

WHERE TO FROM HERE...

The Launceston City Heart Project Master Plan is a multi-faceted strategic document. It includes plans for:

- Redevelopment of the Quadrant Mall and The Avenue
- Redevelopment of Civic Square
- Redevelopment of the Brisbane Street Mall
- Way-finding signage
- CBD play spaces

LAUNCESTON CITY HEART PROJECT

THE AIM OF THE LAUNCESTON CITY HEART PROJECT IS TO MAKE CENTRAL LAUNCESTON THE PREMIERE BUSINESS, RETAIL AND LIFESTYLE HUB OF NORTHERN TASMANIA, AND TO CEMENT THE CITY'S REPUTATION AS THE MOST LIVEABLE REGIONAL CENTRE IN AUSTRALIA.

Launched in 2014 with the largest public consultation program of its kind ever undertaken by a local government authority in Tasmania, the Launceston City Heart Project Master Plan represents Northern Tasmanians' vision for the future of Launceston's central business district.

It is a document by Northern Tasmanians, for Northern Tasmanians. More than 3,000 people contributed their ideas to the development of this master plan, and the consultation process went on to receive a Planning Institute of Australia Excellence Award in November, 2015.

The Launceston City Heart Project will redefine central Launceston as a modern regional retail, cultural and business hub. It seeks to make Launceston a more vibrant and energetic place, where people of all ages can socialise, shop, work and play.

Through the redevelopment of infrastructure and enhanced support for events and business capability, the project seeks to attract future private investment and to ensure there is always activity in our streets and public spaces. It is aimed at breathing new life into our public areas and streetscapes, making it easier to find your way around and creating safer, more accessible pedestrian and bicycle links.

The Launceston City Heart Project is designed to make Launceston a place for people; the most liveable regional centre in the country.

In early 2016, the City of Launceston will begin its first major public space overhaul, with the redevelopment of the Quadrant Mall.

The project will involve the laying of new pavers, dynamic lighting, improved street furniture, historic interpretation, more greenery, and many other improvements.

The Quadrant Mall is a unique retail and dining precinct in the CBD, and feedback during the consultation process indicates Northern Tasmanians are supportive of improvements to enhance the area's existing attractions.

The concept designs created for the Launceston City Heart Project Master Plan's other public space areas, like Civic Square and the Brisbane Street Mall, include new playspace attractions for families. That means we will say goodbye to the trusty talking pillows that have served in the Brisbane Street Mall for several years, and introduce new Tasmanian Tiger themed interactive sculptures.

The City of Launceston has long been linked with the Thylacine; the Tasmanian Tiger features prominently on the city's coat-of-arms. In Civic Square, Launceston's history will be peeled back, layer by layer in an interactive playspace suitable for people of all ages and all abilities.

The playspace will explore the geography of the city, the achievements of notable Launcestonians, and some of the innovations our city has introduced to the world. We will install new infrastructure and redesign some public areas to allow greater flexibility for events and public gatherings.

We will also introduce a new system of 'way finding' -- route signage that will be consistent and designed to cater for locals and visitors alike as they make their way around the city.

The Launceston City Heart Project is the largest project of its kind ever undertaken by this Council. It represents a huge opportunity for Launceston and its people, and it is only right that it has been shaped and influenced by Northern Tasmanians.

The City of Launceston would like to thank all members of the community who have provided ideas, feedback and suggestions to allow the development of the Launceston City Heart Project, without you, this initiative would not have been possible.



The Quadrant Mall



Brisbane Street Mall



Civic Square Playspace

