



A plan for Hobart's local retail precincts

MRCagney in collaboration with Inspiring Place,
John Mongard Landscape Architects, Village Well and Freshstart Communications

What does New Town Road Need?

The advantage of having a lot of people attend the event was that we got to talk to a lot of people. People genuinely believe they are starved of quality space for people to gather. This was the largest response. More parking was the lowest response.

drop and so will the tenant quality and it is only a short stop to \$2 shops, adult stores, tattoo parlours and other such tenants who look for low rent and out of the way convenience shopping strips.

Trees, seats, safer pedestrian crossings and more people space is a typical response from a community who want to take back their main street from the car, and make it for people.

over 75% of the people we spoke to at the event wanted the closure [of the street] to be permanent

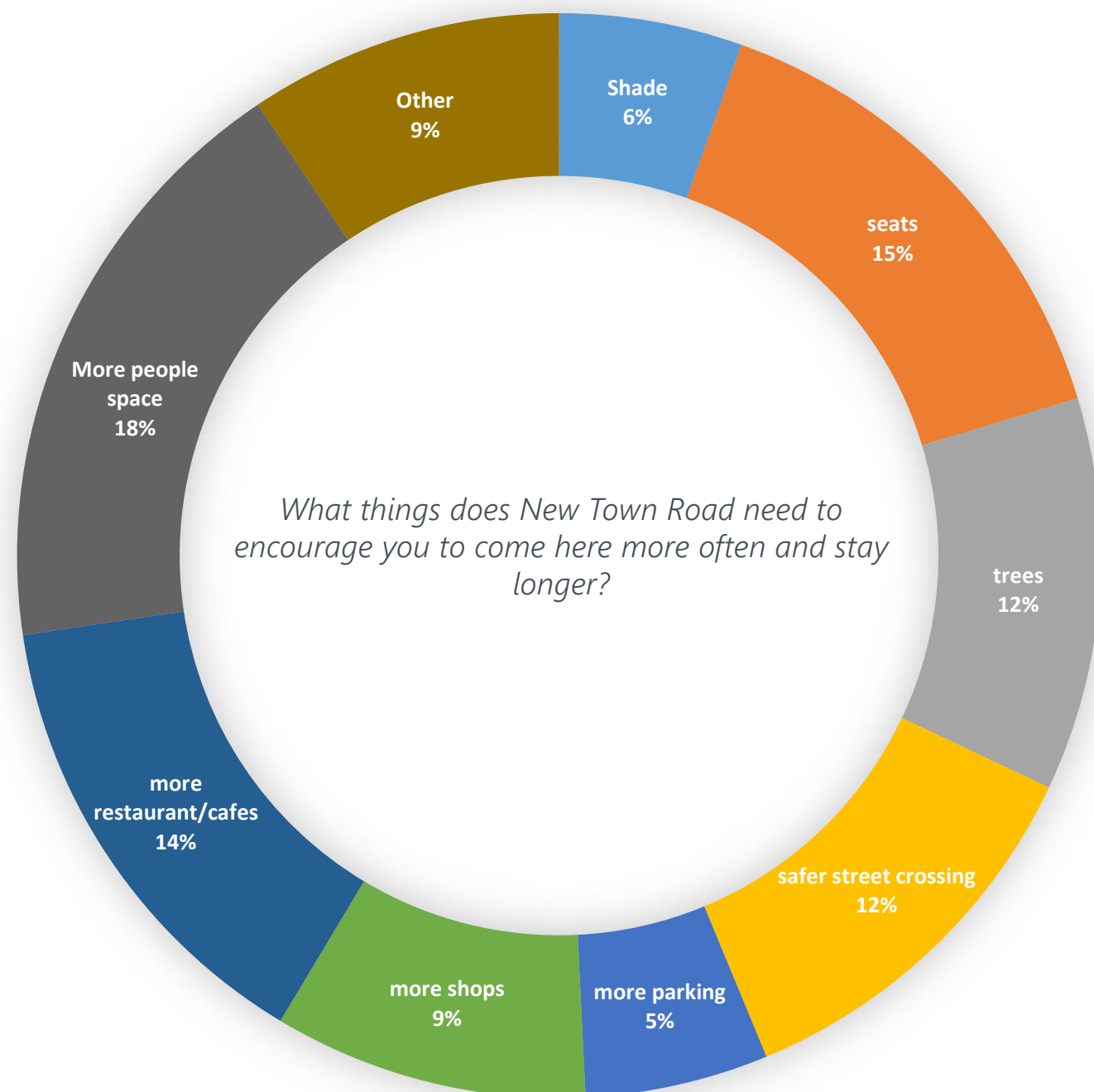
New Town Road has genuinely degraded into a road and has lost the majority of its street qualities. However, it still does have a few enthusiastic traders scattered along the street, and these traders are worth saving. They are genuine locals and could contribute to a much closer-knit community.

The thing that is killing New Town Road is there is no reason to stay. There are far too many people stopping for 5 minutes or less to pick something up quickly and leaving again. We need each person who stops to stay for longer, wander from shop to shop, gather with other people, meet, stay and spend more.

Once the market recognises (and it already has to an extent) that New Town Road is for the most part a convenience centre and not a main street, the rents will

The balance between movement space for cars and exchange space for people is generally unsatisfactory in all of the main streets that are part of the study, but this is particularly the case for New Town Road. It needs to be addressed along the street over time, but a significant statement that people are actually welcome to enjoy this important public space is important.

It is not a statistically rigorous result, but over 75% of the people we spoke to at the event wanted the closure to be permanent. This included some residents from Valentine Street, Cross Street and local business owners. This was the street change that the traders elected to test and it was a tremendous success. It would be reasonable for the broader community who came out to support the event to expect a result.



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Opposite: The New Town event pulled a large crowd



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Identifying the priority precincts

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A set of criteria has been developed in order to rate the relative success of each street event. These criteria are intended to provide a broad framework for guiding the selection of streets that the consultant team believes can and will become truly great main streets for their respective community.

1. **Cohesion** of the business/trading community - one of the opportunities that the tactical street events gives us is a glimpse into what sections of the business community would take advantage of any investment that Council made. From this we can assess how traders could or would maximise the benefit of any investment by working as a group to promote and leverage off a renewed street environment and improved trading conditions.
2. **Connection** of the local community to the Main Street - following on from Criterion 1, the tactical street events will allow an insight into how the local community might respond to a new Main Street environment. We will examine issues, such as the number of people from a walkable catchment that was attracted to the event, what locals appreciated about the changes to the street, how likely they would be to come more regularly if it was permanent, did the event stimulate their coming to the Main Street etc, what other types of permanent interventions would maintain/ attract more patronage.
3. **Activation Potential** - can the energy generated by the event concept be translated into a deliverable streetscape project that will continue to attract crowds to the precinct everyday.
4. **Compatibility** with the relevant future directions of Councils long term City vision:
 - a) Offers opportunities for all ages and a city for life;
 - b) Is recognised for its natural beauty and quality of environment;
 - c) Achieves good quality development and urban management;
 - d) Is highly accessible through efficient transport options;
 - e) Builds strong and healthy communities through diversity, participation and empathy;
 - f) Is dynamic, vibrant and culturally expressive.

Opposite: Footpath activity at Lenah Valley

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Results and conclusions



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Opposite: Live music at the Macquarie Street event

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Augusta Rd, Lenah Valley

This was a highly successful event and has given the project team confidence that any investment would be welcomed by both traders and the broader community, and would go a long way to creating a genuinely successful urban village main street.

We believe that Council could confidently progress to detailed design on the concept attached, which we believe could be constructed for under \$2,000,000 to a high quality level of finish. Our general

space that returns little to the community when contrasted with the huge repressed demand for quality people-focused space and an active, social main street environment uncovered during the street event.

Reclaiming this space will allow activity from adjoining traders to spill out into generously extended footpaths and imbue the street with a genuine social quality and community focus.

Reclaiming [road space] will allow activity to spill out into generously extended footpaths and imbue the street with a genuine social quality

philosophy here is do the best work you can afford even if it means stringing the project out over a longer time line. These are Main Streets and they will be experienced in fine grain by people walking, looking, touching and gathering. Lesser quality works will not produce the required activation. Detailed costs are attached as Appendix A.

The concept design returns street space to local traders, who so aptly demonstrated an ability to activate additional footpath space during the street event.

The existing median/turning lane caters to Augusta Roads traffic carrying function and on balance represents a poor investment of

Deciduous street trees further reinforce the people-focused re-purposing of the streetscape, creating shade, aesthetic quality, and perceived 'side-friction' - a term describing the observed traffic calming and speed reducing effect of street-side trees, human activity and street furniture on driver behaviour.

A new out-bound bus stop shelter compliments the existing, albeit aging, in-bound shelter, which may also be upgraded at the discretion of Transport Tasmania.

Kerb build out treatments at intersections will reduce pedestrian exposure to turning car traffic, reduce turning traffic speeds by

tightening intersection geometry, and will create visual signals that increases drivers' awareness of pedestrians. Narrowing of side streets also provides increased kerb space on Augusta Road, allowing the existing 19 parking spaces between Giblin Street and Greenway Avenue to be maintained in the concept design.

A new pedestrian crossing provides a safe and inviting connection between the medical centre and the pharmacy, creates a catalyst for activating the northern side of Augusta Road, and improves pedestrian access to the main street more generally.

Introducing quality bench seating will also improve walkability, particularly amongst members of the community sensitive to long, unbroken walking segments.

Reduced lane widths, increased 'side-friction' and a reduced perceived speed environment will accommodate bike riders within traffic lanes and encourage them to 'own the space'. Given the amount of street-side activity, on-street parking turnover, and driveways/turning traffic, dedicated kerbside bike lanes may not achieve a real safety benefit in comparison to a well designed environment that invites bike riders to visibly integrate with traffic through a low-speed main street section of Augusta Road. Dedicated bike lanes are however

encouraged elsewhere on Augusta Road as part of broader bike plan for Hobart.

The proposed concept creates a genuine urban village main street environment with a new focus on people, not cars, and provides the quality meeting, dining and interactional space that traders and the broader community has requested.



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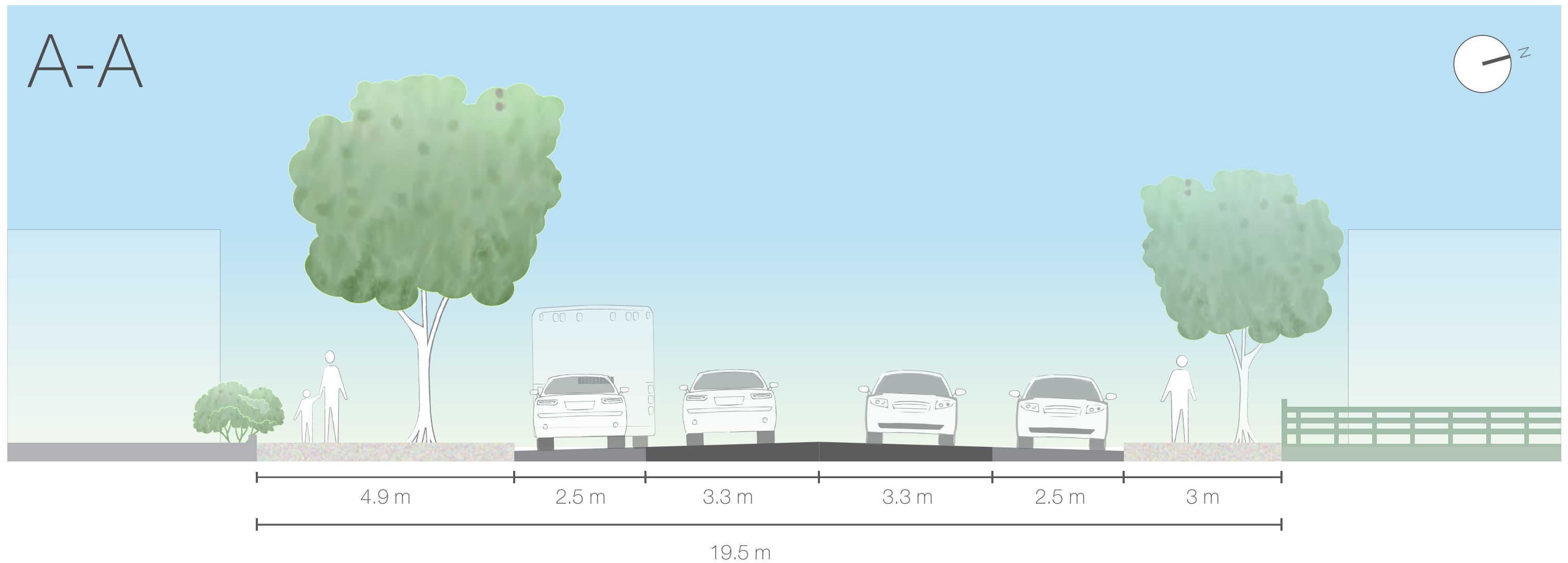


- ① Augusta Road: Narrower carriage ways and centre line for traffic calming. Avenue of deciduous shade trees planted either side of roadway for traffic calming and beautification
- ② Safe crossing point
- ③ Improved footpath; generous width with quality surface. Footpath Width on Southern edge of Augusta road allows for placement of temporary items such as cafe tables and chairs
- ④ Widening of footpaths at road intersections to allow for safer crossing, and traffic calming
- ⑤ Quality bus shelter, with bus stop relocated to this area
- ⑥ Parking bays located parallel to road way; total of 19 car parks on Augusta Road, between Giblin Street and Greenway Ave
- ⑦ Accessible Carpark
- ⑧ Quality benches
- ⑨ Low level garden beds under deciduous shade trees

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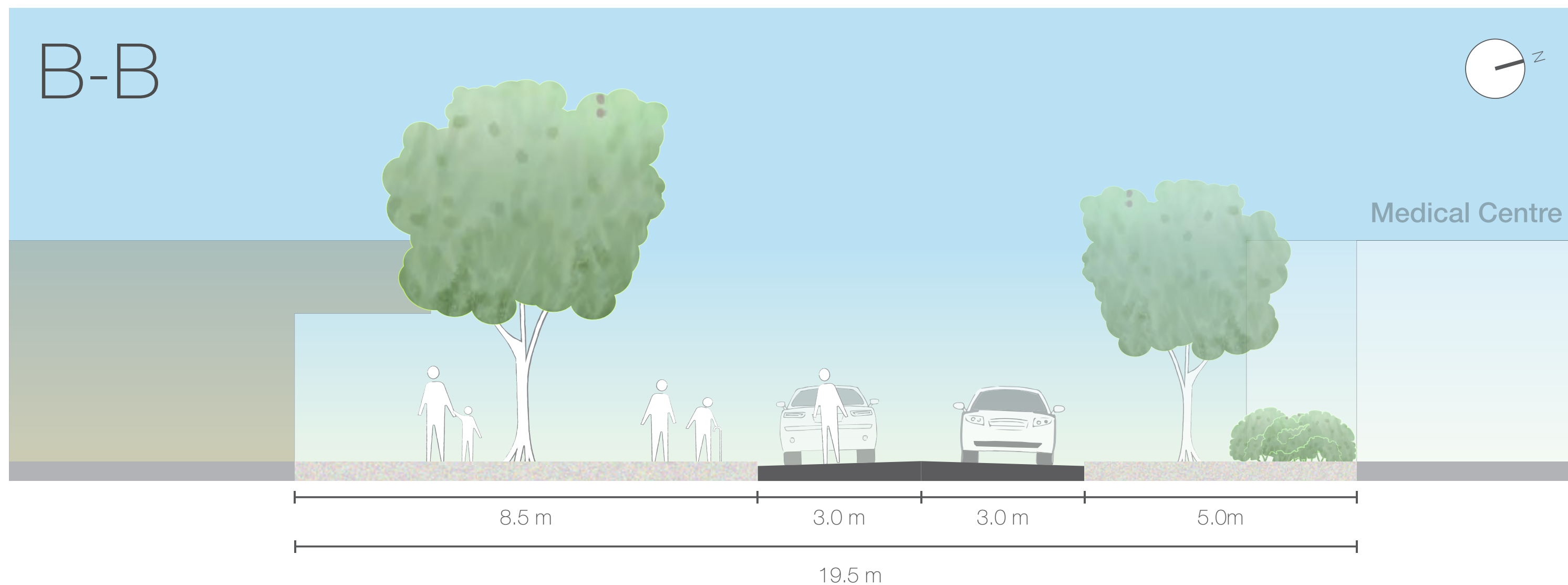
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Augusta Road, Lenah Valley - Proposed cross-section A-A:



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Augusta Road, Lenah Valley - Proposed cross-section B-B:



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New Town Rd, New Town

The New Town traders group planned an event to test the closure two street sections in order to create a new village square. The event was a great success, and given the traders enthusiasm for the concept and the community's overwhelmingly positive endorsement of the event, it is fair and reasonable for the local community as a collective to expect action to follow.

We recommend that Council invest in the order of \$3,000,000 to construct the scheme outlined in the figure overleaf. Our general philosophy here is do the best work you can afford even if it means stringing the project out over a longer time line. These are Main Streets and they will be experienced in fine grain by people walking, looking, touching and gathering. Lesser quality works will not produce the required activation. Detailed costs are attached as Appendix A.

The project team has developed a concept plan that delivers a vibrant village square and village green that will define and reingigorate New Town's civic hub, consistent with the traders' scheme.

Given the length of the study area and the allocated project budget, revitalisation of the entire corridor at once is not feasible. Rather, it is envisaged that the village square project will catalyse steady renewal of the entire street over time by introducing

activity to the area and engaging the local community.

This renewal can be fast-tracked with safe and inviting pedestrian and bike infrastructure that provides neighbouring traders access to the activity generated by the village square and green.

Initially, the reduced speed environment resulting from street narrowing and increased footpath activity will allow bike riders to integrate with on-road traffic satisfactorily in the immediate vicinity of the village square.

Longer term, a bike strategy for New Town Road and beyond will need to be developed. Protected bicycle lanes are ideal, and could be provided by reclaiming on-street parking bays on one side of the street. While this may be unpopular in the current context of New Town Road, as the main street qualities of the precinct develop, inviting bike riders to safely access the area will benefit the prosperity of traders to a greater extent than on-street parking, as has been the experience in urban main streets elsewhere.

Aside from the wave of feedback expressing how much people enjoyed the event, we have nonetheless received feedback from two people raising concerns about

street closures and parking bays. This is an understandable concern. The scheme that was tested will, if implemented, change the way people behave, as it has been designed to do.

The scheme that was tested will, if implemented, change the way people behave, as it has been designed to do

The scheme will likely remove 7 parking spaces in Cross Street Valentine Street, with no nett loss on New Town Road, lending to the space gained by removing the existing signalised pedestrian crossing in lieu of the proposed new crossing opposite the village green.

Main streets where people can regularly get a kerbside space or an off-street space at every individual shop usually fail, as people do not stay long enough and do not spend enough money for the businesses to be sustainable. The event has shown that there is a local market that will do this, and has demonstrated that vehicle access is not so important, but people space is.

The project team discussed but ultimately could not support the development of a shared zone through the village square, as it has almost all of the negative impacts associated with full closure while eroding many of the positives. The greatest risk is that a shared zone would still allow vehicles

to infringe enough to prevent pedestrians from feeling safe and comfortable to wander through and linger in the village square.

Similarly, event only closures cannot be supported as they are unlikely to catalyse the same permanent change to the main street, representing a poor return on investment for Council and the community

During detailed design, one-to-one discussions with directly impacted residents and businesses will be required to resolve several issues and design elements such as:

- Individual access;
- Turnaround space;
- Servicing;
- Crossing design (warrants, sight distance etc.);
- Tree species;
- Commercial space v public space; and
- Furniture design.

LEGEND

1. The Village Square with central landmark.
2. Illuminated pedestrian crossing and crossing lights relocated to this location.
3. Pedestrian crossing and build out removed. Bus stop relocated 25 metres to east of existing location. Four new car park bays. One 10min bay.
4. Linemark and shade car parking
5. Safe informal crossing to shops
6. Wide gardens with deciduous shade trees.
7. Paved alfresco dining and public sitting areas.
8. Space for temporal events, marquees and market stalls.
9. Village green – level turf area with seating and garden terraces.
10. Cobbled turn-around courtyard.
11. Driveway access retained.
12. Improved footpaths.
13. Pneumatic bollards for emergency and service vehicle access.
14. Narrower carriageways and centerline for traffic calming.



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Macquarie Street, South Hobart

The section of Macquarie Street in South Hobart from the outlet to the hospital has significant charm and potential, but also a number of issues. With some investment that ties the two 'ends' together it could be a quality local gathering and retail space. It would be relatively easy to design a space where the cars weren't so dominant and replaces some of the car space (parking, centre median, and lane width) with people space (shade, trees and seating).

The big issue here is that the project team were unable to be convinced that the traders here actually wanted anything done. All the work was left to some very enthusiastic and committed community members who were expected to anticipate and deliver on the needs of the retail community. Our preliminary scheme that was prepared in order to give the retailers some ideas of what might work was neither embraced nor rejected. It is suspected that the community's motivation to improve traffic conditions along Macquarie Street might have been the real driver

Improving retail conditions and providing a genuine increase in foot traffic with shade trees and seating will benefit traffic behaviour (reduced traffic speeds, etc.). However, improving traffic conditions in isolation may not improve the retail environment. Simply put, it is not an investment that turns \$1 into \$2.

The MRCagney team have in any event prepared some crossing design alternatives that could be easily modified for use in virtually any of the main streets in this study with the possible exception of Hampden Road. The current design of crossings being used across Hobart is not a genuine invitation to cross the road – rather, it is more of a measure to help pedestrians survive if they really have to cross the road. Our preferred treatment is shown on pages 73 and 74. This crossing treatment can be provided with or without zebra markings depending on pedestrian and vehicular volumes.

Macquarie Street will respond well to streetscape treatments as soon as a scheme to which the retail community is committed can be established.

It is recommend that the South Hobart retailers hold another event to demonstrate that the retailers really do want some changes and that it is not led by other issues. This will ensure any investment by Council will be owned and propagated by those most impacted.

If this cannot be achieved, Council should then consider installation of pedestrian crossing facilities on pure traffic grounds at the locations shown overleaf, however prioritisation of these crossings must consider the demands and needs for

similar infrastructure across the entire city. Nonetheless, it is recommended that a pedestrian crossing immediately to the east of Elboden Street would be the first priority for Macquarie Street.

Its is completely unknown what sort of scheme the Macquarie Street traders might eventually agree to.

A scheme such as outlined would be in the vicinity of \$4,000,000 however the cost is not likely to be relevant. The relevant cost is in developing the proposed crossing elements. These facilities have previously been built in the costing range of \$250,000 to \$300,000. We recommend that minor works proposed by Council (kerb ramps) at Darcy Street proceed as planned.

we were unable to be convinced that the traders here actually wanted anything done



Hobart's typical pedestrian crossing treatment does not actively invite pedestrian activity

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- ① Narrow Macquarie Street to minimum width around retail area; allow for parallel parking either side of road way, and avenue of deciduous shade trees. Narrow carriage way and trees to act as traffic calming device
- ② Widen footpath around retail area; update pavement with quality surface and provide opportunity for activation of pavement area, such as area for cafe tables and chairs. Provide deciduous shade trees with planing beds under
- ③ Bus stop with updated bus shelter
- ④ Quality bench seating
- ⑤ Bike racks
- ⑥ Narrow Elboden Street intersection to allow for safe pedestrian crossing
- ⑦ Update existing pedestrian refuge island
- ⑧ Banner and poster poles located at varying intervals along length of pavement



Macquarie / Elboden Street concept:

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- ① Safe pedestrian crossing point, which functions as formal school crossing point. Narrow road to minimum width and widen footpath in this area to provide traffic calming
- ② Widen footpath and narrow road width at Macquarie Street / Anglesea Street intersections, to allow for safe crossing and traffic calming ; update with quality paving surface
- ③ Widen pavements at street corners, provide quality paving surface, deciduous shade trees, and low level planting beds
- ④ Quality bench seating
- ⑤ Bike racks
- ⑥ Banner and poster poles at entry points to intersection



Macquarie / Anglesea Street concept:

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- ① Safe pedestrian crossing point. Narrow road to minimum width and widen footpath in this area to provide traffic calming and safe pedestrian passage between bus stop and shops
- ② Widen footpath, narrow road width and remove parking from area outside of retail area; update with quality paving, and provide opportunity for activation of pavement area, such as area for cafe tables and chairs. Provide deciduous shade trees and quality planting beds
- ③ Relocate bus stop, and provide quality bus shelter in location that does not impinge on adjacent residential.
- ④ Quality bench seating
- ⑤ Bike racks
- ⑥ Reconfigure existing traffic island between Darcy and Washington Street; provide deciduous shade trees, planting beds, and pavement. Ensure alignment of traffic island does not interrupt vehicle sight lines on Macquarie Street
- ⑦ Reconfigure access to Washington street, allowing dual way traffic access
- ⑧ Banner and poster poles

Macquarie / Darcy Street concept:



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A sketch showing footpath build outs and a pedestrian crossing.
The spaces adjacent to the crossing are important to activate a main street.



TYPICAL NEW CROSSING

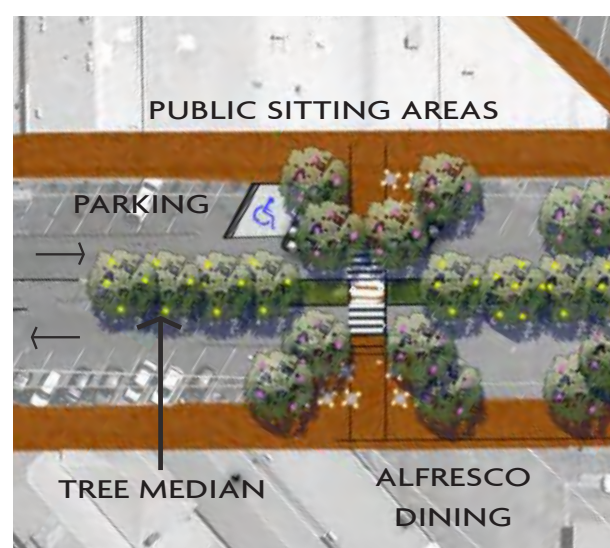
New pedestrian crossings are to be built to improve pedestrian safety and amenity in Elizabeth Street, Newtown, Lennard Valley and South Hobart. These images show how a typical new crossing with kerb build outs would look. They also provide gateways, shade and new civic spaces.

A pedestrian crossing with public space buildouts featuring trees and seats. This main street in Tenterfield was designed by John Mongard Landscape Architects and carries high vehicle numbers per day.

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Example of pedestrian crossing with a central refuge and tree median (Tamworth).



TYPICAL NEW CROSSING WITH MEDIAN

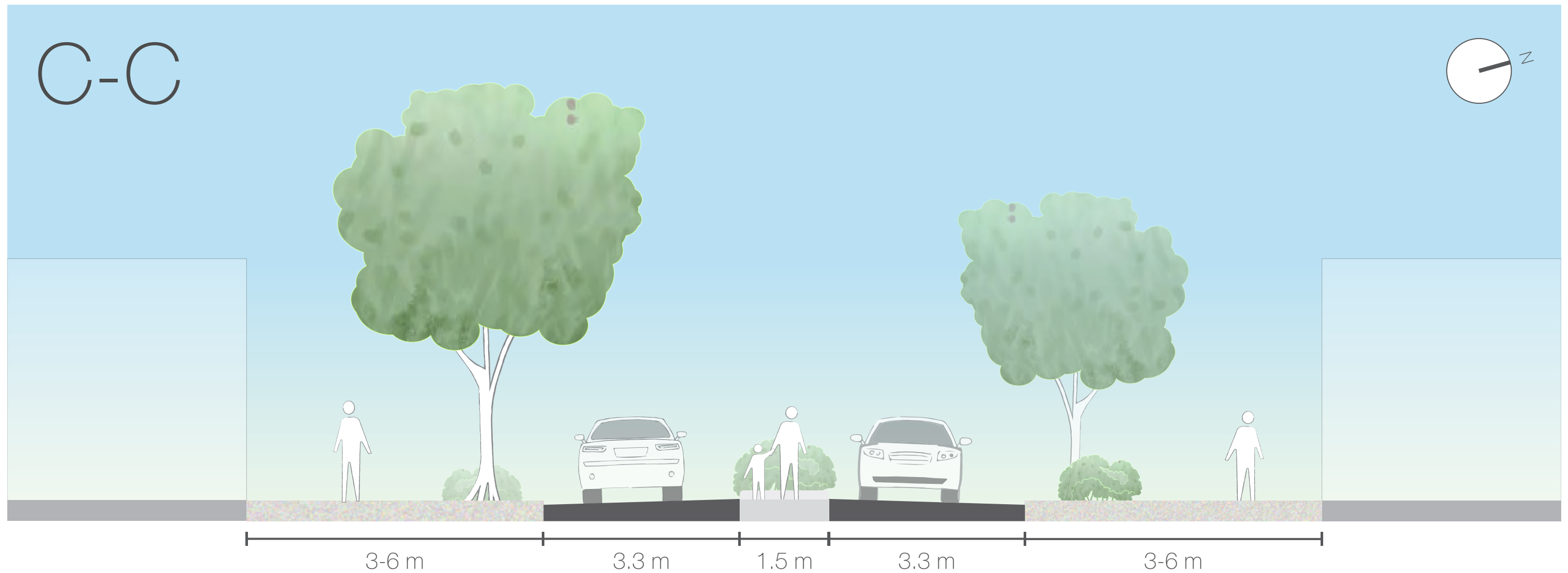
New pedestrian crossings on wide carriageways and on streets carrying higher traffic volumes, such as South Hobart may require central pedestrian refuges. In some locations, the refuge can be combined with tree planted medians for additional traffic calming and visual amenity.

New crossings create green gateways with safe pedestrian movement and spaces for main street activation.

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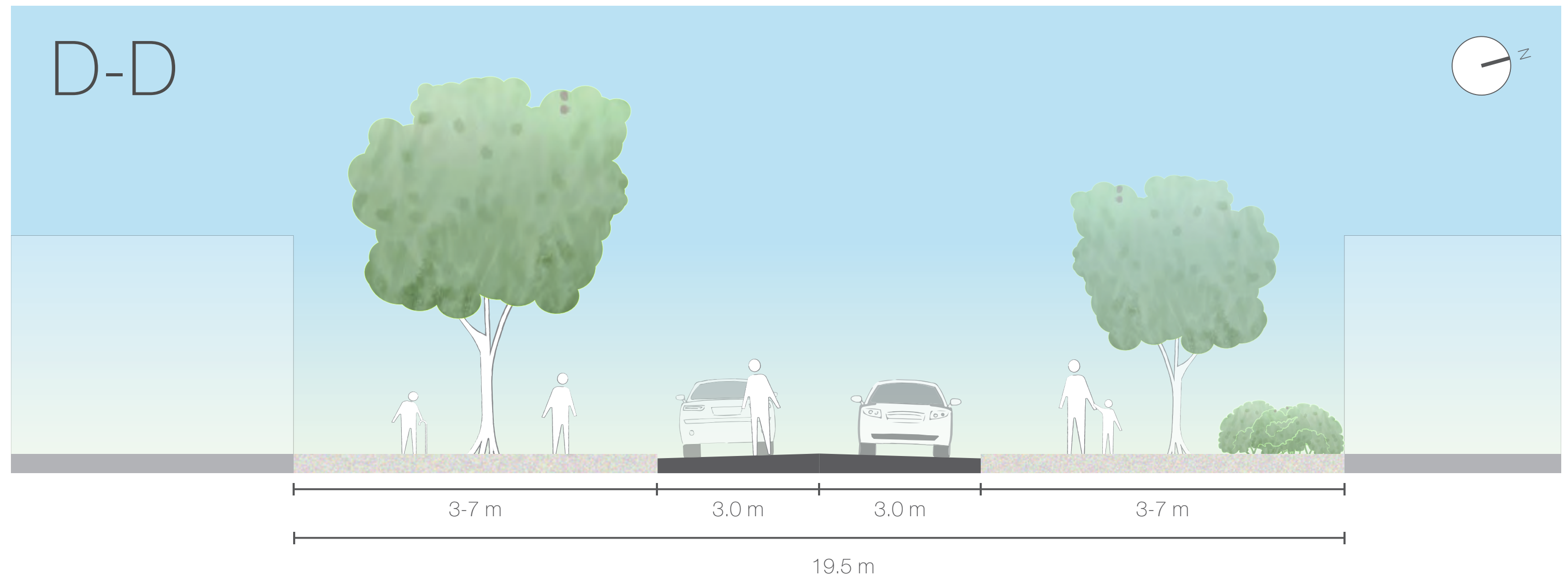
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Cross-section of typical new crossing:



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Cross-section of typical new crossing with median:



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Hampden Road, Battery Point

Hampden Road is a street ripe for some treatment and could or perhaps should be one of Australia's most famous mixed-use streets. The event provided an insight to the type of activity that could be attracted to Battery Point if the space was provided. However this was a highly managed event, and even moreso than New Town, was more pop-up than tactical. The responses to the interviews however are important. Local people want a more vibrant place.

Over 80% of the people interviewed, which included some local businesses and residents in Francis Street, would like the closure of Francis Street to become a permanent fixture. The remainder would prefer it to be closed just for events, citing inconvenience for local residents as a key reason not to close the street permanently.

The MRCagney team have concluded that this street requires more thought and investigation. Council must take a position on what it wants from Hampden Road for the City overall. Does it want to maintain that understated 'hidden gem' type of profile, or let it transform into an iconic mixed-use street for locals and visitors to more overtly enjoy?

One of the key considerations is how much of this understated nature is forced on Hampden Road by the amount of space that is dedicated to cars. Undoubtedly

the amount of on-street parking space is holding back business. This may seem counter-intuitive, but is true nonetheless. Imagine Hampden Road with wider footpaths and business spilling out of Da Angelo's, Jackman McRoss, the Prince of Wales Hotel, Kathmandu Restaurant, the Jam Jar, and others. How different the street would be. With Hobart's moderate climate it would rival any of the great mixed-use precincts of Australia, and would indeed be world class.

Whilst it is beyond the scope of this study, there is also economic and town planning work that needs to be done to ensure that the right mix of retail, commercial and residential land use can prosper in this precinct.

The counter argument is of course that residents in this part of the city don't have a great supply of off-street parking due to the age and nature of the residences. As such, on-street parking is more important to them than in other parts of the city. It is noted that the concept drawing shown overleaf would result in a reduction of approximately 8-10 parking spaces, however this mostly occurs on Kelly Street and is not directly outside existing residences.

On a purely economic or city-making basis, there is no real argument. The city needs the people space more than it needs the car

spaces. The question is political. Could the local residents be brought on a journey to adjust to a more vital and active street with more people and less cars? Keep in mind that if we want improvements, changes have to be made. The 'do nothing' option is effectively going backwards.

The MRCagney team is recommending that Hampden Road have more regular events and test subtly different outcomes and what impact they have short term on local

Hampden Road [...] could or perhaps should be one of Australia's most famous mixed-use streets.

business and residents, what changes can be accommodated short term, and which ones will require some long term programs.

These can, in the first instance, be different variations on the initial schemes the MRCagney team developed. The concept drawing overleaf returns more people space to Battery Point, and reconnects local traders and residents to their main street. Pedestrians will be able to own the streetspace to a much greater extent than other main streets in this study, negating any need for dedicated pedestrian crossings. Similarly, bike riders will be able to integrate with any motorised traffic on street.

It is not impossible that some of these interventions, as they are in San Francisco,

could be made temporary. They could stay for the summer, or for weekends. Unlike New Town, there would be significant return in making changes for events only or for only certain times of the year. Having said that, the MRCagney team is not necessarily of the opinion that outdoor activities in Hobart should be restricted to the warmer months.

Shorter term changes could include installing low-cost removable bollards for

temporary road closures, however such installations should maintain a tactical focus that tests longer term concepts.

If the project was to proceed and the community agreed to build the concept as described, the cost could amount to be in excess of \$3,500,000. The unknown elements here are the cost of specialist heritage materials, higher cost of working under traffic close to heritage buildings, potentially restricted working hours in intimate residential areas and the unknown condition of some aged services.

We recommend that planned works (gutters, etc) for 2016 in Hampden Road proceed.

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- ① Close northern end of Francis Street to vehicle traffic.
Increase footpath width and provide deciduous street tree planting
- ② Increase park across Francis Street and update existing play area
- ③ Change in road surface to indicate pedestrian safe zone and provide traffic calming
- ④ Increase footpath width and provide deciduous street tree planting
- ⑤ Widen footpath width at road intersections to provide safe crossing and traffic calming
- ⑥ Bike racks

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Elizabeth Street, Hobart

The initial scheme discussed with traders of Elizabeth Street will deliver some great outcomes. A small portion of it was tested at the event and was found to generate demand for more such treatments. What was really well demonstrated at the event however was the close knit retail/traders community that are prepared to put time into taking responsibility for change.

To a certain extent, while the 'paws and feet' event showed some beautiful imagination it probably didn't show off Elizabeth Street at its best. Saturday is a quiet day in Elizabeth Street, which made it a perfect day to bring your dog to town. It did not, however, demonstrate how the street will integrate with its largest community or customer group, which is likely the massive amount of pedestrians on weekday evenings and mornings.

We understand that the retail community are already planning another 'paws and feet' day next year, which should be encouraged and is an interesting, playful and delightfully disruptive event for the City.

Before recommending Council invest money in Elizabeth Street however, the

MRCagney team would like to see the retailers really show Elizabeth Street off at its best and trap passing pedestrian traffic with interesting, quirky and bespoke retail, food, beverage and entertainment offerings. This

the retail community are already planning another 'paws and feet' day next year

could really encourage more of the real city shopfront traders and all their customers to come to Elizabeth Street and the city in general.

In the future, the completion of the UTas accommodation development will provide a significant opportunity for traders to engage with a larger local population and activate the night-time economy. Any trader initiatives to pursue this market with similar future events should be encouraged.

Elizabeth Street is a very long precinct and there have been elements identified all the way along the street that could enhance the overall precinct. It would be logical to perhaps start at either end and work towards the middle, but this could be interrupted by numerous other initiative from the private or public sector.

The MRCagney team consider the southern end should be part of the ICAP initiative.

It is perhaps best to identify indicative costs for typical elements here rather than a cost



for the development of such a large and fluid precinct.

Intersection treatments of the type we have prescribed would be in the order of \$900,000 but this would be dependent on no major service of traffic signal relocations.

Mid block treatments of the type described would cost between \$250,000 and \$500,000 depending on size and number of elements.

Our general philosophy here is do the best work you can afford even if it means stringing the project out over a longer time line. These are Main Streets and they will be experienced in fine grain by people walking,

looking, touching and gathering. Lesser quality works will not produce the required activation.

As the streetscape is improved at either end of the study area, the slower speed environments created will support bike riders integrating with motorised traffic. Council should however investigate bike lanes between Brisbane Street and Burnett or Tasma Streets (where activation and streetscape improvements will likely occur over a longer timeframe) in order to connect the North Hobart precinct and the CBD, particularly considering the impending completion of the UTas accommodation development. Supporting bike traffic in this way would likely aid activation of these blocks and assist local retail prosperity.

- ① Update existing park with quality grass surface and seating. Park to service wide spectrum of community, including frequent use by Elizabeth College Students
- ② Quality bench seating
- ③ Guide dog memorial
- ④ Quality pavement surface around cafe and retail area
- ⑤ Widen footpath at road intersection to provide traffic calming and allow for safer pedestrian crossing, while allow for four lanes of traffic (existing condition)
- ⑥ Provide area for cafe tables and chairs
- ⑦ Deciduous shade trees, with low level planting beds under
- ⑧ Bike racks
- ⑨ Banner and poster poles

Elizabeth / Warwick Street concept:



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TOP: Mid-block pedestrian crossing concept between Brisbane and Patrick Streets

RIGHT: Elizabeth Streett concept at Brisbane Street

- ① Safe pedestrian crossing point; narrow road and widen footpath in this area to provide traffic calming
- ② Update existing pavement with quality surface
- ③ Deciduous shade trees, with low level planting beds under
- ④ Bike racks
- ⑤ Banner and poster poles



- ① Safe pedestrian crossing point; narrow road and widen footpath in this area to provide traffic calming
- ② Widen footpath; update with quality paving surface
- ③ Update existing pavement with quality surface
- ④ Quality bench seating
- ⑤ Generous footpath width allows for placement of temporary furniture, such as cafe tables and chairs
- ⑥ Deciduous shade trees, with low level planting beds under
- ⑦ Bike racks
- ⑧ Banner and poster poles

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- ① Safe pedestrian crossing point; narrow road and widen footpath in this area to provide traffic calming
- ② Widen footpath at corners; update with quality paving surface
- ③ Update existing pavement with quality surface
- ④ Quality bench seating
- ⑤ Generous footpath width allows for placement of temporary furniture, such as cafe tables and chairs
- ⑥ Deciduous shade trees, with low level planting beds under
- ⑦ Bike racks
- ⑧ Banner ad poster poles



Elizabeth / Patrick Street concept:

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Sandy Bay Rd, Lower Sandy Bay

As previously discussed the Lower Sandy Bay precinct traders could not get together an event to test if any of their ideas worked for them or their community. In general there are good opportunities for improvement in Lower Sandy Bay, however the 'hangover' expectations of Sandy Bay being a road to transport cars and not a main street for shopping and trading is having an impact on the whole length of Sandy Bay Road and not just this Lower Sand Bay section.

This road environment is a general deterrent from people lingering and gathering, and has influenced the type of trading that is there. They are heavily reliant on drop in trade on the way to and from other [places]. The surrounding land use and lack of other more localised shopping further to the south east also contributes to this.

There is an opportunity as indicated in the figure to do some works in beach road and provide a lingering and gathering type environment. It would be ideal for the traders to test this sometime in the future to see how the community reacts to this opportunity.

Works on Sandy Bay Road could be done to improve people amenity, however the traffic cost may be seen by the community as too high. There are currently pedestrian

activated signalised pedestrian facilities to cross Sandy Bay Road.

There does exist an opportunity to provide a more bike friendly environment at this location. Towards the city from this location there are on-road bike lanes which are observed to be being used, hence an extension would provide further opportunities. There are other issues to consider however:

- The traders here have become completely dependent on the handful of drop-in parking spaces out the front of the shops.
- The current speed limit of 50km/h is considered from our observations in this location to be too fast for bicycles to mix with traffic for even this short distance.
- The quick turnover of parking in this location provides a high risk for 'dooring' if cyclists are squeezed to the left hand side of a 3.5m lane.
- There is not enough room, even if the median could be removed, to have a cycling lane on both sides and maintain parking.
- There has been no genuine attempt to reduce the actual speed of traffic apart from the speed sign.

Considering the above, how does Council provide for bike riders while maintaining the current trading environment? The most appropriate response is to reduce the traffic speed to 40km/h to enable bike riders to more safely mix with traffic. This does not necessarily mean a reduction in speed limit but an increased awareness of the presence of cyclists, such they can ride in the lane and not be threatened by 'dooring'. This can come in the form of narrower lanes (painted or wider median) pavement pattern or colour or street trees and other vegetation. This would have to be done in consultation with traders, the community and bike riding groups. There is however no doubt, significant benefit in encouraging bike riders to make bike trips through this section of Sandy Bay Road.

OPPOSITE: Potential scope for improvement at Lower Sandy Bay

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0 25 50m

Potential improvement area:

- Level pavement (footpath)
- Narrow carriageway
- Shaded seating
- Pavement treatments
- Street art



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General

There are general issues in the way the city works overall that have led to the general deterioration of these six key centres over time. The brief specifically excluded retail mix and land use analysis, however it must be mentioned for completeness that these issues are key to long-term success. Current planning conditions on the mix of uses, minimum parking rates and a lack of any real localised street design standards are significant issues affecting the success of local main street shopping precincts.

The key issue is parking oversupply. If the parking supply is at the right level the way the city moves and invests is changed. More people walk to local destinations. The market demands more diverse housing to live closer to key activity centres and public transport becomes much more viable.

The correct level of parking supply must then be followed by flexible land use opportunities to deliver different densities in ways that are more innovative. The last

piece in the puzzle in response to demand created by better parking and land use is more public transport investment.

These steps will then avail the city of an opportunity to create more space for exchange and less space for movement, which is a significant economic advantage over competing cities. This will require a re-examination of the way the city views streets. That is, not as roads of different width, but as key activators of land use.

The street initiatives that have been created from this project have demonstrated the City's appetite for great spaces in local neighbourhoods, not just in the CBD. This opportunity could reinforce Hobart's growing reputation for creating new and exciting ways for locals and tourists to enjoy the city. The MRCagney team considers that the City should use this momentum to make the necessary structural changes to prevent these Main Streets from again succumbing to decay.



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Summary

Over two days on the first weekend in Spring, the City of Hobart along with 5 trader and community groups from 5 of its key main streets held tactical urbanism events in what was for a significant part cold and miserable weather. The MRCagney team approximated that the events were attended by well over 2000 people.

This was a truly unique if not unprecedented event. Council not only has a clear mandate for works, but a clear channel of communication with the various groups in each main street. Aside from testing treatments for imminent permanent works, Council has a blueprint for a possible future street festival, and has created at least four new trader groups that can work together to further the future of their particular main street. This is another clear example of Hobart 'punching above its weight' when it comes to place based activities.

There are difficult decisions to be made, however. Notwithstanding each precinct had their destiny in their own hands, there is still disagreement within some precincts about final treatments that will have to be managed.

Two trader groups could not manage to get a scheme organised (Lower Sandy Bay and South Hobart), however, through the determination of a local group of

community members, they managed to put on an excellent event in South Hobart.

Augusta Road at Lenah Valley was an outstanding event. They sorted all their issues out internally and held an event that tested the type of treatments they wanted permanently. This was the standout result from the weekend. It should be the favoured candidate for detailed design.

New Town Road at New Town also put on an excellent event. There was more of a 'pop-up' feel to it rather than testing a long term outcome. The traders came together extremely well and demonstrated that any investment there by the City would be welcome, appreciated and used by the local community. It should also be a candidate for detailed design, pending resolution from the traders that they want to see the space they tested made permanent.

Elizabeth Street in the City put on the most adventurous and unusual event. They were slightly disadvantaged by the weather, and probably chose a time that suited their type of event, but did not display the potential of a busy Elizabeth Street. This event however did bring together a great group of traders that should be encouraged.

Macquarie Street in South Hobart had a very popular event organised by an enthusiastic local community seeking improvements to the traffic safety in their street. It would be great to see local traders get behind, or even better promote and engage future events in South Hobart and get the traders at 'both ends' of the Macquarie Street precinct to work together for their mutual benefit.

The community have indicated from the event that they would support any investment in the street. We would encourage the traders in this precinct to hold another future event to display the type of treatments they would like to see in Macquarie Street.

Hampden Road in Battery Point could potentially be one of the great main streets in Australia. It has the added complication of being a genuine mixed-use street. It is not easy to create vibrant and active commercial and retail space and maintain residential amenity at the same time.

The event, whilst it was very 'pop-up' in nature, did demonstrate the diverse and possibly changing demographic in Battery Point. There is a large latent demand locally in Battery Point for a more overt outdoor retail and dining economy including a night time economy.

The team did however receive feedback outside of the event from locals who were concerned about any loss of convenience, increase in noise, and loss of parking. Due to its profile we believe this street needs some significant investigation to determine a way forward here.

Hampden Road is not achieving its potential as a main street, but it is an attractive residential enclave that is valued by many of the current residents.

Sandy Bay Road, Lower Sandy Bay did not get an event off the ground this time, but is not without potential to move forward at some time in the future.

Based on the above observations and interactions the projects have been assessed based on the criteria identified in Section 5 of this report. The table overleaf identifies a high, medium or low identification with each criteria.

Based in the above and the information in Section 4 of this report we recommend the Council proceed as follows:

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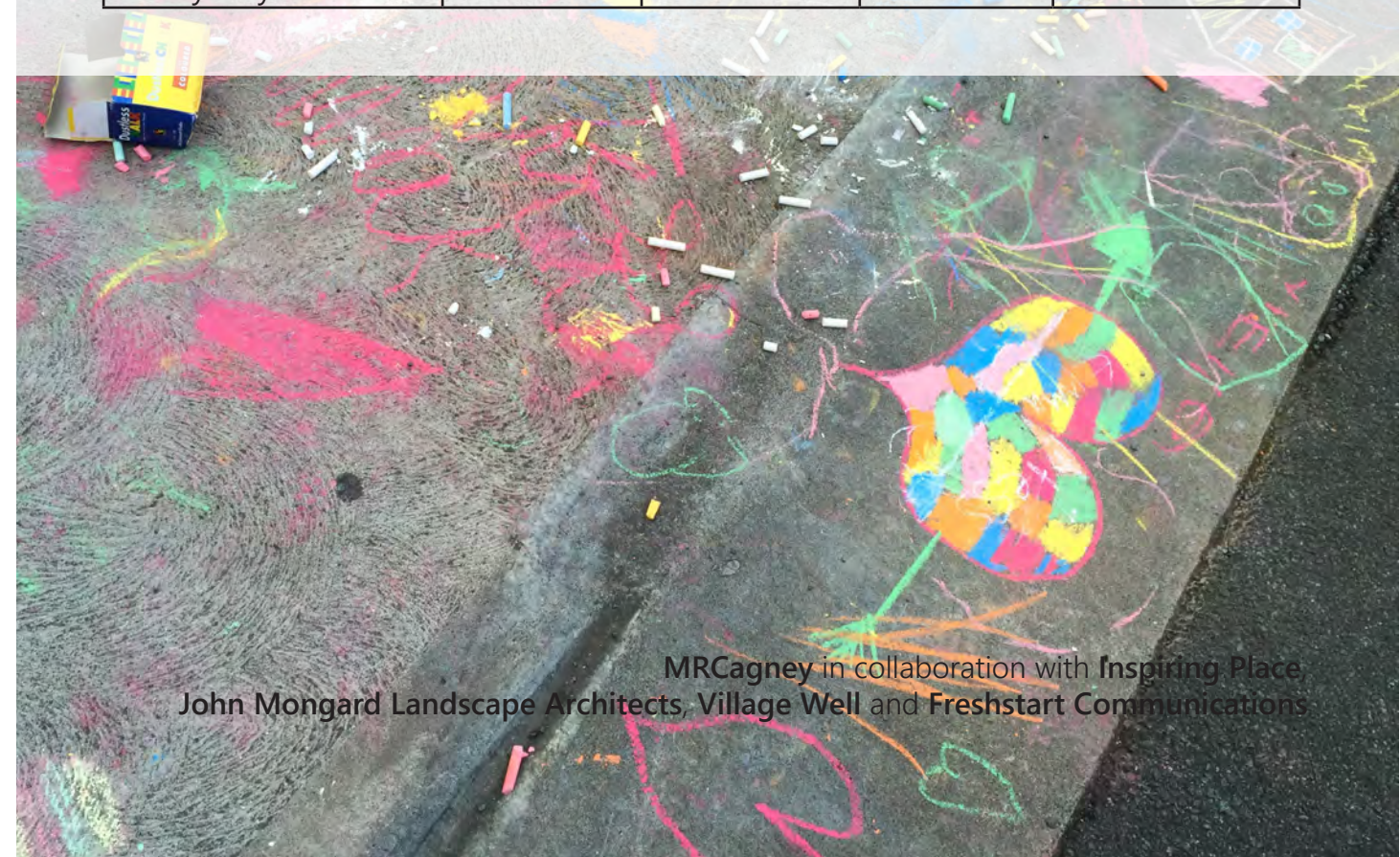
- Priority 1 – Proceed to immediate detail design, including community engagement to refine the scheme of the Augusta Road proposal as tested with an aim to commence construction as soon as possible.
- Priority 2 – Commence community engagement with the New Town community on the refinement of the New Town Road scheme. Given there has been informal and contradicting feedback about the need for road closures, the engagement should be both broad and deep. It is essential that the people who would use the new improved street be engaged. If the scheme is to proceed as tested with some refinement, detailed design should proceed in due course. If it turns out another scheme is preferred, this should be tested before detailed design commences to see if the community really would use the proposed space.
- Priority 3 – Commence engagement with the Elizabeth Street traders to see if they are interested in re-testing their scheme by holding an event at the street's most prolific time to give the Council a genuine indication of the communities genuine appetite to use this space if it were to be upgraded. It would certainly not be improper to consider at least the southern section of Elizabeth Street in the Inner City Action Plan (ICAP) process. This section (at least) is genuinely a CBD street and not a local neighbourhood Main Street. If the New Town community cant agree on an appropriate course of action, and gets bogged down with car

parking and road closure issues, this scheme should be the next to proceed.

- Priority 4 – Commence engagement with the Macquarie Street traders to assess enthusiasm for genuine changes to Macquarie Street. This would include the discussions of a crossing facility, which in all likelihood may take four to six kerbside car parking spaces. The implementation of a crossing facility however could independently be an appropriate investment depending on other traffic priorities in the city. There is generally a retail and general street activity benefit in appropriate crossing facilities in Main Streets.
- Priority 5 – Commence engagement with the Hampden Road community and emphatically determine if it is possible for the street to grow into an active mixed-use street, which may include permanent and temporary features, or it is to stay as a residential street with some discrete non-residential uses. The evidence collected would seem to indicate overwhelming support for the former, but informal feedback since has indicated otherwise. Our recommendation is to pursue the former option, but we are acutely aware of the difficulty in managing innovation and change in this part of the city and the need for further engagement in justified.
- Priority 6 – Continue to engage with the traders in Lower Sandy Bay to ensure them that Council is genuine in its effort to improve their street and is interested in them developing and trying out a scheme.



	Cohesion	Connection	Activation Potential	Compatibility
Augusta Road	High	High	High	High
New Town Road	Medium	High	High	High
Macquarie Street	Low	High	Medium	High
Hampden Road	Low	High	Medium	Medium
Elizabeth Street	High	Medium	High	High
Sandy Bay Road	Low	Low	Medium	Medium



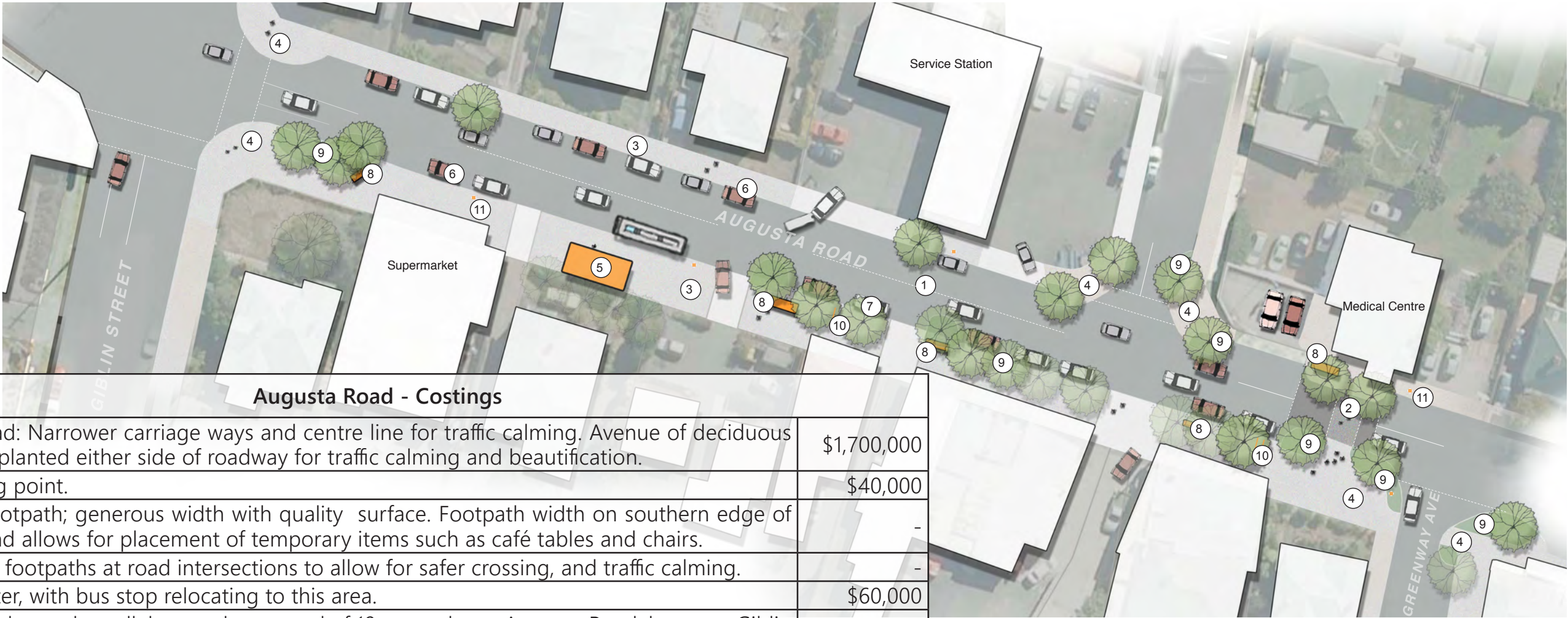
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Appendices

Appendix A

Detailed Cost Estimates



Augusta Road - Costings		
1	Augusta Road: Narrower carriage ways and centre line for traffic calming. Avenue of deciduous shade trees planted either side of roadway for traffic calming and beautification.	\$1,700,000
2	Safe crossing point.	\$40,000
3	Improved footpath; generous width with quality surface. Footpath width on southern edge of Augusta Road allows for placement of temporary items such as café tables and chairs.	-
4	Widening of footpaths at road intersections to allow for safer crossing, and traffic calming.	-
5	Quality shelter, with bus stop relocating to this area.	\$60,000
6	Parking bays located parallel to road way; total of 19 car parks on Augusta Road, between Giblin Street and Greenway Avenue.	\$50,000
7	Accessible car park.	-
8	Quality benches.	\$50,000
9	Low level garden beds under deciduous shade trees.	\$100,000
Total		\$2,000,000

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New Town Road - Costings		
1	The Village Square with central landmark.	\$250,000
2	Illuminated pedestrian crossing and crossing lights relocated to this location.	\$20,000
3	Pedestrian crossing and build out removed. Bus stop relocated 25m to east of existing location. Four new car park bays. One 10 min bay.	\$250,000
4	Linemark and shade car parking.	\$350,000
5	Safe informal crossing to shops.	\$1,000
6	Wide gardens with deciduous shade trees.	\$500,000
7	Paved alfresco dining and public sitting areas.	\$250,000
8	Space for temporal events, marquees and market stalls.	\$200,000
9	Village green - level turf area with seating and garden terraces.	\$300,000
10	Cobbled turn-around courtyard.	\$200,000
11	Driveway access retained.	-
12	Improved footpaths.	\$50,000
13	Pneumatic bollards for emergency and service vehicle access.	\$50,000
14	Narrower carriageways and centreline for traffic calming.	\$50,000
Total		\$2,471,000



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