

Launceston Pedestrian Strategy

Pedestrian: a person moving from place to place, either by foot or using an assistive mobility device. Pedestrians include residents and visitors to the city of all ages and abilities

(Walk 21, International Charter for Walking)

May 2013

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Adopted by the City of Launceston December 2012

Updated by the City of Launceston

Introduction

Making walking more attractive is essential to a sustainable Launceston

The Launceston Pedestrian Strategy outlines the City of Launceston's actions to make Launceston a great walking city – a city with a people friendly traffic system, and a place where people like and choose to walk. Its overall aim is to encourage walking as a legitimate mode of transport by



creating an environment where walking is a safe, convenient, stimulating and appealing experience for everyone in every neighbourhood in Launceston. The ultimate goal of this document is to create a to-the-point strategy that helps to develop a system of infrastructure to encourage more pedestrian activity. In recognition that the built environment can hinder or help an individual to be more active and healthy, this document outlines policies and practices that ensure safe, direct, attractive, comfortable and ideal pedestrian conditions.

The strategy is a culmination of many pieces of research, strategies and policies that have been commissioned by the organisation in recent years. Often, the needs of and focus on pedestrians have been incorporated into other documents such as parking, cycling, residential and retail strategies. There is a need to collate all this work into a practical and manageable document. This

strategy brings together the existing information and knowledge on making Launceston a pedestrian- friendly city, and incorporates it into one strategic document outlining the future direction for pedestrians in Launceston.

For many people, walking is a basic form of mobility and is a component of almost every journey. Walking is cost- free, does not require the use of special equipment or create harm to the environment. This strategy is based on an acknowledgement that building a sustainable city means building a city where people choose to walk, along with cycling and public transport trips, as a preferred way to move from place to place. The actions in this strategy therefore give a high priority to the health, environmental, economic and social benefits of walking. Launceston will greatly benefit from more people walking in neighbourhoods and suburbs all across the local government area and the strategy provides the framework and tools to make that happen.



This strategy has been prepared utilising existing strategies and previous research commissioned by Council – including Launceston 2020, Launceston Bike Strategy, Community Plan, Residential Strategy, Launceston Public Spaces and Public Life (the Gehl report) and Parking and Sustainable Transport Strategy - to achieve a high quality environment for moving around on foot. It is an integrated approach that brings together these key documents that have been the product of many

discussions and consultation processes with the community and residents, external organisations and several Council directorates and departments.

Guiding Principles

Based on the International Charter for Walking, the principles of universal accessibility, safety and good design have been adopted in the development of this Strategy. More specifically:

- Council will actively support walking throughout the municipal area by creating an urban environment and developing infrastructure that encourages walking
- The safety of pedestrians will be a high priority
- All footpaths and walkways will be clear, accessible, and barrier-free
- Developments and projects in Launceston, both public and private, provide opportunities to creating an environment that is conducive to walking
- Tools for navigating the city on foot, such as signage, maps and art, will make walking more attractive
- Pedestrian focussed projects and initiatives will be coordinated across all Council divisions and departments
- Areas that are not well designed for walking will be transformed – neighbourhood by neighbourhood, suburb by suburb – into places where people want to walk

Vision

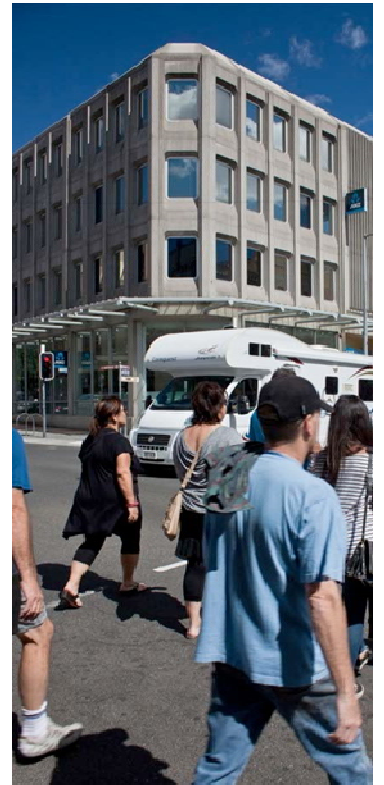
More people walking in Launceston

A pedestrian is a person moving from place to place, either by foot or by using an assistive mobility device. Pedestrians include residents or visitors to the city of all ages and abilities.

(Walk 21, International charter for Walking)

The Pedestrian Strategy aspires to a city where people actively participate in walking because it is part of the community's culture and because the City's infrastructure is conducive to people choosing to walk more often and where walking is complemented by public transport, cycling and other sustainable modes of travel. It envisages a city that boasts streets, neighbourhoods, parks and public places that are safe, accessible, vibrant and enjoyable.

Ultimately, the strategy aspires to a city where walking forms part of people's journey to home, work, events, activities, shops and services they want to frequent, and where they feel a sense of connection to their neighbourhoods because they experience them at walking pace.



Why Launceston needs a pedestrian strategy

Launceston has a number of existing guidelines, strategies, programs and projects that focus on improving the pedestrian environment. These initiatives are largely the responsibility of the City of Launceston's directorates and departments, State Government and key stakeholders.

The Pedestrian Strategy integrates these into one plan and recommends new actions for actively providing and maintaining a walking environment and fostering a culture of walking. Launceston needs a walking strategy in order to plan for infrastructure, as well as evaluate and coordinate existing initiatives that contribute to building a sustainable environment.

Existing strategies, policies, frameworks and programs

Pedestrian related strategies, future directions and programs include Launceston 2020, Launceston Bike Strategy, Safer Roads Strategy, Community Plan, Residential Strategy, Launceston Public Spaces and Public Life (the Gehl report), Parking and Sustainable Transport Strategy, the Launceston City Heart Project and Urban Design Policy Framework. These have evolved over many years and often in response to specific objectives.

In translating Launceston's policies into action, the City of Launceston has adopted specific action plans for cycling such as the Bike Strategy, and the Greater Launceston Bicycle Network Plan. These action plans sit and underpin the direction and vision of the Launceston City Heart Project (LCHP). This project identified in the Greater Launceston Plan (2014) and the Launceston Central Area Development Study (2013) is the revitalisation of Launceston's central business area. In June 2014 the project was launched.

The LCH project area is bounded by Cimitiere, Elizabeth, Wellington and Tamar Streets. Areas of the CBD identified to be revitalised are: Cameron Street, including Civic Square, Brisbane Street, including the Mall and Quadrant Mall, St John Street, Paterson Street, Charles Street and George Street. The surrounding laneways off these areas are also identified for revitalisation

This Pedestrian Strategy is a corresponding action plan for pedestrians and provides a long term, comprehensive set of actions for achieving its objectives for walking.

The planning approaches outlined in the Residential Strategy provide for neighbourhood planning mechanisms aimed at recognising different areas of the city and developing objectives for appropriate future development. There is a significant emphasis on the provision of public transport, walking and cycling, including connectivity in new developments to ensure accessibility. The strategy also defines sustainable neighbourhoods that are as close as possible to urban services, are developed at a higher density and allow people to walk, cycle and use public transport as often as possible.

A walkability analysis formed part of the report which shows the degree to which existing or future housing locations are able to be serviced by walking or the degree to which they are car dependent. Walkability is noted as a major spatial objective of housing developments.

Success of the strategy relies on consistency with and coordination between all other strategies of the organisation. Coordination of infrastructure and capital works can assist – for example by provision of cycling, walking and public transport infrastructure; transport strategies; improvements to street furniture; lighting; art in public spaces and private developments; and public safety

initiatives. A summary of the organisation's key documents towards a more walkable city is appended (Appendix 4).

Health Benefits

Tasmania has the second highest rate of cardiovascular disease and the second lowest life expectancy in Australia. Almost 72% of Tasmanians aged 15 years and older are not sufficiently active (Heart Foundation).

Launceston has a high level of car dependence of adults travelling to work and study. Motor vehicles continue to be the dominant form of transport with less than 1 per cent cycling and 6 per cent walking to work and study (Parking and Sustainable Transport Strategy for the City of Launceston, 2009). Walking for recreation and exercise, however, is a popular activity in Launceston with 64% of people surveyed in 2006 as part of the Recreational Planning, Sport and Recreation Participation Survey indicating they had walked as a recreational pursuit in the past twelve months. The survey found that walking remains by far the activity most frequently undertaken by Launceston residents and largely as an unorganised or informal activity. The people of Launceston are already aware of the benefits of walking. The challenge is to increase participation in the activity as a mode of transport to realise greater health benefits that walking offers.

Walking can increase the levels of physical activity in the community and reduce health care expenditure (TravelSmart Australia). As a regular activity, walking can aid the prevention of:

- Heart Disease
- Stroke
- Type 2 diabetes
- Falls, fractures and injuries (through improved strength and co-ordination)
- Hypertension
- Depression
- Lower back pain

Walking can also improve psychological wellbeing, metabolism, muscle strength and flexibility, strength and endurance, respiratory function, concentration and memory, energy levels and weight management.

Children walking

Walking can contribute to children's health by providing regular physical activity.

Health professionals recommend at least 60 minutes of moderate to vigorous physical activity every day for children 5 to 18 years of age.

Children who walk to school can benefit from regular exercise and improved concentration and memory. Outdoor activity such as walking can contribute to children's development of physical, practical, emotional and social skills.

This strategy supports healthier and active living, and increasing people's ability to move about on foot or bike for leisure or transport. It provides a foundation so that the built environment is well integrated and accessible, enabling people to be more active in their daily lives.

Active living and the environment

Transport is the second largest producer of greenhouse gas emissions in Tasmania, with private vehicle travel being the largest contributor (*Tasmanian Walking and Cycling for Active Transport Strategy*). Providing infrastructure and facilities that support lower emission modes of transport such as walking, cycling and public transport will contribute to improved air quality, reduced greenhouse gas emissions and a more sustainable environment.

Social Benefits

Walking is one of the most socially inclusive modes of transport and is readily available to most people regardless of age, gender, educational attainment or income levels. It provides opportunities to socialise with friends and neighbours and creates a safer, friendlier and more connected community.

Other social benefits of walking include:

- Encouraging family and community connections
- Improving social skills and networks
- Reducing isolation and loneliness
- Enhancing self esteem and confidence
- Prolonging independent living for senior people in the community.

Economic Benefits

Walking provides a convenient and cost effective form of physical activity. Walking to work, school, public transport, shops and recreational activity provide ideal opportunities to include low or no cost physical activity in people's daily lives.

Local businesses can experience economic improvement when people use local shops within walking distance of their home or work. There is strong evidence that supports walking to local shops is good for business and good for the local economy and is essential to the success of revitalisation strategies (Heart Foundation, *Good for Busine\$\$*).

Tourism can boost local economies and providing for pedestrians is a good way to encourage visitors to explore the local area. Good pedestrian facilities that create safe and attractive environments with a range of amenities will encourage walking, attract visitors, lengthen visitor stays, and therefore increase tourism (City of Launceston's Events Strategy 2012-15).

Businesses or workplaces that encourage staff to walk can benefit from increased productivity as a result of improved employee fitness and mental health. Employees who walk are generally more punctual and take fewer sick days.

More people walking also reduces stress on health services and road maintenance costs



Challenges and Opportunities

Development Patterns

The history of Launceston provides an insight into the distinct patterns of development that have shaped the city. Until the mining boom in the 1870s, the city was the confluence of the North and South Esk Rivers (Launceston Heritage Study – Thematic History, 2002). Substantial houses were built predominantly for the wealthy along Elphin Road, on the hills of East and West Launceston and Trevallyn. Working class housing was built in low lying inner suburbs including Invermay, South Launceston and along Margaret Street to Glen Dhu. These older parts of the city, built before the post-war era of the automobile, are characterised by neighbourhoods that are generally conducive to walking as they are compact and have mixed land uses. Even in these pedestrian-friendly suburbs however, more can be done to give pedestrians a higher priority and raise the quality of urban design in the public realm.

The advent of the electric tramway in 1911 led to suburban development in Launceston. In the 1950s, the arrival of post war immigrants from Europe and Baby Boom era led to broad scale development of Prospect, Summerhill, Waverley, Mayfield, Kings Meadows, Ravenswood, Norwood, Newnham, Newstead and Mowbray. These post-war suburbs pose a considerable challenge to improving walking in Launceston. Built on segregated land use patterns, these suburban neighbourhoods typically comprise of single family homes in residential subdivisions on arterial roads. Some have poor access to community services, activity centres and public transport. Furthermore, Launceston's villages such as Lilydale and Dilston also require holistic consideration of planning objectives to strengthen the community, and increase the viability of retail and community services.

This urban sprawl – along with technological and wider social changes - has led to motor vehicle dependence as distances between home, work, school, shopping, recreation and other services have increased.

Increased motor vehicle traffic has contributed to the deterioration of the walking environment in communities across Launceston. Neighbourhood characteristics such as speed and volume of car traffic, safety on footpaths and proximity to recreation and activity centres can either support or discourage walking. More people walking in the streets means minimising private vehicle travel and can help to increase social connections and community safety.

Trends in Physical Activity

Less than 15 per cent of young people in Launceston walk to school. Fewer walking trips to school provide one example of a society trend in decreasing levels of physical activity across all age groups.

Lower levels of physical activity are contributing to a number of serious health problems. 48% of Tasmanians are considered overweight or obese (Health Indicators Tasmania, 2008).

Research shows that people who live in the most walkable neighbourhoods walk more often, and people who walk more often are less likely to be obese and suffer other chronic health problems. This is the main thrust of the Premier's Physical Activity Council's Find Thirty campaign (participating in physical activity for 30 minutes daily as a primary health prevention measure).

The culture of walking in Launceston

Due to its topography, Launceston does not have a strong culture of walking as a regular mode of travel. Walking represents only 5% of all trips to work for Greater Launceston with the Launceston municipal area recording the highest proportion at 6.5%. While walking for recreation is a popular form of physical activity in Launceston, there are opportunities to influence travel behaviour patterns in relation to walking to work, study and activities. Cycling as a form of active transport is growing in popularity. Council adopted the Launceston Bike Plan in 2004 and the Cycling



Infrastructure Strategy in 2010. The Bike Plan provided the platform to create commuting routes and improve the safety of streets for cycling, and in recent years has seen the development of infrastructure to support the plan including the introduction of an arterial bike route network throughout the urban road network of Launceston. The Cycling Infrastructure Strategy acknowledges that opportunities exists for improvements for other transport modes (such as walking) when designing measures and schemes to make roads safer and more convenient for all road users.

Creating vibrant communities

Launceston has very low rates of public transport use with motor vehicles continuing to be the dominant form of transport. The number of cars per household is associated with public transport use, with low rates of use among residents of households that have two or more cars.

Launceston’s most vibrant, commercially successful streets and destinations depend on high levels of pedestrian traffic. Less than 10% of people in Launceston walk regularly to their shopping destinations. Walkable communities support public transport because most trips will begin and end with walking.

Developing infrastructure that supports pedestrian friendly environments will encourage more people to choose walking as a regular mode of travel.

Implementing the strategy

The implementation of this Pedestrian Strategy will require commitment from the City of Launceston and continued coordination between its departments.

While the actions contained within the strategy will be implemented largely through existing processes and programs including the development review process, annual capital works and maintenance programs, the City of Launceston will introduce a prescribed method for infrastructure provision and improvements. This process involves categorising and systematically auditing every pedestrian pathway. The categories will then be used to provide minimum levels of service against criteria that has been developed by the organisation using relevant standards. This is further discussed below.

Implementation Plan

The Implementation Plan (see Appendix 1) provides a broad level of planning. It identifies key pedestrian issues such as safety, comfort and amenity.

A System of Infrastructure Provision

From the strategy actions, the City of Launceston's Infrastructure Services Directorate will firstly



apply a system of infrastructure based on the categories of the pedestrian route (see Table 1 below and the map in Appendix 2). Once the route is categorised into primary, secondary or local routes the organisation will apply a checklist method to ensure that appropriate minimum levels of service are provided. These categories will determine and resolve issues such as pavement width, surface type, gradient control, directional signage, aesthetics and provision of facilities including rubbish bins, vehicle route crossings and dog facilities. This system of

infrastructure provision prioritises the order for assessment and undertaking of works.

From the Pedestrian Route Compliance Matrix, the organisation will develop secondary plans which will offer a more detailed level of planning policy, including implementation strategies for specific areas of the city, in the same way as neighbourhood planning approaches are proposed in the Residential Strategy.

These secondary plans will identify key pedestrian routes and their links to activity centres and community services throughout a neighbourhood. A fundamental component of building an integrated walking network for Launceston is ensuring that pedestrian-focused policies are implemented through the development or redevelopment of a neighbourhood. A suggested list of secondary plans for specific areas of the city is attached (Appendix 3).

TABLE 1

PEDESTRIAN ROUTE COMPLIANCE MATRIX AND MINIMUM LEVELS OF SERVICE PROVISION

INFRASTRUCTURE	CATEGORY OF ROUTE							
	Primary			Secondary			Local	
	Requirement		Minimum level of provision	Requirement		Minimum level of provision	Requirement	Minimum level of provision
	Utility	Recreation		Utility	Recreation			
Pavement width	✓	✓	Design to pedestrian demand, minimum 1.8m	✓	✓	1.5m	✓	1.5m
Surface type	✓	✓	Sealed	✓	✓	Sealed recreation - all weather	✓	Sealed
Shade	✓	✓	@ 30m	✓	✓	@ 50m		
Water fountains	✓	✓	@ 500m					
Seats	✓	✓	@ 500m			@ 1km		
Lights	✓	✓	Lighting category P2 (preferred) or P3 of AS1158.3			LCC policy	✓	Council policy

INFRASTRUCTURE	CATEGORY OF ROUTE							
	Primary			Secondary			Local	
	Requirement		Minimum level of provision	Requirement		Minimum level of provision	Requirement	Minimum level of provision
	Utility	Recreation		Utility	Recreation			
Gradient control	✓	✓	Maximum ramp gradient of 1 in 14 as AS1428.1					
Dog facilities	✓	✓	@ 2km		✓	@ 2km		
Directional signage	✓	✓	@ 2km		✓	@ 2km		
Bins	✓	✓	@ 1km		✓	@ 2km		
Toilets (change facilities)	✓	✓	Within 200m of a point on the route					
Aesthetics	✓	✓	To be considered					
Accessible parking		✓	within 50m of a point on the route		✓	Within 50m of a point on the route		
Access compliance (level and tactile)	✓	✓	Access ramps to be provided at all road crossings. Tactile indicators		✓	Access ramps to be provided at all road crossings		

INFRASTRUCTURE	CATEGORY OF ROUTE							
	Primary			Secondary			Local	
	Requirement		Minimum level of provision	Requirement		Minimum level of provision	Requirement	Minimum level of provision
	Utility	Recreation		Utility	Recreation			
			to be provided in accordance with the council policy					
Vehicle route crossing	✓	✓	Pedestrian lights or refuge if > 10m	✓		Pedestrian lights or refuge if > 10m		
Interpretative signage		✓		✓	✓			
Green infrastructure	✓	✓	Ensure route is on Street Tree Strategy			Ensure route is on Street Tree Strategy		
Segregation from vehicles	✓	✓	Where on the same level, physical obstruction to be provided	✓	✓	Where on the same level, physical obstruction to be provided		
Obstructions	✓	✓	Permitted to reduce path to	✓	✓	Permitted to reduce path to	✓	Permitted to reduce path to

INFRASTRUCTURE	CATEGORY OF ROUTE							
	Primary			Secondary			Local	
	Requirement		Minimum level of provision	Requirement		Minimum level of provision	Requirement	Minimum level of provision
	Utility	Recreation		Utility	Recreation			
			no less than 1.5m			no less than 1.2m		no less than 1.0m
Intervention inspections	✓	✓	Every quarter	✓	✓	Every 6 months	✓	Every 5 years

Capital Budget Programs

The City of Launceston's capital budget programs provide opportunities to achieve significant improvement to community and infrastructure assets. The 2007- 2017 Major Works Program will fund infrastructure that can encourage and support walking, improve safety and foster a greater sense of community. Capital improvements range from very basic items such as improving and constructing footpaths and walkways, to more ambitious projects such as creating commuter bikeways and better trail links between activity centres, parks, recreational and sports facilities.

A number of strategy actions are focused on enhancing the pedestrian environment through the organisation's annual capital works program. These will include improving pedestrian links between public transport nodes and adjacent neighbourhoods; developing new and accessible footpaths; and removing barriers that restrict pedestrian access across major corridors.

Development Approval Process

Improvements to the pedestrian environment can be achieved through development application processes of the organisation. It is an integral part of implementing the Pedestrian Strategy. This is significant particularly in areas designated for growth including the district centres of Kings Meadows and Mowbray; retail and shopping precincts; and neighbourhood clusters.

By having walking in mind during the review of development applications, an environment that encourages people to walk can be achieved.

For example, the strategic location and context of new development can contribute to improved pedestrian and cycle access, as well as public transport. Locating entrances where they provide access to the street, placing building elements such as canopies and awnings so that they provide weather protection for pedestrians, and installing pedestrian- scale lighting and other amenities create high quality spaces and places where people like to walk.

Examples of improvements that can potentially be achieved through the development review process include:

- Pedestrian links and direct connections to activity centres and public transport;
- Better residential land use planning and a neighbourhood planning approach;
- Enhanced street lighting and street scaping (including trees);
- Consolidation or relocation of entrances and access points to give priority to pedestrians access; and
- Design elements that ensure the scale and configuration of a building enhance the walking environment

While there are good opportunities to achieving pedestrian enhancements through the development approval process, it is a long-term and incremental process. The Pedestrian Strategy recommends a range of actions to achieve the best possible results for pedestrians through a continuous and integrated approach. These actions, previously identified in other City of

Launceston strategies, include creating tools for measuring the impact of new developments on pedestrians; consolidating pedestrian and cycling design guidelines and standards; and adopting an organisation-wide approach to achieving the goals of this strategy.

Current design guidelines that promote the integration of pedestrian facilities into new projects and developments include the Launceston Residential Strategy, Launceston Public Spaces and Public Life Report, Parking and Sustainable Transport Strategy, Launceston Retail Audit and Activity Centres Strategy, Street Tree Strategy, Street Lighting Guidelines, Central Activities District Lighting Master Plan, and the Urban Design Policy Framework, Local Government Association of Tasmania (LGAT) Standard Drawings.

Other Community Initiatives

There are several grass roots, neighbourhood-focused programs operating that promote walking and pedestrian-friendly environments. The City of Launceston is involved in the following:

- **Active Launceston:** a partnership between the University of Tasmania, the City of Launceston, Tasmanian Government and Tasmanian Community Fund. The organisation contributes an annual cash contribution to the program, as well as in-kind support through officer involvement. Walking related projects include the Inveresk Park and Walk, Active Walk Run and national Walk to Work Day.
- **Walk with a Hawk:** The organisation supports the Hawthorn Football Club in hosting this annual public relations event, a two kilometre family walk with Hawks identities and incorporating football games.

The City of Launceston supports these programs which are designed to be inclusive, accessible and welcoming to enable the community to be more physically active. These programs recognise that provision of infrastructure such as paths and trails are not always sufficient to encourage participation. Communities need to be supported and this mostly comes in the form of group activities. These activities provide favourable conditions not only for physical activity but also for social interaction, community connections and friendship.



There are opportunities to link with community driven projects to identify local walking priorities and increase the participation of local residents. It is important to support neighbourhood scale initiatives by tailoring to local needs and conditions. It is at this level that a travel behaviour change and culture of walking can be cultivated.

Strategy Actions

Based on the International Charter for Walking, the following principles have been adopted in the development of this pedestrian strategy:

- universal accessibility - *all public places and spaces should be barrier-free*
- safety - *the safety of pedestrians will be a high priority*
- good design - *high quality design creates a positive experience for everyone*

The strategy has attempted to reflect the above guiding principles within themes under each of the five Pedestrian Strategy Actions below:

1. Demonstrating leadership and support for walking
2. Influencing behaviour and promoting a culture of walking
3. Integrating networks for walking
4. Creating spaces and places, and designing streets for pedestrians
5. Focusing on neighbourhoods with high priority needs

1. DEMONSTRATING LEADERSHIP AND SUPPORT FOR WALKING

A whole of community effort

Successful implementation of the Pedestrian Strategy will require whole of community effort. Leadership starts with the City of Launceston and its Executive Management team and is the responsibility of the organisation's staff at all levels. Collaboration among the divisions and relevant stakeholders and commitment from the organisation's staff will result in the development of new tools and methods for evaluating pedestrian impacts and ensure that pedestrian needs are given due consideration.

The City of Launceston's reference groups such as the Pedestrian and Bike Committee and community groups can continue to provide valuable guidance on residents' priorities for pedestrian- related improvements and promotion.

Council's Infrastructure Services Directorate will carry the primary responsibility for the Pedestrian Strategy. The Directorate will oversee improvements in the design and the maintenance of Launceston's streets and parks and ensure that other divisions of the City of Launceston support a culture of walking. The organisation will act as both project manager and coordinator for capital works projects that have a significant impact on pedestrian environments, ensuring that the Pedestrian Strategy will always be included in the decision- making process.

The Directorate, through its Technical Service Departments and with input from the Development Services Directorate, will coordinate the City of Launceston's street trees, furniture, revitalisation and beautification programs and services.

Strategy Actions:

Accountability

Technical Services Department to lead an accountable team to be supported by a reference group such as the Pedestrian and Bike Committee.

The organisation will:

Maintain ongoing consultation with the Pedestrian and Bike Committee and community partners to ensure a collaborative approach in the delivery of the Pedestrian Strategy.

The organisation will:

Through its Directorates give support to the Pedestrian and Bike Committee by providing technical and administration support; and hold regular (generally six weekly) meetings of the Pedestrian and Bike Committee and report outcomes directly to the organisation.

As part of the annual works program reporting, produce a pedestrian strategy progress report to record achievements and identify future priorities and resources.

The organisation will:

Provide a comprehensive report in February of each year to the Pedestrian and Bike Committee on achievements measured against the Pedestrian Strategy Action Plan which is subsequently reported to the Council. The report will list the priority actions and budget support proposed for the forthcoming financial year.

Utilising online community engagement tool 'Your Voice Your Launceston' engage with the Launceston community on actions to make Launceston a great walking city.

The organisation will:

Through surveys and open-ended questions seek the community's input;

Present the findings of this engagement to the community

Aiding decision making

Initiate/continue comprehensive data collection and analysis to inform investment decisions and monitor the Pedestrian Strategy.

The organisation will:

Monitor the trends in comments received to surveys and open-ended questions (gathered from using the 'Your Voice Your Launceston' community engagement tool); and keep up-to-date a map showing footpaths and walkways which comply with the criteria specified for various classes and standards of footpaths.

Maintain and build partnerships with leaders in pedestrian policy (for example, Walk 21) and seek out opportunities to participate and contribute to good practice in pedestrian initiatives.

The organisation will:

Investigate the existence of a national active transport representative group subscribing as a member; and Include a standing agenda item for the Pedestrian and Bike Committee, 'National /Interstate / Regional roundup of walking actions and initiatives'.

Apply the walkability audit or analysis tool used outlined in the Residential Strategy that enables site specific assessments of pedestrian needs, as well as assist in the design of new developments, street scapes and public spaces which could be conducted internally or with input from the community.

The organisation will:

Include the assessment tool into the 'Subdivisions Design and Construction Guidelines'; and

Include the assessment tool within the City of Launceston's document management system. Distribute to staff within Technical Services Departments (Road Assets and Infrastructure Planning) and Development Services Directorate (Urban Design).

Conduct audits of the City of Launceston owned properties with a view to improving the pedestrian environment and improving connectivity between locations.

The organisation will:

Systematically audit every pedestrian pathway against the criteria listed in Appendix 2 and 2A, beginning with those listed as primary routes, followed by secondary routes and local routes as the priority order for assessment and undertaking of works.

Through the organisation's Health and Wellbeing Committee, continue to support the walking initiatives as appropriate within the organisation to enhance the culture of walking among its staff and set an example for the community.

The organisation will:

Encourage the Pedestrian and Bike Committee to champion for staff activity.

The Pedestrian and Bike Committee encourage the Aldermen to participate in council led initiatives

Through the organisation's Communications Department, emphasise the organisation's leadership role to improve the health and wellbeing of the community.

2. INFLUENCING TRAVEL BEHAVIOUR AND PROMOTING A CULTURE OF WALKING

Everyone is a pedestrian

Urban sprawl has contributed to the high dependence on motor vehicles for daily travel. As a result, many people pay little or no attention to the importance of walking or do not identify themselves as 'pedestrians'. Yet many personal trips involve walking some mixed with taking public transport, driving or cycling. The main thrust of this strategy is to foster a robust culture of walking by influencing travel behaviour particularly short trips between two and five kilometres in distance. It is these short distances that the City of Launceston through continued investment in infrastructure for walking and public transport could have the greatest influence in changing people's travel behaviour.

The strategy recognises the importance of celebrating walking. With each celebration comes a positive image of walking and heightened awareness of how much a part of our lives walking is and how beneficial it is to the health of the community. To strengthen the walking culture, the organisation is committed to providing up-to-date, good quality and accessible information about walking in everyday life both as a mode of travel and as a form of recreation.

Launceston is already walking, however, the level of walking needs to be built upon. Pedestrians are a key factor in making Launceston's streets and the whole city a more vibrant place. A culture of walking helps people to experience the place they live in; to see more and interact with neighbours and participate in Launceston's public life. Local businesses thrive and streets are made safer when people are out walking.

Strategy Actions:

Promote and celebrate walking

Continue to support walking programs in partnership with external agencies and community walking groups.

The organisation will:

Provide information to these external agencies and walking groups on walking opportunities

Identify local walking priorities and increase the participation of local residents.

The organisation will:

Use community surveys as an opportunity to identify walking priorities; and promote the Parks and Trails Brochure on Council's website and identifying popular routes.

Publicly acknowledge projects that achieve significant improvements to Launceston's culture of walking.

The organisation will:

Coordinate with the Communications Department to promote and showcase new walking initiatives to the community; promote milestones and significant achievements for existing walking initiatives; and

Identify opportunities for media coverage on improvements to walking infrastructure.

Encourage short trips to be made on foot especially walking to work, school and activity centres.

Develop and launch a high profile promotion and engagement strategy to encourage more people to walk as part of everyday life.

The organisation will:

Support *Active Launceston* and remain a key partner in the promotion of walking everyday; engage with the community and provide support for *Walk to Work Day* annually; and seek Aldermanic support of annual initiatives that encourage walking everyday.

Promote and expand community-based walks into a health program to include campaigns in Launceston’s neighbourhoods and parks and organised neighbourhood walks.

The organisation will:

Support Active Launceston in the coordination of events and programs across the whole of Launceston, particularly the outer suburbs;

Promote the use of active transport and walking for transport particularly amongst people living within two to five kilometres of their place of work, study, recreational pursuit or activity centre.

The organisation will:

Coordinate media attention for any new initiative that involves walking where a motor vehicle would normally have been used; and

Revitalise and promote Park and Walk initiatives.

Work with schools with a view to piloting a school-focused walking program, including school travel planning (for example, the Victorian walking school bus program).

The organisation will:

Liaise with schools and promote any existing walking to school initiatives, and assist in the expansion of these schemes.

Create a toolkit or guidelines for employers to support the design and delivery of walking programs in the workplace.

The organisation will:

Lead the move to implement a walking program in the workplace and promoting the initiative through the media;

Utilise the Health and Wellbeing Committee and Pedestrian and Bike Committee to obtain management support for a walking program at City of Launceston; and

Promote guidelines for implementing a walking program and make these available on the organisation's website to enable access by local workplaces.

Encouraging more children and parents to walk to school is an important step in strengthening the culture of walking in Launceston, as well as:

Promoting walking for transport amongst people living within 2 kilometres of their place of work, study, recreational pursuit or activity centre; and encouraging the use of active transport (combining walking with driving, cycling or public transport) amongst people living within 5 kilometres of their place of work, study, recreational pursuit or activity centre

Create a toolkit or guidelines to assist individuals, resident groups and community-based organisations who wish to initiate walkability projects in their neighbourhoods.

The organisation will:

Provide internet links, and its staff contact list on the website for residents who want to champion walking projects in their neighbourhood.

3. INTEGRATING NETWORKS FOR WALKING

Making Connections

People experience places differently on foot as compared to taking taking public transport, riding a bicycle or driving a motor vehicle.

While footpaths along roads provide the most common way to get around, there are other kinds of networks available to pedestrians. Launceston boasts many kilometres of paths and trails in parks, along the riverfront and in other natural areas providing attractive and inspiring routes. Laneways, walkways, avenues and shopping arcades give pedestrians the freedom to reach their destination by the most direct and convenient path. Walking is more versatile than other modes of transport.

An integrated network of walking routes is crucial to a walking community. Launceston's different walking networks are generally managed by several of the organisation's directorates but other agencies and private landowners are involved, each with their own priorities. For a pedestrian, it is important for the walking network to provide seamless access to a wide range of destinations. A pedestrian way-finding system is an important component of a seamless network. This pedestrian-scale information system would assist to identify walking routes, direction, distance and travel times to key destinations

In some parts of Launceston, physical barriers such as highways and rivers often prevent pedestrians from travelling the most direct route. These barriers may also present ideal opportunities to create new walking routes and connections that will expand and complete the network. Through good and thoughtful design of these links, they can become amenities that will make walking more convenient and enjoyable.

New walking routes and improvements to existing routes can also be developed through the planning permit process and by linking to existing Council initiatives. For example, the Northern Suburbs Bike Route project is being developed to provide better walking and cycle access to the city.



Strategy Actions:

Improving the footpath network

Improve the footpath network by providing a level of service and infrastructure appropriate to the urban road hierarchy.

The organisation will:

Review the urban road hierarchy in relation to footpath provision and width standard (see Appendix 2); audit existing footpaths against the level of infrastructure criteria as shown in Table 1 and developing an infrastructure improvement program; install new footpaths during road upgrades or as specific projects;

Respond to customer service requests that improve walkability of local neighbourhood streets; and utilise the Bike Strategy framework to develop shared cycling and walking ways wherever practical and feasible



Improving signage and promoting the footpath network

Provide improved signage/guidance and actively promote the footpath network

The organisation will:

Adopt the recommendations in Launceston's Tourism Plan in relation to pedestrian-scale, way finding signage; Develop a signage strategy for new and existing footpaths, Promote existing and featured walking routes specifically those contained in the Heritage Trails and Parks & Recreation Trails brochures. Review the computer-based pedestrian trip planner, Map my Walk, and develop web-based neighbourhood walking maps that feature accessible walking routes and contain information such as elevations, connecting streets/routes, parks and open spaces, transit nodes and key local destinations or activity centres; and provide links from the council's website to recommended websites and applications ("apps" for electronic devices) for walking and walking routes

Develop tools to plan for new walking routes and maintenance of existing routes.

The organisation will:

Establish an asset register of all public pedestrian walkways, paths and connections to public and private land in order to map existing routes and collect information for

the development of future connections across identified barriers such as road corridors and maintain the existing network

4. CREATING SPACES AND PLACES, AND DESIGNING STREETS FOR PEDESTRIANS

Designing streets for pedestrians

Launceston's streets, footpaths, and laneways are places where people interact with each other. Public streets connect to destinations. Designing streets for pedestrians means special emphasis on making streets great places for walking, shopping, interacting and exploring for residents and visitors. The Pedestrian Strategy aims to encourage people to take a walk without having to be told that it is a good idea.

To build streets where people want to walk, it is essential to create spaces for sustainable and active modes of transport. In recent years, Launceston's streets have aspired to being designed as "complete streets" with a priority toward cycling, public transport and walking. Fostering a change in people's travel behaviour and a culture of walking requires better designed streetscapes that include trees, attractive landscaping and appropriate paving materials. A high quality walking environment needs to be managed well. To this end, the organisation's Urban Design Guidelines and Framework, Street Trees Strategy and planning guidelines, together with the recently issued national protocol, Creating Places for People, prescribe good practice urban design that incorporates guidelines for placing street furniture and other elements on footpaths to ensure accessible, clutter-free walkways. They strive to make streets into destinations as well as travel routes. Creating places and spaces for pedestrians does not mean the removal of cars, it can also mean implementing a shared street concept. On shared streets, safety is enhanced by combining vehicle and pedestrian areas rather than separating them. As Gehl Architects identified in Launceston Public Spaces and Public Life, shared streets become shared public spaces that can potentially calm traffic by the way they are designed. The Launceston City Heart Project has adopted this philosophy and carried it through into a Master Plan for the City Heart.

Launceston is a human-scale city and its streets are defined by the buildings along them. The design of these buildings and the ways they connect to the public realm must provide a pedestrian-scale environment. Council's Residential Strategy clearly articulates that the future of Launceston's neighbourhoods lies in a more mixed-use development. The implementation of existing Council policies, guidelines and standards, coupled with collaboration between relevant departments and external stakeholders, will ensure that the principles of the Pedestrian Strategy become the reality of the streets of Launceston. The recently established Launceston City Heart Project (LCHP) will progress these principles.

Strategy Actions:

Adopting an approach that gives priority to pedestrians

Develop priority areas for pedestrians in locations with significant pedestrian activity (the university campuses, transit *hubs*, *major intersections* and *key destinations*).

The organisation will:

Focus on investment on pedestrian features such as special pavement treatments, pedestrian priority intersection designs and other amenities; ensure that crossings in and around key hubs are safe and accessible for all; utilise the Sun/Shade Policy to ensure appropriate shelter at key hubs;

Work in partnership with key stakeholders to develop attractive waiting areas, and investigating the involvement of local service clubs in neighbourhood projects; and

Cater for potential increases in usage and routes of the Tiger Bus service.

Explore projects to reduce vehicle traffic and increase pedestrian use of inner city streets. The Launceston City Heart Project aims to create a vibrant, highly liveable city centre, in which the active modes of travel (namely walking and cycling and public transport) are to be prioritised over the modes traditionally afforded high priority.

The organisation will:

Allow streets to be closed to motor vehicle traffic on specific days for events;

Allow streets to be closed to motor vehicle traffic at certain times of the day to revitalise the city centre; and

Periodically investigate the viability of extending the pedestrian-only network.

Improve pedestrian crossing with an overall aim to continuously improve safety and comfort of road crossings for all.

The organisation will:

Where appropriate implement early start pedestrian crossing lights at intersections at high profile crossing zones; Clearly mark crossing zones with pavement treatment; Increase the number of 'scramble' crossings (eg eastern end of Brisbane St Mall) where pedestrian demand warrants this (eg western end of Brisbane St Mall);

Utilise the Sun/Shade Policy to ensure appropriate shelter at key crossings; and increase crossing time at pedestrian crossing lights.

Prioritising the needs of pedestrians in planning decisions

Consider and promote the needs of pedestrians in the planning process.

The organisation will:

Adopt the recommendations contained in the Residential Strategy relating to walkability assessments of new developments;

Develop a reference of pedestrian-related design standards and guidelines to be consistently applied in relevant studies and processes including development review;

Carry out a comprehensive review of the impact of proposed developments/subdivisions on pedestrian activity; and

Use the urban road hierarchy to plan for pedestrian access to and within sites, pedestrian amenities and enhanced pedestrian connections with the surrounding neighbourhood including off-street connections.

Public streets connect to destinations. Designing streets for pedestrians means special emphasis on making streets great places for walking, shopping, interacting and exploring for residents and visitors

Turning streets into attractive destinations

Ensure the City of Launceston's proposed revitalisation projects and streetscape enhancements are supportive of pedestrian activity.

The organisation will:

Adopt a pedestrian oriented street lighting policy to include suburban neighbourhood lighting (including motion activation and auto-dimming features);

Utilise the organisation's Street Tree Strategy to plan for specific projects and align with the Pedestrian Strategy;

Support attractive landscaping, paving materials and high quality design features;

Develop a coordinated street furniture program;

Implement the recommendations of Gehl Architects which have heavily influenced the Launceston City Heart Project into taking a proactive approach in defining how city streets should look and operate, are connected and improve pedestrianisation.



Support local culture and provide visual interest in public places.

The organisation will:

Utilise the principles of the Urban Design Framework to develop guidelines for the provision of and integration of artistic endeavour into urban space by developers and the organisation;

Provide an annual budget for art in public spaces supporting the local arts community; and

Continue implementation of the organisation's Laneways Project.

5. FOCUSING ON NEIGHBOURHOODS WITH HIGH PRIORITY NEEDS

Creating liveable, pedestrian - friendly neighbourhoods

A number of Launceston's suburban neighbourhoods pose a significant challenge to creating a culture of walking. These neighbourhoods were built with a primary focus on accommodating commuters and motor vehicle travel. As a result, some suburban roads are wide and land use is generally segregated. There is a general lack of good quality pedestrian infrastructure and few attractive public spaces between homes, shopping and community services.

Areas that are not well designed for walking will be transformed - neighbourhood by neighbourhood, suburb by suburb - into places where people want to walk.

Distances of five kilometres and over discourage people from walking. Some distances may seem to be greater than they are if there is an absence of things to do and see along the way. Some development patterns have also created bigger city blocks with few pedestrian connections across busy streets. In these areas, pedestrians generally have to walk less direct and therefore longer routes to their destinations.

There is an opportunity for the City of Launceston to identify neighbourhoods with high priority needs to improve their pedestrian environments. A neighbourhood with high priority would be characterised by a high population density, high levels of low-income households, inadequate infrastructure and the lack of capacity of community services to meet the growing needs and concerns of local residents.

This Pedestrian Strategy aims to advance improvements to the walking environment in parts of the city where the need is most critical. These neighbourhoods provide an ideal starting point for improving the walking infrastructure and culture in Launceston's suburbs. When completed, these projects will provide models and tools that will be useful in other neighbourhoods.

The district centres of Kings Meadows and Mowbray, as identified by the Retail Audit and Activity Centres Strategy; retail and shopping precincts; and neighbourhood clusters provide opportunities for small to medium scale pedestrian projects to enhance walking conditions.

Strategy Actions:

Enhancing the walkability of neighbourhoods

Plan and implement projects to improve walkability in neighbourhoods with high priority needs.

The organisation will:

Use community-based survey and audit tools to assess current walking conditions ; undertake small-scale pedestrian projects in identified neighbourhoods; initiate large pilot projects for pedestrian infrastructure improvements; encourage an increase in local services (such as corner stores and medical centres); and Initiate walking programs.

Facilitate additional community-focussed pedestrian studies and projects.

The organisation will:

Develop a framework and funding approach with focus on identified priority neighbourhoods;

Develop a case study approach (from using the community based survey and audit tools to assess current walking conditions) that may be used for other suburbs; and access funding opportunities such as the Australian Government's funding programs.



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APPENDICES

Appendix 1: Launceston pedestrian strategy - implementation plan

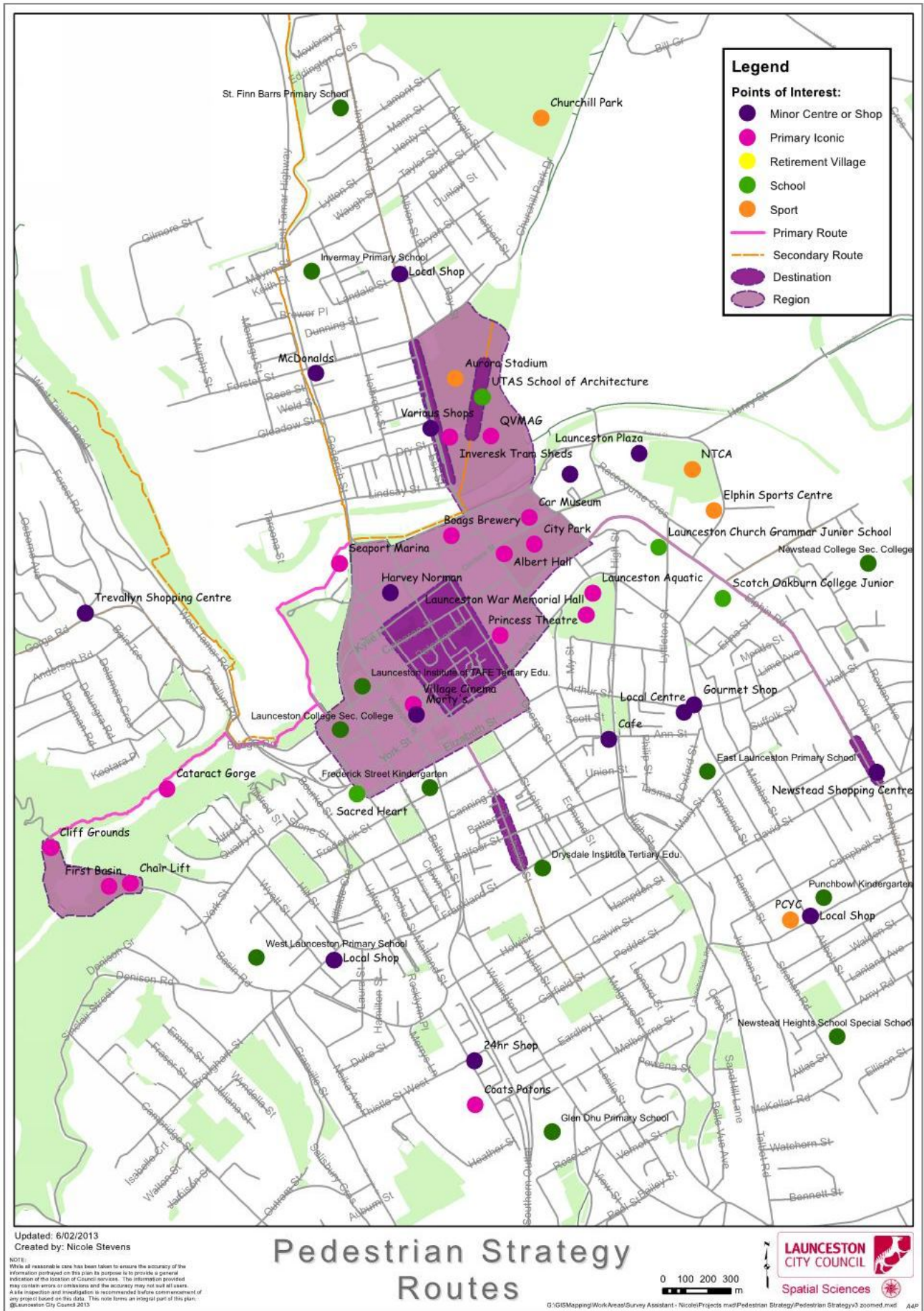
Action Item	Lead Directorate / Agency	Timeframe				Investment
		Immediate	0-2 years	3-5 years	5-10 years	
1. Demonstrating leadership and support for walking						
1.1. Pedestrian Strategy team to work with the Pedestrian and Bike Committee	Infrastructure Services		✓			Existing
1.2. Ongoing consultation with community partners	Infrastructure Services	✓				Existing
1.3. Pedestrian strategy progress report	Infrastructure Services	Annual program (report in Feb)	✓			Existing
1.4. Data collection and analysis	Infrastructure Services		✓ Initiate			Existing
1.5. Partnerships with leaders in pedestrian policy	Infrastructure Services		✓			Existing
1.6. Walkability audit, analysis tools	Infrastructure Services (methodology already developed in Residential Strategy)		✓			Existing
1.7. Audit of the council owned properties	Infrastructure Services			✓		Existing
1.8. Health and Wellbeing Committee - walking programs	Pedestrian and Bike Committee		✓			Existing and new funding

Action Item	Lead Directorate / Agency	Timeframe				Investment
		Immediate	0-2 Years	3-5 Years	5-10 years	
2. Influencing travel behaviour and promoting a culture of walking						
2.1 Provide information to community walking programs	Infrastructure Services	✓				Existing
2.2 Identify local walking priorities	Infrastructure Services and Pedestrian and Bike Committee		✓			Capital Works Program and explore external funding
2.3 Publicly promote walking projects	Pedestrian and Bike Committee	✓				Existing
2.4 Support external groups to co-ordinate events and programs	Pedestrian and Bike Committee		✓			Existing and explore external funding
2.5 Encourage community based walks	Pedestrian and Bike Committee and Parks and Recreation	Support existing	✓ Identify new			Existing and explore external funding
2.6 Walking for transport (2kms) and active transport (5 kms)	Pedestrian and Bike Committee		✓			New funding
2.7 Liaise with schools regarding walking programs	Pedestrian and Bike Committee	Initiate	✓			Explore external funding
2.8 Promote the implementation of guidelines for a healthy workplace	Pedestrian and Bike Committee			✓		New funding
2.9 Promote internet links to walking programs on council's website for the community	Pedestrian and Bike Committee	Initiate		✓		New funding

Action Item	Lead Directorate / Agency	Timeframe				Investment
		Immediate	0-2 Years	3-5 Years	5-10 Years	
3. Integrating networks for walking						
3.1 Urban road hierarchy provision checks and improved footpath networks	Infrastructure Services/State Growth			✓		Capital works and maintenance programs; explore external funding (Liveable Cities Program)
3.2 Improved signage/guidance and promotion of footpath network	Infrastructure Services / State Growth			✓		Capital works and maintenance programs
3.3 Tools to plan for new walking routes and maintenance of existing routes	Infrastructure Services/ Pedestrian and Bike Committee				✓	Existing
4. Creating spaces and places for people						
4.1 Priority areas for pedestrians in locations of significant activity	Infrastructure Services/State Growth			✓		Capital works program and explore external funding
4.2 Reduced vehicle traffic and increased 4.3 pedestrian use of inner city streets	Infrastructure Services and Launceston City Heart Project (LCHP)				☐✓	Existing
4.4 Pedestrian crossings	Infrastructure Services/State Growth			✓		Capital works and new funding
4.5 Needs of	Infrastructure		✓			Capital works

pedestrians in the planning process	Services/State Growth					and new funding
4.6 Revitalisation projects and streetscape enhancements	Launceston City Heart Project (LCHP)			✓		Capital works and new funding
4.7 Local culture and visual interest in public places	Launceston City Heart Project (LCHP)			✓		Existing
5. Focussing on neighbourhoods with high priority needs						
5.1 Projects that improve walkability	Pedestrian and Bike Committee		✓			Maintenance program and explore external funding
5.2 Additional community focussed pedestrian studies and projects	Pedestrian and Bike Committee		✓			new and explore external funding

Appendix 2 - Pedestrian Route Map



Appendix 2a - List of Primary, Secondary and local pedestrian routes

PRIMARY	SECONDARY	LOCAL
<p>All core Central Business District Streets (CBD)</p> <p>Seaport / Royal Park / Kings park / Cataract Gorge Main Path</p> <p>Elphin Road</p> <p>Charles Street CBD to Frankland Street CBD</p> <p>Invermay Road, Mowbray</p>	<p><u>Utility</u></p> <p>All CBD Streets</p> <p>University Trail</p> <p>Invermay Road, Invermay</p> <p>Trevallyn Road, Gorge Road</p> <p>Norwood Avenue</p> <p>Charles Street (Charles Street South to Coronation Park)</p> <p>Penquite Road, (Hoblers Bridge Road to Amy Road)</p> <p>Cypress Street</p> <p>Inveresk</p> <p><u>Recreational:</u></p> <p>Kings Meadows Trail</p> <p>Carr Villa Trail</p> <p>West Tamar Trail</p> <p>Between Two Bridges Trail</p>	<p>All other pedestrian facilities in Launceston including all recreational trails listed in the City of Launceston Trails Booklet, and not included here.</p>

Appendix 3 - Suggested neighbourhood walking plans

The Implementation Plan (Appendix 1) provides a broad level of planning. From the strategy actions, the Infrastructure Services Directorate will develop secondary plans which will offer a more detailed level of planning policy, including implementation strategies for specific areas of the city. These secondary plans will identify key pedestrian routes and links to activity centres and community services throughout a neighbourhood. A fundamental component of building an integrated walking network for Launceston is ensuring that pedestrian-focused policies are implemented through the development or redevelopment of a neighbourhood.

The following suggested secondary plans in order of priority provide the basis for transforming streets neighbourhood by neighbourhood, suburb by suburb:

IMMEDIATELY

Application of Urban Road Hierarchy of solutions

1. Check actual provision levels for local and collector roads, and implement solutions to meet minimum requirements
2. Check actual provision levels for Class 2 Sub Arterial roads and implement solutions to meet minimum requirements
3. Check actual provision levels for Class 1 Primary Arterial roads and implement solutions to meet minimum requirements

Suburbs that experience the lowest number of people walking to work/school

1. Waverley
2. Rocherlea
3. St Leonards
4. Punchbowl
5. Summerhill
6. Prospect
7. 10. Mayfield
8. 11. Ravenswood

1-3 YEARS

Neighbourhood centres and clusters

Review the results of the Residential Strategy walk analysis to start planning for treatment of suburbs (maintenance and capital works) and as required, conduct further walkability analysis to and from the following suburbs to closest activity centres or destinations:

1. Newstead

2. Trevallyn
3. Lilydale
4. Newnham
5. 16. Norwood
6. West Launceston
7. Youngtown
8. South Launceston

Local area plans

1. Lilydale
2. Dilston
3. All other small rural villages (Lebrina, Karoola, etc)

Priority areas for pedestrians in locations with significant activity

Seek to influence travel behaviour and increase walking (or a combination of public transport, cycle and walk) to the following destinations:

1. District activity centre: Kings Meadows
2. District activity centre: Mowbray
3. Kmart Plaza precinct
4. University of Tasmania and Polytechnic campus

Appendix 4 - Key Documents towards a more walkable City and increased pedestrian activity

Title and brief description	Aspirations that link to the Pedestrian Strategy
<p><i>Launceston 2020</i></p> <p>Community vision for Launceston including priorities, goals and values</p>	<p>As a result of extensive consultation with the community, Launceston 2020 identified four key theme areas. Air quality was the most important goal for Launceston, with river quality and the maintenance of parks and gardens also rating highly. The health of the river was considered a significant issue (river edges provide attractive pedestrian areas). In each of the four themes, walking and issues relating to walking featured as follows:</p> <ol style="list-style-type: none"> 1. Natural environment <ol style="list-style-type: none"> a. Look after parks and recreation 2. Built environment <ol style="list-style-type: none"> a. Make CBD more accessible to pedestrians and encourage pedestrians in the City b. Create a shared CBD and improve public spaces and facilities c. Reduce CBD traffic 3. Social economic <ol style="list-style-type: none"> a. Encourage greater use of public transport b. Improve access to facilities c. Focus on community safety 4. Culture <ol style="list-style-type: none"> a. Investing in increasing participation, more people being active
<p><i>Launceston City Heart Project (LCHP)</i></p>	<p>The Launceston City Heart Project (LCHP) is the revitalisation of strategically identified streets and laneways and public spaces in Launceston's CBD. The project identified in the Greater Launceston Plan (2014) and the Launceston Central Area Development Study (2013) is aimed at identifying the future vision and direction for Launceston's current central business district; to create a vibrant, highly liveable city centre, in which the active modes of travel (namely, walking and cycling, and public transport use) are prioritised over the modes traditionally afforded high priority. This will be enhanced by improved pedestrianisation, traffic calming and improved Wayfinding from the city to the surrounding key precinct area of the city.</p>

Title and brief description	Aspirations that link to the Pedestrian Strategy
	<p>The LCH project area is bounded by Cimitiere, Elizabeth, Wellington and Tamar Streets with areas of the CBD identified to be revitalised: Cameron Street, including Civic Square, Brisbane Street, including the Mall and Quadrant Mall, St John Street, Paterson Street, Charles Street and George Street. The surrounding laneways off these areas are also identified for revitalisation. In addition to the hard infrastructure revitalisation works and interventions, the LCH project will look closely at a number of initiatives and strategies that will strengthen the city.</p> <p>Four key themes have been identified to provide direction for the project:</p> <ol style="list-style-type: none"> 1. The CBD needs to be a living space; 2. A unique and diverse retail centre; 3. A social space supporting liveability; and 4. The CBD as an experience <p>Seven overarching principles are identified to guide the type of overall improvements needed:</p> <ol style="list-style-type: none"> 1. Local and unique; 2. Design for flexible use; 3. Meeting and socialising: rain, hail or shine; 4. Greenery in all shapes and forms; 5. Healthy and connected; 6. Creative and innovative; and 7. Mixed use planning <p>The development of the Launceston City Heart Masterplan and associated underpinning strategies will provide a clear direction for the future use and look, feel and experience of the central business district.</p>
<p>The Greater Launceston Metropolitan Transport Plan (the Plan)</p>	<p>The Plan is a ten-year strategic plan which is designed to improve accessibility, liveability and health outcomes in Greater Launceston by enhancing transport options for those travelling by foot, bike or bus.</p> <p>The Plan contains strategies that are designed to encourage more people to use public transport through improvements in bus travel time and frequency. Identifying and addressing inefficiencies in the bus network, including the over-supply of under-utilised student-only services, is a key element of the</p>

Title and brief description	Aspirations that link to the Pedestrian Strategy
	<p>Plan. For those with disabilities ensuring new bus stops are DDA compliant will help to improve accessibility.</p> <p>Supporting people to walk and cycle for transport-oriented trips is another key focus area, with the Plan recommending the provision of supporting infrastructure for cyclists and pedestrians. Better integration of transport and land use planning through urban consolidation and locating development more strategically, can reduce the need for travel and encourage use of non-car modes. A cultural change is also required at the individual level and across Government, in order to encourage a greater use of public transport, walking and cycling.</p> <p>Improving access to public transport, walking and cycling will help reduce car dependency and enhance access to employment, education and training, particularly for those in the community who may be disadvantaged as a result of economic circumstances, age or disability.</p>
<p><i>Community Plan</i></p> <p><i>Identify an overall vision and preferred future for the City, and create a broad set of priority areas for action</i></p>	<p>A community for all:</p> <ul style="list-style-type: none"> • Plan for and design a network of safe walking routes to facilitate movement and encourage active life styles • Minimise footpath hazards • Continue to upgrade and install ramps and pedestrian islands • Improving signage • Make Launceston ‘safer by design’: install infrastructure to maintain and enhance safety such as improved street lighting, improved pedestrian safety and improved shared use • Promote the use of the Heart Foundation’s <i>Healthy by Design</i> guidelines to planning and designing environments for active living • Healthy and active people through enhanced education and promotion • Promote existing infrastructure for physical activity such as bike tracks and walking paths • Encourage active work places

Title and brief description	Aspirations that link to the Pedestrian Strategy
	<ul style="list-style-type: none"> • Support Living Laneways Project • Implement the Parking and Sustainable Transport Strategy <p><i>Better link developments to the CBD and precincts to encourage inner city vitality</i></p>
<p>Strategic Plan 2014-2024</p> <p>A ten year strategic plan for the City of Launceston</p>	<p>To continue to offer an attractive network of parks, open spaces and facilities throughout Launceston</p> <p>To contribute to enhanced public health and amenity to promote a safe and secure environment</p> <p>To plan for better connections between the river and Launceston</p> <p>To promote active and healthy lifestyles</p> <p>To engage with neighbouring councils as well as infrastructure and transport providers, to improve access to greater Launceston for all modes of transport through planning and advocacy</p> <p>To improve and maintain accessibility within the City of Launceston area, including its rural areas</p>
<p>Ten Year Major Works Program 2007-17</p> <p>A program that plans for effectively building, maintaining and renewing Council assets</p>	<p>\$81m allocated for major works to renew and upgrade roads, build bridges, improve pathways, create commuter bikeways and install traffic lights and roundabouts</p> <p>\$19m to build linkages to national and state cycling strategies are made, as well as Council's Bike Plan (2005-2010), Visions 2020, and Parking and Sustainable Transport Strategy.</p>
<p><i>Launceston Cycling Infrastructure Strategy</i></p> <p>A framework for introducing a network of on-road arterial bike routes, including structured guidance to make roads better for cyclists. This information is now included in the Launceston Bike Strategy.</p>	<p>Emphasis is placed on adapting roads and traffic behaviour to cyclists' needs while at the same time recognizing that improved roads for cyclists also mean better infrastructure of other road users including pedestrians and other vehicle users.</p> <p>The strategy identifies a governance arrangement which could be used for the implementation of the pedestrian strategy.e spent on park and recreation and sports facilities including trail links between Inveresk and the city and better trail link between Punchbowl Reserve and Kings Meadows</p>

Title and brief description	Aspirations that link to the Pedestrian Strategy
<p><i>Residential Strategy 2009-29</i></p> <p><i>Developed as an integral part of the review of the Launceston Planning Scheme (1996), this strategy articulates future land use and development in Launceston leading to consistent planning outcomes to enhance the local housing stock and liveability</i></p>	<p>There is a significant emphasis on the provision of public transport, walking and cycling, including connectivity in new developments to ensure accessibility. The strategy also defines sustainable neighbourhoods that are as close as possible to urban services, are developed at a higher density and allow people to walk, cycle and use public transport as often as possible.</p> <p>A walkability analysis formed part of the report which shows the degree to which existing or future housing locations are able to be serviced by walking or the degree to which they are car dependent. Walkability is noted as a major spatial objective of housing developments.</p> <p>Success of the strategy relies on consistency with and coordination between all other strategies of Council. Coordination of infrastructure and capital works can assist – for example by provision of cycling, walking and public transport infrastructure; transport strategies; improvements to street furniture; lighting; art in public spaces and private developments; and public safety initiatives.</p> <p>Neighbourhood planning mechanisms (local area plans and outline development plans) are suggested to develop objectives for appropriate future development for different areas of the city.</p>
<p><i>Launceston Public Spaces and Public Life</i></p> <p><i>A vision for city spaces and overall strategies about how and where to strengthen and invite more public life. The recommendations focus on policy making and practical interventions in the public realm</i></p>	<p>The focus of the study was the city centre (1.32 km²) with the boundaries of the core study being North Esk River (north), Tamar St (east), Canning St (South) and Margaret St (west) – these are the most intensely used areas in the city and considered the main feeders to city centre in terms of pedestrian movement to and from the city.</p> <p>The recommendation focus on capitalizing on amenities, ensuring a people-friendly traffic system and a city that is better for walking, a diverse city centre and encouraging people to come into the city:</p> <ol style="list-style-type: none"> 1. Strengthen the connections between the city and the riverfront 2. Give higher priority to pedestrians to create more lively and social environments, and make walking the most attractive mode of transport 3. Adding amenity for pedestrians, link benches in the pedestrian network, restoring laneway linkages and

Title and brief description	Aspirations that link to the Pedestrian Strategy
	<p>connecting fragmented green network</p> <p>Missing links identified: to Seaport Marina (boardwalk on the waterfront is isolated from the city centre), Brickfields Reserve, Royal Park and the esplanade at the North Esk River. Key points of entry to the inner city walking network are not clearly defined. The North Esk River is not an integrated part of the walking network because the road system and the levees form a barrier.</p>
<p><i>Parking and Sustainable Transport Strategy</i></p> <p><i>A review of current objectives and planning regulations relating to parking and sustainable modes of transport with Launceston's Central Activities District which includes the CBD.</i></p>	<p>Report identifies 1% of people cycle to work for all or part of their journey and 6% of people walk to work. It suggests that walking and cycling infrastructure must be delivered in the context of travel demand management and integrated with wider transport and land use management and operational policies. The integration will ensure that pedestrians and cyclists are automatically considered and prioritized, and that opportunities to incorporate walking and cycling improvements into other projects and programs are taken up. Greater use of public transport, walking and cycling for travel to the city centre is an essential outcome of the strategy.</p> <p>Key recommendations that relate to walking are:</p> <ol style="list-style-type: none"> 1. Identify barriers to and opportunities for policy development in the areas of infrastructure, education and the promotion of cycling and walking 2. Ring fence funding for the promotion of walking and cycling, to be reviewed annually and increased as appropriate 3. Identify the pedestrian-focused activities that fall under the bicycle committee 4. Hierarchy of approaches to plan networks and consider treatment of key barriers to walking 5. Quality and consistent signage for pedestrians and way finding information
<p><i>Street Tree Strategy (DRAFT)</i></p> <p><i>Overarching goal is to create a liveable green network with trees connecting areas of interest for all road and footpath users to safely experience and explore</i></p>	<p>The strategy is concerned with improving amenity of the city and developing a green connected city, as recommended by Gehl Architects, and providing a coordinated, strategic approach to the planting of street trees. Road user needs considered while keeping in mind Launceston's vision of becoming a more pedestrian-friendly city. Cleansing of streets,</p>

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<p><i>the city</i></p>	<p>gutters and footpaths were also considered.</p> <p>The strategy identifies 68 separate linkages and nodes, 50 of these will be planted over the 10 year life of the strategy (average of 5 per annum). They include:</p> <ol style="list-style-type: none"> 1. Clearly identifiable, recreational cycling and walking routes that link the city centre with the riverfront, City Park, Royal Park, Princes Square, Brickfields Reserve, Windmill Hill Reserve 2. Links to Cataract Gorge Reserve and Trevallyn Nature Recreational Area (west), Kate Reed Nature Recreational Area (south), Hoblers Bridge Reserve (east) and Heritage Forest and York Park (north) 3. A boulevard strategy that lead to the city centre, eg Bathurst and Wellington Sts, turning these streets into boulevards and offering good conditions for walking, cycling, public transport and vehicular traffic
<p><i>Street Lighting Guidelines</i></p> <p><i>In recognition that levels of lighting are set by traffic function of a road or area, the guidelines were developed to assist requests for improved street lighting and prioritise improvements; also provides standard for lighting new developments</i></p> <p><i>Linked to Central Activities District Lighting Master Plan (2000) which provides a strategy and direction for achieving a night image for the city that contributes to the vision of "Launceston, celebrating its heritage in light"</i></p>	<p>Articulates reasons for street lighting and guiding principles:</p> <ol style="list-style-type: none"> 1. Traffic safety (visibility between different road users, particularly at junctions and crossings) 2. Way finding 3. Personal safety (reduce crime and fear of crime) 4. Amenity (attract night time activity) 5. Environmental considerations <p>Lighting standard AS1158 defines two categories (one to benefit vehicles and the other to benefit pedestrians) which essentially refer to spacing of light poles and brightness of lamps to achieve the desired lighting level.</p> <p>Guidelines specify that lighting will be provided either as part of new traffic improvement schemes or as an independent improvement</p> <p>Objectives of this Master Plan that have pedestrians in mind:</p> <ol style="list-style-type: none"> 1. Improve safety and security 2. Provide an inviting night time environment that is pleasant for both pedestrians and motorists 3. Illuminate landmark buildings and icons to encourage

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	<p>night time orientation</p> <p>4. Ensure tourist routes are illuminated to promote night and day use by pedestrians</p>
<p><i>Retail audit and activity centres strategy</i></p> <p><i>Initiated as a result of contacts by Woolworths in late 2010 to rezone at Connector Park for a marketplace shopping centre</i></p>	<p>Launceston's retail pattern was characterized by small neighbourhood centres and clusters in the city and the development of larger neighbourhood centres in the suburbs and localities outside the city within the greater urban area. The strategic principles of this strategy support place-making and a consolidation of network of sustainable centres and precincts. The report categorises Launceston's activity centres as follows:</p> <ol style="list-style-type: none"> 1. 'district centres' of Kings Meadows and Mowbray - having higher order activity roles that extend far beyond the provision of food and grocery shopping. The report highlights the need to ensure walkability to these centres are prioritised with due consideration to amenity and safety including the treatment of the public realm, pedestrian spaces and access routes. 2. Kmart precinct offers opportunities for amenity improvement 3. Neighbourhood centres – locally based activity centres with a supermarket and a range of supporting retail stores and services 4. Neighbourhood clusters – locally based activity centres anchored by a supermarket function 5. (Wellington St Coles, Newnham, Norwood, West Launceston and Youngtown)
<p><i>Designing a Better City' – a strategy to improve urban design outcomes in Launceston</i></p> <p><i>(Urban Design Policy Framework)</i></p> <p><i>Subsequent report to Council in April 2010 proposing the Local Laneways Project as an outcome of the Urban Design Framework. The laneways project is noted in the Community Plan</i></p>	<p>The framework aims to translate the 'big picture' desires of Council and the community for better quality urban design outcomes into practical projects that can be implemented through the Council's Planning Scheme and other available mechanisms.</p> <p>It summarises Council's current strategic direction in regard to urban design which includes: promotion of an active community through improved opportunities for cycling, walking and recreation; and promotion of the benefits to the city of alternative modes of transport and reduced traffic congestion.</p> <p>Scope of projects to be investigated include:</p>

Title and brief description	Aspirations that link to the Pedestrian Strategy
	<ol style="list-style-type: none"> 1. Public realm - public space analysis and improvement; quality place-making (including provision of public art to ensure that the environment goes beyond functional adequacy) 2. Site analysis – making new development fit and complement the urban fabric 3. Transport – reducing travel demands and promoting sustainable transport (creating a more pedestrian and bike friendly city and understanding current transport options and possibilities for the future)

REFERENCES

(Additional to materials provided by Council and already referenced in this document)

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