



CITY OF LAUNCESTON CITY HEART PLACE PLAN

2024-2029



City of
LAUNCESTON

Contents

Executive Summary	1
Introduction	3
1 Background and Strategic Context	3
2 Application	7
Analysis and Proposals	11
3 How to read the Place Plan	11
4 The City Heart Context and Character	14
5 The City Heart as a Whole	16
6 Civic Spine	25
7 CBD Core East	33
8 East Fringe	41
9 South Fringe	49
10 CBD Core West	57
11 West Fringe	65
Appendix A	75
1 About Place Plans	75
Appendix B	77
1 How the City Heart Place Plan was developed	77
Appendix C	81
1 Analysis	81

CITY OF LAUNCESTON CITY HEART PLACE PLAN

2024-2029

Acknowledgement of Country

The City of Launceston acknowledges Tasmanian Aboriginal People as the traditional custodians of this land, we pay respect to Elders past, present and future, as they hold the memories, traditions, culture and hope for generations to come.

We recognise and value Aboriginal histories, knowledge and lived experiences and commit to being culturally inclusive and respectful in our working relationships with Aboriginal People.



Prepared for

City of Launceston

Prepared by

WSP Australia Pty Limited
ABN 80 078 004 798

Registered address

WSP Australia Pty Limited
Level 27, 680 George Street
Sydney NSW 2000
Tel: +61 2 9272 5100
Fax: +61 2 9272 5101

WSP contact

Shifani Sood, Project Manager
0403505880 | Shifani.sood@wsp.com

Prepared by

Joanne Taylor, Marc Lane
24/05/2024, 30/6/2024

Reviewed by

Marc Lane, Sara Stace
25/05/2024 and 31/5/2024
(minor amendments – rev B);
5/7/24 Rev C 22/7/24 V3

Executive Summary

About the Place Plan

The City Heart Place Plan has been developed by the City of Launceston to guide how we'll develop the Launceston at its very centre (bounded approximately by Cimitiere, Wellington, Elizabeth and Tamar Streets). The Place Plan defines the area's future mixed-use character, open space and river walk connections, and how these link with neighbouring precincts.

Six Character Areas have been outlined to guide the Place Plan: The Civic Spine, CBD Core East, East Fringe, South Fringe, CBD Core West and West Fringe. Each section includes a character statement, future guiding statement, key moves to get there, and an action plan for the City of Launceston to take forward in the future.

Council will use the Place Plan to prioritise projects, with actions incrementally building to long-term solutions. It will work through local partnerships and groups with 'custodianship' of outcomes, and will map out the staging for delivery of actions, short-term pathways to long-term changes, and continue ongoing engagement to fine-tune and advance implementation of this Place Plan.

Background

The Launceston City Heart Project is a commitment of the Launceston City Deal, in partnership with the Australian Government, Tasmanian Government and City of Launceston, to breathe new life into our public areas and streetscapes and create safer, more accessible pedestrian and bicycle links. With the majority of the Stage 1 components complete, Stage 2 of the City Heart Project is now underway, and includes the development of a Place Plan.

The Launceston City Heart Masterplan, which was first developed in 2015, is being refreshed and converted into this Place Plan to enable the City of Launceston to carry forward the intent of Stage 2 of the City Heart Project, and in recognition of lessons learnt over the last few years including:

- The need to enable more granular staged rollout of infrastructure in the absence of large capital grants.
- The need to enable thematic infrastructure funding more in keeping with council's strategies and action plans and other grant mechanisms, such as funding urban greening or road safety.
- Recognising the interconnected nature of many of council's plans, which require incremental progress, testing and refinement of actions as lessons are learnt.

Unlike the Masterplan, the Place Plan contains actions that are mapped spatially and sequenced, but are not necessarily rigid in their design and delivery. This, accompanied by an Implementation Plan (which will remain a 'live document'), and an Urban Design Guide to outline how the City of Launceston's public space should operate (including typical plans and sections), allows for a more flexible approach to implementation of actions and reprioritisation over time.

This approach enables a range of stakeholders to be involved in the formation and the delivery of actions – so that it can be delivered 'piece by piece'. This approach is described more fully in Appendix A, and in the Urban Design Guide which is a companion manual to this document.

This Place Plan is intended to be a flexible and collaborative document that describes outcomes and stages to achieve those outcomes, without relying on whole-street Masterplans.



Introduction

1. Background and Strategic Context

1.1 Background

Through the City Heart Place Plan we will continue to deliver on the City Heart vision:

“The vision for the Launceston City Heart Project is to make central Launceston the premier business, retail and lifestyle hub of Northern Tasmania and to cement the city’s reputation as the most liveable regional centre in Australia.”

The City Heart Place Plan draws its boundary from the City Heart Masterplan. It generally aligns to the Central Activities District Parking Implementation Plan 2021, and is informed by community and stakeholder feedback. It sits in the core of the Central Area, a designated area under the Tasmanian Planning Scheme, Launceston Local Provisions Schedule (LAU-S15)

as the ‘central business zone’, an area intended for ‘the concentration of the higher order business, retail, administrative, professional, community, and entertainment functions’ (and a building height of 14.5m). Figure 1 provides the context of the City Heart Place Plan (item 2) and surrounding precincts.

Figure 1 - Launceston City Heart and surrounding precincts



1.2 The City Heart Character Areas

Figure 2 illustrates the six Character Areas that have been identified in the City Heart Place Plan, each with their own current and planned future characteristics. Specific actions have been identified for each Character Area, as well as the City Heart as a whole, as described in section 5. The Six Character Areas are:

1. Civic Spine (section 6 of this document)
2. CBD Core East (section 7)
3. East Fringe (section 8)
4. South Fringe (section 9)
5. CBD Core West (section 10)
6. West Fringe (section 11).

Figure 2 - City Heart Place Plan boundary and Character Areas.



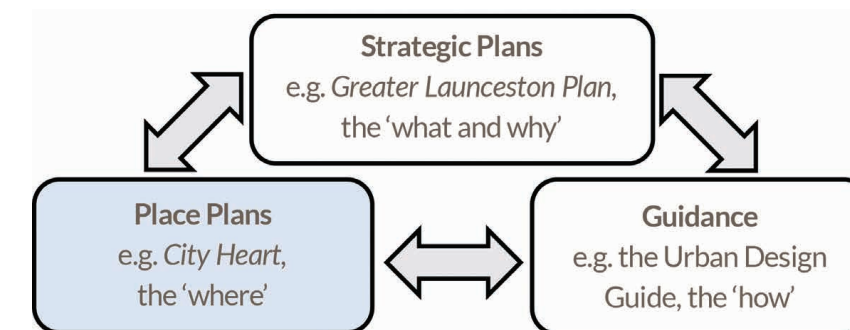
1.3 Strategic Context

The City Heart Place Plan is guided by strategic documents at state, regional and local levels. The following table outlines the key influence that each of these strategic documents has had on the Place Plan:

Strategic Document	Key influencing components on this Place Plan
Greater Launceston Plan	Deliver F.1 City Heart project, B.2 (walk/cycle) pathways, B.3 local connector route (A3 diversion), supporting G.1 Living City and F.3 Inveresk Precinct.
Northern Tasmania Regional Land Use Strategy	Goal 2 Liveability (and all its Strategic Directions).
City of Launceston Urban Design Guide	Street typologies, materials and design elements.
City of Launceston Strategic Plan 2014-2024	Deliver Goals 1 - Creativity and innovation, and 7 - A city that stimulates economic activity and vibrancy, and supporting the remaining goals.
City of Launceston Urban Greening Strategy 2023-2040 and Implementation Plan 2023-2040	Deliver Themes 1 and 4 (urban canopy, and street trees), and specifically the priority corridors in O-23 of the Implementation Plan (CBD Green Zones).
City of Launceston Transport Strategy 2020-2040 and Four Year Implementation Plan (2021)	In respect of the Four Year Implementation Plan, Table 1: <ul style="list-style-type: none"> Delivering 'Launceston City Heart - Streetscape Improvements', through this Place Plan Integrating the 'Network Operating Plan' - by rationalising cycle routes and slow zones in the CBD Adopting and guiding 'Parking Implementation Plans' (as an action to review the use of Council-owned off-street carparks) Adopting 'Pedestrian Improvement Program' with locations for scatter crossings and wider footpaths. And considering the implications and sequencing of the St John St upgrade and two-way streets proposal (s3).
City of Launceston Residential Strategy 2009-2029	Consider the influence of land suitable for higher density development surrounding the City Heart.
City of Launceston Sustainability Strategy 2019 and Action Plan 2022-2030	Consider WSUD (3.14), delivering the urban forest (3.19, 5.8) and open space (5.9), supporting the rollout of active transport / cycle lanes (6.31, 6.33) and the car parking strategy (6.34).
City of Launceston Tourism Plan 2019-2022	Support Outcome 1 'friendly locals' through growing local events and local activation of streets, Outcome 2 through intuitive wayfinding through the City, and Outcome 6 by opportunities to assist small business to use street space, and during events.

Strategic Document	Key influencing components on this Place Plan
Economic Development Strategy 2022-2026	Theme 3 / Action 3.10 Supporting the City's creative and cultural industries, and Theme 4 / Action 4.1 Continuing the City Heart project to support the retail and services sector.
Central Activities District Parking Implementation Plan (CADPIP) 2021	Progress actions 'off-street carparks consolidation and redevelopment' through the Carpark Use Strategy action. Support 'on-street parking consistency' through a rationalisation of street space, including parking/loading, in the City Heart.
City of Launceston Public Art Strategy 2023-2031	Support objective 4 (Public art embedded in placemaking and city shaping), particularly city centre laneway art (see Action 7.1.2).
City of Launceston Cultural Strategy 2020-2030	Support QVMAG unique stories (Action 13.4.1), a focus on food (with City of Gastronomy themes for each Character Area), culture and tourism (through new event space), public art/culture/placemaking (in Action 7.1.2), and bringing our history to the streets (4.2) with intuitive wayfinding and public art.
City of Launceston Innovating with Intelligence - A City for the Future (City Innovation Strategy 2023)	Support Outcome 4 Environment and Place - uptake of sustainable mobility and enhanced amenity of public spaces and parks, and Outcome 5, Economy and Investment - developing the visitor economy, night-time economy, and promoting innovation
City of Launceston Events Strategy 2016-2019	Support all goals, particularly Goal 4 - City Activation and Goal 5 - Community Safety and Amenity (both in Action 7.1.2)
Access Framework for Action 2020-2024	Commitment 2, Tactile Ground Surface Indicators (TGSI) - in Actions 9.4, 10.4.1, 12.4.1 and 13.4.1

The City Heart Place Plan is guided by strategic documents at state, regional and local levels. The following table outlines the key influence that each of these strategic documents has had on the Place Plan:



2. Application

2.1 How this plan was formed

This Place Plan and Character Areas were developed out of the City Heart Masterplan (2015) and a review of relevant engagement, plans and strategies since 2015 to take forward the intent of Stage 2. In addition, new analysis of place, and multiple rounds of co-ordinated engagement across council departments was undertaken.

The City Heart Place Plan can be read together with the City of Launceston's Vision in the Strategic Plan and key strategic plans including the Greater Launceston Plan and Regional Land Use Strategy. The planning, design, delivery and maintenance of new public space is intended to be in accordance with the considerations and detailed guidance set out in the Urban Design Guide.

This Place Plan is intended to be a flexible and collaborative document that describes outcomes and stages to achieve those outcomes, without relying on whole-street Masterplans. The opportunity has also been taken to:

- improve strategic alignment with strategies and plans developed by council since 2015
- cascade spatial ideas from the Greater Launceston Plan, and inform further strategic planning of the city
- take account of Launceston's designation as a UNESCO Creative City of Gastronomy in 2021
- take account of future trends influencing the City of Launceston, including housing pressure, transport, urban canopy and urban heat (detailed in Appendix B).

2.2 How Council will use this Place Plan

Council intends to use this Place Plan to prioritise projects within the City Heart and ensure they are strategically aligned. Actions have been developed so they incrementally build to a long-term solution, allowing for complex interdependencies to be worked out, and in many cases starting with trials to ensure that the action is likely to deliver a successful solution.

Some additional methods that council intends to use to help the Place Plan achieve its aims, build on success and mitigate risks are:

- having local partnerships and working with groups with 'custodianship' of outcomes, ranging from the Chamber of Commerce and Launceston Central (in terms of overarching actions and City of Gastronomy themes), through to individual groups like Harvest Market.

- mapping out risks and interdependencies during implementation, and staging delivery of actions
- mapping out short-term (quick, low cost, temporary) paths to long-term (higher cost, permanent) changes
- ongoing engagement to fine-tune and advance the Implementation Plan as a 'live document'.

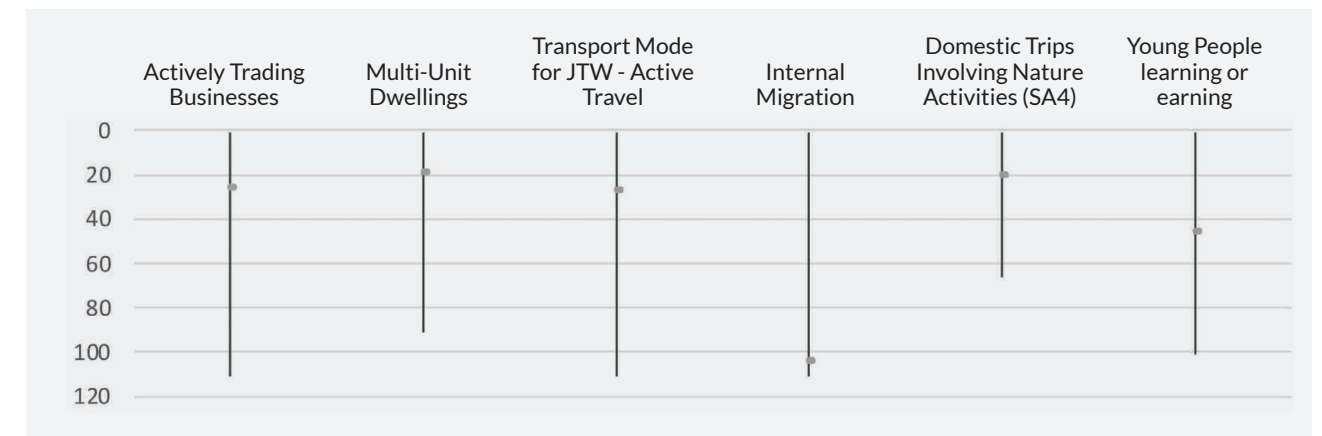
2.3 Monitoring and Measuring

Monitoring and measurement of individual actions should happen continuously throughout the implementation process to ensure that the action plans reflect what works, with the right stakeholders involved, and are regularly amended when required to steer toward successful outcomes.

The success of Place can be baselined and measured through periodic measurement. At a macro level, the relative performance of Launceston to the other major cities in Australia is measured in the 'Progress in Australian Cities and Regions Dashboard', under 'Comparison', 'Significant Urban Area', with a baseline drawn from:

- 'Actively Trading Businesses' (as a proxy for supporting business and retail)
 - 'Multi-Unit Dwellings' and 'Young People learning/earning' (as a proxy for supporting inner city living)
 - 'Transport Mode for JTW: Active Travel' (as a proxy for improving access on foot, by bike)
 - Domestic Trips Involving Nature Activities (as a proxy for safe, welcoming public space)
 - 'Internal Migration' (as an overall proxy of retaining talent, which includes the city's liveability).
- 1st is the best rank achievable.

Figure 3 – Launceston's rank within Australian cities, 2021-2022 (Progress of Australian Cities and Regions).



Launceston performs quite well on most indicators, with a relatively higher priority in improving young people learning and earning, and internal migration. These can be improved by providing more for younger people in the city. The move of the University of Tasmania (UTAS) to Inveresk (2021 – 2024) is a key factor that the City Heart can capitalise on, with better connections via City Park. A more refined model for performance measurement will be developed as part of the implementation process.

Other more granular objective measures can also be used (e.g. SpendMapp, PlaceMapp) in addition to 'pulse' surveys of residents and visitors to the City Heart, against the outcomes derived from engagement themes in the City Heart Project in 2015, at Figure 4.

Figure 4 – Place Plan outcomes to regularly monitor



2.4 Future Engagement

Council will continue to engage with the community through a range of methods (including the Together Tomorrow online platform) to understand what residents, visitors and tourists value as unique and distinctive about their places, and capture the aspirations of the community for the future identity of their place.

2.5 Glossary

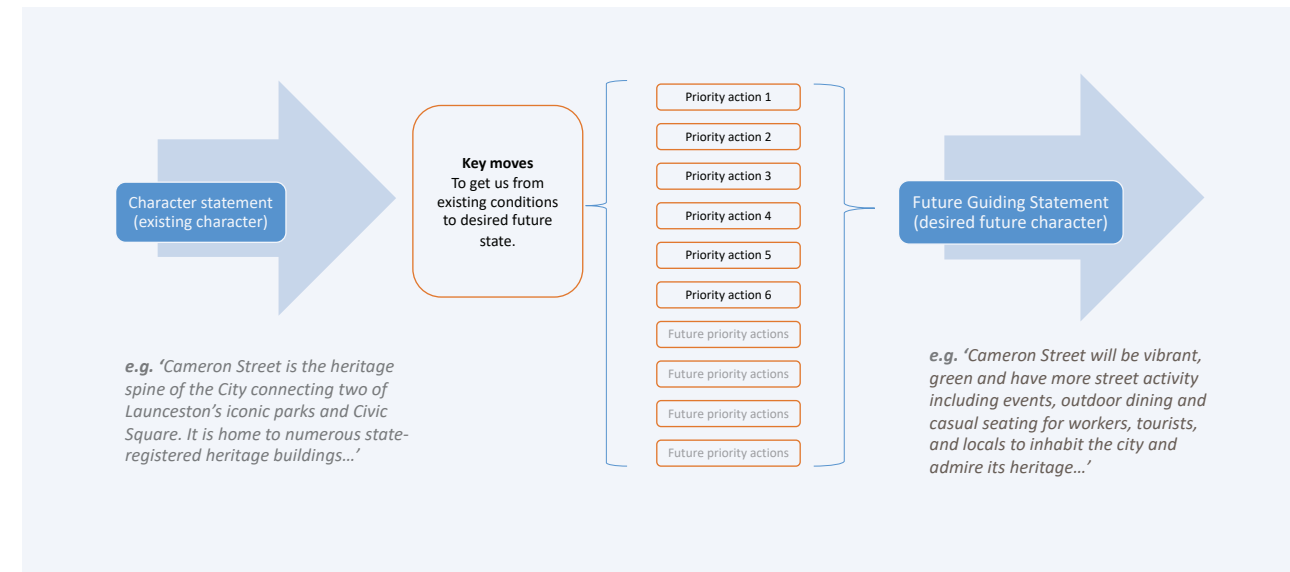
Term / acronym	Meaning
CADPIP	Central Activities District Parking Implementation Plan.
Central Area, or Central Activities District (CAD)	An area under the Tasmanian Planning Scheme, Launceston Local Provisions Schedule, designated for 'the concentration of the higher order business, retail, administrative, professional, community, and entertainment functions'.
City Heart	The core of the Central Area, to which the former City Heart Masterplan, and now this Place Plan applies.
City of Launceston, or council	The council, as the governing entity of the City Heart.
Cycle Path / Cycle Lane	A separated space for bicycle riders, separate from other modes.
DSG	The Tasmanian Department of State Growth.
Nodes and Paths	These are terms by Kevin Lynch in 'Image of the City' as ways that people intuitively navigate, specifically here arrival points like bus stops, and the routes to get there.
NOP	City of Launceston Network Operations Plan.
NOF	City of Launceston Network Operating Framework.
TGSI	Tactile ground surface indicators (ie tactile paving).
Tomorrow Together	Launceston's online engagement platform https://tomorrowtogetherlaunceston.com.au/
Quietway	A street that is comfortable for walking and cycling. These tend to have footpaths and are comfortable to cross informally, but no cycle paths as they are comfortable to ride along without separation. Traffic should be < 500 vehicles per hour, and ≤ 30km/h.

Refer to the appendices for further information.

Analysis and Proposals

3. How to read the Place Plan

Section 5 describes the City Heart context as a whole, followed by Sections 5 to 11 which describe each of the six Character Areas. Each section includes a character statement for that Character Area, a future guiding statement, key moves to get there, and an action plan for the council to deliver on.



3.1 Character Statement and Future Guiding Statement

Each of the six Character Areas begins with a description of the current environment including its form, uses, key activities and its role and function within the City Heart. This is followed by a future guiding statement which describes the intended outcome for the Character Area based on external influences such as land use change, which will form the basis for the action plan.

3.2 Strengths and Opportunities

A short summary and simple visualisation of the key strengths and opportunities of each Character Area is provided, drawing from the detailed analysis in Appendix C. This comprises the following:

Component	Description
Analysis	A detailed analysis of the issue or challenge the action seeks to address
Strengths	Identifies strengths that the action seeks to build on (see 4.2)
Opportunities	Identifies opportunities that the action seeks to capitalise on.

3.3 Key Moves

The key moves, and priority actions, summarise the external influences and actions that will be required to achieve the Future Guiding Statements for each of the Character Areas. Examples of key moves include narrowing traffic lanes or converting one-way streets into two-way streets.

These are provided on a map synthesising the existing strengths, external influences and potential actions to leverage and enhance future opportunities. While not every detailed action appears on the key moves map, it is useful to co-ordinate between projects in the same spatial area, to ensure major actions are not missed.

3.4 Action Plans

The seven action plans – one for the City Heart as a whole, and one each for the Character Areas – will be used to coordinate the allocation of funding and resources towards placed based projects and initiatives to support the distinctive identity, needs and desires of the local users of that area.

Each action plan is organised into three key place elements (movement, vibrancy and physical form) and aligned to the six themes captured in the engagement feedback (outlined in Appendix B):

Element	Description
Movement	Sets out the actions to enhance movement, particularly moving on foot, and by bike, to support a diverse range of users. This includes street crossings, street furniture, trees, lighting, accessible design and wayfinding. Key Engagement Themes: Streetscape Improvements for Vibrant Streets; Making Transport Accessible for all Road Users.
Vibrancy	Sets out the actions to assist the city in reaching its economic potential and supports community participation. This includes events and activities, investment promotion, tourism, marketing and temporary activation. Key Engagement Themes: Events and Activation; Business and Retail
Physical form	Sets out the actions that contribute to the city's urban character and unique sense of place, both buildings and spaces. This includes greening, awnings, historic buildings, materials and location of public open space. Key Engagement Themes: Inclusive, Welcoming and Safe Public Spaces; Inner City Living

Each place element is then split out over time to show how short-term actions (now and next) build to long-term outcomes:

Step	Description
NOW (Step 1)	Proposes a solution to solve or enable progress of the issue as the first step toward a longer-term outcome. These are generally actions that can be taken immediately because they do not have significant interdependencies, are relatively cheap or easy to implement, or can be removed if they do not work as intended. Pilots and trials, paint and signs, planters and parklets are all examples of temporary infrastructure that can be used to test long-term change.
NEXT (Step 2)	These are short-term actions that can be taken but may require a preliminary step (in or concurrent to 'Now') before they can be actioned. An example would be confirming the demand for an event first (step 1) before developing a management plan (step 2) for that event. Like 'now' actions, these do not involve complex interdependencies, and build on short-term actions.
LONG-TERM (Step 3)	These are typically the 'end state' goals that the Now/Next actions are intended to build towards. They may require further development, partnering and resolving interdependencies. The Now/Next steps help justify the effort and money required to implement the long-term solution – proving demand for investment. In this respect, there is 'progressive certainty' that the solution is sustainable and desirable.

Note: For the purpose of referring to actions, an action in Chapter 5, Action 5.5.1, (Step 1) would be referred to as 5.5.1(1), and so on. This Place Plan is intended to be a live document, with changes managed through the Implementation Plan. Insights from trials in now/next should be used to shape or modify long-term solutions. Therefore, these action plans should be regularly reviewed, with completed actions removed and new actions added, guided by the Future Guiding Statement.

Likewise, the key moves map (and supporting analysis in Appendix C) should be updated every 5 years with a document refresh in accordance with section Strategic Context 1.3.



4. The City Heart Context and Character

4.1 The City Heart Context

The City Heart Place Plan outlines six distinctive Character Areas drawn largely from within the existing City Heart Masterplan boundary. It has been amended slightly to include Princes Square, the East Fringe past Earl Street, and to ensure streets are wholly within one Character Area, not split between them. The Place Plan provides an action plan for the whole City Heart and for each Character Area to support the implementation of the City Heart Masterplan Stage 2.

This Place Plan shifts the focus from 'whole of street' upgrades towards place-wide Character Areas,

embracing a holistic approach to city development and street upgrades, recognising that each area presents its own unique issues and opportunities, and supports different users.

In respect of the design of public space, particularly streets, this Place Plan should be read together with the Urban Design Guide, particularly Chapter 2 Vision and Considerations, Chapter 3 Street Design and Chapter 4 Materials. Guidance on the best practice for installation of specific elements set out in this Place Plan is provided in Chapter 5 of the Urban Design Guide.

4.2 Building on Success

To ensure that new and improved infrastructure and activation is authentic, achievable and long-lived, the Place Plan leverages off existing successes and current developments in and around the City Heart, including:

- Making better connections between the city's current gastronomic, retail and commercial clusters.
- Retail and hospitality clusters around upper St John Street, George Street and Charles Street, whose fledgling success merits timely support.
- Supporting and connecting to the city's regular gastronomic events including Festivale in City Park, NORTH Festival, Fiesta on George, and the weekly Harvest Market in the Cimitiere St / Cameron St Carpark (Cimitiere Street Carpark).
- A relaunched theatre district with the redevelopment of Princess Theatre and the Earl Arts Centre.
- The reopening of Albert Hall as a newly renovated and updated venue, the return of Niche Market, and its use as a temporary theatre (which could be further explored in the future if successful).
- Potential to expand the Junction Arts Festival beyond Princes Square, and Harvest Market to Cameron Street.
- The new University of Tasmania campus that is transforming the city into a 'university town'.
- The changing city fringe with new high-end developments, such as the envisaged redevelopments 'ReUnion' (former TAFE building, 10 – 16 Wellington Street), the Fragrance Group hotels (former A Harrap & Son site, 130 Cimitiere Street) and the old Caltex site (207 – 215 Charles Street).

4.3 Leveraging Opportunities

Emerging opportunities that stand to further strengthen and intensify Place Plan Actions include:

- Attracting workers to live in Launceston and commute to the SunCable manufacturing facility at Bell Bay, which is currently going through the Major Project Proposal process, as well as supporting living for the wider Tamar Valley.
- Tourism generated by the Creative City of Gastronomy designation.
- Denser development around the City Heart, in the 'areas of transition' identified in the Launceston Residential Strategy 2009 – 2029 (Figure 5).



5. The City Heart as a Whole

5.1 Themes: Movement, Form and Vibrancy

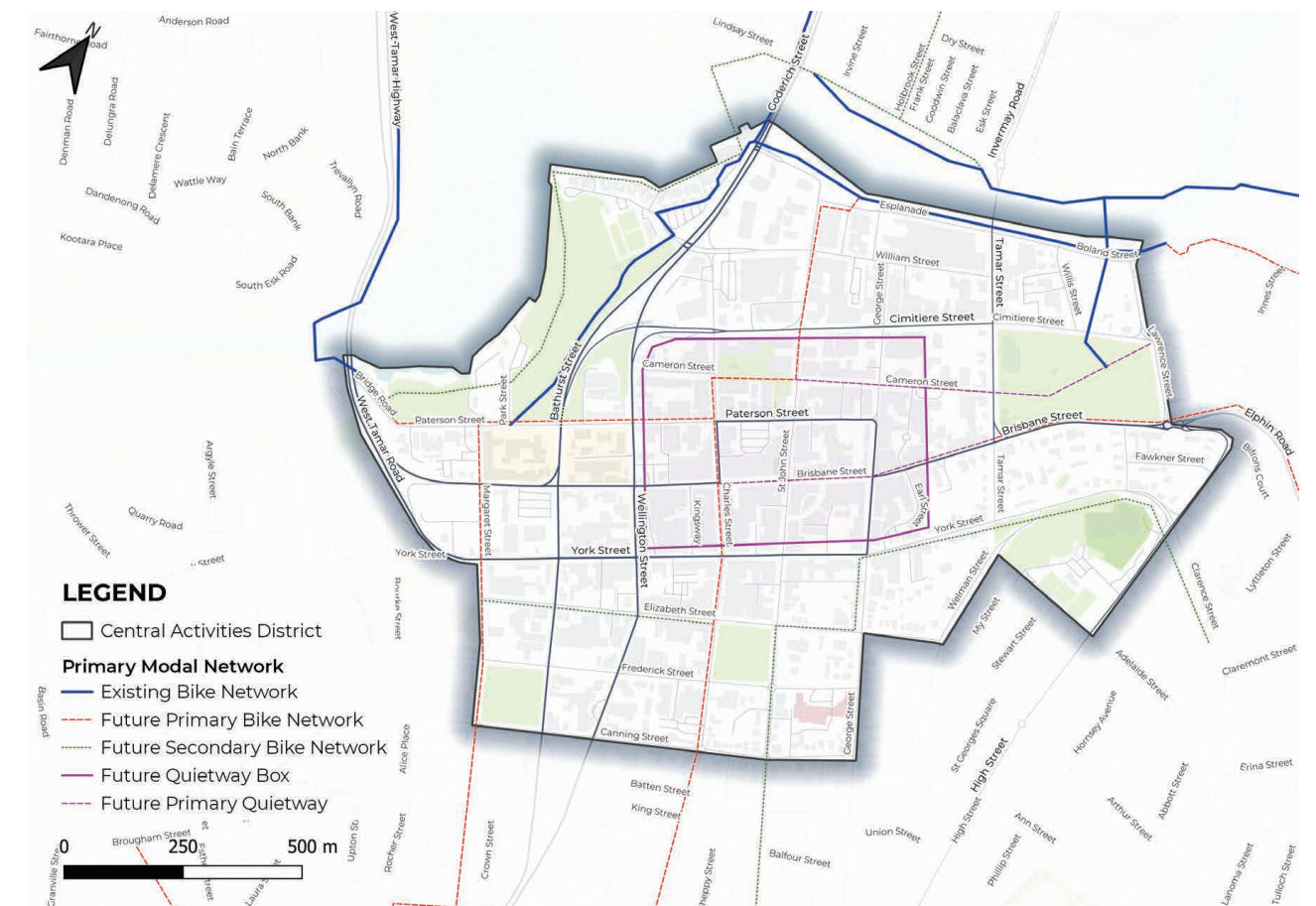
Mapping the themes of movement, form and vibrancy in the City Heart reveals opportunities that can be further leveraged in the action plan. The first two maps provide the context of movement connectivity and activity nodes respectively, while the third map illustrates opportunities to build upon the City Heart's vibrancy.

Movement

Figure 5 shows the existing and potential future walking and cycling movement routes within and through the City Heart. This includes a central area, and radiating network, of quietways or slow streets

that are comfortable and welcoming for people to walk and cycle on without requiring expensive separated cycleways. Refer to 5.3.1 for associated actions to deliver these.

Figure 5 – Movement theme: Key bike network routes, highlighting the use of quietways to create a complete network (defined as slow streets for walking and cycling)



Form

Figure 6 shows the key nodes and pathways through the City Heart linking the Character Areas together and to their surrounds. The nodes are identified as major and minor public nodes such as Princes Square and the bus interchange; and private nodes such as the James Boag Brewery.

The pathways between nodes can be strengthened through clear wayfinding and quality walking and cycling links. It is consistent with the actions of the Central Activities District Parking Implementation Plan 2021 (CADPIP), and reduces conflicts between modes of travel.

Figure 6 – Form: Key nodes and paths linking together the City Heart and its surrounds

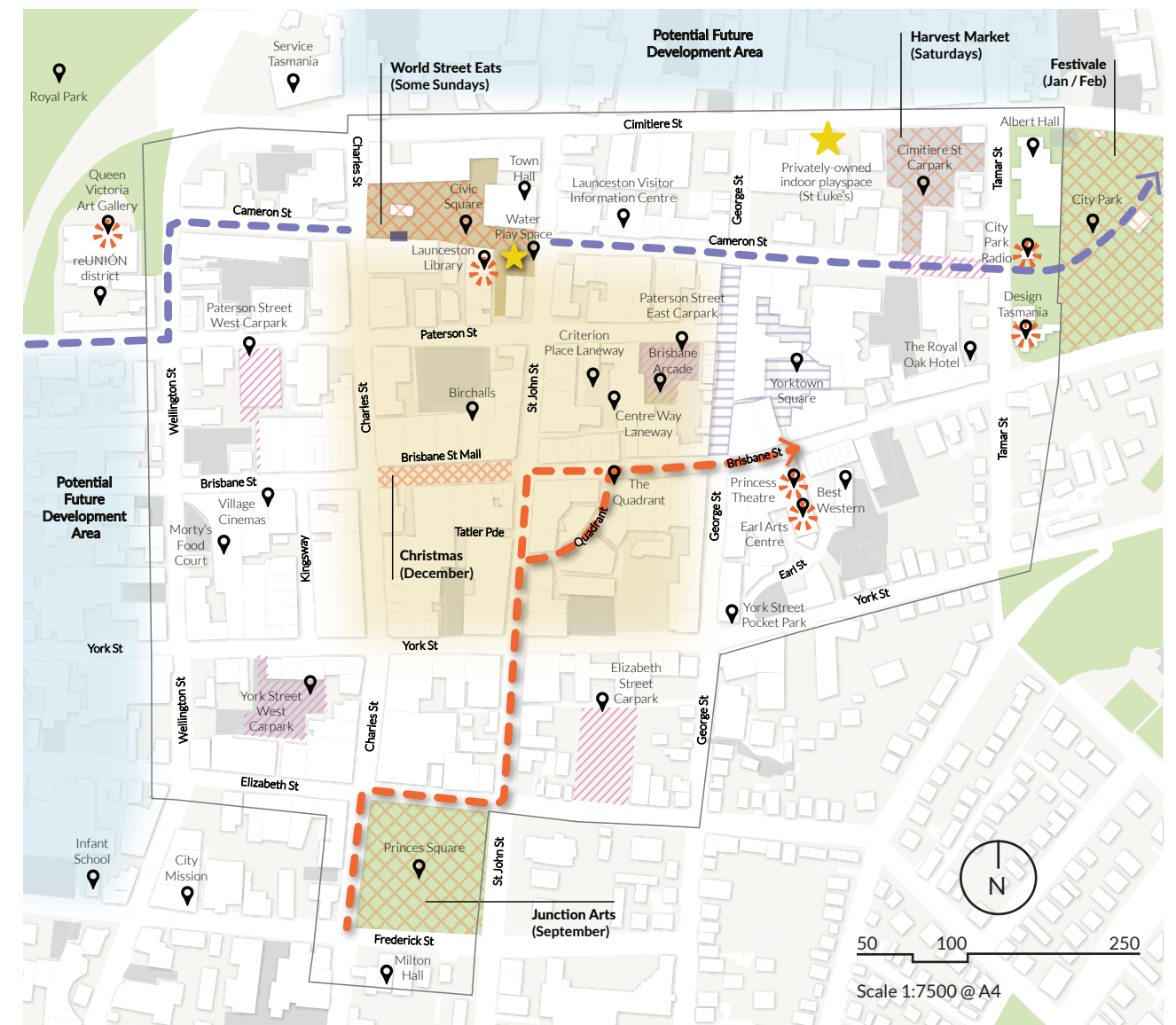


Vibrancy

Figure 7 shows the key venues and outdoor public spaces suitable for events (subject to development of the strategies set out in 5.3). These are key locations

that could contribute to the City of Gastronomy's identity, and existing and potential temporary event locations in the City Heart.

Figure 7 – Vibrancy: Existing and potential contributors to vibrancy and Launceston's identity as a City of Gastronomy.



* includes council carparks as shown, plus end of Cameron St near City Park.

Additional locations may be identified during the life of this City Heart Place Plan, including those envisaged by the Public Art Strategy:

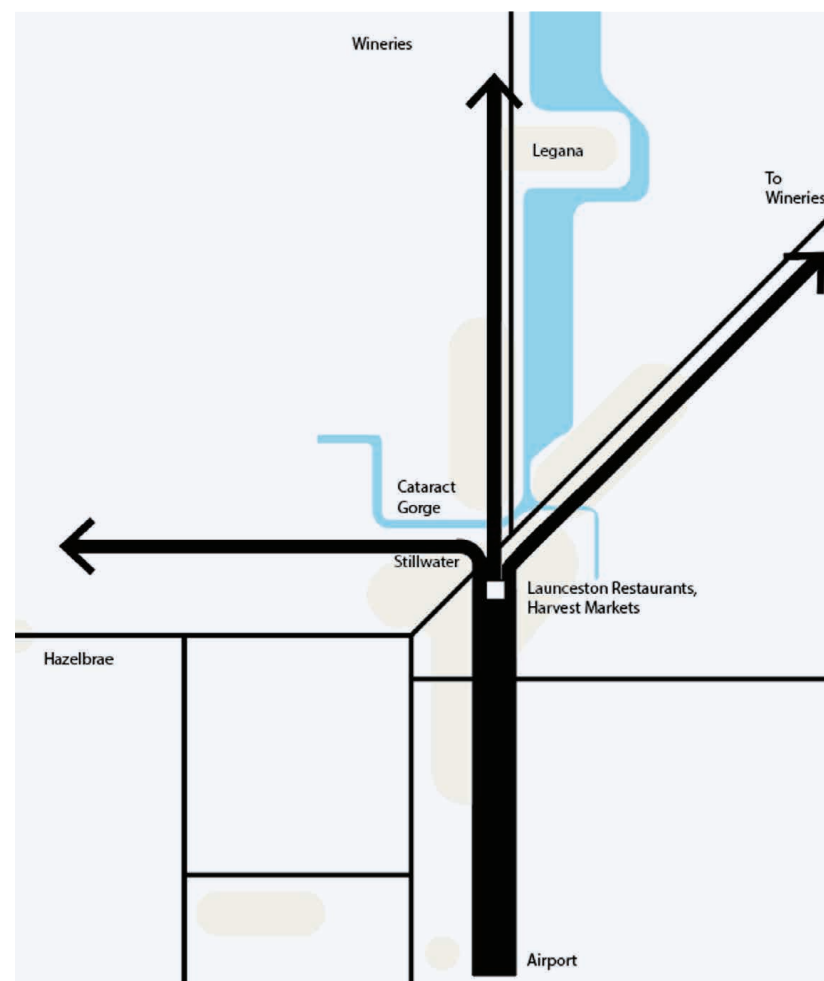
- Laneway Festival and Street Art Gallery (page 26).
- Outdoor Gallery and City Signature (page 30).

Launceston's identity as a City of Gastronomy can be strengthened and developed by local businesses in partnership with representative groups including the Chamber of Commerce and Launceston Central.

The vibrancy map is not exhaustive, and additional opportunities for the City (in partnership with others or independently) are likely to be identified during the life of this Place Plan to support the City of Gastronomy. These could potentially include:

- Opportunities for gastronomic displays and collections at the City library or Design Tasmania.
- New events and activities, such as a cooking show on City Radio.
- More publically accessible productive garden beds.

Figure 8 - The Launceston City of Gastronomy's position as gateway to the Northern Forage road trip



5.2 Strengths and Opportunities

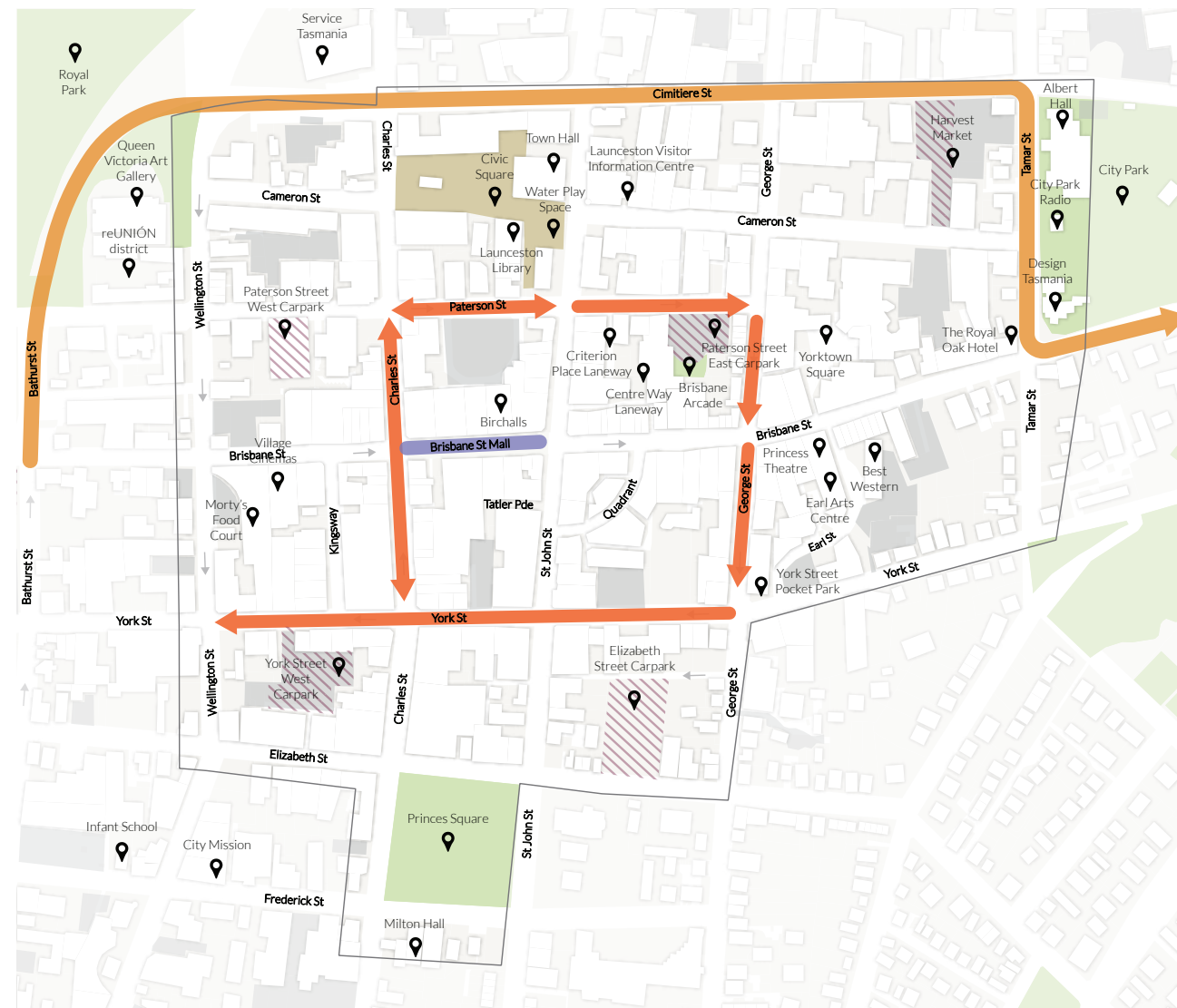
Key strengths and opportunities of the City Heart to be built on in the Action Plan are summarised below.

Theme	Analysis	Strengths	Opportunities
Movement	<p>The DSG Launceston Network Operating Framework (2020) maps contain overlapping bus, cycling, walking and traffic routes.</p> <p>In practice, most commercial streets have space to prioritise only two modes before compromising on the level of service for all users.</p>	<p>The NOF, informed by engagement with City of Launceston, is broadly consistent with the long-term aims of the city, including the strategic objectives and principles, and actions such as the relocation of the bus interchange from St John Street, and York, Tamar & Cimitiere Streets as primary traffic routes.</p>	<p>Applying the strategic objectives, principles and actions, using the NOF Appendix B maps as a base, City of Launceston can refine the networks for the City Heart to reduce conflict between modes and prioritise people's free movement within the City Heart, less impeded by vehicular traffic.</p>
Vibrancy	<p>There is a lack of play space in the city, particularly at the southern end.</p> <p>There is not a comprehensive approach to event spaces, indoor and outdoor. Some Character Areas lack suitable event spaces, or have outgrown available space, and many lack plans of management.</p>	<p>Thematic budgeting for events allows a greater focus on the theme of play across the city.</p> <p>Princes Square is designed for peaceful contemplation but can cater for some events (e.g. Junction Arts Festival), if not children / play.</p> <p>Harvest Market has capacity to grow given more space.</p>	<p>Potential to strengthen City of Gastronomy designation.</p> <p>Playfulness can be integrated into streetscape upgrades.</p> <p>Temporary street closures can provide event space, as has already been done for 'Fiesta on George'.</p>
Form	<p>City of Launceston owns and operates 5 carparks in the City Heart, providing 831 spaces. The CADPIP identifies Cimitiere Street Carpark, Elizabeth Street and York Street West Carpark as potential for redevelopment.</p>	<p>CADPIP analysis shows existing multi-storey carparks are well used for short stay parking that supports visitors and retailing, while open air parking is generally longer stay commuter parking that could be displaced to carparks outside the City Heart.</p>	<p>Cimitiere Street Carpark and York Street West Carpark and Benders Lane Carpark contribute only 119 (8%) of the total 1,472 council spaces and would have limited overall impact if adaptively reused.</p> <p>Distribution of council carparks enables a widespread activation and events program.</p>

5.3 Overarching Actions for the City Heart

A series of overarching actions, divided into the themes of movement, vibrancy and physical form, have been identified for the City Heart as a whole. They pertain to all the Character Areas and are considered 'citywide' actions. The Action Plan for the City Heart outlined in Figure 9, are further categorised as now, next and long-term actions.

Figure 9 - Overall actions for the City Heart



- LEGEND**
- Proposed A3 route
 - Convert from one way to two-way
 - Lane reduction (OR one way to two-way if suitable)
 - Key focal area for playful elements
 - Council owned carparks

Movement		
Now	Next	Long Term
<p>Initiate process with DSG to redesignate Tamar, Cimitiere and York Streets as the A3 route and update wayfinding to redirect traffic to new route.</p> <p>Update Wayfinding Strategy (City Heart Masterplan Stage 1) and incorporate intuitive wayfinding.</p>	<p>Initiate implementation of Two-way Streets Strategy generally as per the Transport Strategy Implementation Plan, and in particular:</p> <ul style="list-style-type: none"> Test lane narrowing on Paterson St (between St John and George Streets), and George Street (between Paterson and Brisbane Streets), using tactical measures Explore two-way traffic operation on Charles (between Paterson and York Streets), George (between Paterson and Brisbane Streets) and Paterson Streets (between St John and George St). <p>Explore extension of the Two-way Street Strategy to include lane narrowing or two-way traffic operation on George (between Brisbane and York) and York (between George and Wellington) Streets.</p>	<p>Work with DSG to agree the long-term desired bus circulation and align bus routes to desired City Heart bus corridors.</p> <p>Reallocate road space as needed for new primary cycle and bus priority routes, and bus movements.</p>



Vibrancy		
Now	Next	Long Term
<p>Develop an events strategy and a lighting strategy. Consider a specific event that incorporates laneways (e.g. laneway festival).</p> <p>Explore activation elements including play, public art, feature lighting, speakers, and street performers, with a view to long-term regular use that can be evolved over time. Priority location for activation: Brisbane Street Mall.</p> <p>Support and partner with Launceston Central to develop a 'business improvement district' model for the City Heart.</p> <p>Explore opportunities to partner, advocate or lead initiatives which support Launceston's identity as a City of Gastronomy.</p>	<p>Produce plans of management for event spaces around the City Heart, including the process for bump in/out, location of sewer, water and electricity points, temporary amenities and seating.</p> <p>Document successful activation initiatives in update to Events strategy for longevity and to maintain corporate knowledge.</p> <p>Commission a study to identify optimal retail mix for the area (exact extent to be confirmed, however centred around the Mall and the Birchalls development).</p> <p>Consider the potential for high intensity uses outside the City Heart to connect into and activate the city centre. Such uses could include sporting or conference facilities, or significantly enhanced recreation opportunities around the Tamar Estuary.</p>	<p>Develop a 'playful city' strategy incorporating both play equipment and infrastructure that encourages people of all ages to linger and engage in playful behaviour.</p> <p>Partner with market, event and festival organisers to program and curate the festivals and make best use of Launceston's public space.</p> <p>Pro-actively work to attract potential operators to curate the retail offering.</p>

Physical Form		
Now	Next	Long Term
<p>Develop an initial study identifying the City Heart's immediate programmatic needs, such as play or event spaces, and which Council-owned off-street carparks would be best suited to facilitate those activities.</p>	<p>Facilitate the use of redundant space within existing Council-owned off-street carparks, such as former ticket booths and undercrofts, for pop-up shops, cycle parking or delivery consolidation centres.</p> <p>Undertake a study to explore reallocation of Council-owned off-street carparks in and around the City Heart to other needs (including integrated multi-storey uses).</p> <p>Study to be informed by the Transport Strategy, the Recreation and Open Space Strategy (underway), and the updated Residential Strategy.</p> <p>Note the goal of reducing unnecessary traffic within the centre may be furthered by retaining consolidated carparks on the fringe and facilitating other uses in the centre.</p>	<p>Use redundant Council-owned off-street carparks to activate the City Heart in accordance with the results of the car park reallocation study.</p> <p>Protect and enhance the City Heart's heritage character by adopting an updated awning policy.</p>



6. Civic Spine

Also known as: *Civic Link*



6.1 Character Statement

Civic Spine is the heritage backbone of the City, connecting two of Launceston's iconic parks and Civic Square. It is home to numerous state-registered heritage buildings, many lovingly restored, as well as home to the government administrative and professional legal services.

It is a quiet area with large open streetscape and tucked between the hustle and bustle of the core and the scenic river edge.

Figure 10 - Clockwise from top: QVMAG Royal Park, monkey enclosure at City Park, Civic Square, Harvest Market, Harvest Market, aerial view of Cameron Street looking west.



6.2 Future Guiding Statement

The Civic Spine is a vibrant connection for pedestrians and bike riders moving between Launceston's cultural hotspots, and for students coming into the city centre. A leafy boulevard bookended by Royal Park and City Park, it is the central link in a cultural trail that takes in the Cataract Gorge, both QVMAG sites, Civic Square and Albert Hall.

Development of the old TAFE in the west and the new accommodation precinct in the east have contributed to Cameron Street becoming the first stop for tourists wanting to admire the city's architectural heritage, and is popular with locals due to its casual seating, outdoor dining and regular events.

The Civic Spine will be vibrant, green, and have more street activity including events, outdoor dining and casual seating for workers, tourists and locals to inhabit the city and appreciate its heritage. As a street book-ended by public open space, and the home to the city's two most iconic open markets it has significant potential for temporary road closures to allow markets to expand and activate the street.

6.3 Strengths and Opportunities

Figure 11 - Civic Spine Strengths & Opportunities

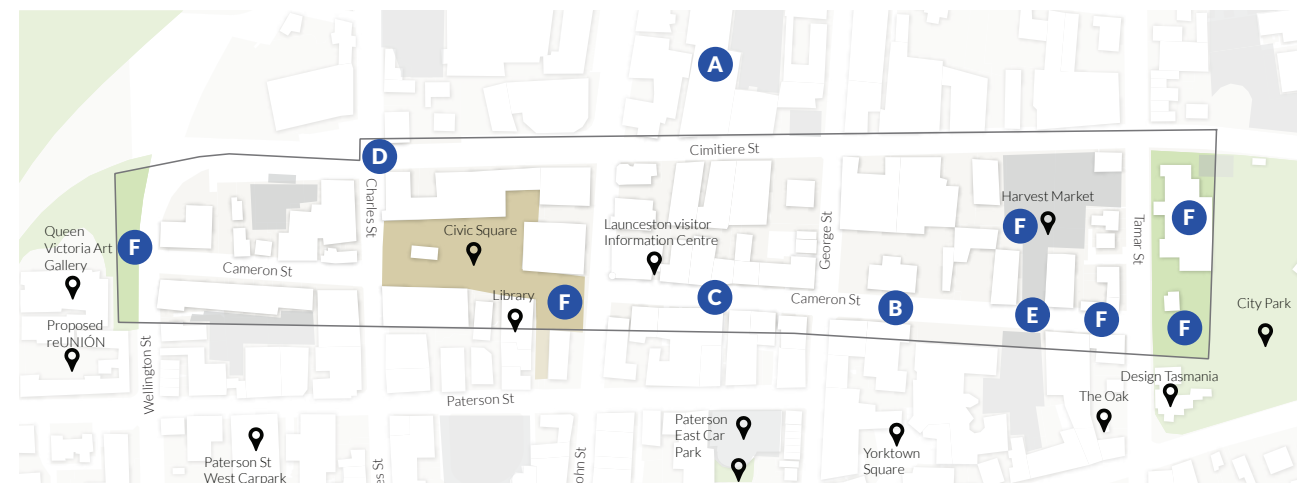


Analysis	Strengths	Opportunities
Cameron Street is a point of arrival and a potential hot spot for attraction due the position of the information centre, Civic Square, and the Cameron Street historical tour.	Key attractors including City Park and Royal Park, Civic Square, Art Gallery, Library, Town Hall and the Visitor Centre. Links to Yorktown Square / St Johns Street.	Wayfinding linking from UTAS through City Park to St John St, Civic Sq, Reunion and Royal Park More seating facilities or shaded areas for visitors or tourist to rest.
Cameron Street between George and Tamar Streets has relatively little activity during weekdays, and even less on weekends (with the exception of people accessing Harvest Market).	Cameron Street is a wide street with relatively low traffic.	Weekend closures for events would have limited impact on citywide movement.
Cameron Street contains some of the City's most iconic heritage architecture yet from St George Street to Tamar Street awnings obscure view lines.	Heritage buildings along street. Albert Hall upgrade underway with expanded uses planned.	Opportunity to link attractors and provide spaces for people to stop and admire heritage buildings. Improve the design of awnings.

6.4 Key Moves

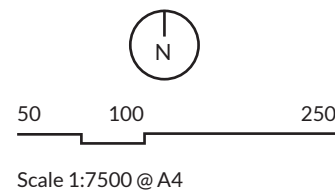
The external influences and actions to achieve the Future Guiding Statement are outlined in Figure 12 which includes priority actions identified in bold.

Figure 12 – Civic Spine Key Moves



LEGEND

- A** Key move
- Precinct Boundary
- Public open space
- Existing car park
- One-Way Street

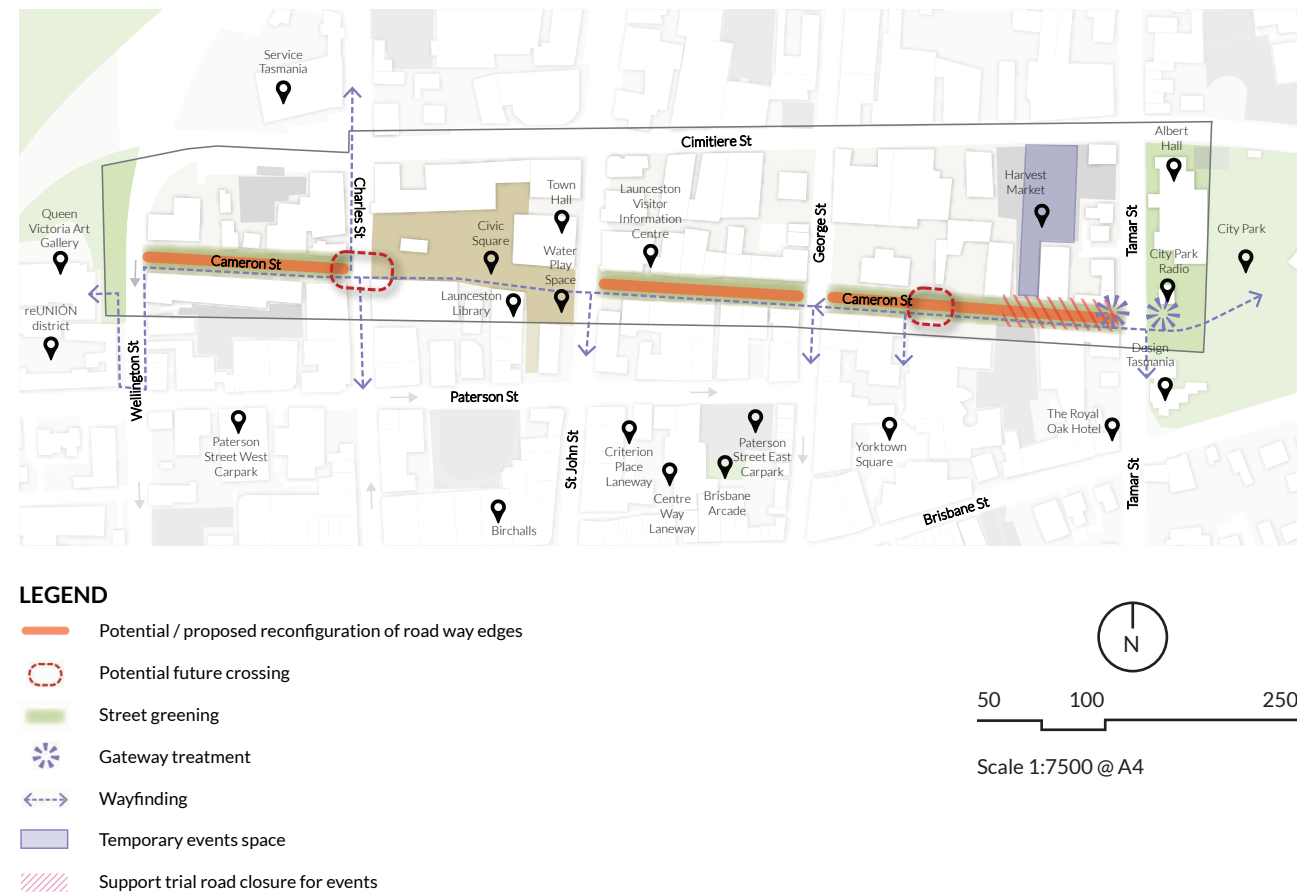


- A** Use potential future redevelopment to the north to better define the character and form of Cimitiere Street and bring people into the City Heart. Improve crossings over Cimitiere Street.
- B** Create a distinct identity for Cameron Street (especially east of Civic Square) as a culture-rich 'quietway' through the city by:
 - improving streetscape elements including paving, lighting and furniture
 - narrowing the carriageway
 - installing gateway treatments, mid-block crossings and build-outs where suitable
 - widening footpaths,
 - adding artwork
 - improving heritage interpretation
 - installing canopy trees (Cameron Street is a priority location - refer to Greening Strategy).
- C** Enhance pedestrian/cycling connection between QVMAG Invermay/ UTAS/ City Park and QVMAG/ Royal Park (and beyond to the Gorge).
- D** Consider potential to enhance pedestrian/cycling connection between the City Heart and Seaport.
- E** Facilitate use of Cameron Street for events, initially between Cimitiere Street Carpark and City Park.
- F** Explore potential City of Gastronomy partnerships and initiatives, for example:
 - Exhibits at QVMAG Royal Park
 - Food-themed library collection/exhibits
 - Explore how food-related events at Civic Square can be further supported
 - Community events at Albert Hall
 - City Park Radio cooking show
 - Mural at Harvest Market
 - Spill-out of Harvest Market to Cameron Street
 - Spill-out of Festivale to Cameron Street

6.5 Action Plan

The following actions, divided into the themes of movement, vibrancy and physical form, have been identified for the Civic Spine.

Figure 13 - Civic Spine Action Plan



Movement		
Now	Next	Long Term
<p>Continue intuitive wayfinding connection from Cameron Street; consider extending west to the Gorge.</p> <p>Provide colourful pavement treatments at intersection of Wellington and Paterson.</p> <p>Provide intuitive wayfinding to Seaport, up Tamar Street to Design Tasmania and to Yorktown Square and George Street.</p>	<p>Trial narrowing of carriageway using temporary treatments.</p> <p>Investigate preferred route from Cameron Street to Royal Park QVMAG.</p> <p>Consider provision of mid-block crossings.</p>	<p>Widen footpaths and narrow carriageway to facilitate 'quietway' use.</p>
Vibrancy		
Now	Next	Long Term
<p>Engage with partners on potential events for Cameron Street, starting with Harvest Market, Niche Market and UTAS.</p> <p>Explore need to roll out installation of infrastructure (water, power and sewer connections) and prepare management plans to support event use.</p>	<p>Support trial closure for events using temporary infrastructure</p>	<p>Provision of permanent event infrastructure and regular closure for events.</p> <p>Consider gateway treatment (refer to Urban Design Guide) at Cameron Street where it intersects with Tamar Street and improvements to amenity at Tamar Street entry to City Park (ensuring that Tamar Street's function as a traffic corridor is not compromised).</p>
Physical Form		
Now	Next	Long Term
<p>Identify key architectural viewpoints to feature or enhance with place-making (parklets, plaques / QR codes, graze lighting buildings etc).</p>	<p>Design and install heritage viewpoint placemaking elements where appropriate taking into account ongoing streetscape upgrades.</p> <p>Provide seating at min. 50m intervals. Co-locate with architectural viewpoints and trees or other shade where possible.</p>	<p>Where parklets or other seating is well-used enhance offering, e.g. by constructing permanent shaded seating and/or adding artwork and interpretation.</p>

7. CBD Core East

Also known as: *Theatre District*



7.1 Character Statement

The CBD Core East is the secret charm and heritage heart of the CBD, famous for its legacy of venues, outdoor dining, entertainment and arcades, centred on Princess Theatre on Brisbane Street, and extending up to the 'eat street' of George Street.

Hidden gems can be discovered through internal courtyards, ways, laneways, squares and quadrants. Its boutique retail mix, health services, bespoke culinary experiences, and fine heritage buildings contribute to a distinct sense of identity and human scale like no other place. Brisbane Avenue houses one of the CBD's most leafy streets, supporting local and independent businesses and George Street holds a strong identity as a well-established eat street with an array of outdoor dining experiences, all contributing to the City's liveliness.

Figure 14 – Images clockwise from left: The Princess Theatre, theatre in Dicky White's Lane, Brisbane Arcade, Alberto's on George Street, singers in the Quadrant, The Old Umbrella Shop on George Street.



7.2 Future Guiding Statement

The tree-lined, pedestrian friendly atmosphere of The Avenue, one of the prettiest streets in the City Heart, extends to Princess Theatre / Earl Street intersection of Brisbane Street.

George Street will continue to be a key Eat Street in the City Heart, lined with iconic flowering ornamental pear trees, that shade and give character to outdoor dining. Risks to safety and comfort for patrons will be managed through wider footpaths and street calming.

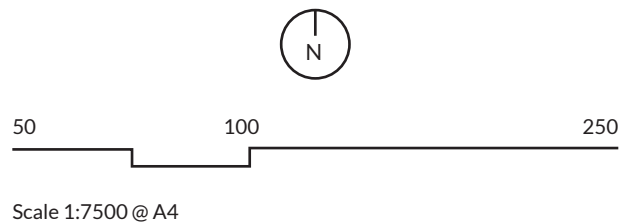
Partnerships with venues and restaurants will build the City's evening economy, supported by more space for walking, outdoor dining, greening and lighting, and better cross-connections between venues and clusters of restaurants.

7.3 Strengths and Opportunities

Figure 15 - CBD Core East Strengths & Opportunities



- LEGEND**
- City Heart Boundary
 - City Of Launceston Owned Land
 - Public open space
 - Existing car park
 - One-Way Street
 - Camerson St historical
 - CBD historical tour

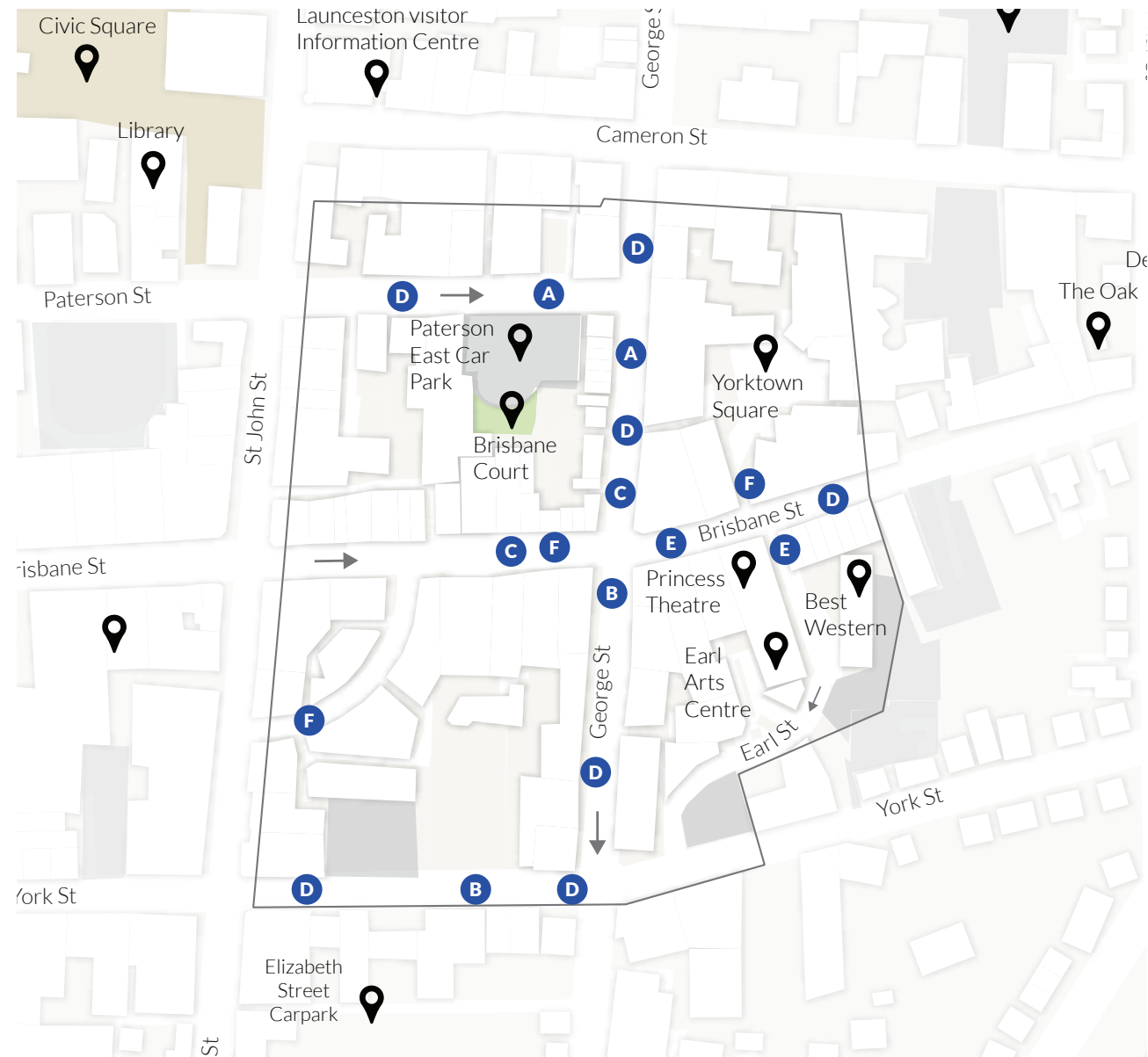


Analysis	Strengths	Opportunities
George Street between Cameron Street and Brisbane Street is an Eat Street but the traffic flow and footpath widths compromise diners' comfort and safety.	The district contains a mix of retail and dining options, including café's, casual dining, multicultural cuisine, formal dining, and nigh time bars with many venues supporting on-street dining.	More pedestrian and cycling priority. Redistribution/ reallocation of carriageway space, particularly where surplus to need, and increased on street dining options, widen the footpath and increase safety, seating, ambience, lighting, and greening.
The Princess Theatre and the Earl Street Arts Centre are two of the City's most iconic entertainment venues, activating the area at nighttime, yet George Street and surrounds are dominated by traffic, affecting crossing safety and outdoor dining space.	Position – George Street sits at the centre of the City, drawing people from all directions, and an east walk from late night bars in East Fringe area, parking on Paterson St and buses on St John St. Space – George, Brisbane and York Streets are wide streets and could easily accommodate different road configurations.	Wider footpaths and additional crossings to make moving around safer at night. Wayfinding and connection to George Street East Street. Potential to trial road space changes with construction management of Princess Theatre works.
George Street Eat Street, Brisbane Avenue, Brisbane Street and Yorktown Square contain the City's hidden charms, yet all three areas have different pedestrian prioritisations, and their secrets are not well known. Missing crossings at key wayfinding points inhibit movement through the district, such as George Street south of Paterson Street at the entrance to Paterson Lane, and Brisbane Street at Gunns Lane west of Earl Street.	Human scale arcades, malls, quadrants, and squares. Strong architecture character. A variety of retail and hospitality offerings.	Connect the areas through wayfinding, such as street trees and greenery, emphasising points of arrival and transitions. Continuity of material palette. Emphasis on pedestrian priority and linkages.

7.4 Key Moves

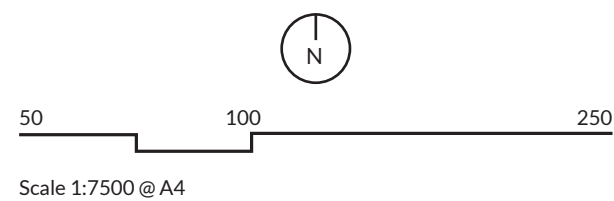
The external influences and actions to achieve the Future Guiding Statement are mapped in Figure 16 and tabled below, with priority actions identified in bold.

Figure 16 – CBD Core East Key Moves



LEGEND

- A** Key move
- Precinct Boundary
- Public open space
- Existing car park
- One-Way Street



- A** As per overarching City Heart Action Plan Initiate implementation of Two-way Streets Strategy (generally as per the Transport Strategy Implementation Plan):
 - Test lane narrowing on Paterson (between St John and George) and George (between Paterson and Brisbane) using tactical measures.

Explore two-way traffic operation on George (between Paterson and Brisbane) and Paterson (between St John and George).
- B**
 - As per overarching City Heart Action Plan Explore extension of the Two-way Streets Strategy to include lane narrowing or two-way traffic operation on George (between Brisbane and York) and York (between George and Wellington).
- C** Provide flexibility for businesses on the Avenue by installing parking bay/dining terraces at footpath level with removeable bollards (refer to Urban Design Guide). Potential to consider for George Street also.
- D** Improve pedestrian circulation and amenity by:
 - Upgrading the pedestrian crossing at the intersection of George and Paterson.
 - Widening footpaths where possible (refer to minimum preferred footpath widths and street cross sections in the Urban Design Guide), especially at intersections.
 - Considering mid-block crossings on George Street and Paterson Street.
 - Implementing the Urban Greening Strategy including installation of canopy trees, and encouragement of microgreening.
- E** Related to the Princess Theatre redevelopment:
 - Ensure shop keepers know how they will stay afloat while the theatre is closed
 - Use the redevelopment to rebrand the area including working with hospitality venues to develop a pre & post show offering.
 - Take the opportunity to enlarge and improve amenity of pedestrian spaces around Princess Theatre and Earl Arts.
- F** Improve wayfinding.
 - Create a 'Princes to Princess' nighttime route between Princess Theatre and Princes Square with lighting (potential to extend to The Oak).
 - Improve wayfinding to Yorktown Square and other 'hidden gems'.

7.5 Action Plan

The following actions, divided into the themes of movement, vibrancy and physical form, have been identified for the CBD Core East.

Figure 17 - CBD Core East Action Plan



LEGEND

- Potential / proposed reconfiguration of road way edges
- ▨ Flexible outdoor programming
- ↔ Introduce two-way street
- ▨ Street greening
- ⬇ Wayfinding
- ☆ Public realm improvements at existing / potential gathering space
- Creation of night time route from Princes to Princess
- ▨ Potential for accessible parking, drop-off and pick-up zone

50 100 250

Scale 1:7500 @ A4

Movement

Now	Next	Long Term
<p>Use paint and temporary treatments such as planters to reallocate spare road space to pedestrians and outdoor dining on George Street.</p> <p>Provide additional short term, drop-off and accessible parking along the street near the Princess Theatre.</p>	<p>Measure and use benefits of temporary treatments on George Street (including through engagement with key stakeholders) with a view to developing plans for permanent works.</p>	<p>Reconfigure George Street (including traffic changes where necessary) to strengthen its 'Eat Street' character and better balance its key movement and place functions.</p>

Vibrancy

Now	Next	Long Term
<p>Improve wayfinding to Yorktown Square and other 'hidden gems'. Consider tactical treatments (refer to the Urban Design Guide for options).</p>	<p>Create a 'Princes to Princess' nighttime route between Princess Theatre and Princes Square with lighting (potential to extend to The Oak).</p>	<p>Rebrand the area around its night-time dining and bar culture including working with hospitality venues to develop a pre and post show offering.</p>

Physical Form

Now	Next	Long Term
<p>Begin staged repair of footpaths on the Avenue including installation of parking bay/dining terraces at footpath level with removeable bollards (refer to Urban Design Guide).</p> <p>Plan for redevelopment of the public realm immediately adjacent to the Princess Theatre and Earl Arts, coinciding with the theatre redevelopment, to provide better accessibility to theatres and outdoor gathering space for patrons.</p>	<p>Identify streets suitable for lane narrowing and trial using tactical methods (refer to Urban Design Guide). Monitor and measure benefit.</p> <p>Undertake redevelopment of the public realm immediately adjacent to the Princess Theatre and Earl Arts.</p>	<p>Reconfigure streetscapes to achieve the aims of the Two-way Streets Strategy, building on learnings from trials.</p> <p>Consider extending Princess Theatre/Earl Arts streetscape treatment south along Earl Street (beyond Earl Arts) to York Street.</p>

8. East Fringe

Also known as: *Dress Circle*



8.1 Character Statement

The East Fringe is a fusion of hospitality, entertainment, and health services. Night-time bars and restaurants surround the Princess Theatre remaining open late into the evening, with a mix of health and medical service providers active in the daytime.

Figure 18 – Clockwise from top: Brisbane Street, east end, Design Tasmania, houses at the east end of York Street



8.2 Future Guiding Statement

The East Fringe will be a transition zone between the bustling City Heart and the leafy residential areas of East Launceston. At night it will provide locals and patrons of the Princess Theatre with fine dining options and late-night bars. An improved environment along Brisbane Street from Earl Street to Tamar Street will cater for evening visitors with better lighting, drop-off and accessible parking. As the city vibe expands east, daytime uses including tourism, healthcare and retail will be supported through wider footpaths, improved wayfinding, public seating, amenities and greenery.

8.3 Strengths and Opportunities

Figure 19 - East Fringe Strengths & Opportunities



- LEGEND**
- City Heart Boundary
 - City Of Launceston Owned Land
 - Public open space
 - Existing car park
 - One-Way Street
 - Camerson St historical
 - CBD historical tour



50 100 250

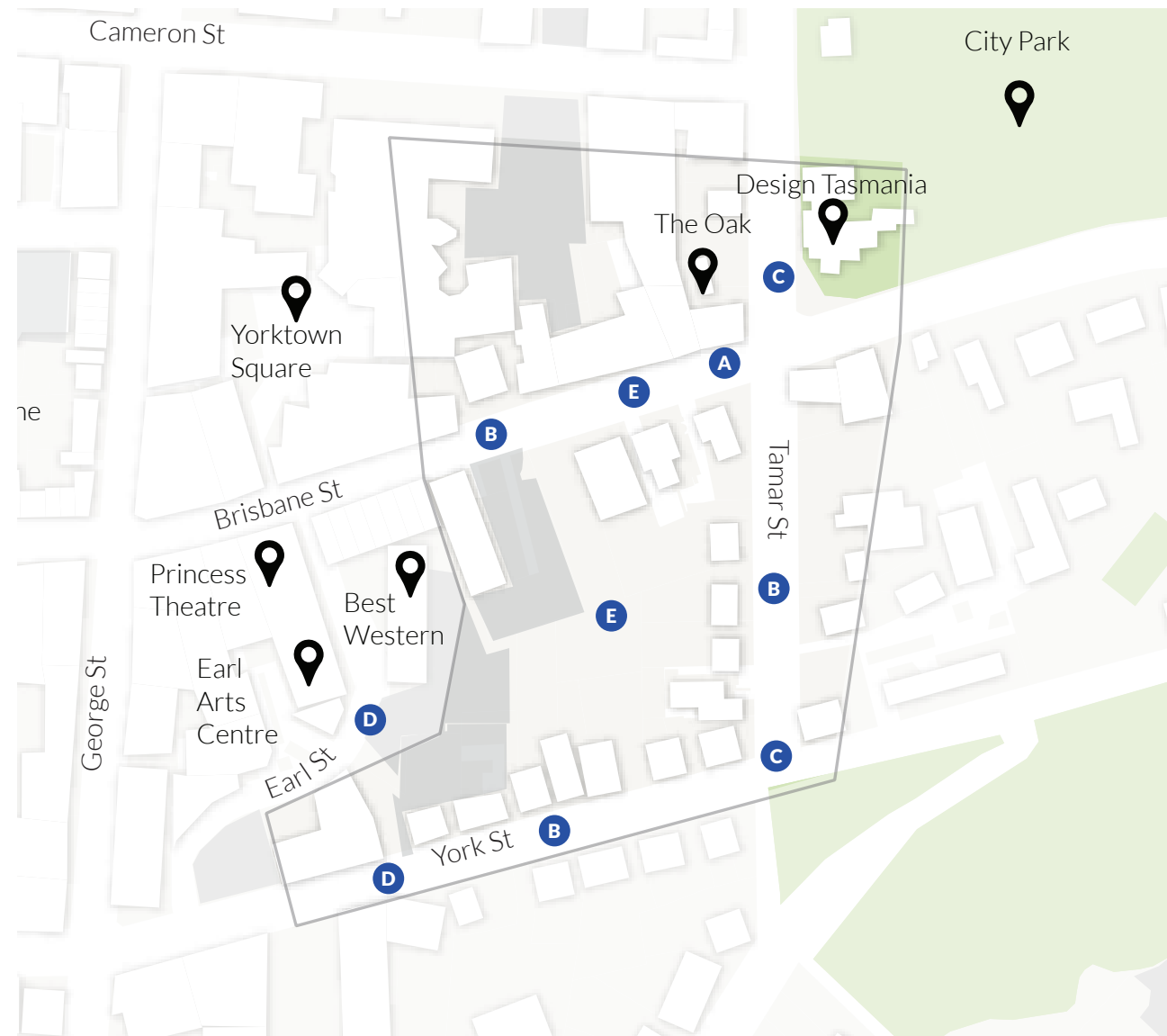
Scale 1:7500 @ A4

Analysis	Strengths	Opportunities
<p>Brisbane Street East is wide, with narrow footpaths and many driveways.</p> <p>The street can be hard to cross mid-block and has variable lighting.</p>	<p>There are a range of daytime health services from dentists to gyms and yoga venues, and evening fine dining and late-night drinking venues on Brisbane Street East clustered near Tamar Street.</p>	<p>The reopening of the Princess Theatre and Earl Arts Centre nearby, and hotel cluster in and around the East Fringe provides an opportunity for local business to cater for both pre-show and late meals, drinks and evening classes.</p>
<p>The Princess Theatre and the Earl Street Arts Centre are two of the City's most iconic entertainment venues, activating the area at nighttime, yet George Street and surrounds are dominated by traffic, affecting crossing safety and outdoor dining space.</p>	<p>Position – George Street sits at the centre of the City, drawing people from all directions, and an east walk from late night bars in East Fringe area, parking on Paterson St and buses on St John St.</p> <p>Space – George, Brisbane and York Streets are wide streets and could easily accommodate different road configurations.</p>	<p>Wider footpaths and additional crossings to make moving around safer at night.</p> <p>Wayfinding and connection to George Street East Street.</p> <p>Potential to trial road space changes with construction management of Princess Theatre works.</p>
<p>The street lacks greening in the public realm. Some greening from private gardens on the north side of the street cascades over the footpath, but creates dark zones.</p>	<p>Strong architecture character of buildings close to the street along the length define the public realm.</p> <p>A variety of health and fine dining offers, and a late night live music venue generate passing trade.</p>	<p>Introducing pedestrian-scale lighting, and using the low through-movement as an opportunity to reduce the carriageway to provide for new trees.</p>

8.4 Key Moves

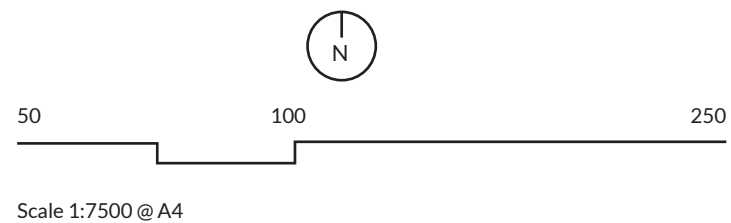
The external influences and actions to achieve the Future Guiding Statement are tabled below, with priority actions identified in bold.

Figure 20 - Key Moves in the East Fringe



LEGEND

- A Key move
- Precinct Boundary
- Public open space
- Existing car park
- One-Way Street

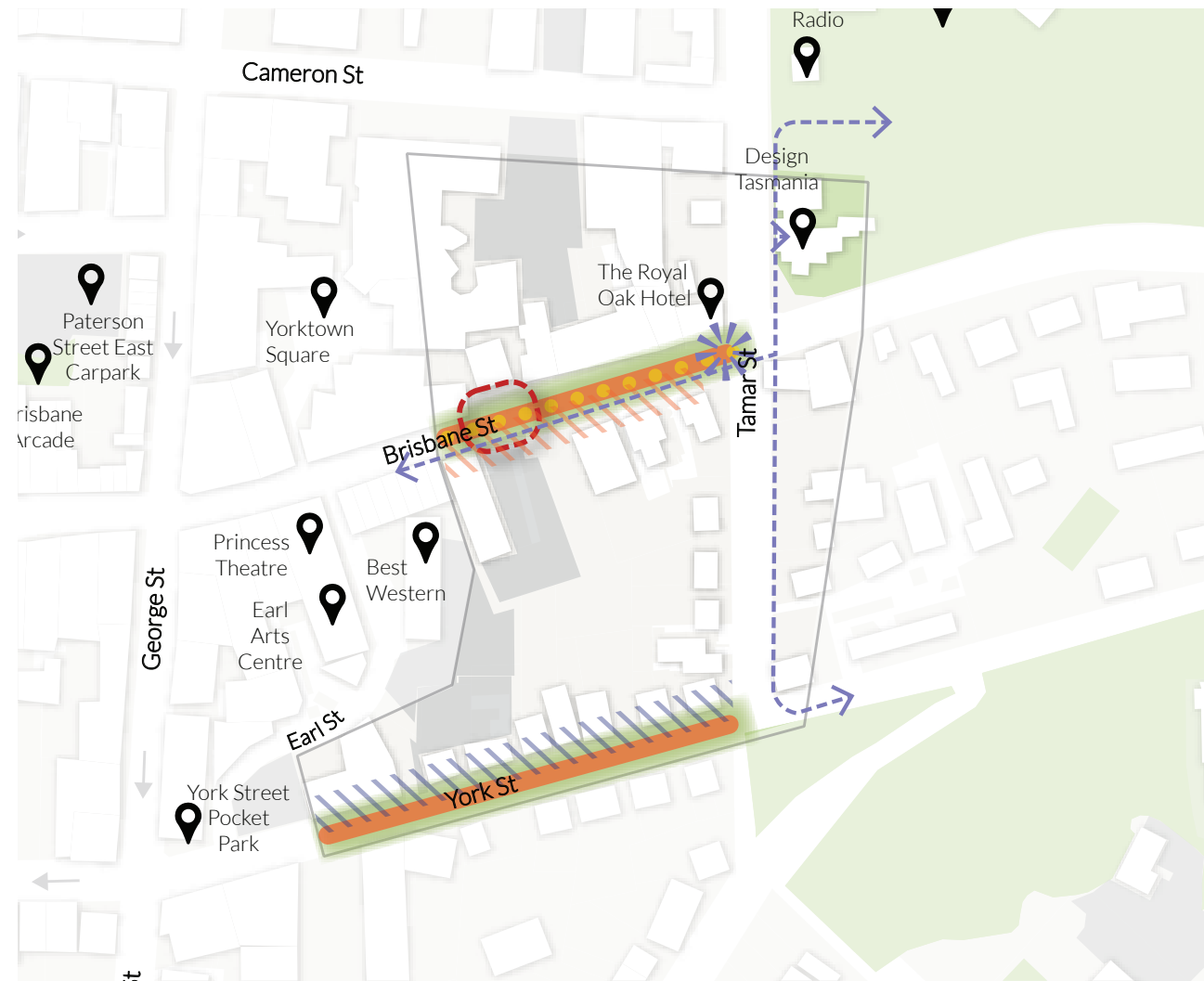


- A Create a gateway treatment on Brisbane Street west of Tamar Street (entering the City Heart) – dependent on rerouting A3 (as per overarching City Heart Action Plan).
- B
 - Improve pedestrian circulation and amenity by widening footpaths where possible (refer to minimum preferred footpath widths and street cross sections in the Urban Design Guide), especially at intersections.
 - Considering mid-block crossings on Brisbane and York Street.
 - Provision of rest spots (seating, ideally shaded)
 - Implementing the Urban Greening Strategy including installation of canopy trees and encouraging microgreening.
- C Improve wayfinding and pedestrian access to Design Tasmania, and to Windmill Hill from the Tamar/York intersection.
- D Work with landowners to activate Earl Street and York Street for better pedestrian safety.
- E Activate the area between Princess Theatre and The Oak, for example:
 - Extend the 'Princes to Princess' treatment up to Tamar Street
 - Incentivise reuse of privately owned off-street carparks to increase activity in the area

8.5 Action Plan

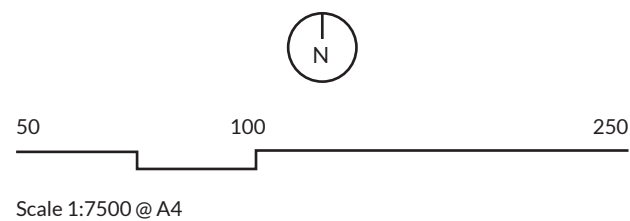
The following actions, divided into the themes of movement, vibrancy and physical form, have been identified for the East Fringe.

Figure 21 - East Fringe Action Plan



LEGEND

- Potential / proposed reconfiguration of road way edges
- Potential future crossing
- Street greening
- Wayfinding
- Creation of night time route from Princes to Princess
- /// Encourage active street frontages
- /// Potential for accessible parking, drop-off and pick-up zone
- * Gateway treatment



Movement		
Now	Next	Long Term
Provide additional short term, drop-off and accessible parking along the street near the Princess Theatre. Consider providing a taxi rank further east along Brisbane Street.	Investigate mid-block crossings on Brisbane Street.	Consider signalling the York Street/Tamar Street intersection to encourage drivers to skirt the city centre.
Vibrancy		
Now	Next	Long Term
Leverage the proximity of Princess Theatre, The Oak, Design Tasmania and City Park to create directional wayfinding extending across Tamar Street and toward Cameron Street. Consider opportunities for busking or other street activity. Explore potential to partner with Design Tasmania on a City of Gastronomy-themed initiative.	Consider extending the 'Princes to Princess' nighttime route lighting treatment to The Oak.	Work with Launceston Central to develop a cohesive identity for the area and support that identity with regular events.
Physical Form		
Now	Next	Long Term
Audit the lighting and greening and identify locations where additional lighting and tree planting could be accommodated on Brisbane Street.	Introduce street trees and pedestrian-scale street lighting along Brisbane Street. Investigate a gateway treatment on Brisbane Street at or near the intersection with Tamar Street to signify entry to the City Heart. Identify streets suitable for lane narrowing and trial using tactical methods (refer to Urban Design Guide). Monitor and measure benefit.	Work with landowners on any redevelopment to define the street edge and activate York Street for pedestrian safety and new through-site links.

9. South Fringe

Also known as: *Cultural Quarter (CuQ)*



9.1 Character Statement

The South Fringe is alive with activity and has an eclectic mix of retail, restaurants, bars, cafes, health, beauty outlets and residential dwellings, all which form one of the city's most alternative mixed-use and environments. Lined by heritage and a mix of architectural styles this area sets a backdrop as a unique vibrant home to an emerging creative community.

Figure 22 - Clockwise from top: Du Cane, dining deck at Tinka on St John Street, kids' artwork at Princes Square, Buddha Thai on Charles Street, Junction Arts Festival shenanigans at Princes Square, artistic lighting at Princes Square.



9.2 Future Guiding Statement

The South Fringe will be a bustling night-time economy filled with a variety of eating options that extend the dining trail of restaurants, cafes and bars down St John Street and Elizabeth Street to Charles Street. At its heart lies the lush peaceful oasis of Princes Square, which is well-lit and feels safe to use, day and night.

The area is inclusive, attracting a variety of visitors during the day and night and providing diverse activities and food options. Well-activated, safe streets connect the main walking routes of Charles Street and St John Street and to new developments to the west and south. They are known for their greenery, ambient lighting and outdoor dining that provides a sense of safety when walking around.

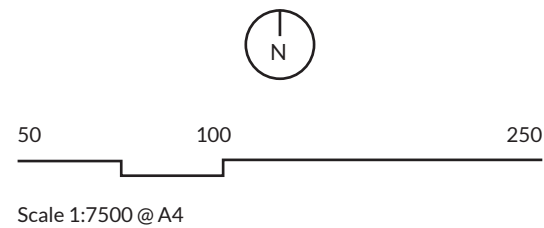
9.3 Strengths and Opportunities

Figure 23 - South Fringe Strengths & Opportunities



LEGEND

- City Heart Boundary
- One-Way Street
- City Of Launceston Owned Land
- Public open space
- Existing car park
- Camerson St historical
- CBD historical tour



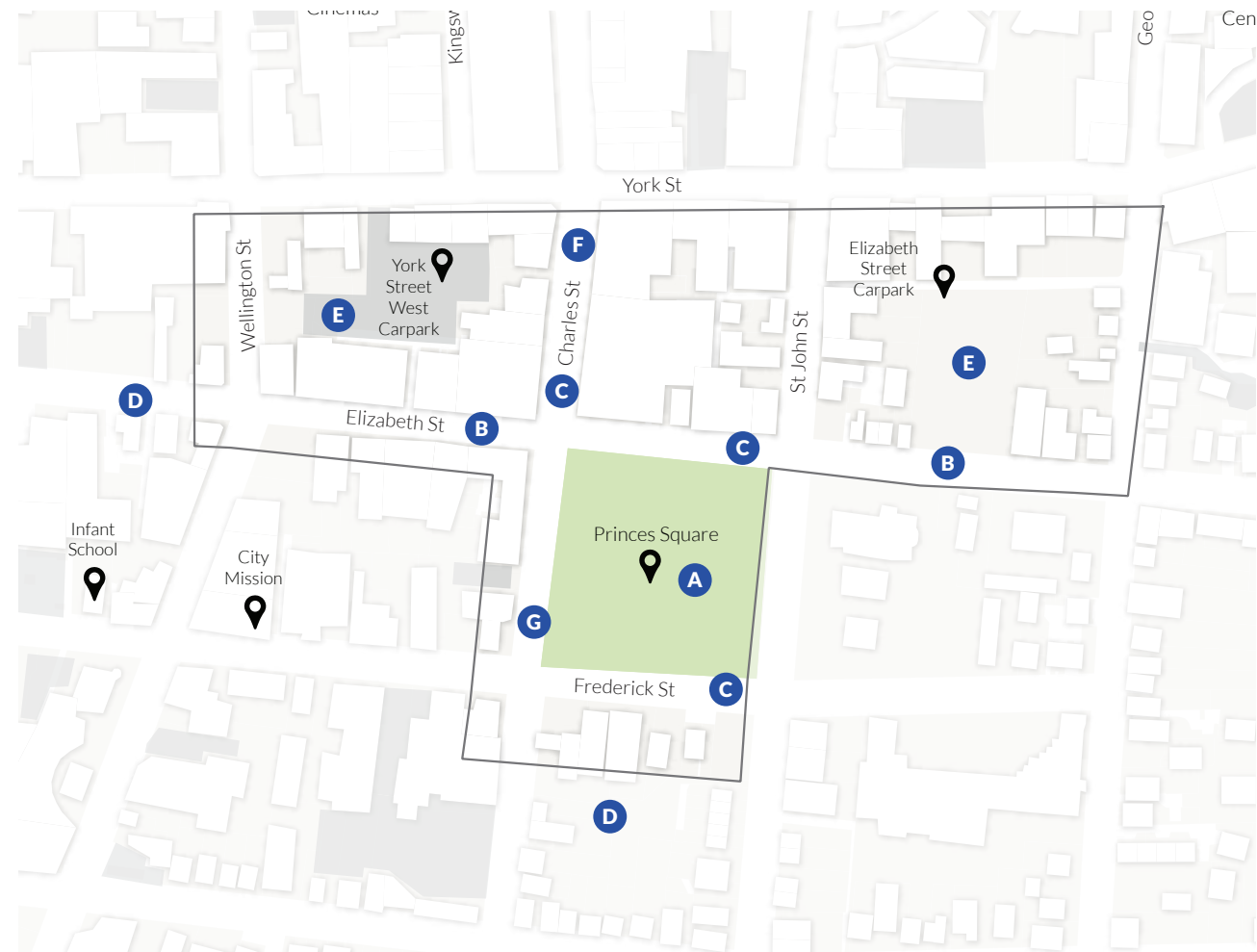
Analysis	Strengths	Opportunities
Charles Street is a marked cycle route but there is little separation from vehicles or parking, and the cycle marking taper out to the north and south.	Charles Street is relatively quiet and is already designated as the primary cycle access from the south in the Network Operations Plan.	Narrower travel lanes that suit a non-arterial route would allow a safe, separated cycleway to be provided on Charles Street.
Antisocial behaviour in and around Princes Square during the day and evening can deter people from coming to or walking through the area. Areas perceived to be unsafe particularly deter women and minorities from enjoying those spaces ¹ .	A number of venues around the edge of Princes Square, and redevelopment on the south side of the square, provide a good base for passive surveillance of the area.	Better lighting can improve the sense of security of the area. Wider footpaths would enable more outdoor dining and greater ease of moving around.
There is lower footfall in the South Fringe relative to other areas of the City Heart, and gaps between hospitality venues.	A number of venues clustered around the north and west side of Princes Square, and good connections to the north via Charles Street and St John Street	Several large sites are due to be redeveloped or re-used to the south and west including Milton Hall, the Infant School and City Mission

¹ YourGround Victoria Report, 2021; NSW Safer Cities Survey 2023

9.4 Key Moves

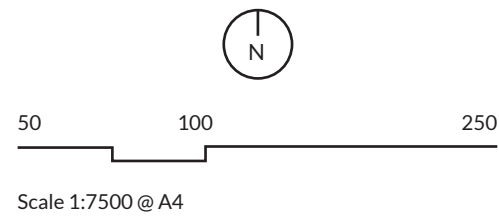
The external influences and actions to achieve the Future Guiding Statement are tabled below, with priority actions identified in bold.

Figure 24 - South Fringe Key Moves



LEGEND

- A** Key move
- Precinct Boundary
- Public open space
- Existing car park
- One-Way Street



- A** Better lighting in and around Princes Square, including street lighting and ambient uplighting in the trees of Princes Square itself
- B** Support activation of Elizabeth Street to complement the existing food retail, for example:
 - addition of dining decks
 - allowing food trucks to use parking or bus bays after hours
 - Public art (consider mural on toilet block – note heritage considerations).
- C** Ongoing improvements to amenity on Elizabeth Street, Charles Street and Frederick Street (and St John Street pending resolution of bus network) via:
 - Installation of canopy trees and encouragement of micro-greening (as per Greening Strategy Implementation Plan)
 - Widening footpaths.
- D** To increase sense of safety, support greater intensification of the area's fringes, particularly west of Wellington Street and south of Frederick Street to bring more people into the area.
- E** As per overarching City Heart Action Plan consider future reallocation of Elizabeth Street and Benders Lane carparks, as well as potential activation in the short to medium term with outdoor events that are incompatible with the Conservation Plan of management for Princes Square.
- F** Support Charles Street's expected future function as a primary cycleway (this outcome depends on a new bus network which does not rely on Charles Street north of York Street).
- G** Improve pedestrian and bike connection with Launceston General Hospital.
- H** Explore activation opportunities (refer to activation items and programmatic needs study in overarching action plan).

9.5 Action Plan

The following actions, divided into the themes of movement, vibrancy and physical form, have been identified for the South Fringe.

Figure 25 – South Fringe Action Plan



LEGEND

- Potential / proposed reconfiguration of road way edges
- Improved pedestrian amenity
- Street greening
- - - Wayfinding
- Creation of night time route from Princes to Princess
- /// Encourage active street frontages



50 100 250

Scale 1:7500 @ A4

Movement		
Now	Next	Long Term
<p>Identify locations for wayfinding, canopy trees and seating along Charles Street to encourage pedestrian movement between the City Heart and Launceston General Hospital.</p> <p>Explore potential for provision of bike infrastructure and additional pedestrian space along Charles Street given that buses will continue to operate south of York Street under any future scenario (refer to typical street cross-sections in Urban Design Guide).</p>	<p>Install trees and seating on Charles Street where possible. Potential to trial furniture using temporary build-outs.</p>	<p>Widen footpaths and construct permanent build-outs on Charles Street. Consider extending treatment further south towards the hospital.</p>
Vibrancy		
Now	Next	Long Term
<p>Conduct a lighting audit of the area and identify dark spots. Explore provision of CCTV.</p> <p>Consider activating Elizabeth Street south side with food trucks during the evenings (complementary to existing venues).</p>	<p>Create a 'Princes to Princess' nighttime route between Princess Theatre and Princes Square (via St John Street) with lighting.</p> <p>Improve lighting in Princes Square.</p>	<p>Explore further opportunities to support identity as a creative area.</p>
Physical Form		
Now	Next	Long Term
<p>Work with landholders to incorporate passive surveillance or active frontages to new development.</p>	<p>Explore use and activation of under-used sites, such as Elizabeth St Carpark.</p>	<p>Progress planning for redevelopment of under-used sites.</p>

10. CBD Core West

Also known as: *City West*



10.1 Character Statement

The City Core West is loud and proud, with the large movement of people and transport all contributing to a vibrant and contrasting atmosphere. The high-quality public realm of Brisbane Street Mall and the spine of Charles Street support much of the city's retail outlets and anchor stores.

It is here that residents and visitors can shop, socialise and enjoy the lively street environments, or walk over to Kingsway and enjoy a range of retail choices and great food options in a quiet tree lined atmosphere.

Figure 26 – Christmas in Brisbane Street Mall, The Pantry on Charles Street, Christmas on St John Street, Brisbane Street viewed from the west, Kingsway signage, skateboarders on Kingsway.



10.2 Future Guiding Statement

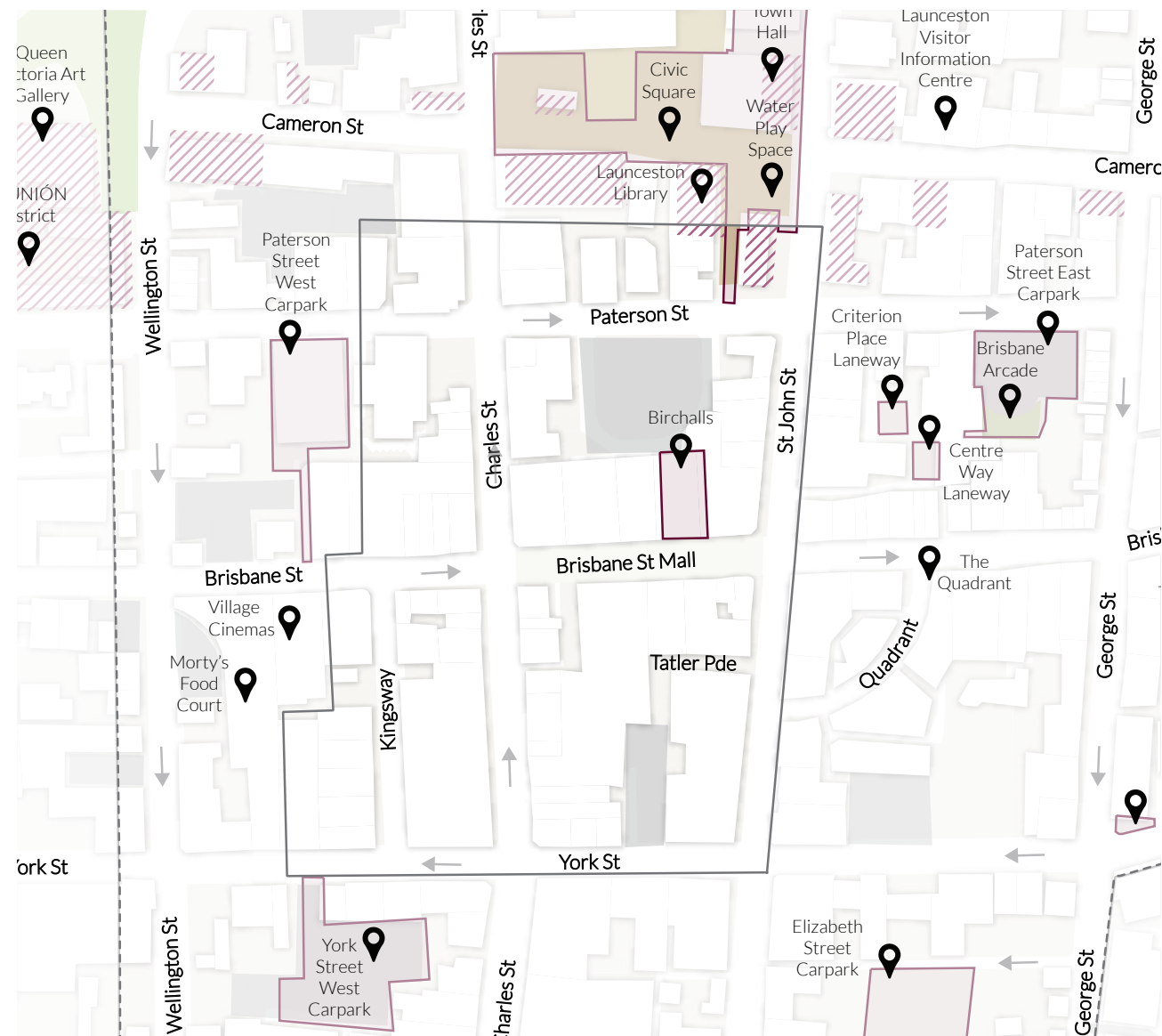
The CBD Core West is the commercial mixed use (shopping, business and fitness retail) hub of the city. Activity is centred on Brisbane Street and extends to Charles Street and Kingsway via a calmed Brisbane Street west, and north from Brisbane Mall to Civic Square via Dechaineaux Way. With the rerouting of traffic around the city, the CBD Core West is a seamless pedestrian-friendly zone.

Café and gathering spaces on the fringes activate the area during the day and night, and Birchalls as a public arcade energises the centre of the mall as a focal point for the city. Laneways and side streets branch out from Brisbane Street Mall to the north, west and south, increasing activation across site and providing more eyes on the street.

The area is inclusive and safe for young and creative people, leveraging the pulse of the retail heart.

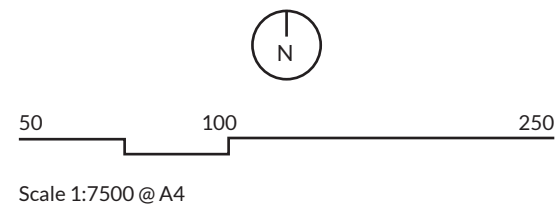
10.3 Strengths and Opportunities

Figure 27 - CBD Core West Strengths & Opportunities



LEGEND

- City Heart Boundary
- One-Way Street
- City Of Launceston Owned Land
- Public open space
- Existing car park
- Cameron Street Historical
- CBD historical tour

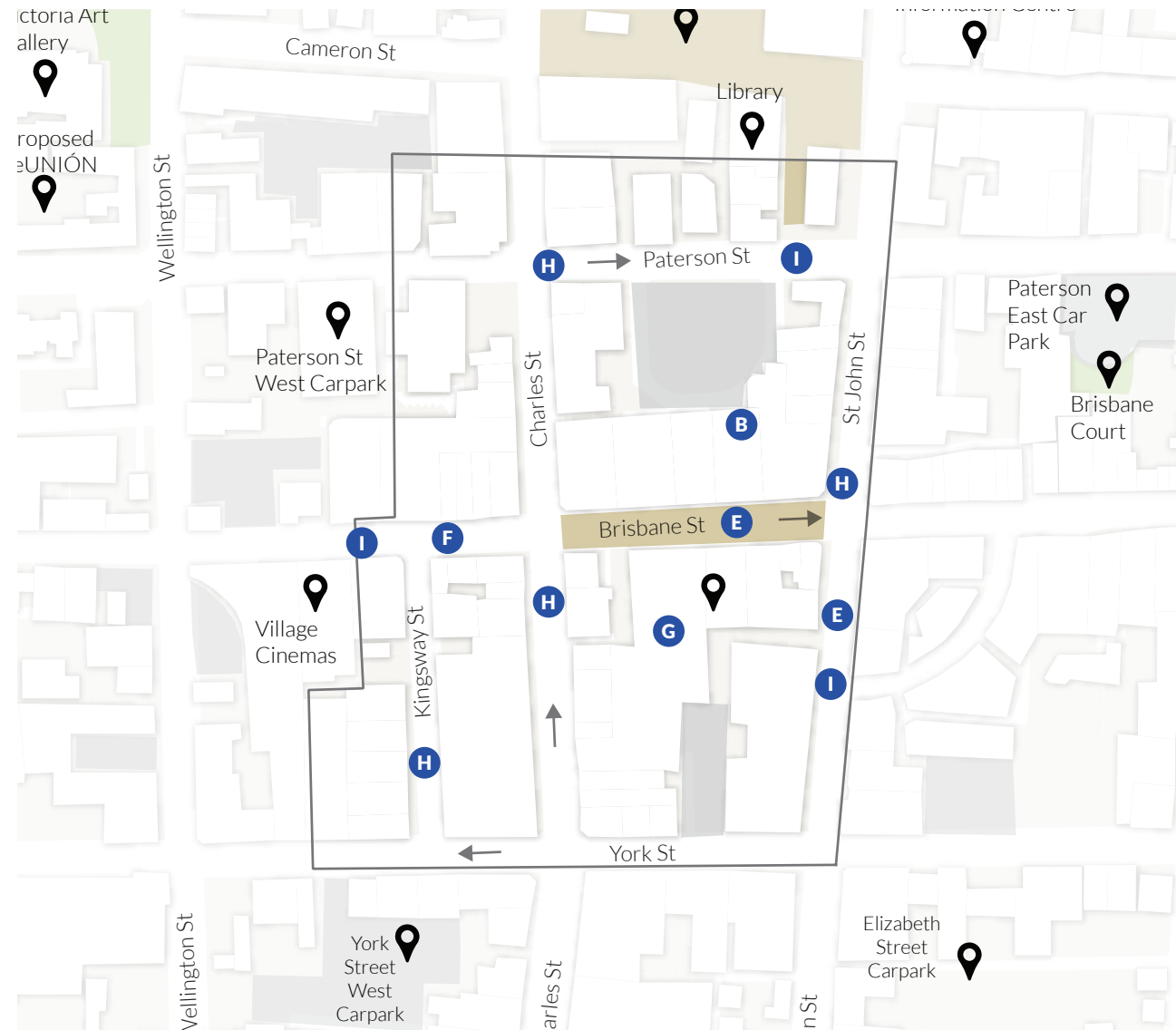


Analysis	Strengths	Opportunities
Brisbane Street Mall is the heart of the city and draws many people during the day. After shops close, however, there is little foot traffic, and poor visibility to the centre of the Mall from its edges.	The Mall has been upgraded to a very high level of finish and is closed to traffic.	Activation of the Mall in accordance with the Events Strategy. Birchalls is in public ownership and could be used as a through-site link.
There are large numbers of teenagers in the CBD Core West, including students from Launceston College and other school students travelling north from buses on Brisbane Street.	Several retail operators in the area already cater to teenagers and leverage off the location of the bus stop.	The carriageway of Brisbane Street West is wider than necessary and could be reduced to provide more public space. Kingsway is sunny and sheltered from wind, and could provide more opportunities for lingering and enjoyment.
There is limited greening in the CBD Core West. In-ground services limit the opportunity for trees on Charles Street, which necessitated the sculptural rain garden trees.	With changes to bus movements, greening at St John Street north could be extended down the street.	Council has several moveable planters that are ready to deploy.

10.4 Key Moves

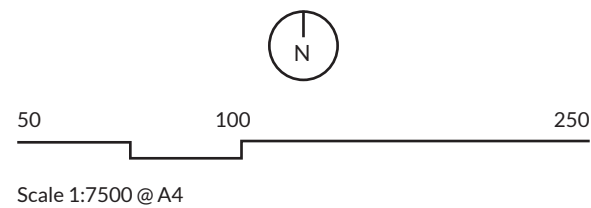
The external influences and actions to achieve the Future Guiding Statement are tabled below, with priority actions identified in bold.

Figure 28 - CBD West Core Key Moves



LEGEND

- A** Key move
- Precinct Boundary
- Public open space
- Existing car park
- One-Way Street

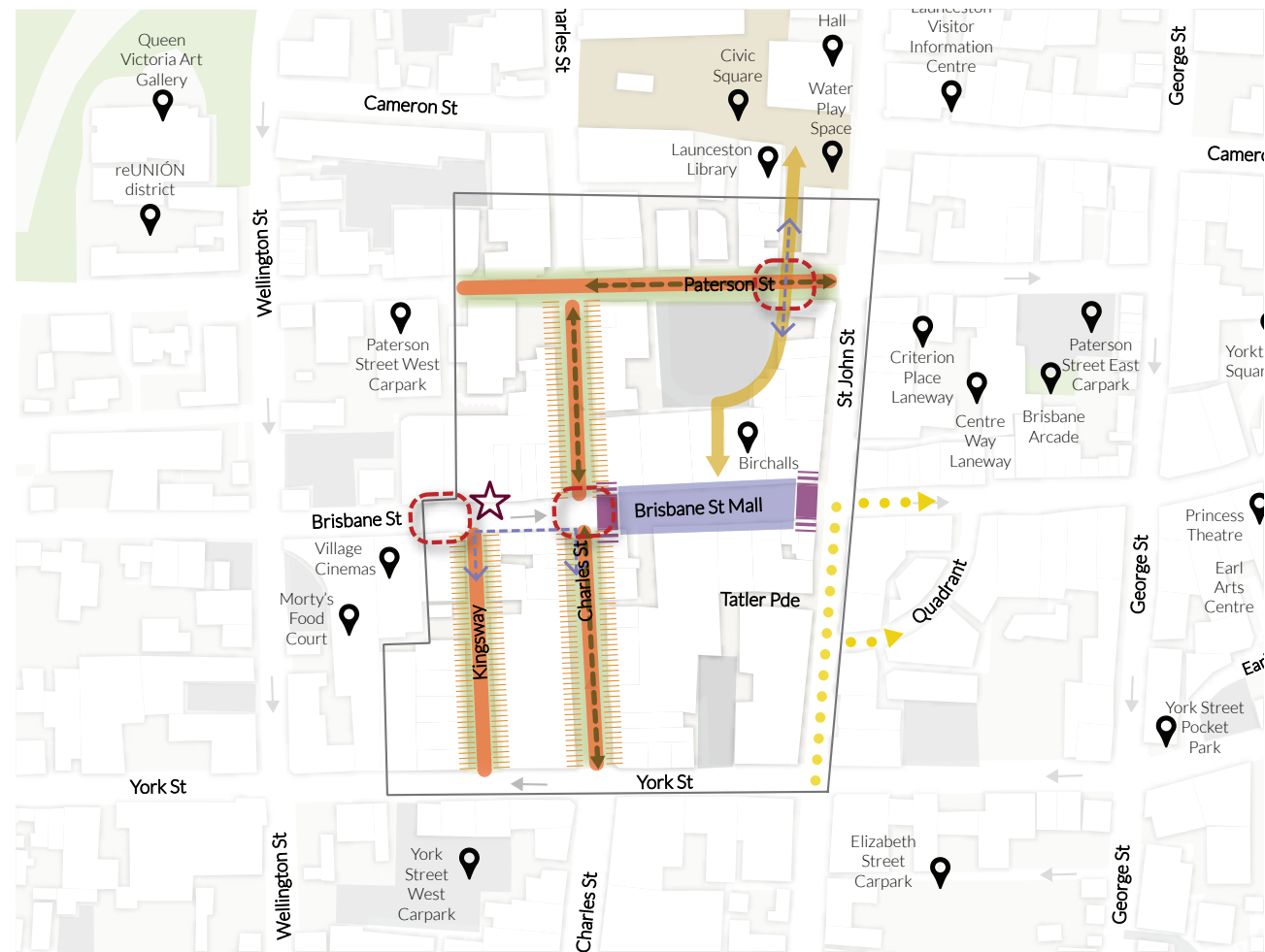


- A** Work with Launceston Central to develop a plan for improving the retail experience through actions such as:
 - Commission a study to identify optimal retail mix
 - Support Launceston Central to develop 'business improvement districts'
 - Pro-actively work to attract potential operators to curate the retail offering.
- B** Enhance activation potential for Brisbane Street Mall by creating a connection with Civic Square to the north via Dechaineaux Way, via an activated through-site link (Birchalls).
- C** Celebrate and enhance the city core with events, and additional places to sit and congregate.
- D** Enable more things for children and teenagers to see and do.
- E** Better lighting in and around the Mall, including pedestrian scale street lighting along St John Street and Princes to Princess lighting treatment.
- F** Improve amenity and movement around the Brisbane Street bus stop. (Given that the bus stop may move consider temporary activations or relocatable items in this location).
- G** Encourage business owners/developers to connect Brisbane Street Mall to Tatler Arcade via a through-site link should the opportunity arise.
- H** Widening footpaths and greening on:
 - St John (dependent on new bus network)
 - Charles, particularly between Target and the existing raingardens (service locations make tree planting difficult – consider other options for greening where necessary)
 - Kingsway (may need to alternate sides due to road reserve width)
 - Paterson (a bus interchange at Birchalls carpark should be ruled in/out prior to permanent works however temporary works and interim greening may be possible).
- I** Consider mid-block crossings, especially:
 - St John at the end of Quadrant
 - Brisbane St west btw cinema and Cuisine Lane
 - Paterson Street between Dechaineaux Way and Civic Square.

10.5 Action Plan

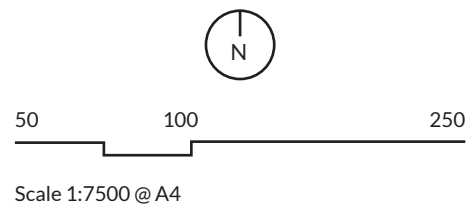
The following actions, divided into the themes of movement, vibrancy and physical form, have been identified for the CBD Core West.

Figure 29 - CBD Core West Action Plan



LEGEND

- Potential / proposed reconfiguration of road way edges
- Flexible outdoor programming
- Potential future crossing
- Street greening
- Wayfinding
- ↔ Introduce two-way street
- Improved pedestrian amenity
- Creation of night time route from Princes to Princess
- Introduce play / art space in Mall
- Introduce tactiles
- ☆ Public realm improvements at existing / potential gathering space



Movement		
Now	Next	Long Term
<p>Investigate the opportunity for temporary footpath widening on the north side of Brisbane Street west to alleviate crowding until a bus network outcome is determined. Provide benches (potential to consider 'leaning benches' to avoid cluttering footpath). Consider CCTV installation. Planning for Birchalls development to include wayfinding, public realm connection along Dechaineaux Way east, mid-block crossing on Paterson and improvements to amenity area south-east of Library. Consider potential for staging.</p>	<p>Replicate scatter crossing format from the east end of the Mall (St John intersection) at the west end (Charles Street intersection). Add tactiles to intersections at both ends of the Mall.</p> <p>Consider implementation of low-dependency public realm elements of Birchalls development such as mid-block crossing on Paterson St and improvements to amenity area south-east of Library. Potential for works to be temporary/ removeable.</p>	<p>Reconfigure Brisbane Street west to reallocate road space for walking (including space to wait/linger where appropriate) and greening.</p> <p>Reconfigure Charles Street with flexible zones that can be converted from parking to outdoor dining. Install greening on Charles Street – co-locate with dining areas.</p> <p>Pending resolution of bus network introduce two-way traffic on Charles Street and convert to primary bike route.</p>
Vibrancy		
Now	Next	Long Term
<p>Support and partner with Launceston Central to develop a 'business improvement district' model for the City Heart. (This action also included in the Overall City Heart Action Plan)</p> <p>Introduce artwork and playful elements into the Brisbane Street Mall.</p> <p>Progress planning for the Birchalls development.</p>	<p>Commission a study to identify optimal retail mix for the area (exact extent to be confirmed, however centred around the Mall and the Birchalls development). (This action also included in the Overall City Heart Action Plan)</p> <p>Work with Target to explore reopening Brisbane Street entrance or other options to improve amenity on the street (such as artistic, changing window displays).</p> <p>Create a 'Princes to Princess' nighttime route between Princess Theatre and Princes Square with lighting.</p>	<p>Pro-actively work to attract potential operators to curate the retail offering. (This action also included in the Overall City Heart Action Plan)</p> <p>Enhance activation of the mall through realisation of the Birchalls development.</p>
Physical Form		
Now	Next	Long Term
<p>Provide temporary greening and intuitive wayfinding from Charles Street along Brisbane Street west and through Kingsway through placement of planters.</p>	<p>Introduce build-outs (which may be removeable) into Kingsway for outdoor seating and public dining.</p>	<p>Paterson Street is a priority greening street. Once long-term plan for bus movements has been agreed, reduce roadway (subject to that plan) to enable greening.</p>

11. West Fringe

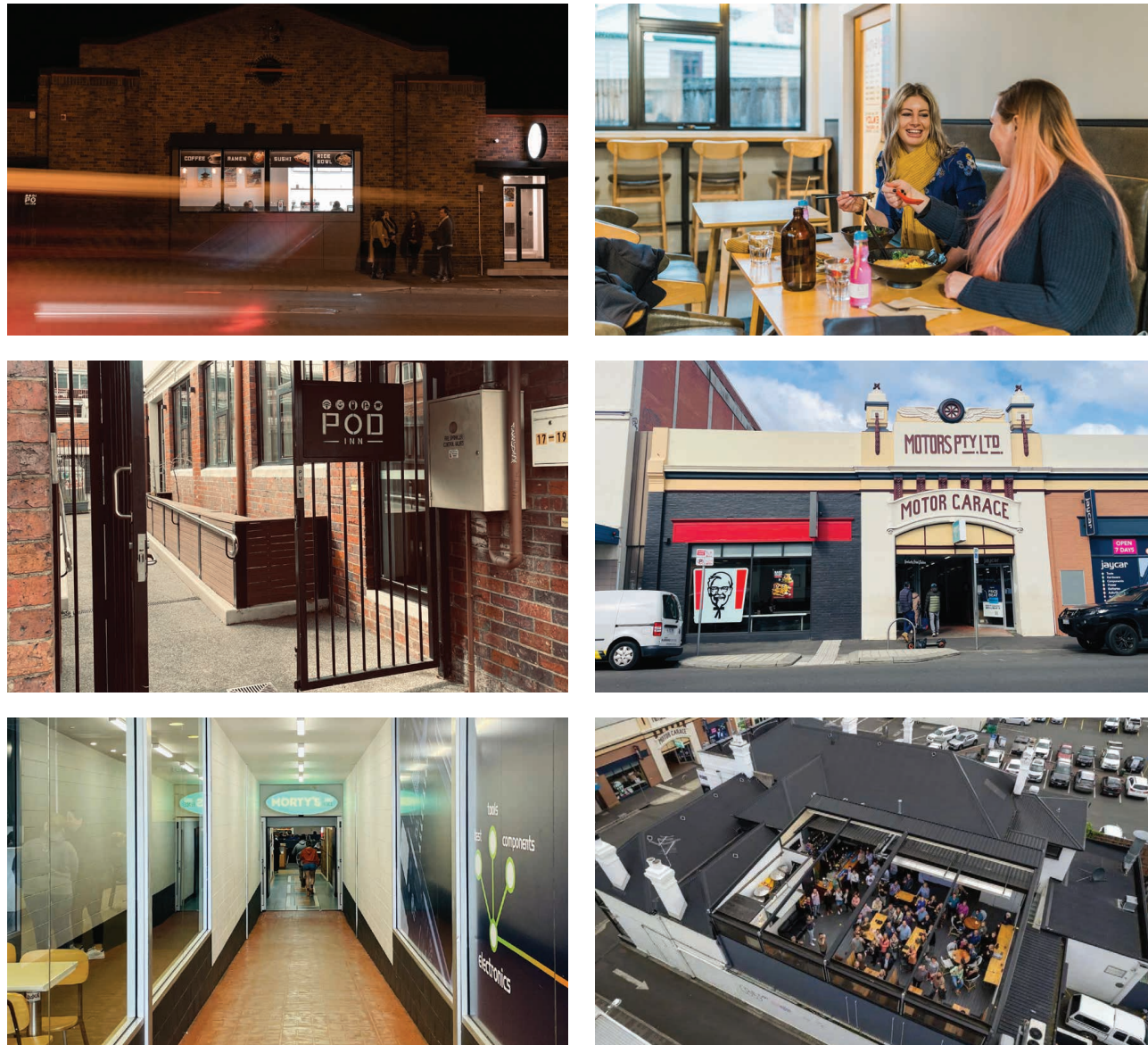
Also known as: *Western Quarter (WeQ)*



11.1 Character Statement

West Fringe serves as the western gateway to Launceston's City Heart and offers a glimpse into the city's architectural evolution. It is a place of contrasts, where expansive urban blocks are threaded with laneways and the streetscape accommodates Victorian era urban forms alongside early 20th century drive-through architecture. These speak to an era when cars first began to shape urban life. Cinemas and multicultural cuisine options contribute to a dynamic space where the past and present coexist.

Figure 30 – Gatsu on Wellington Street, interior of Gatsu on Wellington Street, Morty's Food Place on Brisbane Street, aerial view of the Plough Inn on Brisbane Street, Morty's Food Place, the Pod Inn on Wellington Street.



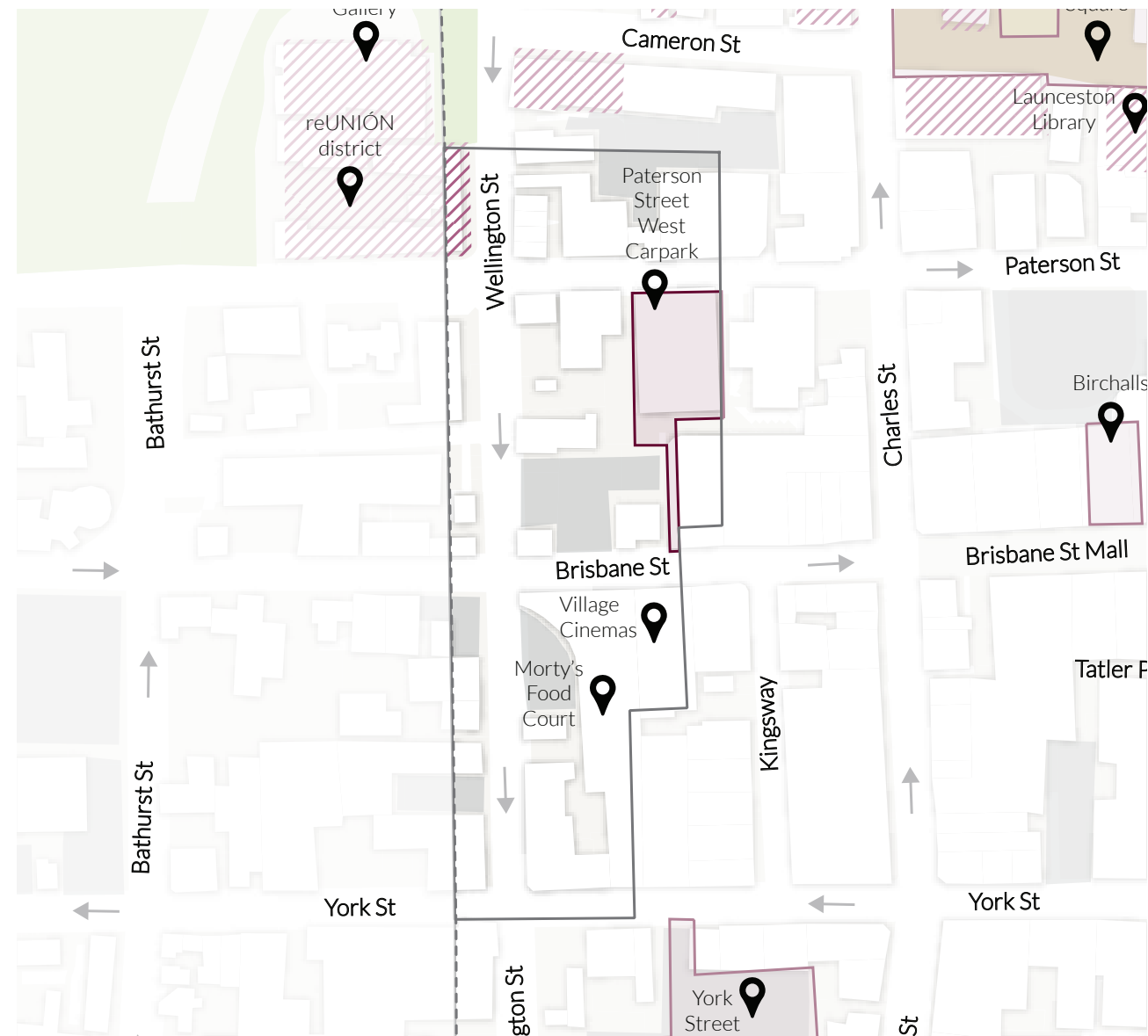
11.2 Future Guiding Statement

The West Fringe area caters for pleasant connections across Wellington Street to the new residential areas, high-end hotels as well as existing supermarket, education uses and facilities. This heralds a reinvention of the West Fringe as the vibrant local centre for a new progressive urban neighbourhood, while celebrating its unique architectural heritage through adaptive reuse.

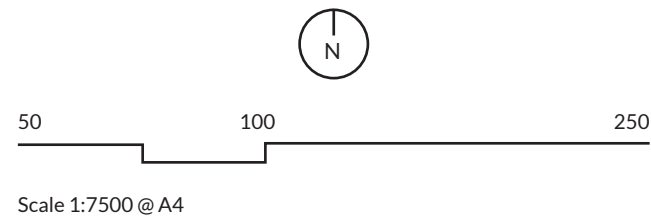
This area will organically evolve to respond to the diversity of new residents, visitors and tourists, showcasing its uniquely urban counterpoint to the greener areas to the north and south. It will cater for a new type of inner urban living with active ground floors and entertainment, and is well connected through its blocks to the west, north and south.

11.3 Strengths and Opportunities

Figure 31 - West Fringe Strengths & Opportunities



- LEGEND**
- City Heart Boundary
 - City Of Launceston Owned Land
 - Public open space
 - Existing car park
 - One-Way Street
 - ▨ Camerson St historical
 - ▨ CBD historical tour

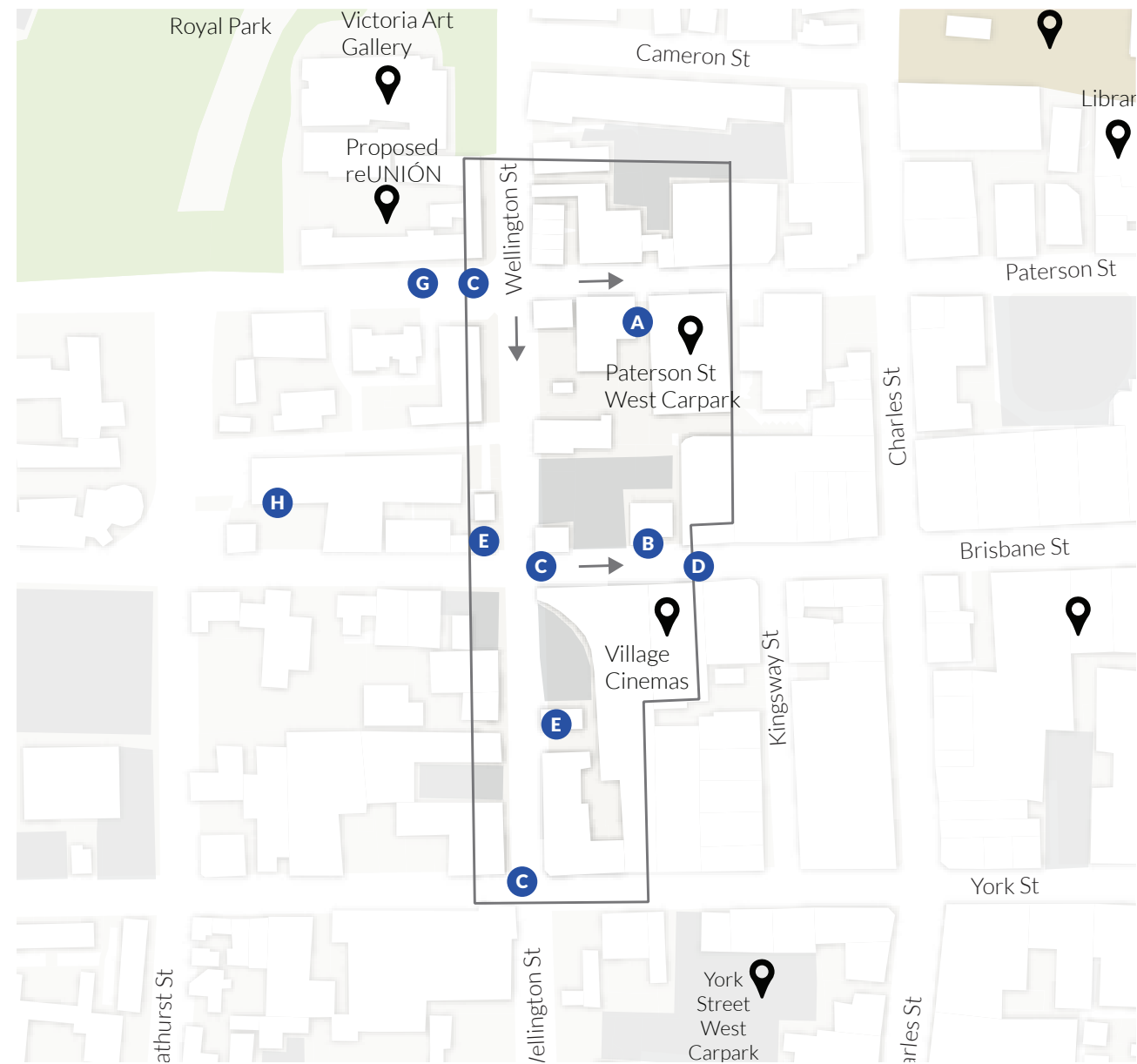


Analysis	Strengths	Opportunities
The streets of the West Fringe are wide and dominated by fast moving traffic. Wellington Street is a state road, and York Street is a primary arterial road.	Existing build-outs on Wellington Street and York Street demonstrate capacity for improvement.	Brisbane Street is wider than required and can be reduced by at least one lane to Wellington Street, enabling the CBD Core West treatment to be extended.
Growth of new residential density to the west of the area, starting with ReUNION, needs to be supported with local centre uses.	Good building stock that reflects the areas automotive heritage that can be adaptively reused for commercial and community use. Existing entertainment uses including Village Cinema, and Plough Inn.	The redevelopment of Morty's could provide more urban (outward facing) food venues and expand the entertainment offer of the area (e.g. live music).
The West Fringe is particularly gritty and lacks canopy cover. Former trees on Wellington Street were inadvertently lost in the conversion to a state road.	Existing tree pits on Wellington Street can be reused.	With carriageway reductions on Brisbane Street in particular, a new west-east green avenue can be created as part of this western gateway.

11.4 Key Moves

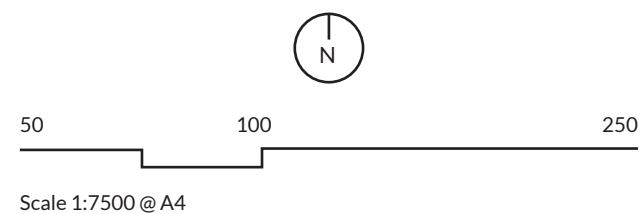
The external influences and actions to achieve the Future Guiding Statement are tabled below, with priority actions identified in bold.

Figure 32 - West Fringe Key Moves



LEGEND

- A** Key move
- Precinct Boundary
- Public open space
- Existing car park
- One-Way Street



- A** Potential for activation of Paterson Street West carpark ground floor along Cuisine Lane (interim to potential future redevelopment – TBC pending carpark use study, ref overarching City Heart action plan).
- B** Reconfiguration of Brisbane Street West (continuing the treatment from CBD West Core)
- C** Investigate opportunities to improve crossings on Wellington Street at Paterson Street (to ReUNION and the QV Art Gallery) and Brisbane Street (to Launceston College) and York St (to land suited to transition to higher density).
- D** Improve mid-block connections (e.g. Conversion of Cuisine Lane to a shared space.)
- E** Enhancement and celebration of the area’s architectural heritage, particularly at the Brisbane Street gateway and along Wellington Street to York Street.
- F** Facilitate a local centre to thrive, e.g. by encouraging evening uses (such as live music) that leverage off the area’s louder, non-residential vibe.
- G** Continue wayfinding treatment between UTAS/City Park and QVMAG Royal Park. Consider extending to the Gorge.
- H** Use potential future redevelopment to the west to better define the character and form of the area and bring people into the City Heart.

11.5 Action Plan

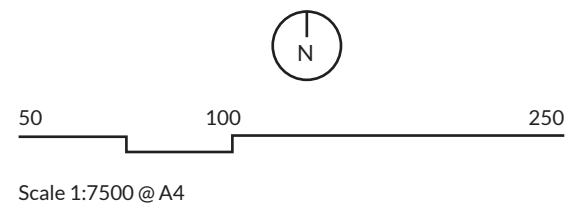
The following actions, divided into the themes of movement, vibrancy and physical form, have been identified for the West Fringe.

Figure 33 - West Fringe Action Plan



LEGEND

- Potential / proposed reconfiguration of road way edges
- Street greening
- ↔ Wayfinding
- ➔ Improved pedestrian amenity
- ☆ Public realm improvements at existing / potential gathering space
- Potential future increased residential density



Movement		
Now	Next	Long Term
<p>Continue intuitive wayfinding connection through colourful pavement treatments at intersection of Wellington and Paterson.</p> <p>Consider providing intuitive wayfinding treatment between Paterson West carpark and Royal Park QVMAG to encourage shoppers to visit the museum.</p>	<p>Investigate potential mid-block crossing between cinema and Paterson west carpark.</p> <p>Green and improve Cuisine Lane. Visual markers to guide people through the precinct from the carpark to village cinemas (natural wayfinding).</p>	<p>Work with state government to improve pedestrian amenity on Wellington Street. Investigate potential to increase crossing time on all W-E crossings to support future increased residential density to the west.</p>
Vibrancy		
Now	Next	Long Term
<p>Investigate opportunities to encourage and facilitate evening uses (such as live music), leveraging off the noise, bustle and late night food availability on Wellington Street.</p> <p>Investigate feasibility of adapting part of Paterson West carpark for complementary uses (e.g. bike repair, consolidation centre).</p>	<p>Introduce power, water, and amenities to Paterson West carpark and seek partner to activate space at night.</p> <p>If feasible, convert part of Paterson St West carpark for other uses.</p>	<p>Identify the desired future form and uses along Wellington St to fit with existing road-based uses (and which accommodate regulations associated with site contamination, where relevant), e.g. EV charging.</p>
Physical Form		
Now	Next	Long Term
<p>Explore re-greening Wellington St existing tree pits.</p>	<p>Potential to extend temporary treatment from adjacent Character Area along Brisbane Street west.</p> <p>Identify opportunities for footpath widening and furniture provision to provide a resting and gathering space in front of the cinema.</p>	<p>Identify any further opportunities for greening on Wellington St (with state government)</p> <p>Identify any further opportunities for greening in association with future reconfiguration of Brisbane Street west (pending bus network outcomes).</p> <p>Once long-term plan for bus movements has been agreed, reduce roadway (subject to that plan) to enable greening and consider gateway treatment.</p>



Appendices

Appendix A: About Place Plans

Appendix B: How the Place Plan was developed and how to get involved

Appendix C: Analysis

Appendix A

1. About Place Plans

1.1 What is a Place Plan?

A Place Plan sets out the current and desired future character of the area, and how the council will achieve this. The City Heart Place Plan captures the needs, desires, aspirations and

values of local people and coordinates inputs from diverse stakeholders – including residents, business owners, traders and associations – as shared aspirations for the future of the place.

1.2 Why focus on Place?

Place is both a physical space and a sense of belonging and attachment to that physical space. For example, a 'neighbourhood' may have fuzzy boundaries that are nonetheless perceptible to its residents and their 'neighbours'. A town, a city, a high street, a square, a park, or even a building could be understood as a place. It is made up of three integrated parts:

- The physical aspects of a place, such as the infrastructure, design, architecture, historical landmarks, streetscapes, open and green spaces.

- How places are used and experienced, including activities and events, the economic activity of that area, or people simply out on the street socialising.
- The operational aspects of places, such as the management, maintenance, security and decision-making bodies (such as Business Improvement Districts) and their direction about how the space will be used (such as whether bicycles can be parked or ridden through the place).

1.3 What is Place Character?

Place character is the unique identity and distinctiveness that distinguishes one place from another. In addition to the physical form and activity of an area, place character also considers meaning - people's perceptions, sentiment and experiences of a place, and their intentions about how they use that place.

Character can be contrasted with 'placelessness' – areas that are monotonous, uniform, soulless, out of scale, without the presence of people, or barren of vegetation. Placelessness also extends to places that may not have those features but could be anywhere, with no cues from the historical context or identity of the community in which they sit, or that are inauthentic in their response to their setting. To this end, it is important to note, that what may contribute to character in one area might appear inauthentic in another.

One way to think about place character is to ask whether individual elements (building, events, shared identity²) should be enhanced, maintained, kept or changed, as illustrated in Figure 34.

Figure 34 - Ask whether individual elements of a place should be enhanced, maintained, kept or changed.



The form, activities and meaning taken together make up a place's identity. These elements combined are the building blocks for the Place Plans.

² This can range from self-identifying characteristics (we are a theatre district, or a city of laneways), through to the names used for areas, streets and spaces, and the agreed vision for how the area might change.

1.4 Local Place Governance: A Potential Model

To foster the longevity of actions, particularly vibrancy (activation and events) each Character Area should be supported by place governance partnerships, that can work between council and community and take ownership and steering of action implementation. The purpose of the place partnerships is to:

- collectively develop the future identity, high level objectives and future actions for a Character Area.

- encourage participation from diverse stakeholders and facilitate the co-designing, co-managing, and co-implementation processes
- manage the roles and responsibilities of decision-making delegates and support community champions
- create financial models and resource sharing between parties for ongoing sustainability, and
- collectively manage area character and brand.

Case Study: The Randwick Collaboration Area

A major health and education precinct in Sydney, the Greater Sydney Commission undertook a participatory planning process for this 'collaboration area', resulting in the publication of a Place Strategy in 2018. As recommended by the place strategy, a Randwick Collaboration Area Group (RCA Group) was set up comprising University of NSW, Randwick City Council, Australian Turf Club (a major landholder) and NSW Health. This group had over 20 meetings in 18 months, and formulated an MOU, two years

of project plans funded by \$500,000 of joint contributions as well as successful state funding bids, technical working groups and action plans.

The RCA Group has been a model for other health and education districts around the state. Part of the RCA Group, the Randwick Health and Innovation Precinct (RHIP) is a collaboration between the University of NSW and NSW Health, which has been operating since 2016 and continues to operate to deliver \$1.5bn of projects in the area.

A local reference group comprised of nominated community leaders can also enrich the development of a Character Area. Each representative brings a different set of skills, knowledge, interests, and life experiences to the group, to help collectively shape the future identity and actions that are inclusive of different parts of the community and their needs (both common and divergent).

Reference group representatives could include.

- Landlords and property owner representatives
- Housing representatives
- Social services representatives
- Youth representatives
- Arts, Education and Cultural organisation representatives
- Community or resident representatives
- Business owners + Business representatives

- City Marketing representatives
- Tourism representatives
- Visitor representatives or people who recreate in the area
- Sporting club representatives
- Hospitality representatives
- Health, wellbeing representatives.

As the City Heart Place Plan and strategic action plans are testing a new way of working, the actions may be amended, refocused or alternative outcomes may become prioritised in response to community feedback and the priorities of local governance reference groups.

The strategic action plans can be considered living documents and read individually. They may be reviewed and updated by the reference groups at regular intervals.

Appendix B

1. How the City Heart Place Plan was developed

In 2015, the City of Launceston endorsed a City Heart Project, which identified infrastructure to support events and business and attract investment and activity to public spaces. The City Heart Project was supported by a Federal, State and Local government 'Launceston City Deal' funded with \$19.8 million of co-funding comprising \$7.5m from the Australian Government, \$5.8m from the Tasmanian Government and \$6.1m from the City of Launceston. That funding enabled Stage 1 to be delivered – the upgrade of Quadrant Mall, Civic Square and Brisbane Street Mall, as well as wayfinding to be rolled out across the city.

Stage 2, envisaged as further street upgrades for St John Street and Paterson Street, was not realised as further joint funding arrangements and a location for a central bus interchange were not forthcoming.

This Place Plan and Character Areas were developed out of the City Heart Masterplan and a review of relevant engagement, plans and strategies since 2015 to take forward the intent of Stage 2. In addition, new analysis of place, coordinated engagement across council departments was undertaken.

Six Character Areas are represented, each through a character statement that outlines the unique and positive character of that area and is complemented

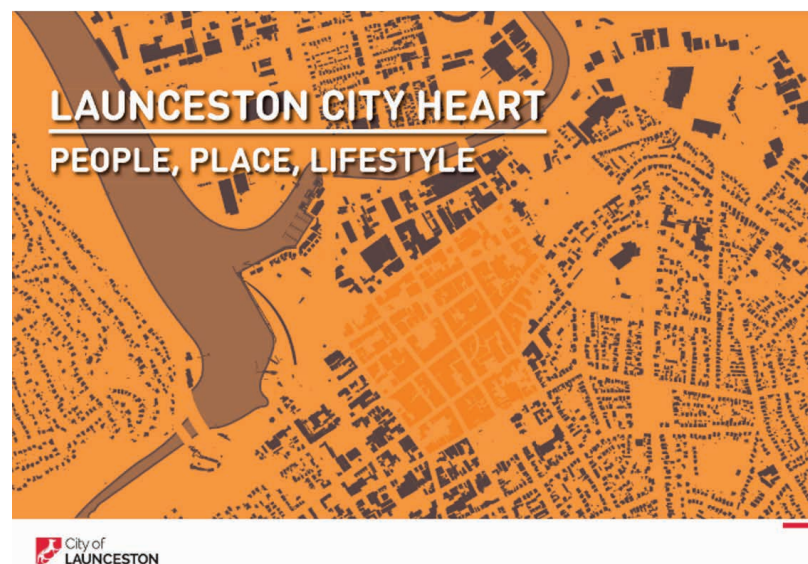
by a future guiding statement that delivers an overview of the area's current assets and conditions, articulates future developments and provides clear recommendations on how an area can evolve.

To guide the future character of each area, broad community engagement feedback captured from a wide cross-section of the community, as well as community and stakeholder feedback gathered from the Urban Greening Strategy and the ongoing Tomorrow Together engagement program were all used.

These action plans list the key actions required to enhance, maintain, keep or change the character of each area to deliver on the community's vision.

This Place Plan builds on the City Heart Masterplan, subsequent strategies and plans that are set out in the previous section, and workshops with Council to refine and distil actions from unrealised concept plans for Paterson Street and St John Street. The Place Plan also draws on engagement across multiple projects relating to the City Heart area, as follows in the following subsection.

Figure 35 - The Launceston City Heart Project, 2015



1.1 Findings of Previous Engagement

The six key themes and subsequent ideas for action arising from the engagement processes have been integrated into the six Character Area action plans, as follows:

Figure 36 - Themes and observations from previous engagement

Theme	Observations
Streetscape Improvements for Vibrant Streets	<ul style="list-style-type: none"> • Provide more street seating and weather protected shelter. • Provide additional safety and feature lighting to make the street and places welcoming and safe. • Provide environmentally friendly solar lights and sensor lighting. • Provide varied types of greening and landscaping. • Provide additional toilets and toilet signage. • Strengthen wayfinding and provide a better range of information services for visitors. • Create laneway connections through beautification, greenery and art installations and turn laneways into places to explore. • Increase the width of footpaths and create accessible streets.
Events and Activation	<ul style="list-style-type: none"> • Support outdoor dining and provide opportunities for a range of dining experiences, including pop-up venues, street parklets and food vans. • Support the nighttime economy, including restaurants, bars, businesses opening late and late night venues through heritage feature lighting, ambient safety lighting, and warmth on streets during winter. • Temporary street closures to enliven the CBD. • Provide public art, including sound and light installations, public sculptures, water features, recognition of Aboriginal culture through Aboriginal public art and cultural installations. • Host public events and activities that support the arts, live music, festivals, family friendly activities, art exhibitions, historical tours, and cultural industries. • More affordable community activities, and event experiences, with free events for children, families, people from all socio-economic backgrounds and varying abilities. • Introduce more diversified activities in multi-use spaces, such as sensory playgrounds, gathering spaces, events and performances, food and beverage and weekend markets. • Provide funding to support existing organisations and community groups who organise local events.

Theme	Observations
Business and Retail	<ul style="list-style-type: none"> • Support unique, boutique and diverse retail offerings. • Support adaptive reuse of underutilised buildings and activate empty shopfronts and vacant upper levels providing spaces for Launceston community groups, creative groups, emergent artists, exhibitions, studios, or office space. • Allow for flexibility within permit structures to support temporary appropriation of space. • Attract new business innovators through start-up programs, incentives and innovative partnerships
Inclusive, Welcoming and Safe Public Spaces	<ul style="list-style-type: none"> • Provide comfortable and safe weather protected meeting places. • Provide a diversity of spaces to meet and create connections /linkages within the CBD. • Provide points of interest between attractors and destinations • Provide inclusive places for all. • More CCTV Cameras in the CBD. • Deliver strategies to minimise antisocial behaviour, such as 'designing out crime'. • Increase maintenance of public spaces, including regular cleaning of streets and public toilets and graffiti removal.
Inner City Living	<ul style="list-style-type: none"> • Create, promote, and support inner city residential opportunities. • Provide a range of housing options. • Allow for flexibility in planning schemes, building and/or heritage legislation for more residential uses of upper storeys. • Provide mixed use planning.
Making Transport Accessible for all Road Users	<ul style="list-style-type: none"> • Make streets more pedestrian and bike friendly through beautify the streets and making them more attractive for walking and by providing more protected bike paths and links to CBD. • Provide safe and comfortable bus stops. • Provide enough parking in key activity areas. • Improve connectivity across the city, and especially to key sites.

1.2 Trends influencing the City Heart

The following trends identified in the State of the City Report 2023 that are relevant to the development of this Place Plan, are described below:

Figure 37 - Trends influencing change in Launceston City Heart (from State of the City Report, 2023)

Trend	Description	Relevance
Housing Pressure	<p>Launceston's population continues to rise, with over 5,000 new residents since 2016.</p> <p>The State of the City report projects 480 new dwellings are required as infill by 2036 (14% of all new dwellings), which are likely to be in the City Heart and surrounds.</p> <p>Homelessness and severe overcrowding in dwellings are both rising, with 150-180 rough sleepers reported.</p>	<p>Housing unaffordability, while widespread, is particularly impacting Launceston. Launceston (statistical area) has a median household income that is under the median mortgage repayment (2021). Rentals are tight – vacancies since 2021 average 1%.</p> <p>The projected infill development represents a 27%* increase in inner urban dwellings in and around the City Heart, bringing vibrancy and new urban services (see Transport Strategy Directions L2, C1 and C4).</p>
Transport	<p>Launceston's car mode share is 88-89% of trips, which will saturate key roads unless public and active transport is improved.</p>	<p>Improved access to the city by bus, and around the city on foot and by bike, as well as more infill development can help reduce car dependence and future congestion.</p>
Urban Canopy, Biophilia and Urban Heat	<p>To mitigate both current heatwaves and the future effects of climate change, Launceston has adopted a target of 40% tree canopy cover, from a baseline of 20%.</p> <p>Trees can also contribute to beautification and thus street appeal of businesses, and induces a positive physiological response in people (known as 'biophilia').</p>	<p>The city centre has some of the poorest canopy cover of the Municipality – 6.9% (2nd worst)**. This limits shading and cooling and effects the visual amenity and sense of place of the city.</p>

* Comparing the projected dwellings in the State of the City Report with ABS dwelling counts for the Launceston locality (SAL60322), which generally covers the City Heart.

** As can be seen in the Launceston Greening Strategy.

Appendix C

1. Analysis

The following analysis represents a snapshot of each of the Character Areas used to inform the action plans in the Place Plan. This analysis was undertaken in 2023/2024, and some items, particularly trade and employment, may have changed.

1.1 Civic Spine Area Context Maps

The following mapping has supported the development of Civic Spine Character Area.

Figure 38 - Cameron Street Historical Tour



Figure 39 - Council Owned Land



Figure 40 - Public Amenities

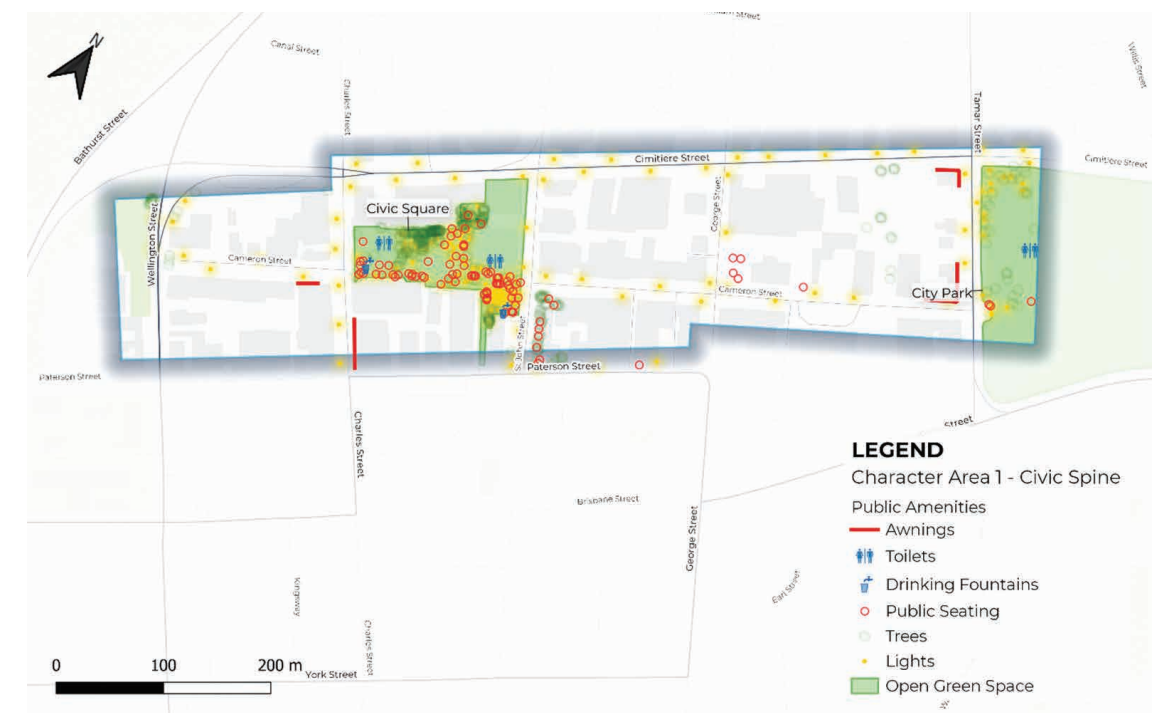


Figure 41 - Trade and Employment

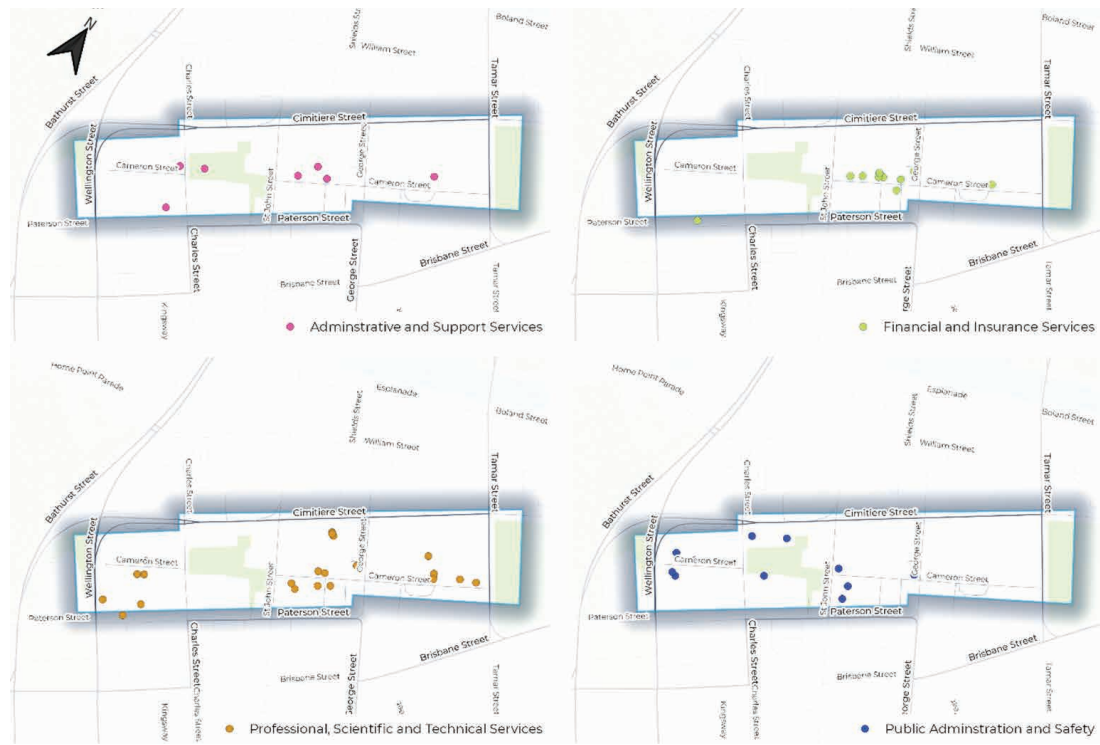


Figure 43 - Traffic Circulation

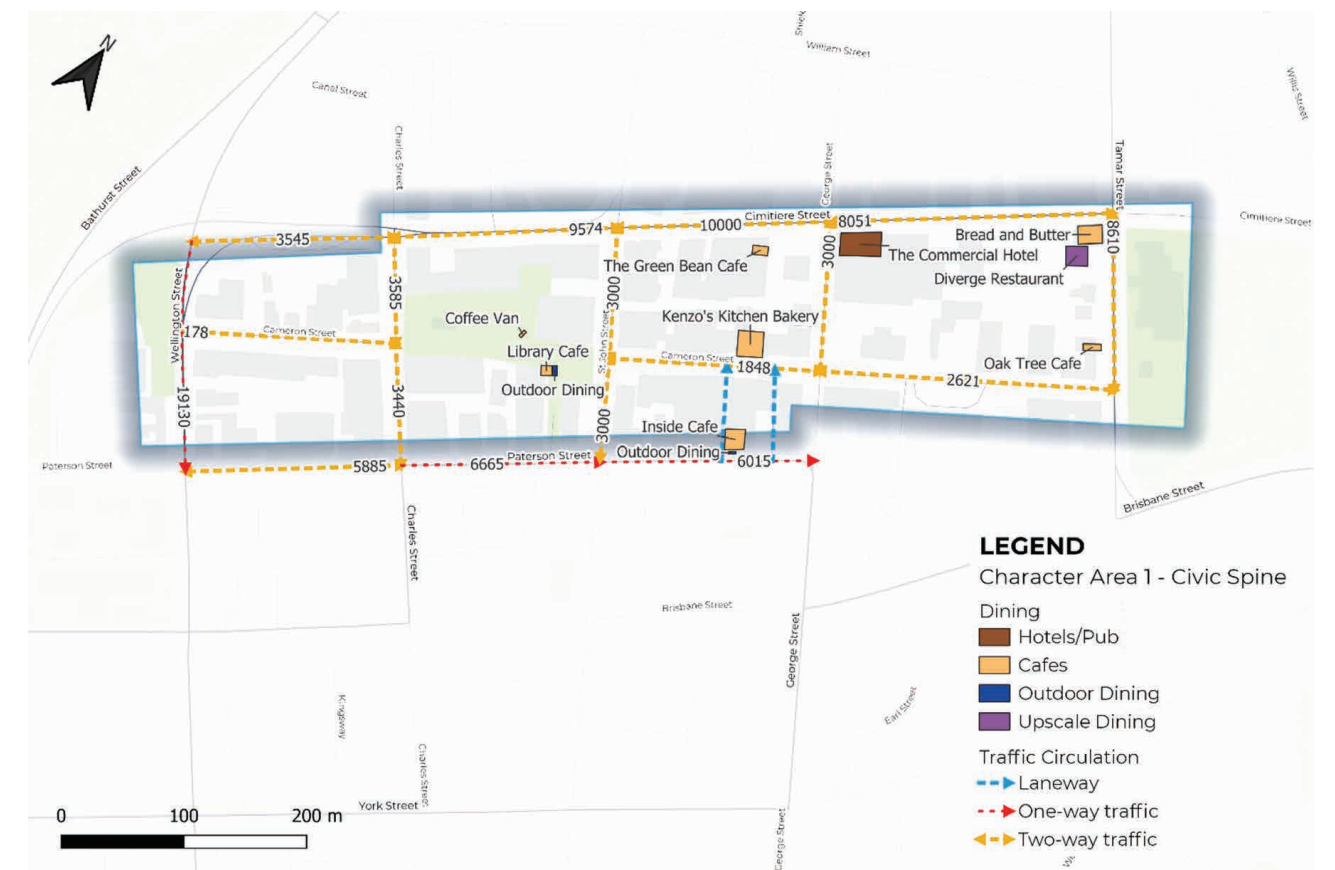
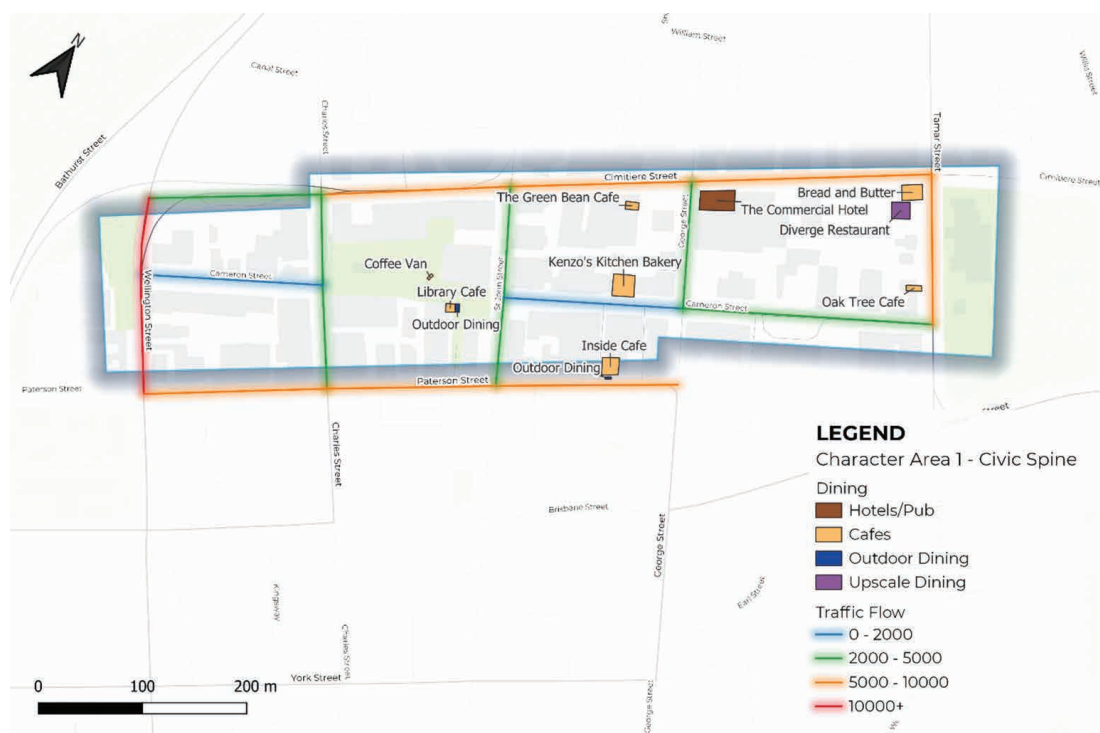


Figure 42 - Hospitality Venues and traffic flows



1.2 CBD Core East Area Context Maps

The following mapping has supported the development of CBD East Core Character Area.

Figure 44 - CBD Historical Tour



Figure 46 - Public Amenities



Figure 45 - Council owned land and Key Attractions



Figure 47 - Trade and Employment



1.3 East Fringe Area Context Maps

Figure 48 - Hospitality Venues

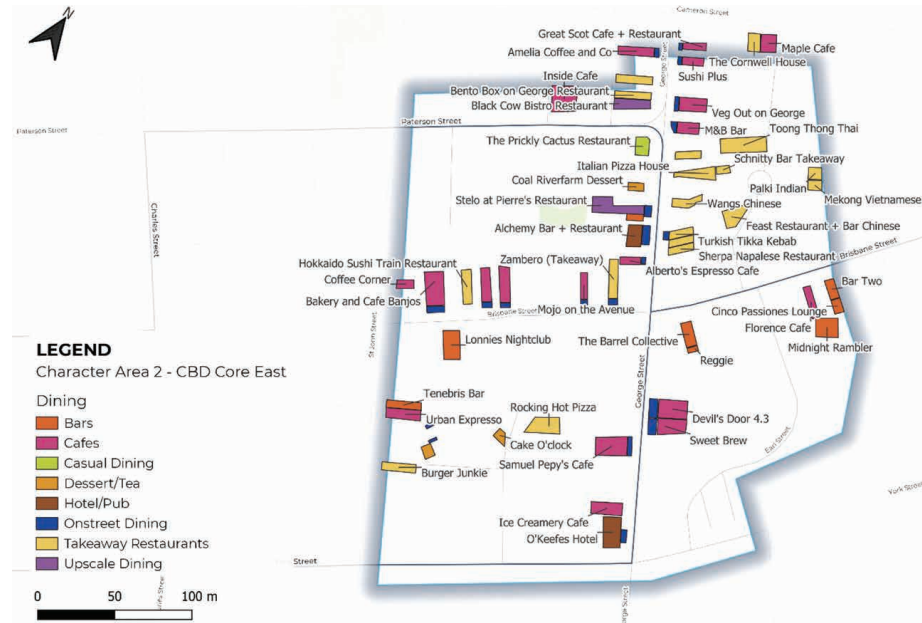


Figure 51 - Public Amenities



Figure 49 - Traffic Circulation



Figure 52 - Trade and Employment



1.4 South Fringe Area Context Maps

The following mapping has supported the development of South Fringe Character Area.

Figure 53 - Hospitality Venues



Figure 55 - Council owned land

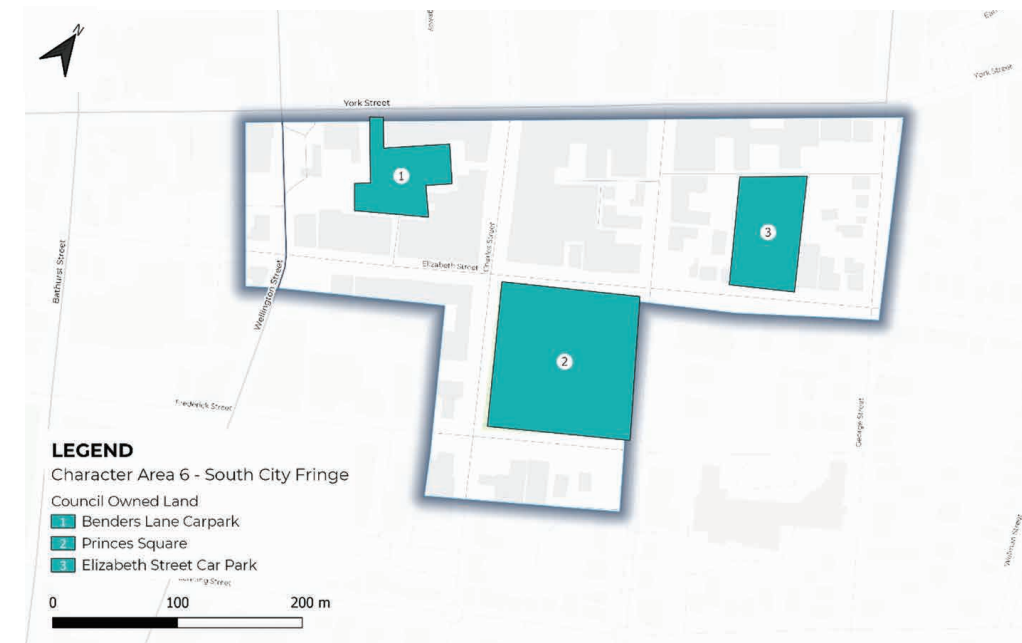
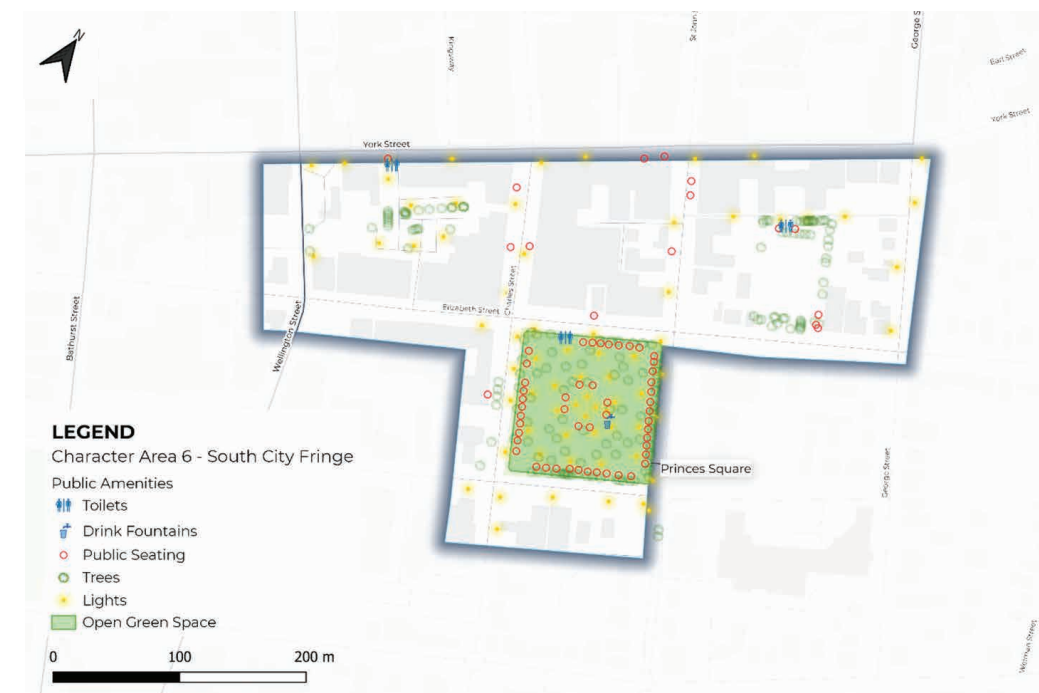


Figure 54 - Night-time Economy



Figure 56 - Public amenities



1.5 CBD West Core Area Context Maps

The following mapping has supported the development of CBD West Core Character Area.

Figure 57 - Hospitality and Traffic Volumes

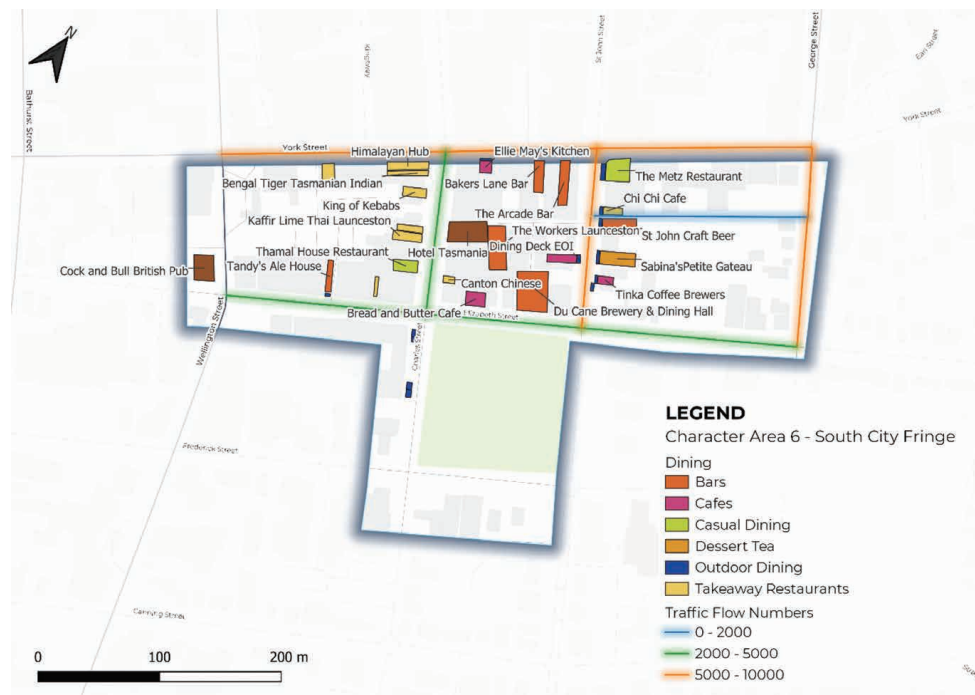


Figure 59 - Council Owned Land



Figure 58 - Night Time Economy

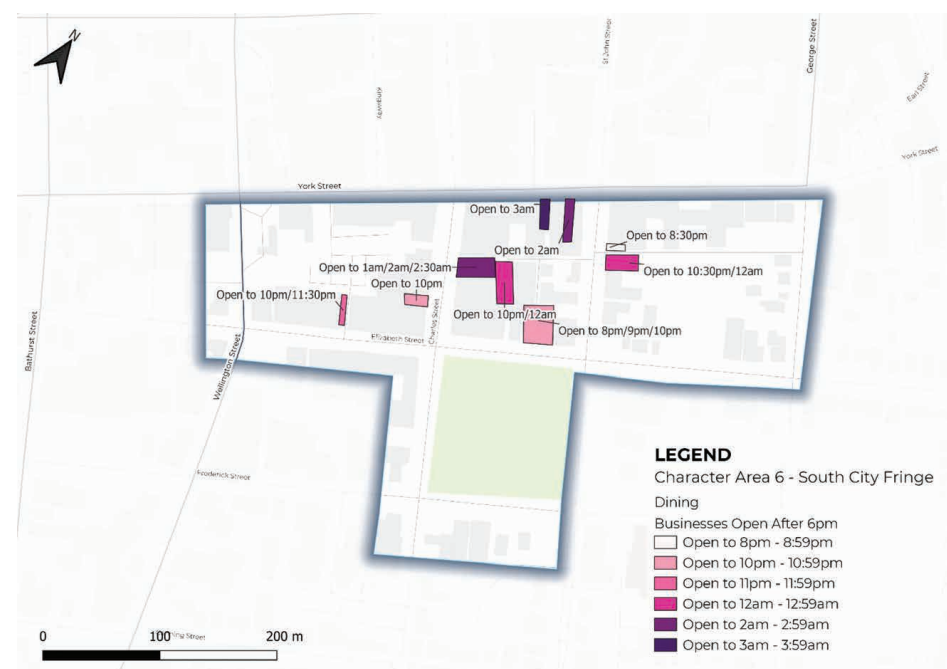


Figure 60 - Public Amenities



Figure 61 - Trade and Employment



Figure 63 - Hospitality Venues and Traffic Volumes

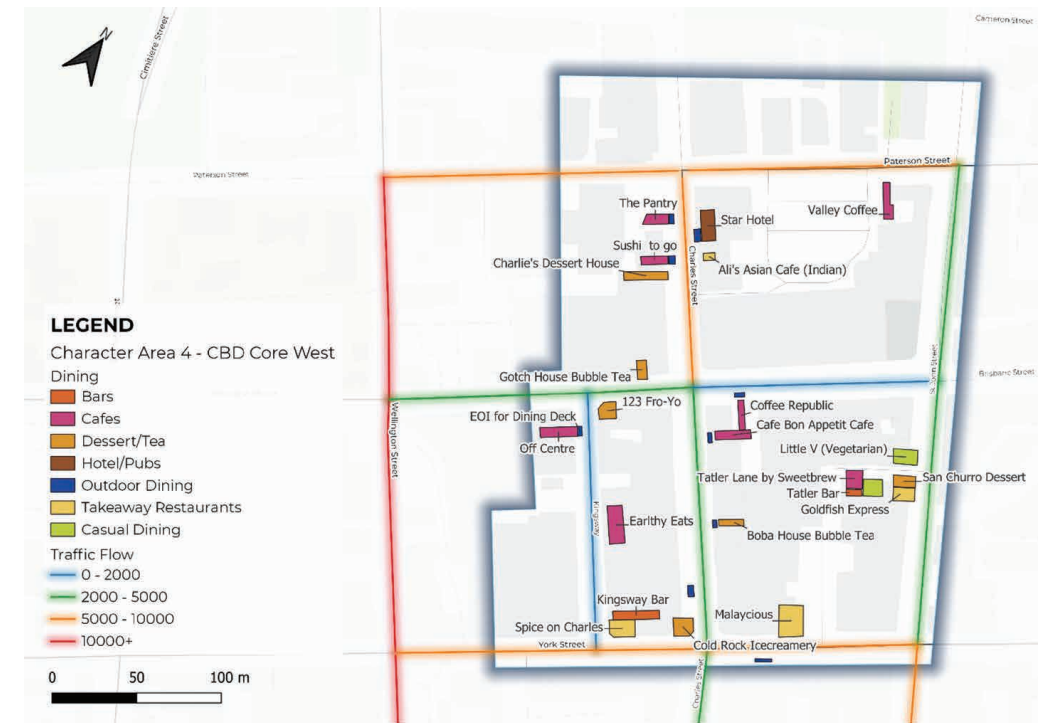


Figure 62 - Night time economy



Figure 64 - Traffic Circulation



1.6 West Fringe Area Context Maps

The following mapping has supported the development of West Fringe Character Area.

Figure 65 - Council Owned Land



Figure 67 - Night time economy



Figure 66 - Public Amenities



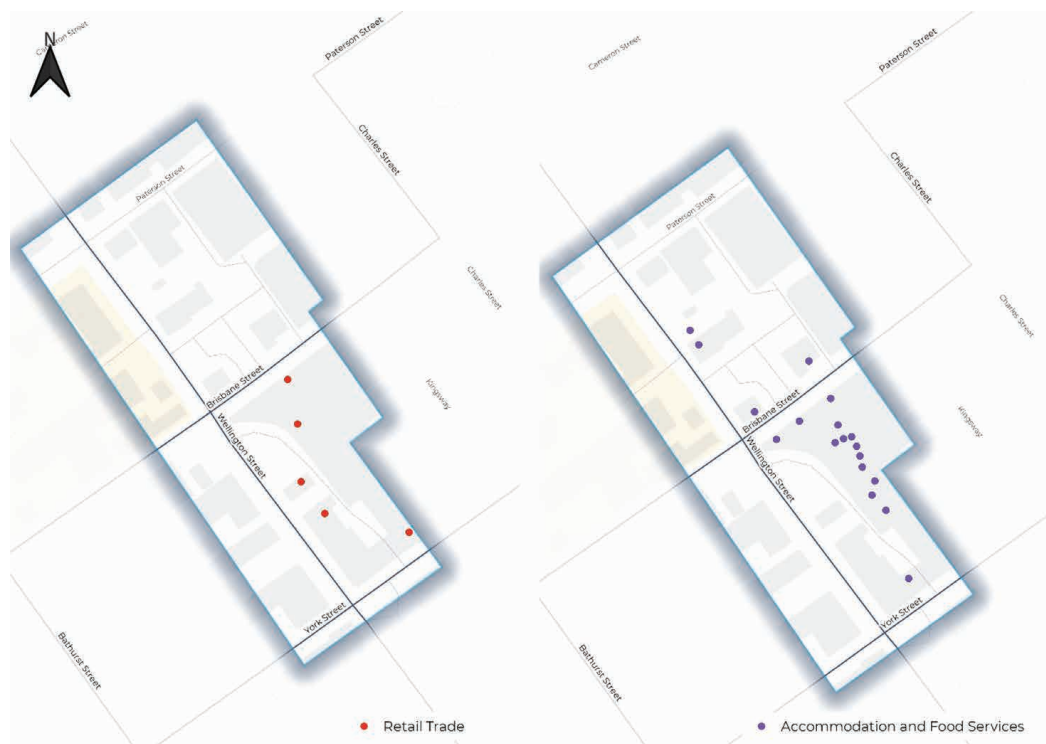
Figure 68 - Hospitality and Traffic Volumes



Figure 69 - Traffic Circulation



Figure 70 - Trade and Employment



Photography Credits

- Front Cover
Artist credit: Mel McVee
- Page: 2
Image credit: Melanie Kate Photography
- Page: 8
Image credit: Launceston Central
- Page: 9
Image credit: Launceston Central
- Page: 13
Image credit: Cameron Jones Visuals
- Page: 15
Image credit: Renee Hodskiss Photography
- Page: 22
Image credit: Nick Hanson Visuals
- Page: 23
Image credit: Nick Hanson Visuals
- Page: 25
Image credit: Nick Hanson Visuals, Cameron Jones Visuals, Renee Hodskiss Photography
- Page: 33
Image credit: Launceston Central, Cameron Jones Visuals, Launceston Central, Kate Pedley
- Page: 41
Image credit: Dianna Snape
- Page: 49
Image credit: Nick Hanson Visuals, Melanie Kate Photography, Renee Hodskiss Photography
- Page: 57
Image credit: Nick Hanson Visuals, Launceston Central, Launceston Place Brand Toolkit, Ideas BanQ,
- Page: 65
Image credit: Nick Hanson Visuals, Launceston Central, Oscar Sloane Photography
- Page 73
Image credit: Launceston Central
- Back Cover
Image credit: Nick Hanson Visuals



Town Hall, 18-28 St John Street Launceston
T 03 6323 3000
E contactus@launceston.tas.gov.au
www.launceston.tas.gov.au

