



City of
LAUNCESTON

COUNCIL AGENDA

**COUNCIL MEETING
THURSDAY 20 MAY 2021
1.00pm**

Notice is hereby given that the Ordinary Meeting of the City of Launceston Council will be held at the Council Chambers, Town Hall, St John Street, Launceston:

Date: 20 May 2021

Time: 1.00pm

Certificate of Qualified Advice

Background


To comply with section 65 of the *Local Government Act 1993* (Tas):

1. A general manager must ensure that any advice, information or recommendation given to the council or a council committee is given by a person who has the qualifications or experience necessary to give such advice, information or recommendation.
2. A council or council committee is not to decide on any matter which requires the advice of a qualified person without considering such advice unless -
 - (a) the general manager certifies, in writing -
 - (i) that such advice was obtained; and
 - (ii) the general manager took the advice into account in providing general advice to the council or council committee; and
 - (b) a copy of that advice or, if the advice was given orally, a written transcript or summary of that advice is provided to the council or council committee with the general manager's certificate.

Certification

I certify that:

- (i) the advice of a qualified person has been sought where required;
- (ii) this advice was taken into account in providing general advice to the council or council committee; and
- (iii) a copy of the advice, or a written transcript or summary of advice provided orally, is included with the agenda item.



Michael Stretton
Chief Executive Officer

AUDIO of COUNCIL MEETINGS

An audio recording of this Council Meeting, except for any part held in Closed Session, will be made in accordance with our Council Meetings - Audio Recording Policy - 14-Plx-008.

This Council Meeting will be streamed live to:
www.launceston.tas.gov.au/Council/Meetings/Listen .

PUBLIC ATTENDANCE AT THE COUNCIL MEETING

To help keep you safe you must register your attendance at the Council Meeting in advance by telephoning 6323 3000 during business hours by 11.00am on the morning of the Council Meeting. A Council Officer will contact you to confirm attendance details.

At the Council Meeting, please take care to follow signage and the directions of Council Officers to ensure that physical distancing and other COVID-19 safe behaviour is observed.

PUBLIC QUESTION TIME - AGENDA ITEM 8

Questions received in writing by close of business Wednesday of the week prior to the Council Meeting are treated as Questions on Notice. Your question and an answer will be published in the Agenda of the Council Meeting. Questions may be submitted to the Chief Executive Officer at contactus@launceston.tas.gov.au, PO Box 396, Launceston TAS 7250, or Town Hall, St John Street, Launceston.

If attending the Council Meeting in person, you may ask up to three questions during Public Question Time. If accepted, your questions will be either answered at the Meeting, or Taken on Notice and answered at a later Council Meeting.

PUBLIC COMMENT ON AGENDA ITEMS

When you register to attend the Council Meeting, you will be asked if you wish to comment on an item in the Agenda. Prior to debate on that Agenda Item, you will be invited by the Chair to move to the public microphone at the doors to the Council Chambers and state your name and address.

Please note the following important information:

- Each item on the Agenda includes a Recommendation prepared by a Council Officer.
- You may speak for up to two minutes, either for or against the Recommendation.
- You may not ask questions or enter into debate with Councillors or Council Officers.
- Your statement is not to be defamatory, inappropriate or abusive, or be intended to embarrass any person, including Councillors or Council Officers.
- The Chair may direct you to stop speaking if you do not follow these rules, or if your statement repeats points that have already been made.
- Audio from our Council Meetings is streamed live via YouTube.

Your respectful contribution is welcome and appreciated.

LEGISLATIVE TERMINOLOGY - GENERAL MANAGER

At the City of Launceston, the positions of General Manager Community and Place, General Manager Organisational Services, General Manager Infrastructure and Assets and General Manager Creative Arts and Cultural Services do not assume the functions and powers of the term *general manager* in a legislative sense: any legislative functions and powers to be delegated to these roles will be made by Council or the Chief Executive Officer. At the City of Launceston, the title Chief Executive Officer is a term of reference for the General Manager as appointed by Council pursuant to section 61 of the *Local Government Act 1993 (Tas)*. For the avoidance of doubt, *Chief Executive Officer* means *General Manager* for the purposes of the *Local Government Act 1993 (Tas)* and all other legislation administered by or concerning Council.

19 January 2021

Mr Michael Stretton
Chief Executive Officer
City of Launceston
P O Box 396
LAUNCESTON TAS 7250

Dear Michael

COUNCIL MEETINGS

In accordance with regulation 4 of the *Local Government (Meeting Procedures) Regulations 2015* which states:

4. *Convening council meetings*
 - (1) *The mayor of a council may convene -*
 - (a) *an ordinary meeting of the council; and*
 - (b) *a special meeting of council.*

I request that you make the necessary arrangements for the Ordinary Meetings of Council to be convened on the following dates for 2021:

28 January	11 February	25 February	11 March
25 March	8 April	22 April	6 May
20 May	3 June	17 June	1 July
15 July	29 July	12 August	26 August
9 September	23 September	6 October	21 October
4 November	18 November	2 December	16 December

commencing at 1.00pm in the City of Launceston Council Chambers, Town Hall, St John Street, Launceston.

Yours sincerely



Councillor A M van Zetten
MAYOR

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1 OPENING OF MEETING - ATTENDANCE AND APOLOGIES

2 MAYORAL ACKNOWLEDGEMENTS

3 DECLARATIONS OF INTEREST

Local Government Act 1993 (Tas) - section 48

(A councillor must declare any interest that the councillor has in a matter before any discussion on that matter commences.)

4 CONFIRMATION OF MINUTES

Local Government (Meeting Procedures) Regulations 2015 - Regulation 35(1)(b)

RECOMMENDATION:

That the Minutes of the Ordinary Meeting of the City of Launceston Council held on 5 May 2021 be confirmed as a true and correct record.

5 DEPUTATIONS

No Deputations have been identified as part of this Agenda

6 PETITIONS

Local Government Act 1993 (Tas) - sections 57 and 58

No Petitions have been identified as part of this Agenda

7 COMMUNITY REPORTS

(Community Reports allow an opportunity for Community Groups to provide Council with a three minute verbal presentation detailing activities of the group. This report is not intended to be used as the time to speak on Agenda Items; that opportunity exists when that Agenda Item is about to be considered. Speakers are not to request funding or ask questions of Council. Printed documentation may be left for Councillors.)

7.1 Ms Tina Walker (Health Promotion Consultant) - Tasmanian Health Service - Live Well, Live Long: Launceston

Ms Walker will provide Council with details of an exciting new program and partnership in Launceston aimed at supporting older people with information and strategies to stay independent and manage their health and wellbeing.

7.2 Ms Rocelyn Ives and Ms Gabrielle Purcell (Launceston Amnesty International Action Group) - Amnesty International

Ms Ives and Ms Purcell (a Launceston College student) will provide information to Council on the Launceston based group which, since 2012, has campaigned for defence of those vulnerable to human rights abuses for Amnesty International, the largest global voluntary human rights organisation.

8 PUBLIC QUESTION TIME

Local Government (Meeting Procedures) Regulations 2015 - Regulation 31

8.1 Public Questions on Notice

Local Government (Meeting Procedures) Regulations 2015 - Regulation 31(1)

(Questions on Notice must be in writing and should be received by the General Manager at least seven days before the relevant Council Meeting. Questions on Notice will be researched by Council Officers and both the Question on Notice (as received) and the response will be provided at the Council Meeting and a reply in writing will also be provided.)

8.1.1 Public Questions on Notice - Ms Glenda King - Council Meeting - 6 May 2021

FILE NO: SF6381

AUTHOR: Anthea Rooney (Council and Committees Officer)

CHIEF EXECUTIVE OFFICER: Michael Stretton

QUESTIONS and RESPONSES:

The following questions, asked at the Council Meeting on 6 May 2021 by Ms Glenda King, have been answered by Mrs Leanne Hurst (General Manager Community and Place Network).

Questions:

1. Does the Council have a policy or procedure with regard to enforcing the retention of specific urban habitats, especially trees, that have been identified as being home to endangered or threatened species; what does the Council do, given its wide powers that it possesses, once it has been made aware of such habitats to ensure that these habitats are retained and not destroyed during urban redevelopment?

Response:

The planning Scheme, through its Biodiversity Code, supports the conservation of biodiversity, important habitats, vegetation communities and threatened species. It does this by mapping known values on the planning scheme overlay maps and requiring consideration in decision making. Should the Council become aware of specific values during an application process it has the ability to request information from a suitably qualified person to assess the impact of the proposal.

The Biodiversity Code outlines a number of criteria that the Council must consider when assessing the impact of development on priority vegetation communities or habitat areas.

8.1.2 Public Questions on Notice - Ms Glenda King - Council Meeting - 6 May 2021**FILE NO:** SF6381**AUTHOR:** Anthea Rooney (Council and Committees Officer)**CHIEF EXECUTIVE OFFICER:** Michael Stretton

QUESTIONS and RESPONSES:

The following questions, asked at the Council Meeting on 6 May 2021 by Ms Glenda King, have been answered by Mr Shane Eberhardt (General Manager Infrastructure and Assets Network).

Questions:

1. What practical steps has the Council implemented since the endorsement and adoption of climate emergency; what have been these outcomes; what is the Council doing as part of its climate emergency response to counteract the zealous destruction of established aged trees and green cover evidenced by the frenzy of recent subdivisions by developers on older urban properties and is this climate emergency considered an important enough issue for the future of our City that progress is being reviewed by sitting Aldermen [sic] - if so, when was such a review last undertaken?

Response:

Since endorsement of the climate emergency, the Council has adopted and commenced implementation of a Sustainability Strategy. In the coming months Council will consider a Towards Zero Emissions Action Plan to achieve carbon neutrality by 2025, move towards 100% renewable energy use by buildings by 2025 and engage and work with the community, business and not-for-profit sectors to reduce community emissions and transition to renewable energy use.

8.1.3 Public Questions on Notice - Mr Gus Green - Council Meeting - 6 May 2021

FILE NO: SF6381

AUTHOR: Anthea Rooney (Council and Committees Officer)

CHIEF EXECUTIVE OFFICER: Michael Stretton

QUESTIONS and RESPONSES:

The following question, asked at the Council Meeting on 6 May 2021 by Mr Gus Green, has been answered by Mr Michael Stretton (Chief Executive Officer).

Questions:

1. [Referring to community palliative care based in Launceston] will Council facilitate a taskforce to open a hospice in 2026?

Response:

The Tasmanian Government, through the Department of Health and Human Services (DHHS) and the Tasmanian Health Service (THS) is responsible for the delivery of a Specialist Palliative Care Service. Accordingly, any considerations for a taskforce to open a hospice in Launceston would be more appropriately directed to the DHHS. The Council's officers have taken the liberty of referring your question to the DHHS for consideration.

8.1.4 Public Questions on Notice - Ms Glenda King - Council Meeting - 6 May 2021**FILE NO:** SF6381**AUTHOR:** Anthea Rooney (Council and Committees Officer)**CHIEF EXECUTIVE OFFICER:** Michael Stretton

QUESTIONS and RESPONSES:

The following questions, asked at the Council Meeting on 6 May 2021 by Ms Glenda King, have been answered by Mr Shane Eberhardt (General Manager Infrastructure and Assets Network).

Questions:

1. [Referencing spraying that occurred on Easter Tuesday morning in Scott Street, East Launceston], what exactly was being sprayed, not only onto the street but directly onto my property; what is the toxicity of this material and how are such substances dealt with in terms of run off and entry into the storm water system; and why are residents not informed when potentially hazardous substances are being sprayed in their area?

Response:

The City of Launceston operates a seasonal weed spraying program to control weeds in our public spaces, recreation areas and streets.

The City of Launceston and its contractors only use those Glyphosate products that are registered with the Australian Pesticides and Veterinary Medicines Authority (APVMA). Weed spraying is only undertaken by trained competent staff in accordance with the label instructions, which complies with the code of practice for spraying in public places.

The most recent advice from the APVMA, who is responsible for regulating these chemicals in Australia and is globally renowned for its comprehensive, rigorous, science and evidence-based assessments, has concluded that glyphosate products are safe to use, provided they are used in accordance with the label instructions.

Glyphosate degrades rapidly in water and on land, with its bioavailability greatly reduced by absorption to soil or sediment particles.

Where practicable, the spray supervisor will inform the public of the impending spray operations through the use of signage which is the case on streets where the vehicle is clearly signed.

**8.1.4 Public Questions on Notice - Ms Glenda King - Council Meeting - 6 May 2021
...(Cont'd)**

There are a number of processes in place to reduce potential impacts such as not spraying on windy days and spraying is stopped if a member of the public, or other third party, should approach the area being sprayed.

The City of Launceston is constantly reviewing alternative methods to reduce or eliminate the need of chemicals as well as routinely reviewing our programs to ensure they are meeting contemporary community expectations.

8.2 Public Questions Without Notice

Local Government (Meeting Procedures) Regulations 2015 - Regulation 31(2)(b)

(Members of the public who ask Questions without Notice at a meeting will have both the question and any answer provided recorded in the Minutes. Council Officers will endeavour to answer the question asked at the meeting, however, that is not always possible and more research may be required. If an answer cannot be provided at the Meeting, the question will be treated as a Question on Notice. A response will be provided at the next Council Meeting.)

Under the provisions of the *Land Use Planning and Approvals Act 1993*, Council acts as a Planning Authority in regard to items included in Agenda Item 9 - Planning Authority.

9 PLANNING AUTHORITY

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1)

FILE NO: SF7233

AUTHOR: Iain More (Town Planner)

GENERAL MANAGER: Leanne Hurst (Community and Place Network)

DECISION STATEMENT:

To determine rejection or initiation of Amendment 66 to the Launceston Interim Planning Scheme 2015, to insert a Specific Area Plan over the properties known as 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1).

PLANNING APPLICATION INFORMATION:

Applicant: Commercial Project Delivery
Area of the Site: 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street, Launceston (CT151150/3, CT151150/2 and CT175274/1)
Existing Zone: Urban Mixed Use
Existing Use: Car Parking, Hotel Industry, Service Station
Receipt Date: 12 October 2020

RECOMMENDATION:

That, pursuant to the former:

1. section 34(1)(b) of the *Land Use Planning and Approvals Act 1993*, initiate Amendment 66 to insert a Specific Area Plan over the properties known as 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street, Launceston (CT151150/3, CT151150/2 and CT175274/1).
-

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

2. section 6(3) of the *Land Use Planning and Approvals Act 1993*, delegates to the Chief Executive Officer its functions under section 35(1) of the *Land Use Planning and Approvals Act 1993*, to certify the draft amendment to the Launceston Interim Planning Scheme 2015.
 3. section 38(1) of the *Land Use Planning and Approvals Act 1993*, determines the period for public exhibition to be 28 days.
-

Note: Councillors are advised that under Schedule 6 - Savings and transitional provisions of the Land Use Planning and Approvals Amendment (Tasmanian Planning Scheme Act) 2015 - Parts 2A and 3 of the former provisions remain in force until a Local Planning Schedule comes into effect for the municipal area. This application assessment and recommendation has therefore been made under those transitional provisions.

1.1 Introduction

An application was lodged under section 33 of the former *Land Use Planning and Approvals Act 1993* (the Act), by Commercial Project Delivery for an amendment to the Launceston Interim Planning Scheme 2015, to insert a Specific Area Plan (SAP) over land at 123 Paterson Street, 125-13 Paterson Street, and 270 Brisbane Street, Launceston (CT151150/3, CT151150/2 and CT175274/1).

The planning submission, titled *Planning Scheme Amendment Application, prepared by Commercial Project Delivery, dated April 2021* is contained in Attachment 1. This will be referred to as the *Planning Submission* throughout the report. The specialised reports forming part of the application are also contained in Attachment 1. These reports will be referred to individually as required.

The *Launceston Interim Planning Scheme 2015* will be generally referred to as *the Scheme* in this report.

2. Strategic Context

Prior to consideration under the planning scheme and the *Land Use Planning and Approvals Act 1993*, it is useful to consider the strategic context for this scheme amendment.

The purpose of the SAP is to facilitate a new hotel on the site. The proposal, known as the Gorge Hotel, was approved by Council on 13 June 2019 (DA0127/2019). A subsequent appeal overturned this approval as it considered that the proposal was not sufficiently complementary to the surrounding area (*S Cai versus Launceston City Council and TRC Multi Property Pty Ltd [2019] TASRMPAT 22*).

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

The SAP has been constructed to remove the onus on the proposed development to be complementary and permit a larger acceptable solution building envelope than the current Urban Mixed Use Zone in the Scheme. The SAP, if adopted, would only allow this larger building envelope for proposals for visitor accommodation and ancillary and associate uses, such as retail, food services, function and meeting rooms.

The introduction of a new type of built form in this area of the City has the capacity to bring beneficial change providing an improved link between the City and the eastern entrance to the Cataract Gorge Reserve, as well as commencing a transitioning arrangement to the Margaret Street corridor.

The proposal demonstrates a committed approach to develop what is currently a relatively empty site that is appropriately located for tourism, as well as providing good access to the City and its natural surrounds.

The SAP is considered to be a demonstration of confidence in the Tasmanian tourism industry and the wider Northern Tasmanian region. This approach is consistent with a number of adopted strategies both for the Council and the wider region, particularly the Greater Launceston Plan (GLP) which is the community's vision for the sustainable development of Launceston and its suburbs and localities over the next 15 years.

The GLP seeks to promote investment aligned with Greater Launceston's strategic advantages to underpin a sustainable economy and viable robust community. Tourism is vital to the regional economy. It broadly supports the development and diversification of commercial, community and tourism precincts in the Launceston central area and the introduction of a SAP that would allow a permitted pathway for a larger building bulk for a visitor accommodation use.

Consistent with this, the *Horizon 2021: City of Launceston Economic Development Strategy (Horizon 21)* includes an action for the Council to *Collaborate with Tourism Tasmania in exploring opportunities for a boutique/5-star hotel and restaurant development in Launceston*. Whilst the proposed SAP is not proposing any development, the greater building envelope will allow future development to occur, which can include 5-star hotel facilities.

Horizon 21 identifies that Launceston and Tasmania's northern region has a significant tourism economy which accounts for \$350 million of output in Launceston alone. Visitor activity impacts on food and entertainment, retail, creative and cultural industries, transport and logistics, sporting and recreation facilities and events and Launceston's overall accommodation sector.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

Importantly, *Horizon 21* also identifies that a limitation of the local tourism offer is the relative lack of conference facilities, and while there is provision of mid-range hotels and Air bnb facilities, there is a relative shortage of boutique and 5-star accommodation and restaurant options in Launceston. The proposed SAP is limited to accommodation and ancillary uses such as conferences facilities. Whilst the applicant is committed to establishing a 5-star hotel facility, there is no guarantee this will occur. Nevertheless, the approval of such a building envelope will give confidence to any future developer providing the necessary assurance that such a use can be established.

Developments built to the scale that is approvable within the building envelopes proposed will have the capacity to change the city, economically, physically and culturally. This development can be seen as one a series of such development across Launceston over past decades. This includes the development of the Penny Royal to the west. Once an infill site, the tourism complex opened in 1979. Further examples include the creation of the Old Launceston Seaport from an industrial port and dry dock, creation of the Sebel Hotel from a Council owned carpark, the development of the Silo Hotel and Riverbend Park from a former industrial area and the Verge Hotel from a public carpark. Most recently the Fragrance Hotel was approved for the site of a former warehouse.

3. Act Requirements

The legislation allows for an amendment to the planning scheme under sections 32 and 33 of the *Land Use Planning and Approvals Act 1993*:

- (1) *A draft amendment of a planning scheme, and an amendment of a planning scheme, in the opinion of the relevant decision-maker within the meaning of section 20(2A) –*
 - (a)
 - (b)
 - (c)
 - (d)
 - (e) *must, as far as practicable, avoid the potential for land use conflicts with use and development permissible under the planning scheme applying to the adjacent area; and*
 - (ea) *must not conflict with the requirements of section 300 ; and*
 - (f) *must have regard to the impact that the use and development permissible under the amendment will have on the use and development of the region as an entity in environmental, economic and social terms.*
- (2) *The provisions of section 20 (2), (3), (4), (5), (6), (7), (8) and (9) apply to the amendment of a planning scheme in the same manner as they apply to planning schemes.*

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

Section 20 also includes the following:

- (a) seek to further the objectives set out in Schedule 1 within the area covered by the scheme; and
- (b) prepare the scheme in accordance with State Policies made under section 11 of the State Policies and Projects Act 1993; and
- (c)

The amendment must be decided under section 33(3) which reads:

- 33. Request for amendment of planning scheme*
- (3) A planning authority must, within 42 days of the receipt of a request or such longer time as the Commission may allow, make a decision as to whether or not to initiate an amendment of the planning scheme and serve on the person who made the request notice of its decision within 7 days of making the decision.*
- (3AA) If the planning authority decides under subsection (3) to initiate an amendment of a planning scheme after receipt of a request from a person under subsection (1), it must –*
- (a) initiate the amendment under section 34; and*
 - (b) certify the draft amendment under section 35 – within 42 days of receiving the request or such longer time as the Commission allows.*

The matters which Council must consider when making a decision whether to reject or exhibit the application are listed in sections 32 and 43C of the Act and are set out in detail in Section 5.1 of this report.

Section 38 of the Act sets out that after making a decision on an application made under section 43A it is to be publicly advertised for a period of 28 days:

- 38. Public exhibition of draft amendment*
- (1) After giving to the Commission a copy of a draft amendment of a planning scheme and the instrument certifying that the amendment meets the requirements specified in section 32, the planning authority must –*
- (a) cause a copy of the draft amendment to be placed on public exhibition for a period of 28 days or a longer period agreed to by the planning authority and the Commission; and*
 - (b) advertise, as prescribed, the exhibition of the draft amendment.*
- (2) If the period referred to in subsection (1)(a) includes any days on which the office of the planning authority is closed during normal business hours in that part of the State where the planning scheme to be amended applies, that period is to be extended by the number of those days.*

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

4. Subject Site and Surrounding Uses

4.1 The land

The site consists of three titles, being:

Title	CT151150/3
Size	706m ²
Address	123 Paterson Street, Launceston

Title	CT151150/2
Size	2,446m ²
Address	125-133 Paterson Street, Launceston

Title	CT175274/1
Size	2,893m ²
Address	16 Margaret Street, Launceston 18 Margaret Street, Launceston 270 Brisbane Street, Launceston 268 Brisbane Street, Launceston

All titles comprising the site are currently zoned Urban Mixed Use Zone under the Planning Scheme. The site, as a whole, is irregular in nature, with frontages and access to Paterson, Margaret and Brisbane Streets and West Tamar Road.

The site is located within close proximity to both the Cataract Gorge Reserve and the City centre, which is ideal for a tourist based, accommodation use and development. It is a well sized site currently occupied largely by an open carpark. The site lies largely below the adjacent road level and therefore the effective height of any development to the centre of the site will be generally reduced.

The immediate context of the site does not have a consistent heritage character, with only a few properties of heritage significance adjacent to the site. The scale of the site is such that there is capacity for a clearly contemporary building of some scale to exist without compromising the character of the broader surrounding area.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

The following image outlines the subject site.



Figure 1 - Subject site
(Source: SAM GIS)

The subject site has undergone significant changes over the years. What was once a developed site with established buildings and uses, is now an area characterised by ground level car parking.

Encumbrances and Services:

The site contains several encumbrances in the way of easements for right of way (access), drainage, and pipeline and servicing. The site is currently connected to all reticulated services.

Overlays:

The site contains the potentially contaminated land and flood risk overlays.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

4.2 The Character of the Area

Understanding the impact of the proposed SAP on the character of the area and the streetscape in the vicinity of the site is very important in determining its acceptability.

The character of an area is defined by the Macquarie Dictionary as:

The aggregate qualities that are distinctive and give an identity to an area.

The site sits at the head of the Margaret Street corridor. This area lies generally along the low lying Margaret Street between residential uses rising to the west and the finer grain of the city centre to the east. It is characterised by consolidated sites with large floor plate commercial, industrial, and institutional uses, interspersed with remnant residential.

The corridor extends from Brickfields Park to the South, following Margaret Street northwards, then veering west along West Tamar Road at the York Street intersection, crossing over to Paterson Street at Penny Royal Motel, then east along Paterson Street to Wellington Street, then south along Wellington Street and finally west along Frederick Street back to Brickfield Park.

Streetscape is defined by the Tasmanian Planning Scheme as:

....the visual quality of a street depicted by road width, street planting, characteristics and features, public utilities constructed within the road reserve, the setback of buildings and structures from the property boundaries, the quality, scale, bulk and design of buildings and structures fronting the road reserve.

For the purposes of determining streetscape for a particular site, the above matters are relevant when viewed from either side of the same street within 100m of each side boundary of the site...

4.3 The Character of the Margaret/Bathurst Street Corridor

The site is contained within an irregular shaped parcel of land located on the fringe of the CBD. The surrounding area is considered to be below the hillside residential uses, along to Wellington Street to the East, beyond which becomes of the CBD.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

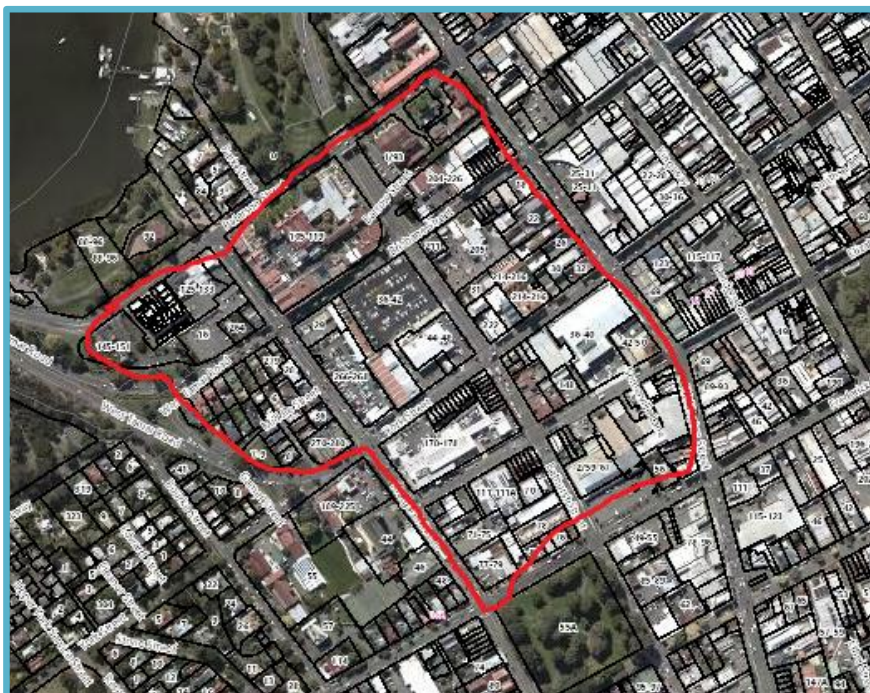


Figure 2 - Development Precinct
(Source: SAM GIS)

The area generally has larger titles with bulkier and more expansive coverage.



Figure 3 - Ground Figure Diagram (Existing)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 4 - Ground Figure Diagram (Proposed)

As can be seen from the above diagrams and the images to follow, site coverage is bulkier building for industrial/commercial type tenancies, and large vacant yards.

It faces the Tamar estuary with frontages to Paterson Street running east/west. Margaret Street running north/south. It also borders (without access) the West Tamar Highway



Figure 5 - Subject Site From Brisbane and Margaret Streets Intersection facing North/West

(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 6 - Subject Site from Brisbane Street facing north
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)



Figure 7 - Subject Site from Brisbane Street Facing North-East
with Launceston College in the Background
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 8 - Subject Site from Paterson Street Facing South
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)



Figure 9 - Subject Site from Margaret Street Facing South-West
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

An east-west ridge runs along Paterson Street which is accentuated by the levee protecting the site from inundation. East of the site on Paterson Street are a series of institutional buildings. Between the levee and the estuary are parklands.



Figure 10 - Facing the Subject Site Looking South-West Along Paterson Street with Launceston College on the Left
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)



Figure 11 - Leisure Inn Taken from the Northern Side of Paterson Street Facing South
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 12 - Cataract on Paterson and the TRC Hotel Taken From the Northern Side of Paterson Street Facing North-East
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)



Figure 13 - Pump Station in Kings Park Taken From the Northern Side of Paterson Street Facing North
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 14 - Kings Park Including Vegetation and Levee Taken From the Southern Side of Paterson Street Facing North

(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

The site is also set at a lower level than much of the city to the east rising in a terraced landform. The Margaret Street corridor is relatively flat rising gently to the south along a former creek.

To the west of Margaret Street is a mixed character with a prominent school and commercial buildings interspersed with commercial buildings. Residential characters predominates with further elevation.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 15 - Commercial Uses Along the Southern Side of Paterson Street With Residential Located on the Hill in the Background, Taken From Opposite the Subject Site Facing South-West

(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)



Figure 16 - Residential Uses Located Behind the Subject Site and Other Paterson Street Commercial Uses,

Taken From the Margaret and Paterson Streets Intersection Facing South-West
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 17 - Residential Uses Located South of Brisbane Street on the Hillside, Taken From the Brisbane and Margaret Streets Intersection Facing South-East
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

To the east of Margaret Street comprises predominantly larger titles, containing bulkier buildings with larger floor plates and large open bitumen sale yards. The majority have been redeveloped from their original forms and previous finer grain of land use.



Figure 18 - Carline Mufflers, on the Corner of Brisbane and Margaret Streets, Taken From the Same Corner Facing East
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 19 - Buckby Motors on the North-East Side of Margaret Street, Taken From the South-Western Side of Margaret Street
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)



Figure 20 - Hyundai Motors on the Corner of Margret and Elizabeth Streets, Taken From the South-Western Side of Margaret Street
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 21 - Motors Services on the North-Eastern Side of Margaret Street Adjoining Hyundai Motors, Taken From the South-Western Side of Margaret Street
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)



Figure 22 - Hyundai Motors Occupying the Entirety of the Northern Side of Elizabeth Street, Taken From the Corner of Margaret and Elizabeth Streets
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 23 - Goodyear Tyres Located on the Corner of Margaret and Frederick Streets, Taken From the South-Western Side of Margaret Street
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

The subject site and the broader Margaret Street corridor is set effectively one- or two-storeys lower in elevation than the centre of the City.

The larger titles and built forms are interspersed with smaller titles, many with remnant residential buildings. Many of these larger titles are developed at a low capital intensity, especially those being utilised for the display of vehicle sales.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 24 - An Example of a Historic Cottage Located Next to a Car Dealership at 34 Margaret Street
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)



Figure 25 - The Historic Art Hotel on York, Located on the Corner of York and Margaret Streets
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

- 9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)
-



Figure 26 - The Church of Apostles at 44 Margaret Street
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 27 - Sacred Heart Catholic Primary School Located at 189-225 York Street (taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)



Figure 28 - A Row of Non-Historic Terraces Located on the Corner of Elizabeth and Bathurst Streets (taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 29 - Bathurst Street Car Park, Located on the Corner of Bathurst and Brisbane Streets

(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

The area is defined by the high volume of traffic that traverses the edge of the City using the north-south one-way road system of Bathurst and Wellington Streets. A number of uses have developed that rely on passing traffic.

The main road frontages also affect the way in which the area may be developed as the two major north-south roads are in effect the Launceston by-pass for north-south traffic that gives the area a distinctly different character to the City core.

The scale of development in the precinct varies, although as stated, title sizes are significant to accommodate larger commercial forms, the scale of building is relatively low, but bulky. There are a number of larger uses operating within the precinct, notably:

- Launceston College and TasTAFE, occupying entire city blocks within the immediate vicinity;
 - Bathurst Street car park;
 - Neil Buckby Motors;
 - Hyundai Motors;
 - Dan Murphy's; and
 - Woolworths
-

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

The urban quality of this area is objectively relatively poor and does not contribute aesthetically to the City. It is characterised by low intensity land uses and functional commercial architecture.

The area is considered to have significant potential for redevelopment for two key reasons. Firstly, it is very well located close to the river and the CBD being walkable to most City destinations. It is also well served by traffic being accessible via high capacity roads and public transport.

Secondly, the underlying character of the area provides a potential not available in many areas of the City. The potential stems from:

- relatively low levels of heritage buildings;
- larger consolidated titles;
- low lying land (lower than CBD and surrounding residential); and
- low value, low intensity development.

This potential for redevelopment has been recognised by the Council for some time. This area has been identified for transition and the implementation of the SAP will help guide this area into that change. This is discussed further below.

4.4 The Streetscape

The core elements of the streetscape have no discernible consistency, but is instead made up of a variety of building types, sizes, setbacks and uses. The following discusses the existing streetscape by breaking up the surrounding immediate area into the three surrounding streets.

Margaret Street

- On the western side of Margaret Street and the corner of the subject site is a single storey service station. The station is brightly coloured and contains illuminated signage. Along this frontage is also a double access crossover to obtain entry into the service station, bottle shop, hotel and apartments which front Paterson Street;
 - South of the service station and still on the western side of Margaret Street is a commercial car park with access including signage, a boom gate and some landscaping;
-

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

- South again on the corner of Margaret Street and Brisbane Street/West Tamar Road is the Golden Brumby Restaurant. This is a two-storey building with a restaurant that occupies the ground floor whilst a residential apartment occupies the top floor. The bottom floor is painted bright red and contains a range of signage, including flashing illuminated signage. Access to the restaurant is provided through a single doorway. This site also contains vehicular access to the rear of the property for restaurant car parking and also provides the access to the residential use;
- Further south at the Margaret/Brisbane street intersection is a two-storey building, which contains a café at ground level including seating and signage and residential uses above;
- On the eastern side of Margaret Street, directly opposite the site, is Launceston College and is the dominant frontage within the area. The building is a brick, three-storey building with architectural elements that presents severely to Margaret Street. The building is characterised by lack of street level activation along Margaret Street; and
- Further south at the Margaret/Brisbane Streets intersection on the eastern side is a mechanics business featuring a single- storey workshop and office, associated signage and parking areas within the front setbacks.

Continuing south along Margaret Street are car yards, small businesses and dwellings, featuring a significant amount of signage and parking. The streetscape to the south has no identifiable features and is instead poorly defined, although highly commercialised/industrialised. Further south again is a school, a Church, more commercial businesses and the Brickfields Reserve park.



Figure 30 - Looking North Along Margaret Street, Taken from the Intersection of Margaret and Elizabeth Streets

(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 31 - Facing South-East Towards Brickfields Reserve Park
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

Brisbane Street (opposite)

- On the southern side of Brisbane Street opposite the site are predominately single- and double-storey residential buildings, as well as two large billboards;
- Further east still is the continuation of mixed use character leading into the City. Uses include food services, businesses, accommodation and retail, located within buildings of varying heights and setbacks.



Figure 32 - Two Large Billboards Facing the Subject Site at 289 Brisbane Street
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 33 - Dwellings Opposite the Site of Brisbane Street
 (taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

Paterson Street

- Directly to the north of Paterson Street, opposite the subject site is Kings Park. The park contains monuments and a water reserve for TasWater. The park also contains a flood levee, resulting in an uneven topography;
- On western Paterson Street is the Stillwater complex, comprising a three-storey building with restaurant and boutique accommodation, as well as parking and signage;
- To the east further along Paterson Street are a small mix of single- and double-storey residential, accommodation and food services use, also containing visible parking within the frontage and associated signage;
- Further East still is the Royal Park Esplanade;
- On the southern side of Paterson Street, further to the west is the three-storey, brick built, Leisure Inn (Penny Royal Motel). This is a visitor accommodation complex with associated restaurant and bar, setback from the frontage and comprising of three separate buildings. On this site is also a replica windmill, the tallest building within the immediate vicinity;
- Adjoining the subject site to the west is Cataract on Paterson Restaurant and Cataract Apartments, presented as a closely aligned group of single-, two- and three-storey buildings fronting directly onto Paterson Street. Entrances to these buildings are at the frontage or the rear of the buildings;

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

- The subject site facing Paterson Street contains the TRC Hotel, bottle shop and service station, at a maximum two-storey height. This area contains highly visible signage as well as multiple crossovers; and
- The Paterson streetscape is unusual in that to the north area landscaped gardens with large visible servicing infrastructure, compared to the unusual impact of the services station located between a three-storey Launceston College building, the older visual impact of the TRC Hotel and the modern stylings of the three-storey Cataract buildings.

The streetscape of the immediate surrounding area is a combination of uses and development that has not been planned, but rather developed individually and sporadically. There are also instances of sites which have fallen into disrepair.



Figure 34 - A set of Units at 295 Brisbane Street
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)



Figure 35 - The Old Crown Hotel at 152-154 Elizabeth Street
(taken 10/05/2021, 1.8m above ground. Canon EOS100D. ISO 800. 1/125 Sec. f/7.1 18mm)

As evidenced through the above photographs, the streetscape can be considered to be one that is ready for change.

The Need for a Change in Character

As described above the immediate streetscape and broader character of the area are not positively contributing to the City aesthetically and the range of uses is arguably not maximising the potential of location that is such close proximity to the CBD, kanamaluka/Tamar Estuary and Cataract Gorge.

For these reasons a change in character both from a built form perspective and a land use perspective is considered to be strategically desirable.

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This has been recognised by the Council in the documents set out below.

Launceston Industrial Strategy 2009-2029

Policy 3 of this strategy states:

Council will identify areas of transition and encourage the relocation of inappropriately located industrial uses in inner-city areas by rezoning appropriate areas and advising on relocation opportunities within Launceston and throughout the wide area. This is a long term aspirational objective.

The core objective of Policy 3 is to maximise the potential of identified areas of the City by facilitating beneficial change to land use and encouraging higher intensity development of urban uses, particularly residential.

The following image is taken from the map within the policy that identifies areas potentially suited for transition, highlighted in blue:

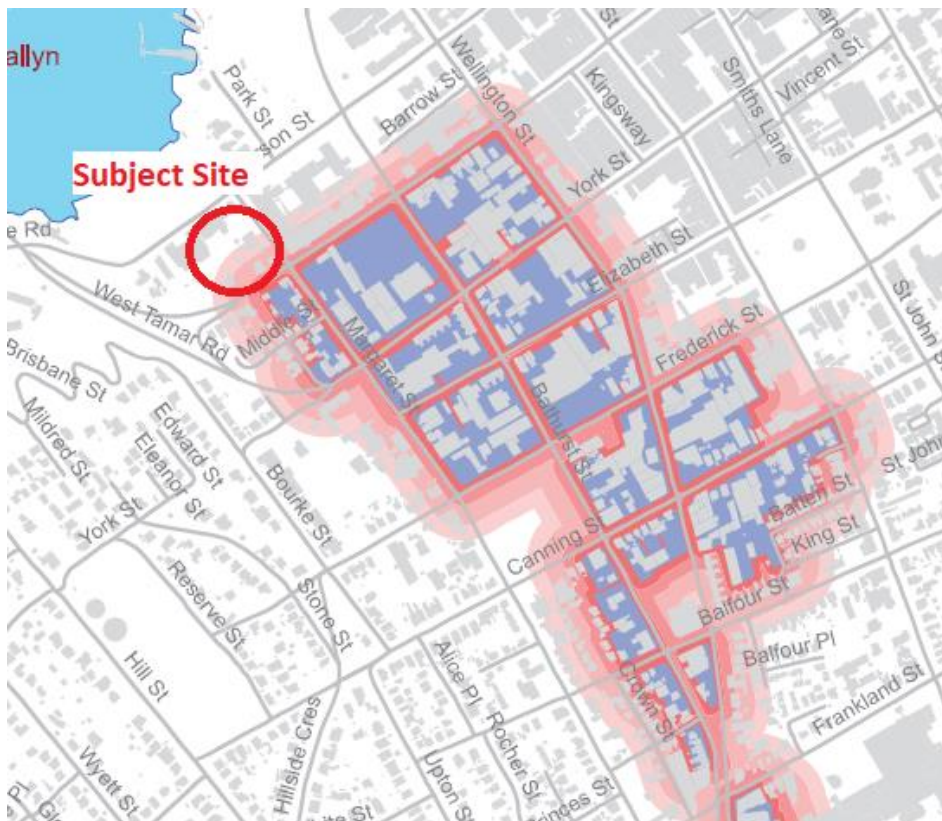


Figure 36 - Areas Potentially Suited for Transition

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

Although the subject site sits on the fringe of the identified areas, it is considered sufficiently close to be relevant to the policy.

Launceston Residential Strategy 2009-2029

Policy 9 of this strategy identified as the highest priority location for future residential development to be brownfield sites on the fringes of the CBD, whilst recognising the role of a mix of higher density developments in contributing to a vibrant, liveable city.

The strategy recognises the benefits of higher concentrations of residential development around commercial centres in making centres more vibrant through increased demand for local services; broadening the economic base to include leisure and entertainment; stimulating a night economy and increasing natural surveillance and thereby lowering crime.

The strategy aims to create significant nodes of residential development within and adjacent to these identified areas by:

1. encouraging provision of residential components in commercial redevelopment or as part of new mixed use developments;
2. replacing commercial/industrial development with residential uses in areas close to activity centres;
3. encouraging residential uses of vacant upper floors (eg. of buildings in commercial use);
4. replacing existing residential development patterns with new forms of more desirable, better designed, higher density housing through demolition and redevelopment or insertion into areas adjacent to activity centres in appropriate locations; and
5. promoting residential design away from single dwellings or *conventional* single-storey detached multiple dwellings, towards higher density options such as terraces, flats, apartments and other multi-storey forms.

The residential strategy re-iterates the desire from transition in the Margaret/Bathurst Streets corridor.

Visitor accommodation is land use similar in nature and impacts to a traditional residential use. Both residential development and visitor accommodation bring people and activity into areas and stimulate a broader demand in the service and hospitality sectors. For this reason the proposed SAP is considered to align to the strategic directions of the residential strategy.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

The Limitations of the Current Scheme in Facilitating a Change in Character

As part of the implementation of the strategies above the area was rezoned from predominantly a Commercial Zone existing within the 1996 Launceston Planning Scheme to predominantly Urban Mixed Use Zone in the current Planning Scheme. The Urban Mixed Use Zone is a more flexible zone promoting development intensity underpinned by residential use particularly on upper floors [note: the Tourism Zone is no longer in use].

In the 1996 Launceston Planning Scheme the subject site was zoned Tourism, suggesting that its potential for significant tourism developments has been recognised for some time.

The suite of permitted uses in the Urban Mixed Use Zone are favourable to the desired change, with a range of urban type uses allowable including hospitality, tourism and residential uses. It is evident, however, that significant beneficial change to the physical fabric of the area has not occurred as quickly as anticipated.

Whilst there are many reasons that can be proposed for this inertia, one clear deterrent is that the urban mixed use zone is constructed to require new development that proposes height above the acceptable solution to be compatible with the streetscape and character of the area. As evidenced by the Tribunal decision for the previously approved Development Application for the Gorge Hotel, this performance criteria can be interpreted in such a way to restrict development that may accelerate transformation in this part of the City.

For something to be compatible with the qualities of the surrounding area it needs to be:

Capable of co-existing in harmony or broad correspondence.

In this context while compatible does not mean *the same as* or *subservient to*. It is necessary for new buildings to fit into the character of the area.

The problem occurs where the character of the surrounding area is of low urban quality and of a low development intensity. A requirement to be compatible from an urban form perspective is strategically undesirable and not likely to facilitate the change desired.

This is the fundamental rationale for proposing a SAP. The SAP is required to allow a new more intense character to emerge.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

The Gorge Hotel

The proposed SAP is designed to facilitate a particular development, referred to as the Gorge Hotel. The Gorge Hotel as previously submitted, is a 145 room, nine-storey hotel with a maximum height of 41.6m AHD. The proposal included a restaurant and bar facilities to cater for up to 200 people, an area which can further be utilised as a 500+ delegate conference centre. The proposed uses also included retail space, meeting rooms and car parking.

Council approved the development application as it believed the Urban Mixed Use Zone was flexible enough to provide a broad discretion to the Council on height, sufficient to allow developments that may be physically different from their immediate surroundings to still be considered compatible.

Ultimately, however, the RMPAT disagreed (*S Cai versus Launceston City Council and TRC Multi Property Pty Ltd [2019] TASRMPAT 22*) and interpreted the scheme more narrowly, determining that the differences between what was proposed and the surrounding were beyond the limits of what could be considered compatible.

This amendment is designed to overcome the need for compatibility and facilitate a form of development that has the ability to make a beneficial change to the character of the area.

The proposed SAP will facilitate a development that will align with the desired transitioning process in this part of the City and the investment is expected to stimulate and catalyse further investment triggering the long term rejuvenation of this inner city area. The applicants have made a commitment to this area with an economic investment on the property and if approved the SAP will allow assurance for the site to be developed to its maximum potential.

Establishing a larger accommodation and mixed use facility on the subject site has the ability to have a further positive impact on the intensity of development in the area. The change of use from a car park and service station to a more intense people focused accommodation precinct will clearly be a positive step forward for the redevelopment of the area and is in line with the number or broader strategies.

What is proposed has the effect of allowing impacts of a larger form to be considered on a site specific basis and inserted in to the scheme to provide certainty.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

Why is a Larger Form Necessary?

The site has been identified as part of an area that needs to transition into a higher intensity urban form. As discussed previously, the provisions of the Urban Mixed Use Zone, as they sit now, are unable to support larger development on this site, as per the Gorge Hotel RMPAT decision. This, however, is a failing of the scheme as the provisions are currently written, noting that the intensification of this site is supported through multiple strategies both economically and environmentally.

The strategic intent of the Margaret Street corridor is to change the character of the area from low impact, large footprint development and use, to high intensity, active frontage and engaging uses. The establishment of a larger form on the subject site will be the catalyst that follows this strategic direction. The site has the ability to commence the sought after change of character within this area. If the site were to be developed within the current building envelope of the Planning Scheme, an accommodation use would be limited in its ability to provide enough rooms and supporting uses to be viable.

It is well established that the site is ideally located for tourism purposes facing the river and within walking distance to both the CBD and the Cataract Gorge Reserve.

Provision of a contemporary higher standard hotel requires a scale of development to provide the number of rooms needed to sustain the facilities and infrastructure expected. The operational needs of a high level hotel are quite different to those of smaller boutique accommodation business. To ensure that a hotel with sufficient beds, restaurants, and entertainment is able to be attractive to guests, there needs to be sufficient space for that hotel use to develop. Such a use is targeting international and interstate guests and tour groups for multi-day stays, not just the single night demographic. The envelope for development needs to be reflective of this.

This is a site where a larger building form is not just possible, but encouraged. Larger forms generally sustain more intense forms of development and as a result more people (visitors, employees) are attracted onto the site leading to greater levels of activity. It is strategically desirable and aligned with the Council's policies of transitioning the area to increase intensification of the use of the site.

The developer has already heavily invested in the site and their plans for a future hotel and has indicated their drive for development of the site in the future, including further significant investment. This is a site where a larger building form is not just possible, but encouraged.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

5. Existing Conditions on the Site

5.1 Heritage Values

The site is not listed in the Local Historic Heritage Code under the Scheme or within a state listed property on the Tasmanian Heritage Register.

5.2 Scenic Values

The subject site is not shown on the Scheme overlay maps as being within a scenic protection overlay or a scenic road corridor.

5.3 Natural Values

The subject site is not shown on the Scheme overlay maps as containing any natural values, being a fully developed urban lot.

5.4 Land Capability

The site is not located within a rural area and as such land capability is not relevant.

5.5 Contamination

Whilst the site is potentially contaminated, any future development would be subject to the relevant contamination code under the Planning Scheme.

6. Environmental Hazards

6.1 Bushfire

The subject site is not shown on the Scheme overlay maps as being within a bushfire prone area.

6.2 Flood Hazard

The subject site is shown as being subject to a flood risk on the Scheme overlay maps. Relevant codes within the Planning Scheme are able to review any risk, subject to detailed design in any future applications.

6.3 Landslip

The site contains a small section of low landslip in the north eastern corner of the site. Relevant codes within the Planning Scheme are able to review any risk, subject to detailed design in any future applications.

7. Proposal

The proposal seeks to amend the Launceston Interim Planning Scheme 20215 (the Scheme), by inserting a Specific Area Plan over 123 Paterson Street, 125-13 Paterson Street, and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1). A copy of the SAP is located within Attachment 1.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

The amendment, if approved, will allow a greater building envelope than currently existing under the Clause 15.4.1 A1 of the Urban Mixed Use Zone, but only if the use class is for Visitor Accommodation.

In effect this is an additional Acceptable Solution.

8. Impact Within the Context of the Area

The SAP proposes a 3D building envelope as simplest way to describe the proposed additional Acceptable Solution envelope.

To assist in assessment of the acceptability of the proposed envelope the proposed envelope has been inserted within Council's 3D City model. A comprehensive analysis of the visual impact of the proposed envelope (should it be constructed to its maximum extent) has been undertaken and the 28 viewpoints identified across the City are shown in Attachment 2, 3D Model Assessment.

The visibility of the envelope is considered to have a localised impact.

It is clear that a building built to the maximum extent of the allowable envelope will, because of its physical size, be visible with its immediate vicinity, generally requiring the viewer to look upwards.

With increased distance views, become broken and its impact is greatly reduced through its alignment with other buildings within the area, screening from vegetation as and as buildings become visible between the viewer and the site.

From the City, the envelope is largely perceived below the ridgeline of West Launceston. When attempting to view the site from Charles Street and further to the City, its perceptibility is greatly reduced. The backdrop of the darker vegetated and partially developed hillside assists.

At longer distances the building recedes into the cityscape becoming part of broader view.

The design of the envelope has further assisted in its reduced bulk and scale, through the use of stepped podiums of varying widths and heights, with the tower section of the envelope located in the centre and the lowest part of the site.

Notwithstanding its physical attributes, its impact is considered to be acceptable within the context of the surrounding area. As discussed, this is an area that has been targeted for growth, one that has been identified for transition, because of its low urban quality and the capacity for change to be beneficial from an amenity point of view.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

It is anticipated that should the hotel be built additional larger forms may follow, further consolidating the change in character for this part of the City.

9. Landowner Consent

The land is owned by TRC Multi Property Pty LTD and consent was provided on 12 October 2020.

10. Considerations for an Amendment

The relevant requirements of section 32(1) of the Act are outlined below:

32. Requirements for preparation of amendments

(1) A draft amendment of a planning scheme, and an amendment of a planning scheme, in the opinion of the relevant decision-maker within the meaning of section 20(2A)–

(a)

(b)

(c)

(d)

(e) must, as far as practicable, avoid the potential for land use conflicts with use and development permissible under the planning scheme applying to the adjacent area; and

(ea) must not conflict with the requirements of section 300; and

(f) must have regard to the impact that the use and development permissible under the amendment will have on the use and development of the region as an entity in environmental, economic and social terms.

Response (e):

The subject site is located within an established area. The site is located approximately 520m south west of the Launceston CBD and approximately 330m east of the entrance to the Gorge. The site currently contains the TRC Hotel and bottle shop, service station and public car park. Immediately adjoining the site are various uses including residential, food services and visitor accommodation.

Immediately to the south of the site over Brisbane Street are residential uses, to the east over Margaret Street is Launceston College, to the north over Brisbane Street is Kings Park and 210m to the west is Penny Royal.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

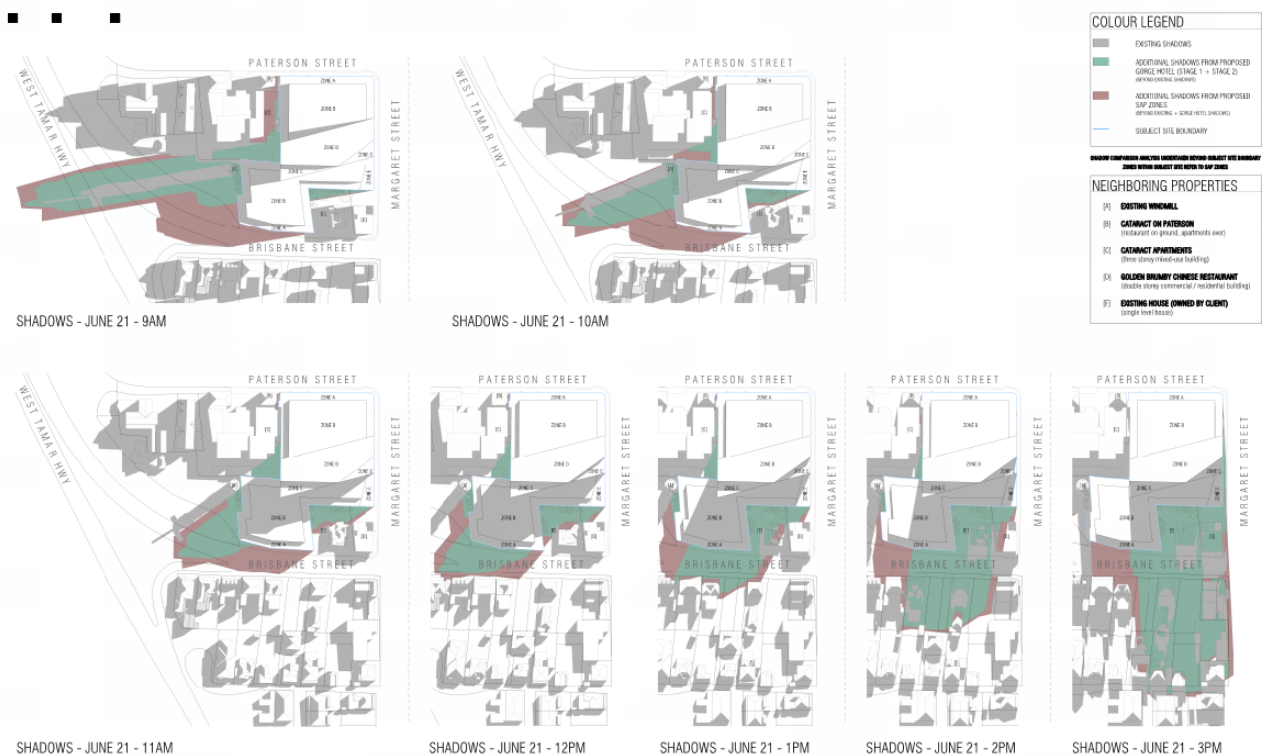
Land Use

The proposed amendment will avoid the potential for land use conflicts with the adjacent area, noting that the use class which will be tied to the SAP, being visitor accommodation, is a permissible use within the zone, with a potential permitted pathway. Therefore, as the SAP is not proposing any new use, the use will not be in conflict with any other uses within the adjacent area.

The main concerns regarding the potential for land use conflict relate to the potential overshadowing of the adjacent area and its potential visual impact through development within the proposed building envelope. In particular, the row of residential uses south of the site along Brisbane Street, and the properties at 22 Margaret Street and 264 Brisbane Street will be the most affected.

Shadow Analysis

Shadow diagrams were provided to help illustrate the potential impact the new envelope will have on these properties, and are shown below:



NOT FOR

NO.	DATE	REVISIONS
01	15/05/2021	ISSUED FOR INFORMATION
02	15/05/2021	ISSUED FOR INFORMATION

THE GORGE HOTEL
TOWN PLANNING
GHD ARCHITECTS & INTERIOR
30 Star Street, South Launceston TAS 5200
P: +61 8 6233 3300

DRAWING SCALE: 1:500 @ A1
1:250 @ A2

PROJECT & DRAWING NO.	1702
PATERSON / MARGARET ST LAUNCESTON, TAS	TP900 - SK2
ISSUED FOR INFORMATION ONLY	
SHADOW DIAGRAMS - JUNE 21	

CBG

Figure 37 - Shadow Diagrams

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

It is considered that there will be no unreasonable impact on the southern Brisbane Street properties, noting that shadows will not be impacting upon these properties until 1pm on 21 June.

The properties at 22 Margaret Street and 264 Brisbane Street will receive sunlight in the morning, which will disappear as the day moves on.

In accordance with (e), the proposed amendment must, as far as practicable, avoid the potential for conflict with the adjacent area. What is reasonable is subjective. What may be reasonable within a residential zone is not necessary reasonable within an urban zone. The proposed envelope is considered a necessary step forward to develop the site into something that will strengthen city wide connections, increased tourism opportunities, positive economic influx and to help transition the area into a higher density urban realm. Therefore, whilst the two properties mentioned will lose majority significant amount of their existing sunlight, due to the location of those sites and the subject site and the opportunity for the SAP for contribute to the City as a whole, that as *far as practicable*, land use conflict has been avoided.

Visual Impact Analysis

Another consideration is the visual impact the new building envelope will allow. The SAP does not offer any development controls in terms of fabric or design, but rather gives an overall building envelope. This is consistent with the current pathway for development within the Urban Mixed Use Zone. The current acceptable solutions for height and setbacks, which entertain the building envelope, only provide dimensions and there are no other design considerations. Even if outside of the acceptable solutions, an application must only demonstrate the building is compatible with the streetscape and character of the surrounding area, noting however that bulk and form can be considered.

Notwithstanding, under Attachment 2 to this report, is a 3D analysis review of the proposed building envelope. The analysis concludes that the envelope is suitable for its intended use in its current location.

In regard to (ea), section 300 is considered in detail below:

300. Amendments under Divisions 2 and 2A of interim planning schemes

- (1) An amendment may only be made under Division 2 or 2A to a local provision of a planning scheme, or to insert a local provision into, or remove a local provision from, such a scheme, if the amendment is, as far as is, in the opinion of the relevant decision-maker within the meaning of section 20(2A), practicable, consistent with the regional land use strategy, if any, for the regional area in which is situated the land to which the scheme applies.*
-

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

- (2) *An amendment, of a planning scheme, that would amend a local provision of the scheme or insert a new provision into the scheme may only be made under Division 2 or 2A if –*
 - (a) *the amendment is not such that the local provision as amended or inserted would be directly or indirectly inconsistent with the common provisions, except in accordance with section 30EA, or an overriding local provision; and*
 - (b) *the amendment does not revoke or amend an overriding local provision; and*
 - (c) *the amendment is not to the effect that a conflicting local provision would, after the amendment, be contained in the scheme.*
- (3) *Subject to section 30EA, an amendment may be made to a local provision if –*
 - (a) *the amendment is to the effect that a common provision is not to apply to an area of land; and*
 - (b) *a planning directive allows the planning scheme to specify that some or all of the common provisions are not to apply to such an area of land.*
- (4) *An amendment may not be made under Division 2 or 2A to a common provision of a planning scheme unless the common provision, as so amended, would not be inconsistent with a planning directive that requires or permits the provision to be contained in the planning scheme.*
- (5) *Subject to section 30EA, an amendment of a planning scheme may be made under Division 2 or 2A if the amendment consists of –*
 - (a) *taking an optional common provision out of the scheme; or*
 - (b) *taking the provision out of the scheme and replacing it with another optional common provision.*

Response (ea):

The amendment concerns a local provision of the Scheme. An assessment of the Northern Tasmania Regional Land Use Strategy (RLUS) June 2018 has been undertaken, and it is considered to be consistent.

The amendment does not propose to modify, remove or insert a common provision. The proposed insertion of a SAP is considered to be a local provision and is able to be amended under Division 2 or 2A.

The amendment must also consider the requirements of section 20(1) of the Act as set below:

- (1) *A relevant decision -marker, in preparing, accepting, declaring or making a relevant scheme, or giving approval in relation to the making or approving of a relevant scheme, must, in the opinion of the relevant decision-maker –*
 - (2)(a) *seek to further the objectives set out in Schedule 1 within the area covered by the scheme;*
-

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

- (b) prepare the scheme in accordance with State Policies made under section 11 the State Policies and Projects Act 1993; and*
- (c)*
- (d) have regard to the strategic plan of a council referred to in Division 2 of Part 7 of the Local Government Act 1993 as adopted by the council at the time the planning scheme is prepared; and*
- (e) have regard to the safety requirements set out in the standards prescribed under the Gas Pipelines Act 2000.*

Schedule 1, Part 1 - Objectives of the Resource Management and Planning System of Tasmania

- (a) to promote the sustainable development of natural and physical resources and the maintenance of ecological processes and genetic diversity.***

Response:

The site does not contain any natural or physical resources, nor are there any ecological concerns. Therefore, the introduction of the SAP will have no effect on natural or physical resources.

- (b) to provide for the fair, orderly and sustainable use and development of air, land and water.***

Response:

The proposed SAP will allow greater certainty for the future establishment of a visitor accommodation use in the area that will encourage and grow economic and tourism ventures. Apart from Clause 15.4.1 under the scheme which deals with height, all other provisions of the scheme will still be applicable, ensuring air, land and water are appropriately considered in any future development application.

- (c) to encourage public involvement in resource management and planning.***

Response:

The public will have the opportunity to comment on this proposal during the exhibition period which will run for three weeks, should the Council decide to exhibit the application. The Tasmanian Planning Commission may also decide to hold a public hearing to deal with the representations if any are received.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

(d) to facilitate economic development in accordance with the objectives set out in paragraphs (a), (b) and (c).

Response:

The proposed amendment will allow for a significant economic contribution to the greater Launceston Region. The SAP will provide surety and guidance for the future development of the site.

Horizon 2021 identifies Launceston as Northern Tasmania's major retail and service centre and the City's retail sector is a key employer of Launceston residents. The larger building envelope will not just attract visitors to the city and region, but will also become an employer of local residents.

It is estimated that improving land use in and around the CBD will assist in supporting the Launceston economy and employment opportunities for the community. The objective is to identify, showcase and promote Launceston's diversity of tourism assets and experiences as an integral feature of the Tasmanian tourism offer, to facilitate sustained growth in visitation and spending.

The site is situated in a prime location that is walkable to both the CBD and the eastern entrance to the Gorge. Permitting a larger building envelope within this location will ensure economic investment is maximised, and that flow on effects from tourists visiting the region are achieved. This includes visitor spending in the City and staying longer to explore the region.

Tourism Research Australia's *State of the Industry 2018-29* report states that, in order to ensure future prosperity of the tourism industry, having a focus on high yield markets will provide equivalent economic benefits to mass-market tourism but with fewer environmental and social downsides. It is estimated that the construction of high end accommodation, conference and dining facilities that add positive value to Launceston's tourism industry will assist in supporting the City's economy and employment opportunities for the community. A larger building envelope that has a permitted pathway will allow future applicants assurance for a high-level, mixed use visitor accommodation facility.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

(e) to promote the sharing of responsibility for resource management and planning between the different spheres of Government, the community and industry in the State.

Response:

If initiated the amendment will also be advertised and assessed by the Tasmanian Planning Commission consistent with this objective. During the advertising period TasWater and the Flood Authority will also be notified of the proposal and will be able to make comment.

Schedule 1, Part 2 - Objectives of the planning process established by the Act

The objectives of Part 2 must also be considered:

(a) to require sound strategic planning and co-ordinated action by State and Local government.

Response:

The amendment is consistent with the objectives of the Northern Tasmania Regional Land Use Strategy, Greater Launceston Plan, *Horizon 2021*, Launceston Residential Strategy 2009-2029 (LRS), 2019-2022 City of Launceston Tourism Plan, Launceston Industrial Strategy 2009-2029 and the Launceston CBD Building height and massing study.

(b) to establish a system of planning instruments to be the principal way of setting objectives, policies and controls for the use, development and protection of land.

Response:

The application for the insertion of a SAP is consistent with the construct of the current Interim Planning Scheme and specifically allows for the control of use and development whilst protecting land.

(c) to ensure that the effects on the environment are considered and provide for explicit consideration of social and economic effects when decisions are made about the use and development of land.

Response:

The effects on the natural environment have been considered, noting that the SAP will only be introducing a new building envelope. All relevant codes addressing environmental considerations will still be applicable in any future development application.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

(d) to require land use and development planning and policy to be easily integrated with environmental, social, economic, conservation and resource management policies at State, regional and municipal levels.

Response:

The proposed amendment is consistent with the local, regional and state policies as assessed by this report.

(e) to provide for the consolidation of approvals for land use or development and related matters, and to co-ordinate planning approvals with related approvals.

Response:

The introduction of the SAP will allow for future applications for visitor accommodation to occur.

(f) to promote the health and wellbeing of all Tasmanians and visitors to Tasmania by ensuring a pleasant, efficient and safe environment for working, living and recreation.

Response:

The amendment will facilitate a larger building envelope for a visitor accommodation use. The establishment of such a use has the potential to provide for new employment opportunities.

(g) to conserve those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest or otherwise of special cultural value.

Response:

The site is not listed as a local heritage place by the Tasmanian Heritage Council or by the City of Launceston.

(h) to protect public infrastructure and other assets and enable the orderly provision and co-ordination of public utilities and other facilities for the benefit of the community.

Response:

The amendment in itself will not alter any public infrastructure or other assets. Consideration of servicing the site and any future development will occur during the assessment of any future proposal.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

(i) to provide a planning framework which fully considers land capability.

Response:

The site is not zoned Rural and therefore, land capability is not a factor in its assessment.

11. State Policies

11.1 State Coastal Policy 1996

The State Coastal Policy applies to Tasmania's coastal area, including all islands except for Macquarie Island. The coastal zone includes State Waters (as defined in the *Living Marine Resources Management Act 1995*) and all land to a distance of 1km from the high water mark. As the site is located outside of one kilometre from the coast, this policy is not applicable.

11.2 Protection of Agricultural Land 2009

This policy is not relevant as the site is not zoned Rural and is not for agricultural purposes.

11.3 State Policy on *Water Quality Management* 1997

The provisions of this Policy area reflected in the E9.0 Water Quality Code in the planning scheme. The proposed site is outside of all triggers requiring assessment against this code or the policy.

11.4 National Environment Protection Measures

Section 12A of the *State Policies and Projects Act 1993* states that a National Environment Protection Measure (NEPM) is taken to be a State Policy. The following, therefore, require consideration:

- Ambient air quality 2002
- Diesel vehicle emissions 2001
- Assessment of site contamination 1999
- Used packaging materials 1999
- Movement of controlled waste between States and Territories 1998
- National pollutant inventory 2000

The Codes within the planning scheme deal in detail with the relevant matters listed above.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

11.5 Provisions relating to use, development, protection of conservation of land and potential land use conflict.

Pursuant to section 32(1)(e), the Council must be satisfied that the proposed amendment, as far as practicable, avoids the potential for land use conflicts with use and development permissible under the Scheme applying to the adjacent area.

As the use is a permitted use within the zone, any potential for land use conflict is dealt with under relevant provisions of the scheme.

Previous discussion within this report has addressed the potential for the physical development of the building envelope and how it relates to potential land use conflict. It has been determined that the proposed building envelope will not impact on the amenity of adjoining and adjacent sites.

12. City of Launceston Corporate Strategic Plan 2014-2024

The City of Launceston Corporate Strategic Plan 2014-2024 (LSP) is prepared under the *Local Government Act 1993* (Tas). The assessment of the application has had regard to the LSP and is generally consistent with the principles and goals, which are outlined below:

A city where people choose to live

Goal 2: To promote Launceston as a unique place to live, work and play.

Response:

The introduction of a building envelope that will allow the establishment of a larger mixed use visitor accommodation complex will inevitably act as an economic driver for the city. The establishment of such a use will result in job development, during construction and for its operation. Furthermore, acting as a tourism hub in such close proximity to services will offer visitors to the city and the region a location where they can explore the area and contribute to the local economy.

A city that values its environment

Goal 5: To reduce the impacts on our natural environment and to build resilience to the changing intensity of natural hazards.

Response:

The proposal is for an increased building envelope. Future development of the site will still be required to address the relevant clauses of the planning scheme that deal with natural hazards. Therefore, the approval of such a SAP will still allow a permissible use and development that will be able to understand and prepare for natural hazards.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

A city building its future

Goal 6: To drive appropriate development opportunities as well as infrastructure, land use planning and transport solutions.

Response:

The proposed SAP will allow a greater building envelope that in turn will allow greater investment over the site. The scheme in its current format does not permit such a development to occur, as is evident by the Gorge Hotel Tribunal Decision (*S Cai versus Launceston City Council and TRC Multi Property Pty Ltd [2019] TASRMPAT 22*). Following this decision, and given the applicant's commitment to the proposal, the SAP will allow appropriate development to occur over an underutilised site, with future applications needing to take into consideration infrastructure and transport solutions.

A city that stimulates economic activity and vibrancy

Goal 7: To develop a strategic and dedicated approach to securing investment in Launceston.

Response:

The introduction of a larger building envelope will assist in securing investment for the site and its future development. Whilst noting that the development of a visitor accommodation use is capable of being applied for now, it is evident that the underutilised site has the potential to develop into a much needed economic driver for the city, by establishing a larger building envelope. Such a development will assist in promoting tourism and job creation on a site that will expand the city.

A secure, accountable and responsive Organisation

Goal 8: To communicate and engage consistently and effectively with our community and stakeholders.

- To seek and champion collaboration to address major issues for Northern Tasmania
- To ensure decisions are made in a transparent and accountable way
- To continue to meet our statutory obligations and deliver quality services
- To continue to ensure the long-term sustainability of our Organisation

Response:

The SAP is going through the appropriate mechanisms under the *Land Use Planning and Approvals Act 1993*, which includes active community and stakeholder consultation through the formal exhibition process, should it be initiated.

13. Gas Pipelines Act 2000

The gas pipeline is not available in proximity to the site. Therefore, the *Gas Pipelines Act 2000* is not applicable to the proposed development.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

14. Planning Strategies

14.1 Greater Launceston Plan

The Greater Launceston Plan (GLP) is a community vision and evidence-based framework for the sustainable development of Launceston and its surrounds over the next 20 years and beyond.

The GLP is directed to achieve five principal outcomes for the participating Councils and broader communities they represent:

- *Provide a unified vision and consistent policy framework to support prosperity and sustainable development for existing and future communities in the greater Launceston area;*
- *Provide an overarching metropolitan regional framework to coordinate planning and development in the municipalities that together make up the greater Launceston area;*
- *Provide a regional view of development priorities within the greater Launceston area;*
- *Identify key city projects to be undertaken by the participating Councils which will act as a focus for new investment and sustainable development opportunities in the greater Launceston area;*
- *Facilitate a consistent approach to the implementation of planning and development policy and initiatives within the greater Launceston area.*

Section 2 provides the Policy and Vision Framework. Policy Framework 9 - Economic Development is most relevant to this proposal. The key directions been:

- *maximise regional advantage and competitiveness by focusing on strategic development and investment that builds on the greater city's strengths and opportunities.*
 - *support planning and investment decisions that optimise greater Launceston's regional role and attraction.*
 - *provide a framework for future investment and development within a co-ordinated physical framework.*
 - *support the ongoing development of key services that best promote regional growth and exports and economic and employment diversity.*
 - *support ongoing investment and the longer term consolidation and advancement of the region's gateways.*
 - *support opportunities for new regional employment and logistics development co-located with existing and future regional arterial routes. Facilitate migration to promote population growth in greater Launceston*
-

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

The subject site is considered to be a strategic site in terms of future development that has the ability to maximise investment. The introduction of the proposed SAP will allow this development to occur, giving assurance to future investors. The SAP will add a framework for a future development application, and will help the region grow through tourism, accommodation, and commercial ventures. The establishment of a larger future visitor accommodation use will help support employment and attract long term investment to the region.

14.2 *Horizon 2021: City of Launceston Economic Development Strategy*

Horizon 2021 is the framework document to promote Launceston's economic development to the year 2021 and it recognises tourism as a key economic driver of the economy.

Detailed discussion surrounding *Horizon 2021* is located within the assessment of Schedule 1, Part 1 - Objectives of the Resource Management and Planning System of Tasmania within this report. It is concluded that the proposed SAP is able to meet the objectives of the strategy, in that the new heights will allow for a use and development of economic significance.

14.3 Launceston Interim Planning Scheme 2015

There are 11 objectives of the current Interim Planning Scheme. Of these 11, three are relevant to the assessment of this amendment application. Clause 15.4.1 of the Urban Mixed Use Zone is also discussed below.

3.1 Maintaining the primacy of Launceston City in Tasmania and in the Northern Tasmania Region

Response:

The scheme amendment will allow a permitted building envelope that will not impact upon the primacy of the Launceston or Northern Tasmania region. The amended building envelope will be sufficient to allow for a visitor accommodation use that is of a size and location that will encourage further economic growth for the city and greater Launceston.

3.2 Maintaining Launceston as the business and commercial heart of the region

Response:

The subclause of this objective is tourism. The amendment will sufficiently allow a tourism development that will continue to contribute to the region as a major economic driver. The new building envelope will permit a larger visitor accommodation use, something that the area is currently lacking.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

3.10 Managing natural hazards

Response:

It is acknowledged that the site is located within an area subject to flood. This natural hazard will be able to be dealt with under the provisions of the planning scheme once a future application is lodged.

Clause 15.4.1

Response:

This clause within the Planning Scheme outlines the building envelope for all development. In particular Clause 15.4.1 A1 outlines maximum building heights, with Performance Criteria P1 outlining provisions should the height exceed this. The proposed SAP will allow a more robust building envelope and height limitations, with the maximum height being 41.6m AHD. This is still considered to be appropriate against the objective of the clause, in that it has been determined that the envelope and heights are compatible with the surrounding area and protect the amenity of adjoining lots.

14.4 Launceston Residential Strategy 2009-2029 (LRS)

As discussed previously in this report, visitor accommodation is land use similar in nature and impacts to a traditional residential use. Both residential development and visitor accommodation bring people and activity into areas and stimulate a broader demand in the service and hospitality sectors. For this reason the proposed SAP is considered to align to the strategic directions of the residential strategy.

14.5 2019-2022 City of Launceston Tourism Plan

The plan adopts seven overarching principles, of which two are directly relevant for the proposed amendment.

An ample range of accommodation options available for the visitor, to enable greater choice and the potential to increase length of stay.

Response:

The proposal directly allows compliance with the principle, given that it is for an amendment that will allow a greater building envelope for a visitor accommodation use. Being a larger building envelope will also encourage future development over the site to take full advantage of its location and size to develop a greater choice in accommodation options.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

Encourage and attract public and private sector investment in tourism products, services and infrastructure to increase the appeal of Launceston and the region, and assist in growing the regional tourism market.

Response:

The proposal, if approved, will encourage private investment for a large scale visitor accommodation use. Due to its location, and the sites ability to connect the city to the Gorge, will appeal to Launceston visitors, and assist in growing the regional tourism market.

14.6 Launceston CBD Building height and massing study

Council is currently developing a city-wide SAP to ensure more locally appropriate building envelopes are provided across the city area.

14.7 Launceston Industrial Strategy 200-2029.

Policy 3 of this strategy states:

Council will identify areas of transition and encourage the relocation of inappropriately located industrial uses in inner-city areas by rezoning appropriate areas and advising on relocation opportunities within Launceston and throughout the wide area. This is a long term aspirational objective.

The relevant planning response within the policy further states:

- *Within identified areas of transition, development control provisions shall prohibit the redevelopment of brownfield sites for industrial uses. Redevelopment for appropriate alternative uses (eg. residential and/or commercial) shall be encouraged.*

At time of the policy the site was not largely vacant, but instead contained several heritage buildings, it was not directly placed within the policy map. However, the subject site is now considered to be an identified area for transition, largely due to its infill nature.

The proposal to allow a greater building envelope to establish a visitor accommodation and commercial use is therefore compliant with the policy. Further, the establishment of a new visitor accommodation building envelope will assist in further developing the underutilised Margaret Street corridor.

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

14.8 Northern Tasmania Regional Land Use Strategy (RLUS)

The RLUS provides the strategic direction for the region (made up of eight municipal areas), over a 20 year time frame until 2032 and supports economic development and tourism activities. Part C of the RLUS defines four key strategic goals, being economic development, liveability, sustainability and strong governance.

The amendment is supported by a detailed Planning Submission including a range of specialised reports:

- Design Analysis plans;
- Traffic Impact Assessment
- Site Contamination Report
- Flood Impact Report
- Landscape and Visual Impact Report
- Economic Impact Assessment; and
- Shadow diagrams

The Planning submission has assessed the policies and actions relevant to the amendment in detail, referencing specialised reports and strategic information.

The policies relevant policies and actions in the RLUS are detailed as follows:

<p>C4.1 Goal 1: Economic Development To facilitate economic development and productivity through integrated land use and infrastructure planning.</p>
<p>Strategic Direction G1.1 Capitalise on the region’s sources of competitiveness by identifying future growth opportunities for sustainable competitive advantage.</p>
<p><i>Response:</i> <i>The subject site is identified as an underutilised asset, and is a key connecting property within the central business area that has the ability to provide for future growth opportunities. By allowing an adjusted height limit that would allow a greater economic contribution to now only the site, but the flow on effects through tourism and accommodation offerings, will capitalise of the regions competitiveness and help provide a competitive advantage for the city and region and a whole.</i></p>
<p>Strategic Direction G1.2 Adopt an integrated and coordinated approach to government infrastructure, transport and land use planning.</p>
<p><i>Response:</i> <i>Future infrastructure, including transport options have the ability to be considered should a future development application be lodged.</i></p>

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

<p>Strategic Direction G1.3 Develop a thorough understanding of key industry needs, including future demand and location requirements.</p>
<p><i>Response:</i> The provided economic impact assessment from the applicant states that by mid-2030, the demand for accommodation is anticipated to be 37% higher than mid-2019. The introduction of a permitted pathway for a larger building envelope would ensure that future development of the site is able to meet the projected demand for such a use.</p>
<p>C4.2 Goal 2: Liveability To promote liveability measures for social and community development and the betterment of healthy, strong and vibrant urban and rural settlements.</p>
<p>Strategic Direction G2.1 Identify Urban Growth Areas to advance a sustainable urban settlement pattern.</p>
<p><i>Response:</i> The site is located within the Launceston Central Area, which is known as the Principal Activity Centre. Furthermore, the site has been identified within the Launceston Industrial Strategy as an area that should transition into a more urban realm setting. This area is considered suitable for visitor accommodation use.</p>
<p>Strategic Direction G2.3 Promote local character values.</p>
<p><i>Response:</i> The character of the area, including its values, has been discussed. The proposed SAP will introduce a new development that will promote the local character.</p>
<p>Strategic Direction G2.2 Plan for socio-demographic changes.</p>
<p><i>Response:</i> Permitting an envelope that will allow a significant visitor accommodation use to occur will inevitably create more employment and contribute to the economic value of the region, which in turn will support any socio-demographic changes.</p>
<p>Strategic Direction G2.4 Enhance social inclusion.</p>
<p><i>Response:</i> Future visitor accommodation and associated ancillary uses, such as hotel industry, retail, food services and functions centre, will provide social mechanisms for inclusion.</p>
<p>C.4.3 Goal 3: Sustainability To promote greater sustainability in new development and develop stronger community resilience to social and environmental change.</p>
<p>Strategic Direction G3.1 Promote and protect the Region's unique environmental assets and values.</p>
<p><i>Response:</i> The SAP would permit taller buildings and a greater building envelope, on a site with limited environmental assets or values.</p>

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<p>Strategic Direction G3.2 Establish planning policies to support sustainable development, address the impacts of climate change, improve energy efficiency and reduce environmental emissions and pollutants.</p>
<p><i>Response:</i> <i>Future development would be required to address any impacts of climate change, energy efficiency, environmental emissions and pollutants, as they would be relevant and prescribed under the planning scheme.</i></p>
<p>C.4.4 Goal 4: Governance To provide cooperative and transparent leadership and regionally supportive local governance structures to advance integrated strategic land use objectives/outcomes, including the goals, strategies and policies of the RLUS.</p>
<p>Strategic Direction G34.1 Advance regional leadership.</p>
<p><i>Response:</i> <i>The SAP is required to address all relevant sections of the regional strategy, state, and local policies. This report has considered all of these and is supportive of the change to the current planning scheme.</i></p>

Section E of the RLUS sets out the regional policies and key planning policies and actions. The City of Launceston is identified as a Principal Activity Centre for the region and the subject site is located within the Launceston Central Area. The proposed amendment will ensure future economic innovation and increased tourism services for the region.

Section E.5.1 specifies that the Regional Economic Development is set in the following strategic context.

- *An overview of the region’s key economic features is illustrated in Map E.2.*
- *A combination of natural environment, infrastructure and production drive population and settlement patterns across the region.*
- *Changes in global economic conditions and competition from industrialising countries will continue. Forecasts suggest that these changes will impact upon the region’s economy, particularly in relation to manufacturing such as clothing and textiles, and more recently automotive parts engineering.*
- *Economic growth and new employment initiatives will stem primarily from expansion of existing economic advantages, rather than from an influx of new large-scale enterprise.*
- *Economic growth potential exists in emerging industries based on the development and transfer of knowledge. The National Broadband Network is forecast to assist significantly, promoting access and removing constraints previously associated with geographical remoteness.*

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- *The Furneaux Group of Islands do not experience the same economic conditions as the balance of the region due to their remoteness. As such, the Furneaux Group relies on local strategies to capitalise on its unique attributes and to further economic objectives.*

Tourism and Recreation in the strategic context is outlined below:

- *The region is rich with assets, industry and activities that enhance tourism and recreation opportunities, such as natural environment and wilderness experiences; scenic landscapes, cultural and built heritage; food and wine experiences and recreation and sporting activities;*
- *Tourism in Northern Tasmania has grown in recent years in line with substantial growth in State-wide tourism, increasing its regional economic contribution.*
- *Land use and local strategies that seek to advance regional economic development need to recognise the value of maintaining and protecting key tourist attractors, activities and the visual and scenic amenity of tourist route*

Specific Policies and Actions regarding economic development and tourism opportunities are below:

Economic Development	
Policy	Action
<p>ED-P1 Promote increased innovation within the Northern Tasmanian economy, and encourage:</p> <ul style="list-style-type: none"> • Increased agricultural potential by investment in irrigation schemes and irrigated lands; • Innovation, which utilises and captures the region's water resources; • Food and wine innovation; and • A diversity of logistics in freight and port capacity. 	<p>ED-A1 Develop economic development initiatives that support diversification of existing business, commercial and industrial sectors and reflect the directives of the State Government's <i>Population Growth Strategy (2015)</i>.</p> <p>ED-A2 Prepare and/or update municipal Economic Development Plans to strengthen the economic base of local governments and communities and support regional strategies.</p>

Response:

The amendment is deemed to be consistent with the policies and actions detailed in the above table in that the amendment:

- The existing largely underutilised site is limited in its ability to appeal to develop economic initiatives;

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- The area has been identified to transition into an intensified urban realm setting;
- The establishment of a larger permitted building envelope will allow greater clarity and assurance to future applications wanting to invest and establish greater accommodation yields to support economic growth; and
- The SAP is supported by the existing regional strategies that encourage economic and tourism growth for the region.

Tourism	
Policy	Action
<p>ED-P9 Support tourism development that is guided by research and economic strategies that develop projects and initiatives to enhance the range of tourism and visitor experiences in the region.</p> <p>ED-P10 Support the development of the tourism sector by ensuring land use planning policies and principles do not unnecessarily restrict tourism use and development.</p> <p>ED-P11 Provide for the opportunity in planning schemes to identify, protect and enhance distinctive local characteristics and landscapes.</p> <p>ED-P12 Avoid unnecessary restrictions on new tourism sector innovation in planning schemes and acknowledge that planning schemes cannot always predict future tourist sites/developments.</p>	<p>ED-A14 Advance a tourism strategy to promote an expanded and enhanced range of tourism and visitor experiences while addressing broad issues affecting tourism, including in relation to skills shortages, competitiveness and marketing.</p> <p>The tourism strategy will:</p> <ul style="list-style-type: none"> • Complement the region’s open space strategy and address cultural heritage considerations; • Facilitate supply side support programs to deliver on a strategy for existing and new operators; • Identify key tourism investment sites; and • Support tourism infrastructure investment as part of the region’s infrastructure plan. <p>ED-A15 Support the implementation of the <i>Trail of Tin Dragon Master Plan (2004)</i> and prioritise the completion of 18 associated key projects identified to complete the trail.</p> <p>ED-A16 Identify key tourism sites within an appropriate land use zone to provide for the enhancement of existing and future tourism opportunities and visitor experiences.</p>

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Tourism	
Policy	Action
	<p>ED-A17 Provide opportunities to economically support rural land uses (eg. farming) by allowing diversification through tourism use and development.</p> <p>ED-A18 Encourage the establishment of small tourism businesses by allowing flexible locations and minimising regulation, such as working from home and farm gate tourism.</p> <p>ED-A19 Consider all options (such as planning scheme amendment or section 43A applications) to enable support for tourism proposals.</p>

Response:

The amendment is deemed to be consistent with the policies and actions detailed in the above table in that the amendment:

- *This is a key tourism investment site that is currently limited by the provisions of the existing planning scheme;*
- *The existing largely underutilised site is being used as a car park, where the SAP would encourage the establishment the site as a key tourism area;*
- *The establishment of a larger permitted building envelope will allow the future expansion of tourism and visitor accommodation experiences, those that exceed the general small tourism businesses that exist;*
- *There is a lack of such opportunity with the region, especially on sites where a SAP would allow greater investment;*
- *The SAP is supported by the existing regional strategies that encourage economic and tourism growth for the region;*
- *The current site is limited in its development potential under the current provisions of the Planning Scheme;*
- *The SAP supports a logical approach to develop the site to further connect the city to the Cataract Gorge, one of the City's major tourist attractions;*
- *A highly developed site for visitor accommodation will also attract tourists to not just the City, but allow them to establish a base to explore greater Launceston and the northern region;*

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- *The RLUS establishes the site as a Principal Activity Centre, which encourages development that will benefit the city and tourism in general; and*
- *The site is ideally situated.*

Section E6 outlines the Social Infrastructure and Community Policy. This policy in the strategic context is outlined below:

- *Social infrastructure is the community facilities, services and networks that assist communities to meet their social needs and maximise wellbeing.*
- *Social infrastructure across the region includes a broad range of facilities and services including those for education and training, health, recreation, sport, emergency services, religion, arts and culture, community meeting spaces. It includes infrastructure targeted at people in particular life stages, and people with special needs and of culturally diverse backgrounds.*
- *Cultural heritage, both aboriginal and non-aboriginal, is an important component of community.*
- *The planning and delivery of social infrastructure is shared between local, State and Federal government, not-for-profit organisations, community organisations and the private sector.*
- *Improved integration of social infrastructure planning in broader land use planning strategy is a necessary component of further strategic work to avoid social infrastructure planning occurring in isolation, to maximise efficiencies and to support a wide range of social and community development issues.*

Specific Policies and Actions regarding Social Infrastructure and Community opportunities are below:

Cultural Heritage	
Policy	Action
<p>CH-P01 Recognise, retain and protect cultural heritage values in the region for their character, culture, sense of place, contribution to our understanding of history.</p> <p>CH-P02 Recognise, manage and preserve regional archaeological values.</p>	<p>CH-A01 Investigate planning means to recognise and list places, precincts of heritage significance within planning schemes and spatially define them with associated map overlays.</p> <p>CH-A02 Planning schemes are to require an assessment of impacts on heritage-listed places, precincts and landscapes.</p>

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Cultural Heritage	
Policy	Action
	<p>CH-A03 Provide for the protection of identified significant cultural heritage and archaeological sites.</p> <p>CH-A04 Ensure that development is undertaken in accordance with an archaeological management plan where soil disturbance within areas of archaeological significance is proposed.</p>

Response:

The amendment is deemed to be consistent with the policies and actions detailed in the above table in that the amendment:

- The site is not currently impacted by cultural heritage, either on the state or local registers;
- Future development will need to consider archaeological significance if relevant

Section E7 outlines the Regional Environment Policy. This policy in the strategic context is outlined below:

- *Northern Tasmania has a diverse, unique and nationally recognised natural environment, including several geo-conservation sites of world significance.*
- *The region contains landforms and vegetation sensitive to large-scale use and development, drainage changes and/or threat from changing land uses, land clearing and to some extent urban development.*
- *Local strategies and schemes advance some common values and objectives with respect to biodiversity, and all strategies and schemes provide that habitat protection encompasses flora and fauna values.*
- *Common regional issues include:*
 - *Protection and enhancement of ecological processes and genetic diversity/biodiversity; and*
 - *Identification and protection of significant threatened species and*
 - *Minimisation of habitat loss.*
- *Changes in global climate are predicted to have increasing influence on natural hazards – usually metrological or geological in nature but occasionally involving human activity.*

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- *The potential impact of natural hazards and climate change on the Region’s environment and communities is a necessary component of further strategic work and land use planning initiatives. This will necessitate regional coordination to align policies and programs between local authorities and at different levels of government.*
- *The region contains a network of open space and recreation systems that contribute to quality of life and environmental values. Promoting and protecting the region’s open space network will deliver significant economic benefits as well as personal, social and environmental objectives.*
- *Further strategic work at a regional level on water management is needed to:*
 - *Manage impacts of development;*
 - *Maintain and/or improve water quality values as a result of the development process; and*
 - *Consider impacts of development on the natural processes of fresh, coastal and estuarine environments.*
- *Landscape management on a regional level is needed to protect natural values and safeguard tourism outcomes. Further strategic work should address:*
 - *The importance of scenic landscapes;*
 - *The importance of natural/natural vegetation of rural and coastal areas; and*
 - *The protection skylines and prominent hillsides from obtrusive development and/or works.*

Specific Policies and Actions regarding Natural Hazards opportunities are below.

Natural Hazards	
Policy	Action
<p>NH-P01 Future land use and urban development is to minimise risk to people and property resulting from land instability by adopting a risk-managed based approach, consistent with <i>Practice Note Guidelines for Landslide Risk Management 2007</i> and AGS (2007a) Guideline for Landslide Susceptibility, Hazard and Risk Zoning for Land Use Planning; AGS (2007e) Australian GeoGuides for Slope Management and Maintenance.</p>	<p>NH-A01 Manage further development in declared landslip zones. Complete regional land slide hazard mapping to allow identification of land susceptible to landscape hazards and its associated level of risk to specific scale and types of land uses and developments.</p> <p>NH-A02 Permit appropriate land uses and urban development in areas of susceptibility only where risk is very low or where it can be managed by prescriptive controls to avoid undue risk to persons including life of loss and damage to property.</p>

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Natural Hazards	
Policy	Action
<p>NH-P02 Future land use and development is to minimise risk to people and property resulting from flooding.</p> <p>NH-P03 Future land use and development is to minimise risk to people and property resulting from bushfire hazard.</p> <p>NH-P04 Where avoidance of hazards is not possible or the level of risk is deemed acceptable, best practice construction and design techniques and management practices are to be implemented</p>	<p>NH-A03 If there is doubt about the geotechnical stability of land proposed for urban development, the Council may require a geotechnical assessment to identify risks and mitigation techniques.</p> <p>NH-A04 Include controls in planning schemes based on current best practice to manage risk to persons and property resulting from inundation.</p> <p>NH-A05 Include controls in planning schemes based on current best practice to minimise risk to persons and property resulting from bushfire hazard.</p> <p>NH-A06 Subdivision design is to respond to bushfire hazard risks by providing for alternative access, building setbacks and buffer distances based on current best practice.</p> <p>NH-A07 Adopt the relevant risk management AS/NZS standard as part of core management methods for emergency, hazard and risk management.</p>

Response:

The amendment is deemed to be consistent with the policies and actions detailed in the above table in that:

- The site is not located in a relevant landslip hazard area. Nevertheless, future development is able to deal with landslip issues should they be relevant;
- The site is located within a flood risk area, which is required to be addressed under the current provisions of the planning scheme;
- The site is not located within a bushfire prone area

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Specific Policies and Actions regarding Landscape and Scenic Amendment opportunities are below:

Landscape and Scenic Amenity	
Policy	Action
<p>LSA-PO1 Consider the value of protecting the scenic and landscape amenity of key regional tourism routes having regard to the routes identified in Map E3 and local circumstances, as well as the:</p> <ul style="list-style-type: none"> • Importance of scenic landscapes as viewed from major roads and tourist routes/destinations as contributing to economic basis of the tourism industry as well as local visual amenity; • Importance of natural/native vegetation in contributing to scenic values of rural and coastal areas generally, with particular emphasis on prominent topographical features; and • Need to protect skylines and prominent hillsides from obtrusive development/works. <p>LSA-PO2 Protect specific topographic or natural features of significant scenic/landscape significance.</p>	<p>LSA-A01 Identify scenic corridors associated with identified tourism routes with an overlay in planning schemes.</p> <p>LSA-A02 Develop a regionally consistent approach to determining scenic corridor overlays around identified tourism routes.</p> <p>LSA-A03 Include performance criteria in planning schemes for development within scenic corridor overlays that address following considerations:</p> <ul style="list-style-type: none"> • The impact of development skylines, ridgelines and prominent locations; • The establishment and/or retention of existing vegetation to provide screening in combination with other requirements for hazard management; • The bulk and form of buildings and earthworks and the ability of development to blend with the landscape; • The impact of materials, finishes and colours of buildings on the landscape setting; and • Whether existing native or significant exotic vegetation within the corridor is managed to retain the visual values of the tourism route. <p>LSA-A04 Planning schemes may identify visually significant topographic, natural features and landscapes (eg. Cataract Gorge) in an overlay, including objectives and discretionary criteria relating to the visual impact of use and development.</p>

9.1 Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)

Response:

The amendment is deemed to be consistent with the policies and actions detailed in the above table in that:

- There are no scenic overlays present over the site;
- Notwithstanding, 3D models have been shown which discuss the qualities of the site and the impact the SAP will have on this amenity from different viewpoints. The conclusion of which states that the envelope protects and enhances the amenity of the surrounding area;
- Previous assessment has concluded that the scenic amenity of the site is able to be maintained with the inclusion of the proposed SAP.

8. Referral Agencies

Under section 56S(1) of the *Water and Sewerage Industry Act 2008*, a planning authority must refer a draft amendment to the relevant regulated entity. The proposed amendment will be referred to TasWater if the amendment is initiated. Under section 56S(2) of the *Water and Sewerage Industry Act 2008*, the relevant regulated entity may provide comment during the public notification period.

REFERRALS

REFERRAL	COMMENTS
INTERNAL	
Infrastructure Assets	To be referred.
Environmental Health	To be referred.
Natural Environment	N/A
Heritage/Urban Design	N/A
Building and Plumbing	N/A
EXTERNAL	
TasWater	To be referred.
DIER	N/A
TasFire	N/A
Tasmanian Heritage Council	N/A
Crown Land	N/A
TasRail	N/A
EPA	N/A
Aurora	N/A

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Conclusion

The current provisions of the scheme do not allow sufficient discretion for a significant building to be developed over the site. The proposed SAP aims to allow a visitor accommodation use to be developed within a prescribed building envelope that will be permissible within an Acceptable Solution.

The implementation of the SAP will give assurance to future developers that the site is capable or been developed, so long as for visitor accommodation within the prescribed envelope, noting that all other relevant clauses of the scheme will still be applicable.

The site fits within the Margaret Street corridor, a corridor which has been identified as an area of transition, where it is encouraged that existing industrial type uses be relocated, and a higher intensity urban setting be established. The introduction of the proposed SAP will be a driving factor to help in the establishment of this corridor.

Furthermore, the larger building envelope will allow for a higher visitor accommodation mixed use development that will contribute to the economic growth of not just the City, but the region as a whole.

The proposed amendment has been assessed as being supportive of the objectives of the Act and all relevant strategic planning documents.

It is, therefore, submitted that the draft amendment is consistent with the relevant (former) provisions of the *Land Use Planning and Approvals Act* so the amendment should be certified and exhibited accordingly.

ECONOMIC IMPACT:

No significant economic impacts have been identified.

ENVIRONMENTAL IMPACT:

No significant environmental impacts have been identified.

SOCIAL IMPACT:

No significant social impacts have been identified.

- 9.1 **Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street (CT151150/3, CT151150/2 and CT175274/1) ...(Cont'd)**
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STRATEGIC DOCUMENT REFERENCE:

Launceston Interim Planning Scheme 2015
Land Use Planning and Approvals Act 1993
Local Government Act 1993 (Tas)

BUDGET & FINANCIAL ASPECTS:

Not considered relevant to this report.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Leanne Hurst - General Manager Community and Place Network

ATTACHMENTS:

1. Application Documents - Amendment 66 (*electronically distributed*)
 2. 3D Model Assessment - Amendment 66 (*electronically distributed*)
-

10 ANNOUNCEMENTS BY THE MAYOR**10.1 Mayor's Announcements****FILE NO:** SF2375

Wednesday 12 May 2021

- Attended the Federal Budget breakfast

Thursday 13 May 2021

- Attended the Community Leaders' Forum *Stop It At The Start*
- Attended the Salvation Army's *Red Shield Appeal* launch for 2021
- Officiated at the Launceston Competitions Speech and Drama evening at the Earl Arts Centre

Friday 14 May 2021

- Attended the *RSL (Tasmania Branch)* Annual State Congress Dinner

Saturday 15 May 2021

- Attended the Official opening of the *RSL (Tasmania Branch)* Annual State Congress
- Attended the Hawthorn versus North Melbourne game at UTAS Stadium
- Attended the Vietnam Veterans 40th Anniversary dinner

Sunday 16 May 2021

- Attended the NTFA *Aboriginal Round 2021* at the Rocherlea Football Club

Monday 17 May 2021

- Hosted a Civic Function to mark the 60th Anniversary of the Royal Flying Doctor Service Tasmania

Tuesday 18 May 2021

- Hosted a Civic Function to mark the 40th birthday anniversary of *TasDance*

Wednesday 19 May 2021

- Officiated at the Opening Night of the *Australian Musical Theatre Festival* at the Princess Theatre
-
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11 COUNCILLORS' REPORTS

(This item provides an opportunity for Councillors to briefly report on the activities that have been undertaken in their capacity as a representative of the Council. It is not necessary to list social functions that have been attended.)

12 QUESTIONS BY COUNCILLORS**12.1 Questions on Notice**

Local Government (Meeting Procedures) Regulations 2015 - Regulation 30

(A councillor, at least seven days before an ordinary Council Meeting or a Council Committee Meeting, may give written notice to the General Manager of a question in respect of which the councillor seeks an answer at that Meeting. An answer to a Question on Notice will be in writing.)

No Councillor's Questions on Notice have been identified as part of this Agenda

12.2 Questions Without Notice

Local Government (Meeting Procedures) Regulations 2015 - Regulation 29

(Questions Without Notice, and any answers to those questions, are not required to be recorded in the Minutes of the Meeting.)

13 COMMITTEE REPORTS**13.1 Northern Youth Coordinating Committee Meeting - 4 May 2021****FILE NO:** SF0136**AUTHOR:** John Davis (Team Leader Community Development)**GENERAL MANAGER:** Leanne Hurst (Community and Place Network)

DECISION STATEMENT:

To receive and consider a report from the Northern Youth Coordinating Committee Meeting held on 4 May 2021.

RECOMMENDATION:

That Council receives the report from the Northern Youth Coordinating Committee Meeting held on 4 May 2021.

REPORT:

The Northern Youth Coordinating Committee (NYCC) met on Tuesday, 4 May 2021 and the following business was conducted:

- An update from the Youth Network of Tasmania (YNOT) on the following matters:
 - YNOT received tri-partisan support for three requests prior to the State Election: Youth connectors to address youth unemployment, continued development of the Tasmanian Child and Youth Wellbeing Strategy and support for youth representation on Local Network Boards.
 - The *Tasmanian Youth Forum 2021* will be held at the Launceston Conference Centre on 4 June 2021.
 - An update from the City of Launceston's Youth Advisory Group (YAG):
 - The City of Launceston's Youth Development Officer has resigned and a process is underway for the recruitment of a replacement.
 - The Ravenswood skate event held on 17 April 2021 was a huge success with great weather and turnout for both competitors and spectators.
 - The *Rock Challenge* held on 18 April 2021 at Riverbend Park was a great day. The performers were superb and the venue was ideal for such an event.
 - The main project for the YAG over the next few weeks will be the development of a welcome pack for new young migrants to the City.
-

13.1 Northern Youth Coordinating Committee Meeting - 4 May 2021 ...(Cont'd)

- An update from the West Tamar Council's Youth Advisory Committee (YAC):
 - The *Beaconsfield Rock Challenge* event in early April was successful.
 - The skate competition started well but was rained out and windy so needed to be cancelled.

ECONOMIC IMPACT:

Not considered relevant to this report.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Consideration contained in Report.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Corporate Strategic Plan 2014-2024

Strategic Priority 1: We connect with our community and our region through meaningful engagement, cooperation and representation.

10-Year Goal: To seek out and champion positive engagement and collaboration to capitalise on the major opportunities and address the future challenges facing our community and region.

Focus Area:

1. To develop and consistently utilise contemporary and effective community engagement processes.

BUDGET & FINANCIAL ASPECTS:


Not considered relevant to this report.

13.1 Northern Youth Coordinating Committee Meeting - 4 May 2021 ...(Cont'd)

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Leanne Hurst - General Manager Community and Place Network

14 COUNCIL WORKSHOPS

Local Government (Meeting Procedures) Regulations 2015 - Regulation 8(2)(c)

14.1 Council Workshop Report

FILE NO: SF4401

AUTHOR: Anthea Rooney (Council and Committees Officer)

GENERAL MANAGER: Louise Foster (Organisational Services Network)

DECISION STATEMENT:

To consider Council Workshops conducted since the last Council Meeting.

RECOMMENDATION:

That, pursuant to Regulation 2(c) of the *Local Government (Meeting Procedures) Regulations 2015*, Council notes the Council Workshops conducted since the last Council Meeting, for the purposes described:

Workshops conducted on 13 and 20 May 2021

Accelerated Capital Works Program Community Engagement

Councillors received a briefing on the benefits of early community engagement processes.

Land Use Planning in Levee-Protected Areas Study

Councillors received a briefing on the objectives and intended outcomes of the Land Use Planning in Levee Protected Areas Study in order to foreshadow this year's work plan.

Launceston City Mission Safe Places Launceston

Councillors received an update on the Safe Places Launceston program.

Amendment 66 - Amendment 66 - Specific Area Plan Over Land at 123 Paterson Street, 125-13 Paterson Street and 270 Brisbane Street

Councillors discussed issues relating to the proposed Gorge Hotel Specific Area Plan.

Blue Café Building

Councillors discussed the Blue Café building located within the Inveresk Precinct.

Trevallyn Traffic Calming Investigations

Councillors received a briefing regarding the safety audit and traffic calming investigation for Trevallyn and Gorge Roads.

14.1 Council Workshop Report ...(Cont'd)

QVMAG Royal Park Centrepiece Exhibition

Councillors received a briefing on the Centrepiece Exhibition at the QVMAG Royal Park.

2021/2022 Budget and Annual Plan - Rates Modelling and Consideration of Public Feedback

Councillors discussed rates modelling and considered public feedback on the 2021/2022 Budget and Annual Plan.

REPORT:

Regulation 2(c) of the *Local Government (Meeting Procedures) Regulations 2015* says that the Agenda of an Ordinary Council Meeting is to include the date and purpose of any Council Workshop held since the last Meeting.

ECONOMIC IMPACT:

Not considered relevant to this report.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Not considered relevant to this report.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Corporate Strategic Plan 2014-2024

Strategic Priority 3: We are a progressive leader that is accountable to our governance obligations and responsive to our community.

10-Year Goal: To ensure decisions are made in a transparent and accountable way, that effectively meet our statutory obligations, support quality services and underpin the long-term sustainability of our organisation.

Focus Areas:

2. To fairly and equitably discharge our statutory and governance obligations.

BUDGET & FINANCIAL ASPECTS:

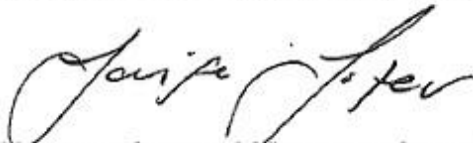
Not considered relevant to this report.

14.1 Council Workshop Report ...(Cont'd)

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Louise Foster - General Manager Organisational Services Network

15 NOTICES OF MOTION

Local Government (Meeting Procedures) Regulations 2015 - Regulation 16(5)

No Notices of Motion have been identified as part of this Agenda

16 COMMUNITY AND PLACE NETWORK ITEMS

16.1 Cultural Advisory Committee - Terms of Reference

FILE NO: SF3547

AUTHOR: Mengda Liu (Cultural Place Development Officer)

GENERAL MANAGER: Leanne Hurst (Community and Place Network)

DECISION STATEMENT:

To consider the Cultural Advisory Committee's - Terms of Reference and note the intention to seek nominations from community members following endorsement.

PREVIOUS COUNCIL CONSIDERATION:

Council - 26 November 2020 - Agenda Item 17.2 - *City of Launceston Cultural Strategy 2020-2030*

RECOMMENDATION:

That Council:

1. endorses the Cultural Advisory Committee's - Terms of Reference (ECM Doc Set ID 4526813).
2. seeks nominations for committee members.

Cultural Advisory Committee - Terms of Reference

The Cultural Advisory Committee is a Special Committee of Council convened as defined under section 24(1) of the *Local Government Act 1993* (Tas).

PURPOSE:

The primary purpose of the Cultural Advisory Committee (the Committee) is to work in collaboration with the Council to provide Councillors and employees with strategic advice and informed feedback on matters pertaining to cultural development in the City of Launceston and the implementation of the Cultural Strategy. It also assists in promoting awareness and understanding of arts and culture in the City.

16.1 Cultural Advisory Committee - Terms of Reference ...(Cont'd)

OBJECTIVES:

Objectives of the Cultural Advisory Committee are to:

- provide advice and support for cultural development within the municipal area, consistent with the Council's strategies and policies, including the implementation of City of Launceston's *Cultural Strategy 2020-2030*.
- advocate for the arts in Launceston.
- facilitate communication and joint initiatives between local business and industry, educational institutions, community groups and the Council in arts and cultural related disciplines.
- provide high-level advice to the Council on matters relating to public art and other commissions in the City of Launceston.
- advise the Council on delivering inclusive and diverse cultural services.
- promote integration across other committees and advisory groups of Council such as, but not limited to, the Heritage Advisory Committee, the Youth Advisory Group, the Access Advisory Committee and Aboriginal Reference Group.

MEMBERSHIP:

The Cultural Advisory Committee will consist of the following positions:

- Two City of Launceston Councillors, nominated and endorsed by Council, one of whom will be the Chair. If the Chair is not present at a Meeting, the other Councillor who has been appointed to the Committee shall Chair the Meeting.
- A maximum of up to eight skills-based members appointed by the City of Launceston will reflect:
 - a diverse range of expertise to provide a balance of cultural disciplines.
 - the capacity to consider the direction of cultural opportunities in a fair and equitable manner.
 - the ability to consider issues in a wider community context.
 - the awareness of arts and cultural activities, priorities and organisations in the municipality.
 - a mix of skills and attributes to complement other members of the Committee.
 - the diversity of the broader Launceston community.

All members are expected to use their experience, expertise and influence for the benefit of the wider Launceston community and not for their individual gain or for the gain of a particular organisation.

The Committee will be supported by:

- General Manager Creative Arts and Cultural Services Network;
 - Cultural Place Development Officer; and
 - One administration support staff officer.
-

16.1 Cultural Advisory Committee - Terms of Reference ...(Cont'd)

The Council's Officers from the Creative Arts and Cultural Services Network and/or Liveable Communities will provide advice and/or assistance to the Committee. From time to time advice and support may be sought from other officers within the Council when their expertise is required.

SELECTION CRITERIA:

Aside from the two Councillors roles, which will be appointed by the Council, eligible members of the Cultural Advisory Committee will be selected based on the following criteria:

- professional experience working in a field such as Cultural Development, Place Making, Cultural Tourism, Cultural Events, Recreation and Leisure, Arts and Culture Marketing and Promotions, Community Arts or Community Engagement.
- practising artist or industry professional.
- a thorough understanding of the key issues and challenges experienced by community based arts and cultural groups and organisations, and local cultural service providers.
- a strong established network in the community.
- knowledge of local social, economic, cultural factors impacting the wider Launceston community.
- ability to work with the Council to shape policy direction and identify opportunities to grow and promote arts and culture across the City of Launceston Council.
- ability to work as part of a team.

SELECTION PROCESS:

The selection panel will include the Council's General Manager Creative Arts and Cultural Services, Manager Liveable Communities and the Cultural Place Development Officer. The Committee will assess the nominations against the selection criteria and recommend appointments to Council for endorsement.

TERMS OF APPOINTMENT:

- The term of appointment will be for a two year period.
 - Members completing a two year term may re-apply for a further two year term.
 - Members are appointed following a publicly advertised Expressions of Interest process, which will be advertised for a minimum of 14 days.
 - Any member may resign at any time by advising their resignation to the Committee in writing.
 - If a Committee member is absent without notification for two consecutive meetings, the Committee can request that Council declare the position vacant. When a vacancy occurs, the Chair is to report this to the Chief Executive Officer, who will determine the process for filling the vacancy.
 - Members are not remunerated for their service to the Committee.
-

16.1 Cultural Advisory Committee - Terms of Reference ...(Cont'd)

MEETING ARRANGEMENTS:

- The Cultural Advisory Committee will meet every two months and other times as required according to arrangements agreed to by the Committee. The schedule will be published following this agreement.
- Critical non-scheduled Meetings may take place if the matter warrants the urgency. The Committee will be notified of these as soon as possible by the Committee Officer/s. These Meetings should meet quorum requirements to proceed.
- Meetings will not exceed two hours in duration, unless otherwise advised.
- Agendas will be forwarded to members at least three working days prior to each Meeting.
- Minutes of the Meeting will be circulated to all members within 10 working days of each Meeting.

MEETING QUORUM:

An absolute majority, including at least one Councillor, is considered a quorum for Meetings of the Cultural Advisory Committee.

MEETING NOTICES:

Meeting Agendas, Minutes and Meeting papers will be distributed to all Committee members electronically at least four clear days of the scheduled Meeting.

HOW THE COMMITTEE WILL OPERATE:

The Cultural Advisory Committee:

- is an advisory body only that provides non-binding strategic guidance to the Council. The Committee does not have delegated authority from Council.
- will be coordinated by the Cultural Place Development Officer.
- may establish working groups as needed to address specific projects and may include additional people from the community where there is a specific need. Meetings for these groups will be held when required.

CODE OF CONDUCT:

All Committee members must adhere to the Code of Conduct for Committees. Councillors and the Council's Officers must also adhere to their relevant Code of Conduct. Members will demonstrate our values in actions. City of Launceston is a values-based organisation and we expect the members of our advisory committees to support our values.

CONFLICT OF INTEREST:

If a Committee member has an actual or perceived interest in a matter to be considered by the Committee, they must declare that interest prior to any discussion of the matter. Interests will be managed in a way that respects the Committee member and the operation of the Committee. In some circumstances, this will mean that a Committee member with a declared interest will be required to withdraw from the Meeting during the discussions of the matter.

16.1 Cultural Advisory Committee - Terms of Reference ...(Cont'd)

The declaration of interest will be noted in the report outlining the Committee's Recommendation to Council.

RESOURCES:

The Council will provide an officer to organise meetings, take minutes and distribute follow-up actions to other officers.

REVIEW:

The Terms of Reference, including membership, will be reviewed at least every two years from the date of adoption of this version.

RELATED POLICIES AND PROCEDURES:

14-Plx-033 Code of Conduct for Members of Special Committees

22-PI-030 Code of Conduct Policy

14-Plx-029 Community Appointments to Advisory Committees Policy

REPORT:

On 26 November 2020, Council unanimously endorsed the adoption of the City of Launceston's *Cultural Strategy 2020 - 2030* (the Strategy). The Strategy represents the first strategic cultural plan for Launceston and sets out five strategic themes with 22 strategies and suggests more than 25 actions for culture in our City. The Strategy indicates an intention to establish a Cultural Advisory Committee as the next step.

The primary purpose of the Cultural Advisory Committee (the Committee) is to work in collaboration with the Council to provide Councillors and employees with strategic advice and informed feedback on matters pertaining to cultural development in the City of Launceston and the implementation of the Cultural Strategy. It also assists in promoting awareness and understanding of arts and culture in the City.

Objectives of the Cultural Advisory Committee are to:

- provide advice and support for cultural development within the Municipal Area, consistent with the Council's strategies and policies, including the implementation of City of Launceston's *Cultural Strategy 2020-2030*.
 - advocate for the arts in Launceston.
 - facilitate communication and joint initiatives between local business and industry, educational institutions, community groups and the Council in arts and cultural related disciplines.
 - provide high-level advice to the Council on matters relating to Public Art and other commissions in the City of Launceston.
-

16.1 Cultural Advisory Committee - Terms of Reference ...(Cont'd)

- advise the Council on delivering inclusive and diverse cultural services.
- promote integration across other committees and advisory groups of Council such as, but not limited to the Heritage Advisory Committee, the Youth Advisory Group, the Access Advisory Committee and Aboriginal Reference Group.

POST ENDORSEMENT:

Once the Terms of Reference is endorsed, work will begin on seeking nominations from community members.

ECONOMIC IMPACT:

Not considered relevant to this report.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Not considered relevant to this report.

STRATEGIC DOCUMENT REFERENCE:

Greater Launceston Plan
Corporate Strategic Plan 2014 - 2024
City of Launceston *Cultural Strategy 2020-2030*

BUDGET & FINANCIAL ASPECTS:

To be delivered within existing operational budget.

16.1 Cultural Advisory Committee - Terms of Reference ...(Cont'd)

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Leanne Hurst - General Manager Community and Place Network

17 CREATIVE ARTS AND CULTURAL SERVICES NETWORK ITEMS

17.1 Planetarium - Fees and Charges

FILE NO: SF2968

AUTHOR: Katrina Ross (Acting Team Leader Learning)

GENERAL MANAGER: Tracy Puklowski (Creative Arts and Cultural Services Network)

DECISION STATEMENT:

To consider a new fee structure for Planetarium shows.

RECOMMENDATION:

That Council:

1. pursuant to section 205 of the *Local Government Act 1993* (Tas) set fees at \$12 per adult, \$9 per child and \$30 per family of four tickets (all being GST free) for dual Planetarium Entry for the period ending 30 June 2021.
 2. notes that Council's Fees and Charges 2020-2021 and relevant signage at QVMAG will be updated to reflect the fees determined at Recommendation 1.
-

REPORT:

Planetarium shows are conducted at 1pm and 3pm on weekdays and 2pm and 3pm on Sundays. As the films are different, some patrons choose to attend both sessions.

It is believed that patrons could be attracted by offering a *second show - half price deal*, for patrons who attend both offerings in a single day.

This initiative would need to be ratified for an additional price point of:

Dual Planetarium Shows

Adults \$12, Children \$9, Families of four tickets \$30 (all being GST free).

The approved fees for a single show in 2021/2022 are:

Adults \$8, Children \$6, Family of four tickets \$21.

This additional price point would demonstrate the City of Launceston's value of *caring for our community* by responding to customer demand whilst providing additional value to patrons and ideally creating additional visitation.

17.1 Planetarium - Fees and Charges ...(Cont'd)

The updated pricing will be updated on the Council's Fees and Charges listing on the Council's website and appropriate signage at the QVMAG would also be updated.

ECONOMIC IMPACT:

A change in fees could add a small increase to QVMAG's income as patrons may be more motivated to spend more to be able to view two Planetarium shows. This offering would also increase the length of visitation by those visitors and increase the possibility of extra spend in the gift shop, café and value for costs perceptions.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Many of QVMAG's activities and programs are intended to attract new audiences to the Museum, particularly from those communities who have previously been under-represented. This offering could also increase visitor satisfaction and the likelihood of patrons providing positive endorsement in their communities.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Corporate Strategic Plan 2014-2024

Strategic Priority 2: We facilitate prosperity by seeking out and responding to opportunities for growth and renewal of our regional economy.

10-Year Goal: To have realised opportunities that grow and sustain our economy, and foster creative and innovative people and industries.

Focus Areas:

1. To actively market the City and Region and pursue investment.
4. To promote tourism, and the development of a quality tourism offering for Launceston.

Strategic Priority 4: We value our City's unique identity by celebrating our special heritage and culture, and building on our competitive advantages to be a place where people choose to live, work and visit.

10 Year Goal: To sustain and promote Launceston as a unique place to live, work, learn and play.

Focus Areas:

1. To promote and enhance Launceston's rich heritage, culture and natural environment.

BUDGET & FINANCIAL ASPECTS:

Not considered relevant to this report.

17.1 Planetarium - Fees and Charges ...(Cont'd)

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Tracy Puklowski - General Manager Creative Arts and Cultural Services Network

18 INFRASTRUCTURE AND ASSETS NETWORK ITEMS

18.1 Launceston Flood Authority Quarterly Report - January to March 2021

FILE NO: SF4493

GENERAL MANAGER: Shane Eberhardt (Infrastructure and Assets Network)

DECISION STATEMENT:

To receive the Launceston Flood Authority Quarterly Report - January to March 2021.

RECOMMENDATION:

That Council, in accordance with Rule 26 of the *Launceston Flood Authority Rules, April 2020*, receives the Launceston Flood Authority Quarterly Report, January to March 2021 (ECM Document Set ID 4538415).

REPORT:

In accordance with the Rule 26 of the *Launceston Flood Authority Rules, April 2020*, the Authority must submit a quarterly report to the Council for the periods ending March, June, September and December.

The report for the period ending March 2021 provides an overview of the Launceston Flood Authority's operational activities, financial position and key priorities for the next quarter (Attachment 1).

ECONOMIC IMPACT:

The provision and continued maintenance of the Launceston flood levees has significant benefit to the broader community.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Not considered relevant to this report.

**18.1 Launceston Flood Authority Quarterly Report - January to March 2021
...(Cont'd)**

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Corporate Strategic Plan 2014-2024

Strategic Priority 3: We are a progressive leader that is accountable to our governance obligations and responsive to our community.

10-Year Goal: To ensure decisions are made in a transparent and accountable way, that effectively meet our statutory obligations, support quality services and underpin the long-term sustainability of our organisation.

Focus Areas:

2. To fairly and equitably discharge our statutory and governance obligations.
3. To ensure decisions are made on the basis of accurate and relevant information.

BUDGET & FINANCIAL ASPECTS:

Not considered relevant to this report.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Shane Eberhardt - General Manager Infrastructure and Assets Network

ATTACHMENTS:

1. Launceston Flood Authority Quarterly Report - January to March 2021
-

Attachment 1 Launceston Flood Authority Quarterly Report - January to March 2021**Quarterly Report - January to March 2021**

In accordance with the Rule 26 of the *Launceston Flood Authority Rules, April 2020* the Authority must submit a quarterly report to Council for the periods ending March, June, September and December.

This report is for the period ending March 2021.

Key priorities for the coming quarter

- 2020/21 operational and capital budget
- Development of Budget forecasts for the next three years
- Develop a Flood Protection Asset Management Plan and long-term Financial Plan over the next calendar year.
- Repair defect on Invermay Levee at the Charles Street Bridge earth/concrete interface under emergency works.
- Newstead Levee - Completion of works to fix the leaking penstock and blockage in the North Esk Trail outfall under railyard

Operational activities:

Required inspections are progressing and levee defects addressed through an improvement plan:

- Invermay Levee: A crack was recently identified on the earth and concrete interface at the Charles Street Bridge - near the Goderich Street/Lindsay Street intersection. The crack traverses from riverside to landside along the boundary of the earth levee settlement area and the fixed concrete levee wall adjoining the north eastern bridge abutment. Council is liaising with two engineering firms previously involved in both the earth and concrete levee designs to assist with scoping the appropriate intrusive investigations to determine the potential impacts of this defect to flood protection. We will also utilise this opportunity to improve the robustness of the earth/concrete interface and the efficacy of the original design to deter water seepage in this location. A potential solution could be complementing the existing below-ground single row of vinyl piles with steel sheet piles along the riverside of the concrete floodwall and tying into the earth levee. A design workshop with the consultants was held on 21 April 2021 and we are now finalising the procurement of suitable contractors to carry out the repairs under emergency works.
- Newstead Levee: Work is progressing with clearing the partially blocked outfall pipe from the lowest penstock to the North Esk River. A contractor has been engaged and TasRail will install a temporary fence to isolate their locomotives in the railyards before temporary access can be created from the Birch Avenue Soccer Grounds.
- Kings Wharf Levee (Riverbend Park): Concrete approach slabs on both sides of the floodgate are completed at Taroona Street; wall fixings for the new Bauer floodgate are being finalised to complete the floodgate.
Reshaping of ground levels to shade stormwater runoff away from the concrete levee in Riverbend Park (adjoining the Silo Hotel) will commence soon.



Quarterly Report - January to March 2021



Kings Wharf Levee (Taroona St.) Floodgate - construction is close to completion



Invermay Levee (Goderich/Lindsay St.) - levee settlement at the earth/concrete interface



Quarterly Report - January to March 2021

Financial Position

For the nine months to 31 March 2021 operational grant revenue received of \$205,035 remains in line with budget.

Expenditure is \$23,531 under budget and depreciation is \$96,565 under budget. The favourable depreciation expense comes from recently recognising the reusability of materials from existing earthen levees, effectively creating a residual value that does not need to be depreciated. The existing budget did not factor in this residual value.

Insurance is showing a \$7,415 favourable variance year to date, however, the Directors and Officers Liability Insurance policy cost of \$9,191 is payable in April 2021.

It was agreed at the previous LFA Board meeting to reallocate the unspent 2020/21 Sediment Management project budget to various Levee Management project initiatives such as the construction of a high volume pump (HVP) platform at Churchill Park (Invermay Levee), \$20,000 for repairs on the railway stormwater pipe under the Newstead Levee, committing \$42,058 to the TEMT Sediment Management Options Report, and commissioning WMA Water to prepare a modelling report on the impacts of proposed sediment management measures on flooding. It is projected that these will be completed in the last quarter of 2020/21.

Overall to 31 March 2021 the LFA achieved a result \$120,131 better than budget.

Sediment Management

The subject of sediment management continues to be a topic of interest for the general public and the users of the kanamaluka/Tamar estuary. Work continued on the TEMT sediment management options report during this quarter, and while there was excellent progress to complete the review, the scope of work substantially changed requiring additional effort from the report authors. The report will undergo an extensive review process, including expert external peer review, and endorsement prior to release.

Summary of performance

The Authority held its first 2021 Board meeting on 16 March to consider operational reports to end February 2021 and financial reports as at 31 December. All the required monitoring, inspection and test regimes were progressing well and will be completed soon. Current works included the widening of the floodgate at Taroona Street to form the new Riverbend Park Gateway, with expected completion at end March 2021. Testing and training refresher exercises will be scheduled at the Black Bridge sliding floodgate (Invermay Levee).

A handwritten signature in black ink, appearing to read "Greg Preece", is written over a horizontal line.

Greg Preece, Chair - Launceston Flood Authority

18.2 Petition Response - Removal of a Single Lane Connection - Pinot Parade, Relbia**FILE NO:** SF0097/SF0608/SF5483**AUTHOR:** Nigel Coates (Engineering Officer Traffic)**GENERAL MANAGER:** Shane Eberhardt (Infrastructure and Assets Network)

DECISION STATEMENT:

To consider the issues around the request to close Pinot Parade, Relbia to through traffic and endorse the recommendation for signage and consideration after current house construction is complete.

PREVIOUS COUNCIL CONSIDERATION:

Council - 11 March 2021 - Agenda Item 6.1 - Receipt of Petition - Removal of Single Lane Connection Joining Pinot Parade, Relbia Cul de Sacs

Council - 22 April 2021 - Agenda Item 18.2 - Petition - Removal of Single Lane Connection Joining Pinot Parade, Relbia Cul de Sacs

RECOMMENDATION:

That Council:

1. agrees to the installation of appropriate signage to highlight the risks associated with a single lane in accordance with Australian Standards.
 2. on the completion of the majority of house construction in Pinot Parade, Relbia, in approximately a year, review the appropriateness of traffic management in the street.
-

REPORT:

At its Meeting on 11 March 2021, Council received a paper petition containing 45 signatures requesting the closure of the single lane connection between the two sections of Pinot Parade, Relbia.

18.2 Petition Response - Removal of a Single Lane Connection - Pinot Parade, Relbia ...(Cont'd)

The petition states:

We petition the Council in accordance with section 57 of the Local Government Act 1993 (Tas) to restore Pinot Parade, Relbia to two separate cul de sacs joined by a paved walkway as originally planned. Residents purchased blocks/homes as a quiet no through road. We are now confronted with it being used as a short cut disrupting our families and peaceful surrounds.

It is required, under section 60(2)(b) of the *Local Government Act 1993* (Tas), that a report will be brought back to Council within 42 days for Council to determine any action to be taken in respect of the petition. Council was advised on 22 April 2021 that this report would be referred to this Meeting as the Council's Officers required extra time to research the background to this request. This report covers the following matters:

1. Review of the planning process undertaken to facilitate the Pinot Parade development;
2. Technical review of the road layout to determine conformance or not with Australian Standards;
3. Traffic survey to quantify traffic movements and determine vehicular speeds, numbers and composition; and
4. Determine the legal implications and/or feasibility of the closure of Pinot Parade if that is the recommendation.

The subdivision that was to become Pinot Parade, Relbia was originally approved in 2002 (DA0488/2002). A condition of the planning permit included *a sealed connecting link to the court off Relbia Road, suitable for one way traffic and pedestrians*. The link shown on the original subdivision plan is substantially the same as has now been built, it is a kerbed section of road 3m wide with a separate footpath. The construction of the subdivision has been staged and the final stage to be completed is immediately to the Poplar Parade side of the link. The link was kept closed until the final stage was completed.

The single lane link between the two halves of Pinot Parade is known as a *driveway link*, a recognised Local Area Traffic Management device included in Austroads guidance with signage specified in Australian Standards. The purpose of the link is to maintain permeability but to slow and discourage through traffic as a consequence of the constrained width and because opposing drivers are required to *negotiate* the space and to give way to each other. The signage specified is a *Slow Point* warning sign with a *One Lane* sub plate. It is recognised that drivers unfamiliar with this feature may not be aware how it is intended to be used.

18.2 Petition Response - Removal of a Single Lane Connection - Pinot Parade, Relbia ...(Cont'd)

A traffic survey was undertaken between Tuesday, 23 February and Monday, 1 March 2021 to quantify traffic use on the section of road in question. An average of 91 and a maximum of 107 vehicles per day use the link, eastbound traffic accounted for 55% of vehicle movement and westbound the remaining 45%. The peak hourly flow is 17 vehicles recorded at 2-3pm on a Friday, which would suggest it is not commuting traffic.

The traffic survey also quantifies the speeds at which traffic is moving through this section of Pinot Parade and the proportion of heavy vehicles. Key observations included:

1. 85th percentile speed recorded at 25.2km/h;
2. Seven vehicles observed were travelling 40km/h or greater with two vehicles exceeding the posted speed limit of 50km/h; and
3. Heavy vehicles accounted for 5% of movements.

It should be noted that there is currently construction activity happening in the area which will contribute heavier vehicles to the through traffic.

If it was determined to close this section of Pinot Parade to motor vehicles with a physical obstruction, such as bollards, it would be necessary to follow the process set out in section 31 of the *Local Government (Highways) Act 1982* - obstructions for prohibition or restriction of vehicular traffic. Approval is required from the Transport Commission and before this can be applied for it is necessary to publish a notice in two consecutive editions of a local newspaper giving 28 days for written representation to be made. It should be noted that not all residents are in support of the request included in the petition and correspondence has been received seeking to maintain Pinot Parade as a through road.

At this stage it is recommended that the *Slow Point* and *One Lane* signs are installed and that the situation is monitored and reviewed after the house construction is completed, nominally after one year. If through traffic continues to be an issue residents will be surveyed to determine if closure of the link is still supported.

ECONOMIC IMPACT:

Not considered relevant to this report.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Not considered relevant to this report.

18.2 Petition Response - Removal of a Single Lane Connection - Pinot Parade, Relbia ...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Corporate Strategic Plan 2014-2024

Strategic Priority 3: We are a progressive leader that is accountable to our governance obligations and responsive to our community.

10-Year Goal: To ensure decisions are made in a transparent and accountable way, that effectively meet our statutory obligations, support quality services and underpin the long-term sustainability of our organisation.

Focus Areas:

3. To ensure decisions are made on the basis of accurate and relevant information.

BUDGET & FINANCIAL ASPECTS:

Not considered relevant to this report.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Shane Eberhardt - General Manager Infrastructure and Assets Network

19 ORGANISATIONAL SERVICES NETWORK ITEMS

19.1 Lease - Mowbray Cricket Club Inc.

FILE NO: SF0857

AUTHOR: Tricia De Leon-Hillier (Lease and Licencing Officer)

GENERAL MANAGER: Louise Foster (Organisational Services Network)

DECISION STATEMENT:

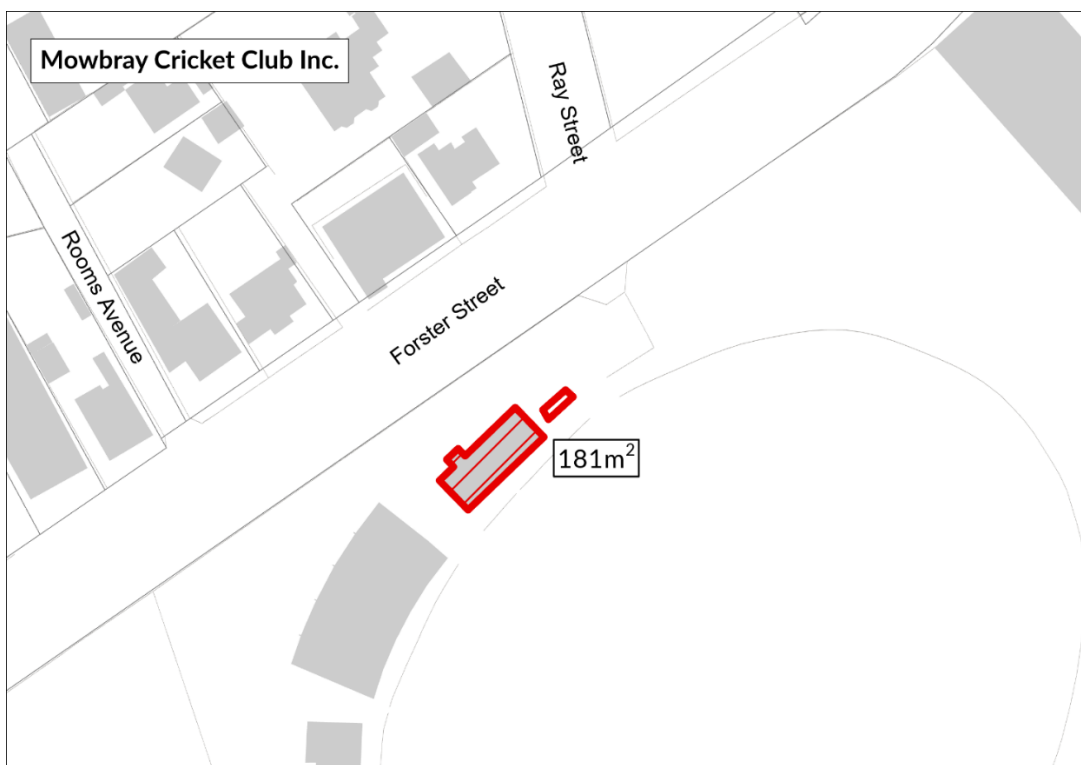
To consider leasing part of an area of land situated at 2 Invermay Road, Invermay (PID 3583475) known as Invermay Park to the Mowbray Cricket Club Inc.

This decision requires an absolute majority of Council.

RECOMMENDATION:

That Council, by absolute majority, pursuant to section 178 of the *Local Government Act 1993* (Tas):

1. leases a parcel of land situated at 2 Invermay Road, Invermay (PID 3583475) known as Invermay Park to the Mowbray Cricket Club Inc. as marked on the plan below:



19.1 Lease - Mowbray Cricket Club Inc. ...(Cont'd)

2. authorises the Chief Executive Officer to enter into a formal lease under the following terms:
 - the term shall be five years commencing on 1 July 2021 or as determined by the Chief Executive Officer.
 - the lease amount shall be \$3,098 plus GST with annual CPI increases;
 - tenant to be responsible for:
 - contents insurance; and
 - other service charges if any.
 - tenant shall continuously maintain:
 - any infrastructure or any infrastructure installed by the tenant or council in relation to the tenants occupation;
 - and keep clear all noxious growth from premises;
 - building in good and reasonable order; and
 - public liability insurance of at least \$20 million.
 - the exact dimensions of land to be leased and all remaining terms to be determined by the Chief Executive Officer.
 3. authorises the Chief Executive Officer to exercise any right, option or discretion exercisable by Council under the lease.
 4. notes, for the avoidance of doubt, Chief Executive Officer is a term of reference for the General Manager as appointed by Council pursuant to section 61 of the *Local Government Act 1993* (Tas).
-

REPORT:

Terry Cowley and William Hird were two prominent Tasmanian cricket players who formed the Mowbray Cricket Club (MCC) in 1955. Both Terry Cowley and William Hird were cricketers who played first class cricket for Tasmania between 1952 and 1962. The MCC, when first formed, played at a number of venues, mainly Brooks Oval up until 1985 when the Club came across to Invermay Park. At the time, the MCC had two grounds. The clubrooms were built in 1985, previously the University of Tasmania Stadium. The MCC then relocated in 2009 and moved to the other side of Invermay Park, closer to Forster Street when UTAS Stadium upgrades were undertaken.

The MCC has a number of volunteers and consists of 16 junior and senior coaches and canteen managers. The MCC has around 130 active members from junior to senior teams; three senior men's teams and a senior women's team with five junior teams and *Master Blasters* consisting of a further 40 additional children. Throughout the years the MCC has developed some fantastic cricketers with many representing Tasmania, including Ricky Ponting and Greig Campbell who went on to represent Australia. The MCC currently has Jarrod Freeman playing for Tasmania who developed through their junior ranks.

19.1 Lease - Mowbray Cricket Club Inc. ...(Cont'd)

The MCC has had various agreements with the City of Launceston for over 35 years and now request a renewal of their lease agreement. The MCC continue to be model tenants and rental charges over the years have general comprised costs to cover utility charges over the site. Since the area of land at Invermay Park is not separately metered, the annual rental fee comprises a reasonable estimate of water and electricity consumption. Currently the rental fee charge is \$3,074 plus GST per annum and have increased by CPI annually. It is therefore recommended that Council approves a five year lease term from 1 July 2021 with rent commencing at \$3,098 plus GST with CPI annual increases.

Section 179 of the *Local Government Act 1993* (Tas) provides that Council may lease public land for a period not exceeding five years without advertising.

ECONOMIC IMPACT:

There is no economic impact with this proposal.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

There is no social impact with this proposal other than to allow successful tenants to continue to provide an important recreational opportunity for the community of Launceston.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Corporate Strategic Plan 2014-2024

Strategic Priority 5: We serve and care for our community by providing equitable and efficient services that reflects needs and expectations of our community.

10-Year Goal: To offer access to services and spaces for all community members and to work in partnership with stakeholders to address the needs of vulnerable communities.

Focus Areas:

3. To work in partnership with community organisations and other levels of government to maximise participation opportunities for vulnerable and diverse members of the community.
4. To support the delivery of programs and events for people to connect with each other through participation in community activities and civic life.
5. To promote and support active and healthy lifestyles of our community.

BUDGET & FINANCIAL ASPECTS:

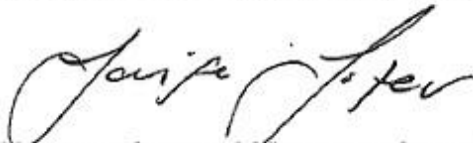
Not considered relevant to this report.

19.1 Lease - Mowbray Cricket Club Inc. ...(Cont'd)

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Louise Foster - General Manager Organisational Services Network

19.2 UNESCO Creative City of Gastronomy Bid**FILE NO:** SF0797**AUTHOR:** James McKee (Manager Innovation and Performance)**GENERAL MANAGER:** Louise Foster (Organisational Services Network)

DECISION STATEMENT:

To consider the proposal to submit an application for Greater Launceston to be designated as a *UNESCO Creative City of Gastronomy* and related financial support.

PREVIOUS COUNCIL CONSIDERATION:

Council - 10 December - Agenda Item 19.5 - UNESCO Creative City of Gastronomy

RECOMMENDATION:

That Council:

1. approves the request for financial support of \$25,000 for the *UNESCO Creative City of Gastronomy* program in 2021/2022, subject to the final approval of the City of Launceston 2021/2022 Annual Plan and Budget.
 2. agrees that the funding for 2021/2022 is provided on the basis of any future funding for the program being dependent upon reporting against a suite of Key Performance Indicators and metrics to be agreed between the applicant and the Council and demonstrating success against the agreed Key Performance Indicators.
 3. endorses the submission of the bid to seek City of Gastronomy designation as part of the UNESCO Creative Cities program.
-

REPORT:

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The 246 cities that currently make up this network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level.

19.2 UNESCO Creative City of Gastronomy Bid ...(Cont'd)

UNESCO takes a broad definition of gastronomy to include all stages of the food supply chain but with a focus on using the region's unique cultural and creative identity in the area of gastronomy to address issues of economic, social and environmental sustainability within the broader Launceston region.

The aspiration to be designated as a City of Gastronomy is a response to the emergence of gastronomy as an accessible and unifying city and regional identity. It will formalise this identity for Launceston as one of the world's great regional food cities.

UNESCO open the Creative Cities network to aspiring cities every second year. The next application round closes in June 2021, which this bid has been prepared for.

The Launceston Creative Cities Steering Group (of which the City of Launceston is a member) has been working towards the development of this bid for Launceston's designation as a City of Gastronomy under UNESCO's Creative Cities program over the last 24 months.

UNESCO's Creative Cities program requires each bid to be endorsed and submitted by the relevant local government authority, which in this case would be the City of Launceston. However, it is the Council's view that a regional approach should be adopted for the program because of the expansive food and wine offerings that exist across the Northern Tasmanian region. Accordingly, it is the Council's preference that each of the Northern Councils contribute their support and funding for the bid to ensure that there is a greater *buy in* to a Creative cities program.

Council previously considered a report on the 10 December 2020 in respect to the UNESCO's Creative Cities bid and agreed to provide its in-principle support for the application, subject to additional funding partners being identified, but in particular, the other Northern Councils. Additionally, Council wanted to see a clear articulation of the tangible benefits that would be received by the region for its investment in the program.

Since this time the Steering Committee has progressed the bid to a final draft and has achieved financial support from other Councils (subject to approved 2021/2022 budgets, Break O'Day, Dorset, George Town, Meander Valley, Northern Midlands and West Tamar) to a total of \$28,401.12.

This supports a total project budget of \$56,401.12 for 2021/2022. In addition to Council support, the project will seek:

- matched funding of \$50,000 from the Tasmanian State Government.
 - Food Innovation Australia Limited (FIAL) cluster funding of \$150,000.
 - additional income from industry support and events.
-

19.2 UNESCO Creative City of Gastronomy Bid ...(Cont'd)

The Steering Committee believes that participation in the UCCN will provide the following high level outcomes and benefits to Northern Tasmania:

1. High level outcomes:
 - to cement Launceston's identity as an internationally recognised region for the production and consumption of great food and drink.
 - to grow the economy and provide jobs in food-related industries and activities.
 - to ensure that a strong local food system provides adequate nutrition for all its residents.
 - to safeguard a resilient food future in the face of environmental challenges.
2. Benefits for the City of Launceston and the greater Launceston Region:
 - Launceston and the Tamar Valley becomes an internationally recognised centre of excellence for all things related to food and beverage.
 - the continued development of a strong sense of our regional identity, based on creativity and innovation, that results in regional pride and confidence.
 - cross-industry and cross-sector collaborations to solve place-based problems.
 - brand benefits that will be felt by our industries: agriculture, food processing, wine and beverage production, tourism and agri-tourism, education and health

To measure performance against these outcomes, it is proposed that the following initial suite of Key Performance Indicators (KPIs) will need to be reported to Council on an annual basis. Any future funding for the program would be dependent upon demonstrating success against agreed KPIs and reporting on the proposed metrics:

- development of a four-year Implementation and Action Plan.
- development and implementation of a Communication and Stakeholder Engagement Plan.
- development and delivery of three pilot projects.
- development of metrics and reporting (draft metrics to be developed by October 2021).
- delivery of a minimum of four food systems workshops.
- development of website to showcase Northern Tasmania's food system to a global audience.

In light of the fact that the bid has achieved the support of other northern Councils, it is recommended that the Council submits the bid and offers its support and funding of \$25,000 in the 2021/2022 financial year, with any future funding to be determined by success against the agreed KPIs and metrics. It is noted that in submitting the bid, the City of Launceston is committing to the following obligations:

- to endorse the bid for Launceston to join the Creative Cities Network.
 - a formal letter of intention from the Mayor of the applicant City presenting the candidature and the support of the municipality.
-

19.2 UNESCO Creative City of Gastronomy Bid ...(Cont'd)

- to provide in-kind support for communications if the bid is successful.
- to provide support and relevant data on key projects and metrics for this project.
- incorporating food systems, culture and sustainable development goals in relevant strategies and plans.
- to consider funding, during budgeting processes for the additional three years of the project.

ECONOMIC IMPACT:

Whilst there are expected to be significant commercial spinoffs from Launceston's successful involvement in this program - the primary focus is on increasing the standard of living for all residents of greater Launceston in the area of gastronomy.

Networks such as the UNESCO Creative Cities network have over time demonstrated tangible brand and economic value to the designated cities. This is in part due to heightened brand exposure to the audience in the network and opportunities for collaboration within the network resulting in attracting more visitors to the city and region, enhancing exposure and perception of the city's products and services in the marketplace and creating a strong identity around which innovation and enterprise can flourish, including attracting new businesses. There are not yet any direct studies into the return on investment for the designation but a study completed in January this year concluded that:

In summary, the UCCN membership is an important branding opportunity for designated cities. In the new economy, where creativity is a crucial factor for economic growth, and where cities are increasingly competing in attracting labor, investors and visitors it is important for cities to stand out from their competitors. Membership in a network like the UCCN can help them do so through a distinctive and attractive brand identity ('branding').

(The UNESCO Creative Cities Network: A Case Study of City Branding. Constanze Gathen, Wilhelm Skoglund and Daniel Laven).

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Consideration contained within the report.

19.2 UNESCO Creative City of Gastronomy Bid ...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Corporate Strategic Plan 2014-2024

Strategic Priority 2: We facilitate prosperity by seeking out and responding to opportunities for growth and renewal of our regional economy.

10-Year Goal: To have realised opportunities that grow and sustain our economy and foster creative and innovative people and industries.

Focus Areas:

1. To actively market the City and region and pursue investment.
2. To facilitate direct investment in the local economy to support its growth.
3. To provide an environment that is supportive to business and development within the municipality.
4. To promote tourism and the development of a quality tourism offering for Launceston.
5. To understand and support the establishment and growth of new and creative industries and businesses in Launceston.

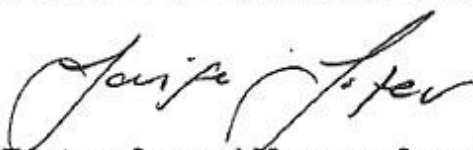
BUDGET & FINANCIAL ASPECTS:

\$25,000 grant for 2021/2022 subject to the approval of the City of Launceston 2021/2022 budget.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Louise Foster - General Manager Organisational Services Network

ATTACHMENTS:

1. Proposal to The City of Launceston to Support the Application for Greater Launceston to be designated a UNESCO Creative City of Gastronomy
 2. The UNESCO Creative Cities Network: A Case Study of City Branding
-

Attachment 1 - Proposal to The City of Launceston to Support the Application for Greater Launceston to be designated a UNESCO Creative City of Gastronomy

Proposal

to

The City of Launceston

to

Support The Application for
Greater Launceston to be
designated a UNESCO Creative
City of Gastronomy

From the

Greater Launceston Creative
Cities Steering Group

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Introduction

1. This document is a proposal from the Greater Launceston Creative Cities Steering Group to the City of Launceston requesting the City's formal involvement with, and contribution to, an application for Launceston's designation as a City of Gastronomy under UNESCO's Creative Cities program.
2. UNESCO take a broad definition of gastronomy to include all stages of the food supply chain but with a focus on using our unique cultural and creative identity in the area of gastronomy to address issues of economic, social and environmental sustainability within the broader Launceston region through the United Nations Sustainable Development Goals.
3. Whilst there are expected to be significant commercial spinoffs from Launceston's successful involvement in this program – the primary focus is on increasing the standard of living for all residents of greater Launceston.
4. UNESCO open the Creative Cities network to aspiring cities every second year. The next application round closes in June 2021, which is the deadline we are currently working to.
5. This proposal is a request to the City of Launceston for formal endorsement of Greater Launceston's Creative Cities bid, a financial contribution to bid submission, and recognition that bid success will necessitate an allocation for the next three years as the project moves to sustainability.

UNESCO Creative Cities Program

1. The UNESCO Creative Cities program is an expanding network of almost 250 cities globally that focus a city's unique culture and creativity to develop sustainable urban environments through:
 - a. Diversifying the local economy;
 - b. Developing local jobs; and,
 - c. Enhancing the quality of life of residents through increasing social and cultural interaction.
2. The rationale for the program, from the point of view of UNESCO, is the focus on using greater Launceston's cultural industries (creatives) as a regional development strategy for the benefit of both local residents of the broader Launceston region and, the global residents of existing UNESCO Creative Cities that Launceston collaborates with during this UNESCO program. The program has both a local and a global focus.

3. This program will highlight, develop and enhance aspects of the local food system that are unique to the region as well as showcasing and exploiting all that Launceston does well with regard its food and related industries.
4. The Creative Cities program is delivered by member cities through projects conducted within each creative city (and region) and as collaborations between other Creative Cities nationally and globally.
5. Regional development in the Creative Cities program is defined to include the achievement of the United Nations Sustainable Development Goals (UNSDGs).
6. The Creative cities program is, fundamentally, a regional development program that involves participating cities enhancing its existing unique resources, systems, networks and relationships that focus on one of the following areas of sustainable advantage:
 - a. Music;
 - b. Literature;
 - c. Design;
 - d. Film;
 - e. Media arts;
 - f. Crafts and folk art, and
 - g. Gastronomy.
7. Greater Launceston's aspiration to be designated as a City of Gastronomy is a response to something that is happening here anyway – the emergence of gastronomy as an accessible and unifying regional identity that will give us hope and pride as we recover from COVID. It will formalize this identity for Launceston as one of the world's great regional food cities.
8. Other UNESCO Creative Cities from Australia are:
 1. Sydney – Creative City of Film
 2. Melbourne – Creative City of Literature
 3. Adelaide – Creative City of Literature
 4. Greater Geelong - Creative city of Design
 5. Bendigo – Creative City of Gastronomy
 6. Ballarat – Creative City of Craft and Folk Art

Desired Outcomes of Greater Launceston being a UNESCO Creative City of Gastronomy.

1. To cement Launceston's identity as an internationally recognised region for the production and consumption of great food and drink.
2. To grow the economy and provide jobs in food-related industries and activities.
3. To ensure that a strong local food system provides adequate nutrition for all its residents.
4. To safeguard a resilient food future in the face of environmental challenges.

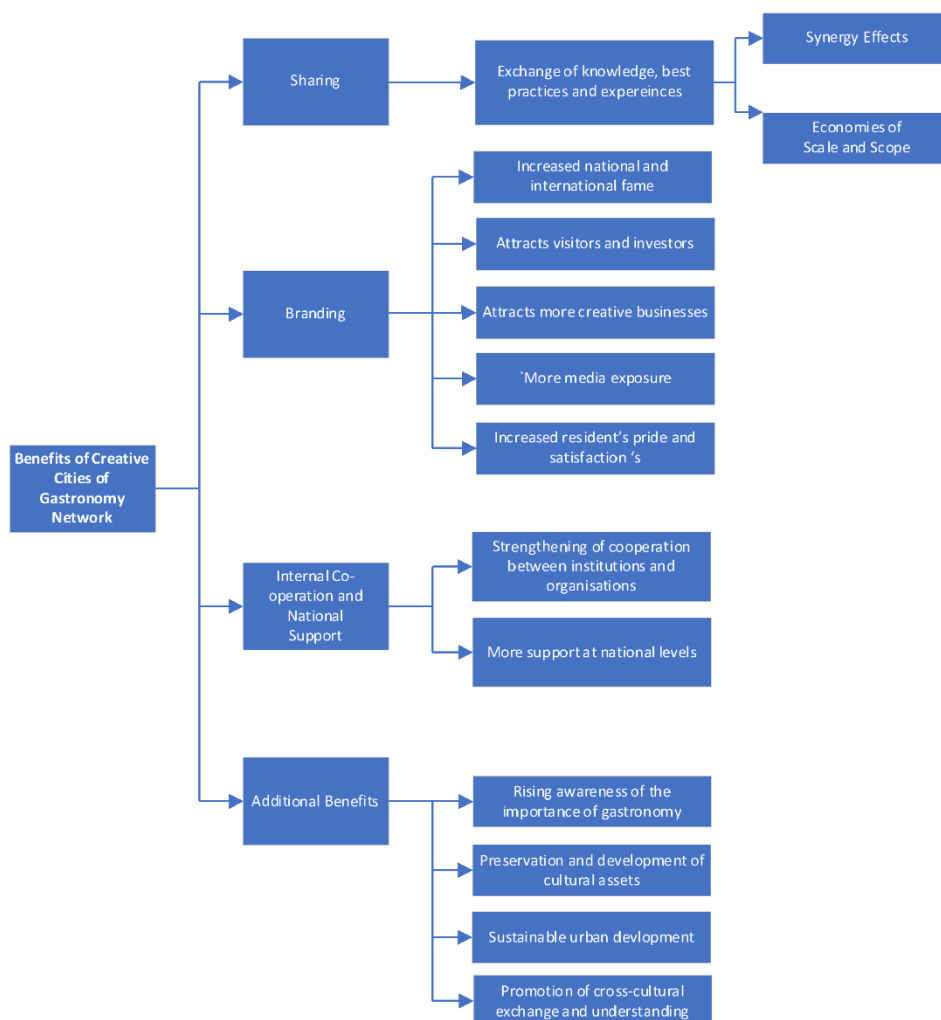
Benefits for the City of Launceston and the Broader Launceston Region

1. Launceston and the Tamar Valley becomes an internationally recognised centre of excellence for all things related to food and beverage.
2. The continued development of a strong sense of our regional identity, based on creativity and innovation, that results in regional pride and confidence.
3. Cross-industry and cross-sector collaborations to solve place-based problems.
4. Brand benefits that will be felt by our industries: agriculture, food processing, wine and beverage production, tourism and agri-tourism, education and health.

Overseas Experience of the Benefits derived from the Creative Cities Network.

1. The following diagram depicts a broad overview of the benefits to cities following designation as a UNESCO Creative City of Gastronomy.¹
2. This overview was derived from a study undertaken in 2016 of 18 UNESCO Creative Cities of Gastronomy. Since this time another 36 cities have been added to the network. The study indicates that for a city to maintain a competitive advantage both within national and between national borders, each city must move from a production or sales focus to that of a focus on creativity. The study goes on to point out low cost and standardized products are no longer sufficient to attract and retain customers and residents because factors primarily quality, symbolic value and culture are of increasing importance.
3. Creativity provides significant opportunities for city managers to develop branding, job creation and to enhance the city's image locally, nationally and internationally.
4. In the new, creative economy, creativity is a crucial factor for growth where cities are increasingly competing to attract a skilled workforce, investors and visitors in an attempt to enable their city to stand out from its competitors.

¹ *Benefits of Networks within Cultural and Creative Industries – The Case of the UNESCO Creative Cities with a Particular Focus on Gastronomy.* Constance Gathen, Mid Sweden University, Östersund, May 2016



5. Membership of the Creative Cities network helps them to do this by supporting them with:
 - a. Additional knowledge (sharing);
 - b. A distinctive and attractive brand identity (branding);
 - c. A common, local vision to strengthen local collaboration with the private, public and community sectors; and,
 - d. A means by which a higher number of visitors and investors are attracted resulting in increased employment and expenditure for the city.

6. In 2016, Charles Landry² completed a report for UNESCO regarding the Creative Cities program that involved interviewing 103 of the 116 member cities. The following summarises the rationale for each city's involvement in the program. These included:
 - a. To gain recognition and to operate better on a wider stage;
 - b. To enhance image, international presence, economic prospects or tourism impacts;
 - c. To get insiders and outsiders to appreciate the city more;
 - d. To make contacts;
 - e. To create opportunities;
 - f. To share good project ideas; and,
 - g. To persuade local decision makers that creative fields are important by highlighting and legitimizing the status and importance of art forms and the creative economy.

7. In sum: "Transformational impact locally was what was wanted and beyond that we wanted to be part of a global network".

8. In the case of Montreal UNESCO Creative City of Design, membership of the creative cities network has delivered the following benefits:
 - a. Assistance and credibility, over a 10 year period, to hold 15 national and international forums and symposiums attracting an additional 75,000 visitors each year national and globally who stay for at least one week and usually longer to tour following the completion of each event;
 - b. The development of a social media network with 14,000 Facebook friends and 8,900 Twitter followers;
 - c. The direct development of 185 businesses in Montreal; and,
 - d. The increasing capacity and capability of local design business to the extent that 30 new design businesses secured contracts with local and provincial governments.
 - e. The most recent Design Conference held by the Montreal Creative City of Design attracted over 20,000 to Montreal.

9. Macao is a UNESCO Creative City of Gastronomy
 - a. The organizing committee attributes an average increase in restaurant numbers and similar businesses of over 2% per year (year on year) over the past 10 years to the city's Creative City designation
 - b. During the same period of time, the organizing committee also attribute an average annual employment increase of over 3% per year in restaurant and similar businesses to the city being a UNESCO Creative City of Gastronomy; and,
 - c. The gross value add has increased at an annual rate of 7.9% of the restaurant and related businesses sector over the same period due to the reputation, branding and overall market awareness of the City of Macao as a UNESCO Creative City of Gastronomy.

² *Maximising the Potential of the Creative Cities Network: Reflections and Advice*, Charles Landry, UNESCO 2016

10. A number of other UNESCO Creative Cities of Gastronomy (Tsuruoka, Japan; Ostersistad, Sweden; Florianopolis, Brazil and Jeonju, South Korea) have identified benefits as a result of the opportunity created by being a Creative City of Gastronomy to emphasise and grow local and creative food producers rather than continue a reliance on global commodity-based food markets to meet local needs.
- a. In summary, and over the last 10 years, these Creative Cities have experienced a 54% increase in sales to local consumers. In general, employment has been generated because across the board, in small local food businesses, there are up to 13 people employed per 1\$M of food sales compared with up to only 3 people employed per 1\$M of food sales for large scale and broad acre food businesses.
 - b. Furthermore, income derived by smaller scale, local food businesses retained over 50% of revenue within the local area compared with large scale food businesses which retained between only 15% - 30% within the local area.
 - c. Through a focus on sales to local food businesses, prices received by these businesses increased by between 50% - 100% compared with prices prior to the greater focus on local food producers (and designation as a UNESCO Creative City of Gastronomy).
11. A study of the importance of local food producers undertaken recently by the South Melbourne Regional Development Organisation³, indicated that the USA, Canada and the UK are a long way in front of Australia when it comes to increasing the focus on local food producers. The Study went on to say that purchasing behaviors of both Coles and Woolworths supermarkets are increasingly bypassing food wholesalers and preferring to deal directly with producers of local, high quality food products as a direct strategy to procure and sell high value, high margin food products following a general trend in market demand for more local and less mass produced food products.

Experiences of Other Australian UNESCO Creative Cities

The Launceston UNESCO City of Gastronomy Steering Group has developed close working relationships with the City of Greater Bendigo (Creative City of Gastronomy) and the City of Greater Geelong (Creative City of Design) as it develops its application for designation as a UNESCO Creative city of Gastronomy. The following briefly describes the experience, with a particular focus on the benefits to the region and the city, of Bendigo's and Geelong's involvement in the UNESCO Creative Cities program

³ *Economic Benefits of "Creative Food Economies": Evidence, Case Studies and Actions for South Melbourne.* Nock Rose and Kirsten Larsen, South Melbourne RDA, 2013

City Greater Bendigo – Creative city of Gastronomy (Trevor Budge and Anna Knight)

1. Bendigo is the most recent addition as a Creative City of Gastronomy having received its designation in November 2019.
2. Since then, the successful designation has provided a focus and rallying point for all components of Bendigo's food industry supply chain which, until now, has operated largely in 'silos', independent of each other. Greater Bendigo as a Creative City of Gastronomy is providing the catalyst for the active collaboration of all components of the city's food industry. The collaboration is happening across a number of organisations including those relating to agriculture, tourism, education, business development and the indigenous community.
3. The designation has acted to now enable the inclusion of Bendigo in all other food industry events, programs and projects throughout Victoria and New South Wales where previously Bendigo was not automatically included.
4. The designation has, even since November 2019, heightened the profile of the food industry in Bendigo from the point of view of Victorian intrastate visitors, particularly in this time impacted by COVID-19.
5. In recognition of its City of Gastronomy status, DFAT selected Greater Bendigo for a major drive into Malaysia to encourage both tourism from Malaysia into the Bendigo region and export of value added product from the Bendigo region into Malaysia. Promotional aspects included use of celebrity chef Adam Liaw, and an 8 page feature in Malaysian Airlines magazine at zero cost to Bendigo.
6. Since its designation as a City of Gastronomy, Bendigo is now included in many international events and programs hosted by a number of the other 36 Creative Cities of Gastronomy providing considerable exposure and profile for the city in a way and in areas considered almost impossible previously.
7. As an aside, representatives from the Greater City of Bendigo conveyed information from the Tuscon City of Gastronomy (Arizona, USA) who indicated that the national and international exposure and profile that Tuscon received since its designation had been valued to be in the vicinity of \$35M on an annual basis.
8. The City of Bendigo indicated that, like most other aspects of life, it appeared that the more a city put into its involvement locally, nationally and internationally as a creative city, the more value it receives from it.
9. Since November 2019, Bendigo indicated that other Creative Cities of Gastronomy globally have already been enquiring as to how Bendigo was addressing issues relating to food security, regional development, working with indigenous populations and leveraging its own

unique food industry. The City of Bendigo is taking an active role in responding to requests from other Cities of Gastronomy as well as posing questions of its own to other Gastronomy Cities. The rise of Zoom and virtual meetings has facilitated regular contact with collaborating Creative Cities, including 'mentor' cities.

10. The City of Gastronomy program is implemented out of the City of Greater Bendigo workforce. The program's activities are spread across a number of positions responsible to a senior manager, in this case Trevor Budge.
11. The Mayor of the Greater City of Bendigo is more than willing to discuss the city's active involvement as a city of Gastronomy with representatives of the City of Launceston.

City of Greater Geelong – Creative of Design (Tim Ellis and Christina Silvestroni)

1. The Greater City of Geelong received its designation as Creative City of Design in 2017 and focusses on the manufacturing, physical design and planning aspects of the city.
2. Geelong has experienced similar benefits to Bendigo but over a longer period of time and, to a greater extent.
3. Geelong described the network of Creative Cities of Design as a close, active and collegial group who have provided considerable support to Geelong as it worked out the best way to operate and obtain the benefits as a Creative City of Design.
4. Like Bendigo, Geelong has received significant benefit in terms of exposure nationally and internationally and, and also in terms of obtaining solutions to problems associated with the city of Geelong from other global cities who have experienced and addressed similar problems.
5. Problems have included those associated with transitioning the city from an older industrial, commodity manufacturing age to a newer design/innovation/ differentiated product era.
6. Geelong has been able to attract a number of global design conferences to the city where it was able to showcase its design capability across a range of areas including built infrastructure, education, cultural interpretation and re-skilling an older workforce.
7. Also like Bendigo, Geelong indicated that the more the city puts into Creative City program activities at both national and international levels, the more it gets out of it. Geelong indicated that UNESCO Cities of Gastronomy and Cities of Design were two of the most active networks in the Creative Cities program.
8. The city of Greater Geelong is more than happy to assist the City of Launceston to submit a successful application for designation as a UNESCO Creative City of Gastronomy.

The Gastronomy Network

1. All existing Creative Cities of Gastronomy are either first or second world countries with a wide geographic spread (globally and spatially) including old cities and new ones.
2. Each existing Creative City of Gastronomy see food as part of the city's identity and as a key cultural asset.
3. Existing UNESCO Creative cities of Gastronomy include:
 1. Parma (Italy) – current lead city of the Gastronomy Network
 2. Panama City (Panama)
 3. Macao (China)
 4. Phuket (Thailand)
 5. Bergen (Norway)
 6. Tucson (USA)
 7. Bendigo (Australia)
 8. Tsuruoka (Japan)
 9. Ostersund (Sweden)
 10. Rasht (Iran)
 11. Hyderabad (India)
 12. Burgos (Spain)
 13. Belem (Brazil)
4. Launceston's bid has been socialized with Bendigo, Tsuruoka, Macao and Ostersund. Engagement to date has been very supportive and encouraging. The Gastronomy network has a mentoring offering available to aspiring and newly designated cities.

Creative Cities Program Projects

As a UNESCO Creative City of Gastronomy, Launceston will implement a number of key projects that utilise the Launceston region's unique food related resources in ways that deliver the combined outcomes set down by both UNESCO, the UNSDGs and our own regional priorities.

1. Typical projects from across the Network include:
 - a. Enhancing food as a unique, regional cultural asset;
 - b. Further developing existing food related events and programs;
 - c. Using gastronomy as a regional development tool/program;
 - d. Using food related programs to improve the relationship between rural and urban communities;
 - e. Establishment of unique food-related knowledge centres;
 - f. Creation of food precincts in urban environments;
 - g. Blue-sky creativity projects that cross different creative fields
 - h. Enhancing community education and training standards and programs using food;

- i. Developing a greater focus on indigenous food;
- j. Enhancing the health and reducing the vulnerability of parts of the community with regard to food (food security, food justice);
- k. Improving collaboration and linkages between day to day food related service providers and research (content and organisations);
- l. Projects that involve collaboration with other creative cities;
- m. Creation of a food industry development plan;
- n. Formalisation and connection of existing food related structures (eg through training certification, informal groups);
- o. Increasing the food capability and capacity of low income groups (access to low cost food, food kitchens, skills training);
- p. Creating a database of local cuisine (establishing minimum standards);
- q. Business development strategies (intenders and existing businesses);
- r. Developing food-related awards programs;
- s. Developing process to enable the growth of public/private partnerships in food businesses;
- t. Creating a cultural map of indigenous food skills, knowledge and capabilities;
- u. Creating food related media (eg films);
- v. Developing a program to work with third world countries (UNESCO is focusing this program on African countries);
- w. Better managing food waste;
- x. Presentation of the environment with regard to food (RegenAg – regenerative agriculture).

Project Identification and Assessment

Potential projects will be identified through an expression of interest process open to the public. In order to meet the requirements of the UNESCO Creative cities program, at least two of the selected projects will need to be undertaken in collaboration with a number of existing UNESCO Creative Cities.

Projects identified will be assessed using a number of criteria including:

- a. Demonstrated fit with the Mission and Objectives of UNESCO's Creative City Network program and the UN Sustainable Development Goals;
- b. Degree of uniqueness and differentiation from other UNESCO Creative City Network program gastronomy cities using the Resource Based View as a guiding framework;
- c. Demonstrated fit with Launceston and Tasmania's existing food and cultural heritage development strategies;
- d. Fit with the existing capacity and capability of the municipality;
- e. Willingness of potential project partners to embrace and effectively engage with collaborative structures;
- f. Timeframe for implementation;
- g. Scale of investment required and level of risk; and,
- h. Availability of resources including physical, human, intellectual and financial.

Progress Since 2019

Since the Launceston Creative City Steering Group last presented to the City of Launceston regarding this project, significant progress has been made to advance our application as a UNESCO Creative City of Gastronomy. This progress has included:

1. Maintaining a strong, active and engaged Steering Group;
2. Socialisation of the idea through media, stakeholder networks and personal engagements.
3. Securing some funding (\$35,000) through the University of Tasmania to engage a local consultant to assist in the preparation of the application;
4. Representatives from the Steering Group and the City of Launceston were accompanied by the consultant and attended the UNESCO Creative Cities Asia-Pacific Conference in October 2019;
5. The Steering Group has made close contacts with representatives of other, relevant UNESCO Creative Cities including:
 - a. Maria Helena de Senna Fernandes, Macao City of Gastronomy, China;
 - b. Yukako Saito, Tsuruoka, City of Gastronomy, Japan;
 - c. Christina Silvestroni, City of Greater Geelong, City of Design, Australia;
 - d. Trevor Budge and Anna Knight, City of Greater Bendigo, City of Gastronomy, Australia.
 - e. Rebecca Pearce, Adelaide, City of Music, Australia
 - f. Mark Roach, Auckland, City of Music, NZ
6. Relationships with other UNESCO Creative Cities globally is critical, not only as part of the assessment process by UNESCO, but also to enable collaboration across joint projects. Close working relationships with other Creative Cities also provides valuable information and support during the application development process. Furthermore, working relationships with other UNESCO Creative cities assists greatly in the promotion of the Launceston region in a global arena.
7. Engagement with the Department of Foreign Affairs and Trade. Federal interest and support is an important filter for aspiring Australian cities.
8. An audit of the Launceston Region's food related cultural assets has commenced with an extensive database already developed and documented. The database will be used, not only as part of the final application, but also as the basis from which successful projects will be identified and assessed.

9. The Greater Launceston Creative City of Gastronomy project was also successful in the recent Great Regional City Challenge (GRCC) and as a result of being voted into the top 5 most popular projects was granted \$10,000.
10. The GRCC funding will be matched by FermenTasmania and used to create a new 0.4 FTE position that will be shared between the Creative Cities bid and FermenTasmania. The process of appointment is underway with a possible start date in October 2020.
11. Construction of a communications platform for broad audience engagement with Launceston's bid including some early brand work for Launceston Gastronomy. This includes in-kind contributions from a professional website designer and a professional photographer.
12. Total in-kind contribution of the Steering Group and others from inception through to bid submission has been conservatively valued at over \$192,000.
13. Several project groups have been formed and are starting to develop projects for our Creative Cities action plan.
14. Creation of **Launceston Gastronomy**, which is the umbrella under which the Creative Cities bid will be submitted and once formalized could provide governance for Creative Cities . Should the Creative Cities bid not proceed or be unsuccessful, then Launceston Gastronomy has the capacity to continue effort to build city and regional advantage through creative food-related collaborations.

Where To From Here

1. Whilst considerable progress has already been made, the following ongoing tasks will continue leading up to bid submission:
 - a. Community engagement,
 - b. Promotion of the Creative Cities project,
 - c. Identification and assessment of individual projects,
 - d. Development of a final business case to move the project towards sustainability,
 - e. Finalisation of the application document,
2. We envisage having the website and associated digital platforms ready for launch in November. The Creative Cities bid and steering group will sit under the Launceston Gastronomy brand. The EIO process for projects will follow launch.
3. The forecast budget for the bid is included as Appendix 1. The vast majority of the resources contributed to the bid development are in-kind contributions of Steering Group members and broader community members, but we are seeking a funding contribution from the City of Launceston for the bid.

4. The forecast operation budget for the Greater Launceston Creative City Office is included as Appendix 2. We are exploring operational models and are happy to work with City of Launceston to arrive at an acceptable solution.
5. If City of Launceston endorse proceeding with the application, then we will seek funding from other regional councils and other organisations. Two of the many possible income scenarios are modelled in Appendix 3.
6. Roles and responsibilities of key organisations are outlined in Appendix 4.
7. A risk management plan is included as Appendix 5.

The Ask

The Greater Launceston Creative Cities Steering Group request the following from the City of Launceston:

1. Formal endorsement of the bid. UNESCO require that all submissions for entry to the Creative Cities Network be signed by the Mayor of the main local authority of the applicant city.
2. A resource contribution to bid submission of \$10,000. This will go toward staff time and operational aspects of the bid:
 - a. Socialisation of the Creative Cities bid and building the City and regional unity around food.
 - b. Communications and promotions
 - c. Development of projects for the bid
 - d. Finalisation of the application documentation
3. Provision budgetary allocation for the ongoing operational budget of the Launceston Creative Cities office. Scenario 1 in Appendix 3 is effectively a best-case scenario which would see us asking City of Launceston to contribute:
 - a. 2021-2022: \$55,790.70
 - b. 2022-2023: \$55,790.70
 - c. 2023-2024: \$37,193.80
 - d. 2024-2025: \$27,895,35

Appendix 1. Indicative Budget for 20/21 Development and Submission of Launceston's Creative Cities bid.

Income		
Source	Amount	Notes
UTAS funding	\$ 35,000.00	Consultancy services of Warren Moore
Great Regional City Challenge	\$ 10,000.00	0.2 FTE for 10 months based on \$60k pa salary
City of Launceston contribution	\$ 10,000.00	
Total	\$ 55,000.00	
In kind		
Creative Cities Steering Group		
UTAS	\$ 49,920.00	8 hours a week over two years @\$60 per hour
Ferment Tasmania	\$ 18,720.00	3 hours a week averaged over two years at \$60 per hour
Harvest Community Farmers Market	\$ 12,480.00	2 hours a week averaged over two years at \$60 per hour.
Andrew Pitt	\$ 24,960.00	4 hours a week averaged over two years at \$60 per hour.
Kim Seagram	\$ 12,480.00	2 hours a week averaged over two years at \$60 per hour.
RDA Tasmania	\$ 12,480.00	2 hours a week averaged over two years at \$60 per hour.
Tourism Northern Tasmania	\$ 12,480.00	2 hours a week averaged over two years at \$60 per hour.
City of Launceston	\$ 12,480.00	2 hours a week averaged over two years at \$60 per hour.
Design Tasmania	\$ 12,480.00	2 hours a week averaged over two years at \$60 per hour.
NTDC	\$ 6,240.00	2 hours a week averaged over one year at \$60 per hour.
Launceston Airport	\$ 2,160.00	3 hours a month over one year at \$60 per hour
Abbie Rose Design	\$ 6,000.00	Design and delivery of gastronomylaunceston website
Dave Groves Photography	\$ 10,000.00	Professional photography in support of the bid
Total in kind	\$ 192,880.00	
Total	\$ 247,880.00	
Expenses		
Steering Group work on bid development (in kind)	\$ 176,880.00	
Website (in kind)	\$ 6,000.00	
Photography (in kind)	\$ 10,000.00	
Consultancy services	\$ 35,000.00	
Communications plan	\$ 8,000.00	
Support for projects	\$ 2,000.00	
Admin support	\$ 10,000.00	
Total	\$ 247,880.00	

Appendix 2. Four year operational budget forecast for Greater Launceston's Creative Cities Office

	Year 1	Year 2	Year 3	Year 4	Total	Notes
Accounting Fees	\$ 2,000.00	\$ 2,050.00	\$ 2,101.25	\$ 2,153.78	\$ 8,305.03	BAS, Tax Return, etc.
Insurance	\$ 1,000.00	\$ 1,025.00	\$ 1,050.63	\$ 1,076.89	\$ 4,152.52	Workers Comp & Public Liability
Marketing	\$ 24,000.00	\$ 24,600.00	\$ 25,215.00	\$ 25,845.38	\$ 99,660.38	Note 2.
Office Expenses	\$ 2,400.00	\$ 2,460.00	\$ 2,521.50	\$ 2,584.54	\$ 9,966.04	Printing, general expenses, etc
Rent	\$ 11,960.00	\$ 12,259.00	\$ 12,565.48	\$ 12,879.61	\$ 49,664.09	Note 3.
Sponsorship Expense	\$ -	\$ -	\$ -	\$ -	\$ -	
Subscriptions & IT Registrations	\$ 5,000.00	\$ 5,125.00	\$ 5,253.13	\$ 5,384.45	\$ 20,762.58	Domain, mail, mailchimp, etc
Telephone (Mobile & Internet)	\$ 1,800.00	\$ 1,845.00	\$ 1,891.13	\$ 1,938.40	\$ 5,536.13	\$150 / month for project manager
Training	\$ 800.00	\$ 820.00	\$ 840.50	\$ 861.51	\$ 2,460.50	
Travel - National	\$ 5,000.00	\$ 5,125.00	\$ 5,253.13	\$ 5,384.45	\$ 15,378.13	Note 4.
Travel - International	\$ 10,000.00	\$ 10,250.00	\$ 10,506.25	\$ 10,768.91	\$ 30,756.25	Note 4.
Wages & Salaries	\$ 66,000.00	\$ 67,650.00	\$ 69,341.25	\$ 71,074.78	\$ 274,066.03	Note 5.
Superannuation	\$ 6,270.00	\$ 6,426.75	\$ 6,587.42	\$ 6,752.10	\$ 19,284.17	
TOTAL EXPENSES	\$ 129,960.00	\$ 133,209.00	\$ 136,539.23	\$ 139,952.71	\$ 520,707.66	
Target revenue	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 600,000.00	See Appendix 3.
NET PROFIT	\$ 20,040.00	\$ 16,791.00	\$ 13,460.78	\$ 10,047.29	\$ 60,339.07	Cover small projects, unforeseen expenses

Notes:

- Expenditure indexed at 2.5% CPI year-to-year.
- Marketing costs relate to website, social and other media, events, community engagement costs and the development of promotional collateral.
- Rental costs cover having an office/desk at Enterprise costing \$230/week but please note this is not necessarily the preferred option.
- Travel costs cover expenditure relating to participation in the Australian Creative Cities Network and meeting our obligations to attend the annual Creative Cities Conference and the Annual Gastronomy Conference (COVID-permitting)
- The wages expenditure will cover the cost of a part time project officer (0.6 fte) together with a part time administration position (0.2 fte). The annual cost of the project officer position is \$54,000 and the part time administration position is budgeted to cost \$12,000.

Appendix 3: Funding scenarios

Scenario 1: All Northern Councils Contribute according to NTDC population-based formula								Note 3.	Note 4.
LGA	Population	% Pop	Year 1	Year 2	Year 3	Year 4	Total	\$/pax	\$/ply
Break O'Day	6288	4.30%	\$ 5,158.47	\$ 5,158.47	\$ 3,438.98	\$ 2,579.23	\$ 16,335.15	\$ 2.60	\$ 0.65
City of Launceston	68007	46.49%	\$ 55,790.70	\$ 55,790.70	\$ 37,193.80	\$ 27,895.35	\$ 176,670.54	\$ 2.60	\$ 0.65
Dorset	6634	4.54%	\$ 5,442.31	\$ 5,442.31	\$ 3,628.21	\$ 2,721.16	\$ 17,234.00	\$ 2.60	\$ 0.65
Flinders Island	1010	0.69%	\$ 828.57	\$ 828.57	\$ 552.38	\$ 414.29	\$ 2,623.81	\$ 2.60	\$ 0.65
George Town	6986	4.78%	\$ 5,731.08	\$ 5,731.08	\$ 3,820.72	\$ 2,865.54	\$ 18,148.43	\$ 2.60	\$ 0.65
Meander Valley	19844	13.57%	\$ 16,279.36	\$ 16,279.36	\$ 10,852.91	\$ 8,139.68	\$ 51,551.31	\$ 2.60	\$ 0.65
Northern Midlands	13437	9.19%	\$ 11,023.27	\$ 11,023.27	\$ 7,348.85	\$ 5,511.64	\$ 34,907.03	\$ 2.60	\$ 0.65
West Tamar Council	24070	16.46%	\$ 19,746.23	\$ 19,746.23	\$ 13,164.16	\$ 9,873.12	\$ 62,529.74	\$ 2.60	\$ 0.65
Total from Councils	146276	100.00%	\$ 120,000.00	\$ 120,000.00	\$ 80,000.00	\$ 60,000.00	\$ 380,000.00	\$ 2.60	\$ 0.65
Other Income Needed			\$ 30,000.00	\$ 30,000.00	\$ 70,000.00	\$ 90,000.00	\$ 220,000.00		
Total			\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00		

Scenario 2: Dorset, Northern Midlands and Meander Valley do not contribute.									
LGA	Population	% Pop	Year 1	Year 2	Year 3	Year 4	Total	\$/pax	\$/ply
Break O'Day	6288	5.91%	\$ 7,094.33	\$ 7,094.33	\$ 4,729.55	\$ 3,547.16	\$ 22,465.38	\$ 3.57	\$ 0.89
City of Launceston	68007	63.94%	\$ 76,727.75	\$ 76,727.75	\$ 51,151.83	\$ 38,363.87	\$ 242,971.20	\$ 3.57	\$ 0.89
Flinders Island	1010	0.95%	\$ 1,139.52	\$ 1,139.52	\$ 759.68	\$ 569.76	\$ 3,608.47	\$ 3.57	\$ 0.89
George Town	6986	6.57%	\$ 7,881.84	\$ 7,881.84	\$ 5,254.56	\$ 3,940.92	\$ 24,959.15	\$ 3.57	\$ 0.89
West Tamar Council	24070	22.63%	\$ 27,156.57	\$ 27,156.57	\$ 18,104.38	\$ 13,578.29	\$ 85,995.81	\$ 3.57	\$ 0.89
Total from Councils	106361		\$ 120,000.00	\$ 120,000.00	\$ 80,000.00	\$ 60,000.00	\$ 380,000.00	\$ 3.57	\$ 0.89
Other Income Needed			\$ 30,000.00	\$ 30,000.00	\$ 70,000.00	\$ 90,000.00	\$ 220,000.00		
Total			\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 600,000.00		

- Note 1. Target revenue has been set at \$150,000 p.a.
- Note 2. Revenue forecasts reflect our intention to source non-council funding from the start and reduce council contributions over time.
- Note 3. \$/pax is the Council's contribution per person over the first four years of Creative Cities.
- Note 4. \$/p/y is the Council's contribution per person per year averaged over the first four years of Creative Cities.

Appendix 4: Roles and Responsibilities

Organisation	Role	Level of Involvement
Steering Committee, under Launceston Gastronomy	Bid preparation	Active/frequent
	Project implementation	Active/frequent
	Program administration	Active/frequent
City of Launceston	Steering Group membership	Active/infrequent
	Bid preparation	Passive/infrequent
	Project implementation	Active/infrequent
Regional Councils	Bid preparation	Passive/infrequent
	Project implementation	Active/infrequent
Project Partners (UTAS, TFGA, DNT, Design Tas, FermenTas, Harvest and others)	Bid preparation	Passive/infrequent
	Project implementation	Active/frequent
UTAS	Bid preparation	Active/frequent
	Project implementation	Active/frequent
Design Tas	Bid preparation	Active/infrequent
NTDC	Bid preparation	Active/infrequent
	Project implementation	Active/infrequent
Dept Foreign Affairs and Trade	Bid preparation	Passive/infrequent
Tasmanian Government	Project implementation	Passive/infrequent

Expectations

1. To take a strategic approach to the potential opportunities associated with Greater Launceston being a UNESCO Creative City of Gastronomy
2. Be prepared to work collaboratively with project partners and program stakeholders

3. Be prepared to deliver on the commitments each project partner has made to both the bid and project implementation
4. Be willing to include the UNESCO Creative City of Gastronomy program within each organisation's strategic direction

Responsibilities

Steering Committee

1. Develop Launceston Gastronomy as the umbrella entity for the bid
2. Build social capital for the bid and regional identity around gastronomy.
3. Prepare the application document
4. Promote the bid to all relevant stakeholders
5. Prepare positioning, branding and promotional collateral
6. Build relationships with and support from existing Creative Cities with Australia and internationally.
7. Provide advice and guidance during the preparation of the bid

DFAT UNESCO Creative Cities program Australia

Provide advice, guidance and support during the preparation of the bid.

City of Launceston

1. Participate in the Steering Group and Launceston Gastronomy
2. Provide financial support for the preparation of the bid
3. Provide formal endorsement of the bid (supply letter with the bid) as per UNESCO's requirements.
4. Provide ongoing funding contribution to the operational budget of Launceston's Creative Cities program.
5. Provide some in-kind support where required (admin, meeting rooms, promotion, projects)
6. Include Creative City of Gastronomy strategy/programs within its own regional development strategies/programs after the bid is successful.

Other Regional Councils

1. Provide ongoing funding contribution to the operational budget of Launceston's Creative Cities program.
2. Provide some in kind support where required (admin, meeting rooms, promotion, projects)
3. Include Creative City of Gastronomy strategy/programs within their own regional development strategies/programs after the bid is successful.

Organisations Collaborating on Creative City Projects

1. Provide financial support for project implementation

2. Provide in-kind support for project implementation
3. Participate in Launceston Gastronomy

University of Tasmania

1. Provide financial and staff support for the preparation of the bid
2. Provide some in kind support where required (admin, meeting rooms, promotion, projects)
3. Include Creative City of Gastronomy strategy/programs within its own regional development strategies/programs after the bid is successful

Design Tasmania

Provide some in kind support where required (admin, meeting rooms, promotion, projects)

Northern Tasmania Development Corporation

1. Promotion of Creative Cities to members as a project of regional importance.
2. Provide financial support for project implementation.
3. Include Creative City of Gastronomy strategy/programs within its own regional development strategies/programs after the bid is successful.
4. Involvement in Creative Cities projects.

Tasmanian Government

Include Creative City of Gastronomy strategy/programs within its own regional development strategies/programs after the bid is successful

Appendix 5: Risk Management Plan

Risk	Impact	Management
No prior experience in preparing an application for assignation as a UNESCO Creative City	The bid may take longer resulting in missing the next closing date or, the bid may be unsuccessful	The Steering Committee will continue to utilize its existing network of Creative Cities from which to gain the skills and experience to submit a competitive bid to be a UNESCO creative City of Gastronomy.
Insufficient financial resources to complete an application	The bid may take longer resulting in missing the next closing date or, the bid may be unsuccessful	<ol style="list-style-type: none"> 1. The Steering Committee will continue to engage with key stakeholders to ensure it has sufficient resources to complete an application. 2. The Steering Committee may decide to delay the submission of the application until sufficient resources are secured. 3. The Steering Committee may decide to proceed with the implementation of relevant projects without designation as a UNESCO Creative City of Gastronomy.
Insufficient financial resources to operate the Creative Cities program following a successful application	The benefits to the Greater Launceston region from the Creative Cities program may be considerably reduced or unachievable	<ol style="list-style-type: none"> 1. The Steering Committee will continue to engage with key stakeholders to ensure it has sufficient resources to operate the Creative Cities program as planned. 2. The Steering Committee may decide to reduce or delay the level of program implementation to match its funding resources.

Risk	Impact	Management
Support from municipalities in the Greater Launceston region is yet to be determined	Lack of certainty about the funding ask for individual councils or organisations with the possibility that the operational funding targets will not reach a minimum viable total.	<ol style="list-style-type: none"> 1. The Steering Committee will continue to engage with key stakeholders to ensure it has sufficient resources to complete an application. 2. The Steering Committee may decide to delay the submission of the application until sufficient resources are secured. 3. The Steering Committee may decide to proceed with the implementation of relevant projects without designation as a UNESCO Creative City of Gastronomy.
Thorough quantitative analysis of the benefits of Creative City designation to project stakeholders, including local governments, is not readily available.	Unable to secure the support of regional stakeholders resulting in the benefits to the Greater Launceston region from the Creative Cities program being considerably reduced or unachievable	<ol style="list-style-type: none"> 1. The Steering Committee will continue to raise awareness of, and emphasise substantial qualitative evidence-base of the likely benefits Creative Cities designation.
Over the medium term, COVID-related travel restrictions limit both inward engagement into the region and outward engagement with Creative Cities network events and collaborations.	The benefits to the Greater Launceston region resulting from international and national exposure are limited or slower to achieve	<ol style="list-style-type: none"> 1. The Steering Committee may decide to re-schedule events involving international and national attendees until border restrictions are lifted 2. The Steering Committee may adopt technology to enable the 'virtual involvement' of national and international attendees. 3. Launceston will engage virtually with relevant Creative Cities network events.
Social distancing requirements reduce the number of Tasmanian attendees at Creative City events.	The benefits to the Greater Launceston region resulting from intrastate exposure are limited or slower to achieve.	<ol style="list-style-type: none"> 1. The nature and structure of events will be reviewed and re-planned to take into the account of the additional costs and reduced

Risk	Impact	Management
	Capacity for projects to self-fund may be reduced due to lower customer volumes.	<ul style="list-style-type: none"> revenues associated with socially distanced events. 2. The Steering Committee may decide to re-schedule events involving larger volume attendees until border restrictions are lifted
The Steering Committee is unable to secure sufficient funds to proceed with the preparation of its bid as planned.	The benefits to the Greater Launceston region from the Creative Cities program may be considerably reduced or unachievable.	<ul style="list-style-type: none"> 1. The Steering Committee will continue to engage with key stakeholders to ensure it has sufficient resources to complete an application. 2. The Steering Committee may decide to delay the submission of the application until sufficient resources are secured. 3. The Steering Committee may decide to proceed with the implementation of relevant projects without assignment as a UNESCO Creative City of Gastronomy.
The Steering Committee is unable to secure the formal endorsement of the City of Launceston for the bid to be designated as a UNESCO Creative City of Gastronomy.	The submission for designation as a UNESCO Creative City of Gastronomy will not proceed.	<ul style="list-style-type: none"> 1. The Steering Committee may continue to engage with the Launceston City Council until both parties are in a position to proceed with the project with the formal endorsement of the City even if this means the application is delayed. 2. The Steering Committee may decide to proceed with the implementation of relevant projects without assignment as a UNESCO Creative City of Gastronomy because the application does not have the endorsement of the Launceston City Council

Risk	Impact	Management
The Steering Committee is unable to achieve the level of collaboration required to both propose and successfully implement projects as a UNESCO Creative city of Gastronomy according to its original schedule.	The benefits to the Greater Launceston region from the Creative Cities program may be considerably reduced or unachievable	<ul style="list-style-type: none"> 1. The Steering Committee will continue to engage with program participants, both within the region and within the Creative Cities Network, to ensure it has the sufficient levels of collaboration required to successfully implement program projects. 2. The Steering Committee may decide to delay the implementation of all or some projects until sufficient levels of collaboration are achieved. 3. The Steering Committee may decide to proceed with the implementation of a reduced schedule of projects. 4. The Steering Committee may identify new projects and project participants to replace those where the level of collaboration required has not been achieved.

Appendix 6. Great Launceston Creative Cities Steering Group

Launceston Creative City Steering Group has been convened to develop the Creative Cities bid, which would be submitted mid-2021. It is composed of a range of leaders from the community, business, education and government sectors who are active in the city-region and many are contributing their time in kind:

- Kim Seagram (Stillwater, Black Cow, Ferment Tasmania)
 - Karina Damberg (Ferment Tasmania, NTDC, Red Brick Road Cider)
 - Dominic Geraghty (UTAS – Northern Transformation)
 - Sandy Murray (UTAS - Health)
 - Fiona Kerslake (UTAS – Tasmanian Institute of Agriculture)
 - Michael Cullen (Launceston Airport)
 - Kim Hewitt (Harvest Market)
 - Chris Griffin, Gillian Miles, Bree Philpott (Tourism Northern Tasmania)
 - James McKee (City of Launceston)
 - Peter Skillern, Kylie Donaghy (Tasmanian Farmers and Graziers Association)
 - Claire Beale (Design Tasmania)
 - Tony McCall
 - Kevin Turner (RDA Tasmania)
 - Robin Barnes (UTAS – University College)
 - Andrew Pitt is chair and convener of the group (Neil Pitt's Menswear, Launceston Chamber of Commerce)
-

Attachment 2 - The UNESCO Creative Cities Network: A Case Study of City Branding

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The UNESCO Creative Cities Network: A Case Study of City Branding

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The UNESCO Creative Cities Network: A Case Study of City Branding

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Abstract. The importance of the cultural and creative industries (CCI) continues to grow as a result of increasing competitive pressure for cities to attract visitors, skilled labour and investors. Thus, cities must position themselves as creative places, and much of the development of the CCI sector takes place through city networks. Such networks can also support the ways cities position and brand themselves vis-à-vis the cultural and creative sector. An important CCI sector is gastronomy, which has become a key element of urban development plans. This study offers an exploratory perspective on the role of gastronomic city networks in city branding. More specifically, it is a case study of the UNESCO Creative City Network (UCCN) and the member cities of its gastronomy sub category. Sources of data within this case study are qualitative interviews of UCCN member cities, complemented by a document analysis and a webpage review. Insights from the empirical data point out several branding benefits associated with joining the UCCN. The exchange of knowledge, best practices and experiences emerge as the key benefits of UCCN membership. From a branding perspective, national and international recognition, attracting more visitors, investors and creative businesses are stressed. Opportunities for a more distinct brand identity, increased media, and citizen pride are some of the other favorable branding outcomes of UCCN membership. Drawbacks of the network include frustration with the levels of administration and bureaucracy, leading to a deficit in actual creative networking in regards to branding development opportunities.

Keywords: Cultural and Creative Industries, Gastronomy, City branding.

1 Introduction

During the last decade, an increasing number of cities have labeled themselves as ‘creative’ [1-5]. The concept of the ‘creative city’ was developed in the mid-90s and is a form of urban revitalization or regeneration centered around culture and creativity [1,6,7], and is also a common strategy for attracting new investments, developing tourism, and growing new markets [8]. The creative city designation is thought to bring potential benefits such as business development and job creation, and is often associated with the enhancement of a city’s image and branding [9].

Emerging from Great Britain and the United States, the creative city concept has since spread globally [7]. The concept has its roots in the experience economy [10] along with the creative economy [5,11,12]. The core of this discourse is the search for products that stretch beyond low cost, standardization, or plain function. Instead, it is a

2

search for experiential additions, cultural aspects and symbolic value in consumption and lifestyle. Many scholars in the field have highlighted the potential of the sector for promoting local or regional economic growth by attracting new businesses and new labor [e.g. 3, 13-17]. This supports the notion that cities are using culture and creativity to add new value to their 'outputs' and to distinguish themselves through their creativity label and branding strategies.

Cities use a variety of strategies to become 'creative cities', including membership in networks of creative cities. Such networks exist at national as well as international levels and include the UNESCO Creative City Network (UCCN). Joining a creative city network may have various objectives including the exchange of experiences and expertise [18] as well as branding the city through the association with prestigious designations like UNESCO [4].

This study explores how cities use the field of gastronomy associated with creative city networks in order to develop their creative capacities. Specifically, we explore how cities use their membership in creative networks for branding purposes. Previous studies on the role of branding in creative city networks in the gastronomy sector have largely focused on the opportunities associated with using various designations such as the UNESCO Creative Cities Network [e.g. 19,20]. This paper extends previous research by providing an in-depth case study of the real world experiences by members of the UNESCO Creative Cities Network in the subcategory of gastronomy (UCCN-gastronomy). Unlike previous research on this topic, this study utilizes data from multiple cities and offers a model of the branding process along with a critical, comparative discussion in how cities use their UCCN membership for branding purposes.

2 Literature Review

Research on branding has typically focused on goods and services, however entities such as countries, regions and cities are now also studied from a branding perspective [19-25].

From a branding perspective, cities are increasingly competing with each other in order to attract investors, tourists, new residents and skilled labor [19,26]. Riza, Doratli and Fasli [24] also claim that competition between cities has grown as a result of globalization and rapid technological changes. Through their branding efforts, cities seek to create positive and unique images [22,24,25,27,28], attract economic growth and tourism [29], and to distinguish themselves from other places [25]. However, a city can only create a brand identity when the brand image is defined by what consumers think about the brand, i.e. the city [30]. It is therefore crucial for the city to build a clear brand identity that brings forth the desired associations in the minds of consumers.

A city's brand features will influence this identity. Functional features are aspects like the weather, architecture, culture or language whereas intangible features are the associations that visitors or inhabitants have such as friendly, open or fun [20]. Zenker and Braun [26] pick up on the aspect of associations and define a place brand as a "network of associations in the consumer's mind based on the visual, verbal, and behavioral expression of a place, which is embodied through the aims, communication,

values, and the general culture of the place's stakeholders and the overall place design" (p. 5).

According to Camagni [8], cities, like companies, constantly compete and attempt to attract investors and visitors, and to extend the external markets for the output they offer. However, cities are also complementary since they exchange specialized products with each other and are not autonomous [5]. Camagni and Capello [31] therefore conclude that cities "behave like collective actors" (p. 502) and interact with each other in new forms that they call city networks. They define city networks as "systems of relationships and flows, of a mainly horizontal and non-hierarchical nature among complementary or similar centers, providing externalities or economies, respectively, of specialization/complementarity/spatial division of labor and of synergy/cooperation/innovation" (pp. 512-513). They identify three different types of city networks. Complementarity networks consist of specialized centers that provide each other with complementary assets. In synergy networks, similar centers cooperate in order to attain economies of scale. Innovation networks are more project-oriented and focus on the successful implementation of innovations. Camagni and Capello [31] further stress that the main reason for network behavior is 'network surplus', which is achieved through economies of scale and synergy effects. In the following sections of this paper, these types of benefits will be referred to as 'sharing'. In order for network surplus to occur, cities need to show commitment in participation in network meetings along with openness for organizational change and the adoption of innovation. In general, the benefits of sharing grow with increasing degrees of connectivity and higher levels of participation in the network [31].

Namyślak [18] applies the concept of city networks to the creative industries and states that they are mostly formed by cities with a similar creative profile. Networking in the creative industries has the primary purpose of exchanging experiences and know-how so that the participating cities can improve their own local policies [18].

From observations made on the UNESCO Creative Cities Network (UCCN), which is currently the best-known creative city network, Rosi [4] concludes that apart from the sharing of knowledge and expertise, networks are also used for purposes of branding cities. This is especially true in the case of UNESCO, which carries a high degree of international prestige, thereby improving a member city's image and, ultimately, its competitive advantage. Pearson and Pearson [20] examine such branding further from a gastronomy sector perspective. Benefits resulting from membership in the network and the concomitant use of the UNESCO name and logo vary from a higher inflow of tourists and investments to a stronger sense of satisfaction and pride among city residents and businesses. Rosi [4] also highlights that membership may help cities to rise in creative city rankings, which indicates higher levels of attractiveness. However, it is important to note that receiving the designation is not enough. Instead, the city has to actively promote and raise awareness of the brand among residents, potential tourists and businesses [20]. Hankinson [22] observes that this process is carried out more efficiently by a single organization, which in most cases is the city government. In an evaluation report of the UCCN, Landry [32] raises a number of so called "faultlines", including benefits from the designation as a "badge of honour", to opportunities from sharing experiences and knowledge with representatives from other UCCN cities.

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Landry's report [32] also elevates some more problematic dimensions of the UCCN. These include the rapid growth of the network, lots of administrative duties, and a bureaucracy designed to deal with nation states, all of which result in a deficit in actual creative networking.

3 Empirical Data: The UCCN Case Study

3.1 Introduction to the Case

Although international networks of creative cities are not very common, they do exist. The most prominent is the UNESCO Creative Cities Network (UCCN) [3,18] which was established in 2004 and currently comprises 246 member cities [33]. The UCCN provides a platform to encourage the use of creativity as a key element in a city's social and economic development [18]. To join the network, cities must agree to strengthen the role of cultural activities, make cultural life accessible to everyone, and create opportunities for directly linking creativity, innovation and sustainable development [4, 34]. Pearson and Pearson [20] also note that another important goal of the UCCN is to present a city's cultural assets on a global level and to establish partnerships with like-minded cities. Finally, it is important to stress that UNESCO also recognizes that culture and creativity can be key drivers for making "cities and human settlements inclusive, safe, resilient and sustainable" which is included in the 2030 Agenda for Sustainable Development [35].

UCCN member cities are designated within one of seven different creative fields (or subcategories): crafts and folk arts, design, film, gastronomy, literature, media arts, and music, [34]. This paper focuses on the gastronomy sub-category. According to UNESCO, creative cities of gastronomy shall exhibit a characteristic urban center that is served by chefs and restaurants that use local ingredients and traditional cooking methods. Creative cities of gastronomy shall also host traditional food markets and gastronomy festivals, while also using their designations to encourage sustainable food practices. Finally, creative cities of gastronomy should also promote good nutrition practices [20].

3.2 Study Design

This paper utilizes a case study approach to understand creative cities in their real-world context. In this sense, the study is both descriptive as well as explanatory [36]. The 'typical case sampling' strategy was used to select the specific UCCN cities (or cases) that were included in the study. Typical case sampling is a form of purposeful sampling where a chosen case "exemplifies a broader category of which it is a member" [37, p. 62]. In this approach, cases are not selected randomly. Instead, cases are selected based on their relevance to the research questions [37-40].

Qualitative, semi-structured interviews were our primary source of data collection [37]. In addition, a document analysis was conducted which included the application materials that member cities submitted to join the UCCN along with the official

webpages of UCCN member cities. However, some cities refused to make their documents available due to concerns over data protection.

This study was conducted between 2016 and 2018 at which time there were 18 cities in the UCCN-gastronomy subcategory. These cities are Belém (Brazil), Bergen (Norway), Burgos (Spain), Chengdu (China), Dénia (Spain), Ensenada (Mexico), Florianópolis (Brazil), Gaziantep (Turkey), Jeonju (South Korea), Parma (Italy), Phuket (Thailand), Popayán (Colombia), Rasht (Iran), Shunde (China), Tsuruoka (Japan), Tucson (USA), Zahlé (Lebanon), and Östersund (Sweden). Each member city has a “focal point” who is responsible for coordinating their city’s UCCN activities.

Eight of the member city focal points (Chengdu, Florianópolis, Jeonju, Popayán, Shunde, Tsuruoka, Zahlé, and Östersund) were interviewed voice-to-voice, whereas the rest of the focal point interviews (Belém, Bergen, Burgos, Dénia, Ensenada, Gaziantep, Parma, Phuket, Rasht, and Tucson) were conducted over email. We approached the contact person stated on the official UCCN website and asked whether they were willing to respond to our questions regarding their membership in the network, and to provide access to the application documents. All of the interviewees were informed of the purpose of the study and were given the option to remain anonymous.

3.3 Findings

The data from the samples were coded into thematic categories according to patterns emerging during the data processing. The divergence of the categories included an iterative process which eventually enabled us to extract four thematic categories summing up our findings. These themes are presented and discussed in relation to Figure 1, which can be characterized as a further abstraction of the studied landscape [41].

An important point of departure for this study is the acknowledgment that most study participants view the UCCN as a marketing platform. At the same time, the UCCN mission statement states that member cities have to contribute something to the network. Dag Hartman, the Östersund focal point, shared this anecdote from the first UCCN meeting in which Östersund participated. Dag’s reflection captures this tension:

We brought a lot of marketing information such as brochures with pictures showing happy children in the snow. And the chairman of the session looked at them and said: “I can see you have a very nice city, that’s good. But what do you give back to the world? This network is not a marketing platform for your city.” (Dag Hartman, Östersund).

While UNESCO tends to downplay the importance of branding, it is obvious that the members strongly value the branding opportunities that come with UCCN designation. Not surprisingly, a number of study participants saw clear value in having the prestigious name of UNESCO associated with their city:

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Having the logo of the city together with the logo of the UNESCO is a great advantage for the city since it adds the support of the UNESCO to the work that is done to foster gastronomy and tourism. (Elizenia Prado Becker, Florianópolis)

These perspectives are further articulated in Figure 1, which represents the four themes that emerged from our data. These themes, together with Figure 1, help to explain how and why UCCN gastronomy cities engage in such branding activities.

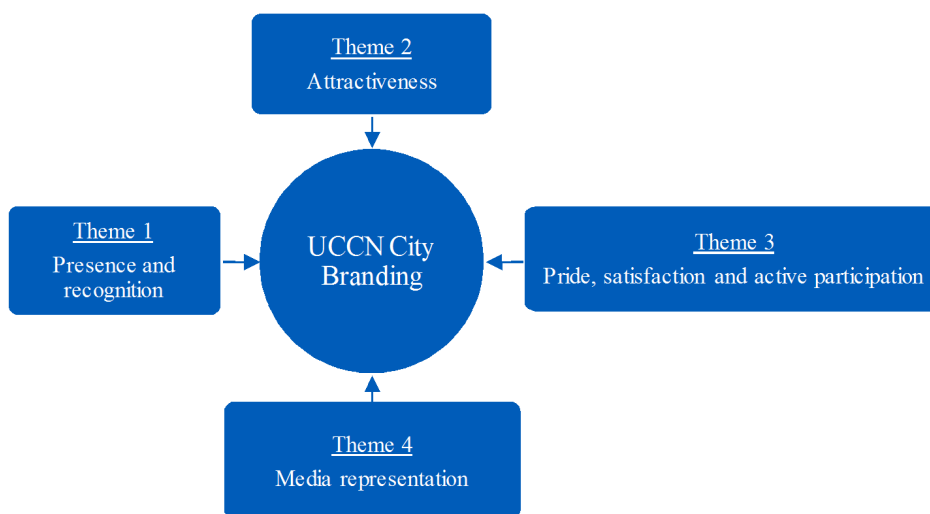


Fig. 1. UCCN City Branding

Theme one highlights the importance of boosting national and international presence and recognition of UCCN member cities. As described in the literature review, cities increasingly compete for a wide range of resources, which makes it necessary for them to be well known and have good reputations. For example, Fang Li from Shunde claims that the designation caused an increase in promotional activities both inside and outside of China, which then led to increased recognition of the city as a gastronomy and cultural destination. Similar observations were reported by t interviewees from Östersund, Popayán, Parma, Dénia and Chengdu:

China pays more attention to the creative industries and gives us more support. (Jiao Hui, Chengdu)

This perspective echoes the work of Sevin [25] and Rehan [28] that elevates the importance of branding in cities that strive for recognition – here through the membership in a global gastronomy network.

Theme two refers to the notion of attractiveness, in the sense of attracting more visitors, investors and creative businesses. It is difficult to measure exactly how much of this growth is a direct result of the designation. Many of the interviewees did not feel comfortable evaluating the impact of the network on these indicators without precise

figures. However, some of our study participants were willing to speculate on the impact of the designation in these terms. In Popayán, for example, there are more national tourists, new restaurants, more employment and slightly more foreign tourists. Also, their gastronomic congress is growing substantially; the congress began with 600 participants in 2002 and rose to about 25,000 people in 2015. According to their focal point, the UNESCO logo is a valuable asset for raising funds and finding sponsors for the congress. A similar tendency was observed at the food festival in Shunde, which has experienced an increase in visitation, business activities and revenues. Even international businesses from Singapore, Malaysia and France are keen on participating in the festival. Similarly, Dag Hartman (Östersund) identified a clear link between the contributions of UCCN-gastronomy membership to the attractiveness of the city. According to Dag, membership in the network is part of the entire package that attracts creative businesses to settle down or people to come and work in Östersund.

The third theme (pride, satisfaction, and active participation) is about the effects that designation has on the residents and their perception of the place where they live. Pride is a common reaction to the designation as reported by the interviewees from Popayán, Gaziantep and Shunde:

Almost every local resident has a great interest in cooking, preparing and tasting our local cuisine. So having this membership, having this international recognition, makes people more proud of their cuisine which they have been proud of for a long time already in China. (Fang Li, Shunde)

This increased pride may also encourage residents to participate actively in activities that are initiated by the government or non-profit organizations in order to promote the city as a gastronomy destination. In their application for the UCCN, the committee from Tsuruoka emphasized that the active involvement of the residents is crucial for the process of becoming a creative city.

Finally, the fourth theme highlights how the membership in the UCCN influences a city's representation in the media. Generally, study participants perceived that member cities receive more media coverage; this perception was confirmed by all the interviewed cities. For example, Fang Li from Shunde reported that prior to designation, media participation in the promotion of their food festival was limited. Since receiving the designation, however, media is more involved and covers such activities to a much larger extent. One reason may be that the media has realized that, due to the network, their audience has increased substantially. Similarly, the city of Tucson lists a selection of articles on their official website that were written about the designation as the first gastronomy city in the United States [42]. Moreover, Jeonju was asked to give interviews in both domestic and foreign television, newspaper and radio [43].

These four themes highlight the key benefits expressed by the focal points that participated in this study. However, many also expressed concerns regarding the UCCN designation and membership status. For example, several of the focal points discuss the fact that support from UNESCO is limited, especially since their own municipal organization consists of just a few people. This means that the network members are, in a sense, left on their own after their designation. Many study participants reported that this can be challenging, especially since each city's membership status is re-evaluated

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every other year. Thus, the UCCN may need to develop new forms of cooperation and knowledge sharing that help empower member cities despite the limited resources from UNESCO. Moreover, critique was also delivered at the rapid growth of the network. Such rapid growth has made the network difficult to manage as well as made deep collaboration between cities more difficult. Another critical perspective stated by study participants was the feeling that UNESCO uses the network to engage and cajole as many cities as possible to implement the UN Agenda 2030 sustainability goals (SDGs). Although many of the study participants readily acknowledged the importance of sustainability, the focus on SDGs comes at the expense of the creativity dimensions that are the foundation of the UCCN.

Finally, some of the interviewees raised the issue that they lack sufficient support to fulfill the objectives that are stated in their applications. The local or regional governmental support seems to be missing in some cases, leading interviewees to express frustration over missed opportunities for sustainable local gastronomic development as well as branding possibilities.

4 Conclusion

4.1 Discussion

The exchange of knowledge, best practices and experiences are important objectives for membership of the gastronomy cities of the UCCN. However, the branding of the city is also of great significance and brings several benefits for member cities. Study participants perceive that they have received more national and international attention as a consequence of their membership in the UCCN. In this manner, visitors, investors and creative businesses are attracted to the city and its creative gastronomy. As noted in the theoretical framework [20] and supported by our empirical data, cultural events such as food festivals have become more attractive as a result of UCCN designation, which results in higher revenues for the sectors that are related to gastronomy.

The assumption that membership in a prestigious network can help to create a distinctive brand identity for the city is also important. One key element in this is the more frequent representation of the city in the media, both on local, national and international levels. Finally, it is important to note the perception that residents benefit from UCCN membership and the branding of their city as they feel proud and satisfied to live in that place. Study participants also reflected on the ways that membership fostered appreciation of their local gastronomy.

Through their city's UCCN designation, residents are reminded of their local cuisine and culinary traditions. In addition, residents appear motivated to preserve their traditions in order to maintain their membership through various initiatives and projects. These findings are consistent with those reported by Pearson and Pearson [20], which describe the ways that UCCN membership may foster social capital. Active residents also work to establish partnerships and to share knowledge, however, there is a lack of concrete ideas on how best to do it. Related to this problem are the coordination and transaction costs of network participation, which is a problem associated with most

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directed networks [31]. For example, it can be very expensive for cities to undertake exchange visits – both in terms of travel and hosting costs. Similar difficulties were observed by Hankinson [22] and Camagni and Capello [31] in their work on studying networks. In addition, the city representatives (or focal points) generally do not receive the encouragement or support needed in order to maximize their involvement in the network. Instead, these actors are often left on their own to develop ideas and models for cultural and creative development. This may represent a significant risk for the network if it ultimately becomes nothing more than just a label.

Despite these challenges, it is also important to acknowledge that through the UCCN, UNESCO can more easily encourage cities to create strategies on how to use culture and creativity as a tool for sustainable development. Another related, potential benefit is that the cities that receive the UCCN designation also gain access to the UNESCO label, which every study participant acknowledged as being very valuable. However, the focus on sustainability may in fact impede the ability of member cities to achieve the goals outlined in their applications to join the UCCN. Along with the rapid growth of the network, the increasing amounts of administration means drawbacks in terms of the network's capacity to support the creative networking around branding that many of the cities are aiming for. Reconnecting with the Landry report [32], these critical dimensions correspond with that report's faultlines which identified the need for more guidance and inspiration, and less administration.

In summary, the UCCN membership is an important branding opportunity for designated cities. In the new economy, where creativity is a crucial factor for economic growth, and where cities are increasingly competing in attracting labor, investors and visitors it is important for cities to stand out from their competitors. Membership in a network like the UCCN can help them do so through a distinctive and attractive brand identity ('branding').

Since the UCCN is a crucial (or exemplar) case, it may be appropriate to assume that analytical generalizations can be made from our findings. In other words, the benefits and challenges identified in this case study are likely to also occur for different cities in comparable networks. Hence, this study has made a theoretical contribution to existing literature on the topic of cultural and creative industries and the conclusions drawn above can be applied to similar contexts within the field of city networks and specifically gastronomy.

4.2 Limitations and Further Research

Even though this study draws on rich data from several interviews and additional material, not all of the UNESCO creative cities were sampled. As a result, important insights from the other UCCN sub categories might be missing. More perspectives – also by the cities that joined the network later on – would be interesting to include in future research. Another limitation of our study is the language barrier. Since not all interviewees were native speakers or fluent in English, language problems might have led to misunderstandings. Also, further research is needed to examine whether effects such as the increased media representation and the elevated number of visitors are long-term

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changes or just a short-term reactions to the actual designation as a member of the network.

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20 CHIEF EXECUTIVE OFFICER NETWORK ITEMS**20.1 Launceston Flood Authority - Appointment of Directors****FILE NO:** SF4493**AUTHOR:** Leanne Purchase (Manager Governance)**CHIEF EXECUTIVE OFFICER:** Michael Stretton

DECISION STATEMENT:

To consider the appointment of Chair for the Launceston Flood Authority.

PREVIOUS COUNCIL CONSIDERATION:

Council - 16 April 2020 -Agenda Item 18.1 - Adoption of the Launceston Flood Authority Rules 2020

Council - 25 July 2019 - Agenda Item 20.2 - Launceston Flood Authority - Appointment of Directors

Council - 8 October 2018 - Agenda Item 20.2 - Launceston Flood Authority - Appointment of Director

RECOMMENDATION:

That Council, pursuant to:

1. clause 13.1 of the *Launceston Flood Authority Rules 2020* (ECM Doc Set ID 4273563), appoints Mr Greg Preece to the vacant position of Chair on the Board of Directors until 5 August 2023.
 2. clause 15 of the *Launceston Flood Authority Rules 2020*, approves an annual remuneration of \$5,000 to Mr Greg Preece as Chair of the Launceston Flood Authority.
-

REPORT:

At the Council Meeting of 25 July 2019, pursuant to Clause 12 of the *Launceston Flood Authority Rules 2008*, Mr Greg Preece was appointed as Director on the Board of Directors for the Launceston Flood Authority for a four year term.

20.1 Launceston Flood Authority - Appointment of Directors ...(Cont'd)

At that Meeting, pursuant to clause 13.2 of the *Launceston Flood Authority Rules 2008*, Mr Preece was also appointed as Chair for a term of two years. Mr Preece's term as Chair concludes on 5 August 2021.

Council adopted the new *Launceston Flood Authority Rules 2020* (LFA Rules) at a Council Meeting on 16 April 2020 (ECM Doc Set ID 4267340).

Part 3 of the LFA Rules deals with the Directors of the Authority. More particularly, Clause 13 deals specifically with the appointment of the Chair of the Authority. Clause 13.1 states:

Council may appoint one of the Directors to be Chair of the Authority and that person will be Chair. If not appointed by Council, the Directors shall elect one of them as Chair. The chair shall hold that office for an initial term of two years and may be appointed pursuant to these Rules for a further term of two years thereafter.

It is recommended that Mr Greg Preece be appointed as the Chair on the Board of Directors of the Authority, for a further two year period, in accordance with the LFA Rules.

Pursuant to clause 15 of the LFA Rules, an annual remuneration of \$5,000 for Mr Greg Preece as Chair of the LFA is recommended to align remuneration with the associated complexity of matters considered by the LFA Board.

ECONOMIC IMPACT:

The provision and continued maintenance of the Launceston flood levees has significant benefit to the broader community.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

The social benefits of protecting the broader community from major flood is significant.

20.1 Launceston Flood Authority - Appointment of Directors ...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Corporate Strategic Plan 2014-2024

Strategic Priority 3: We are a progressive leader that is accountable to our governance obligations and responsive to our community.

10-Year Goal: To ensure decisions are made in a transparent and accountable way, that effectively meet our statutory obligations, support quality services and underpin the long-term sustainability of our organisation.

Focus Areas:

2. To fairly and equitably discharge our statutory and governance obligations.
3. To ensure decisions are made on the basis of accurate and relevant information.

BUDGET & FINANCIAL ASPECTS:

The Sitting Fees are consistent with the LFA Annual Budget.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Michael Stretton - Chief Executive Officer

21 CLOSED COUNCIL

No Closed Items have been identified as part of this Agenda

22 MEETING CLOSURE

UNCLASSIFIED AGENDA ITEMS:
