Stakeholder perspectives of precinct improvements

2.6 Additional recommendations

The delivery of the Launceston City Heart Project, involved discussions with many groups, individuals and stakeholders about ideas and opportunities for further collaboration and coordination as the LCH Project moves forward. These are captured below.

• Work with UTAS students to consider their design recommendations in the redevelopment of both Brisbane Street Mall and Civic Square master-planning process.
• Draw on other UTAS projects, which relate to recommendations provided. For example detail work on the laneways.
• Sustainability within the city was not a key priority identified but an important part of modern city planning and design, a focus on what sustainability means within the Launceston CBD is an important follow on project.
• Prototype ideas for other key precincts throughout the city, including night-time uses of key precincts.
• Place-making evaluation and engagement at other key shopping destinations within Greater Launceston.
• Carefully considered further work and engagement on ‘polarised’ issues is advised such as parking.
• Develop a partnership program with the tourism strategy. There is a strong alignment with the branding identified in the tourism strategy (Eclectic, Boutique, Playful and Quietly Proud) and the Place Principles.
• Utilise the Launceston City Heart branding throughout further projects – this was popular and well recognised.
• Generate further media coverage linking the engagement with on the ground works so that people see their comments converted into actions. This will build good will towards council and increase willingness to engage and contribute to the future projects.
• Further coordination with CityProm to ensure consistent direction, messaging and programming for the CBD is achieved.

2.7 Next steps

In delivering the priority recommendations identified in this report, the following is recommended:

• Undertake a masterplanning exercise to deliver the priority improvements and actions identified by the community.
• Create a community consultation over concepts developed to discuss the opportunities generated through the project.
• Identify projects that can go ahead quickly and perform cost/social benefit analysis.
• For complex sites, carefully assess options and ensure that residents are well educated about any potential changes.