Client:
Launceston City Council

Project team:
Gehl Architects - Urban Quality Consultants
Project Manager:
Jan Gehl, Professor, Professor, Dr. litt. Hon. FPIA
Project Coordinator:
Sia Kirknaes, Architect MAA, sia@gehlarchitects.dk
Project Team:
Lars Gemzae, Architect MAA, Senior Associate
Signe Jul Andersen, Architect MAA
Joshua Morrison, stud. arch.

Consultant:
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Joshua Morrison, stud. arch.

Students involved
Without the very enthusiastic help and efforts of the students from the University of Tasmania School of Architecture & Design we would not have been able to collect all the ‘public life’ data represented in this report, including information on pedestrian movement and stationary activities.

Special thanks to Lecturer Helen Norrie and Research Assistant Adam Dyason from the University of Tasmania School of Architecture & Design for the great help.

These students, listed in alphabetical order, participated in the following:

Summer survey, March 2010
John-Paul Ibbott
Ivonny
Liam Jarvis
Harney Ketterer
Lee Jiam Tsong
Leong Jhiun-Jet
Mitchell Lloyd
Lo Phua Lee
Virly Martadiniata
Dermott Mc Grath
Carly McMahon
Dermott Mc Grath
Sian Norton

Winter survey, July 2010
Natasha Abdul Aziz Khan
Thomas Baird
Richard Beach
Emma Bennett
Choi Qian Pei
Rolf De La Motte
Clare Dunlop
Samantha Goh Sue Yen
Stephanie Green
Samuel Hesketh
Hasanah Hilmi
Braedee How
Ivonny
Liam Jarvis
Veronica Lee Shin Kiat
Mitchell Lloyd
Hasliza Hisyam Mohd Din
Syakirah Mohd Zakaria
Ng Syh How
Ng Sze Hsiung
Fatim Nordin
Terence Ong Chun Kiat
Phang Mun Kent
Levis Philpot
Rebecca Plapp
Nurul Sabrina Shafie
Hannah Shaw
Tasman Smith
Helene Tabor
Vince Wang Guoshi
Foreword by Launceston City Council Mayor Albert van Zetten

In March 2010, the Launceston City Council commissioned world renowned urban design company, Gehl Architects to undertake a Public Spaces Public Life study of Launceston.

Data was collected from a study of the city and its people, and also from feedback from public talks and meetings with key focus groups. The analysis of this data was used to develop a vision which is outlined through strategic recommendations for city spaces and overall strategies for the future of the city. The recommendations focus on policy making and practical interventions in the public realm while the overall strategies identify how and where to strengthen and invite more public life.

Launceston residents enjoy an enviable way of life that is at once relaxing and invigorating, a lifestyle centred on a climate similar to the south of France and easy access to the great outdoors.

We are blessed with a unique setting at the confluence of two rivers and benefit from having the spectacular Cataract Gorge Reserve just minutes from the central city.

As a result of Launceston’s slow growth rate in the latter part of the 20th century, a vast number of historic buildings and much of the character of the city remain. We are extremely lucky that so many quality features have been preserved in the city.

Launceston has all these positives and more, however as a city we need to continue to adapt. We all want the best for our city and I am delighted to present this report and its recommendations which will assist us in achieving that.

This report highlights the good and the not so good aspects of our city. Positives include the river, our parks and our preserved heritage. Some of the aspects the report highlights as needing improvement include the heavy traffic throughout the city, the under-developed potential of our laneways, the low density of residents in the city centre and the low number of public places for children.

The Gehl Architects’ recommendations focus on capitalising on our wonderful amenities, ensuring the city centre has a people friendly traffic system and is better for walking, ensuring a diverse city centre for all of us and encouraging people to come into the city to have fun, not just to shop and work.

The report centres on people’s experiences in the city. Improving these experiences can lead to significant economic benefits for Launceston.

These recommendations are in line with many other Council strategies such as Vision 2020, the Parking and Sustainable Transport Strategy, the Residential Strategy, the Urban Design Strategy and the Launceston Community Plan.

It is envisaged that this document will be an integral tool in Council’s strategic planning and the mapping out of future budgets.
How to read the report

Introduction
The Introduction gives a general introduction to the study and the importance of high quality public realm.

Analysis
The Analysis is divided into 5 sub-chapters and includes an analysis of the physical conditions provided for pedestrians in the city centre as well as how the city’s streets and squares are used. The analysis covers both the issues related to walking and getting around in general, and the issues regarding spending time in the city.

Recommendations
The Recommendations is divided into 5 sub-chapters and are based on the findings in the analysis. A set of overall recommendations, in a not prioritised order, are put forward covering the main problematic issues today.

Public life data
The public life data presents all the collected data of the public life survey. How are the streets, squares and parks in the study area used? How many people are walking in the streets? How many activities are going on? What goes on during weekdays and Saturdays? The data is divided into observations regarding pedestrian traffic and staying and recreational activities. The data gives information and detailed background on the present state of public life in the city based on surveys taken place in autumn and winter of 2010.
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Introduction

Background for the study

Gehl Architects has been invited to conduct a Public Spaces & Public Life in study in Launceston. With the ‘human dimension’ as a starting point, Jan Gehl has, over four decades, worked to improve city environments in Denmark and abroad.

The book Life between Buildings, originally published in 1971 and translated to a number of languages, has become required reading in numerous architecture schools worldwide. Life between Buildings studies and describes the life which takes place in the public realm, in both cities and suburbs, and advocates for a stronger effort from planners and architects to understand and create the framework which will provide for and enhance public life in the best possible way.

The objective of Gehl Architects is to create a stronger coherence between the life in the city and either planned or existing building structures. Public life is at the top of the agenda and great care is needed to accommodate for the people using our cities.

As part of a working tool, Gehl Architects has developed the ‘Public Spaces and Public Life’ (PSPL) methodology, which can be adapted to several contexts. In Copenhagen, PSPL surveys have been conducted every ten years over the past forty years. The surveys clearly and thoroughly document the gradual urban change occurring over the four decades and have provided empirical evidence of the significant improvement in city life resulting from the increase in public space quality. Additionally, follow-up surveys have enabled the municipal government to gather information, as well as inspiration, for the further development of the public realm, whilst the general public has acquired valuable understanding and interest in public spaces and public life.

This trend has spread to other cities. Besides Stockholm and Copenhagen, Gehl Architects has performed follow-up surveys in Perth in 2009 (follow-up to a 1994 survey) and Melbourne in 2004 (follow-up to a 1994 survey). In both cases, Melbourne in particular, PSPL studies have shown that public realm improvements have the potential to significantly impact the public life of the city. Such evidence has proven to be vital to maintaining public interest in further improvement projects, as well as general satisfaction amongst citizens who can see quantifiable evidence of improved city quality.

The ‘Public Spaces and Public Life’ methodology has been used for the Launceston survey, so that it has been possible to compare the current situation with other cities.
Introduction

New needs and new activities

In western cities of the 21st century, public life can no longer be taken for granted! As cities experience declining densities, suburban sprawl, increased commuting and more knowledge intensive labour, still fewer people depend on urban public space for their day-to-day living.

As much public space has lost its original function, e.g. as market or meeting places, and as increasing amounts of cars have pushed out more “soft” social activities, cities all over the world have lost valuable public space and have only then realised that public life disappeared with it.

If a modern city wants lively streets and a vibrant public realm, it has to provide public space as a fundamental prerequisite. As today’s citizens have more options on how to spend their time, they will only spend it in the public realm if it is of high quality and accessibility is easy and convenient. Today, “people first” strategies, as presented in this report, are used to assist the transition of modern knowledge-intensive cities into attractive and environmentally-conscious cities of the 21st century.

21st century: a dramatic change in the character of public life

Diagram showing the relation between necessary and optional activities over the course of 100 years. Note the arrival of the car in the mid-fifties and the current international trend of providing space for optional public life.
New demands on public space

In accordance with changing life styles and demands from users, public spaces in the 21st century face new challenges in order to be attractive. Below are trends that put new demands on public spaces. The trends are based on studies by Gehl Architects on the use of public spaces and life style changes as well as research on “mega trends” by the Institute for Futures Studies in Copenhagen.

Amenity values
Amenity values and special attractions play an increasingly important role for the attractiveness of cities. Easy access to water and green areas has become an important point of focus.

Privatisation = increased interest in public life
Smaller households and the rapid privatisation of home-life, work-life and service activities has resulted in a general increase in the interest of public spaces and public activities, serving as a counterweight to the increased isolation of individuals within the city.

Increased interest in taking part in cultural events
City spaces can create the basis for a wide variety of activities, including exhibitions, performances, plays etc. The amount of people living alone has increased and has meant an increased need to go out to meet other people and take an active part in city life.

New interest in physical activity
Born among other urban trends, including the increase in car travel, inactive every day lives and renewed environmental consciousness, the interest in walking, as well as cycling and an active and healthy life style, has increased substantially. Today, jogging, roller skating or simply walking to and from errands comprises a substantial part of the activities taking place in our cities.

The wish to enjoy nature and fresh air all year round
Greater amounts of people spend working hours indoors, and consequently many choose to spend much of their spare time outdoors.

More children and senior citizens wish to use the city spaces
Focus needs to be put on encouraging children, young people and senior citizens to use the city. A diverse range of user groups creates the basis for active city spaces – and cities need to be designed to welcome the needs of both young and old.
Study and study areas
Introduction

Executive summary

Analysis

1. A city with wonderful amenities
Launceston is a fortunate city of a human scale. The general heights of the buildings are between 3-5 storeys and the city centre is rather densely built. This provides excellent conditions for enjoying the climate, in terms of sun and little wind at street level. The city has a compact centre which is sprinkled with fine heritage buildings. The homogenous building mass also dictates some rather simple messages to new buildings, regarding heights and massing, that can be easily understood. Launceston enjoys a wonderful natural setting. In very close proximity of the city centre are vast nature reserves as e.g. the Tamar River, North Esk River, Cataract Gorge Reserve and Trevallyn Nature Recreational Area. In respect of the wonderful natural assets Launceston could do much more to capitalize on these elements in order to add character and identity to the city centre. As such Launceston is at street level not experienced as a specific green or blue city.

2. A traffic dominated city
The city is strongly prioritizing vehicular traffic and Bathurst Street and Wellington Street are major barriers. The traffic barriers in Launceston are expressed in various ways. On a city level large traffic arteries cut the city centre in two. On the next level almost all the streets in Launceston are dominated by driving as well as parked cars. Launceston has a very high number of parking spaces in the city centre offering good conditions for the cars but also increasing the problem of traffic in the city centre. The public transport system is quite reliable and fine grained, though a higher level of information could be called for in terms of waiting time until the next bus etc.

Recommendations

1. Ensure a city centre that capitalises on its wonderful amenities
The particular qualities of the city must be celebrated so the urban richness can be enjoyed. Protection of the city centre’s many historical buildings and features is an essential priority. The heritage buildings represent valuable assets not only as historic reminders and beautiful landmarks, but also as potential buildings for attracting alternative business to the city. A lively city centre needs to be well-integrated with the neighbouring city areas. High quality links leading to and from the city centre should therefore be developed. If needed, existing routes should be strengthened, physically and visually, and new ones could be added. The Tamar River and North Esk River need to be integrated better with the city centre. The river front has the possibility to be an even stronger asset for Launceston (a true city destination) if the connections between the city and the river were strengthened.

2. Ensure a city centre with a people friendly traffic system
The growing number of cars has lead to a gradual decrease in quality of the internal accessibility and mobility for visitors, employees and residents in the centre. A balanced approach both for external as well as internal accessibility is suggested. In order to improve the quality and vitality of Launceston city centre, a reduction in vehicle traffic volumes and speeds need to be achieved. The through traffic with no business in the city centre should be redirected. Launceston has excellent conditions for cycling, with climate and topography presenting few difficulties. The bicycle network ought to be better at inviting more people to ride bikes, especially for short distances within the city centre and to and from neighbouring areas.
Launceston Public Spaces and Public Life 2011 · Gehl Architects

Introduction

3

A good city for walking
The city grid makes a rational, flexible and efficient urban structure, that is easy to move around. Unfortunately most of the streets in the city centre are very much alike and a clear street hierarchy is lacking. Vehicle traffic dominates the city centre and pedestrians have to wait and move on the premises of the cars. There is a lack of an attractive, safe and closeknit pedestrian network connecting important destinations. The invitation to walk is missing. It needs to be stressed that 1990s street upgrades such as the 'Avenue' have been quite successful and have given Launceston a breath of fresh air and a positive boost. The flexibility and robustness of the grid has an under utilised potential for a system of differentiated street layouts. The street width has potential to accommodate more uses than driving, parking and walking for example providing cycle lanes as well as seating and diverse landscaping.

4

A monofunctional city
City life in Launceston is concentrated within just a few city blocks and the surrounding areas are rather inactive. The city centre consists of one pedestrian mall which forms the heart of the city centre. This is dominated by commercial activities during the day and is closed, inactive, and uninviting during the evenings. Today the city centre seems very introverted, it works within itself
There are very few residences in the inner city area. A total of 500 residents which is 4 residents per hectare which creates a negative effect on the feeling of safety. The age and gender surveys point towards a lack of elderly and children in the city centre during summer days. These groups are generally uninterested in shopping and if the city has only few other things to offer, these groups tend to stay away. Families, children and elderly are currently under prioritised.

5

An under utilised public realm
The staying activity counts that were done in Launceston during summer 2010 point to an extremely low level of staying activities occurring. The staying counts register the people who choose to spend time in the city for shorter and longer periods. The staying counts are closely interlinked with the quality of the individual public spaces. A public space which is well situated in terms of sun, is equipped with comfortable benches, has easy access to the pedestrian network, enjoys fine views and a high quality paving and furniture is generally well functioning and is visited by a number of people throughout the day. These people choose to spend time and enjoy the city and the specific space. A public space which does not work for one reason or another does not attract a similar number of visitors.

4

Ensure a better city for walking
Make walking in Launceston the most attractive mode of transport by giving high priority to pedestrians to create more lively and social environments. When traffic moves more slowly there tends to be more urban activity and more opportunities to meet in the public realm. This means that people that walk or cycle contribute more to the liveliness of an urban area.

4

Ensure a diverse city centre for all
The city life in Launceston's city centre is today mainly dominated by daily visitors coming to work and shop. To create a more lively city, the public realm should be inclusive for all and create invitations for a wider range of user groups. Launceston needs to become more diverse and vibrant and invite more residents and more students to live in, and be more active in, the city centre day and night.

5

Ensure more invitations to stay in the city centre
The analysis of the public space and life in Launceston can be summarised as - the physical structure is there, but opportunities for a range of activities need strengthening. Make the public life more vibrant and the city more diverse by offering a wider range of activities and destinations for all user groups. The use of the city centre needs to be extended and there is a need for more diversity of public spaces, which can offer fine places for many user groups to spend their time. The unique qualities, especially the river front need to be celebrated.
Introduction

The study area

Definition of the study area
The outline of the study area has been determined in close cooperation with Launceston City Council. The main focus of the study is the city centre with the boundaries of the core study area are the North Esk River (north), Tamar Street (east), Canning Street (south), and Margaret Street (west).

These areas encompass the most intensely used areas in the city. Having a coherent study area allows for a study of network and coherence as well as connections to the bordering areas. Thus the main feeders to the city centre have been studied in terms of pedestrian movement to and from the city. These links are vital walking links and relate very closely to what is going on in the city centre.

Scale of the study area
The study area is approx. 1.3 km². Historically most city centres have, like Launceston, an area of approximately 1 sq km, as one kilometre is a reasonable walking distance when using the city facilities. Short walking distances provide greater potential for flourishing city life, as well as healthy and sustainable city living.

Who is using Launceston city centre?

500 residents in the city centre
6,185 students in the city centre
413,000 (2004) visitors to Launceston a year

You can reach anything in the city centre within 6-10 min

Study area and approximate walking times in Launceston city centre
City scale comparisons

Launceston, Tasmania
City centre 1,282,000 m²
- Approx. 500 residents in the city centre (2010)
- 4 residents per hectare
- Approx. 65,000 residents within the municipality (2006)

Inner city area 1-2 km²

Hobart, Tasmania
City centre 1,335,600 m²
- Approx. 1,900 residents in the city centre (2010)
- 14 residents per hectare
- 50,000 residents in the City of Hobart
  (200,000 residents in metropolitan area)

Inner city area 1-2 km²

Christchurch, New Zealand
City centre 1,740,000 m²
- Approx. 2,000 residents in the city centre (2008)
- 12 residents per hectare
- (382,000 residents in the metropolitan area)

Inner city area 1-2 km²

Melbourne, Australia
City centre 2,300,000 m²
- 12,000 residents in the city centre (2006)
- 52 residents per hectare
- (3.5 million residents in the metropolitan area)

Inner city area 2-3 km²

Odense, Denmark
City centre 870,000 m²
- Approx. 7,400 residents in the city centre (2008)
- 85 residents per hectare
- (186,700 residents in the municipality 2007)

Inner city area 1-2 km²

Apeldoorn, Netherlands
City centre 1,200,000 m²
- Approx. 1,900 residents in the city centre (2009)
- 16 residents per hectare
- Approx. 155,300 residents within the municipality (2009)

Inner city area 1-2 km²

Copenhagen, Denmark
City centre 1,150,000 m²
- 7,600 residents in the city centre (2005)
- 66 residents per hectare
- (1.2 million residents in the metropolitan area)

Inner city area 1-2 km²
Analysis
Overview of analysis

The detailed Launceston Analysis is divided into 4 sub-chapters and includes an analysis of the physical conditions provided for pedestrians in the city centre as well as how the city’s streets and squares are used. The analysis covers both the issues related to walking and getting around in general, and the issues regarding spending time in the city.

A city with wonderful amenities

Potentials
- Fantastic natural setting (Tamar River, North Esk River, Royal Park and City Park)
- Proximity of Cataract Gorge Reserve
- Human scaled, low, dense heritage built form.

Challenges
- Make strong connections to amenities (Tamar River, North Esk River, Royal Park and City Park)
- Make better physical and psychological links between the city and surrounding natural areas (Tamar River, North Esk River and Cataract Gorge Reserve)
- Celebrate the green profile.

A traffic dominated city

Potentials
- Short distances to key destinations.
- Low city with a human scale.
- Good climate conditions for cyclists.
- A good public transport network.

Challenges
- Calm traffic in the city centre.
- Address noise problems along heavily trafficked streets.
- Reduce parking in the city centre.
- Improve the conditions for cycling.
3. A good city for walking

Potentials
- Compact walkable city centre.
- Short distances to key destinations.
- Low rise city with a human scale.
- Good climatic conditions for walking.

Challenges
- Strengthen the city core by strengthening pedestrian environment in areas outside shopping streets.
- Add amenity for pedestrians.
- Restore laneway linkages.
- Connect fragmented green network.

4. A monofunctional city

Potentials
- Activity during working/shopping hours.

Challenges
- Increase numbers of residents.
- Concentrate evening activity.
- Address financial disincentives for inner city living.
- Provide opportunities for housing and associated services in the city centre and inner suburbs.

5. An under utilised public realm

Potentials
- Recently upgraded Brisbane Street.

Challenges
- Provide public benches along main walking routes.
- Give people opportunities to sit and stay along the North Esk River.
- Provide more and improve quality of public benches.
- Link benches in the pedestrian network.
- Spread outdoor serving areas to rest of city.
Recreational activity in City Park
A city with wonderful amenities
The river as a recreational element

- Launceston’s location and the way the city lies in the landscape brings a level of immediate quality to the city.
- Launceston has been built around the merger of the Tamar River and its tributaries; the South Esk River and the North Esk River. The Tamar River is a navigable estuary, and is still used for tourist cruises. For many years, ocean going shipping used the river to obtain access to the Port of Launceston located in the city centre.
- Cataract Gorge Reserve, or ‘The Gorge’ is a unique natural wilderness formation 15 minutes walk from the city centre with beautiful walking and hiking trails and with spectacular views. This is not clearly perceived from the city due to poor connectivity.
- The hills rise steeply to the south-east and the flat centre gradually falls away to the North Esk River beyond the levee banks to the north.
- With such beautiful location and so many accessible amenity features it is a shame the city does not utilise them more.
- The flood levee, protecting the city against flooding, acts as a barrier, especially on the Esplanade.
- A substantial amount of river front is accessible for pedestrians and cyclists. However the promenade along the water is not continuous. This means that pedestrians and cyclists have to walk to road level and cross several roads on a walk along the river.
Access to the river is very difficult from the inner city due to heavy traffic. The levee acts as a barrier.

The riverfront and the levee hold great potential as a recreational space close to the city centre.

Increased pedestrian and bicycle access across the river will open up more possibilities.

Poor connectivity along the river due to highway infrastructure.
Landmarks and special features

- The generally low-rise city has a good collection of landmarks, particularly around the civic centre and St John Street.
- There is a strong concentration of churches in the city centre. Many of the churches have fine steeples and towers which serve as landmarks.
- A key characteristic of Launceston’s built form is the grand architectural treatment at many street corners.
- Corner entries into these feature buildings accentuates this pattern.
A human scale city

- A human scale city.
- The majority of buildings are 2-3 storeys.
- There are very few buildings over five storeys. This provides a consistent and relatively human scaled central area.
- Low buildings providing excellent conditions for a good microclimate.

The few tall buildings are quite randomly placed. The Telstra building opposite the beautiful town hall and next to the General Post Office that dates back to the 1880s, on St. John Street is tall, bulky and degrades the visual environment in the city.
Founded in 1806, Launceston is the nation’s third-oldest city with a fascinating history illustrated by its beautiful old buildings and streetscapes, these date from the early Colonial and convict period through to Georgian and Victorian eras.

The city is very fortunate in having preserved large numbers of old city buildings with low building heights, narrow frontages and rich architectural details, forming very pleasant and human scale streetscapes.

A large percentage of the building stock is of heritage value, and is protected under three tiers of legislation.

The parks are also protected by legislation and management plans.

Buildings across the study area have also been identified as being part of precincts of distinct character.

The Heritage Precincts included in the study area are Civic, River Edge Industrial and Commercial.
Today the heritage buildings are much valued by the community and admired by visitors
Awnings as a significant feature

Awnings are a significant feature of Launceston centre. They cover large stretches of the footpath in the inner city.

- Most of the awnings are concentrated on the streets adjacent to the Brisbane Street Mall.
- This provision forms a diagonal zone from north-east to south-west through the city centre.
- Existing awnings provide shade and shelter, but their appearance is often unappealing.
A fragmented green network

The city centre is wrapped around a number of fine parks. These parks provide a positive spatial quality for the larger urban environment. The connections between the parks are generally poor. Street trees are currently concentrated around parks, Brisbane Street (the Avenue) and residential area. There is a fragmented green network. The appearance of the city will be greatly improved by the future planting that is currently proposed.
Huge parking lot on Paterson Street
A traffic dominated city
Launceston suffers from heavy through traffic and high volumes which are putting pressure on the city centre and decreasing the quality of the public spaces. Traffic is heavy especially on the north-south running Bathurst Street and Wellington Streets.

The volume of traffic along these routes and the associated highway infrastructure of the West and East Tamar Highways have a consistently detrimental effect on the western half of the city.

There are many one-way streets which have been introduced to accommodate through traffic on the western edge of the city.

The Brisbane Street Mall provides an east-west barrier to through traffic. This has been strengthened with the creation of one way streets to the north and south on sections of Paterson Street and York Street.

In order to develop a good city for people and to improve the overall city quality the number of private motor vehicles driving through the centre needs to be decreased. Other modes of transport need to be developed in order to offer people an alternative to the car.

Past proposals for an east-west bypass for heavy vehicles have been met with opposition.
A traffic dominated city

Launceston has a very high number of parking spaces in the city centre offering good conditions for cars but also increasing the problem of traffic in the city centre.

Parking structures are placed inside the inner city core. An alternative is parking at Inveresk just outside the study area which can accommodate 612 cars and offers free shuttle service to the city centre.

Parking lots at street corners are probably the most misplaced parking in all of the city centre. On-street parking spaces seriously downgrade the general experience of walking in the city centre.

Recommendations from Council's 'Parking and Sustainable Transport Strategy' are currently addressing the issue of decreasing parking in the city centre.

Comparison:
Amount of public parking spaces per hectare

- A total of 4,090 parking spaces, which is a high number for a city this size!
- 1,150 parking spaces in parking structures, 2,940 is in open parking lots and on street parking.
- Launceston has a very high number of parking spaces in the city centre offering good conditions for cars but also increasing the problem of traffic in the city centre.
- Parking structures are placed inside the inner city core. An alternative is parking at Inveresk just outside the study area which can accommodate 612 cars and offers free shuttle service to the city centre.
- Parking lots at street corners are probably the most misplaced parking in all of the city centre. On-street parking spaces seriously downgrade the general experience of walking in the city centre.
- Recommendations from Council’s ‘Parking and Sustainable Transport Strategy’ are currently addressing the issue of decreasing parking in the city centre.

Your car is welcome
A well connected public transportation system

- Close links between public transport and the pedestrian network.
- The predominant through route is north-south via St John Street, William Street and over Victoria Bridge as this leads to the university campuses and the northern suburbs.
- Bus stops are generally evenly distributed throughout the study area.
- Many bus services/routes do not run after 7pm.
- The free bus service – the Tiger Bus – is especially good since it offers – free of charge – an easy and dependable way of getting around the city centre every 15/30 minutes - and is connected to Inveresk parking lot north of the city centre. This is excellent initiative that really makes getting around the city easy and provides a good alternative to car dependency.
- The public transportation system should be developed further in the future to continually provide better alternatives to car driving.
- Recommendations from Council’s ‘Parking and Sustainable Transport Strategy’, including the Tiger Bus, are currently addressing some public transport issues.
High amount of vehicular traffic - high level of noise

- Noise is an unpleasant factor in the street environment. Too much noise creates an uneasy and stressful environment, restricting talking, listening and social events. Different noise levels give different opportunities for public life to evolve.
- Noise levels are measured in dbA. Sound levels double for every 8 dbA. 68 dbA is twice as loud as 60 dbA, and 76 dbA is four times as loud as 60 dbA etc. A spot survey of noise levels carried out on an ordinary weekday between 10am - 12pm reveals that noise levels frequently rise to high levels.
- The noise readings taken were a sample from a single time of day, however they do reflect general perceptions.
- Launceston has tremendous noise levels in Bathurst Street and Wellington Street with its more than 80 dbA during the day. Similar noise levels are recorded in other study streets, with trucks as the main offenders as they halt and accelerate.

Mode of travel to work

- Only 2% travel by public transport.
- The majority of people travelling to work in Launceston arrive by private cars (89%) and only 1% take their bicycle.
- Few people travelling to work by soft means of transportation (walking, cycling and public transport) in Launceston.
  Just 11% compared to 53% in Apeldoorn, 82% in Odense and 69% in Copenhagen.
Hard times for cyclists in Launceston

At the time of the analysis there were no designated bike lanes in the study area making it unsafe to bike, since a person had to ride between moving cars.

Launceston lacks facilities in terms of proper cycle lanes, a linked network, dedicated cycle lights, markings on roads where cyclists are crossing or any of the other means that other cities use to look after their cyclists.

Cyclists currently enter the city from a range of different directions via different streets, but a popular through route is north-south via St John Street.

Bike racks are concentrated around the Mall and Civic Square.

Launceston has excellent natural conditions for developing a strong cycle culture since the climate is perfect for cyclists and the topography is not too steep.

Council’s Bike Committee is working towards better provision for cyclists across the city, starting with the development of the arterial routes.

Priorities must be decided; some streets are too narrow to provide ideal access for motor vehicles, cyclists, and pedestrians.
Cycling in Launceston - only for the brave
- Due to the lack of a consistent cycle network, one with the ability to take you from door to door, cycling has become predominately a recreational activity and not the transport mode for the majority of cyclists. Taking on the city streets is an intimidating thought for many people.
- Very few commute by bicycle in Launceston, partly due to the unsafe cycling conditions. In order to get more to cycle, the perception of safety is the key. Accordingly, a large majority of the few cyclists on the streets in Launceston are young fit males who are able to cope better with bicycle-hostile environments.

Cycling in Copenhagen - preferred mode of transportation
- In Copenhagen, Denmark, cycling is a preferred mode of transportation. The city has managed to gradually increase its network of bicycle lanes and infrastructure, thereby encouraging still more people to choose the bicycle for commuting.
- At present, 37% of all those commuting in Copenhagen, do so by bicycle. The city council aims at reaching 50% before the year 2015, by continuing to upgrade the network. In Copenhagen, where a safe bicycle infrastructure has developed gradually over the decades, the majority of cyclists are women and all generations are found cycling. Safe cycling is not a question of protective gear or a compulsory helmet law, but of safe and high quality infrastructure.

• Cycling as a realistic mode of transportation and the illustration shows that less than 10 minutes of cycling from the city centre can bring you to Invermay and Glen Dhu.
• Cycling as a recreational activity as well as part of daily routine has many benefits in an urban environment.
• First of all it is slower and quieter than other modes of traffic, so it works well in a pedestrian environment. There is no noise and no pollution and it is in human scale. It brings people onto the streets – not just cars with people hidden inside.
• It is healthy too, and bikes take up much less space than cars. All in all there are both individual and collective benefits of inviting more people to cycle through the city centre as well as through Launceston as a whole.
• Experience from overseas shows that the secret to making cycling popular and reasonably safe is to have a sufficient number of cyclists – a critical mass. Motorists only learn to watch out for cyclists when cycling becomes part of a general traffic culture.
Attractive pedestrian environment on ‘the Avenue’
3 A good city for walking
A good city for walking  
Analysis

Walking routes and destinations

Comparison: The story of Copenhagen - public space network

Copenhagen has a widespread and well connected pedestrian network linking most of the important destinations in the city centre. Copenhagen has turned a car orientated city into a people oriented city in a step by step process over 40 years. The development has involved stopping through traffic, reducing the number of parking spaces in the centre and increasing the amount of space set aside for pedestrian activities from 15,000 m² to the present day 100,000 m² of car free streets and squares. These streets and squares now form a coherent network of high quality walking links and public squares for recreation, all of high quality and unique character.

- Current primary walking routes are clearly linked to the key destinations in the inner city area.
- Charles Street is a priority pedestrian route due to the proximity of housing in South Launceston and the amount of desirable locations at the south end of Charles Street, beyond the study area.
- Missing links do occur, e.g. to Seaport Marina, Brickfields Reserve, Royal Park and the esplanade at the North Esk River.
- The 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 as the road system and the levees form a barrier.
- Tourist network is separated from commuter network.
Unexplored potential of laneways

- The city centre of Launceston has arcades and laneways connecting important destinations.
- The arcades and laneways offer very different urban space experiences compared to the primary street network - here you have an opportunity to explore.
- The arcades and laneways are very much needed in the city structure as important pedestrian links.
- There is not a strong history of shopping arcades in Launceston and many are not fully tenanted.
- The most important laneway connections need to be identified in order that they can be redeveloped into attractive, plausible routes through the city as part of a new pedestrian network.
- The laneways need to be upgraded in order to invite people to use them and improve the accessibility for pedestrians in the city centre. In many cases the laneways have a character of dark, back alleys and are certainly not places one would like to walk through late at night.
- There are currently unfunded plans for further art installations and lighting upgrades of some lanes around the city.

Being private, the arcades are closed off at night and greatly reduce the permeability of the urban fabric. Unlike the arcades, the laneways are accessible 24-hours. In many cases the laneways have a character of dark, back alleys and are certainly not places one would like to walk through late at night.

Source: Launceston City Council 2010
Scattered pedestrian oriented areas

- There are a relatively small number of car-free streets and squares - and the spaces are quite disconnected from each other.
- Car-free streets and squares in total: 16,760 m².
- Parks are in the periphery of the inner city. Parks in total: 177,000 m².
- The Seaport boardwalk on the waterfront is particularly isolated from the city centre.

Comparison: car-free areas. Launceston versus Odense

Note: Odense has a larger population of residents currently living in the city centre.
Analysis A good city for walking

Lack of street distinction

- The streets of Launceston primarily serve as traffic corridors. Over time their role as infrastructure to make traffic run smoothly has become more and more dominant, eliminating a number of other functions which streets are also used for, such as recreation, trading and the informal meeting place. The general trend has also been the disappearance of a number of user groups from the footpaths as conditions have deteriorated.
- The streets now work as part of a big traffic ‘machine’, where their main purpose is to deal with as much traffic as possible. This has a major effect on the atmosphere in the streets, the gradual anonymisation process leading to a lack of distinction between various streets which all serve the same purpose.
- Because of this, the general attractiveness of walking in the streets is low. It can be difficult to orientate one’s self and the general experience of walking is not pleasant.
- The wide streets have great potential for more recreation activities such as improved conditions for cyclists and pedestrians and dedicated bus lanes.

An exemplary model: Brisbane Street

The upgrade of Brisbane Street between St. John Street and George Street known as ‘the Avenue’ is a good example of a street with pedestrian priority, and reduced vehicle traffic. The Avenue is the only street with integrated vegetation.

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A good city for walking  Analysis

Pedestrian movement on a summer weekday

As part of the public life survey, a pedestrian traffic survey was undertaken in a selection of streets throughout Launceston. Counts were made in the period between 8 am and midnight and averages were determined for daytime and evening traffic on each street.

In total, approximately 116,500 pedestrians were recorded during Wednesday the 10th of March.

Limited amount of pedestrians compared with other cities.

Low level of evening traffic.

Compared to daytime traffic there is a substantial drop when evening starts. Shops close between 6 - 7 pm and the majority of all visitors leave the city centre.

Evening traffic is 11% of total pedestrian movement.

Evening traffic is 12% of daytime traffic. In comparison Copenhagen evening traffic is 50% of daytime traffic.

Daytime pedestrian traffic - weekday
8am - 6 pm
Source: Field survey, Wednesday the 10th of March
Weather: Mild 17-24°C

Evening pedestrian traffic - weekday
6pm - midnight
Source: Field survey, Wednesday the 10th of March
Weather: Mild 17-24°C
### Analysis

#### A good city for walking

#### Pedestrian movement on a summer Saturday

<table>
<thead>
<tr>
<th>Street</th>
<th>Pedestrian Traffic 8am - 6pm</th>
<th>Pedestrian Traffic 6pm - 12am</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Point</td>
<td>1,150</td>
<td>1,150</td>
</tr>
<tr>
<td>Kings Park</td>
<td>1,740</td>
<td>1,740</td>
</tr>
</tbody>
</table>

**Saturday pedestrian traffic is 23% less than weekday traffic**

#### Evening pedestrian traffic - Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>Pedestrian Traffic</th>
<th>Source</th>
<th>Weather</th>
</tr>
</thead>
<tbody>
<tr>
<td>6pm - midnight</td>
<td>89,400</td>
<td>Field survey, Saturday the 13th of March</td>
<td>Mild 16-23°C</td>
</tr>
<tr>
<td>8am - 6pm</td>
<td>77,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Comparison Weekday - Saturday

- There are no significant changes in the use of the pedestrian network on a Saturday. Similar to the weekday survey, the highest concentrations of pedestrian traffic are found in the block surrounding the Brisbane Street mall. This pedestrian activity is then minimally distributed throughout the rest of Launceston.
- Overall there is less pedestrian traffic on a Saturday than a weekday. In total, approximately 90,000 pedestrians were recorded during Saturday the 13th of March, around 75% of weekday traffic.
- Currently, Launceston does not encourage pedestrians to stay in the city center during the evening. Similar to during the week, levels markedly drop after 6 pm.
Pedestrian movement on a winter weekday

Winter
Daytime pedestrian traffic - weekday
8am - 6pm
Source: Field survey, Tuesday the 27th of July
Weather: Cold, no wind 3-15°C

There is a lower pedestrian volume (22%) during a winter weekday than during a summer weekday. In total, approximately 91,100 pedestrians were recorded during Tuesday the 27th of July.

The pattern of pedestrian movement is essentially repeating itself during the different seasons, with the highest concentrations of pedestrians along Brisbane Street and the Brisbane Street Mall.

At night the same pattern is repeated as for the summer weekday and Saturday. Not much is going on. The busiest locations continue to be Brisbane Street and Brisbane Street Mall.

The two busiest locations:
Brisbane Street Mall: approx. 14,950 ped.
Brisbane Street: approx. 8,250 ped.
Comparison to other pedestrian streets around the world

<table>
<thead>
<tr>
<th>Location</th>
<th>Year</th>
<th>Pedestrians (10 am - 6 pm)</th>
<th>Total Length (m)</th>
<th>Street Width (m)</th>
<th>Traffic Status</th>
<th>City Centre Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brisbane Street Mall</td>
<td>2010</td>
<td>19,720</td>
<td>160</td>
<td>18</td>
<td>Pedestrian street dominated by shopping and cafes.</td>
<td>1,900</td>
</tr>
<tr>
<td>Odense, Vesteregade</td>
<td>2008</td>
<td>21,760</td>
<td>500</td>
<td>10</td>
<td>Main street dominated by shopping, cafes and restaurants. Pedestrians only.</td>
<td>7,400</td>
</tr>
<tr>
<td>Sydney, Pitt Street Mall</td>
<td>2007</td>
<td>49,670</td>
<td>186</td>
<td>18.5</td>
<td>Pedestrian street dominated by retail.</td>
<td>15,000</td>
</tr>
<tr>
<td>Copenhagen, Stroget</td>
<td>2005</td>
<td>56,400</td>
<td>1,000</td>
<td>8</td>
<td>Main street dominated by shopping, cafes and restaurants. Pedestrians only.</td>
<td>7,600</td>
</tr>
<tr>
<td>Launceston, Brisbane Street Mall</td>
<td>2010</td>
<td>19,030</td>
<td>130</td>
<td>11</td>
<td>Pedestrian street dominated by shopping and cafes.</td>
<td>500</td>
</tr>
</tbody>
</table>

Comparison of pedestrian street traffic flows on a summer weekday between 10 am - 10 pm.

- When comparing Brisbane Street Mall with other pedestrian streets around the world the number of pedestrians is high.
- During a summer weekday approx. 19,500 people walk through Brisbane Street Mall while cities bigger in size than Launceston, such as Odense, Denmark experience similar numbers.
A good city for walking  Analysis

Waiting times at crossings

The streets surveyed show relatively low waiting times for pedestrians in Launceston. The average waiting time of the streets surveyed is 11.5%. In Sydney the average waiting time of the streets surveyed in the 2007 Public Space Public Life Survey was 32%.

The shortest waiting times are on St John Street with 8%.

The longest waiting times are on Wellington Street with 15%.

It is concerning that the Brisbane Street waits are longer than those on York since Brisbane Street has the highest volumes of pedestrian movement. A high waiting time is indicative of poor priority to pedestrians.

Test walks

In order to evaluate the walking quality offered, five test walks were carried out. In each case walking time as well as waiting time at traffic intersections was recorded.

When you walk down Brisbane Street, how much time do you spend waiting at crossings? The walking is calculated based on an average walking speed of 5 km per hour.
Incoherent pedestrian environment

Comparison: unnecessary footpath interruptions in Apeldoorn

In Apeldoorn there are very few physical interruptions of the footpaths. However, in Launceston, a clear sign of low pedestrian priority is found throughout the inner city. Cars driving in and out of garages have to cross the footpaths; Who has priority - the pedestrians or the cars?

This is unfortunate as it forces pedestrians to walk with extra care when they are on the footpath. This is not easily explained to children and it demands constant awareness from pedestrians. Pedestrians must be alert and often have to stop and wait for cars. This is an unsafe situation especially for elderly, children, people with special needs etc. It is important that pedestrians feel safe on the footpaths. Ideally, footpath design gives pedestrians the right of way, so it is clear to cars that they must wait for pedestrians.

Interruptions are placed where footpaths should have continued. A tour through the study area disclosed many unnecessary interruptions of footpaths. The footpath have been cut in bits and pieces by crossing traffic lanes for car parks, delivery lanes or minor side streets. Entrances and exits to parking garages are the primary cause of footpath interruptions in the city centre, and lanes are the next most common reason.

A core set of streets surrounding the mall have been upgraded with high paving quality.

Footpaths have generally been widened and the asphalt replaced with segmental paving.

Other streets within the study area are generally in fair condition, but many could do with some attention.
A good city for walking  Analysis

Quality of ground floor frontages

- Small units, many doors. (15-20 units per 100 m)
- Diversity of functions.
- No closed or passive units.
- Interesting relief in frontages.
- Quality materials and refined details.

- Mixture of small and larger units. (6-10 units per 100 m)
- Some diversity of functions.
- Only a few closed or passive units.
- Uninteresting design of frontages.
- Somewhat poor detailing.

- Larger units with few doors. (2-5 units per 100 m)
- Little diversity of functions.
- Many closed units.
- Predominantly unattractive frontages.
- Few or no details.

- Large units with few or no doors.
- No visible variation of function.
- Closed and passive frontages.
- Monotonous frontages.
- No details, nothing interesting to look at.

There are 7 times more activities in front of attractive frontages*

*“Close encounters with buildings” - Survey made by Jan Gehl and Centre for Public Space Research, Copenhagen

There is 7 times more activities in front of attractive facades and people move slower in front of attractive facades increasing the activity level with another 13%. The design of the groundfloor facades is crucial for the vitality of the public life. Surveys* shows that pedestrian move slower in front of the cities active facades, more people stop and more stationary activities take place. All and all is the number of activities in front of attractive and active facades seven times as many as in front of inactive and closed facades. On top of this, people move slower in front of the attractive façades generating an additional 13% increase in the total activity. Conclusion is that inactive, closed facades pacify the public realm while open and active facades activate the public life. A part from this makes attractive façade walking to a more pleasant activity and the city more beautiful.

*“Close encounters with buildings” - Survey made by Jan Gehl and Centre for Public Space Research, Copenhagen
Shortage of active and pleasant ground floor frontages

Potential areas to improve street frontages

- Pleasant and active street frontages are concentrated around the Mall and adjacent streets.
- The majority of the outer street frontages are dull and dominated by parking which creates an unattractive pedestrian environment.
- There are pleasant street spaces in residential areas and parkland areas on the periphery but they are often under used and therefore perceived unsafe at night time.
Outdoor serving on Charles Street
A monofunctional city
Low density of residents in the city centre

Having residents in the city centre means that people live in and care about the city. Residents contribute to the vitality day and night, going about their daily tasks. Particularly in the evening, residents, even if relatively few in numbers, create an image of a city lived in and looked after.

- Very few residences in the inner city area. A total of 500 residents which is 4 residents per hectare.
- Creates a negative effect on the feeling of safety.
- Negative effect on residents’ feeling of “ownership” of the city centre.
- There are particularly few mixed use buildings. Most residences are individual houses on the south eastern perimeter.
- New housing is mostly at Seaport.
- There have been changes in planning and fire isolation legislation in the past 10 years that have made it more cost effective to provide housing above shops and offices.
- Apartment living is becoming more desirable for some demographics, however the terrace or townhouse model is consistently popular.
- A core objective of Council’s adopted Residential Strategy and Urban Design Framework documents is the active encouragement of development for inner city living.
Analysis A monofunctional city

A significant number of students

- The number of students attending academic institutions in the study area is approximately: 6,190
- The University of Tasmania (UTAS) Schools of Architecture & Design and Visual & Performing Arts, and the Tasmania Polytechnic Academy of the Arts are located just beyond the study area at Inveresk (1000 students)
- Congregation of educational Institutions on the western side of the city centre.
- The most significant street presence is created by Launceston College students who are free to move around the city during the day.
- Many students from Launceston College also gather in Royal Park adjacent to the main entry to the school.
- Compared to other cities, Launceston is fortunate to have a significant number of students in the city centre.

Students make a strong contribution to the city’s vitality and cultural diversity, providing a youthful stimulus and international perspectives. Students come and go day and night, keeping the city active in the evening. They also tend to engage more overtly with the street scene because they have more time available.
A monofunctional city centre

- A monofunctional city centre (shopping and services)
- Shopping spaces deserted at night and during other non-shopping hours.
- Areas dominated by offices are lively only in the morning, during lunchtime, and again during evening rush hour. Outside these peaks the areas appear isolated and deserted and do not act as pleasant destinations for visitors.
- The commercial core of the city is surrounded by a ring of predominantly residential use to the south of the study area.
- It is unfortunate that many upper floors of buildings in today’s city centre are unused. They do not contribute to the city life, neither by offering an active interaction with street life nor by providing passive surveillance. The empty upper floors of Launceston city centre do offer great potential for a more efficient land use. A greater density of residents, as well as possibilities for increased mixture of functions will lead to the activation of the city centre outside shopping and working hours.
Where do people go in the evening - weekday

- City tends to be monofunctional, mainly shopping, services, bars and restaurants.
- Concentration of activities around George Street.
- No evening activity along Brisbane Mall, Brisbane Street, Civic Square and along the Esplanade.
- The fact that most of the city centre closes down around 6pm is magnified by the low level of pedestrians. There are not many people in the city centre in the evenings and there are not many public transport services to and from the city centre.
- The presence of residents and activities in the city, both during day and night, helps people to feel safe. Lights on in windows in the evenings – indicators of ‘eyes on the street’ – give people the feeling that help is close by if trouble should arise. The scale and detailing of buildings is also important at night, as well as transparency and light from window displays. Furthermore, sufficient light to find your way and the ability to recognize the faces of passers-by, assist to a general feeling of safety.
- Poor visual quality and lack of orientation possibilities can create a feeling of insecurity. Feeling insecure induces a stressful state of heightened awareness which most people would rather avoid.

Comparison of evening activity: Launceston versus Odense

- Odense has a larger population of residents currently living in the city centre.

Note: Odense has a larger population of residents currently living in the city centre.
A monofunctional city Analysis

Perceived safety in the evening

- Many public spaces are regarded as unsafe because they are hidden away from the main pedestrian and vehicle thoroughfares.
- Pockets of spaces that are regarded as unsafe are spread comprehensively across the city centre. This spread minimises the number of pedestrian routes that would be regarded as entirely safe, but in reality there are very few incidents that reflect these perceptions.
- Due to the lack of active land uses and little presence of other people, many of the monofunctional areas of the inner city are perceived as unsafe. This is particularly problematic when people have to pass through the areas in order to get to night time destination or home.
- In general, street lighting in Launceston is directed towards the roads. Only the mall parts of Brisbane Street have dedicated pedestrian lighting. The major roads have very poor lighting for pedestrians. Along Paterson Street there is no lighting directed toward the footpaths and hardly any light in ground floor windows.
- Security is an important factor of public life. People need to feel safe during the day, as well as at night, in order to want to visit the city. ‘Perceived security’ and ‘real security’ are not identical phenomena, making streets perceived as safe has much to do with creating a friendly environment that people find inviting.
Public art in the city centre

- Public art and memorials are mostly confined to particular spaces
- Generally there are groups of public art pieces in people friendly locations such as parks and other urban pedestrian spaces
- Few of the artworks provide opportunities for interaction, and are primarily “traditional” sculptures.
- Very little of the artwork utilizes the location by the water, landscaped features from the surrounding areas or the possibility of creating particular events and experiences during the night time.

Most of the artwork in Launceston is of a more traditional character. Here is one statue that may interact in another way. Prince’s Square.

When art has a more interactive function it is often more directly incorporated in the urban spaces and their use. Home Point.
A monofunctional city

Analysis

Events and event spaces

Launceston Event Calendar 2009 and event spaces
Source: Launceston City Council 2010

Launceston 10 - Foot race
Street Alive Youth Arts (bi-annual) (Civic Square)
Psychic expo

Music in the Park (City Park)
Music in the Park
Ride Launceston - Bike week
5km Fun Run
Body and Soul Festival
W00den Boat Festival (bi-annual) (Seaport)
L´ton + Henley Regetta (Royal Park)
Rotary Duck Race
Fashion for Fillies
Targa tasmania

Comparison of events: Launceston versus Odense

Odense has many summer and winter events, spread out across many parts of the public spaces in the city centre. The events are versatile and for all user groups e.g. summer and winter jazz festival, theatre for children, movie festival, summer dance etc.

- The event calendar shows that Launceston is an event active city nearly all year round. The exception is the winter time where it can be challenging to lure people on the streets, but certainly not impossible. The majority of events in Launceston take place in summer and autumn.
- The main events spaces are on the periphery of the city centre and events are mostly in parks and do not overlap with the existing commercial or residential areas.
- Having more events spread throughout the whole year would be beneficial. All events do not have to be big and expensive. Many smaller events scattered throughout the city centre also have a very positive effect.
- A broader variety of events in the city centre would invite different user and age groups with different interests. For example; skating festival, a sing-along festival, fashion week, Launceston by night (lighting festival in public spaces), flea markets, more historic walks in the city centre, art festival for children etc.
- The positive aspect of events is that they gather a lot of people, which adds life and bustle to the whole area in which they take place. For example, once you are in the city centre for an event, you might also go for a coffee, lunch or shopping.
Analysis  A monofunctional city

Junction Arts Festival on Civic Square

Street Alive Youth Arts festival

Christmas Parade

Regatta in Royal Park
The Levee on the Esplanade is a waiting potential
5 An under utilised public realm
Where do people stay - Weekday

As part of an estimate of the usage and role of the different public spaces, a staying activity survey was undertaken in a selection of public spaces. The survey records both the number of staying activities over a 10-hour period, as well as the distribution and type of activity. A high number of people engaged in staying activities tell a story of a city with popular and inviting public spaces. Staying activities were recorded in 11 locations in the city center between 10 am and 8 pm. In total, approximately 1,000 activities were recorded on Wednesday from the period of 12 pm - 4 pm throughout Launceston.

The staying activities taking place along the Seaport Boardwalk during the week are few and lacking in variation. While there are many opportunities to see the water there are no opportunities to interact with it.
Where do people stay - Saturday

On Saturdays there is a commendable diversity of staying activities taking place in Launceston. Royal Park is a model of the type of staying activity Launceston should expect in all of its public spaces. Currently the staying activity taking place in the four city squares surveyed is 30% of the staying activities taking place in Royal Park and City Park.

Relative to other cities its size, Launceston has a notably high percentage of children playing (10%) on a summer Saturday. The highest concentrations of children can be found in Royal Park, which offers a skate park and public playground. Concentrations can also be found in City park and the Brisbane Street Mall.

In total, 1600 people were seen to be carrying out staying activities during Saturday the 13th of March, 160% of the amount surveyed during the week. However, there is a poor distribution of staying activities throughout the city centre. Launceston is a city with several high quality public spaces, but without an active network connecting them.
Public space quality

The quality of public space is an overriding factor for the success of the public life that can take place in a city. A city consisting of high quality public spaces with wonderful conditions for enjoying the climate, with a multitude of events and activities that people can choose to participate in and with strong links to the pedestrian network and the amenities is generally a successful city with a flourishing and diverse public life.

In Launceston the overall message is that something is lacking. People are not spending a long time in the city centre and their activities while in the city tend to be somewhat the same every time they visit, with shopping as a predominant activity.

This relates to a number of reasons of which one factor has to do with the current quality level of the public spaces. Some public spaces are worn down and in need of a an upgrade, including a new thinking regarding the general layout of the space, the design profile and the future use e.g. the under-use of Civic Square - the city’s town hall square. Others are unfortunately rather new and are the result of a misconception of what public space is and should be.
Analysis An under utilised public realm

Brickfields Reserve is a local park with few stationary activity on weekdays. Saturdays have more stationary activity.

Quadrant Mall offers a fine human scale environment with shops and cafes.

The new boardwalk on Seaport offers a beautiful view and opportunities to sit on a bench or drink a coffee.
An under utilised public realm

**Analysis**

Inactive ground floor frontages on Henty House. A massive building compared to the rest of the city.

Civic Square is a 'go-through' square with few stationary activities.

The vegetation is so wild in the northern edge of the square that it is difficult to know what is happening in the dark corners.

The benches in the eastern part of the square are being used when the library and the Town Hall are open.

The buildings facing Civic Square are closed and inactive, and offer nothing to the square.

Inactive ground floor frontages on Henty House. A massive building compared to the rest of the city.

The city library is facing the square with very inactive ground floor frontages.

Civic Square - An inactive Town Hall square
Pattern of use on Civic Square

- The city’s most important gathering space has blank, inactive facades and offers no opportunities for the public to interact with the square. On a nice summer day, of the 3,270 people that walk through the square, only 76 pause and use the space. The people are already there, they just need the proper invitations for them to start doing other things than just walking through Civic Square.
- The northern edge of the square is overfilled with trees and vegetation creating a dark and unwelcoming environment. Most of the people who visit the square choose to stay around the eastern edge, where they are able to watch life on St. John Street.
- Evening pedestrian traffic represents only 4% of the total traffic that moves through Civic Square each day. Since there are no functions on the square operating at night, it becomes utterly empty after working hours.
- Civic Square - the city’s town hall square is in need of an upgrade and a re-think.

Weekday staying activities from 10 am - 10 pm on Civic Square

Total of all activities registered on the 10th of March, 2010: 76

<table>
<thead>
<tr>
<th>Time</th>
<th>Standing</th>
<th>Sitting on benches</th>
<th>Sitting on café chairs</th>
<th>Sitting on folding chairs</th>
<th>Lying down</th>
<th>Cultural activities</th>
<th>Commercial activities</th>
<th>Children playing</th>
<th>Waiting for transport</th>
<th>Performing arts</th>
<th>Physical activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 am</td>
<td>24</td>
<td>21</td>
<td>17</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 am</td>
<td>21</td>
<td>21</td>
<td>17</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 pm</td>
<td>17</td>
<td>21</td>
<td>17</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 pm</td>
<td>6</td>
<td>21</td>
<td>17</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 pm</td>
<td>6</td>
<td>21</td>
<td>17</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 pm</td>
<td>2</td>
<td>21</td>
<td>17</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comparison of pedestrian traffic to staying activity:
Number of pedestrians and staying activities between 10am - 10pm on a weekday and on a Saturday.

<table>
<thead>
<tr>
<th>Time</th>
<th>Pedestrian traffic</th>
<th>Staying activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Weekday</td>
<td>3,270</td>
<td>76</td>
</tr>
<tr>
<td>Summer Saturday</td>
<td>790</td>
<td>36</td>
</tr>
</tbody>
</table>
An under utilised public realm

Analysis

Brisbane Mall - The heart of the city

Well-positioned public seating allows opportunities to relax and observe the life taking place on the street.

Street performers engage passersby and bring added life to the space.

The playground encourages parents to bring their children to the mall, though its design could be more engaging.

Young people gather to meet with friends after school.

The high presence of young people in the Mall, which is commonly considered a problem, actually offers important opportunities for interaction between different age groups.

After shops close the mall completely shuts down. There are no functions that carry on into the night and so the public space becomes vacant.
**Analysis**  
An under utilised public realm

### Pattern of use on Brisbane Street Mall

The map shows where the staying activities are taking place on Brisbane Street Mall. It is the accumulation of 6 recordings carried out on a summer weekday between 10 am and 8 pm.

**Staying activity - Use pattern during a summer weekday**

The high level of staying activity on Brisbane Street Mall is a strong contrast to Civic Square.

Due to the many shops and cafes along the street, there is a good diversity of activities taking place. There are many invitations for activity to take place, and many of the functions along the street spill out into the public realm through open facades and public benches.

Staying activities are concentrated around the cafes with street seating on the west end of the Mall and around the play area and shade structure on the east end.

Evening pedestrian movement accounts for only 7% of the total. Since none of the businesses stay open past 6pm, the Mall becomes empty and unwelcoming at night.

Of the 19,500 people that walk through the Mall each day, only 276 people stay. This shows that the Mall is only just beginning to utilize its potential as a public space.

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**Weekday staying activities from 10 am - 10 pm in Brisbane St. Mall**

Total of all activities registered on the 10th of March, 2010: 276

<table>
<thead>
<tr>
<th>Time</th>
<th>Number of persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 am</td>
<td>40</td>
</tr>
<tr>
<td>12 am</td>
<td>78</td>
</tr>
<tr>
<td>2 pm</td>
<td>82</td>
</tr>
<tr>
<td>4 pm</td>
<td>62</td>
</tr>
<tr>
<td>6 pm</td>
<td>14</td>
</tr>
<tr>
<td>8 pm</td>
<td>0</td>
</tr>
</tbody>
</table>

**Comparison of pedestrian traffic to staying activity:**

Number of pedestrians and staying activities between 10am - 10pm on a weekday and on a Saturday.

- Pedestrian traffic: 19,500 (Weekday) vs 25,330 (Saturday)
- Staying activities: 276 (Weekday) vs 524 (Saturday)

- The high level of staying activity on Brisbane Street Mall is a strong contrast to Civic Square.
- Due to the many shops and cafes along the street, there is a good diversity of activities taking place. There are many invitations for activity to take place, and many of the functions along the street spill out into the public realm through open facades and public benches.
- Staying activities are concentrated around the cafes with street seating on the west end of the Mall and around the play area and shade structure on the east end.
- Evening pedestrian movement accounts for only 7% of the total. Since none of the businesses stay open past 6pm, the Mall becomes empty and unwelcoming at night.
- Of the 19,500 people that walk through the Mall each day, only 276 people stay. This shows that the Mall is only just beginning to utilize its potential as a public space.
Unbalanced user groups - Brisbane Street Mall

- Age and gender surveys were performed throughout the day on Brisbane Street Mall to determine how the public realm is used by males and females and different age groups.
- The survey shows a disproportionately high presence of young people (age 15 - 30) from 5pm onwards. Their highest presence is at 7pm where they represent 94% of the 17 people present at Brisbane Street Mall. This is simply due to the fact that there are not enough invitations for people of other age groups after 5 pm.
- The average of all people recorded on a spring weekday on Brisbane Street Mall:

  - **Children (0 - 14 years):** 14%
  - **Young people (15 - 30 years):** 43%
  - **Middle-aged (30 - 65 years):** 35%
  - **Elderly (65+ years):** 8%
Unbalanced user groups - Seaport

• Age and gender surveys were performed throughout the day on Seaport Boardwalk to determine how the public realm is used by males and females and different age groups.
• Seaport Boardwalk has a much higher diversity of age groups. The elderly have their peak presence at 11:00 am, where they represent 32% of the people surveyed. Children have their peak presence at 15:00, where they constitute 13% of those surveyed.
• The average of all people recorded on a spring weekday on Seaport Boardwalk:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children (0 - 14 years)</td>
<td>7%</td>
</tr>
<tr>
<td>Young people (15 - 30 years)</td>
<td>25%</td>
</tr>
<tr>
<td>Middle-aged (30 - 65 years)</td>
<td>52%</td>
</tr>
<tr>
<td>Elderly (65+ years)</td>
<td>17%</td>
</tr>
</tbody>
</table>
Unbalanced user groups - Charles Street

After 7 pm, children and the elderly have disappeared from the street

- Age and gender surveys were performed on selected streets to determine how the public realm is used by males and females and different age groups. The survey illustrates a city centre primarily inhabited by young people. Children and the elderly are very poorly represented.

- The average of all people recorded on a spring weekday on Charles Street:

<table>
<thead>
<tr>
<th>Time</th>
<th>0 - 6</th>
<th>7 - 14</th>
<th>15 - 30</th>
<th>31 - 64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00</td>
<td>49%</td>
<td>51%</td>
<td>4%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>13:00</td>
<td>53%</td>
<td>47%</td>
<td>6%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>15:00</td>
<td>51%</td>
<td>49%</td>
<td>72%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>17:00</td>
<td>62%</td>
<td>38%</td>
<td>67%</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>19:00</td>
<td>34%</td>
<td>33%</td>
<td>48%</td>
<td>52%</td>
<td>67%</td>
</tr>
<tr>
<td>21:00</td>
<td>31%</td>
<td>28%</td>
<td>28%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Children (0 - 14 years): 3%
Young people (15 - 30 years): 34%
Middle-aged (30 - 65 years): 55%
Elderly (65+ years): 8%
Few public places for children

- There is no specialised playground equipment in the inner city centre.
- The main places for children are the parks on the periphery of the city centre.
- Places for adolescents tend to be skateboarding and car related opportunities in open car parks.
- The skate park in Royal Park is an excellent and well utilized public "playground".
- Children playing are good indicators of a city that caters for all users. Public spaces require a little bit extra in order to invite children and elderly people to use and enjoy them. Launceston’s city centre has very few public playgrounds. A public space can also appeal to children and invite them to play even though it is not organised as a play ground. Does any space in Launceston have that quality?
Lack of quality seating where needed

- Number of seats on public benches in total: approx. 530.
- Launceston has a lower amount of public benches compared with other cities.
- Public seating is concentrated in the main pedestrian areas and parks.
- There is a reasonable amount of seating around the city centre but quality and comfort are often an issue.
- No direct link between the main pedestrian routes and the supply of public benches.
- Very few options for resting along pedestrian routes.

Comparison: Number of seats on public benches

<table>
<thead>
<tr>
<th>City</th>
<th>Inner city area (km²)</th>
<th>Number of residents per hectare 2005/2010</th>
<th>Number of public benches 2008/2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christchurch</td>
<td>2.155 (0.000 m²)</td>
<td>1.690</td>
<td>1,500</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>1.575 (0.000 m²)</td>
<td>1.250</td>
<td>1,380</td>
</tr>
<tr>
<td>Melbourne</td>
<td>3.380</td>
<td>52 residents</td>
<td>1,400</td>
</tr>
<tr>
<td>Odense</td>
<td>0.85 (0.000 m²)</td>
<td>830</td>
<td>830</td>
</tr>
<tr>
<td>Launceston</td>
<td>2-3 km²</td>
<td>4 residents</td>
<td>530</td>
</tr>
<tr>
<td>Melbourne</td>
<td>2.200 (0.000 m²)</td>
<td>1.400</td>
<td>1,380</td>
</tr>
</tbody>
</table>
Resting is an integral part of pedestrian activity patterns. Good seating opportunities give people the option to pause and rest in order to be able to walk further and enjoy public life and city activities.

Apart from the number of public seats, other factors are important in order to provide good quality seating. Experience shows that the most popular seating is of good quality, has a nice view, sufficient sun/shade and shelter, and most importantly is located close to important pedestrian routes and destinations.

Good comfortable seating in the right location provides visitors with rest and an opportunity to stay longer, which contributes to a more lively city. This is one of the keys to encouraging people to walk, enjoy and spend time in the streets.

There is a substantial lack of public benches and other seating arrangements in the city centre of Launceston. Seating possibilities are few and are often placed far apart. The general lack of benches and proper seating environments tell people to keep walking and it discourages the elderly and families with children from visiting at all.
Limited outdoor café seating

- There are only 790 outdoor café seats in the city centre. Launceston has a lower amount of café seats compared with other cities.
- The majority of smaller outdoor dining areas are concentrated around the Quadrant and Brisbane Street Malls.
- Cafes with larger outdoor seating areas are at Seaport.
- Beyond the study area, the southern end of Charles Street provides many outdoor dining opportunities.
- There are no outdoor serving areas along the Esplanade.
CAFÉ SEATING QUALITY

The culture of outdoor cafe life has developed rapidly in many countries around the world. This has significantly changed the usage patterns of city centres. Today summer activities are of a much more recreational nature. Drinking coffee is an uncomplicated way of combining several attractions; being outdoors, enjoying pleasant views and the ever present entertainment of watching people pass by.

Outdoor serving furniture is of a wide range and quality. Part of this variety adds to the flavour and colourfulness of the city, where each cafe gets to express their specific character.
Recommendations
Overview of recommendations

The Recommendations are based on the findings in the analysis. A set of overall recommendations, not in a prioritised order, are put forward in covering the main problematic issues today.

1. Ensure a city centre that capitalises on its wonderful amenities

Make the most out of Launceston’s unique natural setting by improving the connections to the amenities.

- Respect and cherish the heritage buildings
- Maintain a human scale city
- Develop a green connected Launceston
- Develop a network of green boulevards
- ‘Greening the desert’
- Develop a continuous river front promenade
- Create attractive and strong connections between the city and the River
- Strengthen the river front into a major recreational destination

2. Ensure a city centre with a people friendly traffic system

Aim for a traffic calmed city centre and thereby give higher priority to pedestrians and cyclists.

- Create a traffic calmed city centre
- Change one-way streets to two-ways
- Introduce lower speed limits
- Reduce the amount of parking in the city centre
- Provide a well integrated public transport system
- Develop a bicycle friendly environments
- Develop a door-to-door bicycle network
- Raise the comfort for bike riders
- Promote cycling with advantages and campaigns
### 3. Ensure a better city for walking

Invite more people to walk in the city centre by offering an interesting, safe and comfortable pedestrian environment.

- Extend and connect the pedestrian network
- Improve comfort and reduce barriers
- Develop attractive walking routes
- Celebrate the laneways

### 4. Ensure a diverse city centre for all

Intensify the work towards inviting people to the city, making the public life more vibrant and the experience of the city more diverse.

- Work towards a multifunctional city centre
- Invite all user groups
- Create a diverse and lively city centre

### 5. Ensure more invitations to stay in the city centre

Intensify the work towards inviting people to the city, not only to shop and work but also to have fun; and enjoy the city and fellow citizens. Help people to use the city in new and different ways.

- Strengthen the public space network
- Develop versatile public spaces and celebrate the uniqueness of the city
- Improve the visual quality
- Create a programme for events
Recommendations

1

Ensure a city centre that capitalises on its wonderful amenities

*Built character*
Protection of the city centre’s many historical buildings and features is an essential priority. This contributes substantially to the city’s special character and provides a characteristic context for new developments. The heritage buildings represent valuable assets, not only as historic reminders and beautiful landmarks, but also as potential buildings for attracting alternative business to the city. Launceston’s historic buildings have created a unique urban fabric that should be maintained.

*Respect and cherish the heritage buildings*
- Maintain the historical, low rise city, and make sure that new areas obtain similar qualities. Protect, develop and refine the qualities which already exist.
- Emphasise the historical and architectural heritage. Study and publish what is the essence of the Launceston city plan, the city quarters, the streets and squares, and the buildings. Communicate the uniqueness of Launceston to the wider public.

*Develop guidelines for successful integration between new developments and heritage buildings.*
- Ensure that the individual qualities of heritage buildings are reflected in ground floors and that there is a clear architecturally designed link between the ground floor and the building above.
- Develop a sign policy for commercial buildings to avoid low quality commercial signage causing detriment to the building and the surrounding streetscape.

*Maintain a human scale city*
- Ensure that new public spaces are created in a human scale and are integrated with the existing network of streets and squares.
- Control building heights and protect the micro-climatic conditions in streets and squares. Identify areas where high rise is acceptable outside the city centre and introduce a height limit for buildings in the city centre, to avoid conflicts with the micro-climate in central public spaces and to preserve the urban form.
- Develop planning controls for the inner city area to maintain the present average building height of maximum 5 storeys with a general height of 3 or 4 storeys.
- Increase density and ensure that there are no/few "missing corners". Develop a collected plan for the city centre identifying blank spots/determined or potential development sites. Develop a framework that future buildings and spaces should fit into. (Building heights, materials, functions etc.)
Recommendations

Green character
The riverfront, City Park, Royal Park, Princes’ Square, Brickfields Reserve, Windmill Hill Reserve, and also links to Cataract Gorge Reserve and Trevallyn Nature Recreational Area (west), Kate Reed Nature Recreational Area (south), Hoblers Bridge Reserve (east), Heritage Forest and York Park (north), possess great recreational potential for the city centre, but today the integration between these recreational spaces and the city grid is insufficient. A lively city centre needs to be well-integrated with the neighbouring city areas. High quality links leading to and from the city centre should therefore be developed. If needed, existing routes should be strengthened, physically and visually, and new ones could be added.

Develop a green connected Launceston
• Develop a network of clearly identifiable, recreational cycling and walking routes that link the city centre with the riverfront, City Park, Royal Park, Prince’s Square, Brickfields Reserve, Windmill Hill Reserve but also links to Cataract Gorge Reserve and Trevallyn Nature Recreational Area (west), Kate Reed Nature Recreational Area (south), Hoblers Bridge Reserve (east), Heritage Forest and York Park (north).

• Ensure that these routes link straight into the city centre and are followed by recognisable elements, that may be interactive or offer various treats. The routes need to raise awareness of the closeness to the natural reserves and invite people to make use of them.

• Create a nature centre in the city centre, linked to the recreational routes, which cater for tours to the landscapes and tell the story of the landscapes, the plants and the wildlife to visitors through exhibitions, a bookstore, interactive medias and educational services to schools and groups. The concept could be broadened to enclose landscape and cultural history as well.

• Develop a network of green boulevards
  • Identify key streets that lead to the city centre eg. Bathurst Street and Wellington Street.
  
  • Develop a boulevard strategy for turning these key streets into clearly identifiable boulevards offering good conditions for walking and cycling as well as including public transport and vehicular traffic.

• Ensure good conditions for crossing the boulevards on foot and on bicycle.

‘Greening the desert’
• ‘Greening the desert’. Develop an open space streetscape ‘Planting Strategy’: Plant 200-300 trees every year.

• Supplement the general street tree strategy by a flexible planting strategy, introducing temporary greenery in selected spots.

• Use different types and species to create individual identities for different streets and areas.

• Use temporary greenery to support festivals or other public life programs.

• Combine the temporary greenery with artwork and let ‘green artists’ play with the various elements.

Trees in the boulevard frame the pedestrian zone, Frederiksberg AVE, Copenhagen, Denmark

Make the connections through the parks more comfortable, safe and inviting, so rushing to use the green routes. London, United Kingdom

Establish green cycling and walking routes connecting the city centre with surrounding nature. Prags Boulevard, Copenhagen, Denmark

Movable greenery can also be used as elements to define the use of the street. Place de la Bourse, Lyon, France

Example of green bicycle parking. BBC White City, London, United Kingdom

Green character
Develop a green connected Launceston
Develop a network of green boulevards
‘Greening the desert’
Recommendations

Ensure a city centre that capitalises on its wonderful amenities

**Blue character**
The Tamar River and North Esk River needs to be integrated better with the city centre. The river has great potential for walks along the water, where fine views to the city and the river can be enjoyed, but there are very few invitations to do so. The river front has the possibility to be an even stronger asset for Launceston (a true city destination) if the connection between the city and the river were strengthened. Further work needs to be done to activate this area as water/boating festivals, canoe clubs, a city beach etc. Other “blue” issues deal with the streams that could be highlighted, not necessarily by being dug up, but also through art projects or storytelling.

Develop a continuous river bank walk
- Develop a continuous river bank walk from the Gorge and along the North Esk River and Tamar River. Ensure public access along the river. Utilise levees as part of pedestrian and bicycle network.
- Create better access along the river. The streets must not create barriers - there should be one, unified river bank walk.

Create attractive and strong connections between the city and the river
- Integrate the river with the city. Make sure that the riverfront is easy to get to and from by establishing a multitude of attractive routes leading down to the water.
- Redevelop the Esplanade and the levee (which acts as a strong barrier) and create a strong physical and mental link between the city and the river.
- Improve links between the city and the water physically and visually by identifying the important streets that lead to the river. Create interesting end points for these streets at the water, like bridges, artwork, cafés or recreational facilities.
- Create interpretation of water features in the public realm and interesting points at the riverbank like pedestrian bridges, artwork, cafés or recreational facilities. Use water in its various shapes - mist, fog, ponds, stream, waterfall etc.
- Develop a unique design profile for the river to strengthen the character and to make the river environments stand out as something special and something recognisable. This design profile can cover the paving, the landscaping, the furniture, the lighting, the artwork and the signage program.
- Celebrate the river through the integration and improvement of the interface between the riverfront and the city by upgrading the surrounding streets and connections.
- Create lively building frontages to the river with a mix of uses.

Strengthen the river front into a major recreational destination
- Activities provided by the riverfront should supplement the city centre so that the riverfront becomes a valuable extension of the city. The riverfront provides an excellent opportunity for introducing more recreational and water related activities.
- It is however important not only to see the river as a recreational space, but also an opportunity for cultural and educational activities. It is also recommended that commercial businesses relating to the water should be encouraged to open to the public in order to enrich the experiences of an active riverfront.
- Ensure interesting experiences and public functions along the riverfront for all user groups, visitors and locals. Activities and functions along the riverfront should be a supplement to the already existing offers in Launceston.
- Identify the most central section of the River, between Charles Street Bridge and Victoria Bridge and intensify the use of this strip so it have something to offer on various times of the day and year: a. by programming ground floors with shops, cafés, restaurants, canoe hire etc. b. by adding pavilions where needed to add extra floor space for public functions. c. by developing programs for the walk along the river; Programs like recreation, art walks, sculpture walks, art work/ lighting, water zoo, playgrounds, fitness, dog training etc.
- Create temporary public spaces with cheap materials and playful eye-catching designs, invite small businesses on short-term contracts, introduce a river festival. Create temporary city beach, give concerts by the water and provide new seating opportunities, possibly outside the traditional notion of a bench encouraging stopping, resting and social interaction. Involve local citizens in initiatives.
- Introduce activities on the water: sailing with canoes / kayaks and model ships, fishing from pontons in the water, events on the water etc.
Recommendations

Create squares and direct access to the water and give people opportunity to touch the water. Århus, Denmark

In several locations along the Seine river a temporary beach with multiple recreational uses has been created. Paris Plage, Paris, France

Temporary and inexpensive space can easily be created with sand, beach chairs and hammocks. Malmö, Sweden

Activities on the water. Havneparken, Copenhagen, Denmark

Model ships in Tuillerie Gardens. Paris, France

A simple water feature creates a quiet retreat. Thorvaldsens Plads, Copenhagen, Denmark

Mist from the many jets of water sparks the imagination, especially for children. Solbjerg Plads, Copenhagen, Denmark

Connectivity between the city and the river should be both physical, visual and mental. To ensure this the levee must in a few specific locations be opened up to allow vista to the water. Malmö, Sweden

Interpretation and memory of water; paving stones with light. Holmbladspade, Copenhagen, Denmark

Playful, tranquil and sensuous water elements. Water stream integrated in the pavement. Værde Torv, Værde, Denmark

Water jets offering fun for everybody. Place de Terreaux, Lyon, France

Sofas create a temporary space to rest and enjoy the view of the waterfront. Oslo, Norway
Recommendations

Ensure a city centre with a people friendly traffic system

Vehicular traffic, parking and public transport

Travelling to the city centre is one category of challenge. How do you get there? After arriving another aspect of mobility is in focus: how do you get around? This is internal accessibility, which is mostly on foot. The growing number of cars has lead to a gradual decrease in quality of the internal accessibility and mobility for visitors, employees and residents in the centre. A balanced approach both for external as well as internal accessibility is suggested. A smooth transition between external and internal accessibility can be achieved by a high quality environment for moving around on foot. In order to improve the quality and vitality of Launceston city centre a reduction in vehicle traffic volumes and speeds need to be achieved. The through traffic with no business in the city centre should be redirected.

Create a traffic calmed city centre

- Launceston city centre is currently car dominated. Reduce car dominance and create a better traffic balance step by step. A long term strategy and plan for the reduction of urban through-traffic should be developed.
- Plan for the long term down scaling of urban highways as e.g. Brisbane Street and Wellington Street. These need to be turned into two ways city streets with street trees and fewer lanes and communicate a relation to the adjacent buildings and the context they are coming through.
- Encourage slow and sustainable traffic modes.

Change one-way streets to two-ways

- The analysis of traffic volumes shows that the one-way streets act as barriers in the pedestrian network. Convert all one-way streets into two-way streets.

Introduce lower speed limits

- Introduce a general speed restriction of 30-40 km/h within the city centre. Lowered speed limits and general traffic calming schemes will reinforce the perception of streets being city streets and not thoroughfares.

Reduce the amount of parking in the city centre

- Avoid raising the parking capacity in the heart of the city centre any further. The amount of parking in any city is tightly linked with the amount of traffic coming to the city. The more parking - the more traffic. Launceston already has a very high level of car parking facilities compared to similar cities. Transfer parking from streets to parking structures.
- Consider a parking zone in the city centre that only offers a limited amount of short-term on-street parking and review pricing of on-street parking.
- Conduct a parking survey of the use of existing parking facilities in the city centre. Improve accessibility to underused facilities and work with a differentiated pricing system - the more central, the more expensive.
- Promote relocation of parking structures to the entry points to the city centre and ensure strong links with public transport.
- Introduce parking information at strategic locations. Too many cars are driving through the city centre to search for empty spaces to park. This unnecessary traffic could be reduced by better traffic management and a parking information system that gives the visitors clear information about where to find available parking. Establish parking information located at the important ‘gates’ to the city centre.

Provide a well integrated public transport

- Strengthen a sustainable public transport system - no fumes, no noise, green energy.
- Create a system of dedicated city routes and dedicated suburban routes.
- Ensuring a frequent running 24 hr public transport system with a high evening and weekend coverage to support public life activities outside peak periods.
- Inform the general public of the public transport system. How it works, where it runs, how to buy tickets, how to get information on routes, any discount packages etc.
- Expand the use of information pillars that show bus routes, schedules as well as how many minutes to the next bus - as a general feature in the city centre.
- Ensure that waiting areas for public transport are perceived as safe and attractive - also in the evening.
- Ensure that links to and from the public transportation nodes, and the nodes themselves, are safe at night with high quality lighting and the presence of people.
Recommendations

Information concerning vacant parking capacity to limit unnecessarily driving. Copenhagen, Denmark.

Ensure easy access for all passengers by entering directly from street level. Vienna, Austria.

Public transport node integrated with the entrance to the hospital and a cafe. Brisbane, Australia.

Expand the use of information about waiting times until next bus on displays (for the tram in this case). Athens, Greece.

Copenhagen, Denmark. Short term on-street parking is organised in bays (max. 4 cars in a row) under street trees placed at strategic locations to reduce the dominance of the car parking.
Recommendations

Ensure a city centre with a people friendly traffic system

A bicycle city
Launceston has excellent conditions for cycling, with climate and topography presenting few difficulties. The bicycle network ought to be better at inviting more people to ride bikes, especially for short distances within the city centre and to and from neighbouring areas. This can be done either with dedicated bicycle lanes or other measures such as traffic calming initiatives to ensure bicycle friendly environments.

Develop a bicycle friendly environment
• Follow up on the Cycling Strategy from 2004 and complement the streets with dedicated bicycle lanes with bicycle friendly environments so it’s possible to take the bicycle from door to door. Cyclists should be able to go to all major city destinations and destination areas. Safe streets for cyclists are either when the bicycle is safely separated from cars or when motorised traffic is integrated in streets at similar speeds to cyclists.

Develop a door-to-door bicycle network
• Develop a safe and well connected bicycle network connected to all major destinations and places where people want to go. A consistent, connected bicycle network is essential in establishing an attractive alternative to vehicular traffic or public transport. Once the network has reached a substantial quality and size, cycling becomes a very attractive way of moving between e.g. home and work.
• Ensure that bicycles are physically separated from motorised traffic. A bicycle network should invite all user groups - including children and elderly people and safety is absolutely crucial! Any sort of lines painted are a start. Raised bicycle lanes are a very safe way of creating bicycle routes.
• Continue to revert one-way traffic streets into two-way traffic to increase legibility and safety for cyclists.
• Ensure strong connections with cycle routes in the suburbs.

Raise the comfort for bike riders
• Introduce proper and secure bicycle lanes placed between footpaths and parking, preferably at least 1.50 m wide. Be consistent in the placement and design of bicycle lanes. Highlight bicycle lanes through intersections to raise awareness. Provide dedicated bicycle signals at intersections.
• Make cycling a desirable, alternative transport mode. Introduce a 4-6 second head start at intersections.

Develop a bicycle survey to benchmark the number of cyclists and bicycle infrastructure projects each year. Conduct surveys regularly to follow the progress closely.

Promote cycling with advantages and campaigns
• Be creative in your work to establish a bicycle culture, explore the potential of e.g. cultural campaigns, programs for specific target groups and marketing. Make the cyclist visible in the urban environment. In order to develop a bicycle culture in the city, it is recommended that the city arranges and participates on a number of levels: from annual events, programs aimed at specific target groups, marketing and to physical structures that support the development. It must be stressed however, that the more widespread the effort, the greater the effect. It is recommended to aim at a large variety of user groups with a particular focus on “developing the new users”.
• Develop information campaigns focusing on: motorist awareness, safety, cyclist behaviour, health and sustainability.
• Introduce bicycle events like “Sunday Streets” - closing city streets during Sundays to allow cyclists to make use of the city centre.
• Integrated possibilities for transporting bicycles on buses and taxi.
• Investigate the viability of public bicycle hire schemes.
Recommendations

- Convert parking spots into bicycle parking facilities.

- Cycle paths marked at major crossings raise awareness of the cyclist.

- Cycle lanes separated from traffic with median. In Copenhagen a kerb is used.

- Melbourne, Australia

- Bicycle parking should be provided in all places where people want to go and as close to the destination as possible.

- Melbourne, Australia

- Cycling can be permitted in both directions in one way streets but should then be clearly separated from traffic.

- Sydney, Australia

- Dedicated traffic signals for cyclists. Cyclists start six seconds before cars to allow them to be seen in an intersection.

- Copenhagen, Denmark

- Counters at busy routes can register the number of cyclists passing during the day and year.

- Odense, Denmark

- To ensure easy wayfinding a consistent signage program is needed.

- Odense, Denmark

- Establish a cycle network integrated with public transport and allow bicycles to be taken onboard buses.

- Arizona, US

- Convert parking spots into bicycle parking facilities.
Recommendations

Ensure a better city for walking

Make walking in Launceston the most attractive mode of transport by giving high priority to pedestrians to create more lively and social environments. When traffic moves more slowly there tends to be more urban activity and more opportunities to meet in the public realm. This means that people that walk or cycle contribute more to the liveliness of an urban area.

Extend and connect the pedestrian network

- Develop a pedestrian network of high quality and attractive walking links, (visually and functionally). Ensure a coherent pedestrian network of convenient walking links to key destinations, public transport and major parking facilities.
- Ensure that the pedestrian network facilitates walking loops rather than only walking from 'A to B'. Include the Esplanade and the riverbank as an important part of the pedestrian circuit system.
- Create direct and attractive walking links to the surrounding city. Link these straight into the city pedestrian network.
- Ensure that all city centre streets present themselves as city streets by a defined street layout. Urban highways are unacceptable in the city centre.
- Ensure that it is clear when people reach streets in the inner city. Make the difference apparent by raising the quality level and by using a significant palette of materials on e.g. Bathurst street and Wellington Street.
- Strengthen the main streets between the city centre and the riverfront as vibrant streets for more than just commuting. (e.g. St. John Street, George Street, Tamar Street)

Improve comfort and reduce barriers

- Improve the pedestrian conditions along the major traffic streets by stepping up pedestrian priority and widening footpaths where appropriate. Whenever the route crosses a main street, a good wide, clearly marked crossing should be provided at street level, allowing for people to safely and conveniently cross the street. All pedestrian connections should be at the same level and footpaths taken over minor side streets to avoid unnecessary footpath interruption. In general, intersections should priorities pedestrian and vehicle requirements equally.
- Better accessibility for all is crucial. It is important to have a particular focus on accessibility for both children, elderly persons, the sight impaired and persons that are in wheelchairs. To improve the pedestrian accessibility a zoning of the footpaths could be introduced with a dedicated zone for street furniture and a free space for walking.
- Reduce the barrier impact on Bathurst Street and Wellington Street by raised footpath crossings and provide a better pedestrian environment.
- Progressively remove push buttons and reduce waiting times at intersections for pedestrians, in particular along main pedestrian routes. Traffic signals with time displays should be used so that pedestrians know how much time they have to get across the road and audible signals ought to be standard in dense city areas.
- Develop and introduce better signs and way finding elements to support accessibility and orientation.
- The traffic noise and emissions should be minimised to create a more attractive footpath environment.

Develop attractive walking routes

- Raise the quality of experiences along the strong and attractive walking links and make the walking links attractive at day - and at night time. Let the city centre have that ‘little extra’. Formulate dynamic strategies for introducing extraordinary experiences and public art in the public spaces.
- Develop guidelines to install more public seating that will offer passers-by a rest and help the elderly and families with children. Ensure that benches are placed in attractive environment with good views and best possible options to enjoy the climate.
- Ensure active and friendly building frontages especially along main walking routes in the city centre. Develop a policy for ground floor frontages, indicating that the attractiveness of ground floor frontages should follow the pedestrian network.
- Develop annual competitions with prizes for best commercial ground floor frontage renovations according to guidelines.

Celebrate the laneways

- Identify all passages in the inner city area. Create a set of quality criteria for evaluating these laneways looking at connectivity, placement in pedestrian network in terms of hierarchy, experiences on the way (hidden courtyards or other surprises), beautiful buildings on the sides, dimensions related to human scale.
- Create a laneway strategy looking at different types of passages and how these can be treated differently. Part of the strategy should also indicate some kind of hierarchy in implementation.

Gehl Architects · Launceston Public Spaces and Public Life 2010
Recommendations

Paving should be both aesthetically appealing and secure accessibility for all users.

Amagertorv, Copenhagen, Denmark

Pedestrian crossings can be an aesthetically integrated part of the paving.

Stroeget, Copenhagen, Denmark

Right of way for pedestrians as overruling principle in city centres. Footpath taken over minor side streets with low traffic.

Copenhagen, Denmark

Experiences in the pedestrian network. A passage with a small hidden courtyard and with shops and restaurants.

Christchurch, New Zealand

Attractive retail units - many units, many doors, high level of transparency etc.

Melbourne, Australia

Colored street lamps make walking routes attractive and clear both day and night.

Prags Boulevard, Copenhagen, Denmark

Dedicated zones for furniture and street elements ensure free space for walking.

Melbourne, Australia

Dedicated zones for furniture and street elements ensure free space for walking.

Melbourne, Australia

Dedicated zones for furniture and street elements ensure free space for walking.

Melbourne, Australia

Passage with playful lighting.

Brighton, United Kingdom

Open and inviting frontages - at night time too.

Copenhagen, Denmark

Timed pedestrian signals informing pedestrians about waiting / crossing time.

Copenhagen, Denmark

Upgraded passages with artwork add extra quality to the walking experience.

London, United Kingdom

Right of way for pedestrians as overruling principle in city centres. Footpath taken over minor side streets with low traffic.

Copenhagen, Denmark

Passage with playful lighting.

Brighton, United Kingdom

A lively passage with shops, bars and restaurants.

Melbourne, Australia

Open and inviting frontages - at night time too.

Copenhagen, Denmark
**Recommendations**

### Ensure a diverse city centre for all

The city life in Launceston city centre is today mainly dominated by daily visitors coming to work and shop. To create a more lively city the public realm should be inclusive for all and create invitations for a wider range of user groups. Families, children and elderly are currently under prioritised.

**Work towards a multifunctional city centre**
- Encourage a better distribution of functions in the city. Break up mono-functional areas by encouraging mixed use. Strive for a mixture of functions within the block and within a particular area. Identify a zone, consisting of certain key streets, where multi-functionality is especially important.
- To create an active city centre where many people can meet and interact to contribute to a high comfort level and a general feeling of safety both day and night. Evening and night activity encourage people to stay out and thus support passive surveillance - 'eyes on the street'. Passive surveillance occurs naturally in mixed-use areas, where housing and functions that are open at night activate the edges of the public realm.
- Develop a policy for minimum requirements regarding mixed use. For example retail at ground floor, residences above (30% of the total floor space in the building), offices at the top.
- Increase the number of residences and spread them equally in the city centre.
- Invite more students to live in the city centre by promoting student housing.
- Locate new residential development strategically so that lights from the windows of the dwellings give the pedestrian routes that are used at night a friendly and safe character. Develop housing to ensure that main pedestrian links have functions that overlap in time.
- Provide private outdoor space in direct relation to the apartments and with visual contact to public space - front gardens, balconies, roof terraces.
- Make use of derelict buildings for alternative, creative uses at low rents.
- Create an extrovert cultural district where the functions inside buildings spill out into the public realm. Invite the various cultural institutions to make use of squares, parks and streets for displaying the work that they are doing, e.g. outdoor library in Civic Square, artwalk along the River and a Brewery display along the Esplanade in order to provide interaction with life in Launceston.

**Invite all user groups**
- Create a public realm that is inclusive and provide invitations for a wide range of users to enjoy and have fun in the public realm.
- Intensify the work for inviting people to the city, not only to shop and work but also to have fun, and enjoy the city and fellow citizens. Help people to use the city in new and different ways.
- Create invitations for active recreations for all ages. Provide more opportunities for physical activities for all ages in the city centre.
- Improve conditions for children. Select a few, centrally located, play environments across the city centre, enlarge and upgrade them.
- Introduce 'side-by-side' activities to support interaction e.g. invitations for children in connection to areas for outdoor serving.
- Develop more invitations in the public realm for the elderly, both active and more passive. Invite 'coffee & knit' clubs to locate at ground floors in central streets where they are visible.
- Create opportunities for physical activities in the city centre, such as a lit jogging track alongside the Tamar and North Esk Rivers.

**Create a diverse and lively city centre**
- Create a 24 hour city where activities overlap through the day, week and year, inviting many different user groups to enjoy the city centre.
Recommendations

- Create more activities and dedicated spaces for families and children in the city centre. Provide more playful city elements. (Bryant Park, New York, United States)
- Simple and playful elements like seesaws can encourage all people to play. (Potsdamer Platz, Berlin, Germany)
- Streets and public spaces can act as an extension of the city’s museums, galleries, theatres and scenes. (Kolding, Denmark)

- Evening events can be coordinated with new lighting or temporary light art installations to focus on the city after dark. (Glasgow, United Kingdom)

- Activities at the weekends can invite people that typically do not visit the city centre. (Assens, Denmark)
- Encourage more opportunities for relaxing in the public spaces on a daily basis. (Sony Building, Berlin, Germany)

- Invite for more and different activities for everybody in the city centre. (Christchurch, New Zealand)

- Encourage activities for elderly in the city. Provide resting places along main routes and in major public spaces. (Sardinia, Italy)

- Plan for more activities for young people and support overlap with other types of activities. (Copenhagen, Denmark)

- Playgrounds may have high sculptural value and thereby add quality to the city as well as providing play space. (Sapporo, Japan)

- A culture house in an old industrial building supports urban life and activities in the urban space by its local functions. (Kolding, Denmark)

- Streets and public spaces can act as an extension of the city’s museums, galleries, theatres and scenes. (Copenhagen, Denmark)
Recommendations

Ensure more invitations to stay in the city centre

The analysis of the public space and life in Launceston can be summarized as - the physical structure is there, but opportunities for a range of activities need strengthening. Make the public life more vibrant and the city more diverse by offering a wider range of activities and destinations for all user groups.

Strengthen the public space network

- Introduce a public space hierarchy of streets, squares and parks, which is connected and clearly legible. Identify a hierarchy in-between the spaces indicating the importance they hold in the overall network.
- Ensure that the public space network supports the walking network and is part of the overall expansion of the city heart. Locate new public spaces along the main links so that they can provide opportunities for mental and physical pause in the urban landscape.

Develop versatile public spaces and celebrate the uniqueness

- The public spaces need a breath of fresh air. They must be more attractive and recreational. The recreational spaces must be the sparkling pearls in the network - that unify and intensify the experiences.
- Ensure that Launceston’s individual public spaces offer many types of activities and invite a wide range of user groups at the same time. Ensure different functions in adjacent buildings as well as a varied programming of each space.
- Let the public spaces offer possibilities and activities for pausing and relaxing and invite all citizens and visitors to both move and linger in the city centre.
- Clarify the use of the various spaces by giving them a clear function supported by a unique design profile.
- Strengthen the recreational possibilities and physical activities in the city. Strengthen the opportunities for play, sports and movement. Evening and winter activities should also be strengthened.
- Introduce park n’ play spaces - a new hybrid between parking and recreational activities and an alternative to the hard surfaced parking lots. According to the needs the space can be combined with parking pockets, playing fields, playgrounds and public pocket parks. This will help to increases the sense of security and improve the visual environment in the area. Introduce park n’ play spaces on the open parking lots on Paterson Street, Bathurst Street and York Street.
- Create a good balance between commercial staying activities and public seating possibilities and encourage more and better opportunities for resting and relaxing in the public space network. Provide public benches for formal seating where needed especially along important streets and along key connections (outside Brisbane Street Mall). A bench for resting every 100 metre.
- Reconquer Civic Square as the city’s meeting place. This is where the city’s christmas tree and christmas market should be. Define a certain area that can be used by a daily farmers market with fresh vegetables and fruit, and ensure a constant high quality of the market.
- Introduce a city design profile and develop a design manual for the equipment of streets, squares and parks. This should include a set of standard recommendations for high quality street furniture, paving, signage, awnings and planting.
- Introduce more types of markets. A children’s toy market for instance.
- Launceston would especially benefit from interventions that invite people to the city centre in the evenings and weekends, promote the city centre as a destination for recreation and invite families with children.

Improve the visual quality

- Introduce a city design profile and develop a design manual for the equipment of streets, squares and parks. This should include a set of standard recommendations for high quality street furniture, paving, signage, awnings and planting.
- Develop a catalogue of city designed street furniture and outdoor serving equipment to generally raise the quality.
- Develop lighting schemes to emphasize heritage buildings and landmarks.
- Develop an art strategy with an overall strategic focus, looking at inserting art as part of a major collected thinking instead of as random individual pieces.

Create a programme for events

- Introducing temporary interventions can be a way to invite people to spend time in the city, and inspire people to rethink how streets and squares can be used. For the best results, events should be coordinated with special activities that engage the local community and invite public involvement.
- Launceston would especially benefit from interventions that invite people to the city centre in the evenings and weekends, promote the city centre as a destination for recreation and invite families with children.
Recommendations

Good detailing is necessary for more people to choose to spend time in spaces. Establish a coherent design manual for furniture and elements.

Copenhagen, Denmark

It is comfortable to sit in the sun on a bench with some protection behind such as a green edge or a wall.
Union Square, New York, United States

High quality paving and street furniture create an attractive public space network.
New Road, Brighton, United Kingdom

Encourage more and better opportunities for resting and relaxing in the public space network. Bryant Park, New York, United States

Temporary art in streets and passages creating experiences.
Barcelona, Spain

Organise some of the street furniture as ‘talkscapes’ consisting of either benches or chairs.
Martin Place, Sydney, Australia

Discreet glass awning afford shelter along the entrance. Lund, Sweden

Artistic lighting provide unique experiences and can be reasons for people to visit the city and its spaces at night.
Copenhagen, Denmark

Good detailing is necessary for more people to choose to spend time in spaces.
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It is comfortable to sit in the sun on a bench with some protection behind such as a green edge or a wall.
Union Square, New York, United States

Artistic lighting provide unique experiences and can be reasons for people to visit the city and its spaces at night.
Copenhagen, Denmark

Lighting spilling out from entrances to buildings and ground floors gives a sense of activity while reducing dark corners and niches.
Jernsteladvæge, Copenhagen, Denmark
Public life data
Public life data

Method

**Pedestrian counts and observations**
The purpose of this study was to examine how public spaces are used. It provides information on where people walk and stay either as part of their daily activities or for recreational purposes. This can form the basis for future decisions on which streets and routes to improve, to make them easy and pleasant places to visit, and not just act as traffic conduits. The study also provides information on how many people sit, stand or carry out other stationary activities in the city and where they do it. These stationary activities act as a good indicator of the quality of the urban spaces. A large number of pedestrians walking in the city does not necessarily indicate a high level of quality. However a high number of people choosing to spend time in the city indicates a lively city of strong urban quality.

**How the data was collected**
- Counting pedestrians
- Surveys of staying activities (behavioural mapping)

**Study areas**
The counting positions have been chosen to provide the best possible overview of pedestrian traffic. The areas for recordings of staying activities are equally chosen with the intention to achieve knowledge of the study area as a whole.

**Method**
The method for collecting this information has been developed by Gehl Architects and used in previous studies in Perth, Melbourne, Adelaide, Wellington, London, Hobart, Stockholm, Oslo, Copenhagen, Rotterdam, Edinburgh, New York and a number of provincial cities in UK and Scandinavia.

- Pedestrian counts were carried out in selected streets for 10 minutes every hour between 8 am and 12 midnight.
- Staying activities were mapped every second hour between 10 am and 9 pm.
- The surveys took place on March 10th and March 13th with fine, sunny weather in 2010 and on July 27th with cold weather, no wind.
- The data was collected on a weekday and a Saturday.
Pedestrian traffic survey locations

A  Charles Street (between Canal and Cimitiere Street)
B  Charles Street (between Brisbane and York Street)
C  Charles Street (between Elizabeth and Frederick Street)
D  Charles Street (between Canning and Balfour Street)
E  Brisbane Street (between Wellington and Bathurst Street)
F  Brisbane Street (between St. John and Charles Street)
G  Brisbane Street (between George and St. John Street)
H  Brisbane Street (between Tamar and George Street)
I  Paterson Street (between Wellington and Bathurst Street)
J  Paterson Street (between St. John and Charles Street)
K  George Street (between William and Cimitiere Street)
L  George Street (between Brisbane and York Street)
M  Charles Street Bridge
N  Esplanade
O  Victoria Bridge
P  Tamar Street
Q  Cimitiere Street
R  Cameron Street
S  Home Point
T  Kings Park
U  Wellington Street
V  York Street (between Charles and St. John Street)
W  St. John Street
X  Frederick Street
Public life data

Pedestrian traffic - summer weekday

A. Charles Street (between Canal and Cimitiere Street) 1,626 pedestrians all day

B. Charles Street (between Brisbane and York Street) 8,928 pedestrians all day

Pedestrian traffic counted on Wednesday the 10th of March. Weather: Mild 17-24°C
Public life data

Pedestrian traffic - summer weekday

Pedestrian traffic counted on Wednesday the 10th of March. Weather: Mild 17-24°C

C. Charles Street (between Elizabeth and Frederick Street)
2,766 pedestrians all day

D. Charles Street (between Canning and Balfour Street)
2,136 pedestrians all day
### Public life data

#### Pedestrian traffic - summer weekday

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<tr>
<td>11-12 pm</td>
<td>1968</td>
<td>3</td>
</tr>
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</table>

**E. Brisbane Street (between Wellington and Bathurst Street)**

- 2,760 pedestrians all day

**F. Brisbane Street Mall (between St. John and Charles Street)**

- 21,342 pedestrians all day

Pedestrian traffic counted on Wednesday the 10th of March.
Weather: Mild 17-24°C
Pedestrian traffic counted on Wednesday the 10th of March. Weather: Mild 17-24°C

G. Brisbane Street (between George and St. John Street)  
10,614 pedestrians all day

H. Brisbane Street (between Tamar and George Street)  
3,300 pedestrians all day
Pedestrian traffic - summer weekday

I. Paterson Street (between Wellington and Bathurst Street)

Pedestrians per hour

J. Paterson Street (between St. John and Charles Street)

Pedestrians per hour

Pedestrians counted on Wednesday the 10th of March.
Weather: Mild 17-24°C
Pedestrian traffic counted on Wednesday the 10th of March. Weather: Mild 17-24°C

K. George Street (between William and Cimitiere Street) 1,404 pedestrians all day

L. George Street (between Brisbane and York Street) 3,684 pedestrians all day
Public life data

Pedestrian traffic - summer weekday

M. Charles Street Bridge

N. Esplanade

Pedestrian traffic counted on Wednesday the 10th of March. Weather: Mild 17-24°C
Pedestrian traffic - summer weekday

Pedestrian traffic counted on Wednesday the 10th of March. Weather: Mild 17-24°C

**O. Victoria Bridge**

1,278 pedestrians all day

**P. Tamar Street**

912 pedestrians all day
Public life data

Pedestrian traffic - summer weekday

Q. Cimitiere Street

1,530 pedestrians all day

R. Cameron Street

3,720 pedestrians all day

Pedestrian traffic counted on Wednesday the 10th of March.
Weather: Mild 17-24°C
Pedestrian traffic - summer weekday

Pedestrian traffic counted on Wednesday the 10th of March.
Weather: Mild 17-24°C

S. Home Point

T. Kings Park

960 pedestrians all day

1,704 pedestrians all day
Pedestrian traffic - summer weekday

U. Wellington Street

Pedestrians all day: 2,694

V. York Street (between Charles and St John Street)

Pedestrians all day: 8,928

Pedestrian traffic counted on Wednesday the 10th of March. Weather: Mild 17-24°C
Pedestrian traffic - summer weekday

W. St. John Street (between Brisbane and York Street)

Pedestrians per hour

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<th>9-10</th>
<th>10-11</th>
<th>11-12</th>
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<th>2-3</th>
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</tbody>
</table>

696 pedestrians all day

X. Frederick Street (between Wellington and Bathurst Street)

Pedestrians per hour

<table>
<thead>
<tr>
<th>Time</th>
<th>8-9</th>
<th>9-10</th>
<th>10-11</th>
<th>11-12</th>
<th>12-1</th>
<th>1-2</th>
<th>2-3</th>
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<th>10-11</th>
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<td>20</td>
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</table>

8,412 pedestrians all day

Pedestrian traffic counted on Wednesday the 10th of March.
Weather: Mild 17-24°C
Public life data

Pedestrian traffic - summer Saturday

A. Charles Street (between Canal and Cimitiere Street)  
1,026 pedestrians all day

B. Charles Street (between Brisbane and York Street)  
10,242 pedestrians all day

Pedestrian traffic counted on Saturday the 13th of March. Weather: Mild 16-23°C
Pedestrian traffic - summer Saturday

C. Charles Street (between Elizabeth and Frederick Street)
- 2,118 pedestrians all day

D. Charles Street (between Canning and Balfour Street)
- 2,100 pedestrians all day

Pedestrian traffic counted on Saturday the 13th of March.
Weather: Mild 16-23°C
Public life data

Pedestrian traffic - summer Saturday

E. Brisbane Street (between Wellington and Bathurst Street) 2,676 pedestrians all day

F. Brisbane Street Mall (between St. John and Charles Street) 22,152 pedestrians all day

Pedestrian traffic counted on Saturday the 13th of March. Weather: Mild 16-23°C
Pedestrian traffic - summer Saturday

G. Brisbane Street (between George and St. John Street)

11,490 pedestrians all day

H. Brisbane Street (between Tamar and George Street)

4,146 pedestrians all day

Pedestrian traffic counted on Saturday the 13th of March. Weather: Mild 16-23°C
Public life data

**Pedestrian traffic - summer Saturday**

**I. Paterson Street (between Wellington and Bathurst Street)**

[Graph showing pedestrian traffic data for Paterson Street]

966 pedestrians all day

**J. Paterson Street (between St. John and Charles Street)**

[Graph showing pedestrian traffic data for Paterson Street]

3,522 pedestrians all day

Pedestrian traffic counted on Saturday the 13th of March. Weather: Mild 16-23°C
Pedestrian traffic counted on Saturday the 13th of March. Weather: Mild 16-23°C
Public life data

Pedestrian traffic - summer Saturday

M. Charles Street Bridge

Pedestrian traffic counted on Saturday the 13th of March. Weather: Mild 16-23°C

N. Esplanade

Pedestrian traffic counted on Saturday the 13th of March. Weather: Mild 16-23°C

Charles Street Bridge

Esplanade

N. Esplanade

534 pedestrians all day

606 pedestrians all day
Pedestrian traffic counted on Saturday the 13th of March.
Weather: Mild 16-23°C

Pedestrian traffic - summer Saturday

O. Victoria Bridge

870 pedestrians all day

P. Tamar Street

1,734 pedestrians all day
Public life data

Pedestrian traffic - summer Saturday

Q. Cimitiere Street

876 pedestrians all day

R. Cameron Street

846 pedestrians all day

Pedestrian traffic counted on Saturday the 13th of March.
Weather: Mild 16-23°C
Pedestrian traffic - summer Saturday

Pedestrian traffic counted on Saturday the 13th of March.
Weather: Mild 16-23°C

S. Home Point

2,316 pedestrians all day

Pedestrian traffic - summer Saturday

T. Kings Park

1,602 pedestrians all day
Pedestrian traffic - summer Saturday

U. Wellington Street

4,362 pedestrians all day

V. York Street (between Charles and Stl John Street)

4,212 pedestrians all day

Pedestrian traffic counted on Saturday the 13th of March.
Weather: Mild 16-23°C
Pedestrian traffic - summer Saturday

Pedestrian traffic counted on Saturday the 13th of March.
Weather: Mild 16-23°C

W. St. John Street (between Brisbane and York Street) 6,312 pedestrians all day

X. Frederick Street (between Wellington and Bathurst Street) 678 pedestrians all day
Pedestrian traffic - winter weekday

A. Charles Street (between Canal and Cimiterie Street)

Pedestrian traffic counted on Tuesday the 27th of July.

Weather: Cold 3-15°C

B. Charles Street (between Brisbane and York Street)

Pedestrian traffic counted on Tuesday the 27th of July.

Weather: Cold 3-15°C
Pedestrian traffic - winter weekday

C. Charles Street (between Elizabeth and Frederick Street)

2,508 pedestrians all day

D. Charles Street (between Canning and Balfour Street)

2,136 pedestrians all day

Pedestrian traffic counted on Tuesday the 27th of July.
Weather: Cold 3-15°C
Pedestrian traffic - winter weekday

E. Brisbane Street (between Wellington and Bathurst Street) 1,938 pedestrians all day

F. Brisbane Street Mall (between St. John and Charles Street) 15,330 pedestrians all day

Pedestrian traffic counted on Tuesday the 27th of July.
Weather: Cold 3-15°C
Pedestrian traffic - winter weekday

G. Brisbane Street (between George and St. John Street)

8,934 pedestrians all day

H. Brisbane Street (between Tamar and George Street)

3,570 pedestrians all day

Pedestrian traffic counted on Tuesday the 27th of July.
Weather: Cold 3-15°C

Launceston Public Spaces and Public Life 2011 · Gehl Architects
Public life data

Pedestrian traffic - winter weekday

I. Paterson Street (between Wellington and Bathurst Street)

1,608 pedestrians all day

J. Paterson Street (between St. John and Charles Street)

2,574 pedestrians all day

Pedestrian traffic counted on Tuesday the 27th of July.
Weather: Cold 3-15°C
Pedestrian traffic counted on Tuesday the 27th of July.
Weather: Cold 3-15°C

K. George Street (between William and Cimitiere Street)
1,284 pedestrians all day

L. George Street (between Brisbane and York Street)
2,814 pedestrians all day
Public life data

Pedestrian traffic - winter weekday

M. Charles Street Bridge

Pedestrian traffic counted on Tuesday the 27th of July.
Weather: Cold 3-15°C

N. Esplanade
Pedestrian traffic - winter weekday

Pedestrian traffic counted on Tuesday the 27th of July. Weather: Cold 3-15°C

O. Victoria Bridge

P. Tamar Street

924 pedestrians all day

1,836 pedestrians all day

Launceston Public Spaces and Public Life 2011 - Gehl Architects
Pedestrian traffic - winter weekday

Q. Cimitiere Street

1,824 pedestrians all day

R. Cameron Street

2,292 pedestrians all day

Pedestrian traffic counted on Tuesday the 27th of July.
Weather: Cold 3-15°C
Pedestrian traffic - winter weekday

Pedestrian traffic counted on Tuesday the 27th of July.
Weather: Cold 3-15°C

S. Home Point

1,104 pedestrians all day

T. Kings Park

858 pedestrians all day

Launceston Public Spaces and Public Life 2011 · Gehl Architects
Public life data

Pedestrian traffic - winter weekday

U. Wellington Street

912 pedestrians all day

V. York Street (between Charles and St John Street)

2,958 pedestrians all day

Pedestrian traffic counted on Tuesday the 27th of July.
Weather: Cold 3-15°C
Pedestrian traffic - winter weekday

Pedestrian traffic counted on Tuesday the 27th of July. Weather: Cold 3-15°C

W. St. John Street (between Brisbane and York Street) 6,630 pedestrians all day

X. Frederick Street (between Wellington and Bathurst Street) 714 pedestrians all day
Public life data

Staying activity survey locations

1. Seaport Boardwalk
2. Royal Park
3. Civic Square
4. Trustees Court
5. The Quadrant
6. City Park
7. The Mall
8. Princes’ Square
9. Brickfields Reserve
10. Brisbane Street
Staying activity - summer weekday

Stationary activities registered on Wednesday the 10th of March.
Weather: Mild 17-24°C

1. Seaport Boardwalk
130 activities
(registered at selected times)

2. Royal Park
183 activities
(registered at selected times)

Physical activities
Secondary seating
Cultural activities
Sitting on cafe chairs
Commercial activities
Sitting on benches
Children playing
Waiting for transport
Lying down
Standing
Sitting on folding chairs

Number of persons

0 20 40 60 80 100 120 140 160 180 200

0 10 20 30 40 50 60

am Time pm

13 53 53 43 19 2

10 12 2 4 6 8

10 12 2 4 6 8

10 12 2 4 6 8
Public life data

Staying activity - summer weekday

3. Civic Square
76 activities (registered at selected times)

4. Trustees Court
113 activities (registered at selected times)

Staying activities registered on Wednesday the 10th of March.
Weather: Mild 17-24°C
Staying activity - summer weekday

Staying activities registered on Wednesday the 10th of March. Weather: Mild 17-24°C
Public life data

Staying activity - summer weekday

7. The Mall

276 activities (registered at selected times)

8. Princes' Square

85 activities (registered at selected times)

Staying activities registered on Wednesday the 10th of March.
Weather: Mild 17-24°C
Staying activity - summer weekday

9. Brickfields Reserve
305 activities (registered at selected times)

10. Brisbane Street
899 activities (registered at selected times)

Staying activities registered on Wednesday the 10th of March.
Weather: Mild 17-24°C
Public life data

Staying activity - summer Saturday

1. Seaport Boardwalk

<table>
<thead>
<tr>
<th>Time</th>
<th>Number of Persons</th>
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<tbody>
<tr>
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<td>34</td>
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<tr>
<td>6</td>
<td>64</td>
</tr>
<tr>
<td>8</td>
<td>72</td>
</tr>
</tbody>
</table>

396 activities (registered at selected times)

2. Royal Park

<table>
<thead>
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<th>Time</th>
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</tr>
</thead>
<tbody>
<tr>
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<td>35</td>
</tr>
<tr>
<td>8</td>
<td>3</td>
</tr>
</tbody>
</table>

861 activities (registered at selected times)

A boat race took place in Royal Park when the registration was made, some of the visitors were registered as performing cultural activities instead of standing.

Stationary activities registered on Saturday the 23rd of March.
Weather: Mild 16-23°C
Staying activity - summer Saturday

Staying activities registered on Saturday the 23rd of March. Weather: Mild 16-23°C
Staying activity - summer Saturday

5. The Quadrant

83 activities (registered at selected times)

6. City Park

280 activities (registered at selected times)

Staying activities registered on Saturday the 23rd of March.
Weather: Mild 16-23°C
Staying activity - summer Saturday

Staying activities registered on Saturday the 23rd of March.
Weather: Mild 16-23°C

7. The Mall
524 activities (registered at selected times)

8. Princes' Square
86 activities (registered at selected times)
Public life data

Staying activity - summer Saturday

9. Brickfields Reserve

55 activities (registered at selected times)

10. Brisbane Street

191 activities (registered at selected times)

Staying activities registered on Saturday the 23rd of March.
Weather: Mild 16-23°C