

# Conclusion

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The engagement process has directly reached well over 2,000 people through pop-ups, prototyping, workshops, surveys and various other community engagement activities successfully brought many ideas to the surface and located them within the CBD.

Analysis of feedback and key sites has revealed a consistent vision for the future CBD and the changes needed to achieve it. Three key elements have emerged and are recommended to underpin the way forward.

**1. A strong future direction for the CBD:** consistent across the feedback, emerged to distinguish the CBD and offer unique experiences, to draw both locals and visitors and support the ongoing sustainability of Launceston's centre. In summary, the future CBD is:

- A living space
- A unique and diverse retail centre
- A social space supporting liveability
- An experience destination.

**2. Seven carefully crafted Place Principles:** are set out to deliver on this vision and the improvement for the CBD identified: Local and unique; Design for flexible use, Meeting and socialising: rain hail or shine; Greenery in all shapes and forms; Healthy and connected; Creative and innovative; and Mixed use planning.

**3. Priorities for immediate redevelopment and action:** Civic Square including Cameron Street axis (between Royal Park and City Park), Brisbane Street Mall and the CBD laneways are set out as the key priorities for major work, followed by city-wide improvements across a number of precincts. A specific project on adaptive reuse of underutilised buildings is recommended as a priority.

The Launceston City Heart Project illustrated the level of energy and passion residents and businesses have for their city centre, there are many opportunities (both short and long term) to develop the city centre to be a thriving heart for greater Launceston, that celebrates the old, engages with the innovative and is a great place to live and work.

The project has also uncovered many passionate groups with the community and opportunities for further constructive partnerships, collaboration and coordination. These should be nurtured to create a uniquely Launceston CBD.

