PROJECT 2: BRISBANE STREET MALL
THE BRISBANE STREET MALL (PART OF BRISBANE STREET PRECINCT)

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

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

The project includes a number of infrastructure and amenity upgrades to create a unique and activated retail gathering space for the city. The upgrade and improvement include:
• Further seating and terraced areas;
• Playspace public art installation elements throughout the site (Thylacine Theme);
• Removal of old structure and replaced with decorative human scale shelters throughout;
• Lighting - building, landscape and street;
• High quality pavement treatments,
• New street furniture, signage and flexible space arrangements for events,
• On-street trading and other activation opportunities.
LSWOT ANALYSIS (LOOKING EAST)

Strength
- View towards the Gorge
- Existing pillows; tactile, child friendly height, can be played on safely
- Potential opportunity to maintain existing trees on site
- Existing pillows; highlights what works (which is interpretive/unstructured play)

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

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

Threat
- View towards the Gorge
- Existing pillows; tactile, child friendly height, can be played on safely
- Potential opportunity to maintain existing trees on site
- Existing pillows; highlights what works (which is interpretive/unstructured play)

Weakness
- Paving reinforces roadway feel
SWOT ANALYSIS (LOOKING WEST)

**Strength**
- Awnings provide all-weather for pedestrians access
- Shelter provides a focal point/gathering point
- Heritage facades above parapet

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

**Opportunity**
- Potential future cross connection creates logical congregation point for activities
- Disparate wayfinding/Signage elements add clutter to the space
- Lack of identity due to various elements
- Highlighting of heritage facades particularly second story

**Weakness**
- Disparate wayfinding/Signage elements add clutter to the space
- Lack of identity due to various elements
The Launceston City Heart (LCH) Project is underpinned by 7 core principles. Complementary to our Core Play Principles these Place Principles have also been instrumental in framing our design response. Detailed below is discussion on how the design satisfies these principles:

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

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

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

**Local and unique**
- Design celebrates cultural and environmental history of Launceston
- Mall can be used by a range of users
- Segmented approach ensures whole sections of Mall aren’t dominated by the playspace, thus maximizing flexibility of the whole space
- Deliver a series of spaces that will be a natural congregation points
- Enjoyment & activities are free
- Aim is to integrate sculptures with planting to improve greening of the Mall
- Will be one of a series of play spaces through the CBD to encourage pedestrians to explore their city
- It will be an urban playspace like no other in Australia
- Utilizes technology & learning to ensure playspace stays fresh & original

**Flexibility**
- Mall can be used by a range of users
- Segmented approach ensures whole sections of Mall aren’t dominated by the playspace, thus maximizing flexibility of the whole space
- Deliver a series of spaces that will be a natural congregation points
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**Safety**
- Maintain EVA (Emergency Vehicle) access along the street
- Provide comfort from the wind, rain and/or sun
- Maximize casual surveillance of the key seating nodes
- Maximize usage throughout all times of day and night

**Healthy & Connected**
- Will be one of a series of play spaces through the CBD to encourage pedestrians to explore their city
- It will be an urban playspace like no other in Australia
- Utilizes technology & learning to ensure playspace stays fresh & original

**Creative & Innovative**
- Will be a key family attractor, encouraging people into the Mall & ensure they stay longer
PRECEDENTS - LIGHTING
PRECEDEENTS - STRUCTURE
PRECEDEUTS - PAVING
PRECEDETS - PLAY
PRECEDES - PATTERN
DESIGN LANGUAGE TRANSFORMATION

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

ENTRY PLAZA
OUTDOOR DINING
INFORMAL GATHERING SPACE
SECONDARY EVENT SPACE
EVENT SPACE & MEETING POINT
INFORMAL GATHERING SPACE
ENTRY PLAZA

LEGEND
- Feature Platform
- EVA Access

Scale 400 @ A3
FEATURE PAVING

- Feature paving at strategic locations
- Interpretive inlays
- Inlay randomly outlining hexagon edge
- General paving running vertical direction
- Striped crossing
SEATING & PLANTING LOCATIONS

LEGEND
- GARDEN BED
- SITTING EDGE

EXISTING
- approx 60 cap
- formal seat
- limited raised garden beds

PROPOSED
- 272 cap
- feature communal seating edge with multi-facing
- 31.8+ m²
- feature garden beds including on vertical screens with climbing plants

Scale 400 @ A3
SHADE & WIND PROTECTION

LEGEND
- Shade Structure
- Awnings
- Tree Canopy
- Wind Mitigation Treatment
SKETCH DESIGN - PATTERN EXPLORATION
SKETCH DESIGN - PATTERN EXPLORATION

Option 1

Option 2

Option 3

Final Option
SKETCH DESIGN - SEAT TYPE A

PLAN VIEW

- Chamfered edge timber seat
- Perforated metal face and LED back lighting
- Concrete base with rounded edges
SKETCH DESIGN - SEAT TYPE B

- Chamfered edge
- Timber seat
- Perforated metal face and LED back lighting
- Concrete base with rounded edges

PLAN VIEW
SKETCH DESIGN - WIND SCREEN

OPTION 1: Incorporate with Seat

OPTION 1: Incorporate with Planter
SKETCH DESIGN - SHADE STRUCTURE

STRUCTURE DETAILS
SKETCH DESIGN - TREE GRATE

TREE GRATE DETAILS

Hot dipped galvanized steel tree grates. Opportunity to incorporate LED lighting.
GROUND LEVEL LOOKING FROM ST. JOHN STREET
GROUND LEVEL LOOKING TOWARDS CHARLES STREET - DAY
GROUND LEVEL LOOKING TOWARDS CHARLES ST - NIGHT
LAUNCESTON CITY HEART - PEOPLE, PLACE, LIFESTYLE | MASTERPLAN STAGE 1 - PUBLIC REALM - MAJOR PUBLIC SPACES
PROJECT 2: BRISBANE STREET MALL

(PLAYSPACE)
SWOT ANALYSIS (LOOKING EAST)

Strength

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

Opportunity

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

Threat

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

Weakness

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

A.79
The Launceston City Heart (LCH) Project is underpinned by 7 core principles. Complementary to our Core Play Principles these Place Principles have also been instrumental in framing our design response. Detailed right is discussion on how our design satisfies these principles:

**CORE DESIGN PRINCIPLES**

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

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

3. AN ‘EVERYDAY’ DESTINATION
   - Create a vibrant & exciting playspace that encourages people to linger longer in the Mall

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

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

**PLACE PRINCIPLES**

1. LOCAL & UNIQUE
   - Design celebrates cultural and environmental history of Launceston

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

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

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

5. HEALTHY & CONNECTED
   - Will be one of a series of play spaces through the CBD to encourage pedestrians to explore their city

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

7. MIXED USE PLANNING
   - Will be a key family attractor, encouraging people into the Mall & ensure they stay longer
PRECEDENTS - SCULPTURAL PLAY

Focus of these elements are that they are non-traditional playground equipment. Children can engage with them on a whole range of levels and in a variety of ways. Individual elements provide a sense of identity to a space and make it memorable.
These precedents illustrate that embedding learning and interpretation into sculpture and play add another layer to the public realm and in this case, play elements.
THYLACINE WALK

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

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

**KEY**
- Footprints
- Interpretive Element
- Sculpture

Scale 1:400 @ A3
THYLACINE WALK:

“WALKING WITH THE TRIBE”

PHOTOGRAPHING & GATHERING

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

“WHISPERING THROUGH TIME”

TALKING & HEARING

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

“A MEMORABLE BITE”

TOUCHING

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

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

“WHAT’S UNDER THE SKIN?”

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

“FOOTSTEPS FROM THE PAST”

WATCHING
Following the footprints on the ground, people will find that as they near St. Johns Street some footprints work as control buttons. The buttons will trigger projections onto adjacent buildings (i.e.MYER) or ground plane with snippets of footage or images about the Tiger. This could be curated so the projections remain fresh and engaging.
PROJECT 3:
QUADRANT MALL & THE AVENUE
THE QUADRANT

(PART OF BRISBANE STREET PRECINCT)

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

Why is the Quadrant Mall the first ‘dig ground’ project?

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

Improvement Recommendations include:

• Encourage businesses and property owners to open up to the laneways and new business opportunities where possible;
• Develop the laneways as connections through to the Quadrant and the Avenue, and make them places to explore through wayfinding, beautification and greenery, in particular reactivate Dicky Whites Lane;
• Utilise hanging pots, pot plants and adding greenery to the upper storey and throughout the laneways. Hanging light sculptures throughout the laneways to increase safety and open these up to those using the city;
• Develop a laneways project as a competition for local artists, design students and community groups to respond to be collaboratively worked on with Council. Designate one lane for street art;
• Consider using elements of the streetscape treatment from the Quadrant throughout the laneways;
• Light up beautiful heritage architecture features, as a part of a lighting strategy throughout the CBD;
• Continue with the live music in the area, consider a small stage;
• A family friendly twilight market in the Quadrant mid-week to encourage people to visit the city at night – potential for partnership with business and community;
• Utilise vacant tenancy as a community engagement hub for ongoing projects as part of the Launceston City Heart, exhibition space for design projects and competition entrants;
• Examine and draw on existing work and ideas by UTAS students in relation to the laneways;
• Assess the pavement for any issues for elderly / disability access;
• Support Cityprom to develop the idea of installing a hanging installation of umbrellas in a laneway and future programming of other laneway installations.
DICKY WHITE'S LANE

(Phase 1 of the Quadrant Project)

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

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

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

INGLES AND CLAYTONS LANE

(Phase 3 of the Quadrant Project)

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

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

The full extent of Ingles Lane will not be completed as part of this project and will be revisited in stage 3 of the Masterplan Capital Works Program and also making reference to the Activation of Laneways Strategy.
THE AVENUE
(PART OF BRISBANE STREET PRECINCT)

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

Improvement Recommendations include:

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

The project will focus on the LCH Place and Design principles and consider the overall improvement to pedestrian connectivity, urban design upgrades including lighting, seating and wayfinding and changing the current road treatment to a ‘shared space’ environment. This will allow for road closures for events such as future markets and smaller events in the heart of the city and used in conjunction with the Quadrant Mall.
THE QUADRANT MALL & THE AVENUE - PROJECT CO-ORDINATES
SCOPE OF WORKS - THE QUADRANT MALL & THE AVENUE (LCH BRISBANE STREET PRECINCT)

LEGEND
- STREET LIGHTS (HIGH)
- STREET LIGHTS (MEDIUM)
- BOLLARD (STRAIGHT)
- BOLLARD (STONE)
- PHONE BOX
- MAIL BOXES (LARGE)
- MAIL BOXES (SMALL)
- AWNING
- PRECINCT BOUNDARY
- DEVELOPMENT POTENTIAL
- PRIVATELY OWNED BENCH - DEVELOPMENT OPPORTUNITY AS PART OF THE OVERALL LCH PROJECT (ACTIVATION OF LANEWAYS)
- BUILT/UNDER CONSTRUCTION
  - RECENTLY COMPLETED LCH PROJECT MATERIAL PALE Trial Area - Laneway Redevelopment
  - CURRENTLY UNDER CONSTRUCTION (DICKY WHITES LANE) - STAGE 1 OF QUADRANT MALL PROJECT
- EXISTING COUNCIL OWNED BUILDING (CAFE)
- POTENTIAL NEW CULTURAL/ VISITOR INFORMATION CENTRE
THE AVENUE (LCH BRISBANE STREET PRECINCT)
THE AVENUE (LCH BRISBANE STREET PRECINCT)

TYPICAL SECTION
SCALE 1:20

TYPICAL SECTION ON STREET DINING
SCALE 1:50

As Shown @ A1
15034- SK05
Improved Pedestrian Link and Crossing Points

Introduce zero curb and ramps to promote a better pedestrian experience

Markets and pop-up shop opportunities

Special events and flexible public gathering space

Feature Paving to define pedestrian links & Improve gateway appearance

Potential Road Closure for Markets and Events

Wayfinding System Embellishments

On Street Dining Opportunities

LEGEND:
- Improved Pedestrian Link and Crossing Points
- On Street Dining Opportunities
- Potential Road Closure for Market and Events
- Improved Road Crossing
- Wayfinding System Embellishments
ARCHITECTURAL ILLUSTRATION VIEW - THE AVENUE (BRISBANE STREET) SHARED TREATMENT MODE
ARCHITECTURAL ILLUSTRATION VIEW - THE AVENUE (BRISBANE STREET)
EVENTS MODE
THE QUADRANT MALL (LCH BRISBANE STREET PRECINCT)
THE QUADRANT MALL (LCH BRISBANE STREET PRECINCT) - PLACE ACTIVATION & AMENITY

- Wayfinding System Embellishments at Crossing Points & Feature Paving Identification
- USB Charging Station
- Potential Busking & Entertainment/gathering Opportunities & Improved Seating/Greenspace Opportunities
- On Street Dining Opportunities
- Sitting Nodes

LEGEND
- Wayfinding System Embellishments
- USB Charging Station
- Improved Pedestrian Link and Crossing Points
- Improved Pedestrian Link and Crossing Points
- On Street Dining Opportunities

As Shown @ A1  15034- SK10
ARCHITECTURAL ILLUSTRATION VIEW - THE QUADRANT MALL
ARCHITECTURAL ILLUSTRATION VIEW - QUADRANT MALL DINING & PERFORMANCE ACTIVATION
LCH WAYFINDING AND CONNECTIVITY STRATEGY

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

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

<table>
<thead>
<tr>
<th>PLACE PRINCIPLE 1 - LOCAL &amp; UNIQUE</th>
<th>PLACE PRINCIPLE 5 - HEALTHY &amp; CONNECTED</th>
<th>PLACE PRINCIPLE 8 - STRATEGIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 - Innovative and creates and supports opportunities for producers, retailers and entrepreneurs.</td>
<td>5.1 - Human scale infrastructure and provides opportunity to explore.</td>
<td>8.1 - Provide the city and Council 'quick wins' - project versus the cost.</td>
</tr>
<tr>
<td>1.2 - Enhances the rich heritage context and features - sense of place and identify.</td>
<td>5.2 - Enhances and encourages walking and bike riding - greater pedestrian and bike access.</td>
<td>8.2 - Provide 'Economic' and 'Business' benefits to the city - creates opportunity and future growth.</td>
</tr>
<tr>
<td>1.3 - Visually attractive, unique but practical and can be used by anyone.</td>
<td>5.3 - Connects the city to the surrounding precincts by the way of improved Wayfinding/ signage</td>
<td>8.3 - Provide 'Environmental' and 'Sustainable' benefits to the city.</td>
</tr>
<tr>
<td>1.4 - Pedestrian and Bicycle Priority - improved permeability and safety and managed vehicular traffic domination.</td>
<td>5.4 - Promote physical activity and social interaction.</td>
<td>8.4 - Provide for Evolution - flexibility, events and trading all year round.</td>
</tr>
</tbody>
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<tr>
<th>PLACE PRINCIPLE 2 - DESIGN FOR FLEXIBLE USE</th>
<th>PLACE PRINCIPLE 6 - CREATIVE &amp; INNOVATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 - Designed for versatility and multiple uses.</td>
<td>6.1 - Promotes community innovation and new enterprise to create solutions.</td>
</tr>
<tr>
<td>2.2 - Provides for interaction and comfort - seating, entertainment and programming.</td>
<td>6.2 - Explore ideas, and can encourage local enterprise and opportunity for public art.</td>
</tr>
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<td>2.3 - Flexible, changeable and moveable and can allow temporary use.</td>
<td>6.3 - Provision for interactive, engaging IT infrastructure to promote a Smart City.</td>
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<tr>
<th>PLACE PRINCIPLE 3 - MEETING &amp; SOCIALISING</th>
<th>PLACE PRINCIPLE 7 - MIXED USE PLANNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 - Small scale infrastructure provision for all weather protection for all year round.</td>
<td>7.1 - Supports a range of living, working and retail options.</td>
</tr>
<tr>
<td>3.2 - Provide attractive places to meet, interact and encounter.</td>
<td>7.2 - Provides flexible mixed use planning to encourage diversity and densification.</td>
</tr>
<tr>
<td>3.3 - Encourage activities and activation.</td>
<td>7.3 - Invites and encourages people and supports new ways of living and working.</td>
</tr>
<tr>
<td>3.4 - On-street trading opportunities that activate the streets and laneways.</td>
<td>7.4 - Promotion of private investment, city building and traders buy-in to the project.</td>
</tr>
</tbody>
</table>

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<tr>
<th>PLACE PRINCIPLE 4 - GREENERY IN ALL SHAPES &amp; FORMS</th>
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<tbody>
<tr>
<td>4.1 - Provides unique greenery opportunities.</td>
</tr>
<tr>
<td>4.2 - Provides a range of options that distinguish different precincts.</td>
</tr>
</tbody>
</table>
# LCH PROJECT MASTERPLAN STAGE 1 - PUBLIC REALM (Major Public Spaces)

<table>
<thead>
<tr>
<th>LCH PLACE PRINCIPLES</th>
<th>PP1 - LOCAL &amp; UNIQUE</th>
<th>PP2 - DESIGN FOR FLEXIBLE USE</th>
<th>PP3 - MEETING &amp; SOCIALISING</th>
<th>PP4 - GREENERY IN ALL SHAPES &amp; FORMS</th>
<th>PP5 - HEALTHY &amp; CONNECTED</th>
<th>PP6 - CREATIVE &amp; INNOVATIVE</th>
<th>PP7 - MIXED USE PLANNING</th>
<th>PP8 - STRATEGIC</th>
</tr>
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<td>3.1 - Small scale infrastructure provision for all weather protection for all year round.</td>
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<td>5.1 - Human scale infrastructure and provides opportunity to explore.</td>
<td>6.1 - Promotes community innovation and new enterprise to create solutions.</td>
<td>7.1 - Supports a range of living, working and retail options.</td>
<td>8.1 - Provide the city and Council ‘quick wins’ - project versus the cost.</td>
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<td></td>
<td>1.2 - Enhances the rich heritage context and features - sense of place and identify.</td>
<td>2.2 - Provides for interaction and comfort - seating, entertainment, programming.</td>
<td>3.2 - Provide attractive places to meet, interact and encounter.</td>
<td>4.2 - Provides a range of options that distinguish different precincts.</td>
<td>5.2 - Enhances and encourages walking and bike riding - greater pedestrian and bike access.</td>
<td>6.2 - Explore ideas, and can encourage local enterprise and opportunity for public art.</td>
<td>7.2 - Provides flexible mixed use planning to encourage diversity and densification.</td>
<td>8.2 - Provide ‘Economic’ and ‘Business’ benefits to the city - creates opportunity and future growth.</td>
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<td></td>
<td>1.3 - Visually attractive, unique but practical and can be used by anyone.</td>
<td>2.3 - Flexible, changeable and moveable and can allow temporary use.</td>
<td>3.3 - Encourage activities and activation.</td>
<td>4.3 - Provides unique greenery opportunities.</td>
<td>5.3 - Connects the city to the surrounding precincts by the way of improved Wayfinding/signage</td>
<td>6.3 - Provision for interactive, engaging IT infrastructure to promote a Smart City.</td>
<td>7.3 - Invites and encourages people and supports new ways of living and working.</td>
<td>8.3 - Provide ‘Environmental’ and ‘Sustainable’ benefits to the city.</td>
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<td>1.4 - Pedestrian and Bicycle Priority - improved permeability and safety and managed vehicular traffic dominat</td>
<td>3.4 - On street trading opportunities that activate the streets and laneways.</td>
<td>5.4 - Promote physical activity and social interaction.</td>
<td>5.6 - Provide accessible pavement treatments and street furniture that caters for all</td>
<td>5.5 - Enhance lighting and security in all forms to enhance safety within the city.</td>
<td>7.4 - Promotion of private investment, city building and traders buy-in to the project.</td>
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<td>8.4 - Provide for Evolution - flexibility, events and trading all year round.</td>
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**MAJOR PROJECT**

Please see LCH Concept Estimate for Sub Projects and Budget Costs

<table>
<thead>
<tr>
<th>Project 1</th>
<th>Project 2</th>
<th>Project 3</th>
<th>Project 4</th>
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<tbody>
<tr>
<td>Quadrant Mall</td>
<td>Brisbane Street Mall</td>
<td>Civic Square</td>
<td>George St to St John Streets (The Avenue)</td>
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</tbody>
</table>

**PRIORITY PROJECT SCORE**

0 0 0 0
LCH MASTERPLAN STAGE 2 & 3
STREETSCAPES (CALMING THE CITY FOCUS)
TO BE COMPLETED IN 2016
LCH ECONOMIC IMPACT STATEMENT
Redevelopment projects in the Launceston City Heart project area, include the Brisbane Street Mall and the Quadrant Mall will deliver economic growth to Launceston City and the northern Tasmanian region.

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

1. Job Generation – the successful renewal of the Launceston CBD as proposed would generate an estimated 52 jobs during the construction phase including multiplier effects and over time, 250 jobs in total.

2. Social, cultural and amenity benefits, which are valued at almost $30million in total.

3. The boost to ongoing operation of commercial facilities provided by the redevelopment would lead to significant lasting employment benefits, the operation of new retail, commercial, and cultural facilities and the diversification of local business opportunities. It is estimated that the CBD will see an increase in property values - resulting from higher levels of retail turnover and visitation to the area redeveloped by the works - to the value of $13 million.

4. Output Benefits – the operational phase of the redeveloped streets will generate additional output through the employment generated on-site through additional visitation and expenditure to the Launceston CBD.

5. Construction Related Benefits - an estimated $5 million in construction related investment would be created through the renewal of The Quadrant and Brisbane Street locations. The redevelopment will provide an enhanced urban realm.

6. An estimated additional $11.5 million in Production and Consumption Induced Construction Multiplier Benefits – these benefits would be spread across the national economy, although would in part be secured by the Launceston and the Northern Tasmanian economies.

7. Retail Expenditure. Additional expenditure would be generated for the benefit of local businesses as a result of spending from:-
   • Additional workers in premises in the area impacted by the renewal works;
   • Additional CBD residents (international students, visitors to international students, and potentially inner city residents attracted to live in the CBD as a result of the improved public realm;
   • Visitors attracted to the region through facilities located within the renewed area;
   • Construction workers. The increased ongoing activity within the Launceston CBD will support growth in the overall economy through multiplier effects on other sites and precincts but is likely to be mainly focused in Launceston and the North Tasmania Region.
LCH SOCIAL IMPACT STATEMENT
The Launceston City Heart will create versatile, activated public spaces that attract people to the city centre and engage locals and visitors in a range of activities across retail, business, culture, the arts, leisure and entertainment.

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

The Launceston City Heart Project seeks to deliver:

- **Active Laneways** - laneways are a unique point-of-difference in the Launceston urban realm, providing accessibility and connectivity with cross-block and through-block pedestrian linkages in the street network.

- Activated laneways provide safer pedestrian networks that connect different inner city areas and encourage alternative activity and interaction in the public realm. They offer intimate spaces for unique, memorable public events and community activities that further enhance the social, cultural and economic benefits to the city. They provide opportunities for artists and audiences to engage in diverse public art practices outside of traditional gallery spaces, showcasing Launceston’s distinctive artistic and cultural heritage.

- **Flexible event spaces** - such as laneways, streets, civic areas, parks and green spaces, provide opportunities for unique major events, community events, cultural events, festivals, markets and pop-up events that offer occasions for community participation and enjoyment in unexpected urban places.

- **City-centric events** - which will provide whole-of-year interest in visiting and spending time in the city, fostering a positive city profile and enhancing civic pride, community spirit, inclusion, community cohesion, creativity and innovation, contributing to Launceston’s creative economy.

- **Public art installations** - including art trails, interpretive trails, sculptures, water features, street art and murals, will create a vibrant experience that reflects our community’s unique character and highlights our city’s built and natural heritage.

- **Installations**, including those that are functional, decorative, integrated, site-specific, iconic and interpretive, will create permanent, ephemeral and seasonal opportunities to engage a diverse audience, including children and young people, outside of traditional gallery spaces, creating opportunities for surprise, diversion and unique interaction in the public realm.

- **Interpretive trails** - to help reflect and promote the history, traditions, beliefs, attitudes and expressions of culture that connect the past to the present, creating connections between people and place.

- **Green and open spaces** - to provide shelter, shade and inviting environments that enhance the visual and social amenity of the city and encourage people to sit and pause.

- **Playscapes** - to create opportunities for families to engage with the physical fabric of the city in unique and interesting ways, providing children with opportunities for new social interactions and implicit learning and skills development.

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

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