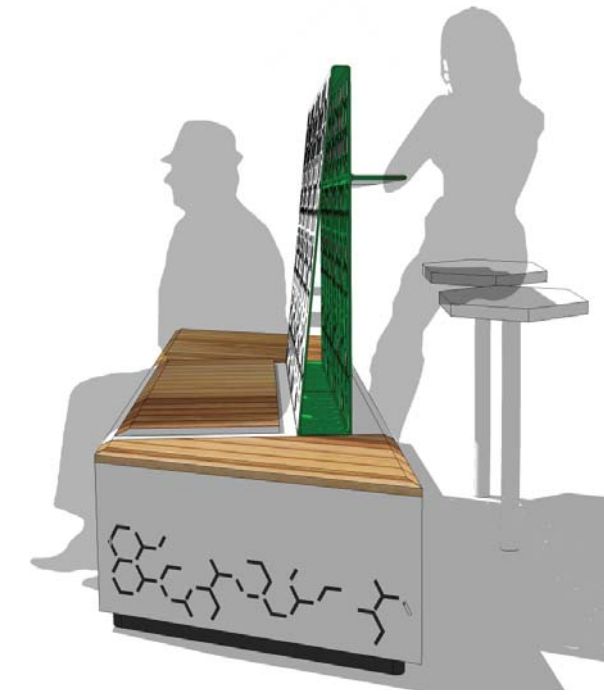
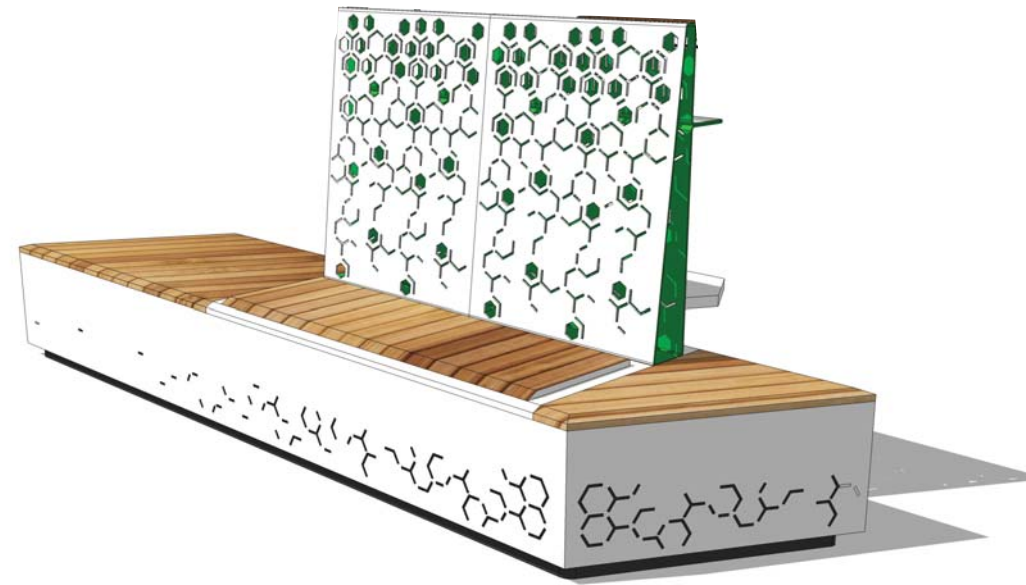


SKETCH DESIGN - WIND SCREEN

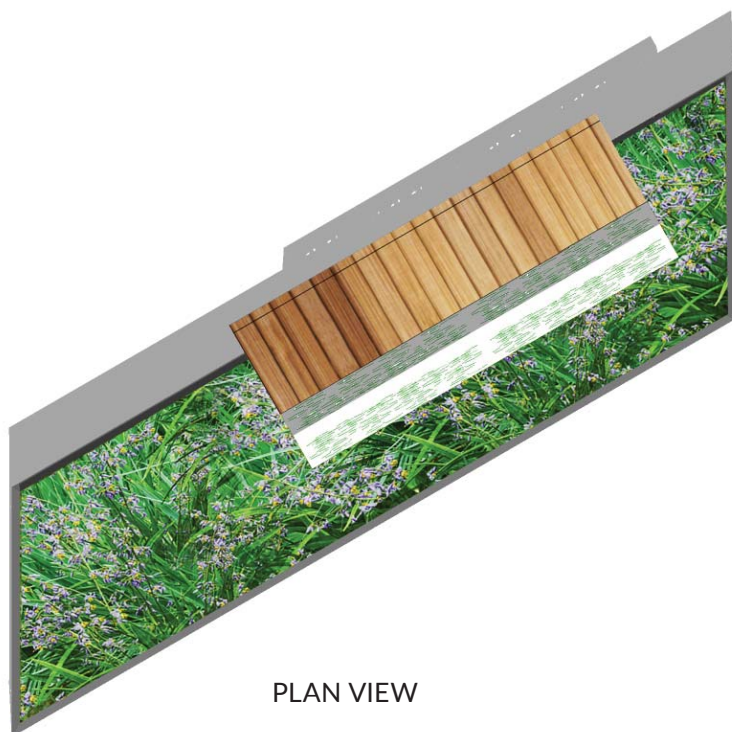
OPTION 1: Incorporate with Seat



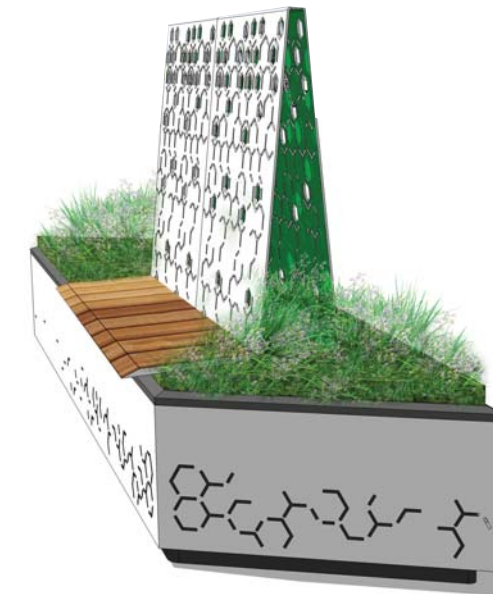
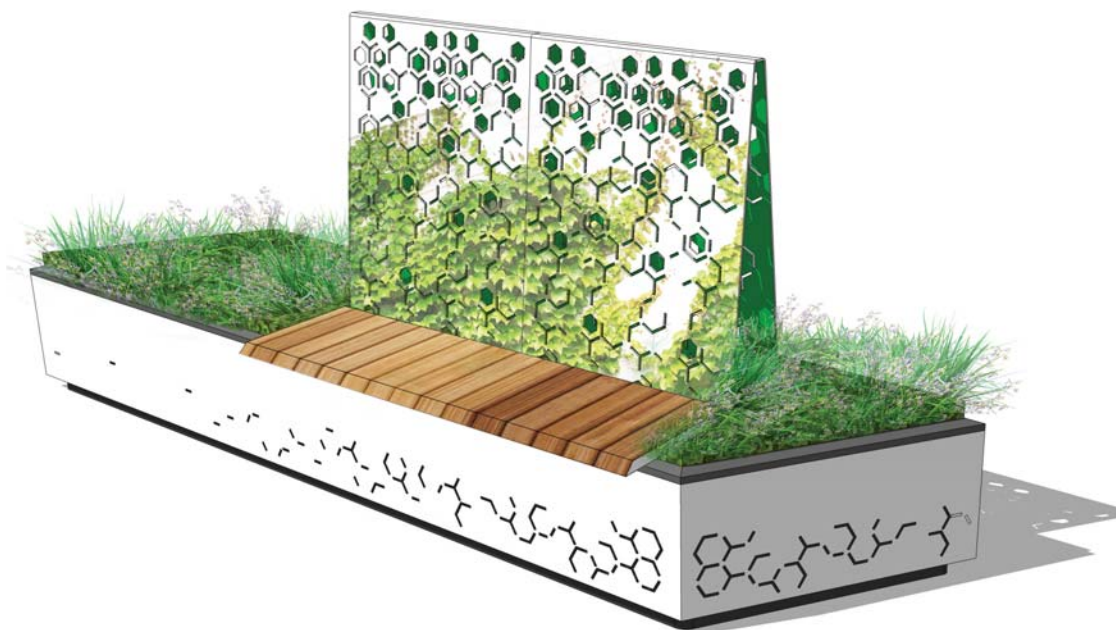
PLAN VIEW



OPTION 1: Incorporate with Planter

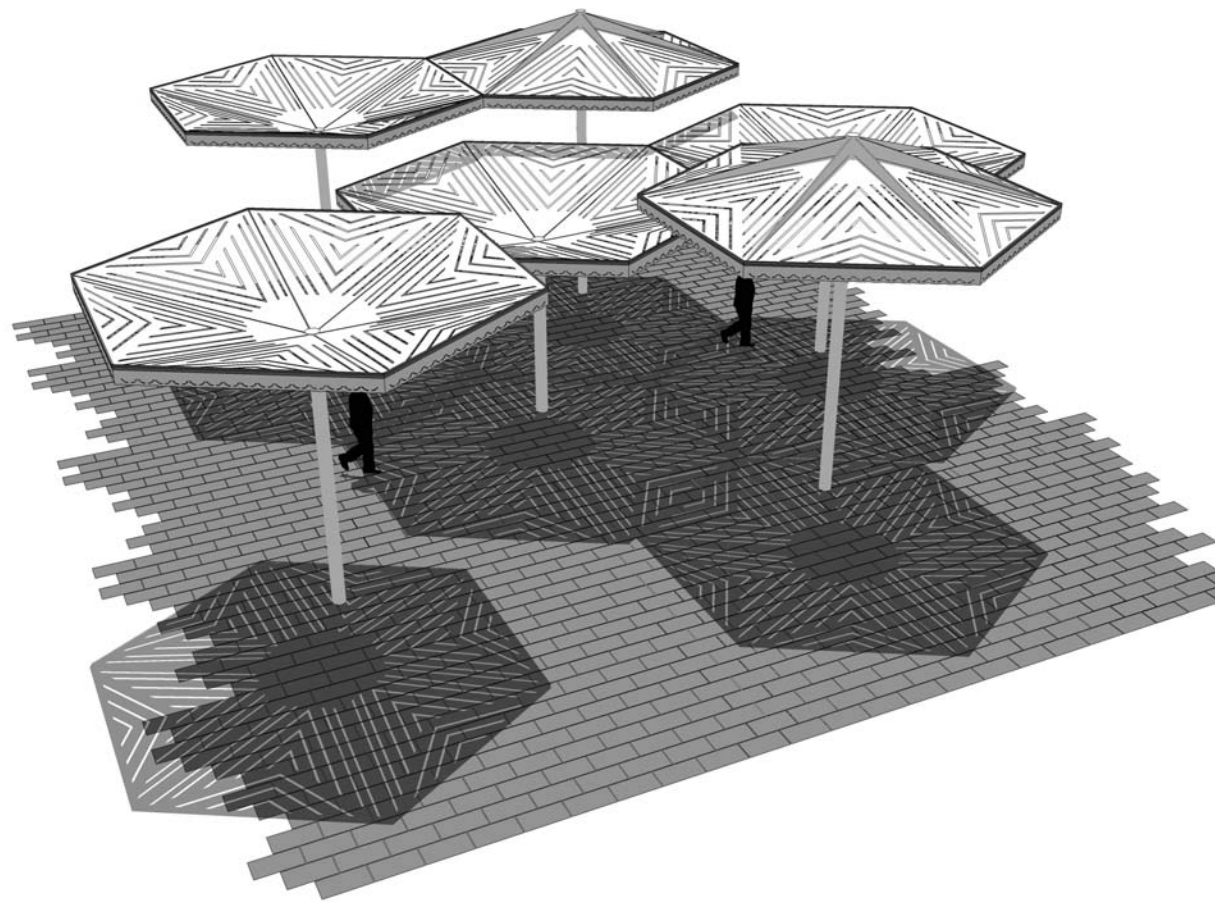
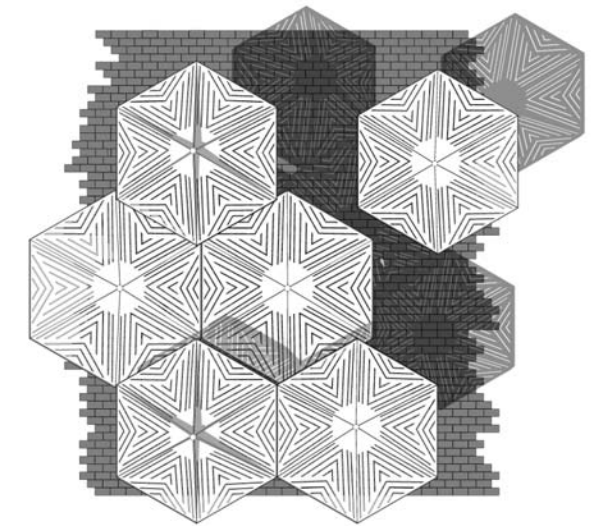
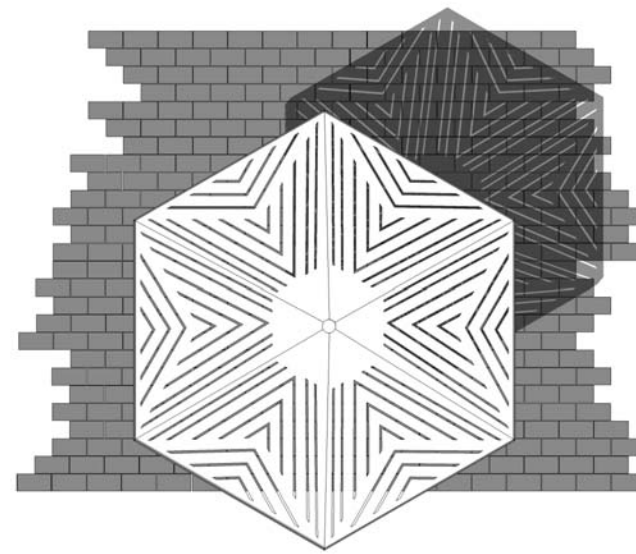
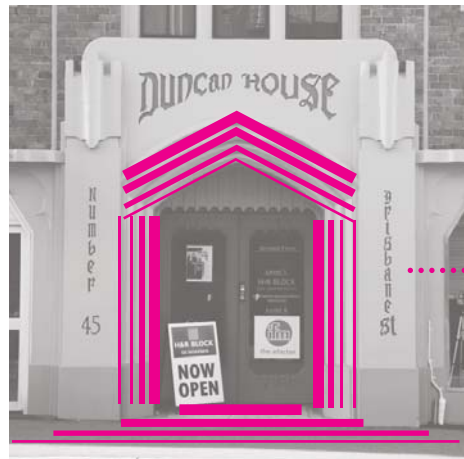


PLAN VIEW



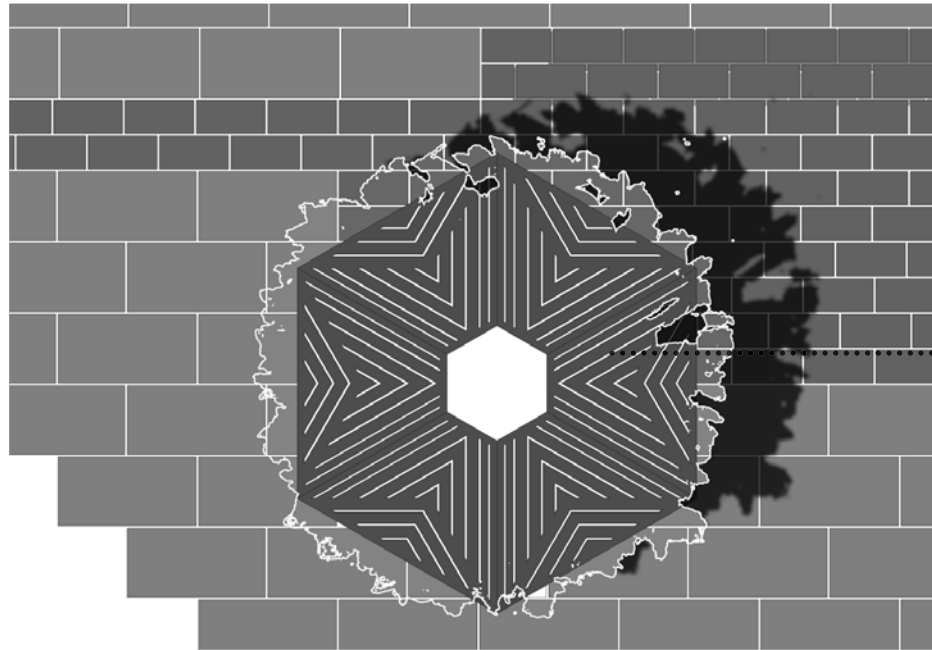
SKETCH DESIGN - SHADE STRUCTURE

STRUCTURE DETAILS

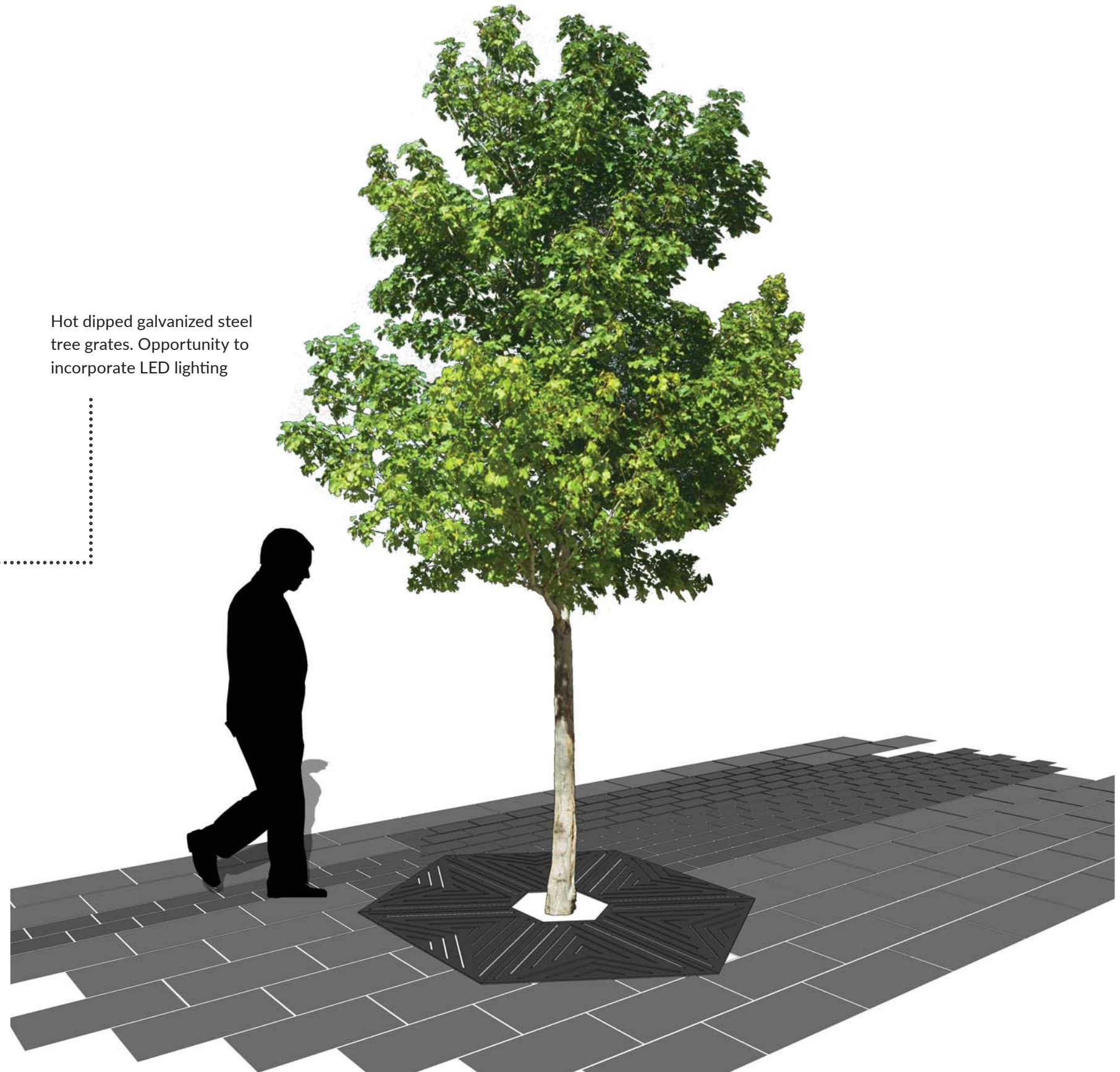


SKETCH DESIGN - TREE GRATE

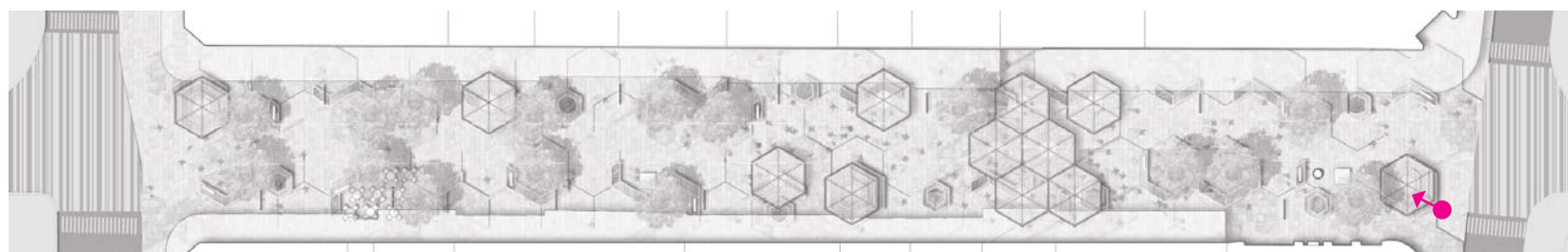
TREE GRATE DETAILS



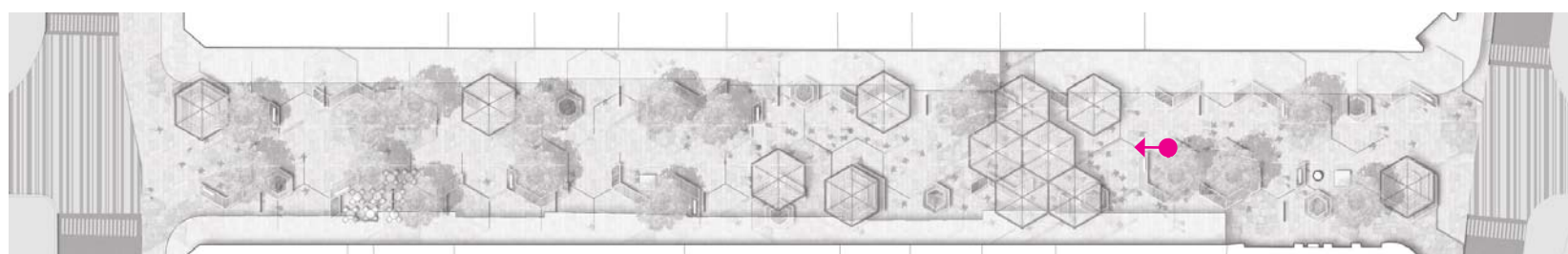
Hot dipped galvanized steel tree grates. Opportunity to incorporate LED lighting



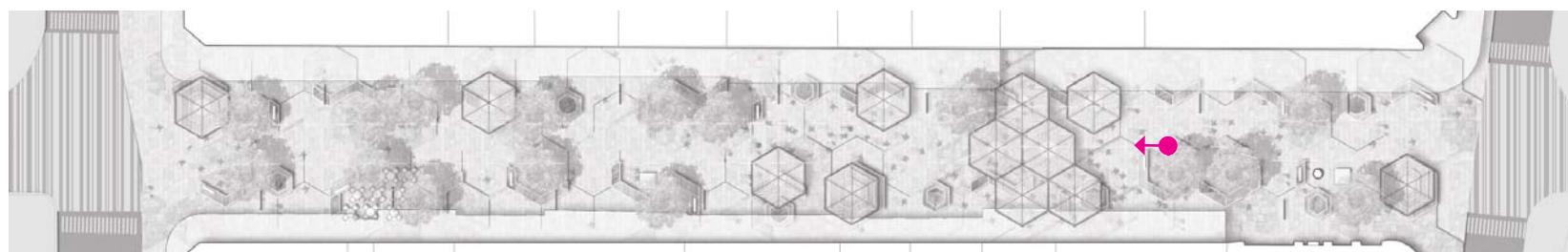
GROUND LEVEL LOOKING FROM ST. JOHN STREET



GROUND LEVEL LOOKING TOWARDS CHARLES STREET - DAY



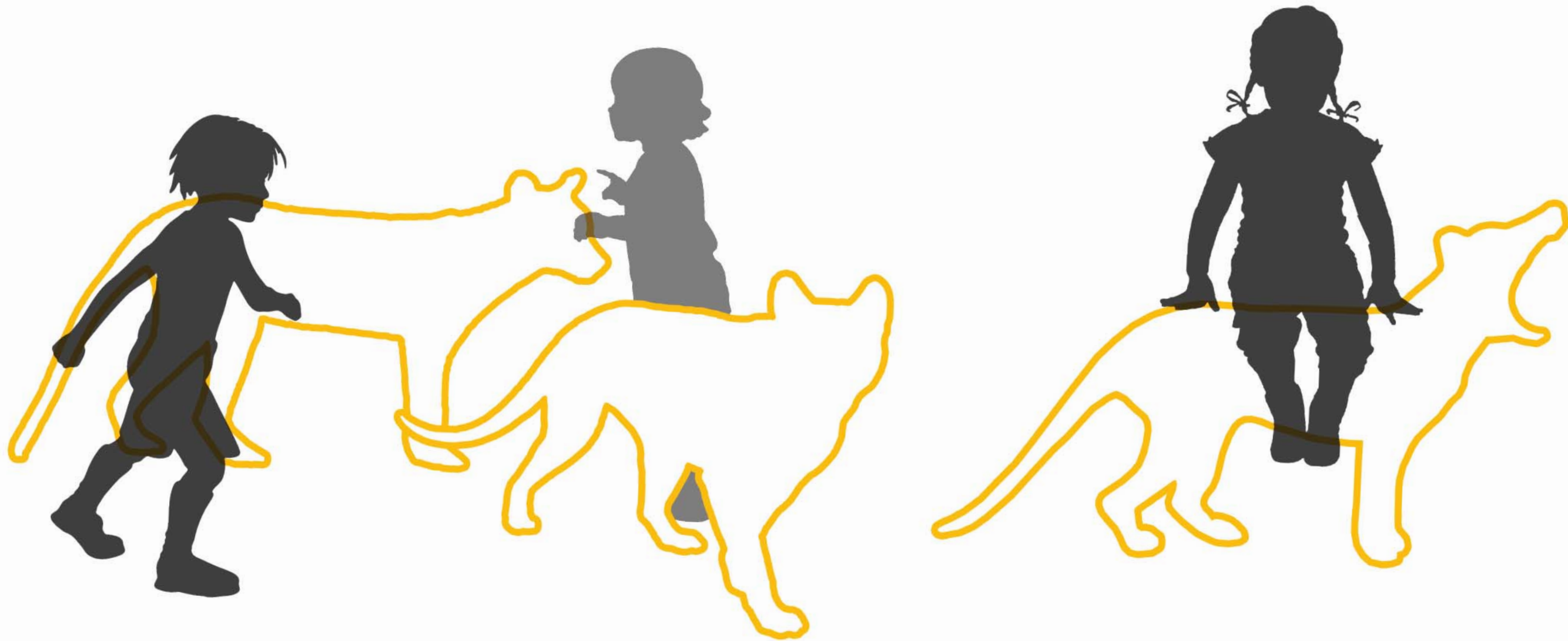
GROUND LEVEL LOOKING TOWARDS CHARLES ST - NIGHT



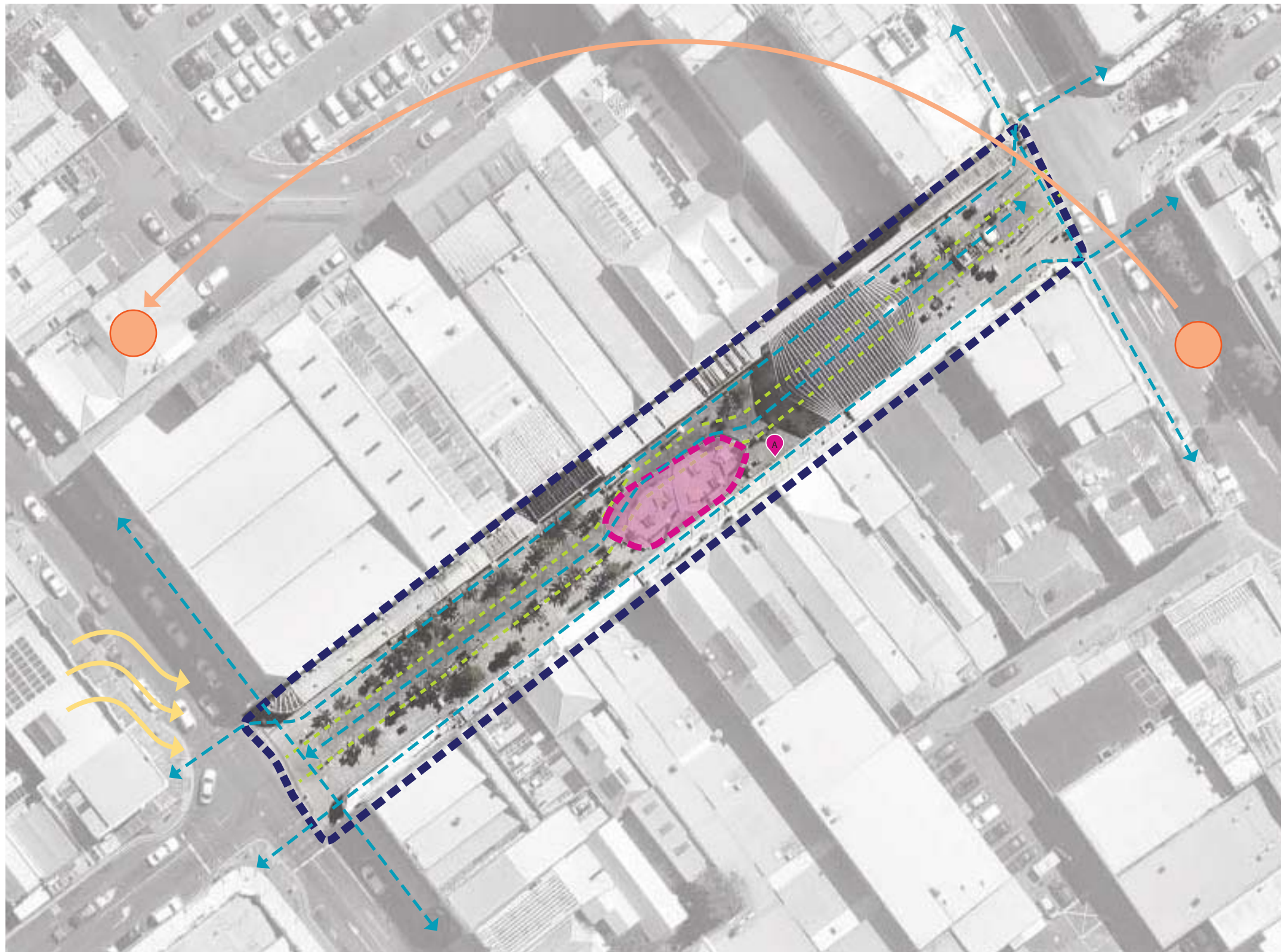
PROJECT 2: BRISBANE STREET MALL

(PLAYSPACE)



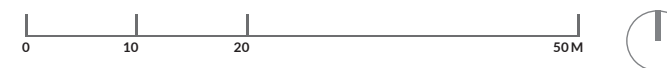


SITE ANALYSIS



Legend

- Existing Playspace
- Site Boundary
- Emergency/ Maintenance vehicle access
- Site Photo Locations
- Walking path
- Sun Path
- Prevailing winds



SWOT ANALYSIS (LOOKING EAST)



Threat

- Clunky infrastructure: lack of cohesiveness with play elements
- Harsh paving change line between paving and rubber softfall
- Issues with lifting and integration of 2 disparate paving treatments
- Functioning retail space

Weakness

- Play elements located at a specific area instead of criss-crossing the whole Mall.
- Lack of historical / cultural reference to Launceston
- Lack of visual connection to Mall entries.
- Spoken word element not working
- Holding water after rains

Oppportunity

- Illustrates that sculptural, interpretive play can be successful
- Has the potential for transforming into another type of sculptural play, which is more relevant to the unique site cultural background.

Strength

- Form and colour popular with children and youth
- Elements clustered in centre of mall so draws people into the Mall
- Non-traditional approach to play items

CORE DESIGN PRINCIPLES



ACCESS

- Create a series of visual triggers at key locations to draw people into and along the Mall
- Create play elements inclusive for all ages and levels of ability



LEARNING

- Design a playspace that encourages constructive, creative and imaginative play



AN 'EVERYDAY' DESTINATION

- Create a vibrant & exciting playspace that encourages people to linger longer in the Mall



LOCAL AND UNIQUE

- Develop play elements that have an identifiable Launceston feel i.e. strong historical or environmental context



SAFETY

- Ensure play elements comply with relevant Australian standards
- Make sure pockets of unsafe areas are not created

PLACE PRINCIPLES



LOCAL & UNIQUE

- Design celebrates cultural and environmental history of Launceston



FLEXIBILITY

- Play space can be used by a range of users
- Segmented approach ensures whole sections of Mall aren't dominated by the playspace, thus maximizing flexibility of the whole space



MEETING & SOCIALIZING

- Delivers a series of spaces that will be a natural congregation points
- Enjoyment & activities are free



GREENERY

- Aim is to integrate sculptures with planting to improve greening of the Mall



HEALTHY & CONNECTED

- Will be one of a series of play spaces through the CBD to encourage pedestrians to explore their city



CREATIVE & INNOVATIVE

- It will be an urban playspace like no other in Australia
- Utilizes technology & learning to ensure playspace stays fresh & original



MIXED USE PLANING

- Will be a key family attractor, encouraging people into the Mall & ensure they stay longer

The Launceston City Heart (LCH) Project is underpinned by 7 core principles. Complementary to our Core Play Principles these Place Principles have also been instrumental in framing our design response. Detailed right is discussion on how our design satisfies these principles:

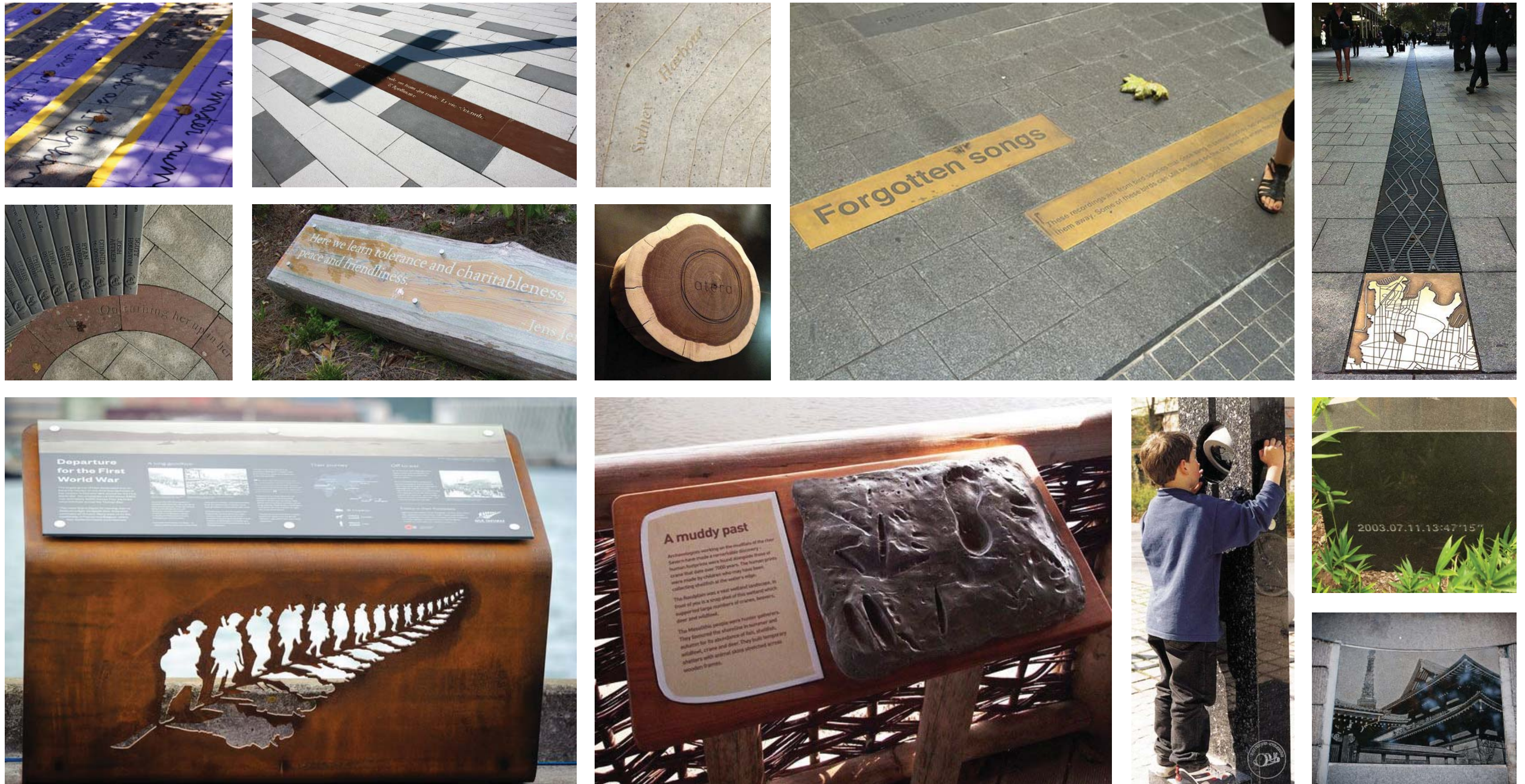
PRECEDENTS - SCULPTURAL PLAY

Focus of these elements are that they are non-traditional playground equipment. Children can engage with them on a whole range of levels and in a variety of ways. Individual elements provide a sense of identity to a space and make it memorable

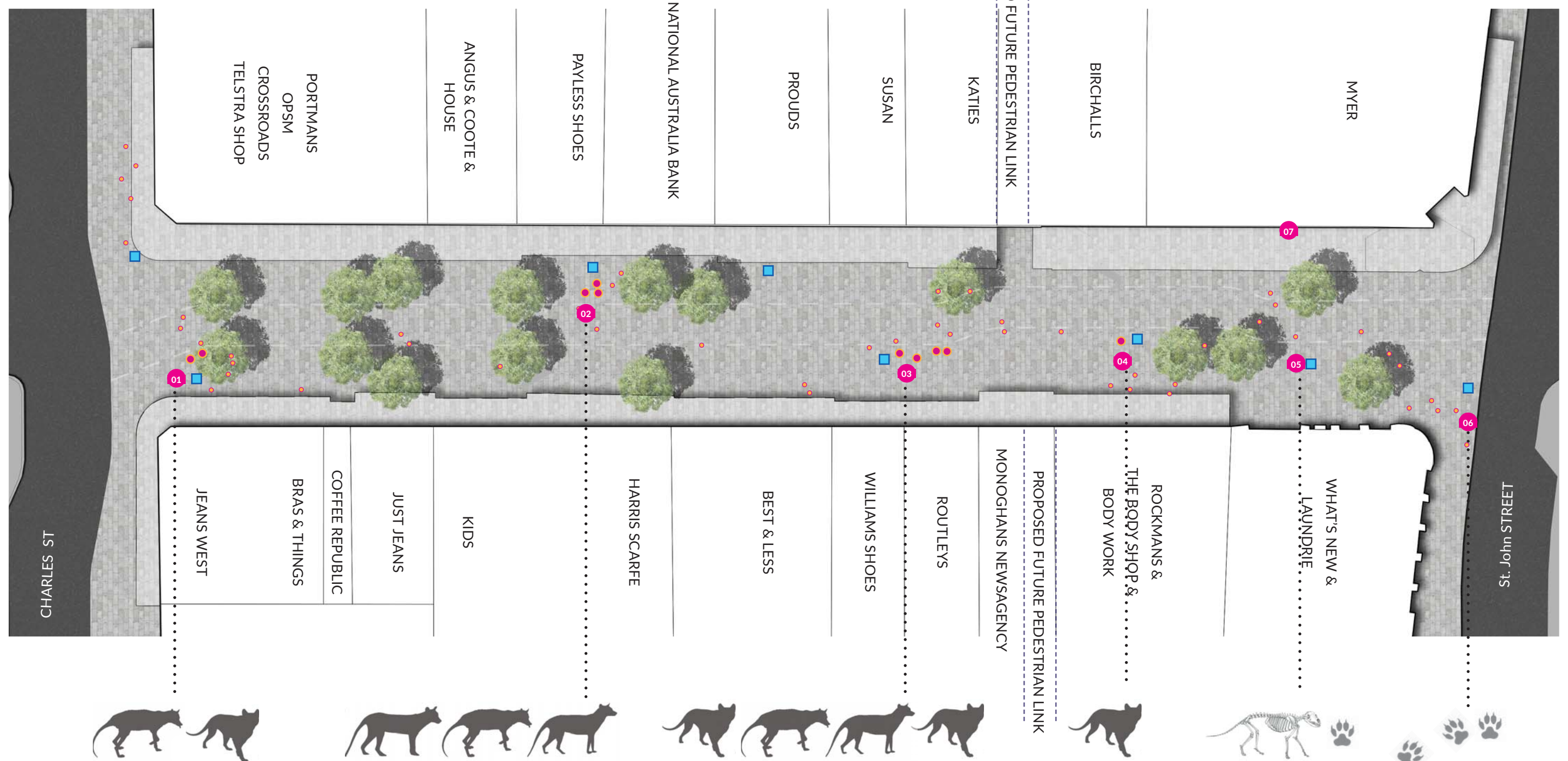


PRECEDENTS - INTERPRETIVE MATERIAL

These precedents illustrate that embedding learning and interpretation into sculpture and play add another layer to the public realm and in this case, play elements



THYLACINE WALK



OVERALL PHILOSOPHY

From Charles Street to St. John Street the Tasmanian Tiger travels. Starting with a single adult trailing behind a family group towards the centre of the Mall, the sculptures meander across the mall, decreasing in number as they go. Finally, all that remains at St. John Street and Charles Street are footprints in the ground and memories.

LEGEND

- 1. 2 Adult
- 2. Smaller family unit (1 Adult & 3 pups)
- 3. Family of tigers (1 Adults & 2 pups)
- 4. Single grown pup
- 5. Skeleton set in ground
- 6. Footprints in time
- 7. Moving images/ projections on facade

KEY

- Footprints
- Interpretive Element
- Sculpture

Scale 1:400 @ A3



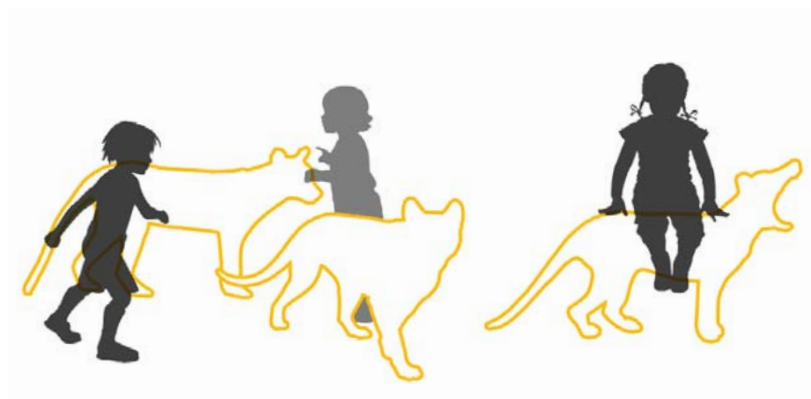
THYLACINE WALK:

“WALKING WITH THE TRIBE”



PHOTOGRAPHING & GATHERING

This group of sculptures vividly reconstruct the scene of a Thylacine family wandering around their territory. Located at the center of the Mall, these “Gone but not Forgotten” creatures highlights will become a key meeting point.

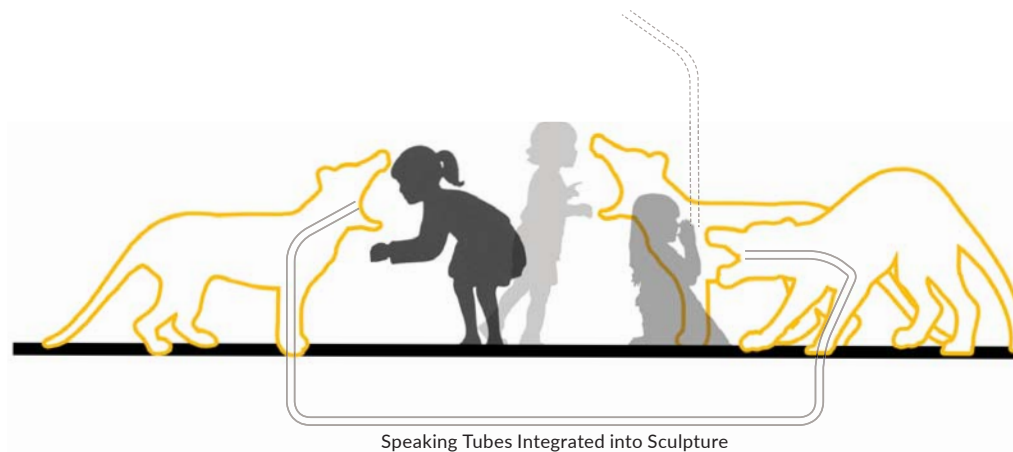


“WHISPERING THROUGH TIME”



TALKING & HEARING

A trio of speaking tubes integrated into this group as no audio recordings of the Tigers appear to exist it will be up to people’s imagination to create the Tiger’s voice. As the voice travels through the tubes, it could be a roar or a whisper from the past.



“A MEMORABLE BITE”

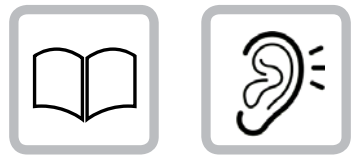


TOUCHING

The Thylacine was once considered the top predator on the island of Tasmania. Its frightening teeth and powerful bite caused a great deal of fear among European settlers. The opening mouth, regarding as a ‘threat yawn’, appears to be a result of fear and uncertainty rather than aggression, however without knowing the animal’s biology and behavior, the fear of settlers became the major factor of the Thylacine’s extinction. This sculptural scene provides an educative experience of the story behind, the ‘bite’



“THE LITTLE MESSENGER”



READING

A single Thylacine will be sculpted laying next to an interpretive panel as “the little messenger”. Some fun facts (text/image) would be embossed on the panel for people to read. Integrated into the sculpture will be a spoken word narrative that could tell a series of stories re-the Tiger’s history.

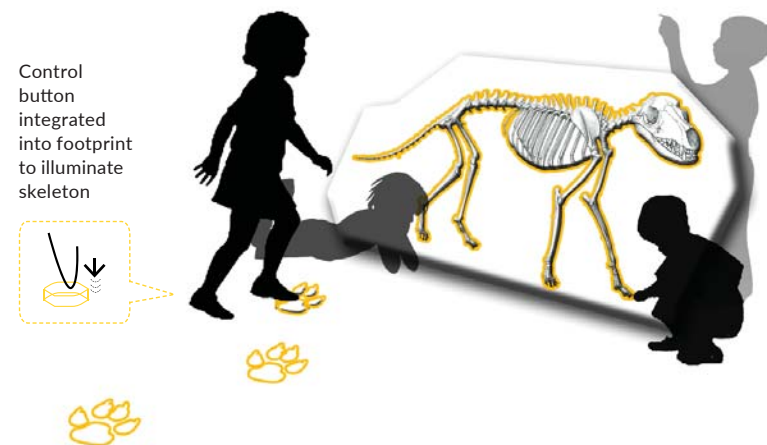


“WHAT’S UNDER THE SKIN?”

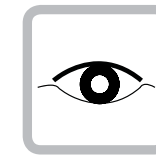


TOUCHING

As one of the most mysterious creatures, people might wonder what’s under the skin? This Thylacine ‘fossil’ will allow people to touch, measure and trace over the distinctive bone structure. A control button would be integrated into the adjoining ground plane, illuminating the skeleton at night.

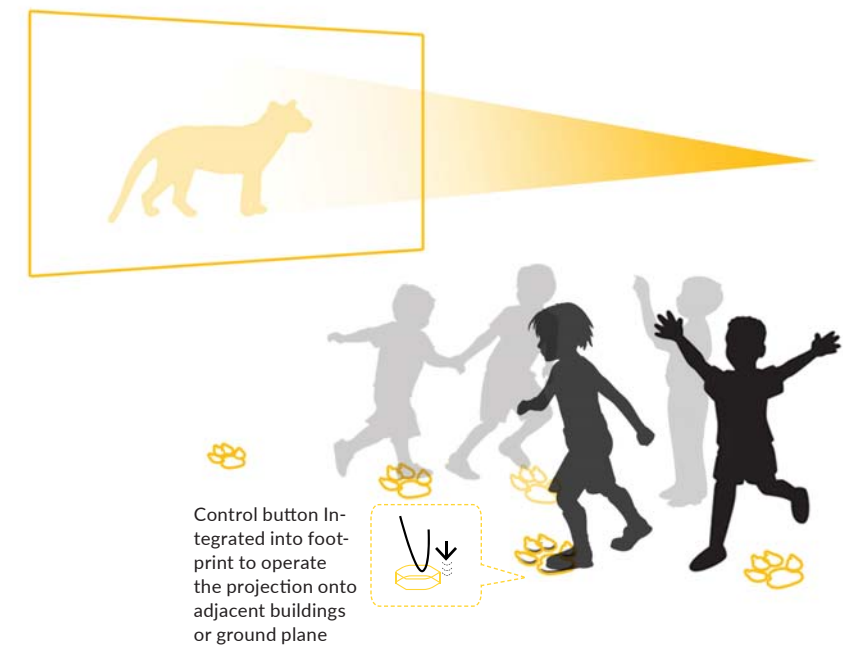


“FOOTSTEPS FROM THE PAST”



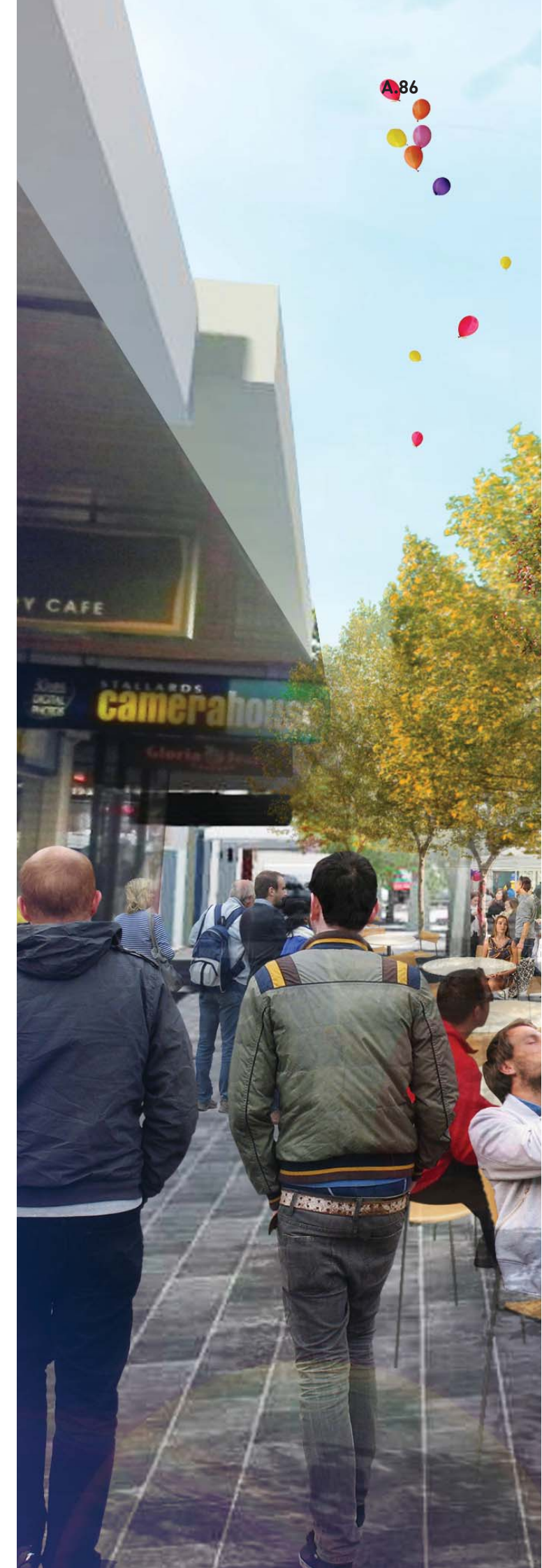
WATCHING

Following the footprints on the ground, people will find that as they near St. Johns Street some footprints work as control buttons. The buttons will trigger projections onto adjacent buildings (i.e.MYER) or ground plane with snippets of footage or images about the Tiger. This could be curated so the projections remain fresh and engaging.



PROJECT 3:

QUADRANT MALL & THE AVENUE





THE QUADRANT

(PART OF BRISBANE STREET PRECINCT)

In response to the LCHP Community Engagement Process and the current LCHP's direction, the Quadrant Mall was identified as the first 'dig ground project'. Phase 1 of this sub-project (Dicky White's Lane) was completed in October 2015. Phase 2 of this project, the main Quadrant Mall will commence in February 2016. Phase 3, Clayton's Lane and Ingles Lane will follow.

Why is the Quadrant Mall the first 'dig ground' project?

- The Quadrant Mall is overdue for repairs to pavement and small infrastructure, including seating;
- The concept costing for the redevelopment of the Quadrant Mall is achievable within the current capital works budget;
- The Quadrant Mall was identified in the engagement process as a key unique space requiring further activation and improvements; and
- The Quadrant Mall was identified as one of the major public space redevelopments that could be achieved and completed within a short timeframe.

Improvement Recommendations include:

- Encourage businesses and property owners to open up to the laneways and new business opportunities where possible;
- Develop the laneways as connections through to the Quadrant and the Avenue, and make them places to explore through wayfinding, beautification and greenery, in particular reactivate Dicky Whites Lane;
- Utilise hanging pots, pot plants and adding greenery to the upper storey and throughout the laneways. Hanging light sculptures

throughout the laneways to increase safety and open these up to those using the city;

- Develop a laneways project as a competition for local artists, design students and community groups to respond to be collaboratively worked on with Council. Designate one lane for street art;
- Consider using elements of the streetscape treatment from the Quadrant throughout the laneways;
- Light up beautiful heritage architecture features, as a part of a lighting strategy throughout the CBD;
- Continue with the live music in the area, consider a small stage;
- A family friendly twilight market in the Quadrant mid-week to encourage people to visit the city at night – potential for partnership with business and community;
- Utilise vacant tenancy as a community engagement hub for ongoing projects as part of the Launceston City Heart, exhibition space for design projects and competition entrants;
- Examine and draw on existing work and ideas by UTAS students in relation to the laneways;
- Assess the pavement for any issues for elderly / disability access;
- Support Cityprom to develop the idea of installing a hanging installation of umbrellas in a laneway and future programming of other laneway installations.



DICKY WHITES LANE

(PHASE 1 OF THE QUADRANT PROJECT)

Work to redevelop Dicky Whites Lane began in June 2015, with more than 275 square metres of new concrete pavers laid in the 66.5m-long laneway. Drainage works were also completed along with the laying of new conduits for electricity and stormwater connections. New LED street lighting was also installed in the laneway.

The redevelopment drew considerable interest from the community and particularly descendants of the laneway's namesake, Richard 'Dicky' White, one of Launceston's earliest colonial characters. Dicky Whites Lane was last redeveloped in the late 1970s as part of the construction of the Quadrant Mall. The newly redeveloped laneway was used in the Mad Hatters Twilight Festival in November 2015.

In 2016 historic interpretation and public artworks will be fitted in the laneway,

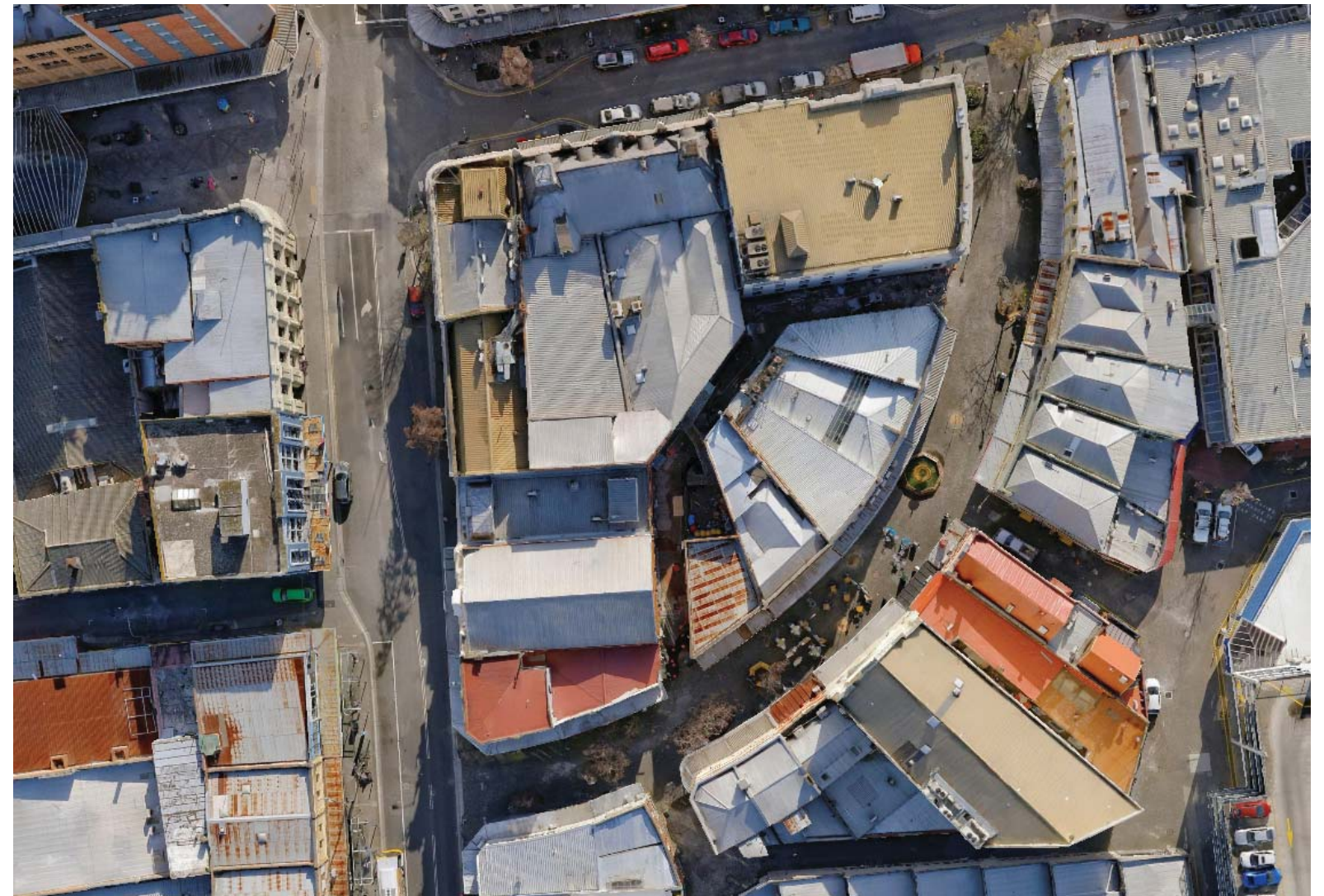
INGLES AND CLAYTONS LANE

(PHASE 3 OF THE QUADRANT PROJECT)

Both associated laneways linking and branching out from the Quadrant Mall will be redeveloped in the last stage of the project. Both laneways will be finalised to include new pavement treatments, lighting, heritage interpretation and the opportunity for public artworks.

Claytons Lane will be completed in full as part of this project is one of four entry points into the Quadrant. As this laneway provides direct access to the multi-storey car park and a series of retail businesses, this was considered a priority project to finish of the first LCH Capital works project.

The full extent of Ingles Lane will not be completed as part of this project and will be revisited in stage 3 of the Masterplan Capital Works Program and also making reference to the Activation of Laneways Strategy.



THE AVENUE

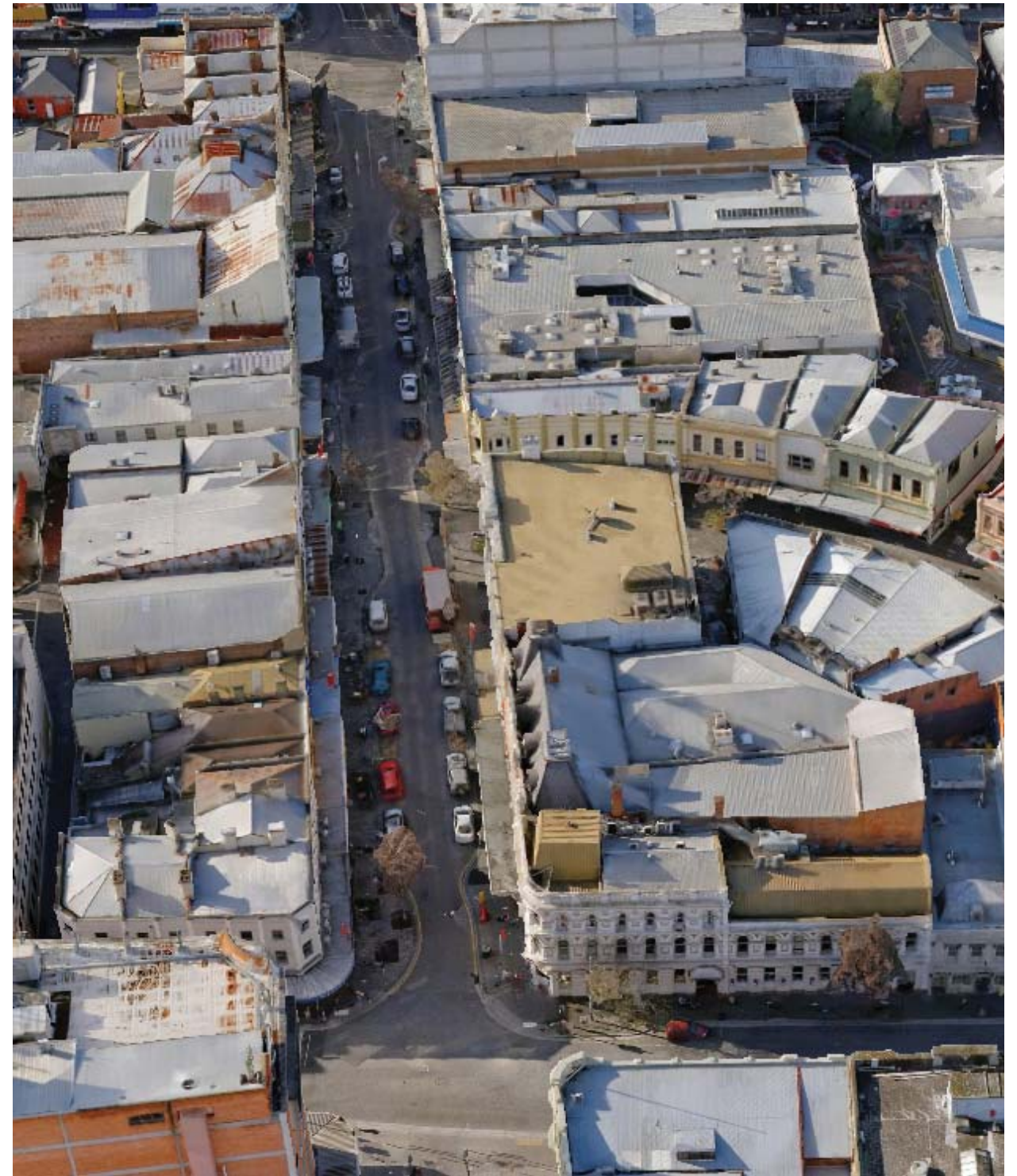
(PART OF BRISBANE STREET PRECINCT)

This project will flow on from the Quadrant Mall redevelopment project if funding is secured. The Avenue is a well-liked part of the CBD and thought to be functioning well. The strip is considered 'cosy and busy' and attractive with a good diversity of shops. The area is well utilised and illustrates a successful design of a shared use zone. As a popular area of the city, along with the nearby Quadrant, works will focus on maximising and capitalising on its existing strengths.

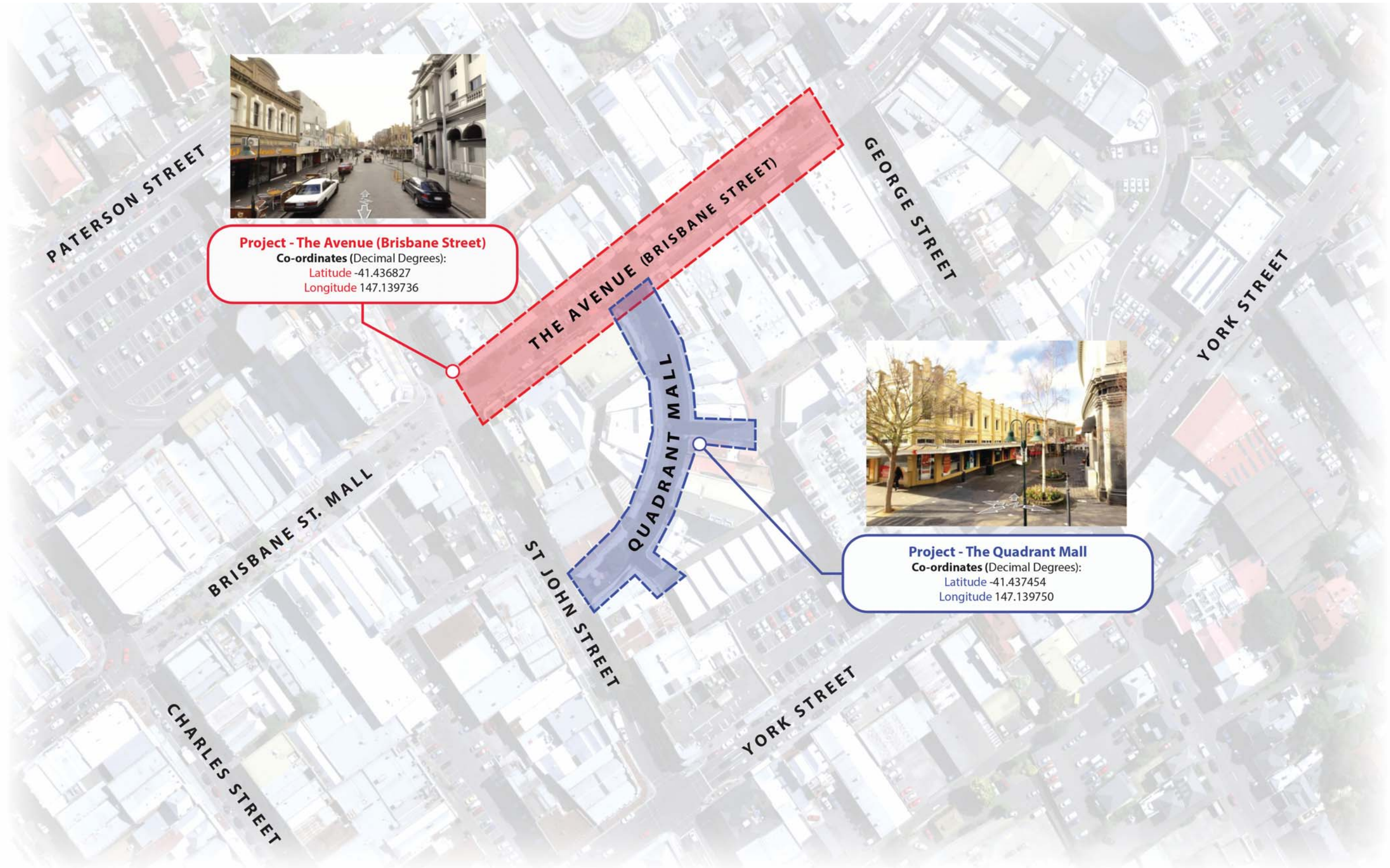
Improvement Recommendations include:

- Increasing the night-time offerings within this area by encouraging on-street dining, which could add vibrancy in the CBD after hours;
- Consider addition of a pocket park in place of one parking spot to create an informal meeting point along this strip;
- Explore opportunities for inner city living in close proximity;
- Monitor and address unsafe pedestrian crossing points; and
- Ensure footpaths are not overly cluttered to keep the foot traffic flowing.

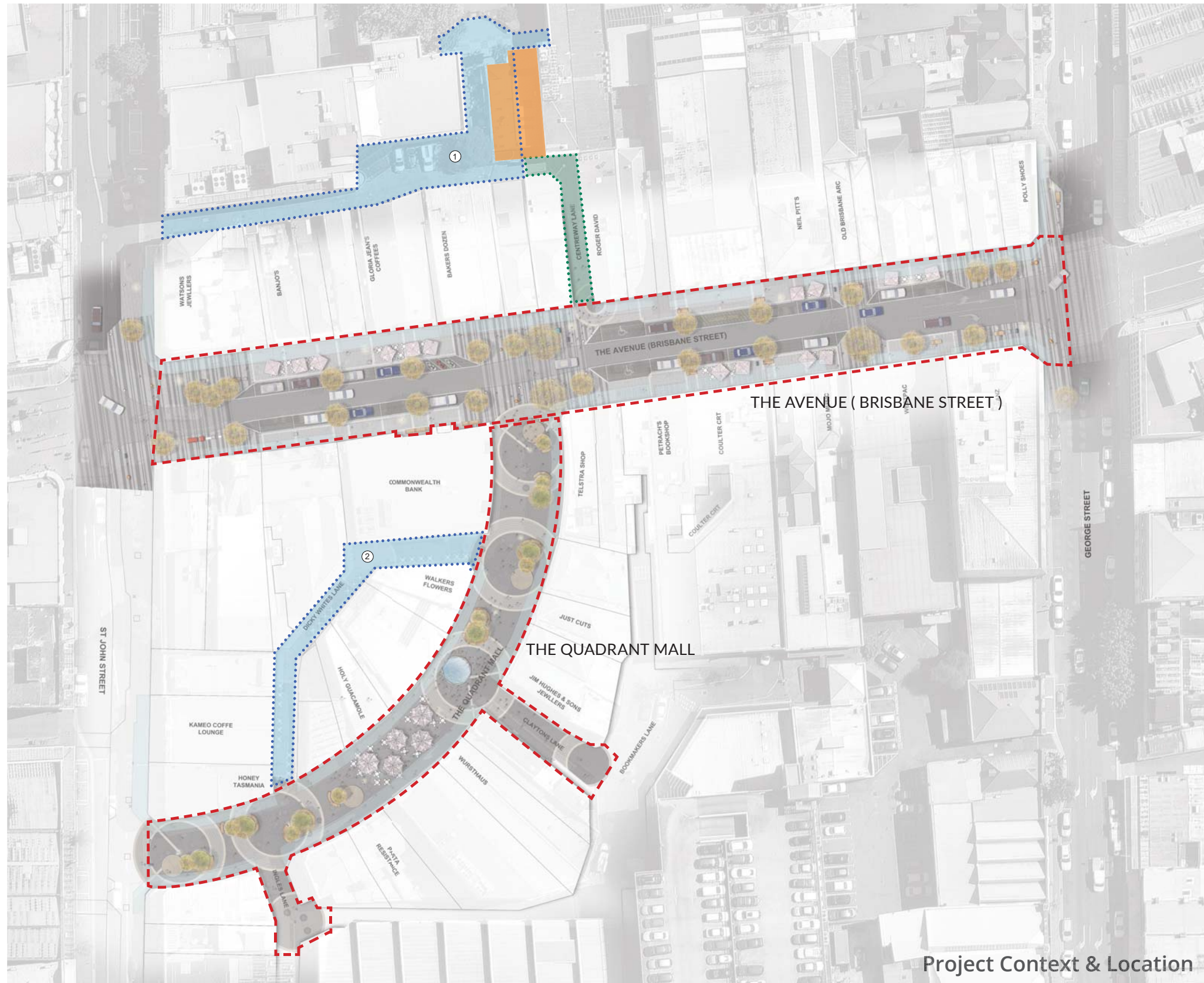
The project will focus on the LCH Place and Design principles and consider the overall improvement to pedestrian connectivity, urban design upgrades including lighting, seating and wayfinding and changing the current road treatment to a 'shared space' environment. This will allow for road closures for events such as future markets and smaller events in the heart of the city and used in conjunction with the Quadrant Mall.



THE QUADRANT MALL & THE AVENUE - PROJECT CO-ORDINATES



SCOPE OF WORKS - THE QUADRANT MALL & THE AVENUE (LCH BRISBANE STREET PRECINCT)

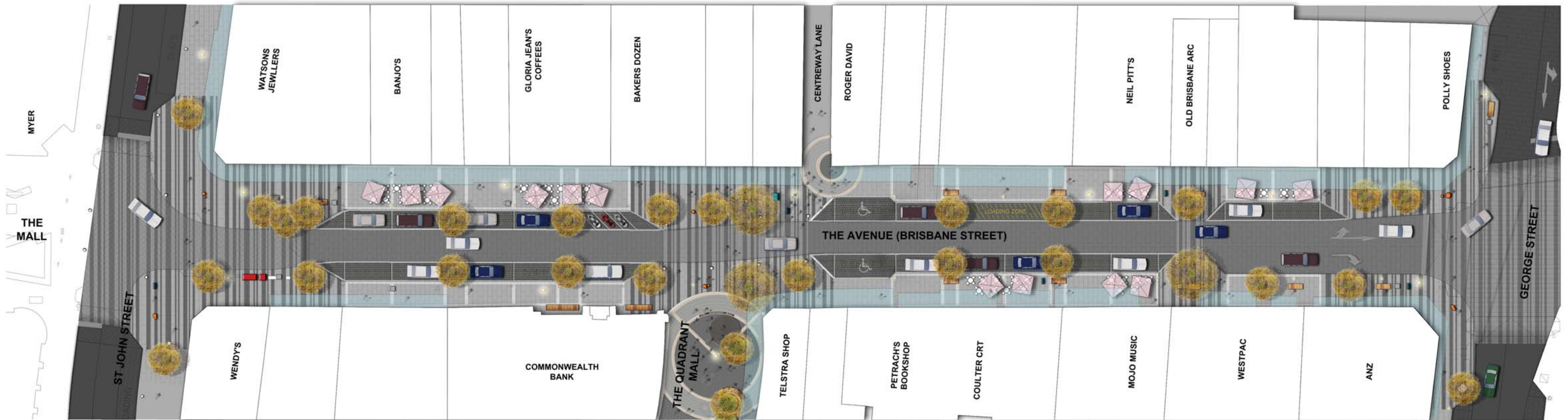


LEGEND

- | | | | |
|--|------------------------|--|----------------------|
| | STREET LIGHTS (HIGH) | | RUBBISH BINS |
| | STREET LIGHTS (MEDIUM) | | WAY FINDING SIGN |
| | BOLLARDS (STEEL) | | BENCH |
| | BOLLARDS (STONE) | | ON STREET DINING |
| | PHONE BOX | | PARKING METER |
| | MAIL BOXES (LARGE) | | PARKING SIGN |
| | MAIL BOXES (SMALL) | | BIKE RACKS |
| | AWNING | | POTENTIAL STREET ART |
-
- Precinct Boundary
 - Development Potential
Privately owned laneway - Development opportunity as part of the overall LCH project (Activation of Laneways)
 - Built/Under Construction
① Recently completed LCH project material palette trial area - Laneway redevelopment
② Currently under construction (Dicky Whites Lane) - Stage 1 of Quadrant Mall Project
 - Existing Council Owned Building (Cafe)
Potential new Cultural/ Visitor information centre

Project Context & Location

THE AVENUE (LCH BRISBANE STREET PRECINCT)



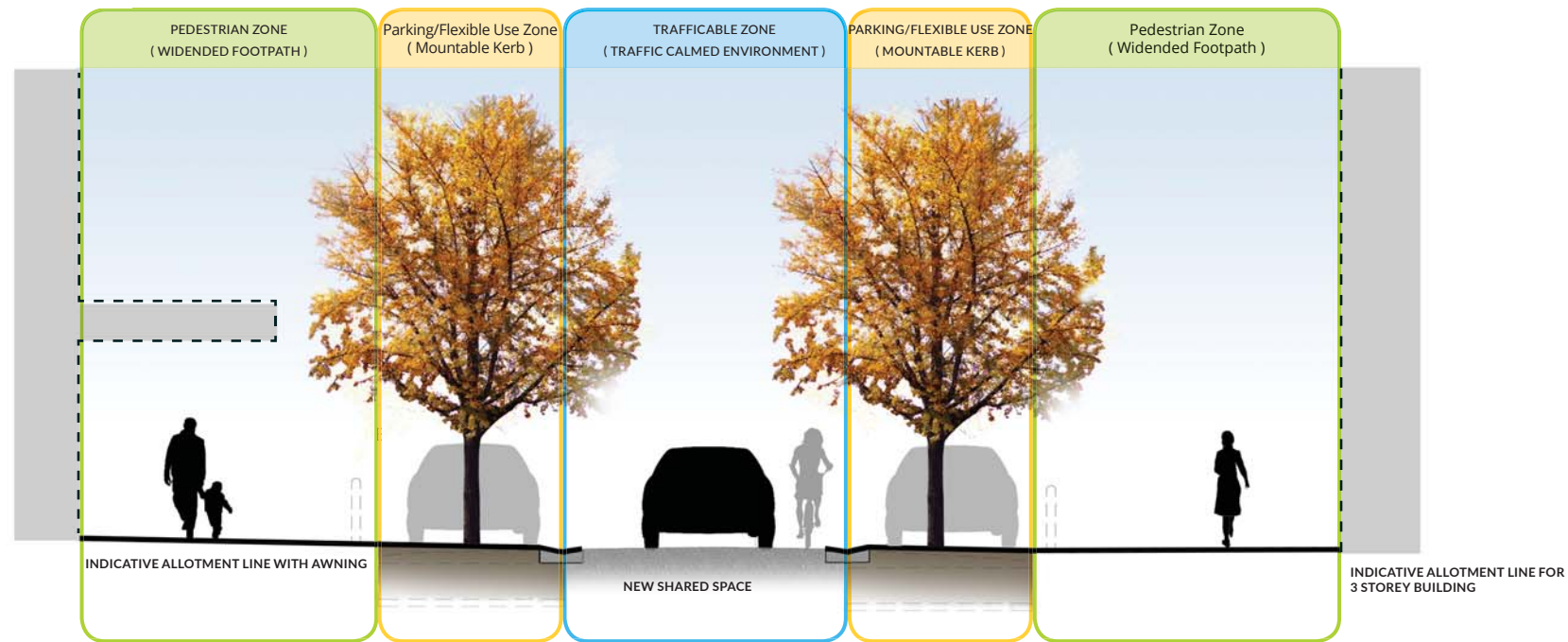
PLAN
Scale 1:250

LEGEND

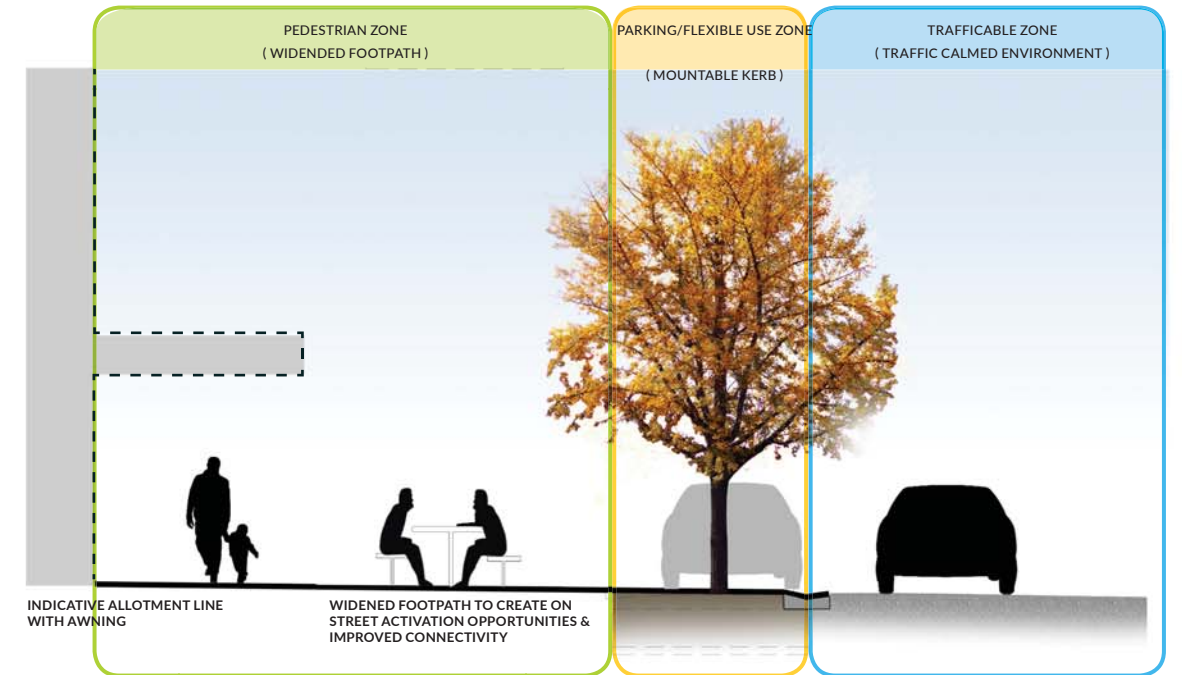
- | | | | |
|--|------------------------|--|----------------------|
| | Street Lights (High) | | Rubbish Bins |
| | Street Lights (Medium) | | Way Finding Sign |
| | Bollards (Steel) | | Bench |
| | Bollards (Stone) | | On Street Dining |
| | Phone Box | | Parking Meter |
| | Mail Boxes (Large) | | Parking Sign |
| | Mail Boxes (Small) | | Bike Racks |
| | Awning | | Potential Street Art |



THE AVENUE (LCH BRISBANE STREET PRECINCT)



TYPICAL SECTION
SCALE 1:50



TYPICAL SECTION ON STREET DINING
SCALE 1:50

As Shown @ A1



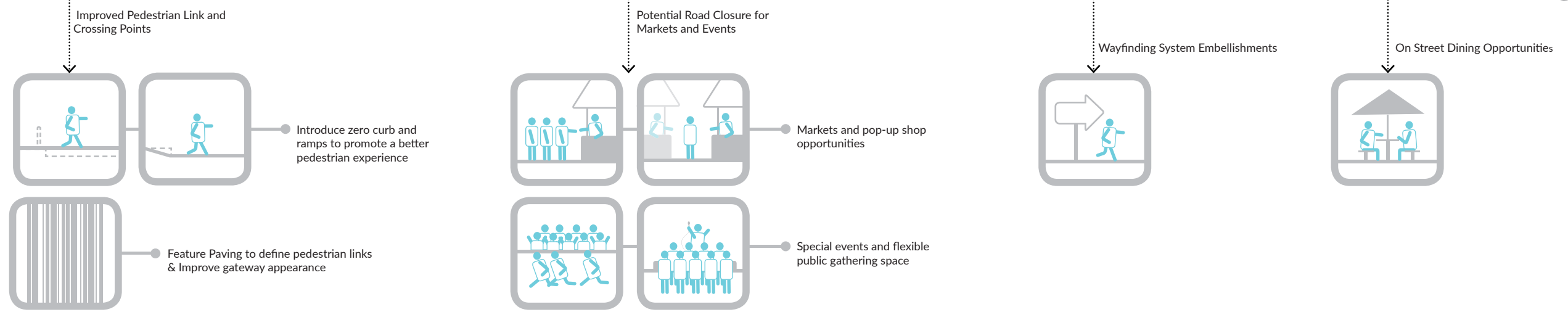
15034- SK05

THE AVENUE (LCH BRISBANE STREET PRECINCT) - PLACE ACTIVATION & AMENITY



PLAN
Scale 1:250

As Shown @ A1 15034- SK06



- LEGEND
- Improved Pedestrian Link and Crossing Points
 - On Street Dining Opportunities
 - Potential Road Closure for Market and Events
 - Improved Road Crossing
 - Wayfinding System Embellishments

ARCHITECTURAL ILLUSTRATION VIEW - THE AVENUE
(BRISBANE STREET) SHARED TREATMENT MODE



Existing View



View Location

ARCHITECTURAL ILLUSTRATION VIEW - THE AVENUE (BRISBANE STREET)
EVENTS MODE



Existing View



View Location

THE QUADRANT MALL (LCH BRISBANE STREET PRECINCT)

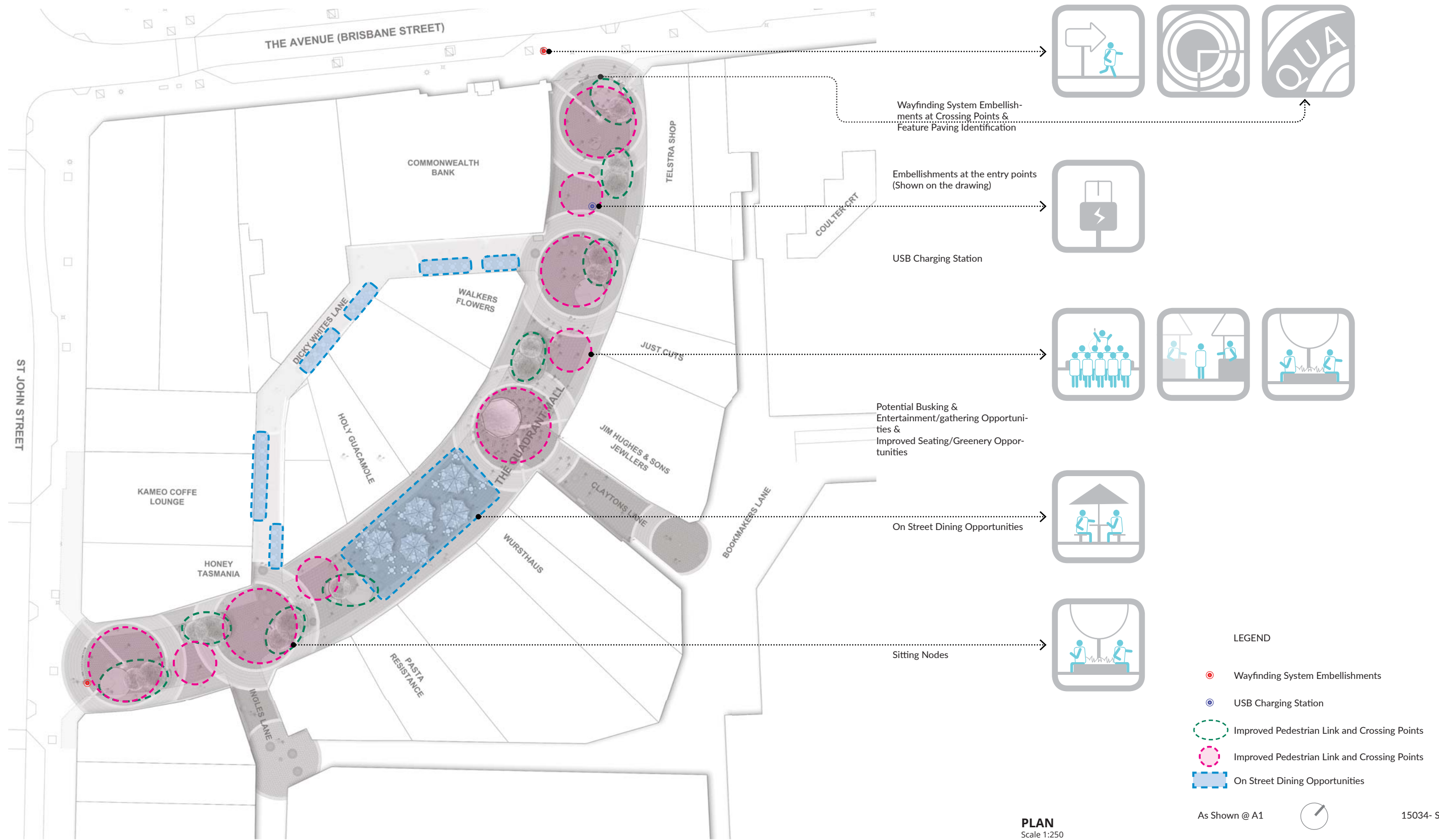


LEGEND

- Street Lights (High)
- Street Lights (Medium)
- Bollards (Steel)
- Bollards (Stone)
- Phone Box
- Mail Boxes (Large)
- Mail Boxes (Small)
- Awning
- Stage/Seating/Gathering Area
- Rubbish Bins
- Way Finding Sign
- Bench
- On Street Dining
- Parking Meter
- Parking Sign
- Bike Racks
- Potential Street Art



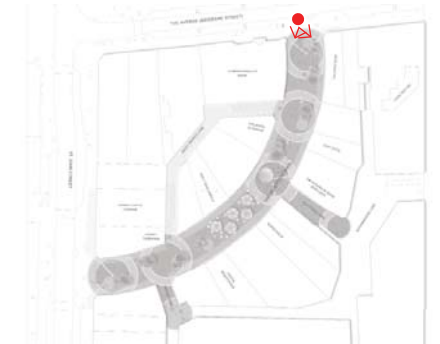
THE QUADRANT MALL (LCH BRISBANE STREET PRECINCT) - PLACE ACTIVATION & AMENITY



ARCHITECTURAL ILLUSTRATION VIEW - THE QUADRANT MALL



Existing View

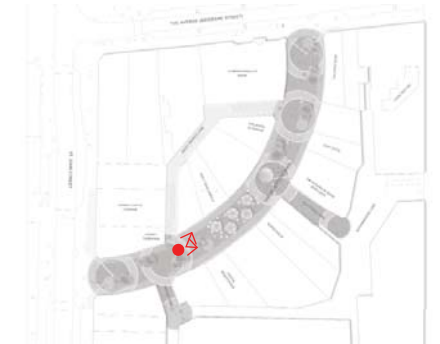


View Location

ARCHITECTURAL ILLUSTRATION VIEW - QUADRANT MALL DINING & PERFORMANCE ACTIVATION



Existing View



View Location

An aerial photograph of a city grid, overlaid with a semi-transparent dark grey layer. A river flows from the top left towards the bottom left, crossing a bridge. The city blocks are visible as a dense pattern of rectangles. The text is overlaid on the top left portion of the image.

LCH WAYFINDING AND CONNECTIVITY STRATEGY

FORMS A SEPARATE DOCUMENT TO THE MASTERPLAN

LCH PROJECT PRIORITY MATRIX



LCH PROJECT PRIORITY MATRIX

To determine key priority projects from the LCH Masterplan, a matrix scoring system has been established adopting the LCH Place Principles and further developed from the engagement process. The purpose for the matrix is to guide Council in making informed decisions about the order on which the project is to proceed to the detailed design and implementation phase.

Moving forward, as the LCH Masterplan is arranged into three distinct stages. The matrix criterion will assess each project at each stage to determine the hierarchy of performance for project implementation and to fit with the budget allocation for the financial year.

PLACE PRINCIPLE 1 - LOCAL & UNIQUE

- 1.1 - Innovative and creates and supports opportunities for producers, retailers and entrepreneurs.
- 1.2 - Enhances the rich heritage context and features - sense of place and identify.
- 1.3 - Visually attractive, unique but practical and can be used by anyone.
- 1.4 - Pedestrian and Bicycle Priority - improved permeability and safety and managed vehicular traffic domination.

PLACE PRINCIPLE 2 - DESIGN FOR FLEXIBLE USE

- 2.1 - Designed for versatility and multiple uses.
- 2.2 - Provides for interaction and comfort - seating, entertainment and programming.
- 2.3 - Flexible, changeable and moveable and can allow temporary use.

PLACE PRINCIPLE 3 - MEETING & SOCIALISING

- 3.1 - Small scale infrastructure provision for all weather protection for all year round.
- 3.2 - Provide attractive places to meet, interact and encounter.
- 3.3 - Encourage activities and activation.
- 3.4 - On-street trading opportunities that activate the streets and laneways.

PLACE PRINCIPLE 4 - GREENERY IN ALL SHAPES & FORMS

- 4.1 - Provides unique greenery opportunities.
- 4.2 - Provides a range of options that distinguish different precincts.

PLACE PRINCIPLE 5 - HEALTHY & CONNECTED

- 5.1 - Human scale infrastructure and provides opportunity to explore.
- 5.2 - Enhances and encourages walking and bike riding - greater pedestrian and bike access.
- 5.3 - Connects the city to the surrounding precincts by the way of improved Wayfinding/ signage
- 5.4 - Promote physical activity and social interaction.
- 5.5 - Enhance lighting and security in all forms to enhance safety within the city.
- 5.6 - Provide accessible pavement treatments and street furniture that caters for all
- 5.7 - Provide improved public transport infrastructure and services.

PLACE PRINCIPLE 6 - CREATIVE & INNOVATIVE

- 6.1 - Promotes community innovation and new enterprise to create solutions.
- 6.2 - Explore ideas, and can encourage local enterprise and opportunity for public art.
- 6.3 - Provision for interactive, engaging IT infrastructure to promote a Smart City.

PLACE PRINCIPLE 7 - MIXED USE PLANNING

- 7.1 - Supports a range of living, working and retail options.
- 7.2 - Provides flexible mixed use planning to encourage diversity and densification.
- 7.3 - Invites and encourages people and supports new ways of living and working.
- 7.4 - Promotion of private investment, city building and traders buy-in to the project.

PLACE PRINCIPLE 8 - STRATEGIC

- 8.1 - Provide the city and Council 'quick wins' - project versus the cost.
- 8.2 - Provide 'Economic' and 'Business' benefits to the city - creates opportunity and future growth.
- 8.3 - Provide 'Environmental' and 'Sustainable' benefits to the city.
- 8.4 - Provide for Evolution - flexibility, events and trading all year round.
- 8.5 - Provide custodianship, leadership and opportunity.
- 8.6 - Provide infrastructure that considers the current age and upcoming need to replace or repair.
- 8.7 - Reliant on Traffic and Transport Changes

TEMPLATE EXAMPLE - LCH PRIORITY PROJECT MATRIX

LCH PROJECT MASTERPLAN STAGE 1 - PUBLIC REALM (Major Public Spaces)				
LCH PLACE PRINCIPLES	MAJOR PROJECT			
	Please see LCH Concept Estimate for Sub Projects and Budget Costs			
	Project 1	Project 2	Project 3	Project 4
	Quadrant Mall	Brisbane Street Mall	Civic Square	George to St John Streets (The Avenue)
PP1 - LOCAL & UNIQUE	0	0	0	0
1.1 - Innovative and creates and supports opportunities for producers, retailers and entrepreneurs.	0	0	0	0
1.2 - Enhances the rich heritage context and features - sense of place and identity.	0	0	0	0
1.3 - Visually attractive, unique but practical and can be used by anyone.	0	0	0	0
1.4 - Pedestrian and Bicycle Priority - improved permeability and safety and managed vehicular traffic dominati	0	0	0	0
PP2 - DESIGN FOR FLEXIBLE USE	0	0	0	0
2.1 - Designed for versatility and multiple use.	0	0	0	0
2.2 - Provides for interaction and comfort - seating, entertainment, programming.	0	0	0	0
2.3 - Flexible, changeable and moveable and can allow temporary use.	0	0	0	0
PP3 - MEETING & SOCIALISING	0	0	0	0
3.1 - Small scale infrastructure provision for all weather protection for all year round.	0	0	0	0
3.2 - Provide attractive places to meet, interact and encounter.	0	0	0	0
3.3 - Encourage activities and activation.	0	0	0	0
3.4 - On street trading opportunities that activate the streets and laneways.	0	0	0	0
PP4 - GREENERY IN ALL SHAPES & FORMS	0	0	0	0
4.1 - Provides unique greenery opportunities.	0	0	0	0
4.2 - Provides a range of options that distinguish different precincts.	0	0	0	0
PP5 - HEALTHY & CONNECTED	0	0	0	0
5.1 - Human scale infrastructure and provides opportunity to explore.	0	0	0	0
5.2 - Enhances and encourages walking and bike riding - greater pedestrian and bike access.	0	0	0	0
5.3 - Connects the city to the surrounding precincts by the way of improved Wayfinding/signage	0	0	0	0
5.4 - Promote physical activity and social interaction.	0	0	0	0
5.5 - Enhance lighting and security in all forms to enhance safety within the city.	0	0	0	0
5.6 - Provide accessible pavement treatments and street furniture that caters for all	0	0	0	0
5.7 - Provide improved public transport infrastructure and services.	0	0	0	0
PP6 - CREATIVE & INNOVATIVE	0	0	0	0
6.1 - Promotes community innovation and new enterprise to create solutions.	0	0	0	0
6.2 - Explore ideas, and can encourage local enterprise and opportunity for public art.	0	0	0	0
6.3 - Provision for interactive, engaging IT infrastructure to promote a Smart City.	0	0	0	0
PP7 - MIXED USE PLANNING	0	0	0	0
7.1 - Supports a range of living, working and retail options.	0	0	0	0
7.2 - Provides flexible mixed use planning to encourage diversity and densification.	0	0	0	0
7.3 - Invites and encourages people and supports new ways of living and working.	0	0	0	0
7.4 - Promotion of private investment, city building and traders buy-in to the project.	0	0	0	0
PP8 - STRATEGIC	0	0	0	0
8.1 - Provide the city and Council 'quick wins' - project versus the cost.	0	0	0	0
8.2 - Provide 'Economic' and 'Business' benefits to the city - creates opportunity and future growth.	0	0	0	0
8.3 - Provide 'Environmental' and 'Sustainable' benefits to the city.	0	0	0	0
8.4 - Provide for Evolution - flexibility, events and trading all year round.	0	0	0	0
8.5 - Provide custodianship, leadership and opportunity.	0	0	0	0
8.6 - Provide infrastructure that considers the current age and upcoming need to replace or repair.	0	0	0	0
8.7 - Reliant on Traffic and Transport Changes	0	0	0	0
PRIORITY PROJECT SCORE	0	0	0	0



LCH MASTERPLAN STAGE 2 & 3

STREETSCAPES (CALMING THE CITY FOCUS)

TO BE COMPLETED IN 2016

LCH ECONOMIC IMPACT STATEMENT



LCH ECONOMIC IMPACT STATEMENT

Redevelopment projects in the Launceston City Heart project area, include the Brisbane Street Mall and the Quadrant Mall will deliver economic growth to Launceston City and the northern Tasmanian region.

Redeveloping Central Launceston is a key foundation project of the Greater Launceston Plan and establishes the infrastructure to generate the vibrancy, visitation, connectivity and amenity to generate economic benefits. Analysis and modelling has identified that the economic benefits of the redevelopment will stem from the following areas:

1. Job Generation – the successful renewal of the Launceston CBD as proposed would generate an estimated 52 jobs during the construction phase including multiplier effects and over time, 250 jobs in total.
2. Social, cultural and amenity benefits, which are valued at almost \$30million in total.
3. The boost to ongoing operation of commercial facilities provided by the redevelopment would lead to significant lasting employment benefits, the operation of new retail, commercial, and cultural facilities and the diversification of local business opportunities. It is estimated that the CBD will see an increase in property values - resulting from higher levels of retail turnover and visitation to the area redeveloped by the works - to the value of \$13 million.
4. Output Benefits – the operational phase of the redeveloped streets will generate additional output through the employment generated on-site through additional visitation and expenditure to the Launceston CBD.
5. Construction Related Benefits - an estimated \$5 million in construction related investment would be created through the renewal of The Quadrant and Brisbane Street locations. The redevelopment will provide an enhanced urban realm.
6. An estimated additional \$11.5 million in Production and Consumption Induced Construction Multiplier Benefits – these benefits would be spread across the national economy, although would in part be secured by the Launceston and the Northern Tasmanian economies.
7. Retail Expenditure. Additional expenditure would be generated for the benefit of local businesses as a result of spending from:-
 - Additional workers in premises in the area impacted by the renewal works;
 - Additional CBD residents (international students, visitors to international students, and potentially inner city residents attracted to live in the CBD as a result of the improved public realm;
 - Visitors attracted to the region through facilities located within the renewed area.
 - Construction workers. The increased ongoing activity within the Launceston CBD will support growth in the overall economy through multiplier effects on other sites and precincts but is likely to be mainly focused in Launceston and the North Tasmania Region.

LCH SOCIAL IMPACT STATEMENT



LCH SOCIAL IMPACT STATEMENT

The Launceston City Heart will create versatile, activated public spaces that attract people to the city centre and engage locals and visitors in a range of activities across retail, business, culture, the arts, leisure and entertainment.

The project seeks to position Launceston as a unique, diverse, vibrant, safe, inclusive and accessible city with enhanced public amenity, share-ability and liveability. The project seeks to deliver a range of strategies to return a social dividend to the city and enable an ongoing narrative between people and place that lives beyond the City Heart project.

The Launceston City Heart Project seeks to deliver:

- Active Laneways - laneways are a unique point-of-difference in the Launceston urban realm, providing accessibility and connectivity with cross-block and through-block pedestrian linkages in the street network.
- Activated laneways provide safer pedestrian networks that connect different inner city areas and encourage alternative activity and interaction in the public realm. They offer intimate spaces for unique, memorable public events and community activities that further enhance the social, cultural and economic benefits to the city. They provide opportunities for artists and audiences to engage in diverse public art practices outside of traditional gallery spaces, showcasing Launceston's distinctive artistic and cultural heritage.
- Flexible event spaces - such as laneways, streets, civic areas, parks and green spaces, provide opportunities for unique major events, community events, cultural events, festivals, markets and pop-up events that offer occasions for community participation and enjoyment in unexpected urban places.
- City-centric events - which will provide whole-of-year interest in visiting and spending time in the city, fostering a positive city profile and enhancing civic pride, community spirit, inclusion, community cohesion, creativity and innovation, contributing to Launceston's creative economy.
- Public art installations - including art trails, interpretive trails, sculptures, water features, street art and murals, will create a vibrant experience that reflects our community's unique character and highlights our city's built and natural heritage.
- Installations, including those that are functional, decorative, integrated, site-specific, iconic and interpretive, will create permanent, ephemeral and seasonal opportunities to engage a diverse audience, including children and young people, outside of traditional gallery spaces, creating opportunities for surprise, diversion and unique interaction in the public realm.
- Interpretive trails - to help reflect and promote the history, traditions, beliefs, attitudes and expressions of culture that connect the past to the present creating connections between people and place.
- Green and open spaces - to provide shelter, shade and inviting environments that enhance the visual and social amenity of the city and encourage people to sit and pause.
- Playscapes - to create opportunities for families to engage with the physical fabric of the city in unique and interesting ways, providing children with opportunities for new social interactions and implicit learning and skills development.

- Wayfinding - to enable easier navigation and more accessible connections within and across the urban realm, while encouraging exploration and a more spontaneous interaction with the social, economic and physical fabric of the city. Streetscapes that are walkable, lively, interesting and provide convenient access will encourage a strong cycling and walking culture in the city, contributing to the health, wellbeing and environmental sustainability of the community.

