



## **NEW TOWN RETAIL PRECINCT**

### Background to the Draft Streetscape Plan



The New Town Retail Precinct Streetscape Plan has been prepared by City of Hobart for the purposes of scoping a streetscape upgrade in consultation with the local community. This document presents a range of background information and site analysis that was considered by the (community based) Project Action Team in coming to its recommendations. During the public consultation period (March 2018) comments and feedback are invited. Please direct your comments to the Project Manager, Sarah Bendeich on email [coh@hobartcity.com.au](mailto:coh@hobartcity.com.au)



City of **HOBART**

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New Town Road, looking south towards Cross Street

## 01 Background

### Introduction

The New Town Retail Precinct streetscape plan recommends a range of infrastructure improvements that will connect both sides of the busy road and make it safer for people to move around the area and easier for them to access the shops and services.

Compared with some of the other local retail precincts in Hobart, New Town presents as a long main street with individual nodes of interest and activity interspersed with residential properties. In order to provide an upgrade within the budget available, the design proposal concentrates improvements on the central area, with a number of small nodes being developed at points along the 900m strip. These nodes will begin to connect the strip and make it feel more unified.

In addition to the physical improvements, a vibrant, distinctive and inviting streetscape will rely on local community members and traders contributing to activation of the precinct. The Council can contribute assistance and advice to help the community work together to make the precinct more vibrant and lively.



## Beginnings: Hobart's local retail precincts plan

In 2015, the City of Hobart endorsed a plan produced by a consultant team entitled 'A plan for Hobart's Local Retail Precincts'. The plan presented concept designs for five of Hobart's local neighbourhood shopping areas - Lenah Valley, New Town, South Hobart, Battery Point and what is now known as 'Mid Town' - Elizabeth Street between Melville Street and North Hobart. The five areas were all in need of public realm improvements, and the purpose of the plan was to assess and prioritise a series of projects that could be implemented concurrently over a five year program.

A tactical urbanism process was employed by the consultants and traders of each precinct were engaged. In workshops, traders designed interventions to calm traffic and improve the streetscape. Participants designed, organised, tested and proved their bold concepts in a weekend of pop-up events, and the communities had a lot of fun in the process.

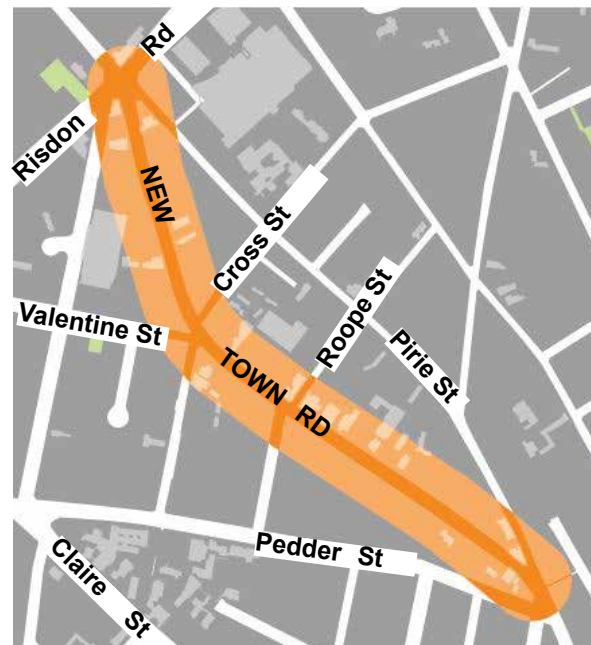
The New Town traders group planned an event to test the closure of Cross and Valentine Street junction and create a new pedestrianised village square.

The proposal was bold and ambitious. It was well received by some in the community but a number of stakeholders, including those who would be most impacted, expressed strong opposition to the proposal. Council officers worked with the New Town Community Association to develop a new approach to scoping the project. Central to this new approach was a commitment to 'reset' the process and start the scoping phase anew, with fresh opportunities for community engagement to inform the design.

## The project site

New Town is located to the north of Hobart's CBD. The retail precinct (as defined for this project) is New Town Road between Risdon Road to the north and Pirie Street to the south. The land on either side of New Town Road is primarily residential with a number of schools also in the area.

New Town Road is part of the 'Main Road Corridor' a major traffic and public transport thoroughfare connecting the Glenorchy and Hobart's CBD. Metro Tasmania and Department of State Growth are therefore important stakeholders with an interest in any changes proposed to the corridor.



Project area

## Purpose of the streetscape plan

The streetscape plan proposes a concept design for the streetscape infrastructure. While any number of concepts could have been developed, the proposals in this plan respond directly to the priorities that were identified by the community throughout an extensive engagement program. This ensures that, as closely as possible, the capital investment addresses the issues and aspirations of the community for their local activity centre.

An important purpose of this plan is to communicate the design back to the community members who took part in setting the priorities.

Once the streetscape plan has been reviewed by the community and accepted by the Council, implementation will commence, beginning with detailed design and documentation prior to works commencing in 2019.

## Activation

A vibrant atmosphere and diverse, involved community emerged as aspirations during the conversations with the community. As much as possible, the physical infrastructure will be designed to allow for and promote social life, community events and gathering. However it is the people who live, work, shop, visit and study here who will ultimately determine the social atmosphere of the place. This plan outlines a range of recommendations, programs and activities that will help create vibrancy and atmosphere.

A public art commission is included in the streetscape project. Public art, especially when there is genuine input from the local community, can help express a community's identity.

A pop up activation program will be occurring as part of sharing this plan with the community.

In developing this project, we've discussed the infrastructure and activation streams as 'hardware and software'. The physical changes need to be thought of together with the activation ideas to ensure the changes support each other.

## Aims of the project

The aims of the project are to:

- Identify the community's highest priority issues and aspirations
- Prepare a streetscape concept that responds to the community's priorities and that will improve the safety, amenity and quality of the public realm to encourage walking, social interaction and public transport use
- To encourage the traders, residents and community groups to work together as active participants in the public realm, contributing to a vibrant and welcoming atmosphere
- To maintain and enhance connectivity, access and efficient public transport operations

## Outside of the project's scope

There are some things that have an impact on the quality of the public realm and yet which are not within the Council's control, and therefore this plan will not attempt to resolve or address issues to do with:

- the mix of dining, retail and other commercial uses as this is usually the domain of the private sector
- private development including land use, height or density as these issues are the domain of planning development control and beyond the project scope
- New Town Plaza complex contributes significantly to the retail offering in New Town, however it is not included in the streetscape upgrade project area because it is outside the 'main street'.

## Existing plans, strategies and policies

There is a range of plans, strategies and policies which are relevant to this streetscape upgrade. These exist across all levels of government, the main ones are listed below.

### Federal Government

- Black Spot Program (road safety)

### Tasmanian Government

- Southern Tasmanian Land Use Strategy 2010-2035
- Main Road Transit Corridor Plan (Glenorchy to Hobart CBD)

### City of Hobart

- City of Hobart Capital City Strategic Plan 2015-2025
- Local Retail Precincts Plan, 2015
- Principal Bicycle Network Plan, 2008
- Street Tree Strategy, 2017
- Hobart Transport Strategy (under development)
- Sustainable Transport Strategy 2009-2014
- Storm Water Strategy, 2012-2017
- Equal Access Strategy, 2014-2019
- Glenorchy to Hobart Public Transport Corridor Study
- Creative Hobart
- Hobart Interim Planning Scheme 2015
- Economic Development Strategy 2013-2018

## Plans and projects occurring concurrently

### Main Road Transit Corridor - bus stop optimisation project

The Tasmanian Government's Department of State Growth is working with City of Hobart and Metro Tasmania to identify and deliver measures that will provide a more efficient, reliable and accessible public transport service for patrons along the Glenorchy to Hobart CBD transit corridor.

General actions will include optimising the location of bus stops along the corridor, including removing under-utilised stops to reduce travel time and relocating or consolidating other stops to achieve a more even spatial distribution of stops. Some stops will be upgraded to improve amenity and accessibility. Bus prioritisation measures will be introduced at strategic locations along the corridor to improve traffic flow and reduce travel times.

For New Town, a number of proposed changes to bus stops within the precinct have been included as part of this streetscape plan, including consolidation of some bus stops and improvements to bus waiting facilities. City officers have consulted with Department of State Growth, Metro Tasmania and community representatives in developing the proposed changes.

Development approvals have been granted for private developments in the precinct

While the Council is not responsible for development of private sites, there are two known current development applications that have been approved for developments within the precinct area. This means that construction may occur on these sites - and this may occur prior to the retail precinct streetscape improvements.

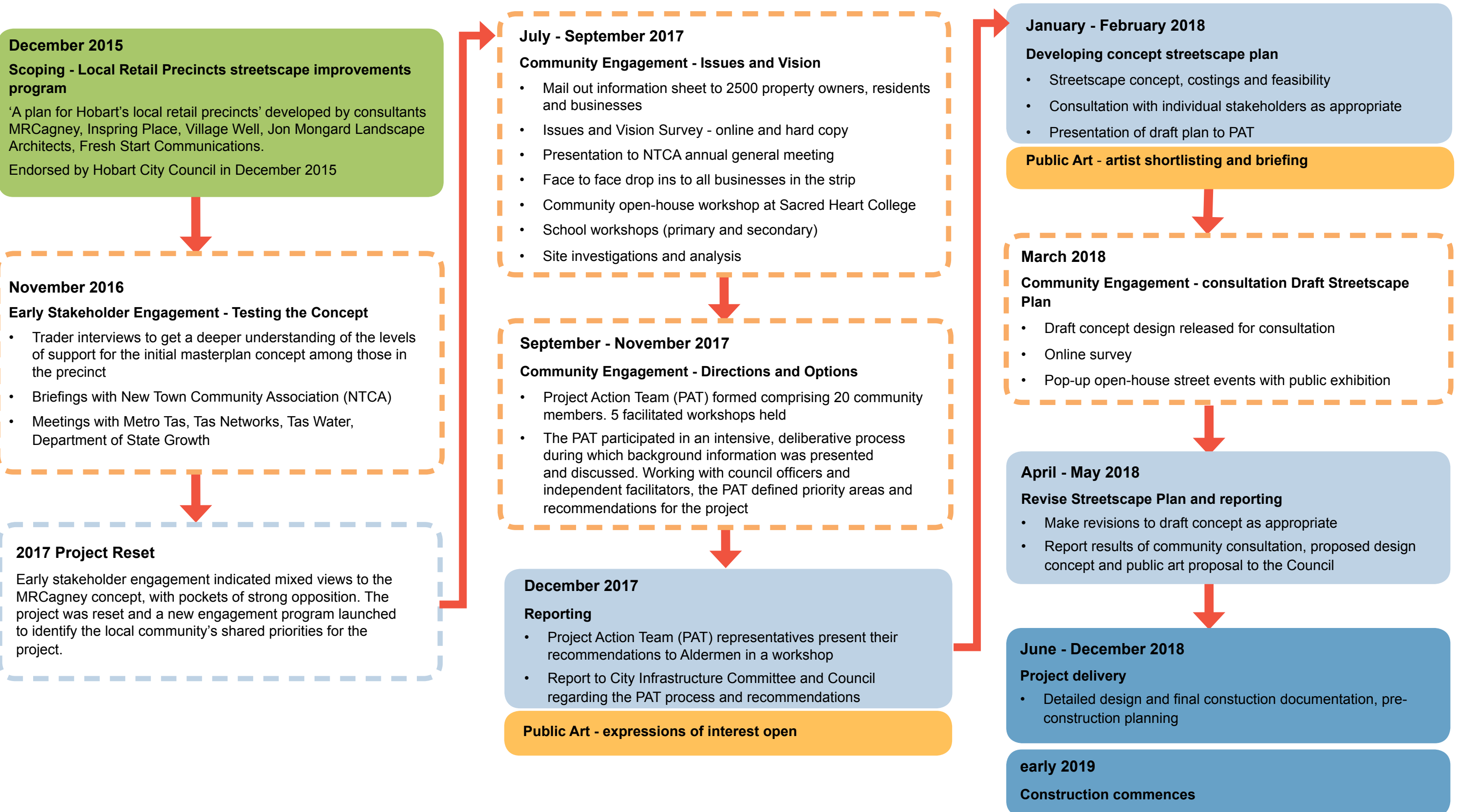
The proposed developments are:

- **119 New Town Road, New Town** (16 residences and a food service facility)
- **1 Risdon Road, New Town** (partial demolition, alterations, extensions, landscaping, partial change of use to business and professional services and works in road reserve)





## Project Timeline







## 02 Precinct Analysis

### Introduction

A summary of the analysis of existing conditions within the project area is outlined on the following pages.

The ways in which the local main street precinct currently operate have been examined from a number of different perspectives - including:

- business and land use
- schools, community facilities
- heritage
- planned infrastructure renewals
- traffic speeds and volumes
- car parking demand and turnover
- patterns of pedestrian movement
- accessibility
- bus stops
- bicycle infrastructure
- open spaces and vegetation
- underground and overhead services locations
- existing street furniture
- shelter and shade
- visual analysis

Much of this analysis and a number of detailed reports were considered by the Project Action Team and used by that group to inform their recommendations.



Views of the New Town retail precinct



## Business and land use analysis

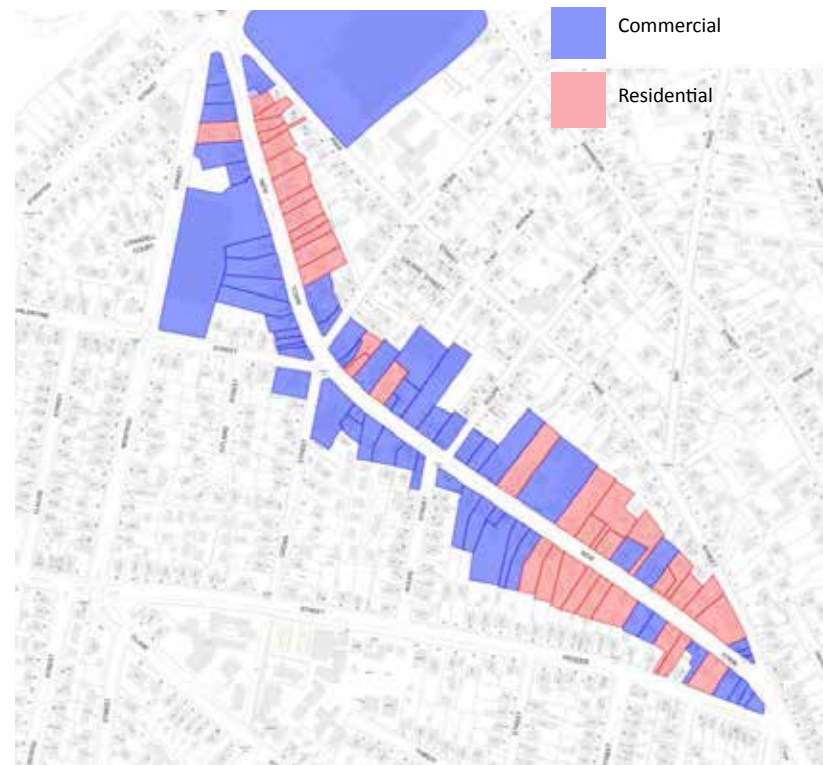
The project area includes several clusters of commercial activity along the main street with residential property interspersed. Map A shows that the precinct is not a continuous retail centre along its length. The commercial use is interspersed with residential housing. However there is a higher concentration of commercial uses on both sides of the road towards the centre of the strip, as indicated within the dashed line.

Of all the local retail precincts in City of Hobart, New Town is perhaps the most diverse in its retail offering. Map B shows the mix of businesses along the strip. The strip is home to a number of long standing, well known local businesses such as Jodi Harrison's Swim Central, Lebrina, Jackman and McRoss, Talbot Hotel, New Town Greenstore, the Salvation Army, Post Office 376 and others. These businesses attract people from all over Hobart.

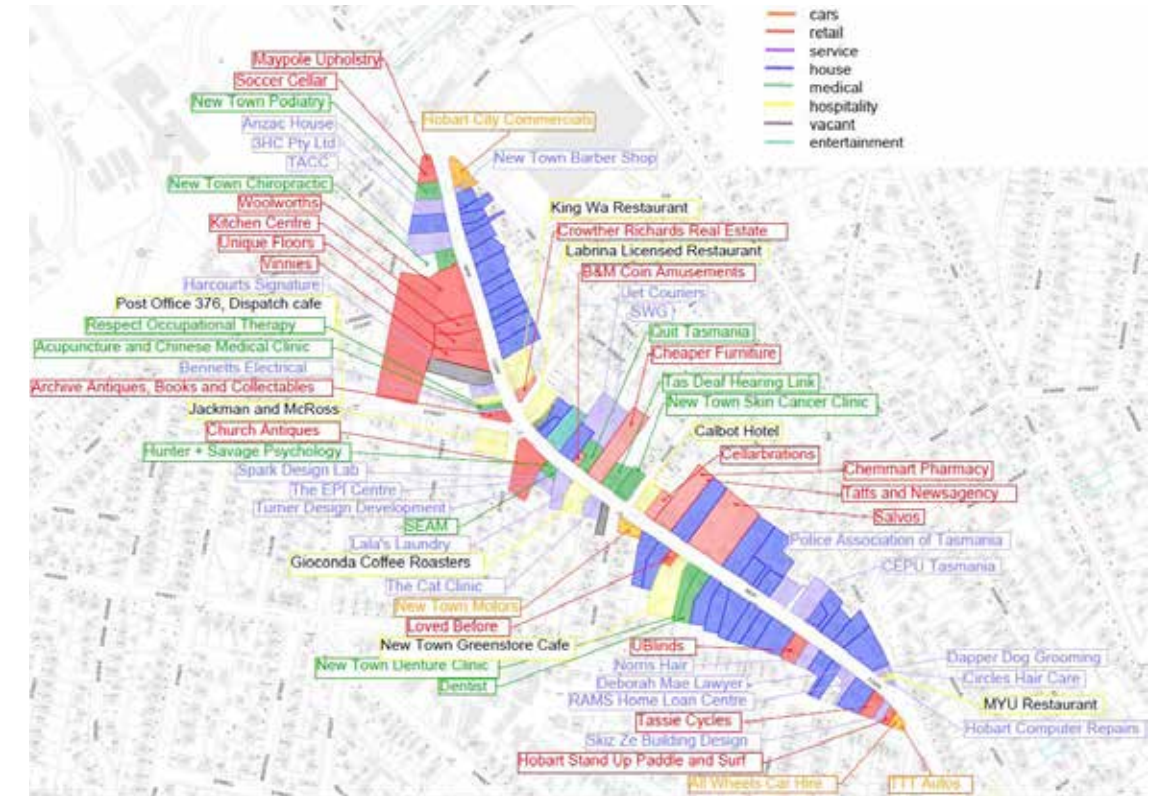
The business mix has been changing over recent years with newer businesses on the scene adding to the food, retail and services available in the precinct.

Some other observations:

- the area between Cross Street and Roope Street has the highest concentration and most diverse mix of shops and services
- the precinct offers a number of local, everyday retail and service providers such as a pharmacy, newsagency, hairdressers, doctors surgery, dentist, cafes, bakery, bottleshop and a local pub
- the two big supermarkets provide the food and grocery needs of the community, along with specialty outlets
- hospitality businesses are focussed mainly in the central area (with some exceptions)
- health and medical services are located the along the strip and these draw clients from beyond New Town
- it's a destination for shoppers looking for authentic, antique, vintage and second hand bargains with a clustering of popular outlets including the Salvos, Archive Antiques, Church Antiques and Vinnies
- there are a number of vacant shops which currently detract from the vibrancy of the precinct



Map A - Commercial and Residential landuse



Map B - Business mix





## Schools, children and young people

Over 2700 children and young people attend primary and secondary school in New Town. Those who attend the local schools and their families, whether they live locally or travel here from further afield, are part of the New Town community.

The map shows Sacred Heart College, New Town Primary School and Ogilvie High School which are the schools closest to the precinct. New Town High School is also close to the precinct area. The Friends School, over two campuses in nearby North Hobart have another 1300 students from k-12.

Students are significant users of bus services in the main street at peak times, and parents dropping children off and picking children up from school have a significant influence on traffic conditions in and around New Town during these busy times. This is evident during school holidays when the difference in traffic volumes at peak times is evident.

Many children also visit the precinct outside of school hours to learn to swim at Jodi Harrison's Swim Central. Post Office 176 has in recent years engaged children in art programs.

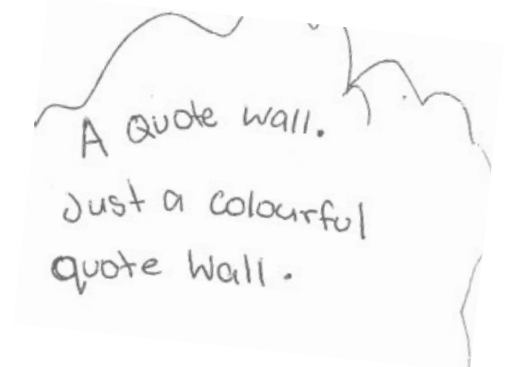
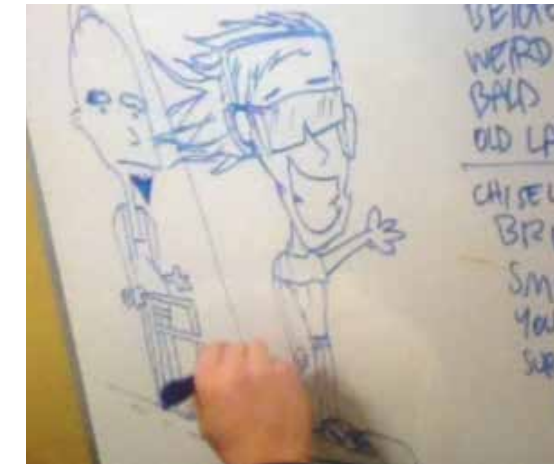
However despite the presence of children and families living and studying in the area, there is little about the main street that is family-friendly or attractive to children.

It's important that New Town's children, families and young people are involved in the future planning and design of their neighbourhood activity areas. As part of the community engagement program for this project, City officers hosted workshops with students from Sacred Heart College, New Town Primary and New Town High School to capture their voices, views and aspirations for the future of the precinct.

The key findings from the young people across these schools included:

- The place needs colour, life, activity and elements that can be interacted with. Children requested elements to engage the imagination such as a quote wall, performance spaces, wishing fountains and mazes

- Heritage qualities are important for New Town's sense of place and should be enhanced and revealed
- Elements of nature such as water, flowers and greenery were common requests
- The 'personality' of the main street is currently tired, old and unkempt. It would be good if it were younger, fresher and funkier.





## Built heritage

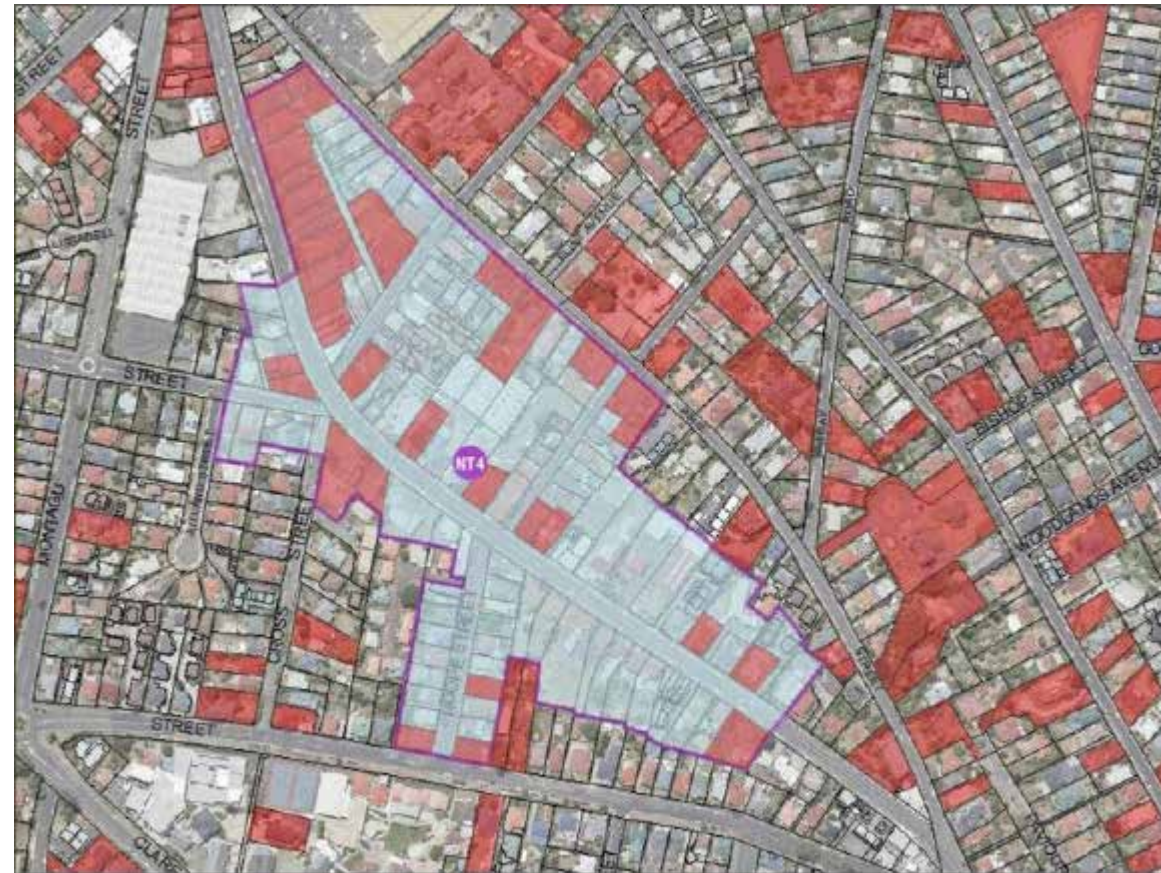
During conversations with the community, New Town's heritage values were consistently raised as important. The precinct has a number of significant heritage buildings which are suggestive of the how the suburb looked in early times, however there is little in the way of interpretation to tell the stories behind the buildings.

Within a week of the first Europeans arriving and setting up camp at Sullivans Cove in 1804, New Town was also settled - it became Hobart's first suburb.

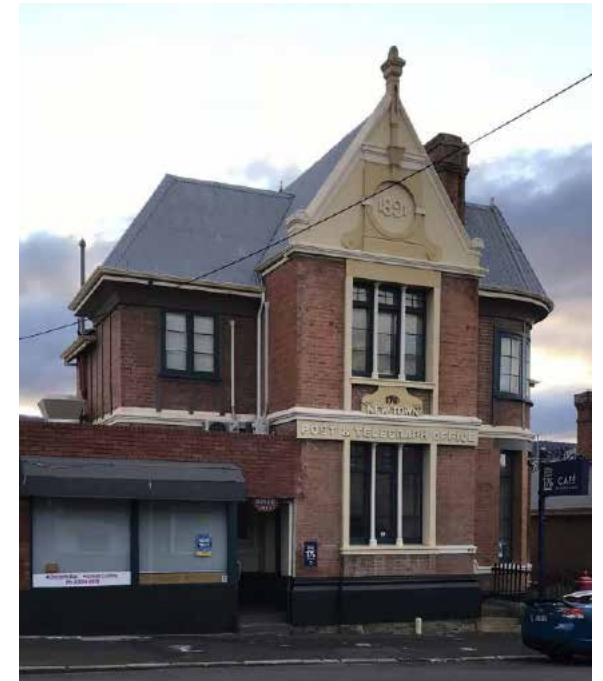
The New Town Road precinct contains significant heritage buildings that contribute to the sense of place and can help to tell the stories of early colonial Hobart life. In particular, the public buildings - the old church, the old town hall and the old post office - while in private ownership these days - are distinctive landmarks in the streetscape.

A desire to celebrate and interpret the built and natural heritage of New Town was a theme that emerged during the community engagement.

The high-quality former public buildings and heritage housing stock are strongly valued by the community and there is a desire to learn, know and communicate more about the stories behind these places.



Heritage listed places shown in red. The shaded area is the heritage precinct



Design drawings for New Town's Post Office (above) and the now privately owned Post Office 176 (top) is heritage listed.



The former Wesleyan Church on the corner of Cross Street and New Town Road is now in private ownership



## Traffic analysis

### A busy thoroughfare

New Town Road within the precinct is a busy urban arterial road, shared by a mix of traffic types. Recent data collection shows that there are in the order of 17,000 vehicle movements per weekday in New Town Road between Cross Street and Roope Street. The morning peak hour tends to be between 8-9 am, and traffic volumes continue to be heavy throughout the day until about 6pm.

There are significant areas of activity along New Town Road, with the combined through traffic, vehicles accessing properties, parking activity associated with retail and business activity, bus movements and pedestrians.

New Town Road connects the Hobart CBD with the northern suburbs. School traffic to and from Sacred Heart College, New Town Primary School, Ogilvie and New Town High Schools, New Town Central, Jodi Harrison Swim Central, the Netball Centre, The Salvation Army store and Woolworths all contribute to a generally busy precinct during peak times, and throughout the day.

### Testing traffic impacts of changes to the streetscape

Consultants GHD undertook detailed traffic impact analysis to model the way traffic may be impacted under various change scenarios. The proposed changes shown in the streetscape plan would not impact the traffic function of the road.

### Balancing 'link' and 'place'

It is a challenge in Hobart's neighbourhood activity areas to balance the traffic carrying function of arterial roads with the safety and amenity benefits that can be achieved by slowing traffic. Streets and roads have two main functions to varying degrees - 'link' or thoroughfare functions and place functions which is a way to describe how welcoming and comfortable a street is to spend time. There is a perception amongst traders that 'passing trade' and ready availability of on street car parking is the most important factor in determining profitability. However research shows that a precinct's ability to attract pedestrians and bicycle riders and to encourage them to stay longer and spend money at more than one shop is a key determinant of profitable retail businesses.

In New Town, given the strategic importance of the arterial road and its public transport function, the streetscape upgrade must not impact the capacity of the road. However the objective is to improve access, safety and amenity for pedestrians, public transport patrons, businesses within the activity area.

### Traffic speeds

Community consultation revealed that traffic speeds are an issue of concern for people. There is a perception of high traffic speeds and people don't feel safe and comfortable as pedestrians in the main street.

The diagram on the right shows 85th percentile speeds derived from two weeks of data collected during August 2017.

The 85th percentile speed is a useful measure because it means that 85% of drivers travelled at or below that speed.

These results are for traffic movements across the 24 hour period. If we look at only the day time speed data, the 85th percentile speeds are marginally lower due to greater volumes of cars and buses being on the road during the day, more frequent use of the pedestrian signals, vehicles turning into side streets and accessing properties and coming and going from on-street car parks and bus stops. All this activity creates a slower speed environment.

Traffic also generally moves more slowly through the central hub of the precinct - between Cross and Roope Streets, and also at the Pirie Street gateway to the precinct. As drivers leave the central zone (both northbound and southbound) higher speeds are observed along the straight sections from Roope to Pirie Streets and from Cross Street to Risdon Road.

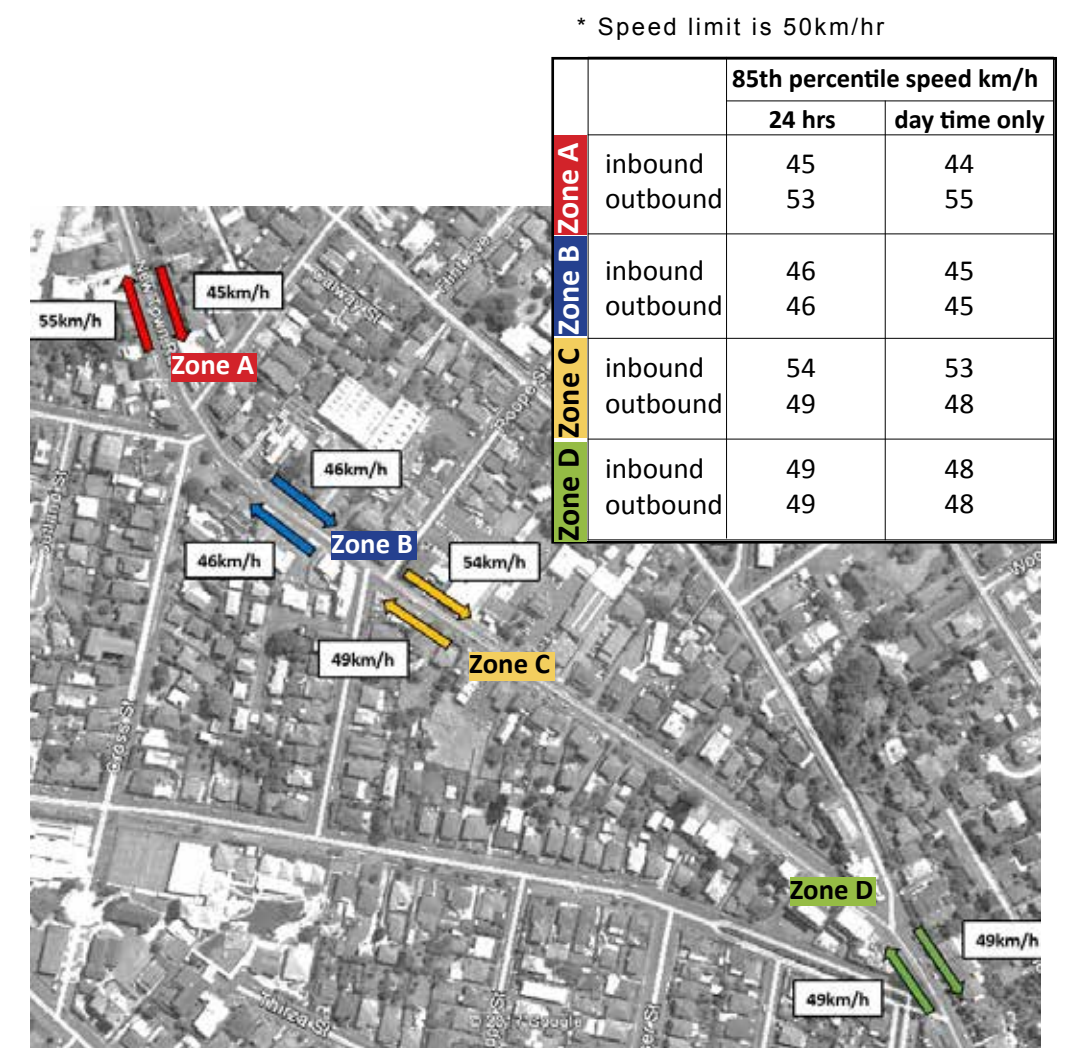
Evidence shows that lower vehicle speeds are safer for all road users, and more conducive to walking, cycling and spending time on the street. As part of making retail precincts more pedestrian friendly, City of Hobart will seek to reduce speed limits (possibly with variable speed limits) through retail precincts, once streetscape improvements have been implemented.

The Department of State Growth is responsible for approving changes to speed limits, and in order for approvals to be granted it is important that the streetscape environment 'reads' as a

lower speed environment.

### Road Safety

New Town Road in the vicinity of Cross Street has been identified under the Federal Government's 'Black Spot' road safety program as a priority for treatment, due to the number of crashes that have



85th percentile speeds in the precinct (based on data August 2017)

Conditions for walking

Improving the walkability of local neighbourhood centres is a key objective for the local retail precinct upgrades.

New Town Road is part of a busy corridor for people walking to and from work in the CBD. The directness of the route and gentle topography make it a natural walking corridor. Within the New Town area, daily needs can be met by walking, with options for shopping, education, medical services and public transport all within walking distance.

However there is a strong desire among the community for better pedestrian crossing opportunities, both on the main road and the side streets, and a generally improved pedestrian environment. The street currently has a number of features that detract from the experience of walking including:

- Difficulties crossing New Town Road at popular points – such as between the New Town Greenstore and the Newsagent and Salvos, and also near Cross Street
- Some median island crossing facilities are lacking kerb ramps
- Many footpaths are uneven, narrow and in poor condition
- The side street intersections are wider than they need to be, and can be difficult to cross due to vehicle speeds and driver behaviour.
- More seating would allow people to stop for a rest during a walking journey



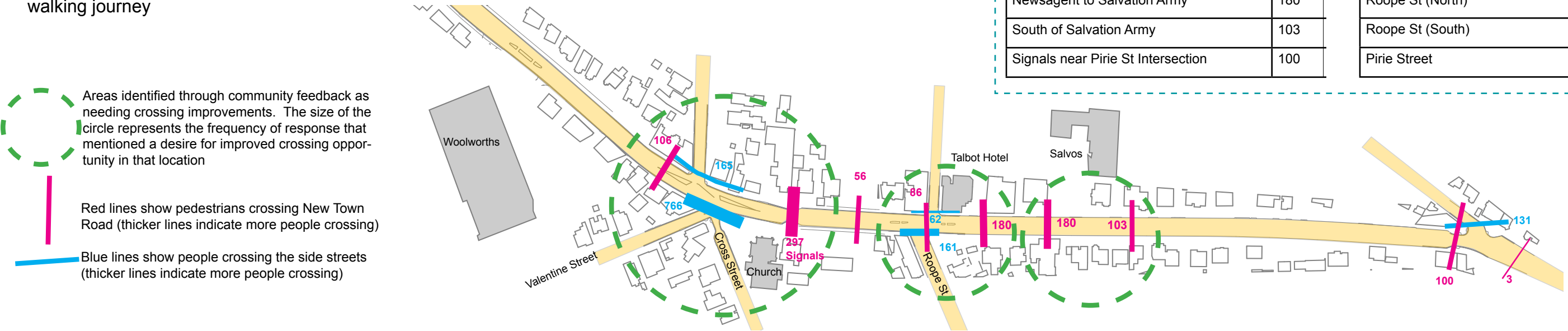
(above - left to right) Detractors from the walking experience include uneven and broken footpaths, missing kerb ramps and the lack of crossing facilities in places where people have a desire to cross the road.

Where do people cross the road?

Main Road - Thursday	
Cross Street Intersection	106
Signals	297
Between La La's Laundry and Roope	56
Roope St Intersection	86
Roope St to Newsagent	180
Newsagent to Salvation Army	180
South of Salvation Army	103
Signals near Pirie St Intersection	100

These tables show a typical midweek day's pedestrian crossing activities in the precinct. Cameras recorded pedestrians crossing the road between 7am and 7pm on a Thursday.

Side Streets - Thursday	
Valentine/Cross Street (South)	766
Cross Street (North)	165
Roope St (North)	62
Roope St (South)	161
Pirie Street	131





## Conditions for bike riding

New Town Road forms part of the City's northern on road bicycle route from the waterfront to Glenorchy, meaning that provision for bicycle infrastructure must be considered as part of upgrading roads.

The Intercity Cycleway to the east of the precinct provides a high level of service for bicycle commuters, families and recreational cyclists between the CBD and suburbs east and north of New Town Road. Whereas the narrow width of New Town Road, high traffic volumes, school traffic and high-frequency bus service on the main road present significant challenges to improving cycling conditions.

Analysis has been undertaken by CDM Research, including the following key observations and recommendations were made for cycling provision in the corridor:

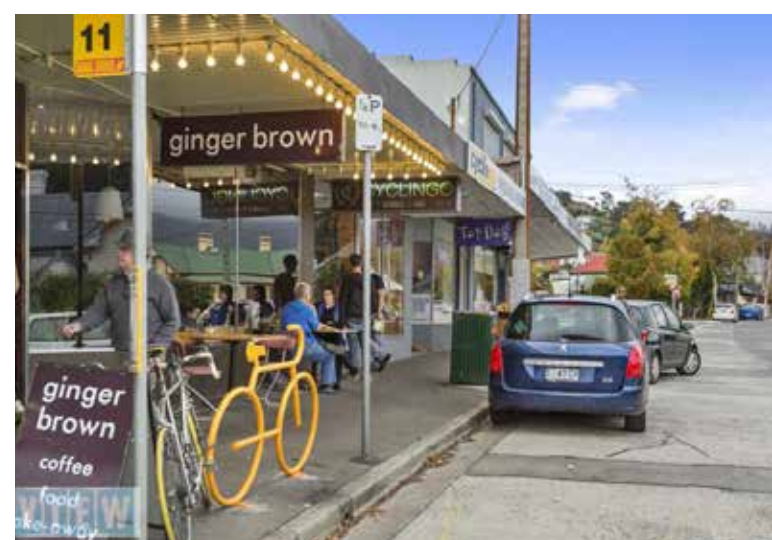
- New Town Road has a major traffic and bus transport function, has limited road width and there is only one viable north-south alternative vehicle route (Brooker Hwy) such that it is unlikely it can serve as a high-quality cycling corridor unless on-street parking can be removed on one side of the street
- there are alternative routes (Intercity Cycleway to the east, Pedder and Clare Streets to the west) at least in part, which provide reasonable north-south cycling connections through the corridor
- effort should be expended improving these alternative connections in the first instance, and
- efforts to improve road safety more generally in the corridor, and for pedestrians specifically, are likely to provide at least some benefit to those bicycle riders who use New Town Road now, and may continue to do so.

Additional considerations:

- ensuring that improved pedestrian crossing facilities do not create squeeze points for bicycle riders, particularly in the uphill direction
- Installing bicycle lanes on New Town Road between the south end of Pirie Street and Argyle Street
- Weekend social cyclists can be great for business in local precincts. Some of the local cafes are destinations for groups of cyclists on weekends, however there is very little in the way of bicycle parking.
- Improved connections and wayfinding to the Intercity cycleway were suggestions received during the consultation phase.



Above - left to right: an existing bike rack near Jackman and McRoss, weekend cyclists at New Town Greenstore, a cyclist on New Town Road



Above: a colourful bike rack in South Hobart

Bikes are good for business and bicycle parking is an important element of any retail or cafe street - not only does it provide the physical infrastructure necessary to park a bike, but it is a welcoming gesture that signals *'we are bike friendly!'*



## Buses

New Town Road is an important public transport route between the Hobart CBD and the northern suburbs of Greater Hobart.

The 'Turn up and go' high frequency bus is well-patronised and some of the stops in the retail precinct experience higher than average boarding numbers compared with other stops on the route.

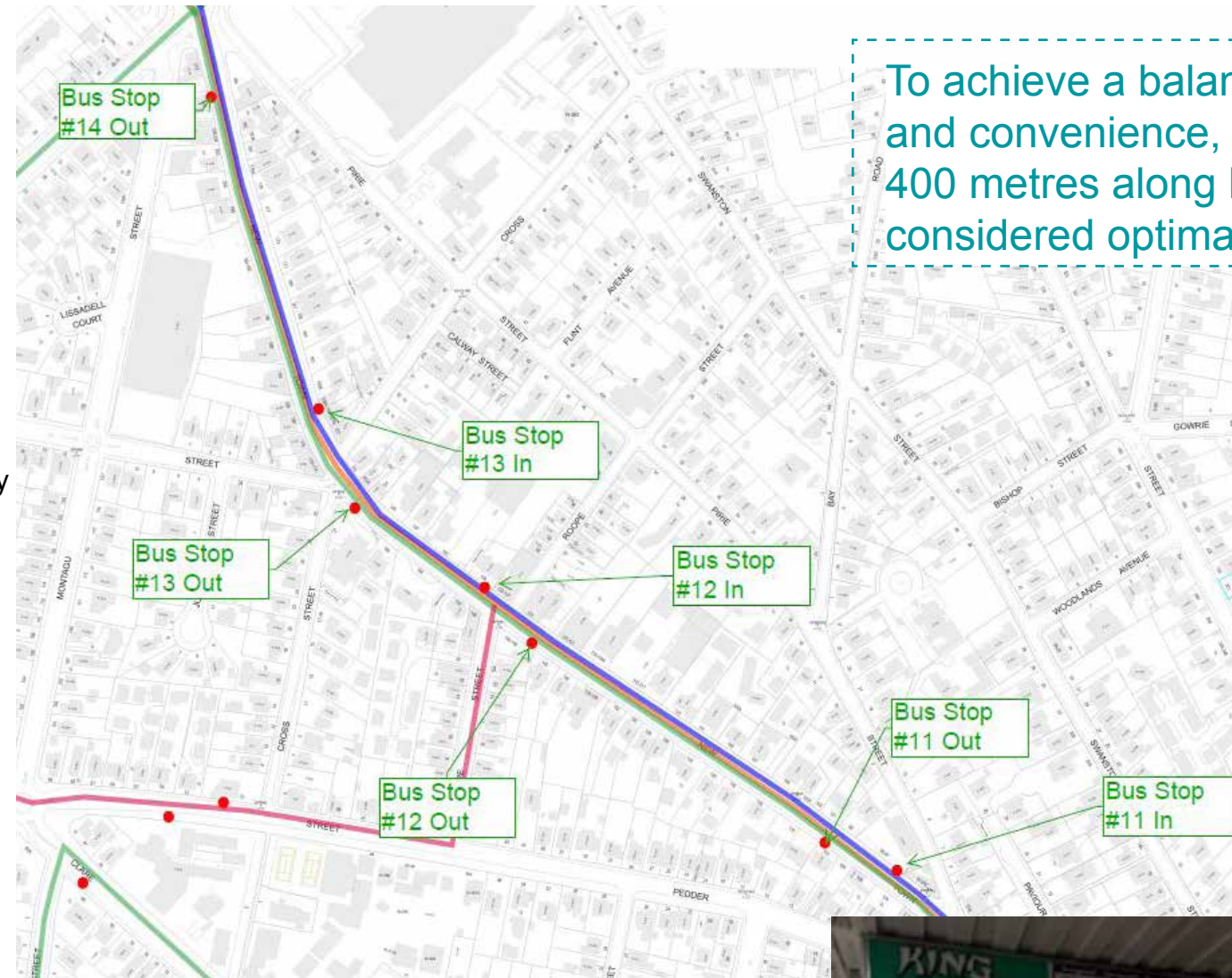
The bus stops along the main street in New Town are located relatively closely together. While it is important to have bus stops near where people need to go, to achieve a balance between efficiency and convenience bus stops at about every 400 metres along high frequency routes are considered optimal. When bus stops are too closely located, journey times for passengers are slower.

During community engagement we heard that a frequent bus service along New Town Road was highly valued by local people. We also heard about some concerns with large groups of students waiting for buses and inadvertently making the footpaths crowded. This can create a risk for the students themselves and also other passers by. It is an acute risk for older people and those with disabilities, who are more prone to falls.

To provide comfortable waiting conditions and encourage public transport use, ideally shelter and seating would be available at all bus stops. There is also a need to ensure that bus stops are accessible for all.

### Other observations:

- Bus stops 12 and 13 (inbound and outbound) are currently about 200m apart. Efficiencies would be gained by consolidating these.
- Currently there is good shelter provided by awnings at the Roope Street (#12) inbound stop, awnings are also close by at #13 (King Wah restaurant) and #11 inbound (Dapper Dog Grooming). However there is no access to shelter at any of the the outbound stops.
- There are limits to what can be achieved due space constraints in the the relatively narrow footpaths.
- There is no inbound bus stop allowing good access to New Town Plaza



Existing bus stops

To achieve a balance between efficiency and convenience, bus stops at about every 400 metres along high frequency routes are considered optimal.



#12 inbound



#14 outbound



#11 outbound



#13 inbound



#13 outbound





Access for all

For older pedestrians, people who rely on wheelchairs or mobility scooters to move around, people with a visual impairment and even young and mobile people who are pushing prams, the precinct presents many barriers to movement and access.

Differences in wheelchair types mean that every experience is different, however common issues include narrow and uneven footpaths and road crossings that have difficult crossfalls or poor quality ramps - sometimes no ramps at all.

As part of the site investigation stage, an access audit of the New Town retail precinct was undertaken with

members of the City’s Access Advisory Committee, a Project Action Team member who is a wheelchair user and City officers from Infrastructure and Community Development. The length of the project area was assessed. This issues that were identified were reported to the PAT and were influential in the development of the current concept design.

Improvements to pedestrian crossing points on New Town Road, raised threshold crossings at the side streets and improved footpath surfaces will significantly improve on the current conditions.



Pedder St intersection (no photo)		Very difficult crossfalls made it impossible to cross the road. Wheelchairs needed to turn left into Pedder, enter the road via a driveway crossover and travel back to New Town Road within the steep carriage-way of Pedder Street. While Pedder Street is technically outside of the project area, the issues at this crossing were considered relevant to the accessibility of the precinct.
Pirie St intersection	A	Lip of kerb (shop side) difficult for Shane’s wheelchair
	B	Telstra turret in the path of travel for people crossing New Town Road
Roope St intersection	C	No accessible crossing on New Town Road due to lack of kerb ramps and narrow medians
		Signage and merchandise in footpaths creating squeeze points
	C	Western crossing of Roope St longer than necessary
Cross St intersection	D	Cross fall on east side difficult, ramp near Crowther Richards too steep for Shane’s chair and ramp near Lebrina needs a careful approach
		Valentine St crossfall is too steep for wheelchairs to access
		Traffic enters Valentine St quickly from New Town Road
Woolworths mid block	E	Kerb ramps in footpaths (rather than outstands) improve road crossing ability, but detract from the level footpath. Vehicles sometimes park across these ramps, which makes the crossing inaccessible.
		Broken service pit lids are a hazard
	F	Sandwich boards in narrow footpaths create a danger for Jenny’s chair
Risdon Rd intersection (no photo)		Slip lane crossing (where northbound vehicles turn left) has poor sight distances, as a result the kerb ramps are poorly aligned
		Island cut throughs are too narrow for some wheelchairs to enter
		Absent kerb ramp near Maypole (for crossing towards Pizza Hut)
		Steep kerb ramp near Maypole towards NT Plaza – a tip hazard for Shane’s chair
		Poorly aligned ramps on the slip lane in Pirie St require wheelchair users to travel along the roadway for a section



## On-street car parking

Existing kerb side car parking arrangements are shown on the plan A.

An audit of on street car parking was conducted on 17 October 2017, on a sunny day during school term.

Plan B shows the extent of on street car parking that was audited.

The data collection methodology was as follows:

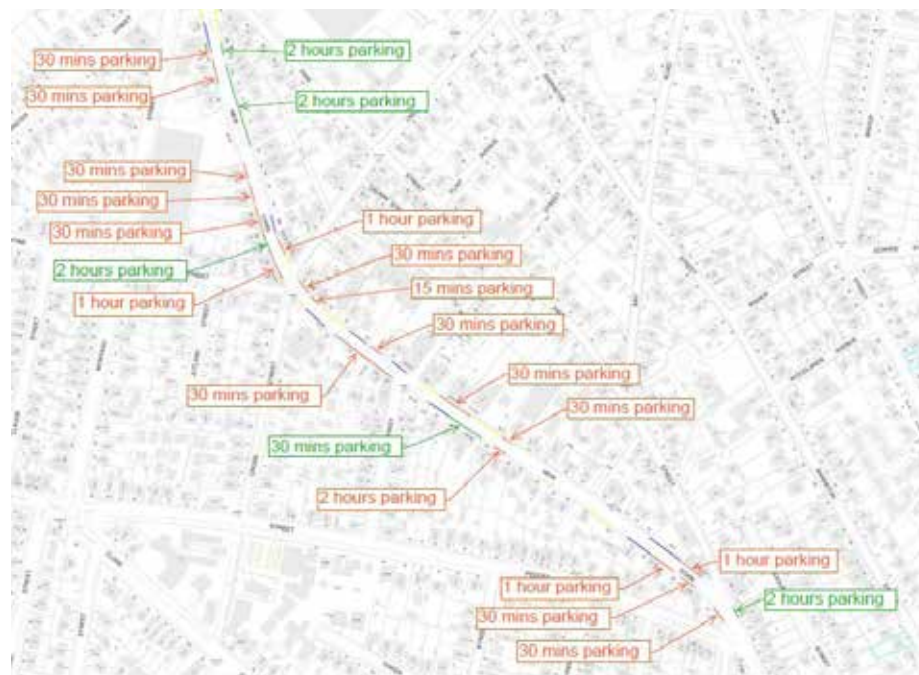
The precinct was divided into 3 zones, each providing a 1km circuit. Council officers walked these circuits every 20 minutes between 8am and 5pm. The last two characters of number plates were recorded on a tally sheet to provide an indication of how long cars were staying.

The data was analysed to show occupancy and turnover. The occupancy rates are shown (averaged for the whole day).

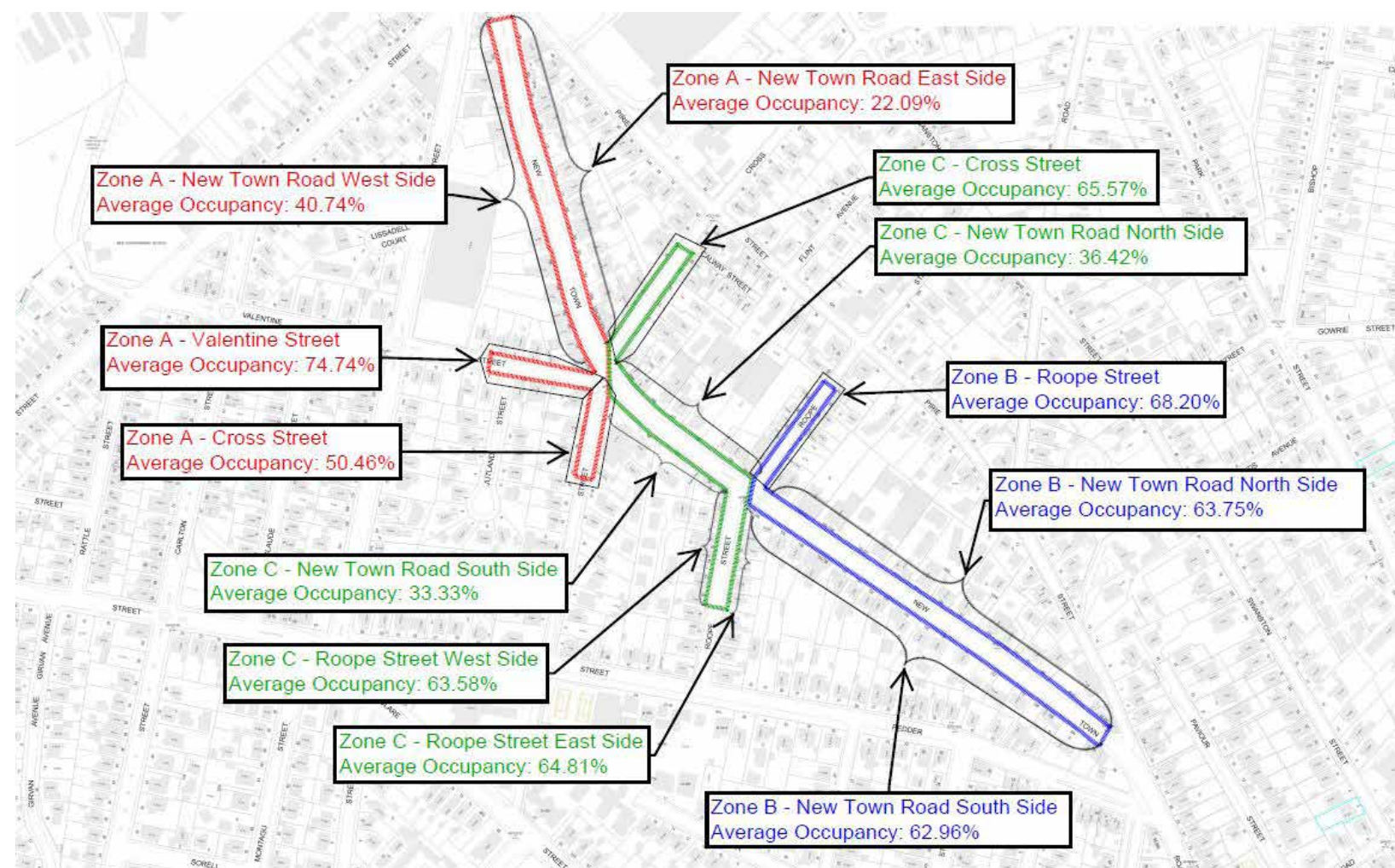
The survey indicates that there is an oversupply of on street car parking in the precinct.

### Additional observations

- Valentine Street, close to Jackman and McRoss was the only zone which averaged over 70% capacity during the audit period
- High numbers of vehicles were observed overstaying the permitted time.
- There is plenty of capacity for car parking in the side streets
- A number of commercial properties in the precinct have off street parking for customers, visitors and employees



Plan A: Existing kerbside parking controls



Plan B: Kerbside car parking occupancy rates (audited Thursday 17 October 2017)

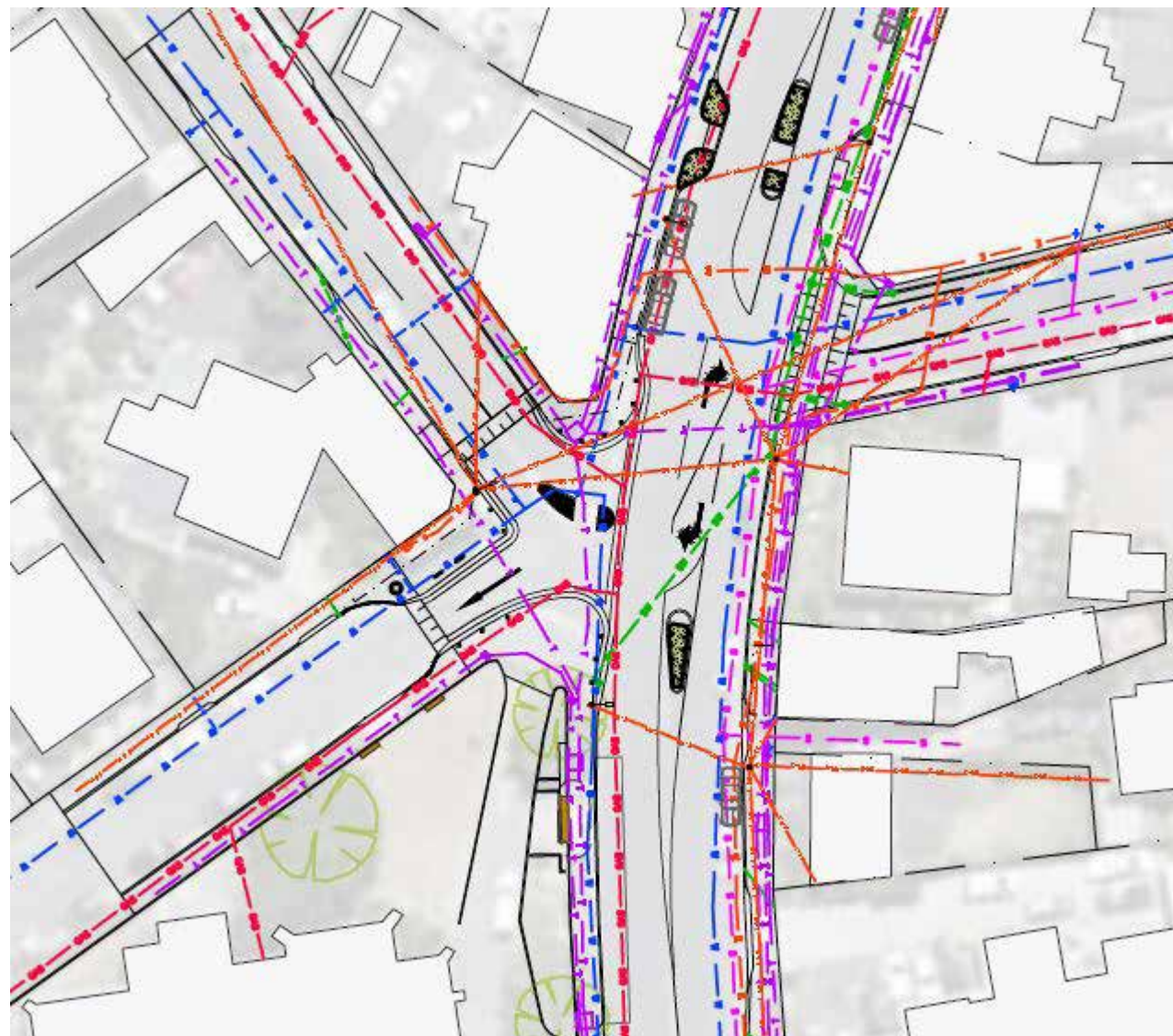


## Utilities and stormwater assets

The underground services were surveyed during the site investigation phase using a device to locate pipes and cables.

Both footpaths and kerb edges along New Town Road are generally riddled with underground services and pipes, including gas, water, power, sewer, stormwater and communications..

The presence of these services makes it extremely difficult to install street trees in these locations. On the north / eastern side, overhead power lines further restrict the opportunities.



An excerpt from the services survey showing underground services locations



# Visual presentation

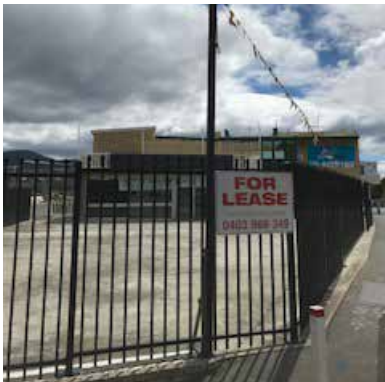
Many people told us that New Town looks tired and unattractive and there is a strong desire among the community for it to look more appealing. The precinct has some beautiful heritage buildings and vistas of kunanyi/ Mount Wellington from the main street, however the overall presentation of the shopping precinct is tired and drab. Visual detractors include:

- clutter of signage and billboards
- ugly infrastructure
- not a consistent building line – especially due to vacant or underutilised lots, or lots with car parking in front
- dirty building facades and awnings, peeling and faded paint finishes
- vacant shops
- high perimeter walls, security fencing, fencing that doesn't complement the property
- overhead powerlines
- lack of street trees or plantings

Despite the many detractors from the overall appearance, there are pockets of cheerful presentation. Aside from what the Council can provide by way of new infrastructure, moments of 'surprise and delight' can be achieved by traders to make the precinct more inviting:

- signage and fencing that is in keeping with the property and appropriate in scale
- landscaping of individual properties where appropriate
- cafe tables and chairs where appropriate – an invitation to stop, have a coffee, socialise and stay for a while. A bucket of water for four legged friends
- interesting shop window displays where merchandise can be viewed from the footpath. Transparent frontages make a streetscape friendlier even when the shops are closed and especially if lit at night
- quirky letter boxes, artwork and features
- well maintained entrances and awnings, clean windows and paintwork

many visual detractors



Vacant shops and lots lack activity and visual interest



Signage clutter easily become visual clutter, detracting from the overall streetscape appearance



Essential but ugly infrastructure - even a coat of paint may help



There's an inconsistent building line caused by a number of large 'gaps' in the streetscape



The ice box and the old Town Hall fence were both named as detractors during community engagement.

pockets of 'surprise and delight'

Signs, fences and landscaping in harmony with the architecture



Cafe seating is an invitation to stay longer



A doorway that has personality and is well cared for will draw people in



Visual displays that are visible from the footpath encourage window shopping, even after hours



Curious features can spark imagination and add interest to the whole streetscape





## Shelter and shade

Shop awnings and verandahs are an important aspect of a successful shopping precinct because of the comfort and protection they provide from sun and rain. They can darken the footpath space, however they also provide opportunities for lighting, art and planting.

There are only pockets of awnings in the New Town main street. Awnings ought to be encouraged as new commercial developments occur and also as additions to existing shops (if permitted and appropriate).

The awnings in the precinct are variable in their appearance, some being visually heavy while others are elegant, verandah style awnings with pressed metal ceilings or exposed timber frames.

The existing awnings are shown on the map (right) and some examples are shown in the photographs.



## Public street furniture

Street furniture contributes to the usefulness and comfort of a shopping precinct. Seating provides rest, encourages public transport use and walking. Bike racks encourage people to leave the car at home and arrive by bike. Thoughtfully located bins prevent litter. Dog bag dispensers make dog walkers feel welcome too.

The existing collection of street furniture in the New Town shopping area is 'bare minimum' and uncoordinated:

- Only one seat (near Skin Cancer Clinic / Roope St inbound bus stop)
- 2 bike racks (near Jackman and McRoss)
- 2 phone boxes (one near Pirie Stret and one near the Cat Centre)
- 1 post box (near the newsagent)
- 3 rubbish bins (one outside the Parsonage, one near the newsagent, a pole mounted bin near the bus stop close to the Soccer Cellar)

"Good comfortable seating in the right location provides visitors with rest and an opportunity to stay longer, which contributes to a more lively place". (Jan Gehl)



The current furniture



## Street trees and vegetation

Street trees and other vegetation are important contributors to streetscapes as they add softness, life, shade and visual detail to an environment that is otherwise dominated by hard surfaces. Greener streets promote staying activities and can contribute to traffic calming and cleaner air.

Many people told us during community engagement that street trees and plantings were important priorities for enhancing the look and feel of the street.

There are no street trees in the New Town Road precinct. The only public trees nearby are:

- Eucalyptus trees at the end of Pedder Street
- Small deciduous trees in Roope Street

Although the street trees in the precinct are limited, a number of private gardens contribute to street greening, including the trees and lawn of the privately owned old Wesleyan church (currently Church Antiques), the pocket park with at the Salvos, Lebrina's hedge, New Town Chiropractic's cottage garden, Woolworths' trees and gardens (mostly hidden behind the brick wall), the New Town Greenstore's garden courtyard.

There are a number of barriers to installing street trees including narrow footpaths, on-street car parking, and the extensive underground services in the footpaths. Despite the constraints, trees and plants in the street are a high priority for community members— to encourage people to spend time rather than simply passing through as quickly as possible.



Street trees at Pedder Street

17 trees - a mix of eucalypts including:  
*Eucalyptus pulchella*  
*Eucalyptus pauciflora*  
*Angophora costata*



Planted in 1975, the Pedder Street trees are a significant land mark in New Town Road, and a number of local people have told us that these trees indicate the gateway to the New Town retail precinct. Given their size and local species (*E. pulchella* and *E. pauciflora*) these trees would provide habitat for local birds and insects.



Trees in Roope St (west of New Town Rd)



The trees in Roope Street have been planted in the road way to avoid restricting pedestrian access on the relatively narrow footpaths. Car parking fits around the trees and spatially it appears to work quite well. Three different species have been planted and this allows us to compare their growth and suitability to the conditions.





Project Action Team - lunch break during the final workshop

## 03 Community Engagement

### Introduction

Hobart's local main streets belong to the people who live and work there, and we know that thriving local centres are important to community wellbeing. Putting local people at the centre of our decision making is the best way to ensure that local priorities are captured and the resulting improvements are welcomed and enjoyed by the community.

Hundreds of New Town community representatives have contributed their thoughts, values, issues and aspirations for the project, and twenty three Project Action Team (PAT) members identified priorities and ultimately made recommendations for the direction of the project. The PAT worked together in a volunteer capacity, to consider and understand what the broader community had told us in earlier stages.

Like all infrastructure and urban design projects, there are some 'givens' - non-negotiable aspects which were clearly communicated to the PAT - placing some boundaries around what can be achieved. Ultimately though, the Council has a budget to spend and is flexible within those constraints. The draft streetscape concept has been prepared directly in response to the PAT's recommendations.



## The engagement program

Prior to the Project Action Team's deliberative process, The New Town community, including residents, traders, businesses, schools and the New Town Community Association (NTCA), have participated in a range of activities to have their say, including:

### 2015

#### A plan for Hobart's Local Retail Precincts

In spring 2015, the City appointed a consultant team led by MRCagney, to develop master plans for a number of Hobart's local retail precincts. It was a multi-disciplinary team including traffic engineering, landscape architecture, place making, retail economics and communications. The team engaged New Town traders in workshops to identify major issues and opportunities for the precinct, and together they developed a concept for a pedestrian plaza at the intersection of Cross and Valentine Streets to improve pedestrian amenity and public space. A street party was planned to test the concept, and a dedicated group of community members hosted 'A Day on the Green'. It was well attended and the ideas were generally embraced by those who attended.

Four other local precincts also held successful events on the same weekend. All five precincts will receive upgrades - New Town is the second of this group after Lenah Valley which has been through a planning process and is almost ready to commence construction.

### Oct-Nov 2016

#### Early discussions with NTCA and stakeholders

Lenah Valley was prioritised as the first of the retail precincts to be progressed and planning for Lenah Valley was underway in 2016. Officers also began to re-engage with the New Town community in preparation for the current project. A series of meetings were held with representatives of the New Town Community Association, and interviews were held with a number of traders and stakeholders.



Issues and Vision Community Workshop (24 August 2017)

Through these discussions we discovered that there were lots of views and feelings about the MRCagney plan. The information gathered in this stage informed the engagement planning for the following stages.

### July-Sept 2017

#### Issues and Vision

It was recognised that for the streetscape upgrade to provide maximum benefit to the community, we needed to know more about what the main issues and priorities of the community were.

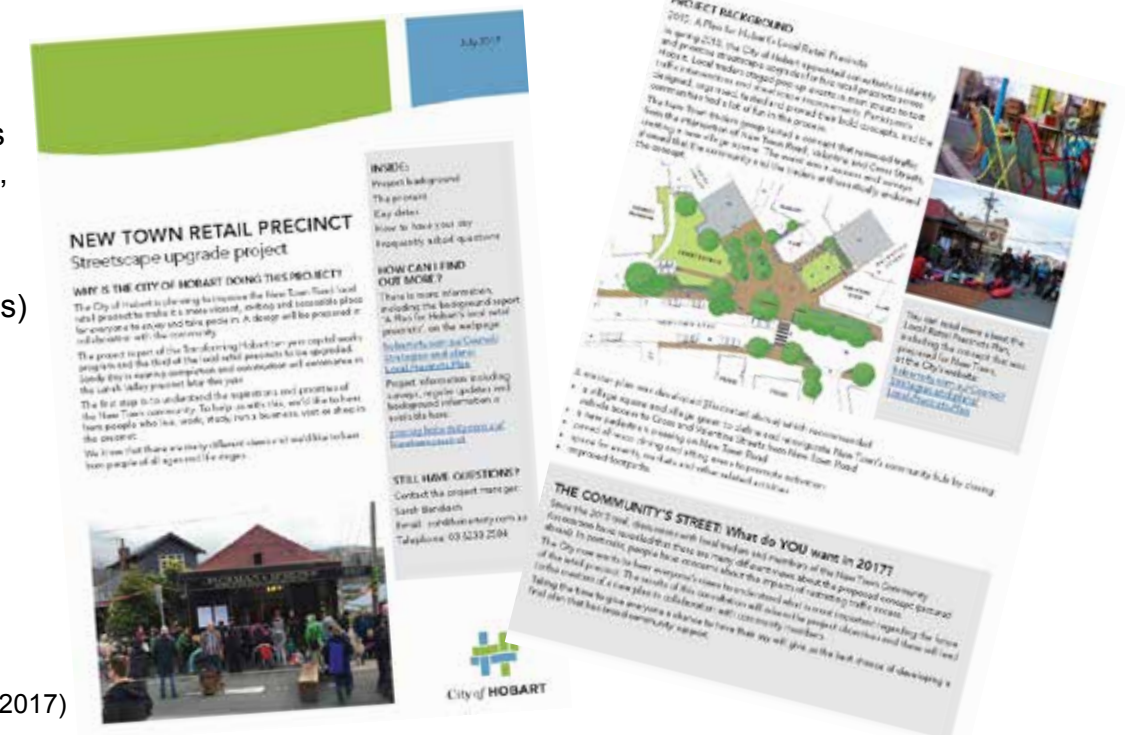
The aim of this engagement stage was to find out the priorities of the broader New Town community in relation to the precinct, and to find some common ground to develop a plan that has broad support. Activities in this stage included

- information sheet mail out (2000+ residents and businesses)
- Issues and vision survey, online and paper copies
- Issues and vision community workshop (77 participants)
- Local schools workshops
- Briefing at NTCA meeting

### Sept - Nov 2017

#### Directions and Options

The whole community was invited to express interest in working as a volunteer on the Project Action Team. The PAT workshop program was designed as an intensive, facilitated, deliberative engagement program, to involve community members closely in the planning stage of the project.



Information mail out (July 2017)



Some PAT members at work

## Directions and Options

The Project Action Team was formed as a way to ensure that the outcomes of the project would best represent the needs and aspirations of the community. It is never possible to completely satisfy everyone's preferences due to diverse perspectives and experiences within communities, however with facilitation, information and support, communities can and do work together, have difficult conversations, grapple with complex information and achieve genuinely shared outcomes.

The PAT met over four workshops held at Sacred Heart College over three evenings and a Saturday. The program was designed and facilitated by independent facilitators Kimbra White and John Hepper.

Workshops one and two were based around introducing the task, providing information to the group and establishing their objectives. The PAT were given results of the previous community engagement stages, so that they were fully across the range of issues and values that had been identified previously. They were also provided with background information about the site - from traffic and infrastructure renewals programs, to underground services locations, pedestrian data and public art options.

Workshops three and four were devoted to considering options, priorities and ultimately, writing a recommendations report. Thirty one recommendations were made by the PAT. Most recommendations made were unanimously supported by the whole PAT group.

Representatives of the Project Action Team have continued to be ambassadors for the project. Three members presented the group's recommendations to City of Hobart Aldermen in a Town Hall workshop and three other members have joined the public art selection committee to continue the community's direct involvement in project decision making.



### The role of the Project Action Team

The PAT will work in a collaborative process with the City of Hobart's project team to identify the objectives for the project and to recommend a preferred direction for concept design. The project and concept direction will be informed, as much as practicable, on the outcomes of community consultation. There will be a range of site and context issues that will need to be considered and the City is seeking input from community members in this task.

The specific objectives of the Project Action Team are:

- To provide a formal mechanism for community members to work closely with the City's officers in the design and implementation of the New Town Retail Precinct Streetscape Upgrade.
  - To provide a forum where business representatives and interested community members can discuss project-related issues and opportunities with Council officers
  - To work as a team to develop objectives for the project, taking into account the results of wider community engagement and other relevant information

(From the Project Action Team's Handbook)



## Project Planning Roadmap

PAT 1 Introduction	PAT 2 Objectives	October - City project officers develop sketch options	PAT 3 Options	PAT 4 Agreeing	HCC Presenting	December - February Council team develop streetscape designs	PAT Reconvening	Sharing!	Reporting
The PAT will find out about their task, receive information about what the City wants to achieve by investing in local retail precincts, learn about what the broader New Town community have already told us, and talk about how to measure a successful streetscape upgrade.	The PAT will hear from a few expert speakers and explore some data related to how the street is used. They will draft objectives which will be the basis for the design team's task to develop options for consideration.		Design officers will present a range of options, developed in response to the PAT's objectives and criteria set in workshop 2. We will hear about the public art program and results of traffic modelling. The PAT will evaluate and shortlist the options.	The PAT will finalise recommendations and clarify preferences.  The PAT will present this to the Director City Infrastructure at the end of the day.	Two to three nominated representatives from the PAT will present the group's final recommendations to HCC Aldermen		Design team to present the draft streetscape plan to the PAT, prior to sharing it with the broader community.	Re-engage the New Town community to share the concept and seek feedback and generate support. A program of community consultation including some pop-up events in the street. (PAT involvement is very welcome!)	Council staff to report the on the draft streetscape plan and results of community engagement to the City Infrastructure Committee and the Council seeking formal approval to implement the project. PAT are welcome and encouraged to attend these meetings
Thursday 21 September 6pm-9pm	Thursday 28 September 6pm-9pm		Thursday 9 November 6pm-9pm	Saturday 11 November 10pm-5pm	Wednesday 22 November 4pm		Thursday 1 March 2018	March 2018 (current process)	April/May 2018 (dates to be confirmed)





## 04 Recommendations of the PAT

The Project Action Team collaborated to write a vision statement for the precinct, along with recommendations and priorities.

These are presented on the following pages, including, in the recommendations section, a response from the design team regarding particular recommendations.

While the vast majority of the recommendations are reflected in the streetscape design, not all have made it into the proposal. Where this is the case, the reasons are provided.



PAT members presents report to the Council's City Infrastructure Committee (November 2017)



## Report of the Project Action Team

### (in their own words)

11 November 2017

### Introduction

Hobart City Council invited people from New Town to actively engage in a consultative process to redesign the local retail precinct. 65 residents and traders attended the first meeting on 24 August 2017, from which a core group of more than 20 formed the Project Action Team. Over 4 meetings totalling 15 hours (and lots of reading at home), we examined, explored and discussed every aspect of design planning. We also participated in an interactive online forum. At the end of the process, these are our recommendations.

The participants have appreciated the opportunity to engage, and we thank the Hobart City Council for undertaking this process.

### Vision

As a community we want the New Town Road retail precinct to be a place:

- That has a safe and accessible environment with calm traffic movement and multiple crossing points; with minimal impact on the through traffic along New Town Road
- That is pedestrian friendly and where it is easy to move around
- With a vibrant business area supporting and encouraging a variety of traders and services
- With attractive spaces for people to gather, socially interact and stay longer; where there are vibrant places to host events and activities for our diverse and involved community
- With a unique and distinct identity/appearance that provides a sense of place
- Where our heritage is known and celebrated
- That feels comfortable and sheltered and has a softer, greener street landscape
- Where everyone is involved and invited to participate and enjoy the experience of the revitalised New Town precinct
- By improving the streetscape, our vision is to encourage good urban design.





# Recommendations

## Section 1: Pedestrian Crossings New Town Road

1.1
NEW TOWN ROAD CROSSINGS
<p>Recommendation:</p> <p>Strong recommendation for the following management solutions:</p> <ul style="list-style-type: none"> <li>MA4 – Cross St Intersection</li> <li>MA7 – Roope Street Option B</li> <li>MA8 – Salvos mid - block</li> <li>MA9 - Woolworths</li> </ul>
<p>Rationale:</p> <p>These solutions, as represented in ‘Movement and Access’ Options Report, best meet our vision.</p>
<p>Level of support:</p> <p>The PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>These crossing points have been incorporated into the streetscape plan. Refer Chapter 5.</p>
1.2
MA7 ROOPE STREET OPTION B
<p>Recommendation:</p> <p>a) Ensure that the median is wide enough to prevent cars passing (overtaking) parked bus. Ensure that the design of the bus stop crossing prevents cars passing a stationary bus, with Roope St being focus.</p> <p>b) Include larger, safer refuge islands or wider footpaths or other solutions.</p>
<p>Rationale:</p> <p>Appropriate safety for all users – including pedestrians and vehicles. Would make crossings safer for larger bus stops with high pedestrian flow. Cars will not be able to pass a bus, this will prove to be safe for pedestrians crossing. Better crossings and bus stops will passively steady vehicle speeds around New Town.</p>
<p>Level of support:</p> <p>the PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>Part A - This scenario has not been incorporated into the streetscape plan, for the following reason.</p> <p>An independent traffic engineer has investigated the feasibility of this scenario including modelling traffic delays and assessing risk. The delays to traffic would be similar to those caused by the signalised pedestrian crossing nearby to the north. An increased risk of crashes between buses and vehicles turning out of Roope Street was identified, due to the proximity of the bus and its unimpeded access into the travel lane (compared with the current situation where the bus needs to indicate and wait for a gap to pull away from the kerb and reenter the traffic lane.</p> <p>Part B - a larger refuge island and kerb outstands on the west side will improve the pedestrian crossing facility here. The pedestrian crossing on the south side (near the Talbot) will be removed (however replaced with a mid-block crossing near the Salvos). Refer Chapter 5.</p>

1.3
CROSS STREET INTERSECTION
<p>Recommendation:</p> <p>Implement MA4 (kerb outstands and pedestrian refuge in New Town Road just north of Cross Street).</p> <p>And suggest seating near tree for public and school students etc.</p>
<p>Rationale:</p> <p>This proposal of all traffic management devices on the plan, will serve to meet many aspects of the vision statement. Significant intersection which is highlighted in MA4 and warrants specific acknowledgement</p>
<p>Level of support:</p> <p>The PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>This crossing points has been incorporated into the streetscape plan. Seating and a bus shelter is proposed near the bus stop and tree, in consultation with the private property owner. Refer Chapter 5.</p>

1.4
RISDON ROAD INTERSECTION
<p>Recommendation:</p> <p>The redevelopment of the intersection of Risdon Road is a major project for future investigation and separate funding.</p>
<p>Rationale:</p> <p>The intersection of Risdon Road be redeveloped to provide for better connection from New Town Plaza/Woolworths and adjacent streets</p>
<p>Level of support:</p> <p>The PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>City of Hobart officers are working with Department of State Growth to jointly pursue improvements to the Risdon Road intersection.</p>

## Section 2: Pedestrian Crossings on side roads

2.1
RAISED AND CONTINUOUS CROSSINGS
<p>Recommendation: Crossings on all side streets should be raised to calm traffic and improve pedestrian safety; per the proposed plans at:</p> <ul style="list-style-type: none"> <li>Pirie Street (IC11)</li> <li>Roope Street (MA7)</li> <li>Cross Street (MA4)</li> <li>Pedder Street (where it meets New Town Rd)</li> </ul>
<p>Rationale:</p> <ul style="list-style-type: none"> <li>Safety – awareness; changed traffic conditions</li> <li>Accessibility</li> <li>Traffic calming</li> <li>Defines gateway/ precinct (Pirie St)</li> <li>Opportunity for consistent treatment of crossings (materiality/ surfaces) throughout precinct, to link together the various interventions.</li> </ul>
<p>Level of support:</p> <p>the PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>This recommendation has been included in the streetscape plans. Refer Chapter 5.</p>

2.2
KERB OUTSTANDS / BULBINGS
<p>Recommendation:</p> <p>Kerb outstands/bulbings to be used to improve vehicle approaches to intersections at: Roope Street (MA7) and Pirie Street (IC11)</p>
<p>Rationale:</p> <ul style="list-style-type: none"> <li>Improved visibility for vehicles entering New Town Road.</li> <li>Improved safety for pedestrians: more room for waiting to cross and shorter crossing distance</li> <li>Opportunity for street furniture and plants; creating a node that may support adjacent businesses and providing a rest point.</li> </ul>
<p>Level of support:</p> <p>The PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>This recommendation has been included in the streetscape plans. Refer Chapter 5.</p>



# RECOMMENDATIONS OF THE PAT

## Section 3: Bus Stops

3.1
AMENITY OF BUS STOPS
<p>Recommendation:</p> <p>Need for comfortable, weather proof and accessible stops for prams and wheelchairs. Better aesthetic design with seating at all bus stops. Increase of size and seating at Cross St north-bound bus stop.</p>
<p>Rationale:</p> <ul style="list-style-type: none"> <li>Higher use bus stops being upgraded to deal with large groups of people such as students at Cross St will provide safety and security. Better design and user friendly spaces will encourage bus usage.</li> <li>Weather proofing areas will also encourage usage as the spaces will be nicer to be in.</li> <li>Bins needed as rubbish is also a problem around stops.</li> <li>And modern design will be calming and welcoming.</li> <li>Smart incorporation of different seating design into bus stops.</li> </ul>
<p>Level of support:</p> <p>The PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>Improvements to bus stops are included in the plan. At Cross Street the project team is working with the property owner to reach an agreement whereby a shelter and seating could be installed on the Church property. These discussions will continue through design development stage. In many cases, the narrow footpath width is a constraint to installing shelter. At some stops, existing shop awnings provide shelter from rain and sun, so it makes sense to utilise them. Seating will be installed where possible.</p>
3.2
BUS STOP CONSOLIDATION
<p>Recommendation:</p> <p>Consolidate the position and location of accessible bus stops. Need to identify the higher-use bus stops, and decide which stops need better seating. Possible removal of lower use stops, or their relocation. The Council consult with Metro Tas about the design of bus stops</p>
<p>Rationale:</p> <p>Will provide a more efficient use of street space, and bus corridors. The user experience from bus stops will increase as stops will be moved to higher pedestrian flow areas. Cross St area is very high use.</p>
<p>Level of support:</p> <p>The PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>It is proposed that bus stops 12 and 13 (both inbound and outbound) be consolidated. Metro Tasmania and Department of State Growth have been consulted, and this change would bring the position of bus stops in the precinct, and the distances between them, into line with optimal standards. Better seating will be installed where there is sufficient space in the footpath.</p>

## Section 4: Space for people to gather

4.1
PARKLETS AND AMENITY
<p>Recommendation: Opportunities for public space must be identified and provide public amenity. Underutilised parking spaces could be a possible location</p> <p>Amenities are to include safety, comfort, tables and chairs, umbrellas, drinking fountain, shelter, bike racks, opportunities for play, dog fountains.</p>

<p>Rationale:</p> <p>To improve the urban environment by introducing green space, and providing opportunities for community connection.</p>
<p>Level of support:</p> <p>the PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>The Council is working with the Salvos to provide improvements to the green space on that property and to licence the area for public use. Small areas of planting and seating will be provided where possible, eg Roope Street</p>
4.2
POSSIBLE PRIVATE SPACES FOR GATHERING
<p>Recommendation:</p> <p>City of Hobart engage with private land owners to identify opportunities for the creation of additional public urban spaces. E.g. salvation army pocket park MA8 – 3. IC1 - outside laundromat</p>
<p>Rationale:</p> <p>Not an abundance of public land in New Town, alternative options must be investigated.</p>
<p>Level of support:</p> <p>The PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>The Council is working with the Salvos to provide improvements to the green space on that property and to licence the area for public use.</p>

4.3
CROSS / VALENTINE STREET INTERSECTION
<p>Recommendation:</p> <p>Opportunity for flexible public space, for temporary events, using removable bollards. And a raised surface as indicated IC4 and MA4.</p>
<p>Rationale: this would improve daily pedestrians Safety but not inhibit vehicle movements day to day while easily providing the opportunity for community events.</p> <p>Preferred option given traffic flow and parking access to café and cost of construction</p>
<p>Level of support:</p> <p>The PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>The streetscape plan includes this recommendation</p>

## Section 5: Gateways and nodes

5.1
NORTHERN GATEWAY
<p>Recommendation:</p> <p>Recommend that Woolworths be the location for Northern Gateway; HCC to enter negotiations with Woolworths to improve pedestrian access and safety entering and within the Woolworths site and explore opportunities to enhance streetscape.</p>
<p>Rationale:</p> <p>Perfect distance from the hectic pace of the busy Risdon Road intersection – still adequate distance away from the Central Hub zone to signal that you're about to enter a special place.</p>
<p>Level of support:</p> <p>The PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>The streetscape plan includes this recommendation</p>
5.2
CENTRAL HUB
<p>Recommendation:</p> <p>Recognise 'Blue Zone' identified on MA13 as the extent of the Central Hub</p>
<p>Rationale:</p> <p>Intuitively the right fit due to mix of uses, intensity of development/ commerce and pedestrian movements.</p>
<p>Level of support:</p> <p>the PAT supported this recommendation being in their report</p>
<p>City of Hobart response:</p> <p>The streetscape plan includes this recommendation</p>



5.3
SOUTHERN GATEWAY
Recommendation: Recommend Pirie Street as the location for a Southern Gateway node; incorporate existing copse of trees @ Pedder Street junction by providing raised threshold crossing.
Rationale: Suitable distance from Central Hub; and busy intersections at Argyle Street & Augusta Road. Existing copse of trees, coupled with future planting at end of Pirie Street announce arrival.
Level of support: the PAT supported this recommendation being in their report
City of Hobart response: The streetscape plan includes this recommendation

5.4
GATEWAY AS PUBLIC ART
Recommendation: Incorporate Public Art to define/ enhance/ identify the gateways. Potential for change of road surface at gateway entrances – visual, textural differentiation and potential for audible road markers that make a different sound as you drive over them (think swinging bridge at Dunalley)
Rationale: “You know it makes sense”, S.Kekovich.
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: The opportunity has been identified to the shortlisted artists - who may decide to use the gateways (however they may choose a different site). Audible road markers could be included at appropriate locations to indicate entering the precinct, if budget permits.

## Section 6: Trees & Greening

6.1
STREET TREES
Recommendation: Investigate more tree planting along the centre of the road, in particular at pedestrian crossings with trees that ensure pedestrian visibility eg. Species with high trunks and canopies.
Rationale: Beatification, soft and greener landscape. Promote traffic calming. Encourage use of pedestrian crossing points.
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: The opportunity has been identified to the shortlisted artists - who may decide to use the gat

6.2
LOWER PLANTINGS
Recommendation: Use of suitable lower plantings (bushes/grasses/planter boxes) in centre of road and along edges of footpaths, in parklets and at pedestrian crossings.
Rationale: Greener street landscape. Funnel and encourage crossing of road, by pedestrians, at crossings.
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: The streetscape plan includes lower plantings where space permits in the footpath, with a focus on street crossing points. Lower level plantings in the centre of the road may be difficult to achieve in many places due to the need for maintenance and WHS requirements for maintenance workers near traffic.

6.3
GATEWAY TREES/PLANTINGS
Recommendation: Make use of trees at Pedder Street and add some in at Woolworths end, to signal entry/gateway into zone.
Rationale: Supports identity of precinct.
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: The streetscape plan includes trees in the middle of the road at the Woolworths gateway.

## Section 7: Heritage / historic

7.1
HERITAGE
Recommendation: To engage a design/interpretation specialist in consultation with PAT to develop a strategy to communicate / celebrate the unique heritage of New Town eg. Lighting, media, artwork, narrative
Rationale: Contemporary modes/approach
Level of support: the PAT supported this recommendation being in their report
City of Hobart response: City officers, including the Senior Heritage Officer, will work with the community to incorporate heritage interpretation into the streetscape design

7.2
HERITAGE STREETSCAPE
Recommendation: To respect and enhance the heritage of New Town, but not try to recreate it eg. Contemporary design
Rationale: Appeal to all
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: Contemporary design is proposed for the streetscape elements

7.3
HERITAGE LIGHTING OPTIONS
Recommendation: To incorporate lighting with functional furniture to highlight historical features where possible
Rationale: To effectively use the \$ allocated for lighting rather than devoting funds solely for individual buildings. Possible future project in consultation with PAT.
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: Lighting will be considered in the detail design phase if there is sufficient budget to support it

## Section 8: Public art and furniture

8.1
PUBLIC ART – POSTER POLE
Recommendation: To install a poster pole in the Cross St / New Town Road / Valentine St junction area
Rationale: Identified as the predominant meeting/gathering place
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: There is not a lot of footpath space in which to install a poster pole, however one could be considered outside Jackman and McRoss (Cross St, in bulbing south of the bike racks). An alternative location could be near the pedestrian signals in current rubbish bin location.



# RECOMMENDATIONS OF THE PAT

8.2
PUBLIC ART EXCELLENCE
Recommendation: Public art and design to be original and creative so that future projects will be inspired by excellence in design in New Town
Rationale: Unique and identifiable
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: The public art brief and selection process has been undertaken according to Hobart's art procurement policies, and the selection panel includes PAT members, design team members, public art officer members and external public art experts. This will ensure that the selected artwork and artist will be of the highest standard possible.

8.3
PUBLIC ART - INTEGRATED
Recommendation: To include multi-purpose public art/ design with functionality ie. Seating, railings, lighting, bins, engagement / interactive
Rationale: Cost effective
Level of support: the PAT supported this recommendation being in their report
City of Hobart response: This recommendation was communicated to the artists when they were briefed on the project.

## Section 9: Footpaths

9.1
SMOOTH AND ACCESSIBLE FOOTPATHS
Recommendation: Provide continuous flow across side street intersections and make vehicles do the hard work. Built-in wayfinding cues.
Rationale: Universal access that prioritise pedestrians over vehicles.
Level of support: the PAT supported this recommendation being in their report
City of Hobart response: This recommendation has been developed and raised side street crossings are included in the draft streetscape plan

9.2
FOOTPATH MATERIALS & SURFACES
Recommendation: Allocate "premium" materials, such as easily maintainable unit pavers &/or exposed aggregate concrete to priority "Blue Zone" (refer to MA13). Avoid the use of plain black asphalt in "economy zones" (use colours & applied/ rolled aggregates. And that consideration is made for consistency between the precinct upgrade and the already allocated funds for planned asset renewals.
Rationale: Premium materials utilised to identify, differentiate and beautify the "Blue Zone". Maximise bang for buck.
Level of support: the PAT supported this recommendation being in their report
City of Hobart response: A design rationale has been developed for paving the whole area, with the central hub receiving the highest quality treatment as the priority. Other areas will be a combination of pavers, exposed aggregate concrete and asphalt, with diminishing detailing in areas which are not commercial precinct, or which have been more recently upgraded.

9.3
FOOTPATHS OF JOY!
Recommendation: Incorporate game play and fun into footpath surfaces, for example, hopscotch, quoits, mini-running lanes. Look for opportunities to tie in with public and art spaces/installations.
Rationale: Create interactive opportunities that contribute to making the precinct an attractive and fun place to visit and dwell.
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: A design rationale has been developed for paving the whole area, with the central hub receiving the highest quality treatment as the priority. Other areas will be a combination

## Section 10: Other

10.1
BICYCLE OPTIONS
Recommendation: Install attractive bike racks at key locations with passive surveillance. Install wayfinding signs/footpath messages to encourage use of Intercity Cycleway and Clare Street.
Rationale: Make precinct pedestrian safe for cyclists. Encourage cyclists to use alternative routes.
Level of support: The PAT supported this recommendation being in their report
City of Hobart response: Bike racks have been included at key locations. Wayfinding signage will be included to encourage cycling on alternative routes

10.2
ROOPE STREET RESTRICTED ACCESS
Recommendation: Consider restricting access to and from Roope Street to left-turn only off New Town Road.
Rationale: To promote traffic flow on New Town Road & improve pedestrian safety.
Level of support: the PAT supported this recommendation being in their report
City of Hobart response: Bike racks have been included at ke

### 10.3

#### Name: SPEED OPTIONS

#### Recommendation:

Investigate if there is still a need to have a 40km/h zone if other changes (crossings, continual footpaths, plantings) encourage slower speeds anyway. Consider variable illuminated speed limit signs like Moonah (40/50)

#### Rationale:

Balancing traffic speeds with pedestrian safety

#### Level of support:

the PAT supported this recommendation being in their report



