



People, Place & Lifestyle

Launceston's City Heart - its Central Business District

The Launceston City Heart Project (LCHP) is the revitalisation of strategically identified streets and laneways and public spaces in Launceston's CBD. The project identified in the Greater Launceston Plan (2014) and the Launceston Central Area Development Study (2013) is aimed at identifying the future vision and direction for Launceston's current central business district; to create a vibrant, highly liveable city centre, in which the active modes of travel (namely, walking and cycling, and public transport use) are prioritised over the modes traditionally afforded high priority. This will be enhanced by improved pedestrian safety, traffic calming and improved Wayfinding from the city to the surrounding key precinct area of the city.

The **LCH project area** is bounded by Cimitiere, Elizabeth, Wellington and Tamar Streets with areas of the CBD identified to be revitalised: Cameron Street, including Civic Square, Brisbane Street, including the Mall and Quadrant Mall, St John Street, Paterson Street, Charles Street and George Street. The surrounding laneways off these areas are also identified for revitalisation. In addition to the hard infrastructure revitalisation works and interventions, the LCH project will look closely at a number of initiatives and strategies that will strengthen the city.

Four key themes have been identified to provide direction for the project:

1. The CBD needs to be a living space;
2. A unique and diverse retail centre;
3. A social space supporting liveability; and
4. The CBD as an experience

Seven overarching principles are identified to guide the type of overall improvements needed:

1. Local and unique;
2. Design for flexible use;
3. Meeting and socialising: rain, hail or shine;
4. Greenery in all shapes and forms;
5. Healthy and connected;
6. Creative and innovative; and
7. Mixed use planning