Recommendations
Overview of recommendations

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

Ensure a city centre that capitalises on its wonderful amenities

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

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

Ensure a city centre with a people friendly traffic system

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

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

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

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

4. Ensure a diverse city centre for all

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

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

5. Ensure more invitations to stay in the city centre

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

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

Ensure a city centre that capitalises on its wonderful amenities

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

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

**Develop guidelines for successful integration between new developments and heritage buildings.**

**Ensure that the individual qualities of heritage buildings are reflected in ground floors and that there is a clear architecturally designed link between the ground floor and the building above.**

**Develop a sign policy for commercial buildings to avoid low quality commercial signage causing detriment to the building and the surrounding streetscape.**

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

**Green character**

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

**Develop a green connected Launceston**

- Develop a network of clearly identifiable, recreational cycling and walking routes that link the city centre with the riverfront, City Park, Royal Park, Prince’s Square, Brickfields Reserve, Windmill Hill Reserve but also links to Cataract Gorge Reserve and Trevallyn Nature Recreational Area (west), Kate Reed Nature Recreational Area (south), Hoblers Bridge Reserve (east), Heritage Forest and York Park (north).
- Ensure that these routes link straight into the city centre and are followed by recognisable elements, that may be interactive or offer various treats. The routes need to raise awareness of the closeness to the natural reserves and invite people to make use of them.
- Create a nature centre in the city centre, linked to the recreational routes, which cater for tours to the landscapes and tell the story of the landscapes, the plants and the wildlife to visitors through exhibitions, a bookstore, interactive medias and educational services to schools and groups. The concept could be broadened to enclose landscape and cultural history as well.

**Develop a network of green boulevards**

- Identify key streets that lead to the city centre eg. Bathurst Street and Wellington Street.
- Develop a boulevard strategy for turning these key streets into clearly identifiable boulevards offering good conditions for walking and cycling as well as including public transport and vehicular traffic.
- Ensure good conditions for crossing the boulevards on foot and on bicycle.

**‘Greening the desert’**

- ‘Greening the desert’: Develop an open space streetscape ‘Planting Strategy’: Plant 200-300 trees every year.
- Supplement the general street tree strategy by a flexible planting strategy, introducing temporary greener in selected spots.
- Use different types and species to create individual identities for different streets and areas.
- Use temporary greener to support festivals or other public life programs.
- Combine the temporary greener with artwork and let ‘green artists’ play with the various elements.
Recommendations

1 Ensure a city centre that capitalises on its wonderful amenities

**Blue character**

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

**Develop a continuous river bank walk**

- Develop a continuous river bank walk from the Gorge and along the North Esk River and Tamar River. Ensure public access along the river. Utilise levees as part of pedestrian and bicycle network.

- Create better access along the river. The streets must not create barriers - there should be one, unified river bank walk.

**Create attractive and strong connections between the city and the river**

- Integrate the river with the city. Make sure that the riverfront is easy to get to and from by establishing a multitude of attractive routes leading down to the water.

- Redevelop the Esplanade and the levee (which acts as a strong barrier) and create a strong physical and mental link between the city and the river.

- Improve links between the city and the water physically and visually by identifying the important streets that lead to the river. Create interesting end points for these streets at the water, like bridges, artwork, cafés or recreational facilities.

- Create interpretation of water features in the public realm and interesting points at the riverbank like pedestrian bridges, artwork, cafés or recreational facilities. Use water in its various shapes - mist, fog, ponds, stream, waterfall etc.

- Develop a unique design profile for the river to strengthen the character and to make the river environments stand out as something special and something recognisable. This design profile can cover the paving, the landscaping, the furniture, the lighting, the artwork and the signage program.

- Celebrate the river through the integration and improvement of the interface between the riverfront and the city by upgrading the surrounding streets and connections.

- Create lively building frontages to the river with a mix of uses.

**Strengthen the river front into a major recreational destination**

- Activities provided by the riverfront should supplement the city centre so that the riverfront becomes a valuable extension of the city. The riverfront provides an excellent opportunity for introducing more recreational and water related activities.

- It is however important not only to see the river as a recreational space, but also an opportunity for cultural and educational activities. It is also recommended that commercial businesses relating to the water should be encouraged to open to the public in order to enrich the experiences of an active riverfront.

- Ensure interesting experiences and public functions along the riverfront for all user groups, visitors and locals. Activities and functions along the riverfront should be a supplement to the already existing offers in Launceston.

- Identify the most central section of the River, between Charles Street Bridge and Victoria Bridge and intensify the use of this strip so it have something to offer on various times of the day and year:
  a. by programming ground floors with shops, cafés, restaurants, canoe hire etc.
  b. by adding pavilions where needed to add extra floor space for public functions.
  c. by developing programs for the walk along the river; Programs like recreation, art walks, sculpture walks, art work/ lighting, water zoo, playgrounds, fitness, dog training etc.

- Create temporary public spaces with cheap materials and playful eye-catching designs, invite small businesses on short-term contracts, introduce a river festival. Create a temporary city beach, give concerts by the water and provide new seating opportunities, possibly outside the traditional notion of a bench encouraging stopping, resting and social interaction. Involve local citizens in initiatives.

- Introduce activities on the water: sailing with canoes / kayaks and model ships, fishing from pontons in the water, events on the water etc.
Recommendations

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

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

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

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

Activities on the water. Havneparken, Copenhagen, Denmark

Model ships in Tuileries Gardens, Paris, France

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

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

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

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

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

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

Interpretation and memory of water: paving stones with light. Holmibladspade, Copenhagen, Denmark

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

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

2 Ensure a city centre with a people friendly traffic system

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

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

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

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

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

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

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

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

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

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

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

2  Ensure a city centre with a people friendly traffic system

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

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

Develop a door-to-door bicycle network
• Develop a safe and well connected bicycle network connected to all major destinations and places where people want to go. A consistent, connected bicycle network is essential in establishing an attractive alternative to vehicular traffic or public transport. Once the network has reached a substantial quality and size, cycling becomes a very attractive way of moving between e.g. home and work.

• Ensure that bicycles are physically separated from motorised traffic. A bicycle network should invite all user groups – including children and elderly people and safety is absolutely crucial! Any sort of lines painted are a start. Raised bicycle lanes are a very safe way of creating bicycle routes.

• Continue to revert one-way traffic streets into two-way traffic to increase legibility and safety for cyclists.

• Ensure strong connections with cycle routes in the suburbs.

Raise the comfort for bike riders
• Introduce proper and secure bicycle lanes placed between footpaths and parking, preferably at least 1.50 m wide. Be consistent in the placement and design of bicycle lanes. Highlight bicycle lanes through intersections to raise awareness. Provide dedicated bicycle signals at intersections.

• Make cycling a desirable, alternative transport mode. Introduce a 4-6 second head start at intersections.

• Ensure wayfinding for new cyclists and visitors which is equally important for cyclists as well as for pedestrians. Estimating distances and proposing possible routes are helpful elements.

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

• Provide public “end-of-trip” facilities in strategic locations and make cycling facilities a priority for all new buildings in the city.

• Continue to develop safe and accessible bicycle parking facilities in the city centre. Ensure convenient locations for parking facilities. Bicycle parking has two sides. One side relates to the cyclists’ need for a safe and convenient way of parking the bicycle at a desirable distance from the end point of the journey. Another side relates to the more aesthetic issues where uncoordinated cycle parking can have a serious downgrading effect on streets and squares, hamper pedestrian passage and block entrances. Regular bicycle counts indicate if there is a sufficient amount of parking provided.

Promote cycling with advantages and campaigns
• Be creative in your work to establish a bicycle culture, explore the potential of e.g. cultural campaigns, programs for specific target groups and marketing. Make the cyclist visible in the urban environment. In order to develop a bicycle culture in the city, it is recommended that the city arranges and participates on a number of levels: from annual events, programs aimed at specific target groups, marketing and to physical structures that support the development. It must be stressed however, that the more widespread the effort, the greater the effect. It is recommended to aim at a large variety of user groups with a particular focus on “developing the new users”.

• Develop information campaigns focusing on: motorist awareness, safety, cyclist behaviour, health and sustainability.

• Introduce bicycle events like “Sunday Streets” - closing city streets during Sundays to allow cyclists to make use of the city centre.

• Integrated possibilities for transporting bicycles on buses and taxi.

• Investigate the viability of public bicycle hire schemes.
Recommendations

- Convert parking spots into bicycle parking facilities.
  - Copenhagen, Denmark

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

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

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

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

- The safest way to create a bicycle route is with raised tracks that are separate from car lanes.
  - Copenhagen, Denmark

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

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

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

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

- Convert parking spots into bicycle parking facilities.
  - Copenhagen, Denmark
Recommendations

3 Ensure a better city for walking

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

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

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

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

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

Paving should be both aesthetically appealing and secure accessibility for all users. Amagerboulevard, Copenhagen, Denmark

Pedestrian crossings can be an aesthetically integrated part of the paving. Strøget, Copenhagen, Denmark

Colored street lamps make walking routes attractive and clear both day and night. Prags Boulevard, Copenhagen, Denmark

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

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

Timed pedestrian signals informing pedestrians about waiting/crossing time. Copenhagen, Denmark

Upgraded passages with artwork and extra quality to the walking experience. London, United Kingdom

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

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

Passage with playful lighting. Brighton, United Kingdom

Passage with playful lighting. Brighton, United Kingdom

Open and inviting frontages - at night time too. Copenhagen, Denmark

A lively passage with shops, bars and restaurants. Melbourne, Australia
Recommendations

4 Ensure a diverse city centre for all

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

Work towards a multifunctional city centre

- Encourage a better distribution of functions in the city. Break up mono-functional areas by encouraging mixed use. Strive for a mixture of functions within the block and within a particular area. Identify a zone, consisting of certain key streets, where multi-functionality is especially important.

- To create an active city centre where many people can meet and interact to contribute to a high comfort level and a general feeling of safety both day and night. Evening and night activity encourage people to stay out and thus support passive surveillance - 'eyes on the street'. Passive surveillance occurs naturally in mixed-use areas, where housing and functions that are open at night activate the edges of the public realm.

- Develop a policy for minimum requirements regarding mixed use. For example retail at ground floor, residences above (30% of the total floor space in the building), offices at the top.

- Increase the number of residences and spread them equally in the city centre.

- Invite more students to live in the city centre by promoting student housing.

- Locate new residential development strategically so that lights from the windows of the dwellings give the pedestrian routes that are used at night a friendly and safe character. Develop housing to ensure that main pedestrian links have functions that overlap in time.

- Provide private outdoor space in direct relation to the apartments and with visual contact to public space - front gardens, balconies, roof terraces.

- Make use of derelict buildings for alternative, creative uses at low rents.

- Create an extrovert cultural district where the functions inside buildings spill out into the public realm. Invite the various cultural institutions to make use of squares, parks and streets for displaying the work that they are doing, e.g. outdoor library in Civic Square, artwalk along the River and a Brewery display along the Esplanade inorder to provide interaction with life in Launceston.

- Improve conditions for children. Select a few, centrally located, play environments across the city centre, enlarge and upgrade them.

- Introduce 'side-by-side' activities to support interaction e.g. invitations for children in connection to areas for outdoor serving.

- Develop more invitations in the public realm for the elderly, both active and more passive. Invite 'coffee & knit' clubs to locate at ground floors in central streets where they are visible.

- Create opportunities for physical activities in the city centre, such as a lit jogging track alongside the Tamar and North Esk Rivers.

Create a diverse and lively city centre

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

- Create invitations for active recreations for all ages. Provide more opportunities for physical activities for all ages in the city centre.
Recommendations

Create more activities and dedicated spaces for families and children in the city centre. Provide more playful city elements. Bryant Park, New York, United States

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

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

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

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

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

Simple and playful elements like seesaws can encourage all people to play. Potsdamer Platz, Berlin, Germany

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

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

Activate the public spaces in the evening, e.g. bars and restaurants, cultural activities, events. Hobart, Australia

Activities at the weekends can invite people that typically do not visit the city centre. Assens, Denmark

Encourage more opportunities for relaxing in the public spaces on a daily basis. Sony Building, Berlin, Germany

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Encourage more opportunities for relaxing in the public spaces on a daily basis. Sony Building, Berlin, Germany
Recommendations

5 Ensure more invitations to stay in the city centre

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

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

Develop versatile public spaces and celebrate the uniqueness
- The public spaces need a breath of fresh air. They must be more attractive and recreational. The recreational spaces must be the sparkling pearls in the network - that unify and intensify the experiences.
- Ensure that Launceston’s individual public spaces offer many types of activities and invite a wide range of user groups at the same time. Ensure different functions in adjacent buildings as well as a varied programming of each space.
- Let the public spaces offer possibilities and activities for pausing and relaxing and invite all citizens and visitors to both move and linger in the city centre.
- Clarify the use of the various spaces by giving them a clear function supported by a unique design profile.
- Strengthen the recreational possibilities and physical activities in the city. Strengthen the opportunities for play, sports and movement. Evening and winter activities should also be strengthened.
- Improve the building edges of spaces so they contribute to making the spaces active and attractive, especially at Civic Square, and the Esplanade.
- Reconquer Civic Square as the city’s meeting place. This is where the city’s christmas tree and christmas market should be. Define a certain area that can be used by a daily farmers market with fresh vegetables and fruit, and ensure a constant high quality of the market.
- Introduce park n’ play spaces - a new hybrid between parking and recreational activities and an alternative to the hard surfaced parking lots. According to the needs the space can be combined with parking pockets, playing fields, playgrounds and public pocket parks. This will help to increases the sense of security and improve the visual environment in the area. Introduce park n’ play spaces on the open parking lots on Paterson Street, Bathurst Street and York Street.
- Create a programme for events
  - Introducing temporary interventions can be a way to invite people to spend time in the city, and inspire people to rethink how streets and squares can be used. For the best results, events should be coordinated with special activities that engage the local community and invite public involvement.
  - Introduce more types of markets. A children’s toy market for instance.
  - Launceston would especially benefit from interventions that invite people to the city centre in the evenings and weekends, promote the city centre as a destination for recreation and invite families with children.

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

Create a programme for events
Recommendations

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

It is comfortable to sit in the sun on a bench with some protection behind such as a green edge or a wall.

High quality paving and street furniture create an attractive public space network.

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

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

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

Union Square, New York, United States

New Road, Brighton, United Kingdom

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

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

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

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

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

Copenhagen, Denmark

Jemtelandsgade, Copenhagen, Denmark

Barcelona, Spain

Martin Place, Sydney, Australia

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