



Central Hobart Plan Engagement Stage 3 Report

FINAL July 2023

2018–2019

Planning and baseline analysis

March 2020

Baseline Report released and
phase 1 community engagement

February 2020

Project paused due to COVID 19

Early 2021

Additional background studies, considering
COVID 19 impacts

Late 2021 through 2022

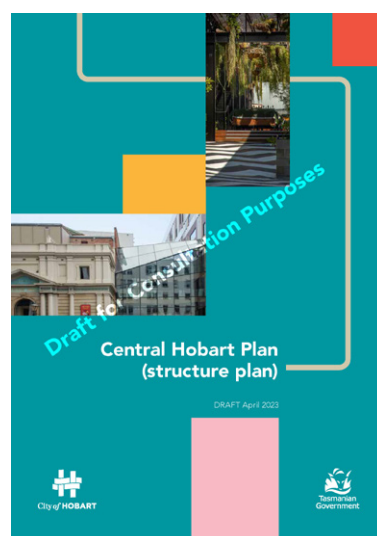
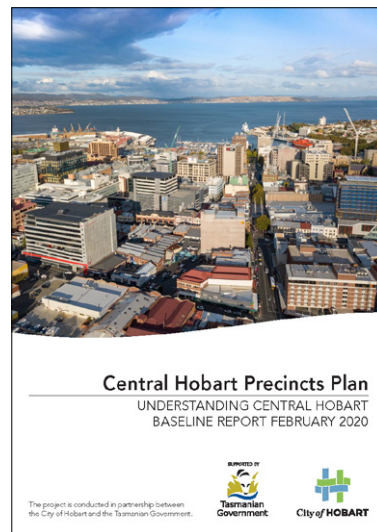
Discussion Paper released and
phase 2 community engagement

Early to mid 2023

Central Hobart Plan draft released and
phase 3 community engagement

Later in 2023

Finalise the Plan



Engagement summary

The draft *Central Hobart Plan* is the result of several years of work and engagement with stakeholders and the wider community who live, work and enjoy our capital city centre. The stage 3 engagement provided a good understanding of how to integrate and respond to the diverse and broad feedback we have received over the last 3 years.

The draft *Central Hobart Plan* (CHP) is the result of the partnership work between the City of Hobart and the Tasmanian Government with the community.

It is a comprehensive plan to guide the future development of the city's central 64 blocks over the next 20 years in a way that will strengthen what's great about Hobart, what makes the city liveable and distinctive.

The CHP was open for public engagement all through April 2023 <https://yoursay.hobartcity.com.au/central-hobart-plan>

There was extensive media coverage and promotion, including newspaper, e-newsletters, radio, postcard distribution to businesses, and social media on Facebook and LinkedIn.

There were also several opportunities to directly engage with the CHP, such as two face-to-face community pop-up events. The City's project team had close to 200 conversations at these pop-ups events alone on all aspects of how the Plan seeks to guide Central Hobart in the future.

Nearly 200 people registered to participate in Future Hobart: City Shaping Conversation - an expert panel discussion with live Q&A.

This panel conversation highlighted the challenges and the opportunities that Hobart has ahead of it in delivering on the vision of the CHP.

The CHP page on Your Say Hobart received close to 5,000 visits and the City received well over 200 submissions, from individuals, community groups, institutions and government.

The themes were varied, reflecting the different needs and wants for the future direction of Central Hobart.

The majority of the submissions were positive in their tone, acknowledging that the CHP captures a lot of what makes Central Hobart desirable.

Defining elements such as the Hobart Rivulet, the views to our surrounding landscape, the value of our streets and open spaces, our historic cultural heritage, the importance of well-planned and designed development and the need for good and varied movement options were strongly emphasised in the submissions. The CHP offers a path to make them an integral part of our evolving city.

After the close of the engagement period Council contacted the submitters and stakeholders thanking them for talking to us, sharing their feedback and contributing their ideas.

These submissions, conversations and contributions will all help to further refine the CHP over the next few months, ahead of the Plan's finalisation expected later in 2023.

From that point-on, the City and our partners, will be actively turning the CHP into reality through all manner of projects and initiatives, including amendments to Hobart's Local Provisions of the Tasmanian Planning Scheme.

The City looks forward to continuing to engage with all the community to make this exciting plan for the future of our Capital City centre come to life over the coming years.



Part one: engagement activities

How we engaged Key numbers

60

Days for public comment

31

Days of engagement

4.8K

Visits to Your Say Hobart (CHP page)

1.4K

Documents download in Your Say Hobart (CHP page)

11

Media events in person, print and online

11

Engagement activities led by City of Hobart

53 (at least)

Conversations in Pop-up #01 Elizabeth Street Mall

170

Registrations for online discussion panel - city shaping conversation

132 (at least)

Conversations in Pop-up #02 Farm Gate Market

220

Total number of written submissions

>60%

The majority of the submissions where neutral to positive and constructive

Engagement metrics for stage 3 engagement on the Central Hobart Plan



**Central Hobart Plan
(structure plan)**



**City Shaping
Framework**



**Urban Design
Framework**

Central Hobart Plan document structure (source: draft Central Hobart Plan, April 2023).

Engagement - background & media

To promote the engagement the City of Hobart undertook a significant media campaign in April. This resulted in great attendance at both face to face and online engagement events, and a strong number of submissions from both key stakeholders and the community.

Following the *Central Hobart Precincts Discussion Paper* engagement Council developed the *Central Hobart Precincts Plan* in late 2022 through February 2023. The Plan was renamed as the *Central Hobart Plan*, a title that better and more clearly describes the project. The resulting draft *Central Hobart Plan* (CHP) incorporates all of the extensive work undertaken since 2018, covering background reports, meeting with key stakeholders, officer input and community engagement up to that point.

The draft CHP has a City Shaping Framework, which incorporates the refined goals from the Discussion Paper and how they will be delivered through objectives, strategies and actions. The CHP also saw the integration of an Urban Design Framework to help guide future built form in the city centre, open space types and characteristics, and provides guidance on improved movement networks including better conditions for cycling and walking.

The draft CHP was approved by Council for public engagement in late February 2023. City of Hobart project officers undertook a number of stakeholder and committee meetings throughout February and March. In April engagement was undertaken with the wider community.

Engagement consisted of a both a media campaign and consultation activities.

The majority of the engagement activity was directed to the CHP Your Say Hobart webpage, with added opportunities for in-person and hand delivered feedback.

A focus of the engagement was ensuring a wide awareness of the draft CHP, its relation

to the previous Discussion Paper and the feedback received from the community. A wide reaching media campaign took place to deliver on this engagement aim.

The extensive media campaign started with a media launch in early April, which involved television and newspapers. This was followed over the coming weeks by several advertisements in print media and articles in City of Hobart's newsletters.

The stakeholders and community members that had previously provided feedback, and subscribed to receive community engagement updates, were notified. These updates alone reached over 3,000 people.

Radio advertising and interviews were another key pillar of media campaign. Prime time radio provided another means to reach to as a wide a group as possible.

Online was the third pillar of the media campaign. It involved CoH's main page displaying a prominent banner. Updating and promoting the Your Say Hobart project page. Likewise social media was employed, with several posts on Facebook and LinkedIn attracting significant engagement.

Finally, several hundred printed postcards with information on engagement were distributed throughout businesses in Central Hobart.

The extensive media campaign was likely crucial in the success of the draft Central Hobart Plan receiving more than 200 submissions.

Engagement - consultation events

The consultation in April 2023 involved three key events: two face to face community pop-ups in Central Hobart and an online expert panel discussion with live questions and answers. These events provided further opportunities for the community to learn about the CHP, why it matters and how they can contribute.

The community pop-ups were opportunities for the any community member to talk with Council's project officers and also provide feedback there and then.

They were well publicised ahead of time as part of the media campaign. They were also deliberately set-up in busy locations at times of the week when a high number of people are likely to walk-by.

The first pop-up took place in the middle of Elizabeth Street Mall in early April, from mid-morning to mid-afternoon. It was a highly visible location and the colourful marquee and banners made it even more prominent.

The second pop-up was held at the Farm Gate Market, on a Sunday in late April. Due to the popularity of the market, the good weather and central location of the marquee this event provided an opportunity to have well over 132 face to face conversations about the CHP and the future of the city.

The community pop-ups were opportunities for many community members to talk with the City's project officers and also provide feedback on the spot.

The *Future Hobart: City Shaping Conversation* online discussion panel provided the ideal opportunity to spark conversations about the draft CHP and future city planning. The panellists provided diverse professional and community viewpoints. Rob Adams, City Architect at the City of Melbourne, was the keynote. He shared the learnings and insights of how good planning and design have helped shape central Melbourne into one of the most liveable cities in the world.

The online discussion panel with live Q&A was a first for the City of Hobart, and another way to engage with the community.

The online discussion panel was broadcast live. Following presentations on the CHP from staff and the keynote from Rob Adams, the session was open to questions from the online audience. This provided a unique opportunity for the community to participate in the conversation.

The online live broadcast and interactive Q&A meant that the event wasn't limited by the size of the venue, and didn't disadvantage people who couldn't attend in person. This format broadened its reach when compared to an in-person event.



CHP pop-up #1 in the Elizabeth Street Mall (source: photo by author).



Future Hobart: City Shaping Conversation - discussion and Q&A broadcast live online (source: photo by author).



Part two: engagement themes

Engagement - themes

The submission themes were varied, reflecting the different needs and wants for the future direction of Central Hobart.

The majority of the submissions were positive in their tone, acknowledging that the Central Hobart Plan captures a lot of what makes Central Hobart desirable now and into the future.

The draft CHP received a high number of submissions likely due to the ongoing interest in the future of our city centre and the breadth of the engagement over the past three years.

Project officers had several hundred conversations with stakeholders and the broader community. These included meetings with the Project Steering Committee, which includes State Government representatives, the Council of Hobart Community Associations, Hobart's Urban Design Advisory Panel, Hobart's Retailers Safety and Security group, the Access Advisory Committee, among many others.

The submissions strongly emphasised defining elements such as:

- The Hobart Rivulet,
- the views to our surrounding landscape,
- the value of our streets and open spaces,

- our historic cultural heritage,
- the importance of well-planned and designed development and,
- the need for good quality and varied movement options.

The CHP offers a path to make them an integral part of our evolving city.

The draft CHP received a high number of submissions likely due to the ongoing interest in the future of our city centre and the breadth of the engagement over the past three years.



CHP pop-up #2 in the Farm Gate Market on Bathurst Street (source: photo by author).

What you said Key themes



Education and innovation



Control of building heights



Pressure on Hobart's transport system



Improved active travel



Protect Hobart's landscape character and connection to place



Heritage protection



More green space and street trees



Let's make it happen

Main themes from the submissions and feedback received for the draft Central Hobart Plan.

Some submissions raised issues with how the CHP should respond to the non-binding October 2022 elector poll result against the University of Tasmania's (UTAS) Southern Transformation project. This project seeks to relocate more courses and facilities from the Sandy Bay Campus to their city centre campus and land-holdings. There was a perception that UTAS's city landholdings should not be considered as part of the CHP.

The CHP acknowledges the existing UTAS city centre facilities and the importance of education in our capital city. Any future development is to be considered under the proposed controls in the Urban Design Framework, in which future developments should provide for the public good including access to sunlight, open space, pedestrian links and improved activation.

The Innovation Precinct contains most of the UTAS's city centre facilities. However, this precinct is primarily an area of change due to the significant amount of potential development opportunity sites. It is the part of Central Hobart that has the highest likelihood to accommodate the approximately 11,500

additional workers and a significant proportion of the extra 7,000 residents, both forecast for 2041.

Traffic congestion and possible solutions was another key theme. The CHP reflects the work that is being undertaken by State Government in collaboration with the City of Hobart on the bus network and on the new ferry services.

More importantly, within the boundaries of the CHP, the improvement of active travel (micromobility and walking) is recognised as the most effective way to improve movement in and around Central Hobart. The proposed expanded cycling network, primary pedestrian streets and improved laneway connections, all with improved amenity, are key to sustainably accommodating our growing population, workforce and visitors.

Any future development is to be considered under the proposed controls contained in the Urban Design Framework.

One of the most important recurring themes in the submissions was building heights. The *Building Height Standards Review Project* (Leigh Woolley, 2018) was an important precursor to the work that eventually led to the draft CHP.

There was strong support for the proposed maximum building heights in the Urban Design Framework. They represent an opportunity for the city centre to accommodate growth, whilst still respond to the natural topography and the relationship that the city has with the wider landscape of the Derwent River, the hills and kunanyi / Mount Wellington.

There was strong support for the proposed maximum building heights in the Urban Design Framework of the draft CHP.

Furthermore, the proposed built form controls in the Urban Design Framework directly address feedback received about the desire for better building design, respecting key sightlines, and considering street overshadowing. The CHP responds to this by introducing and/or extending building setbacks, introducing street wall heights and other amenity controls such as a solar access an expanded ground floor glazing.

Among the top themes in the submissions was the appreciation for Hobart's built heritage (referred to as cultural heritage in the planning scheme). The CHP acknowledges the value the community places on heritage and weaves it throughout the City Shaping and Urban Design Frameworks.

Another key theme was the importance of quality open spaces. This can be seen in the desire to improve the amenity of Central Hobart's streets through additional greening, including street trees, improved street furniture and universal access. This is encapsulated in the green streets concept and plan included in the Urban Design Framework.

Several submissions, and other conversational feedback, strongly supported the opportunities that daylighting and improving the environment of the Hobart Rivulet can provide for the future of the city. This reinforces the findings and actions contained in the draft CHP about the Rivulet.

A few submissions expressed the desire for deeper and ongoing engagement with the Aboriginal community. This is an area where meaningful dialogue will be required to ensure that these voices and perspectives are integral to delivering the CHP.

Finally, over a quarter of the submissions directly requested that the draft CHP be adopted and implemented as soon as possible. This was also implicit in the approximately 60% of submissions that proposed concrete ideas of how to deliver on the vision and goals of the CHP.

Over a quarter of the submissions directly requested that the draft CHP be adopted and implemented as soon as possible.



CHP pop-up #1 in the Elizabeth Street Mall (source: photo by author).



CHP stage 3 engagement media launch held Monday 3 April, 2023 (source: photo by author).



Part three: next steps

Central Hobart Plan - next steps

As a result of the extensive submissions and feedback received, during the engagement on the Central Hobart Plan, a number of changes will be made ahead of the final Plan being submitted for adoption to Council later in 2023.

The many submissions and feedback received will all greatly help to refine the CHP over the next few months, ahead of the Plan's finalisation expected later in 2023.

One of the main proposed changes is a boundary refinement of the Innovation Precinct extending it north to Burnett Street (see figure on page 19).

There are several reasons for modifying the Innovation Precinct boundary:

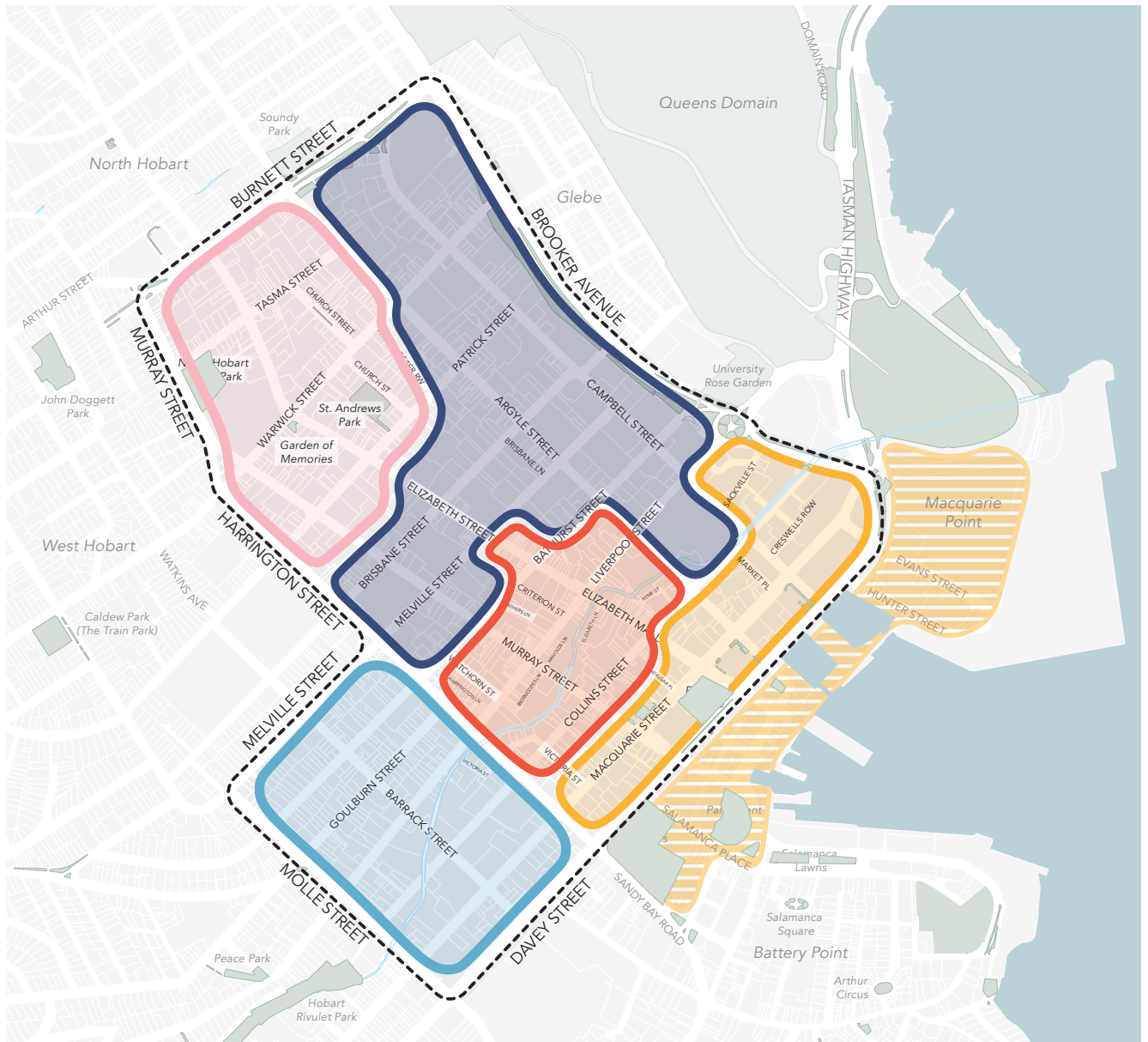
- It would incorporate all of the large development opportunity sites between Argyle and Campbell Streets from Warwick Street to Burnett Street.
- It would also mean that the Trinity Hill Precinct would have a stronger identity based on its cultural heritage.
- It will provide an opportunity to develop precinct specific controls for the Innovation Precinct, as it is likely to see the biggest change in Central Hobart.
- It is about encouraging better development that provides employment and residential opportunities and contributes open space to the city.

Other changes are a further refinement of the building heights to better respond to the underlying topography of the city. This is been done hand in hand with additional analysis of the solar amenity of the proposed built form controls.

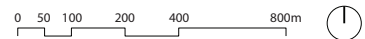
Changes are also proposed for the cycling network plan with additional information provided to clarify how the shared zone will slow traffic to improve pedestrian safety in the Central Precinct (see figure on page 20).

The cycle network is shown integrated with existing and proposed cycle paths linking Central Hobart to West Hobart, and beyond, and also improving links to Sandy Bay.

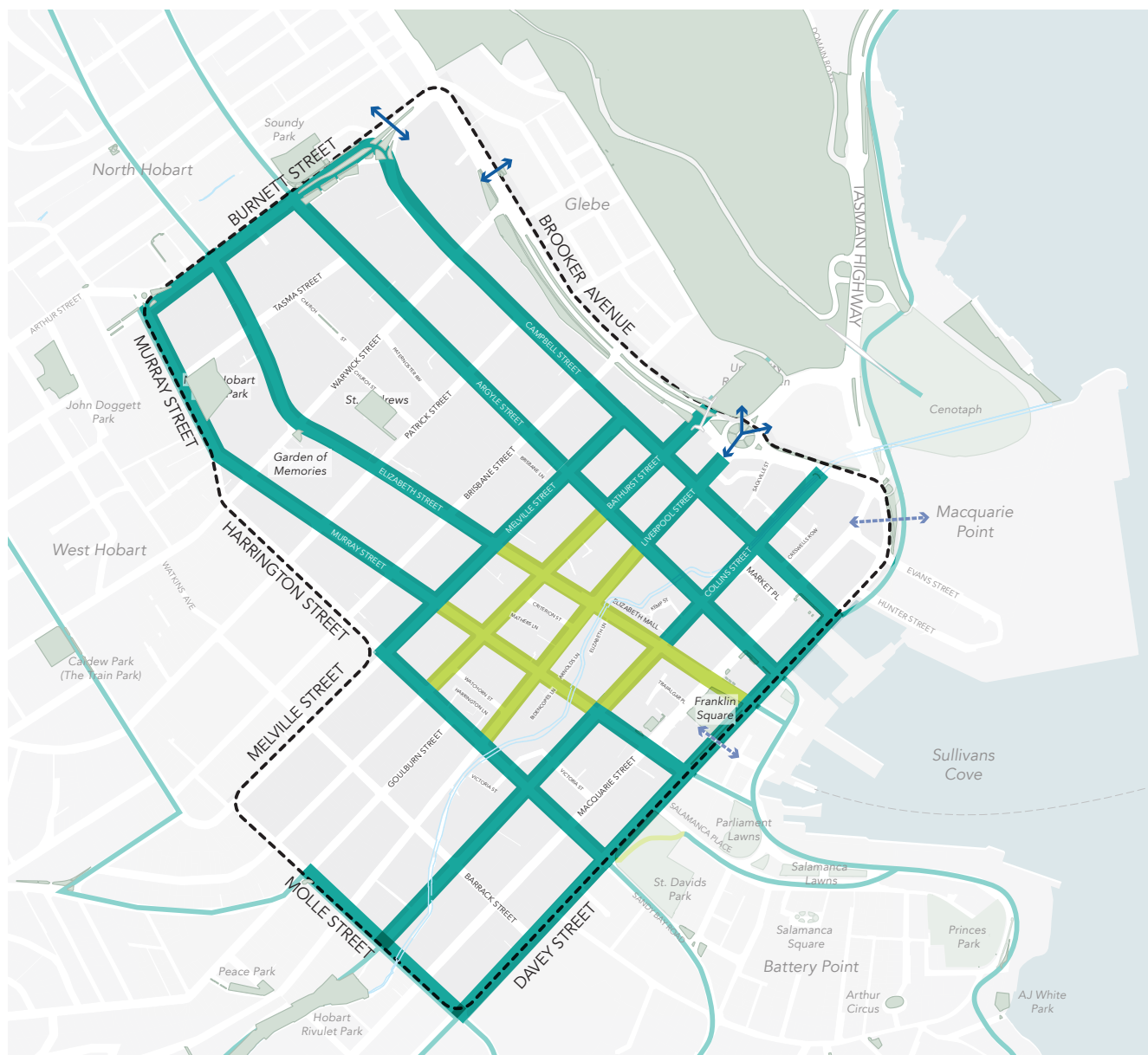
Thank you to everyone that took the time to provide a submission or talk to the City's project team. Your feedback will help improve the CHP and, facilitate its implementation.



Central Hobart Plan precincts - proposed changes to the Innovation Precinct.



- | | | |
|------------------------------|--|-----------------------|
| Boundary (Plan area) | Central Precinct | Innovation Precinct |
| Public open space (existing) | Civic and Cultural Precinct | Trinity Hill Precinct |
| Hobart Rivulet | Civic and Cultural Precinct (beyond Plan area) | Rivulet Precinct |



Central Hobart Plan cycling network plan - proposed changes



- | | | |
|------------------------------|-------------------------------------|--------------------------------------|
| Boundary (Plan area) | Cycling network (within study area) | Existing bridge / underpass / stairs |
| Public open space (existing) | Cycling network (beyond study area) | Proposed connection |
| Hobart Rivulet | Shared zone | |
| | Shared zone (beyond study area) | |
| | Ferry route | |

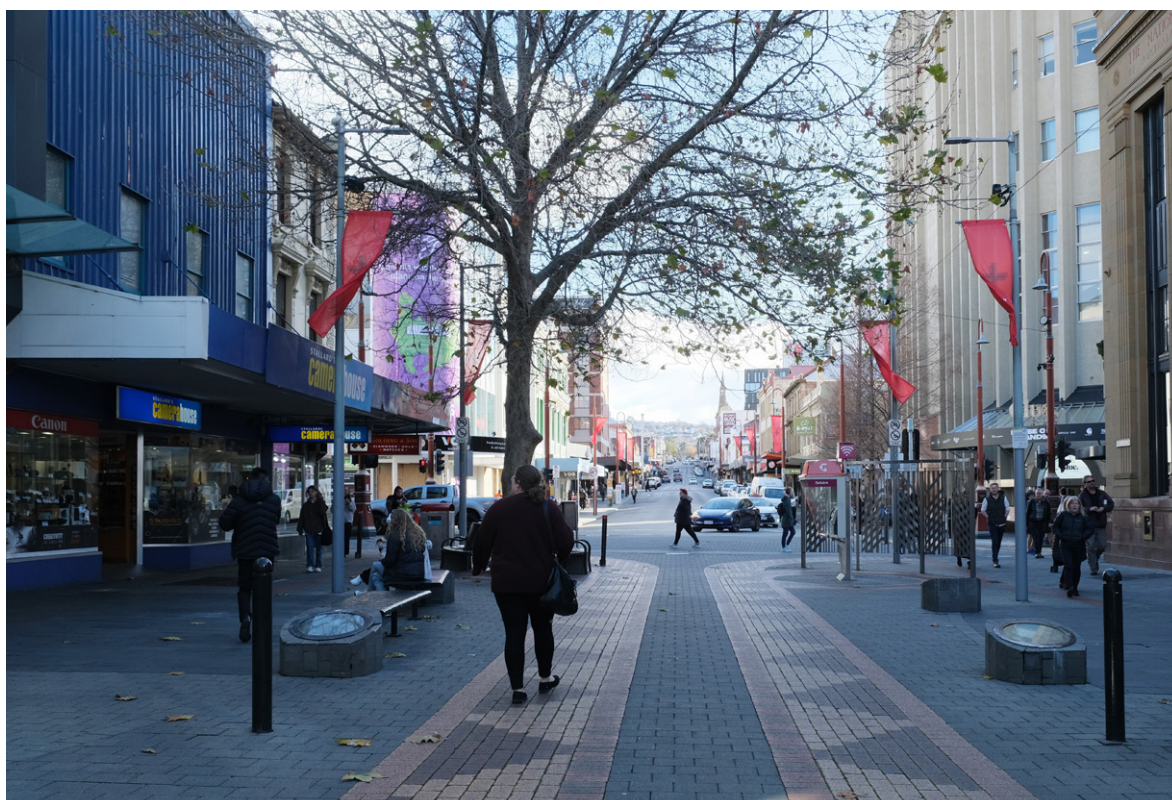
Following Council endorsement of the final CHP, the City of Hobart, with our partners, will be busy turning the Plan into reality through all manner of projects and initiatives over the coming years.

One of the key means to implement the CHP will be to undertake amendments to the Local Provisions Schedule of the Tasmanian Planning Scheme – Hobart. The planning amendments will involve their own statutory process at a later date. Once approved future development in the Central Hobart will be assessed against these planning scheme controls.

City of Hobart will also undertake direct investment in the city through capital works, such as street improvements.

For a city centre that delivers on the CHP vision of a vibrant economic, cultural and people focussed place for all, we will need to partner with and advocate to the State Government and other entities, both private and public.

We look forward to continuing to engage with the community to make this exciting plan for the future of our Capital City centre come to life over the coming years.



Elizabeth Street Mall one of the main future areas of action for the CHP (source: photo by author).

This document is available on yoursay.hobartcity.com.au as an accessible PDF.

On request it can be provided in other accessible formats such as a Word document, enlarged print or audio version. In addition, due to the important information contained in the graphics of the document, please contact us if you would like these to be explained at:

Customer Service Centre

16 Elizabeth Street, Hobart

03 6238 2711

coh@hobartcity.com.au

16 Elizabeth Street, Hobart

Hobart Town Hall,
Macquarie Street, Hobart,
Tasmania 7000 Australia

t (03) 6238 2711

f (03) 6238 2186

e coh@hobartcity.com.au

w hobartcity.com.au