A plan for Hobart's local retail precincts

MRCagney
in collaboration with:
Inspiring Place
John Mongard Landscape Architects
Village Well
& Freshstart Communications

City of Hobart

24 November 2015

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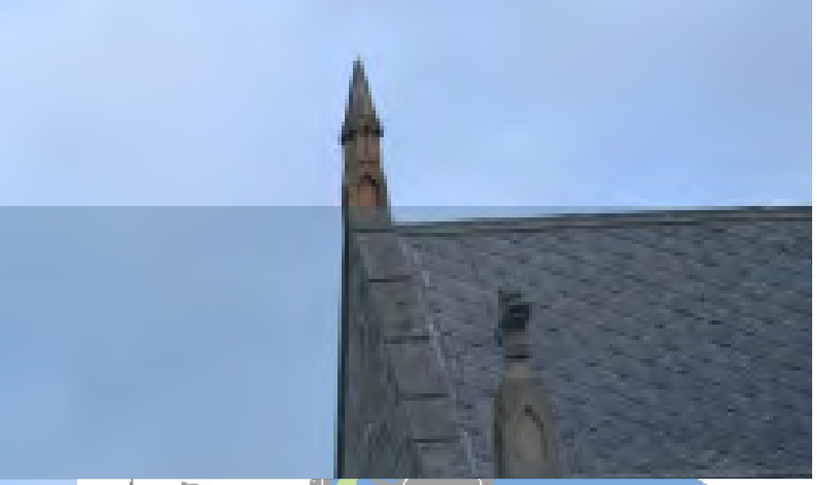
Note: All images contained within this document have been captured or produced by MRCagney, John Mongard Landscape Architects or Inspiring Place, unless a source is provided.

1

The project



Main streets are the focal points of our towns, villages and cities...

...they are the places where we meet friends, share lunch, spend time and shop. A town without a quality main street is missing out on the most fundamental of public spaces, and its residents forgo the social atmosphere of a thrumming communal space. There is an obvious broad appeal to quality main streets, so it makes sense to invest in good ones.

The importance of a great main street has not been lost on the public of Hobart, and sustained calls from the public to turn attention to waning suburban precincts following years of investment in the CBD and North Hobart has been heeded by Council.

The City of Hobart has identified six main streets as candidates for revitalisation, with a nominal budget of approximately $5,000,000 to be spent wherever warranted based on an assessment of the ability of such an investment to create truly vibrant and successful main streets.

These streets have been selected for their perceived latent main street qualities, the significant existing roles they play in their respective communities, their historical function as thriving centres for activity in the past, and an acknowledged scarcity of public works attention in recent times.

The six main streets included in this study are:

- Augusta Road, Lenah Valley (Giblin Street to Greenway Avenue);
- Elizabeth Street, Hobart (Burnett Street to Bathurst Street);
- Hampden Road, Battery Point (Colville Street to Sandy Bay Road);
- Macquarie Street, South Hobart (Southern Outlet to St Johns Hospital);
- New Town Road, New Town (Pirie Street to Risden Road); and
- Sandy Bay Road, Lower Sandy Bay (Long Point Road to Beach Road).

This project employs an innovative tactical urbanism approach to prioritising main street investments, whereby local traders are empowered to develop bold concepts for streetscape improvements, and then prove the capacity of their designs to engage the community by holding short, pop-up style events that showcase their ideas.

Photo: Food trucks at the New Town Road street event

Main streets vs convenience centres

True 'main streets' are fundamentally different to 'convenience centres' in concept and function.

A convenience centre caters primarily to short, single use stops. They provide the community fast, easy, convenient access to routine products, and trade on accessibility by car in lieu of pedestrian activity. They are the places where we drop in quickly to pick up a newspaper, a loaf of bread, or a bottle of milk.

They do not, however, invite customers to spend time, wander, meet friends, stay for lunch, or explore offerings from other retailers. The retail mix is typically narrow and uniform, and a reliance on car based trade generates little passing pedestrian traffic, which creates little incentive for retailers to cultivate welcoming, attractive shop fronts.

As a result, the average customer spends less, in fewer shops, and stays for a shorter period of time. What's more, this model of development reduces the value of the street as a public space, and while there is clearly some demand for simple, short stay shopping, the return to the greater community in both social and economic terms is reduced.

Main streets, in contrast, thrive on pedestrian interaction at street level. They are fundamentally people focused spaces, and aim to retain visitors for extended periods of time. They return value to the broader community as important social spaces, and to the retail community by supporting accessible foot traffic past shop-fronts.

In comparison to convenience centres, main street retailers realise enormous benefits by co-locating in shared precincts.

The pedestrian focused ethos of successful main streets invariably results in visitors passing a range of shop fronts on foot on their way to their chosen destination. This in turn supports multiple purpose trips and induces unintended or unplanned purchases.

[Main streets] are fundamentally people focused spaces, and [...] return value to the broader community

In doing so, main street retailers create mutual success in a way that short stay focused convenience centres simply cannot.

This project focuses on revitalising Hobart's suburban main streets, and seeks to identify streets where streetscape investments will be most influential in creating vibrant, social, main streets for the community.

Examples of successful main streets: [Clockwise from top-left]: Greville Street, Prahan, VIC; High Street, Fremantle, WA; Rundle Street, Adelaide, SA; Henry and High Streets, Fremantle, WA.

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Tactical urbanism

Tactical urbanism is a community-led approach to neighbourhood building using short-term, low-cost and scaleable interventions intended to drive long term change.

Emerging from North America from around 2010, tactical urbanism simply refers to any number of techniques that test ideas for placemaking and building community spaces. The tactical element however is crucial, and differentiates tactical urbanism interventions from 'pop-up' installations, whether a food cart, parklet, or street event, that do not seek to catalyse permanent change.

The power of tactical urbanism is in its ability to empower those most affected - traders, residents, the community as a whole - to quickly and cheaply conceptualise and test ambitious ideas. It also reduces risk because successful interventions clearly demonstrate real, verified, community endorsement of concept, which moreover instills a sense of community 'ownership' of the project. Conversely, an unsuccessful intervention simply represents the earliest and cheapest failure of concept, without need for architectural designs, modelling, or economic forecasting.

Some of the earliest, and most noteworthy, examples of successful tactical urbanism interventions originate in New York. In Times Square, a simple tactical urbanism intervention that covered road space with lawn chairs demonstrated the value of returning road space to people space. The intervention resonated with the general public, and catalysed a gradual process of removing cars from Times Square.

Closer to home, tactical urban principles have been employed by Maribyrnong City Council in Melbourne's western suburbs to revitalise the town centre of Yarraville.

Begining in 2012, a temporary park has been installed every summer on a full block of Ballarat Street outside Yarraville Village's historic art deco Sun Theatre. Temporary installations of synthetic turf, potted plants, picnic tables, chairs and umbrellas transform the road space into a vibrant public space for the entire three months of summer, generating welcome foot traffic and activity for local traders.

Following the success of the summer installations, a community campaign driven by local traders resulted in Maribyrnong City Council installing a permanent park based on the designs of the temporary interventions. The new, permanent, Ballarat Street Park, was formally opened to the Yarraville Village community on 13 February 2015.

On a smaller scale, PARK(ing) Day is a worldwide initiative that encourages the community to convert car parks into 'parklets' - small temporary public spaces. PARK(ing) Day encourages the community to think about better ways of utilising streets and space in our villages and town centres.

Hobart's Local Retail Precincts Plan has been developed utilising tactical urbanism principles in an innovative new way. This project uses trader-led street events to test the local community's support for street interventions, the traders connection to the local community, and the capacity of traders to capitalise on streetscape works. Works will then be prioritised in places that demonstrate the greatest capacity to create vibrant, eclectic, successful main streets.

RIGHT: Parklets set up on Collins Street, Hobart by Inspiring Place for 'PARK(ing) Day'

OVERLEAF [clockwise from top left]: Ballarat Street, Yarraville prior to streetscape improvements; permanent streetscape improvements; increased activity in Ballarat Street; images from tactical urbanism events.

The power of tactical urbanism is in its ability to empower those most affected [...] to quickly and cheaply conceptualise and test ambitious ideas.

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2

The precincts

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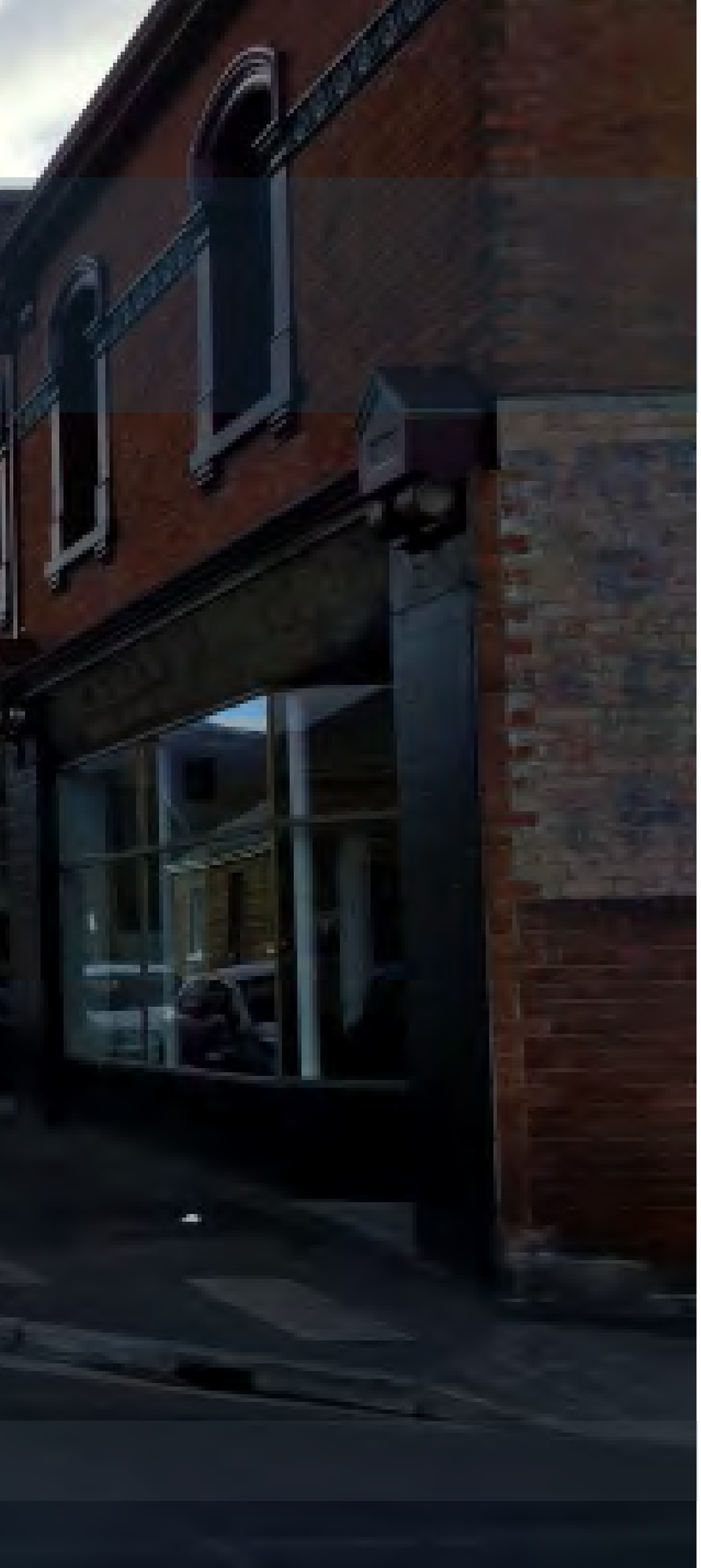
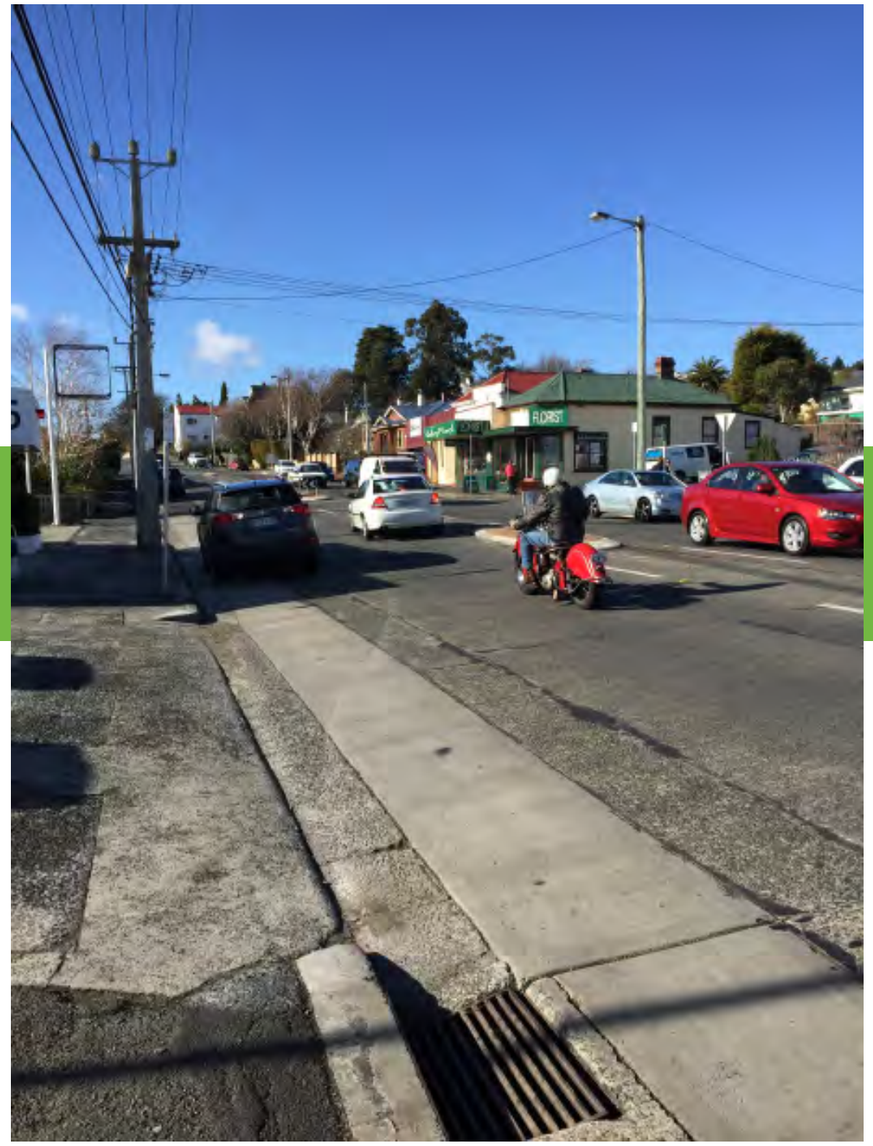


Photo: Hampden Road, Battery Point

Augusta Rd, Lenah Valley



ABOVE: Augusta Road, looking towards Greenway Avenue

Augusta Road, Lenah Valley is a former tram route connecting Lenah Valley with North Hobart. The study area includes a short (approximately 175m) section between Giblin Street and Greenway Avenue, featuring a small but varied mix of cafes, a pizza shop, pharmacy, medical centre, florist, post office and a clothes shop.

The village is predominately located on the southern side of Augusta Road, while the northern side is dominated by a Caltex service station.

Owing to its origins as a tram route, Augusta Road is relatively wide, creating a large expanse of roadway that does not invite pedestrian crossing at any point within the study area. 'Shopping Zone' advisory signs that accompany the 50km/h posted speed limit and the rudimentary protection offered by a painted central median strip do little to establish the village centre as a people focused place.

A clear re-prioritisation of pedestrians over vehicles traffic [...] could be utilised to cultivate a truly vibrant main street environment.

While the streetscape generally prioritises vehicle movement rather than its function as a 'people space', Augusta Road still retains some of its main street qualities, and demonstrates a clear connection to the community.

Quality cafe tenancies provide genuine social space for the community, and in conjunction with the medical centre and pharmacy, create anchors of activity that result in reasonably high pedestrian interaction with the street given the tired streetscape.

Notwithstanding, the existing Augusta Road village primarily functions as a convenience centre, albeit with main street tendencies. Given its clear existing value to the community, however, Augusta Road is considered a good candidate for streetscape improvements that focus on expanding upon its existing main street qualities.

A clear re-prioritisation of pedestrians over vehicles traffic, generous pedestrian crossings, wider footpaths, street trees and outdoor dining provisions are all elements that could be utilised to cultivate a truly vibrant main street environment.

In the longer term, new start-ups, additional cafe and dining options, and a greater variety of retail or green grocer tenancies would continue to recreate a genuine urban village main street at Augusta Road.

OPPOSITE LEFT: Footpath dining creates valued community space despite the car dominated streetscape of Augusta Road

OPPOSITE TOP: Augusta Road has a surplus of road space lending to its historical status as a tram route

OPPOSITE BOTTOM: The existing centre median / turning lane is an inefficient use of main street space

Food & Wine
Whisk & Co.
Coffee & Cake

ALTEX
ALTEX
Amcal
POST
Tatts

Amcal
KEEP LEFT

Elizabeth St, Hobart

Elizabeth Street study area extends approximately 1km from the Bathurst Street at the edge of the CBD to Burnett Street, at the southern boundary of the revitalised North Hobart precinct.

The character of Elizabeth Street varies in several sections within the study area, with reasonably dense, CBD typical retail at the southern end, less intensive land use, including used car lots and excessive surface parking towards the middle, and a return to more active street frontages, retail, cafes, bars and restaurants at the northern end.

[A] different audience requires a different approach

Interspersed throughout the entire study area are a range of historic buildings of genuine heritage value that provide Elizabeth Street with unique aesthetic character.

The Elizabeth Street study area is a little bit "lost" between North Hobart and The CBD. Notwithstanding this it has some discrete sections of activity. As opposed to the other selected retail precincts, it does not attract its custom from a local residential community, but from the pedestrian traffic that travels between North Hobart and The CBD. This different audience requires a different approach than that of a suburban main street. There is a more readily available pedestrian catchment, but there is a lot more competition with North Hobart and other CBD locations competing for the same spend and activity.

This naturally passing pedestrian traffic potentially provides a significant opportunity for Elizabeth Street to become in iconic 18-hour street taking advantage of Hobart's food and beverage scene and its temperate climate allowing all year round activity.

Another significant opportunity pending for Elizabeth Street is the construction of the University of Tasmania (UTas) accomodation building between Melville and Brisbane Streets. This development will provide over 400 units of student accommodation and inject welcome activity to the precinct outside of regular trading hours.

OPPOSITE [Clockwise from top left]: View north from Melville Street; view south through the Melville Street intersection: park on the corner of Warwick Street; view north towards Burnett Street from Tasma Street.

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Hampden Rd, Battery Point

Hampden Road is one of Australia's great streets.

The study area composes the part of Hampden Road that extends from Sandy Bay Road through to Colville Street. The street has a mixed use, and although it appears to be in a residential area, has a significant proportion of retail and even some commercial uses.

It is renowned for its variety of heritage buildings, and being within easy pedestrian access to the CBD is a highly sought after residential area and has enjoyed some intermittent retail (mainly restaurant) and commercial success. It is deceptively diverse with a reasonably high proportion of renters and a mix of incomes in the area.

Due to the nature of the built form, and the width of the streets, parking is at a premium; however, this has in no way impacted on the desirability of the area.

The issue with the Hampden Road area, is that from a retail perspective, even when the shops are trading, and trading well, the area still looks very quiet to the point people may think nothing is open. None of the internal activity is obvious from the street. Even though it 'works' in a sense, it does not exhibit any of the classic successful mixed use street characteristics of activity and vitality. Mixed use streets are very complicated as they require conditions that provide residential amenity as well as activity and vitality. This will be the challenge for Hampden Road to fulfil its potential.

The issue with the Hampden Road area, is that from a retail perspective, even when the shops are trading, and trading well, the area still looks very quiet to the point ***people may think nothing is open.***

TOP: Historic Battery Point is one of Australia's most architecturally rich villages

BOTTOM: The Battery Point precinct mixes retail, restaurants, cafes and historic homes

LEFT: Narrow footpaths inhibit relaxed pedestrian movement through otherwise people focussed streets

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Macquarie St, South Hobart

Macquarie Street in South Hobart is one of Hobart's iconic streets with its own special elements of heritage architecture and quite a good mix of local retail opportunities. The study area specifically runs from the Southern Outlet intersection up to St John's Hospital. The street was an old tram route and still has its concrete pavement and the street is relatively bereft of any green relief. This of course contributes to the significant width of the street.

Macquarie Street, aside from providing access to local shops and residences, plays an important access role for many larger businesses including of course the hospital, the Council landfill (McRobies Gully), the Cascade Brewery and Males Sand and Gravel.

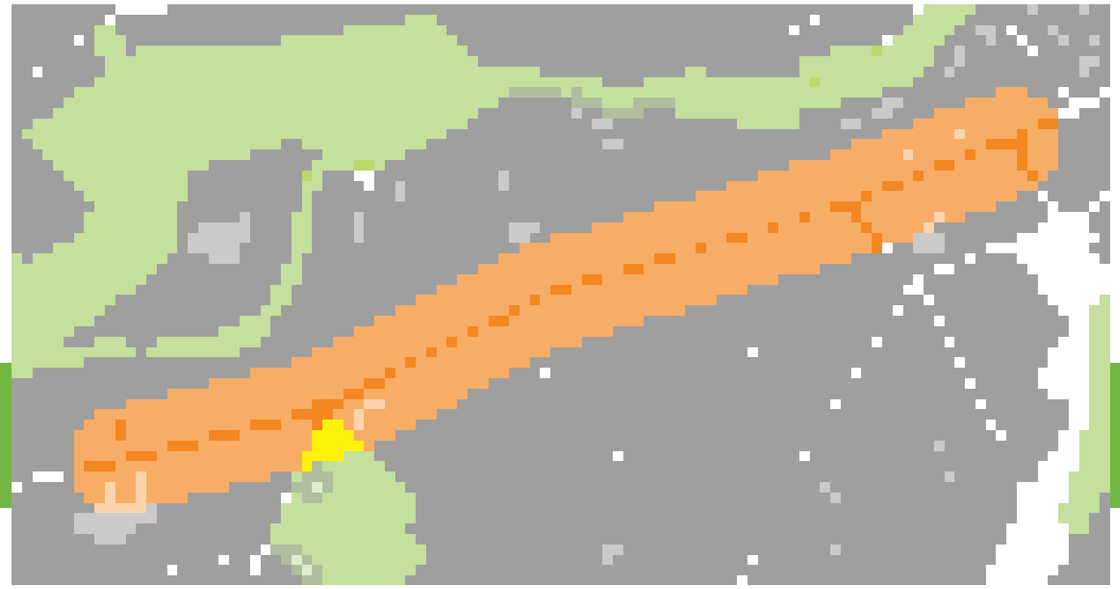
There is a robust collection of shops centred on the Elboden Street intersection and another around the Darcy Street intersection. In a CBD environment they would be close enough together to attract walking trips between each other, however in a suburban environment with ample parking people seem more inclined to drive between the two activity spots.

The precinct is also home to an aged care centre, a retirement village a school and a childcare centre. This is a unique 8-80 http://880cities.org/ neighbourhood.

Some of the pedestrian issues that have been highlighted to the MRCagney team throughout the project stem from the perception that the street is unsuitable for all these age groups to navigate comfortably.

Macquarie Street has the potential to become a good 'stop and stay a while' centre, especially if the walk between nodes can be encouraged.

Macquarie Street [...] plays an important access role for many larger businesses



TOP: Macquarie Street features multiples pockets of activity, including the small village at Elboden Street

BOTTOM LEFT: Cascade Hotel at the western boundary of the study area

BOTTOM RIGHT: Macquarie Street boasts terrific Georgian architecture and views to Mt Wellington

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New Town Rd, New Town

New Town Road is for the most part a 'road' rather than a 'street', and is a key connector from the northern parts of the City through to North Hobart and the CBD. This key connection is taking its toll on the amenity on some of the traditional 'main street' sections of New Town Road.

The study area extends from the Pirie Street intersection to the Forster Street intersection.

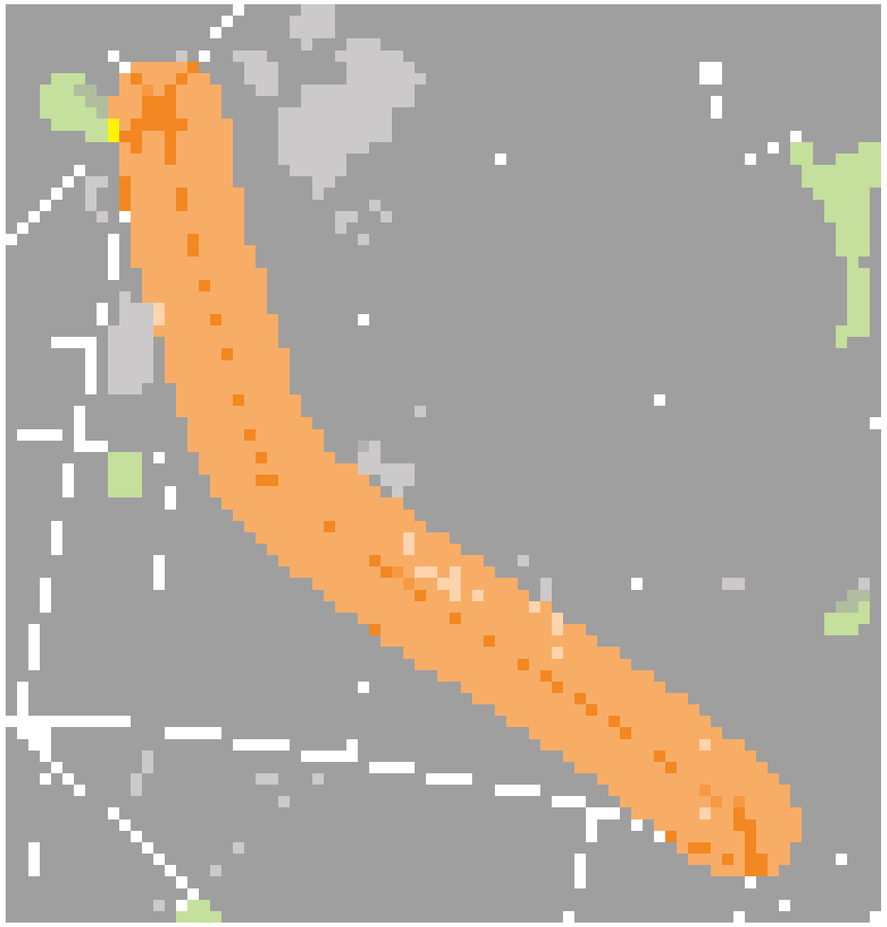
This is a very long stretch of street/road. It has a manageable volume, but the traffic is behaving like road traffic, not street traffic. That is, it is destination bound, and not engaging with the adjacent land use in any way. This traffic behaviour is slowly eroding the amenity of New Town Road as a Main Street and impacting trading conditions.

There is a smattering of interesting buildings in the study area and certainly some interesting and recognisable traders/businesses. Unfortunately, current behaviour tends to be that customers will have a pre-determined reason to visit the area, park as close to that destination as possible, visit the intended destination and then leave again.

This is not a sustainable main street and this is the behaviour Council should try to change to improve the fortunes of the land uses on this street/road.

This traffic behaviour is slowly eroding the amenity of New Town Road as a Main Street and impacting trading conditions

New Town Road does however feature several buildings of real architectural and historical value, and the slightly narrower width of the road reserve compared to some other main streets in this study (New Town Road not being an historical tram route) supports the creation of a more ammenable, pedestrian friendly village main street.



TOP: New Town Road features several buildings of distinct architectural and heritage value

BOTTOM LEFT: The Cross Street and Valentine Street intersection is a clear focal point for the study area

BOTTOM RIGHT: The pedestrian environment deteriorates at the approach to Risden Road

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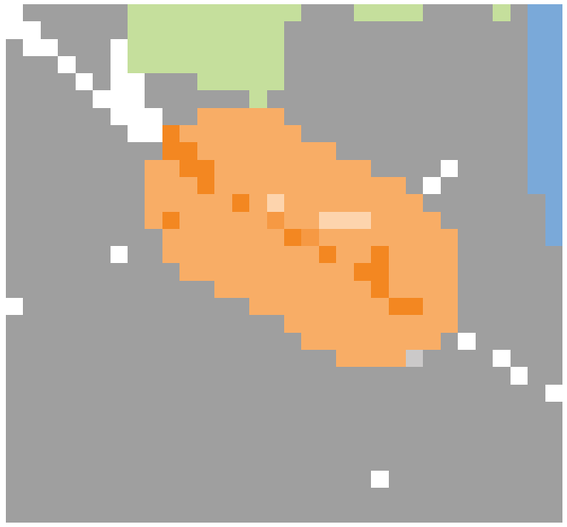
Sandy Bay Rd, Lower Sandy Bay

The study area for Sandy Bay Road in Lower Sandy Bay covers a very short stretch of Sandy Bay Road between Beach Road and Long Point Road. The section fronting Sandy Bay Road itself includes a service station and various forms of residential on one side and a limited number of shops and commercial businesses on the other.

The 'centre' does extend around into Beach Road for a short stretch involving another handful of commercial properties.

The small centre is at present operating as a convenient drop-in type centre for people on the way to or from somewhere else.



The section around the corner in Beach Road does have some potential to act as a catalyst for the area to develop into more of a 'stop and stay' centre by engaging with visitors to the parks, beaches, and sporting facilities that are within walking distance.

However, overall the retail mix is not quite right and the land use of the surrounding area is more inclined to deliver car trips to the centre than it is to deliver vital pedestrian trips. This is compounded by the intimidating nature of Sandy Bay Road for pedestrians. This has been alleviated to some extent by the installation of a pedestrian activated signalised crossing in this location.

The land use of the surrounding area is more inclined to deliver car trips to the centre than it is to deliver vital pedestrian trips.

OPPOSITE [clockwise from top]: Commerical development clustered on the NE side of Sandy Bay Road; Sandy Bay Road precinct viewed from Beach Road; the Sandy Bay Road streetscape generally favours drop-in vehicle trips over pedestrian ammenity; the Beach Road frontage of the the Lower Sandy Bay retail precinct.

Wrest Point, Sandy Bay: Wikipedia user Frances76

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3

Creating the even

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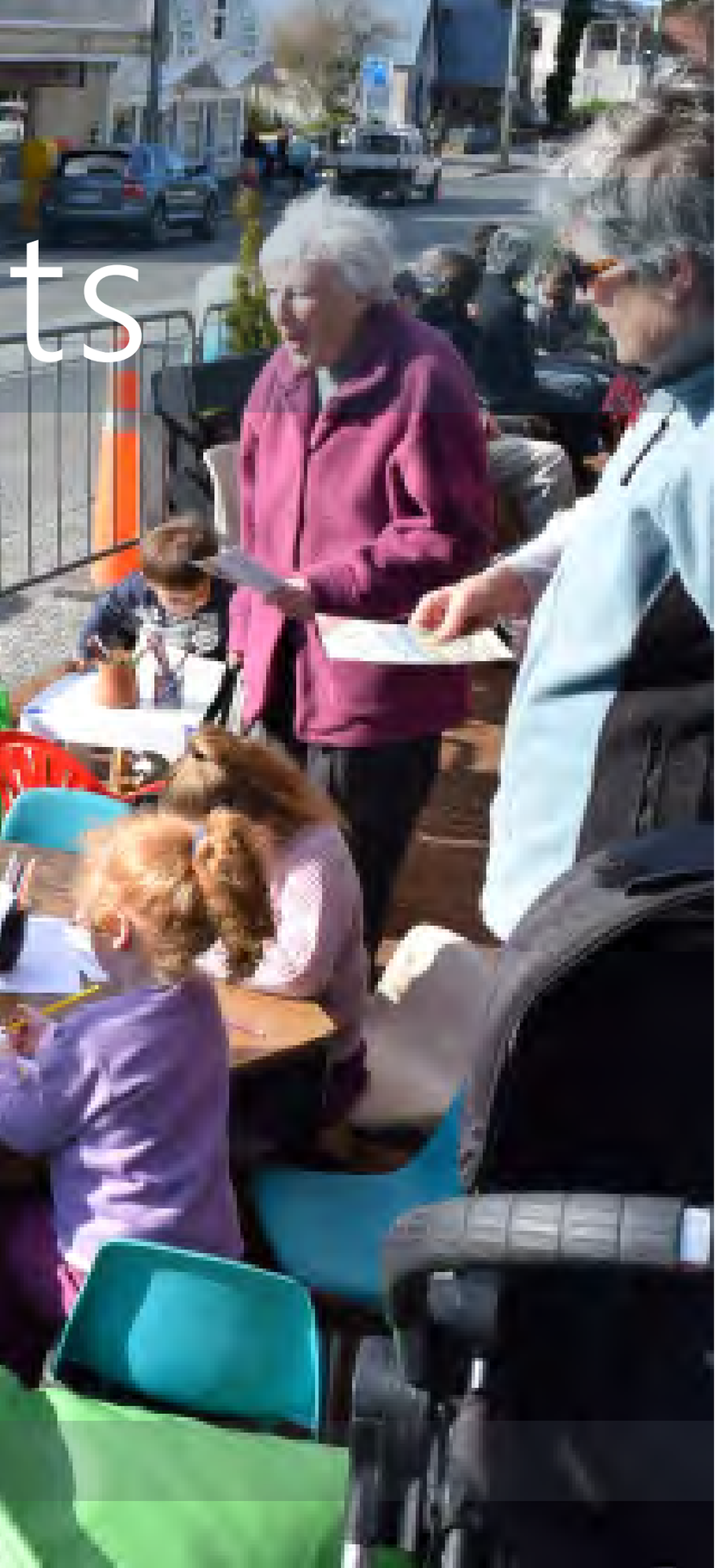


Springtime Street Days

4 & 5 September 2015

Local retail precincts across Hobart are celebrating the arrival of Spring in our city!

Celebrations are being held in Battery Point, New Town South Hobart, Lenah Valley and in Elizabeth Street.

South Hobart Village Street Party
Friday 4 September 2015 | 2pm - 4.30pm
South Hobart, Macquarie Street at the intersection with Elboden Street
facebook.com/southhobartvillagestreetparty

Lounge Room In The Street Party
Saturday 5 September 2015 | all day
Battery Point, Hampden Road and Francis Street
(main activities 3pm - 8pm)
facebook.com/events/110962939254419/

Take your Dog to Town!
Paws and Feet on Elizabeth Street!
Saturday 5 September | 10am - 3pm
Hobart, Elizabeth Street between Melville Street and Brisbane Street
facebook.com/events/1479181022402018/

Valley Village Arvo presented by Linger Longer
Saturday 5 September 2015 | 2pm - 5pm
Lenah Valley, Augusta Road opposite Courtney Street
facebook.com/LingerLongerLV?fref=ts

Twilight on the Green
Saturday 5 September 2015 | 4pm - 9pm
New Town, New Town Road at the intersection of Valentine Street and Cross Street
facebook.com/events/792492094193739/

Event facebook pages will be updated regularly so check in often to learn more about each precinct celebration.

Events proudly supported by

City of HOBART

OPPOSITE: The South Hobart street event

RIGHT: Flyers were circulated advertising the events (source: Hobart City Council)

Overview

Street events were conceptualised, planned and delivered by traders at each precinct, with guidance offered by the MRCagney team where required. Traders groups were provided access to a broad range of Council resources including furniture, turf and plants for the events, however access was generally granted on a first in, first served basis.

In order to kickstart the process, the consultant team undertook five precinct design workshops, 10 special stakeholder meetings, and door knocked and visited with in the order of 200 retailers across the six precincts.

The goal of the exercise was to initiate contact with local retailers at each precinct and complete workshops to explain the project and canvas ideas for events. The workshops aimed to motivate local retailers to identify the character of their main street, in both a positive and negative light, and inspire those present to lead the development of their community towards a desired character and quality in the future. Retailers were then asked, with suitable guidance provided, to discuss and develop concepts for street events to be held in early September. The events showcased and tested each precinct's ability to use and capitalise on a significant Council investment in the precinct.

In addition to precinct design workshops, 10 stakeholder meetings where held with relevant stakeholders in order identify how the completion of the project may simultaneously address additional or overlapping concerns from within the community, particularly in relation to access, walkability and traffic issues.

The project team's overall vision for retail led street activation progressed smoothly during the consultation phase of the project, consistent with the expressed project objectives. Interactions with retailers during the weeklong process highlighted a generally optimistic and enthusiastic community who, with adequate support and funding, can drive positive change and create vibrant and active retail precincts.

Key points from the engagement process are noted below:

1. The engagement process included:
   - Six traders design workshops / meetings
   - 10 special stakeholder meetings
   - In the order of 200 door knocks
   - An approximate 400 emails and phone calls.
2. Traders from five of the six precincts expressed an intent to plan and deliver a street event in early September.

NEWSFRONT

SATURDAY, AUGUST 29, 2015

Shopping and restaurant strips gear up for Hobart's big bash

All set to party hearty

JESSICA HOWARD

CHEERS: Lenah Valley traders who are organising a street party called Linger Longer in Lenah Valley, from left, Bec Williamson, Lisa Walow, Norma Panagakos, Danny Weis, Matt Farrow, John Carney and Michelle Carney.

JOIN IN A NIGHT OF FOOD, WINE AND FUN AS SHOPPING STREETS COME ALIVE

SOUTH HOBART: South Hobart Village Street Party. Macquarie St, Friday 2-5pm. Market stalls, music, finger food, alcohol and the Spicy Street Band.

BATTERY POINT: Lounge Room in the Street, Hampden Rd. Saturday 3am-8pm. Music, lounging, food, street hair cutting, art openings, garland-making workshop, Narryna Heritage Museum half price entry.

LENAH VALLEY: Linger Longer in Lenah Valley, Augusta Rd (Giblin St-Greenway Ave). Saturday 2-5pm. Food, music, competitions, DJ, jumping castle, craft stalls, sausage sizzle, homemade delicacies, giveaways, local school displays and performances, coffee.

NEW TOWN: Twilight on the Green, intersection of Cross and Valentine Sts with New Town Rd, Saturday 4-9pm. Live music, buskers and street performers, bonfire, food from local retailers and food vans, night market, activities for the kids, outdoor street art.

NORTH HOBART: Take Your Dog to Town, Elizabeth St (Barnett-Bathurst Sts), Saturday 10am-3pm. Scavenger hunt, street performers, face painting, activities for dogs.

ABOVE: Advertisement for the street events in The Mercury

3. Indicative design sketches for streetscape improvements were prepared for discussion purposes.

Door Knocks

A series of door knocks were conducted by the project team along each main street in the lead up to the precinct design workshops, to distribute a project introduction letter informing retailers of the upcoming project. Follow-up door knocks were subsequently completed along the length of each study area to secure previously unsourced contact information. Supplementary phone calls were also made where face-to-face door knocks could not be completed.

During the door knocks, many retailers flagged their intention to attend the design workshops, and aired a range of concerns that were ultimately raised at the workshops and/or captured in writing and fed back to the project team.

Across the six retail precincts, in the order of 200 door knocks were completed.

Traders Design Workshops

Design workshops were held for retailers at each precinct as outlined below:

- Elizabeth Street, Hobart - Tuesday 4 August, 5:30 PM
- New Town Road, Newtown - Wednesday 5 August, 5:30 PM
- Hampden Road, Battery Point - Friday 7 August, 9:30 AM
- Augusta Road, Lenah Valley - Friday 7 August, 2:00 PM
- Macquarie Street, South Hobart - Saturday 8 August, 2:30 PM

A workshop was scheduled to occur at the Sandy Bay Road precinct, Lower Sandy Bay, on Saturday 8 August. Due to a low response rate the workshop was replaced with one-to-one conversations undertaken with retailers.

Special Stakeholder Meetings

10 special stakeholder meetings were held including:

- University of Tasmania;
- Vaucluse Retirement Village;
- BUPA Aged care;
- Equal access representative from South Hobart;
- South Hobart Traffic Committee;
- Lenah Valley Traffic Committee;
- The Mercury;
- Elizabeth Street restaurant trader (separate to workshop);
- Council Events; and
- Council Depot.

RIGHT: Posters were made to gauge community opinion for each event

Augusta Rd, Lenah Valley

Discussions with the Lenah Valley Traffic Committee identified concerns over traffic speed, safety and pedestrian crossing opportunities across Augusta Road, and these issues were reiterated by retailers during the workshop. Safety for school children was one of the key themes.

Retailers expressed a desire to better utilise road space to improve walkability and gain outdoor space.

A key local quality identified by traders was the strong sense of community loyalty shown towards local businesses.

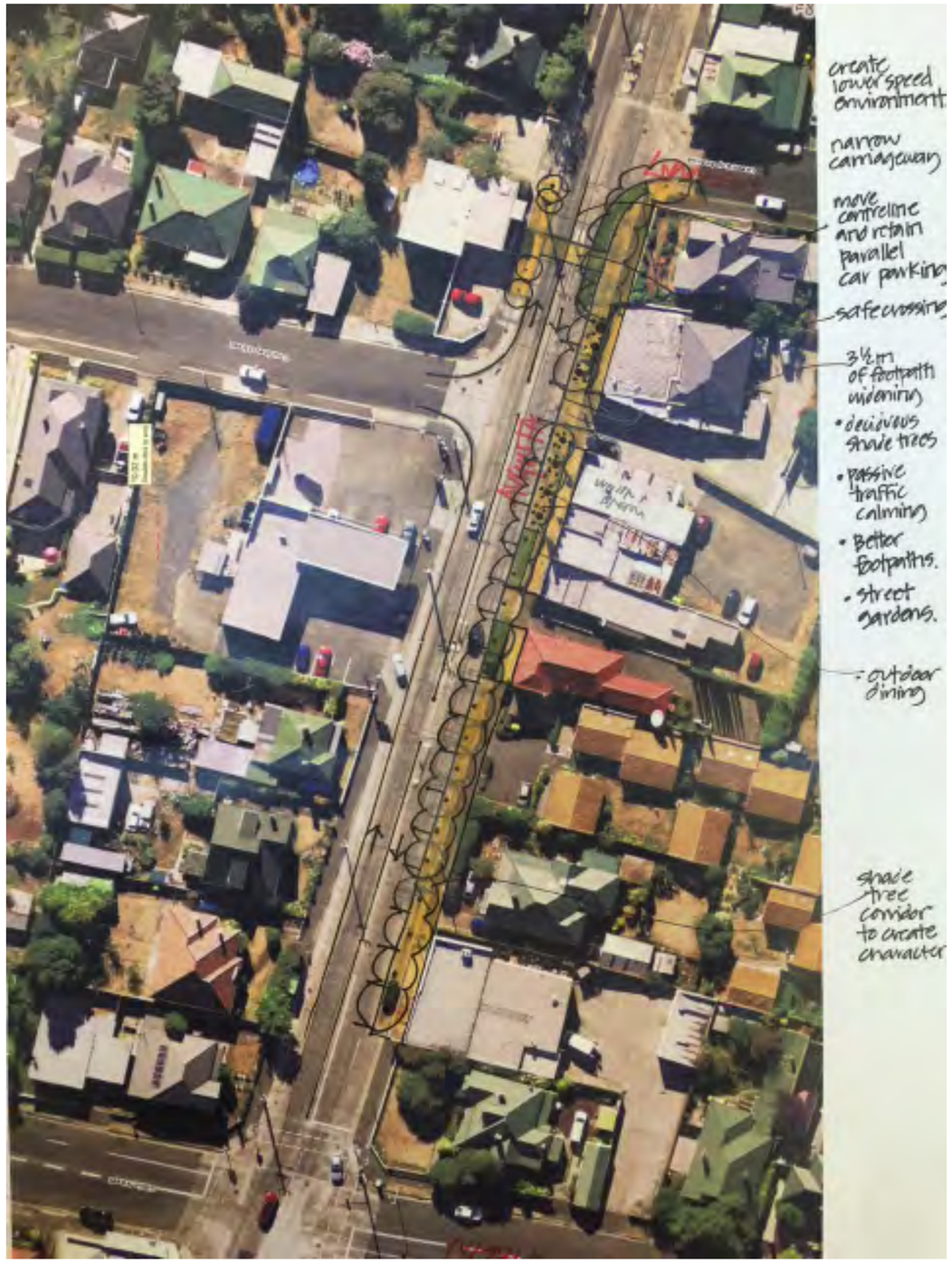
The following notes were taken during the workshop:

- 'Linger Longer in Lenah Valley'
- Opportunity to utilise driveway space (adjacent to Whisk & Co Cafe) for event activities
- New Horizons (pre school) is a good community (arts) contact
- Local hook: community, family - the Lenah Valley family
- Previously used event activities include sandboxes, outdoor lounge rooms/ libraries, real life tic tac toe
- Potential for twilight event - Whisk & Co to serve food during the day/Pizza Shop during the evening

Typical of all the precincts it was difficult to get the traders enthusiastic in the first instance. The MRCagney team did in the end resort to physically collecting the local traders up and gathering them at the most central location and explaining the concept in more detail. From the start it was evident that this was a very connected community and they were confident that they would be able to convince the Council that any investment in their precinct would be appreciated and well spent.

After this original meeting the traders met on a regular basis gathering more and more energy. They had some artists donate time to brand their event, they started a facebook page and created a real buzz about their impending event.

The traders group from Lenah Valley quickly grasped the potential of the project for their neighbourhood and proceeded to maximise their opportunity.



TOP: Augusta Road, Lenah Valley traders' workshop

RIGHT: Streetscape improvement sketch based on discussions at the traders' workshop

LEFT: Hobart from Mt Wellington (user JJ Harrison)

A plan for Hobart's local retail precincts

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

Elizabeth St, Hobart

Retailers were asked a series of questions aimed at describing the personality and quality of their street. This allowed the existing character and aspiration for the street to be identified, and an event concept developed.

Retailers identified a dog theme for the upcoming event, capitalising on the common thread of dog ownership amongst traders on the street, and the local history of Guide Dogs in Hobart. Notes taken during the workshop are outlined below.

It was noted that new student accommodation in the future represents an opportunity to activate the street, which was also discussed at a special stakeholder meeting with the University of Tasmania.

Character:

- Good Things:
- Walking to and from from North Hobart - opportunity to linger
- 100 Elizabeth Street - a good outdoor dining experience
- Retain off street car parking
- "Dog end of town" - friendly dog place in town
- Guide dog puppy play room
- Stone buildings: the church on corner (Korean)
- Old buildings and re-use/re-localise
- Metal flag holders
- Car parking - people walk to mall
- Farmers market

New things:

- Student living places will activate the street
- More people moving through at night time
- Uncover the hidden heritage buildings, rivulet, sandstone basements
- More sitting on balconies to look on the street
- Canopies of trees
- Turn the hill into a positive
- Stitch the strip together into one experience
- Lines of text and poetry into the street

What Aspirations?

- Free parking!
- Multi-use loading zone times
- Make the trip up an experience - e.g. horse and cart, a tram/unique mode of transport
- Places to linger - e.g. bronze dog trail, ice cream shop, famous people memorials, first guide dog in Australia
- Minimise trucks on street
- An inclusive, universal friendly sitting place
- A pedestrian focussed place
- Late night trading
- Use the park as a pivot mid-way - it's the logical place to have a rest when moving up the street
- Stories of the first people
- "Underbellies"
- "Dog day out"
- A dog friendly street - fixtures you can tie your dog to

What to Test?

- Dog day out - get the dog-lovers up for a walk and see what the street and shops offer:
  - Dog tunnel
  - Dog playground
  - Dog stories on street (not Oct 19 as 'Dogs on Domain' event is happening)
- Making it easier to cross the street
- Cartoonists drawing owners and dogs
- Traders tell local dog stories and give away dog treats
- Dog Memorial Park - plant the seed
- Dog night out
- Profiles of the famous local dogs - Cora, Frankie, etc.
- Test outdoor dining and public space interventions
- 'Green', trees
- Night-time illumination
- Walkability/linkage from Bathurst Street to park (3 blocks)

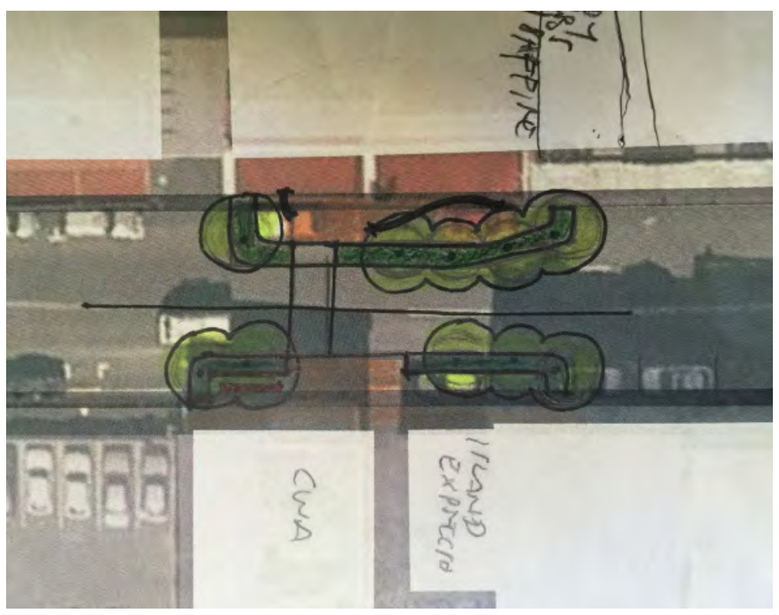
Other Ideas?

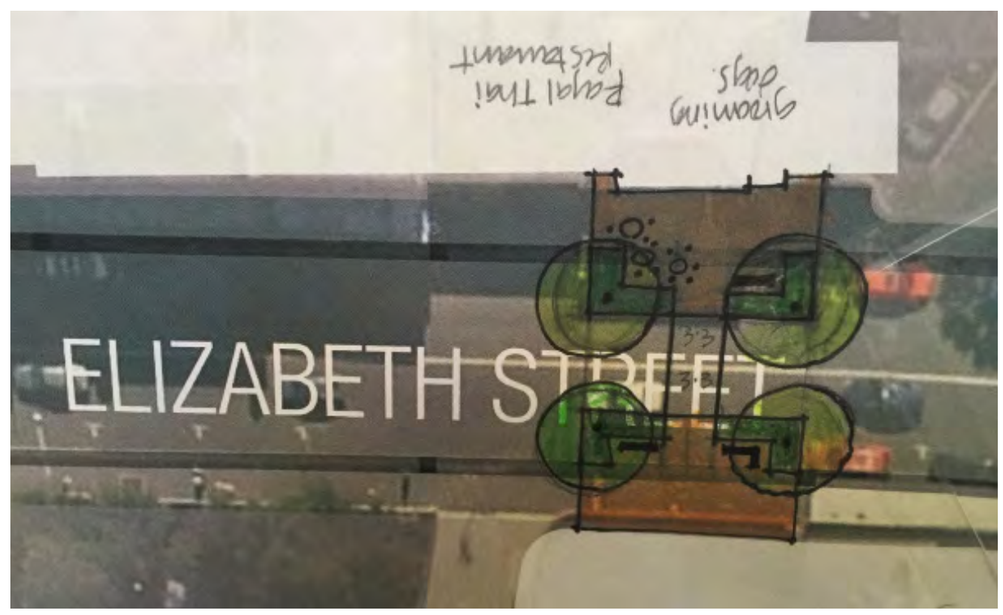
- More PM activity (afternoon and night)
- Access to gas
- Truck damage on awning
- Loading zone in wrong places
- Bike racks not getting used/recognised at 140 Elizabeth
- Seating - need more seating for all ages
- Equal access parking
- Car crashes from speeding down hill/ moving fast into car parks
- Skateboarders on footpath are too fast
- No ATM
- No seating, especially at bus stops

The Elizabeth Street traders with their most unique of ideas, quickly organised into an efficient working group and were very successful in creating plenty of enthusiasm for their event. The local businesses were on board and they worked together to promote their event and their theme. They started a facebook page and quickly gained a profile.

This precinct has a couple of unique elements in that there is no real 'resident' population, and that the theme was targeted and a specific audience.

ABOVE: The Elizabeth Street traders' workshop





TOP LEFT: Kerb-outs, landscaping and improved pedestrian treatments at Patrick Street intersection.

TOP RIGHT: A 'village green' at the Warwick Street park, with improved outdoor dining, landscaping and pedestrian treatments.

BOTTOM LEFT: Mid-block pedestrian crossing between Brisbane Street and Melville Street.

BOTTOM RIGHT: Mid-block pedestrian crossing between Brisbane Street and Patrick Street.

ABOVE: The Elizabeth Street traders' workshop

LEFT: Shopfront advertisements made by traders in the leadup to the Elizabeth Street event

A plan for Hobart's local retail precincts

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

Hampden Rd, Battery Point

Retailers were asked a series of questions aimed at describing the personality and quality of the street and locality in general. This allowed the existing character and aspiration for the Hampden Road to be identified, and an event concept developed.

Attendees identified an opportunity to capitalise on pedestrian traffic from Salamanca Place via Kelly Street, and to provide a higher quality, more authentic experience than the offering from Salamanca Place, which was perceived to have become somewhat lacklustre and derivative over time.

Attendees also stressed the need to maintain all heritage aspects of the precinct, and identified 'traditional English village' as a key character descriptor.

The street event envisaged included closure of Francis Street on a Saturday in order to draw activity from Salamanca, with a range of entertainment options to be explored, including bands and music, public art, street performers and outdoor dining.

However, while the meeting was productive, there was some difficulty engaging with the traders from the Hampden Road Precinct.

[The Battery Point Committee] made the bold decision to test a street closure and were able to successfully promote the concept to a diverse audience

The vision for the street included regular Saturday road closures from approximately Francis Street to Waterloo Street to create pedestrian space, event space and outdoor trading, with consideration also given to minimising impositions on local businesses and residents.

Opportunities for public space augmentation, including narrowing the Francis and Waterloo intersections to create a village green, were also discussed. This village green option was intended to bleed into, and further activate, the small park on Francis Street.

There was only one commercial tenant and two resident 'committee' members at the initial workshop. After the initial workshop however, these people were able to connect back to their community and generate plenty of enthusiasm for the project. They made the bold decision to test a street closure and were able to successfully promote the concept to a diverse audience in an attempt to show Council and the broader Battery Point community how different Hampden Road could be with some Council investment.

A preliminary street concept sketch was unable to be prepared during the workshop, as for other precincts, however a drawing was later developed (shown overleaf) in order to display a proposed concept during the street event.

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

A plan for Hobart's local retail precincts

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Macquarie St, South Hobart

In the lead-up to the workshop, several stakeholder meetings were conducted with the following groups:

- Vaucluse Retirement Village;
- BUPA Aged care;
- Equal access representative from South Hobart; and
- South Hobart Traffic Committee.

These groups stressed a need to improve safety and crossing opportunities, particularly for the sizeable aged population in the area. Traffic speed, particularly regarding heavy vehicles, was a common concern.

This was reiterated during the traders workshop, and resolving these issues was recognised as a key component for improving community outcomes in the future.

Notes from the workshop are outlined below.

Sweet Spots (Good Things)

- Outdoor recreation
- Large number of cyclists (recreational and commuter)
- Mixed community, diverse ages
- Laid back community
- Well utilised gathering spaces
- Intimate community
- Green urban community
- Diverse land/block size - small urban to large blocks
- Elderly community
- Heritage elements
- Hobarts first planned suburb
- Longest street section of intact Georgian architecture in the world
- 11th August - History of South Hobart book launch
- Width of the street
- A string of hubs
- Young community
- Strong community
- Consistent community
- Village
- Gateways to village (Church to Brewery)
- Strong spatial structure
- Relationship to Mount Wellington

Other Issues and Ideas

- Heavy vehicles
- Pedestrian safety
- Parking
- 'Missing teeth' - i.e., some details and are lacking
- Micro-climate (wind)
- No evening economy
- Planning (zone) restrictions make it difficult to diversify
- Reinterpretation of South Hobart heritage
- Make South Hobart a destination
- Maintain the value of the historic concrete road
- Future of garbage tip?
- Ample park space, just not near 'people places'

South Hobart Personality - now:

- Friendly
- Interesting, disjointed
- Quirky
- Approachable
- Supportive
- Grubby, grungy
- Diverse
- 'She has a good soul'
- Maternal
- Inclusive (young and old), diverse

South Hobart Personality - future:

- Vibrant
- Inviting
- Honest, authentic
- Connected
- Unique
- Convivial
- 'The village well'
- Accommodating

Traffic speed, particularly regarding heavy vehicles, was a common concern

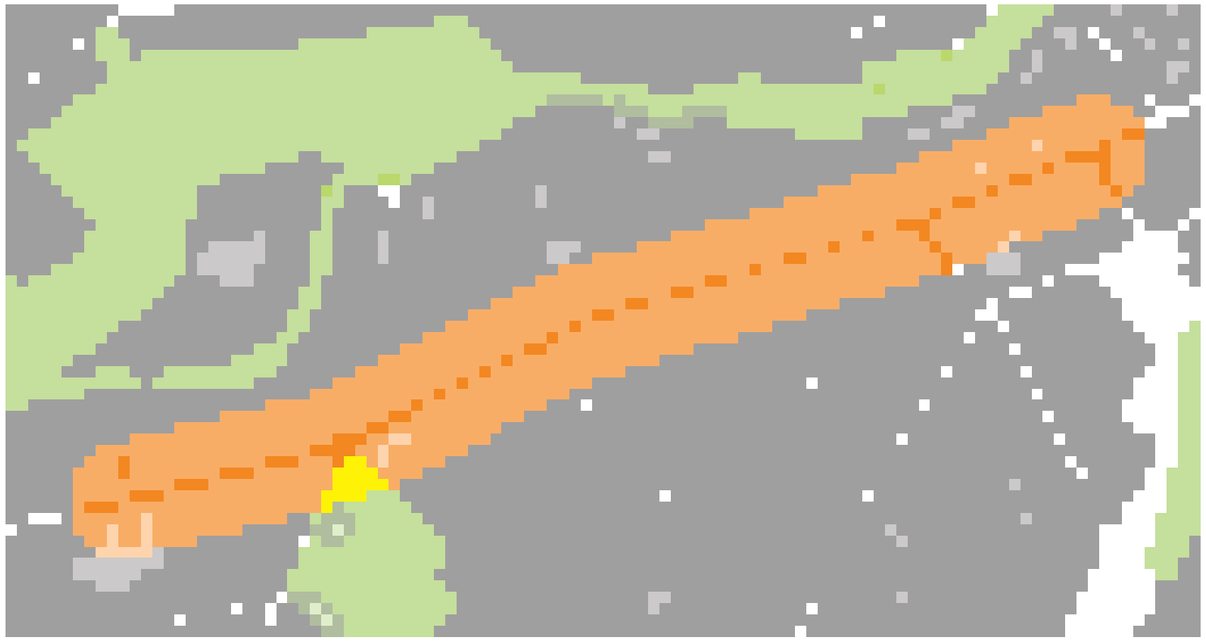
The Macquarie Street precinct is backed by a very committed, enthusiastic and involved community, however the Macquarie Street traders struggled with the issue of having two 'centres' in the one precinct and had trouble developing a scheme that could satisfactorily be demonstrated at a tactical event and at the same time satisfy all parties.

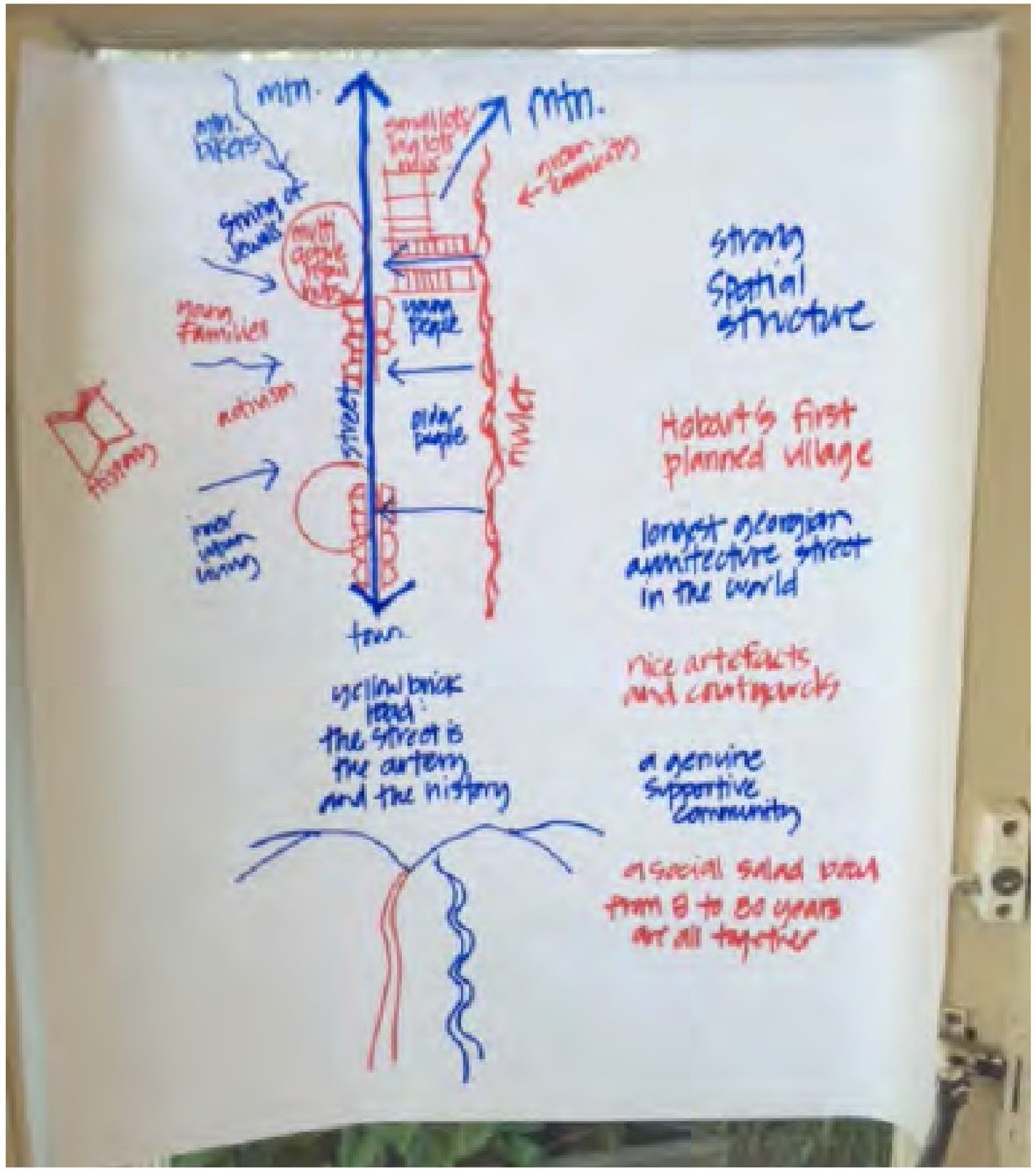
These types of issues can be awkward to resolve, however they were not unique to Macquarie Street in this project.

While there was some trader presence early in the process, the resident community ultimately stepped in to take over the process and developed a scheme based on the feedback they were constantly receiving from the broader community on what improvements needed to be made to Macquarie Street.

This put Macquarie Street in a slightly different position than the other precincts in that this was community led and apart from the participation of one retailer and some early input from a professional service provider, had no significant trader input. The process is intended to produce a trader driven scheme, one that will in their minds promote better retail and activate the Main Street. It will be hard to determine from this event, exactly what the local retailers want to see in their street.

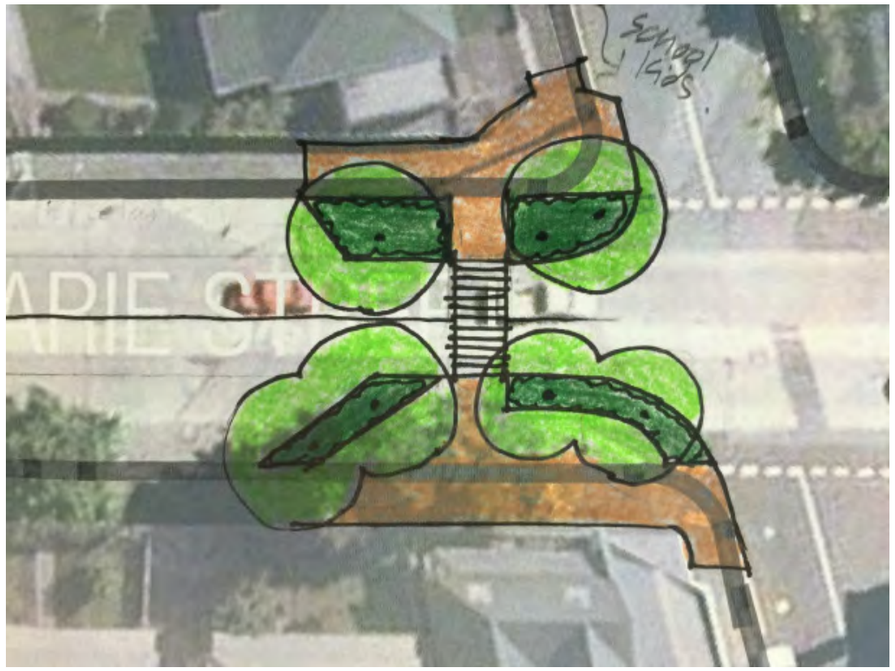
ABOVE: The South Hobart traders' workshop





RIGHT: Notes from the Macquarie Street traders workshop

OPPOSITE [clockwise from top-left]: Improved pedestrian crossing at Anglesea Street; streetscape improvements and pedestrain crossing treatments and Elboden Street; streetscape improvements at Darcy Street.



A plan for Hobart's local retail precincts

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New Town Rd, New Town

Retailers were asked a series of questions aimed at describing the personality and quality of their street. This allowed the existing character and aspiration for the street to be identified, and an event concept developed.

Retailers identified an opportunity to cater to a dormant higher quality fresh food, café etc. market as the area gentrifies, while capitalising on a distinct couple of high quality restaurants on the street. Retailers were cognisant of the need to tie the long street together and improve walkability, and worked through an idea to create a new town green node at the Valentine and Cross Street intersections.

Notes from the workshop are outlined below.

'New New Town'

- Integrated High Street
- 'The next Salamanca'
- Tram
- A footpath story
- Fresh produce

Issues

- No after hours economy
- Drab street
  - No trees
  - Utilitarian
- Not enough destinations to encourage walking
- Council incentives for retail
- Safe crossing points

What We Like

- Passing trade
- Easy parking
- New business, excitement
- Enthusiastic community
- Diverse catchment
- Some destination
- Convenient
- Three nodes with close residential links - 'hubs'

The New Town Green

"Spring has sprung
The grass has riz
New Town's where
The party is!"

After the workshop, the project team drafted an indicative town green concept utilising the expansive Cross Street and Valentine Street intersections, based on discussions with traders.

The traders that attended the workshop were extremely successful at engaging with the rest of their trading community and after several very sophisticated iterations arrived at the scheme that was finally tested. The risk with their scheme was the ability for Council to assess if they were testing the actual scheme they wanted permanently, or they scheme they thought would produce the most impressive event.

RIGHT: The New Town traders' workshop

LEFT: Initial sketch of the village green concept developed at the New Town traders' workshop, incorporating closure of Cross and Valentine Streets.

Sandy Bay Rd, Lower Sandy Bay

The MRCagney team could not get enough responses from the Lower Sandy Bay traders to initiate a workshop, however, not wanting to give up we went back to the precinct and spoke directly one on one to some traders and got the beginning of a scheme together. The traders however could not maintain the enthusiasm by themselves, and in the end, they did not have a scheme that was developed enough to test as a tactical urbanism event.

The scheme they did discuss involved the development of the space around the corner in Beach Road and making better use of the public space available on the corner of Beach Road and Sandy Bay Road. There are some enthusiastic traders and bold personalities in this precinct. This part of Sandy Bay could develop quite a unique centre that could hold people to 'stay and shop' and reduce the need for people to drive from lower Sandy Bay further in towards the CBD. It is worth staying in touch with this group and encouraging them to try to get a scheme together to test later.

watch this space...

4

Event day!

A plan for Hobart's local retail precincts

LEFT: Attendees at the “Paws and Feet on Elizabeth Street” traders’ event

“Linger longer in Lenah Valley”

Augusta Road in Lenah Valley went all out for a Saturday afternoon event that encouraged people to 'Linger Longer in Lenah Valley'. This was a compact people focused event, and despite the rain was extremely well attended. The Augusta Road trading community hit both the high points the MRCagney team were looking for.

After a slow start the trading group formed quickly into an enthusiastic and cohesive group working for one output. They then displayed an excellent connection to their local community and had no trouble attracting a significant crowd to the event. There were lots of attractions of course, not least of all a great sausage sizzle, but the people were there primarily to be part of the Lenah Valley community, and it was a genuine pleasure to be there, rain and all.

Statistics from Lenah Valley

The team surveyed about 60 attendees at the event throughout the afternoon. 76% of the people considered themselves local and 44% of the people surveyed walked to the event. These are excellent figures. Even in the rain and with the relatively low density housing mix around the Augusta Road shops, Augusta Road can attract a local walking catchment as quality main streets do. It is not a convenience centre, where people drop in for 5 minutes to pick something up – it is a genuine main street.

People who walked to the event averaged a 550m walk (about 6 minutes).

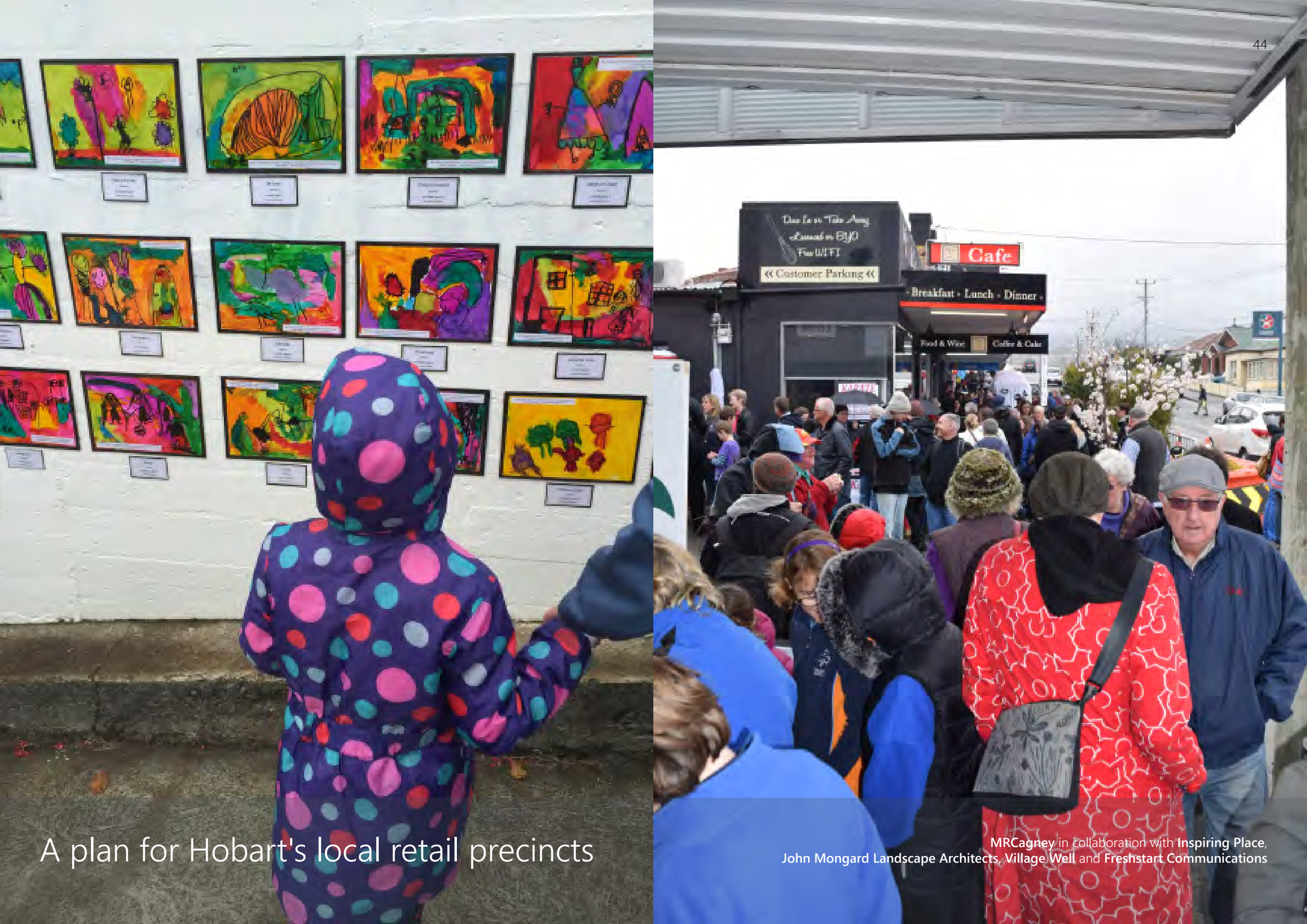
About 55% of people drove to the event. When asked how far away they had to park the average distance was only about 150m, indicating that parking is certainly not in short supply. This is a higher driving mode split than Macquarie Street, South Hobart, which is likely a combination of a few factors, including rain, lower density land use and a higher parking supply which of course encourages driving.

In the longer term it would be worth analysing the land use and retail mix together with parking supply to achieve a better balance that encourages longer stays at Augusta Road and limits drop in visits. The long term parking supply would likely need to be brought down to about 1 space per 75-80 sq.m and the surrounding residential density up to over 40 dwellings per hectare. This will provide the land use support for the obvious latent demand from the community here for a genuine urban village.

Even in the rain [...] Augusta Road can attract a local walking catchment as quality main streets do. It is not a convenience centre [...] it is a genuine main street

OPPOSITE LEFT: Children’s artwork on display.

OPPOSITE RIGHT: “Linger Longer in Lenah Valley” drew a large local crowd



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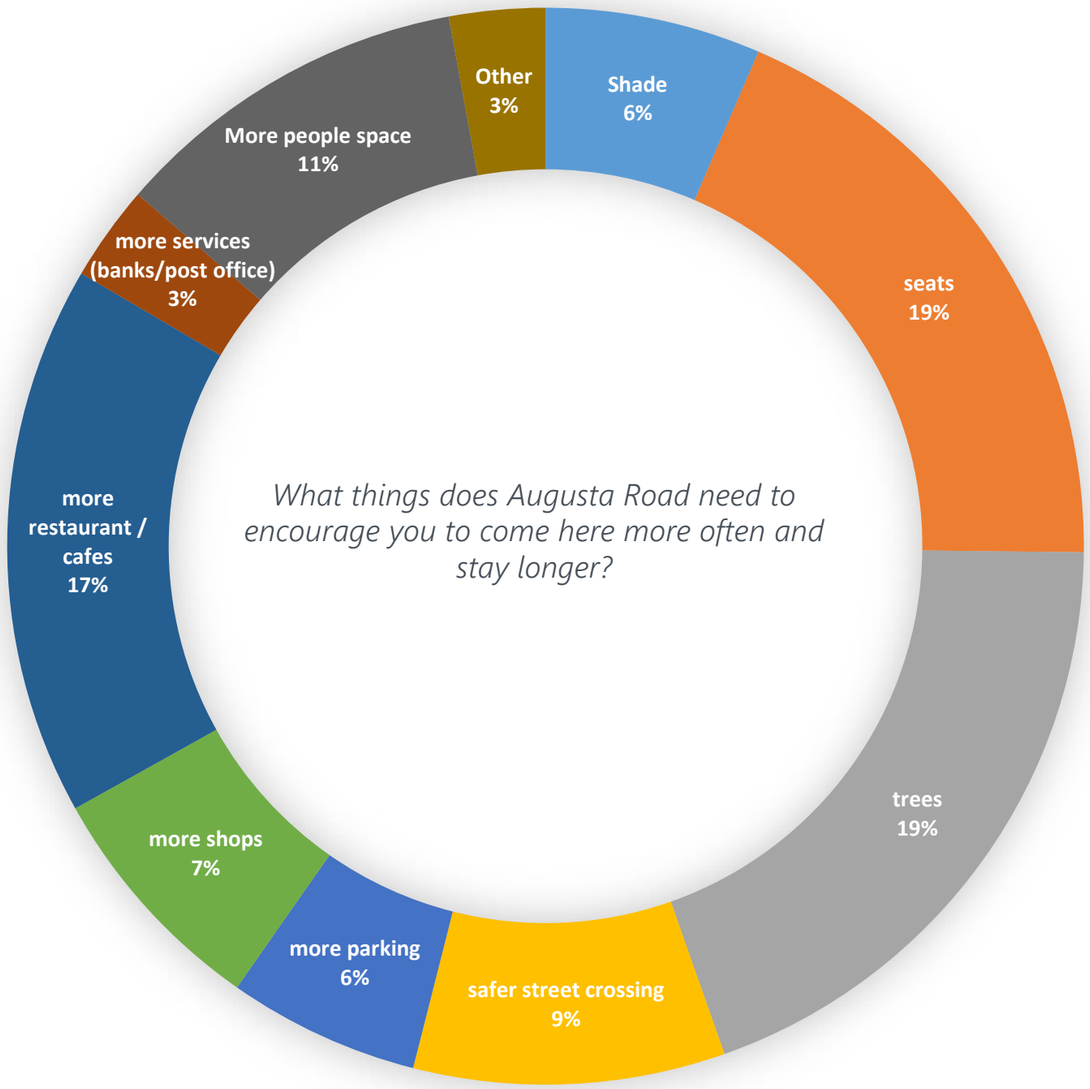
DANGER
HIGH VOLTAGE EQUIPMENT

HOBART
95



What Does Augusta Road Need?

Augusta Road is in genuine suburbia and the main street has become a bit of a road, skewed towards accommodating vehicular traffic rather than people.

This makes it uncomfortable for pedestrians and shoppers to feel comfortable, welcome, and 'wanted'. The environment puts the very important pedestrians (the customers) second to passers-by (the cars). Not surprisingly, the attendants at the event want a better balance restored. They want more seating, more trees, more people space and more long stay type retail (cafe/restaurant) where they can enjoy their local main street.

More parking received one of the lowest responses. There were some respondents asking for better street crossings, which is to be expected for two reasons. There are reasonably significant traffic volumes and speed, and the current crossing facilities are very generic, almost mean. It is a road environment, and if it is to become a successful main street this must be addressed to recreate a genuine street environment.

the attendants at the event want a better balance restored. They want more seating, more trees, more people space and more long stay type retail

OPPOSITE LEFT: A pop-up petting zoo was popular with children and drew activity down Courtney Street.

OPPOSITE TOP: The medical centre car park formed an impromptu stage for entertainment and announcements

OPPOSITE BOTTOM: Children's artwork close-up

"Paws and feet on Elizabeth St"

Elizabeth Street traders put on a truly unique event highlighting that there were limited opportunities for people to participate in CBD activities with a pet. Their theme of "bring your paws and feet to Elizabeth Street" was a collaborative idea supported by a large trader group and of course Tasmanian Guide Dogs for the Blind who are also located in the precinct area.

The event was very well attended despite the fact that this event did get some of the worst of the inclement weather.

There were a couple of lessons to be learnt from Elizabeth Street. This was one of the best-connected and most unified trader groups. Any investment there by the Council will be supported and activated. The city however has very limited residential CBD land use at present and this means Elizabeth Street is rather light on for a connected non-business community.

It is acknowledged, however, that the pending completion of the UTas accomodation development has the potential to rectify this situation and significantly improve the night-time economy in the area.

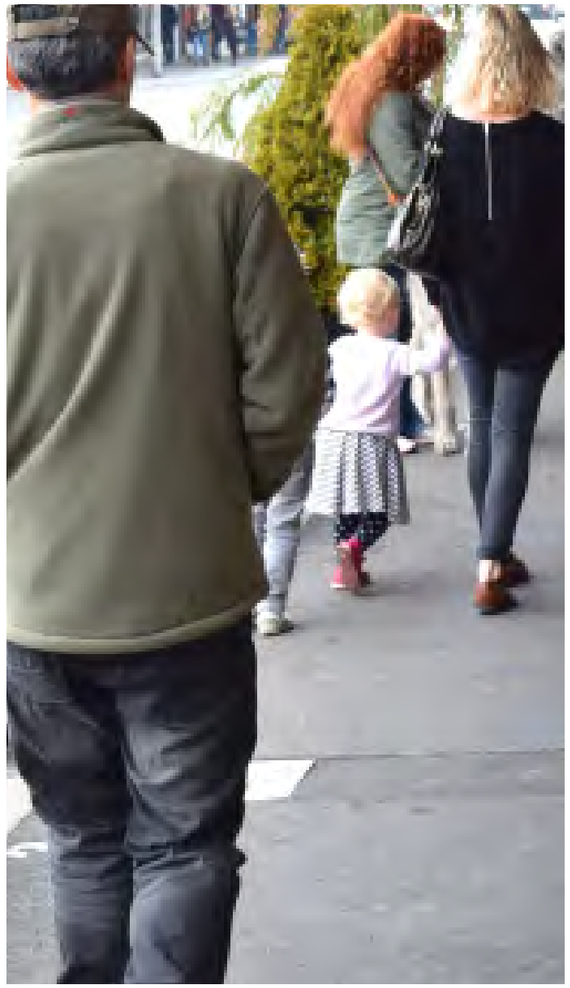
The impact of this was perhaps exacerbated by the fact that the event was on a Saturday, meaning that employees in the area during normal business hours were not engaged by the event. This was a logical time for everyone to bring their dog to the city, but did not take advantage of the massive number of pedestrians that stream up and down Elizabeth Street on a weekday.

Statistics from Elizabeth Street

The team surveyed approximately 40 attendees at the event throughout the day. 56% of the people considered themselves local and nearly 70% of the people surveyed drove to the event.

When asked how far away they had to park, the average distance was just under 250m, which is under 3 minutes' walk! This is understandable given the event was held on the weekend, however, midtown Elizabeth Street should be aspiring to be a 7 day 10 to 18 hour per day main street, not a 5.5 day office/commercial-use only street.

Having so much parking so close represents a massive underutilisation of key CBD land, and results in underutilisation of key CBD retail space. That said, it is acknowledged that it was a bit of a rainy day and that people were bringing dogs to the event, both of which may have contributed to the high driving mode share. It is expected, however, that oversupply of parking and road space and underutilisation of residential opportunities in the CBD is a major contributing factor. It would be interesting to hold a different 18-40 year old focused event on a Friday night to see how all these statistics changed.



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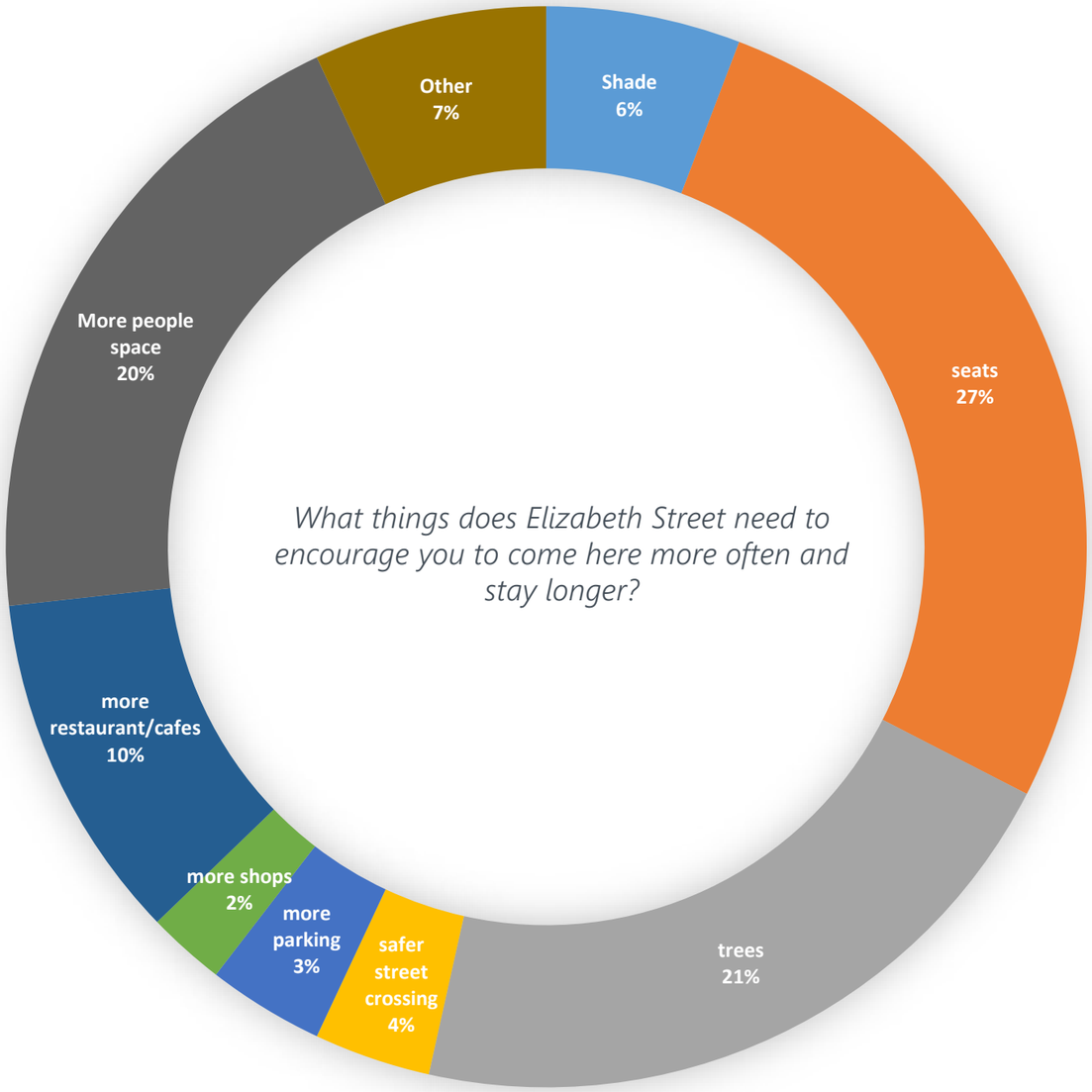

What does Elizabeth Street Need?

Midtown Elizabeth Street is a potentially rich little section of mixed retail which decays every now and then into sections of big bland wall type land use, and it generally feels a bit 'unloved'.

The responses from people at the event that the street needed some trees, seats and more people space were not unexpected. Even in the poor weather during the event, people were observed taking every opportunity to use outdoor space. This was no doubt to be part of the 'paws and feet' action, but still demonstrated a latent demand for people to experience their main street, not just the inside of the businesses on the main street.

A relatively low number of requests for safer street crossings is likely due to the availability of signalised crossing points at adjacent intersections in the vicinity of the event, however some respondants noted a difficulty in crossing elsewhere in Elizabeth Street, where block sizes are longer and traffic speeds faster.

As would be expected given the other responses collected, only 3% of respondents wanted more parking.

This response is significant for a CBD location, and emphasises the expressed desire for more people space rather than car space, and more activity.

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"Lounge room in the street"

The Hampden Road event was another spectacular and successful street event providing the team with valuable information on how a more active Hampden Road might behave, and a glimpse towards what Hampden Road users might be looking for in an improved main street.

The event attendees were overwhelmingly local and from a walking catchment which is an excellent indicator of the commercial sustainability of Hampden Road as a main street, with little dependence on car traffic or parking.

Statistics for Hampden Road

Approximately 40 people were interviewed at Hampden Road in two sessions. The first session of interviews were undertaken in the late morning/early afternoon not long after set-up, while a second session of interviews occurred later in the evening.

Every parking space that is created and every square metre if space given over to moving vehicles detracts from the 'place' value and therefore economic value of Battery Point

The event highlighted how willing the retail community was to work together as well as displaying how the community might use more open space if it were provided in the right environment.

This, even more than New Town Road, was really more of a pop up event, rather than a tactical urbanism street design exercise. However, there was still much to be learnt. Many assumptions about the community of Battery Point were tested and the latent demand for a more active main street was established.

The event highlighted how willing the retail community was to work together as well as displaying how the community might use more open space if it were provided in the right environment

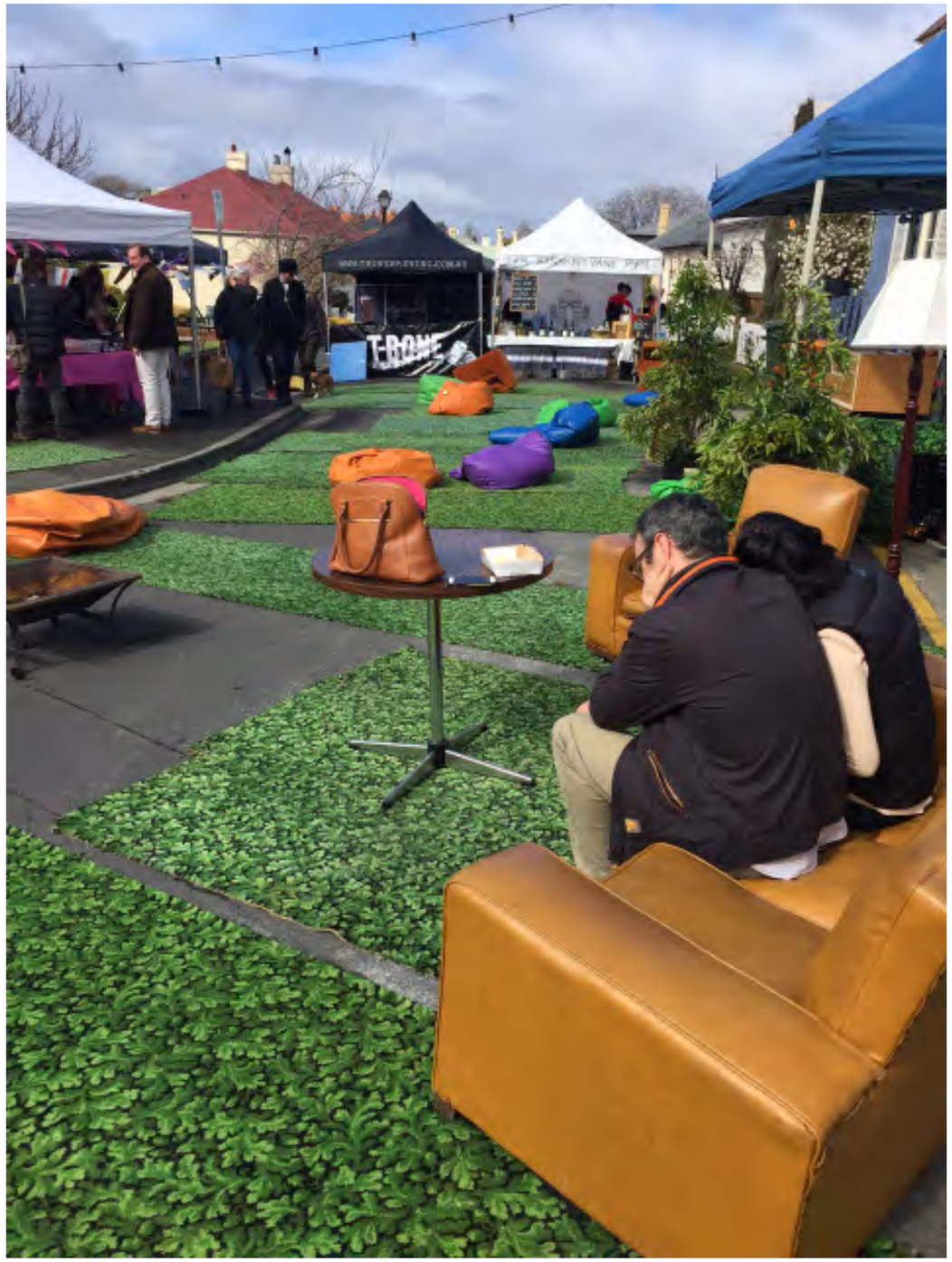
63% of the attendees considered themselves local but a remarkable 75% of people walked to the event. However, the average parking distance was only 150m away, about 2 minutes' walk.

This is an important element in the assessment of what Hampden Road might or should become. Battery Point is one of Australia's oldest suburbs and as such, when it was laid out and developed it was not expected to have to carry, or more importantly, store cars. Council is therefore constantly left with the balancing act of maintaining the integrity of the suburb versus supplying space to drive and store cars.

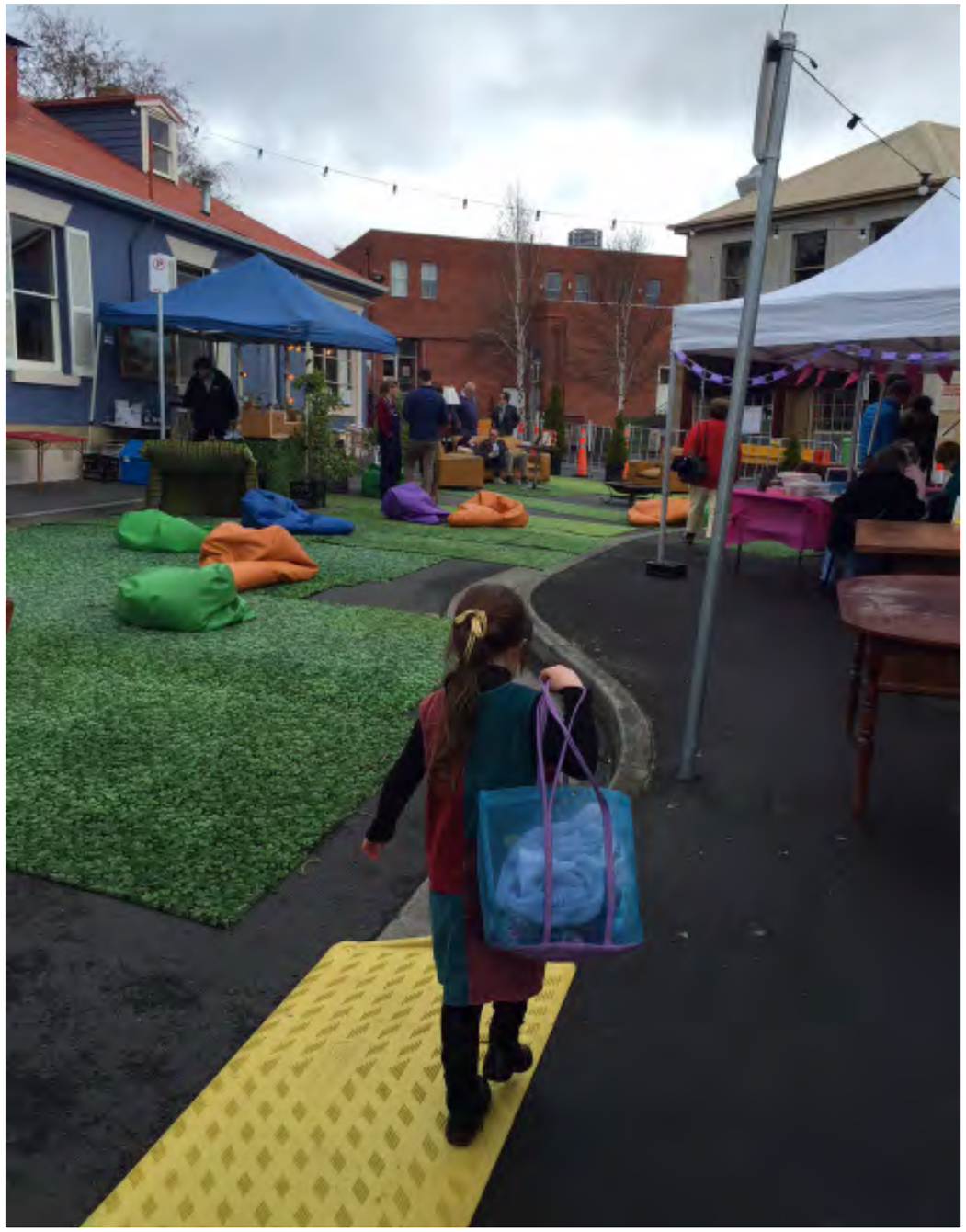
Every parking space that is created and every square metre of space given over to moving vehicles detracts from the 'place' value and therefore economic value of Battery Point.

This project could be an opportunity to get some exchange space back and allow Battery Point to contribute more to the economic prosperity of the City.

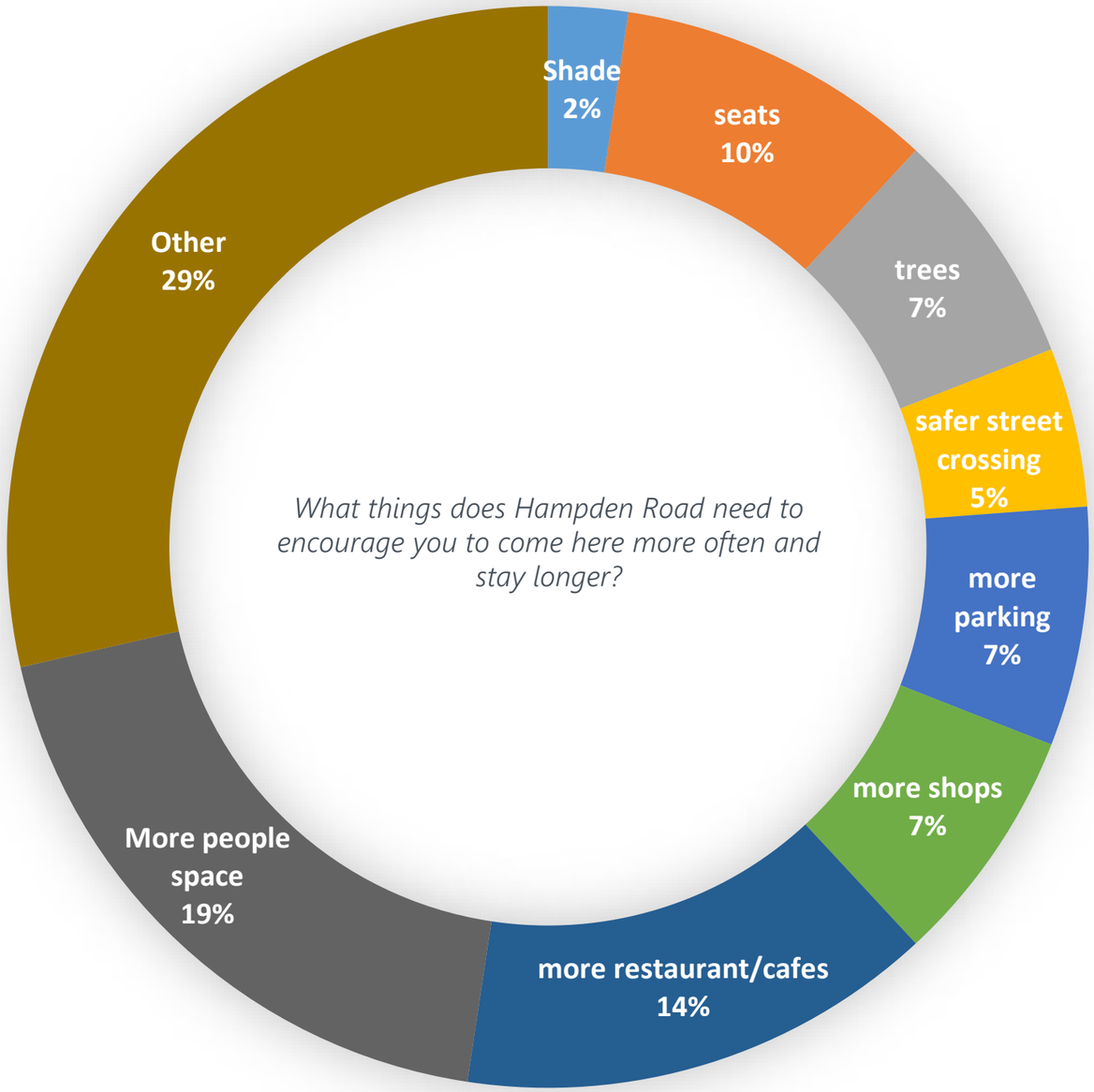
The community response to the survey question "what things does Hampden Road need to encourage you to come here more often and stay longer"is also instructive.



More people space and the closure of Francis Street was well recieved by residents and traders



The Hampden Road event was popular during the day and after dark



What does Hampden Road Need?

Battery Point streets are iconic, not just in a Tasmanian sense but in a national sense. They, along with very few other places (the Rocks in Sydney, Melbourne laneways, Freemantle) maintain excellent examples of what quality, convenience and practicality came from making streets that were suited to people and not made for vehicles.

Over the years, a broader variety of uses has crept back into Battery Point, making it a more contained and sustainable place. People can now live, work, shop and be entertained all within the walkable Battery Point / CBD area. Despite this, Hampden Road is not what could be called vital. All of the activity is contained behind closed doors.

[Battery Point streets] maintain excellent examples of what quality, convenience and practicality came from making streets that were suited to people and not made for vehicles.

There is a certain local charm to this in that to find the activity in Battery Point you would have to know about it from somebody else. The exception to this is the customers that wander up to Hampden Road after the Salamanca Market to visit one or two of the more well-known businesses. It would not be too difficult however to transform Hampden Road into a Playfair St (Rocks) or even a Maastricht (the Netherlands) or any number of narrow mixed-use streets in the Pearl District in Portland. These streets have been able to be more true to the historic value of their respective precincts by returning more space to people and taking space away from vehicles.

It was not surprising to learn then that what people wanted in Battery Point was more people space, more outdoor dining and more cafés and restaurants. The 'other' response which was higher than any other precinct was exclusively people requesting more outdoor events (including music) and more outdoor dining. Despite the constrained streets, more parking was the third lowest response, highlighting the community's high regard for walkability and sensitivity to the precincts historic roots.

"South Hobart village street party"

The South Hobart event was a very well attended event. It was compact and the community that attended was genuinely and proudly local. They clearly illustrated what makes the street unique, attracting people from school age to retirement age from the local schools, the local retirement village, and the local aged care facility.

The problematic aspect of the South Hobart precinct was that there were very few retailers involved in the organisation of the event. This is an issue as trader involvement was a key factor identified by the MRCagney team in order to be confident in recommending a scheme that the retail community genuinely "owns".

The tactical urbanism approach is specifically designed for the retailers to test the scheme they want. The event that was held at South Hobart, as successful as it was, was the work of a very committed community. On this basis, we cannot be certain this is a scheme the business community is committed to. Since the event, the team have received feedback directly from traders that they would prefer a different scheme, and thought that the scheme would impact them in a negative way. Whilst this might not be the case, it will be a case of selling them somebody else's scheme. This is exactly what the tactical urbanism process is designed to avoid.

Since the event, the team have received feedback directly from traders that they would prefer a different scheme, and thought that the scheme would impact them in a negative way

These issues could be resolved with an extensive consultation program through the detailed design phase, however this would be a much more difficult task given the retailers elected not to become involved in the project.

Statistics from Macquarie Street

The team surveyed approximately 80 attendees at the Macquarie Street event throughout the afternoon. In the order of 85% of the people considered themselves local and 50% of the people surveyed walked to the event. These are excellent figures that support the case for Macquarie Street to become a quality main street, not doomed to be a convenience centre where people drop in for 5 minutes to pick something up.

People who walked to the event averaged an 800m walk (about 10 minutes).

Approximately 40% of surveyed people drove to the event. When asked how far away they had to park, the average distance was just under 400m (about 5 minutes' walk). This is quite a short average walk from parking to destination, indicative of a convenience centre rather than a main street, and an oversupply of parking for a successful main street, which you would expect with the relatively low intensity land use.

In the long term, for the street to be successful, it is important that people are walking a bit further and walking past more shop fronts. Shorter average walks correlate with lower average spends, and if we want to revive Macquarie Street as an active and vibrant main street, increased foot traffic is essential. We would like the average walk to extend to encompass both 'centres' along the Macquarie Street study area.

OPPOSITE: Childrens activities at South Hobart

A plan for Hobart's local retail precincts

MRCagney in collaboration with **Inspiring Place**,
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What does Macquarie Street Need?

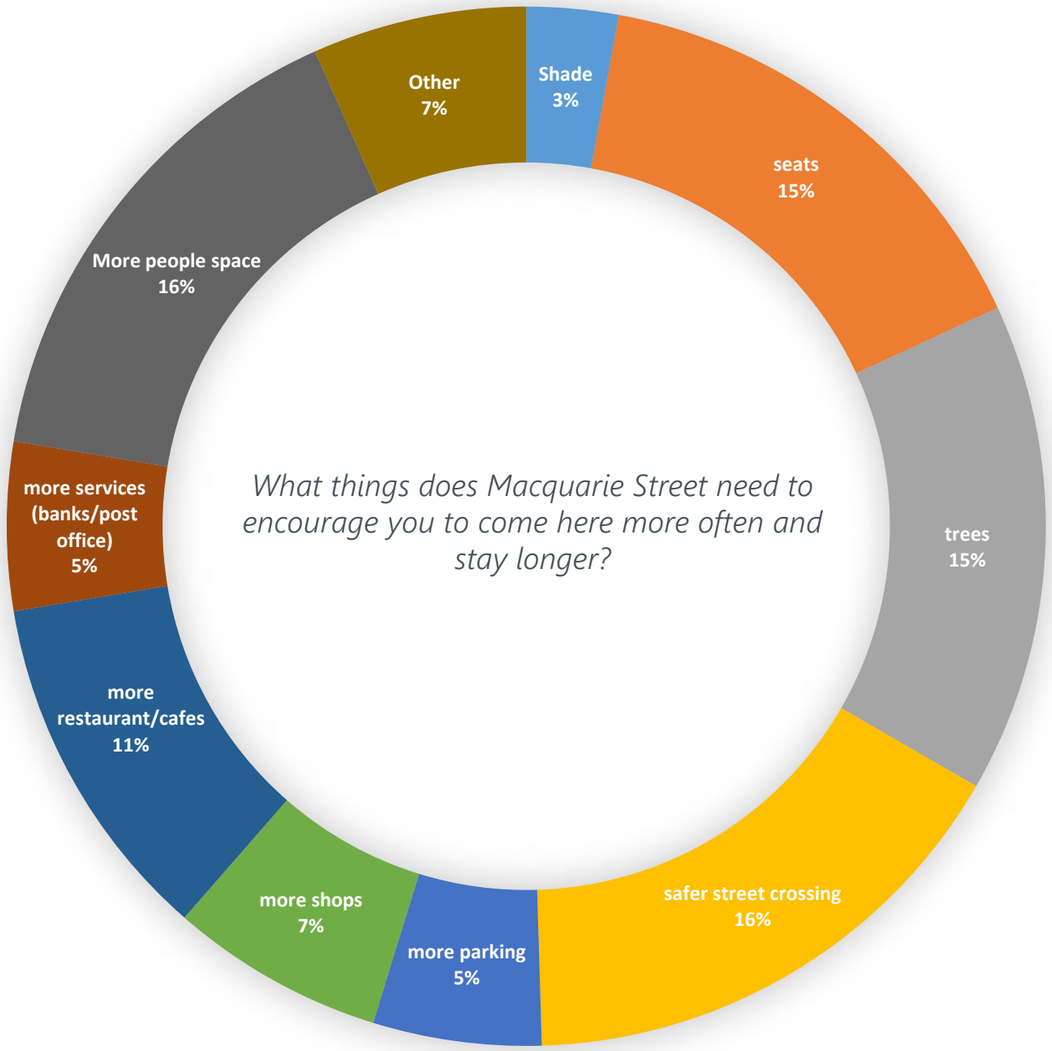
All people surveyed were asked what they thought would improve the street on a permanent basis and the results are shown in Figure 29. Compared to the other centres the most interesting result is the number of people who were concerned about crossing the street. This is interesting as there would be a good case to put forward that it is one of the safer streets to cross out of the six main streets in this study, other than Hampden Road.

There is however an understandable concern for the number of school children and elderly in the area who need to cross Macquarie Street.

There was also a significant push for more street trees. This is very understandable. The city in general lacks quality green interventions and Macquarie Street is no exception. A quality boulevard treatment of street trees connecting the two nodes in Macquarie Street would be magnificent. This could easily be done even within the constraints imparted by power lines.

Relocating power lines underground is also a possibility, however the large cost is unlikely to represent value for money to the community or Council.

The other significant issues for the people engaged at the event were more people space and more seating. This was an obvious response and the people who attended the event gave us every reason to believe they would enjoy using any extra space and seating if it were to be provided as part of any permanent works.



TOP: Live music at the Macquarie Street event

RIGHT: The South Hobart event engaged all ages

"Twilight on the green"

This was another well patronised twilight event that was almost a festival in itself. The event tested the closure of Cross Street and Valentine Street and involved the private open space in front of the adjacent old church building.

It was a very large event, but through an extremely hard working traders group, they were able to successfully fill a very large space with hundreds of people and manufacture a genuine village green atmosphere with temporary materials.

This was a leading event in terms of the two primary criteria. A well-connected and enthusiastic traders group, and a community showing some real latent demand for community street space.

Statistics for New Town Road

The team surveyed approximately 70 attendees at the event throughout the afternoon. 77% of the people considered themselves local and 53% of the people surveyed walked to the event. People who walked to the event averaged a 450m walk (about 5 minutes).

These are excellent figures, and demostrate that even with the relatively low density housing mix around the New Town shops, New Town Road can attract a local walking catchment as all quality main streets do.

The ability to engage the local community during the event, a compatbility with walking trips, and some small but interesting clusters of commercial activity show that New Town Road has significant potential beyond being simply a convenience centre primariliy for 5 minute drop in trips.

About 45% of people drove to the event.

When asked how far away they had to park the average distance was only about 180m, indicating that parking is certainly not in short supply. This high parking supply is probably the biggest threat to the success of New Town Road as a main street. It is a long street and the temptation is to drive from one shop to another instead of walking, which means people do not stay long enough to spend money, and walk past far fewer shop fronts. This causes the main street to decay into a quick stop convenience centre, the exact opposite of what the community is demanding.

The people of New Town are in danger of losing, if they have not already lost, the pleasure of walking into their local store, knowing the people and meeting their friends casually in their local main street.

This needs to be addressed. This recent photo from PARK(ing) Day in Auckland illustrates potentially how many customers a kerbside parking space keeps away from local shops.

ABOVE: PARK(ing) Day , Auckland

OPPOSITE: Food trucks and wood fires at Twiilight on the Green

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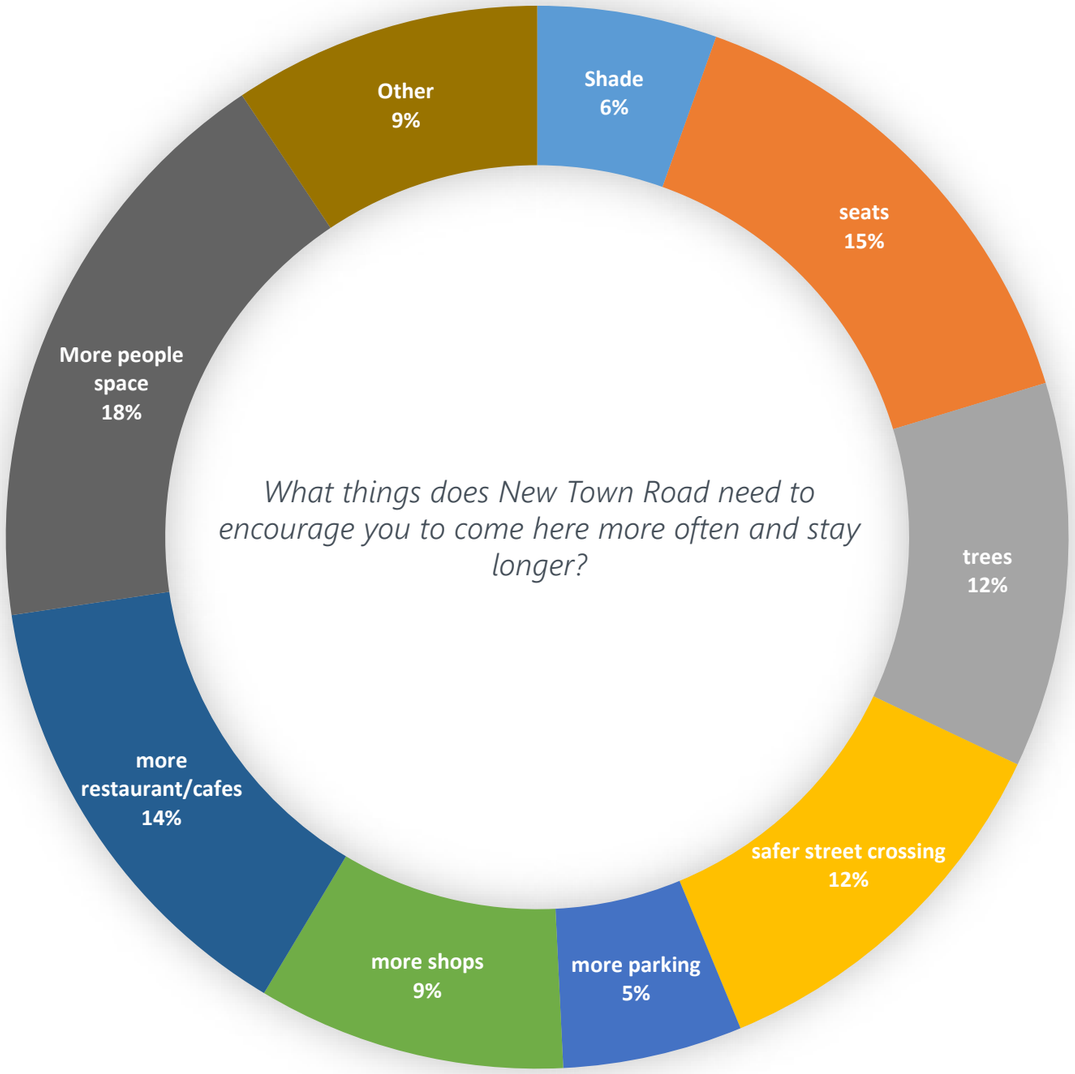

What does New Town Road Need?

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.

Opposite: The New Town event pulled a large crowd

A plan for Hobart's local retail precincts

MRCagney in collaboration with **Inspiring Place**,
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5 Identifying the priority precincts

A plan for Hobart's local retail precincts

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;

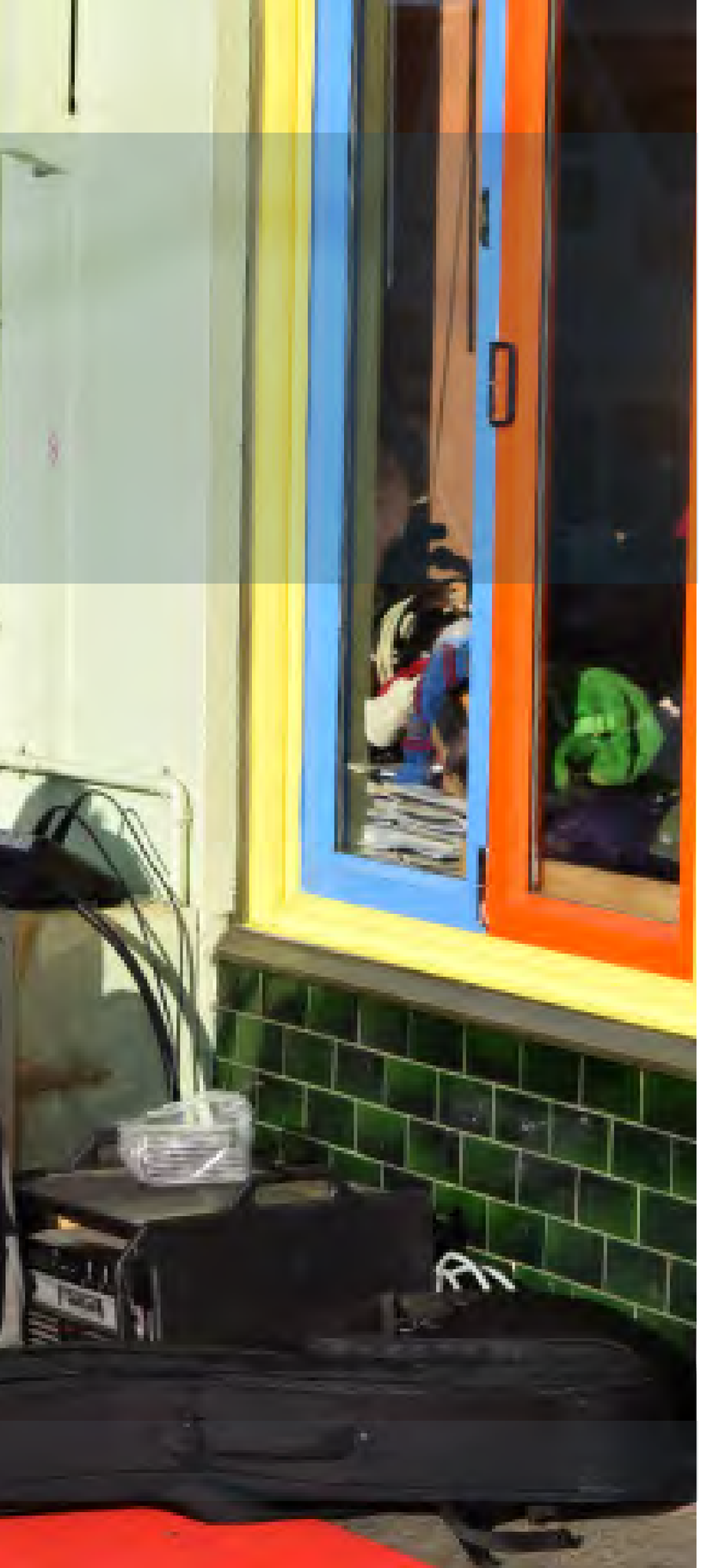
   e) Builds strong and healthy communities through diversity, participation and empathy;

   f) Is dynamic, vibrant and culturally expressive.

Opposite: Footpath activity at Lenah Valley

6

Results and conclusions



Opposite: Live music at the Macquarie Street event

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 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 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

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 enviroment will accomodate 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.

A plan for Hobart's local retail precincts

MRCagney in collaboration with **Inspiring Place**,
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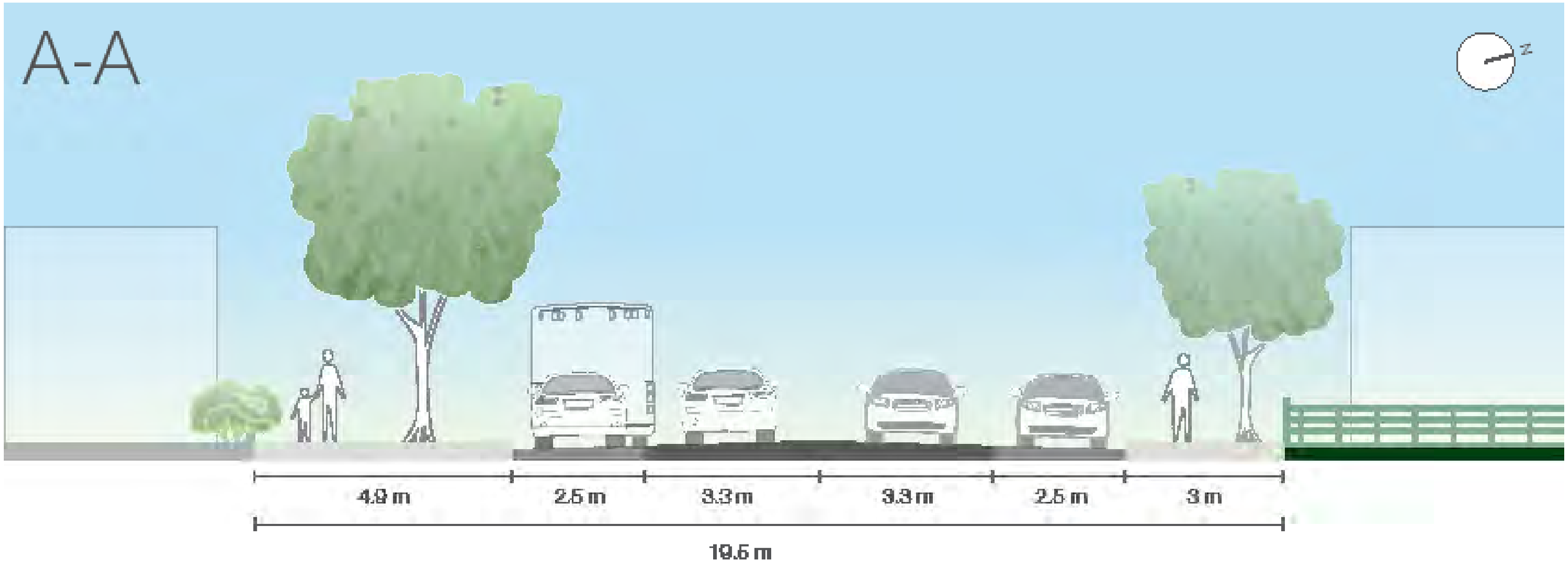
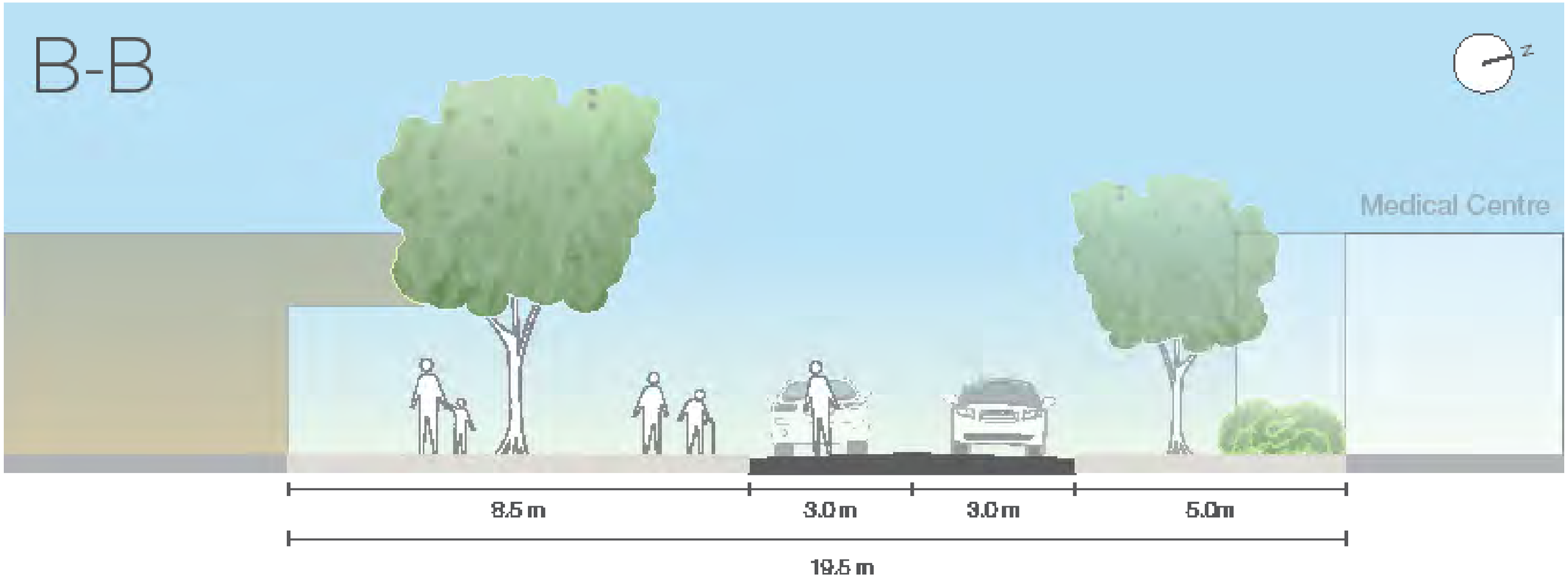
Augusta Road, Lenah Valley - Proposed cross-section A-A:



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



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 overwehlmingly 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 contect of New Town Road, as the main street qualities of the precinct develop, inviting bike riders to safely access the area will benefit the properity of traders to a greaer 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.

A plan for Hobart's local retail precincts

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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 if $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

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 planting 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:

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, Leonard 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 Vanderfield was designed by John Mongard Landscape Architects and carries high vehicle numbers per day.

A plan for Hobart's local retail precincts

MRCagney
freshstart communications
COMMUNICATION AND ENGAGEMENT

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

TYPICAL NEW CROSSING WITH MEDIAN

New pedestrian crossings on wide carriageways and on streets carrying higher traffic volumes, such as South Hobart map 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.

A plan for Hobart's local retail precincts

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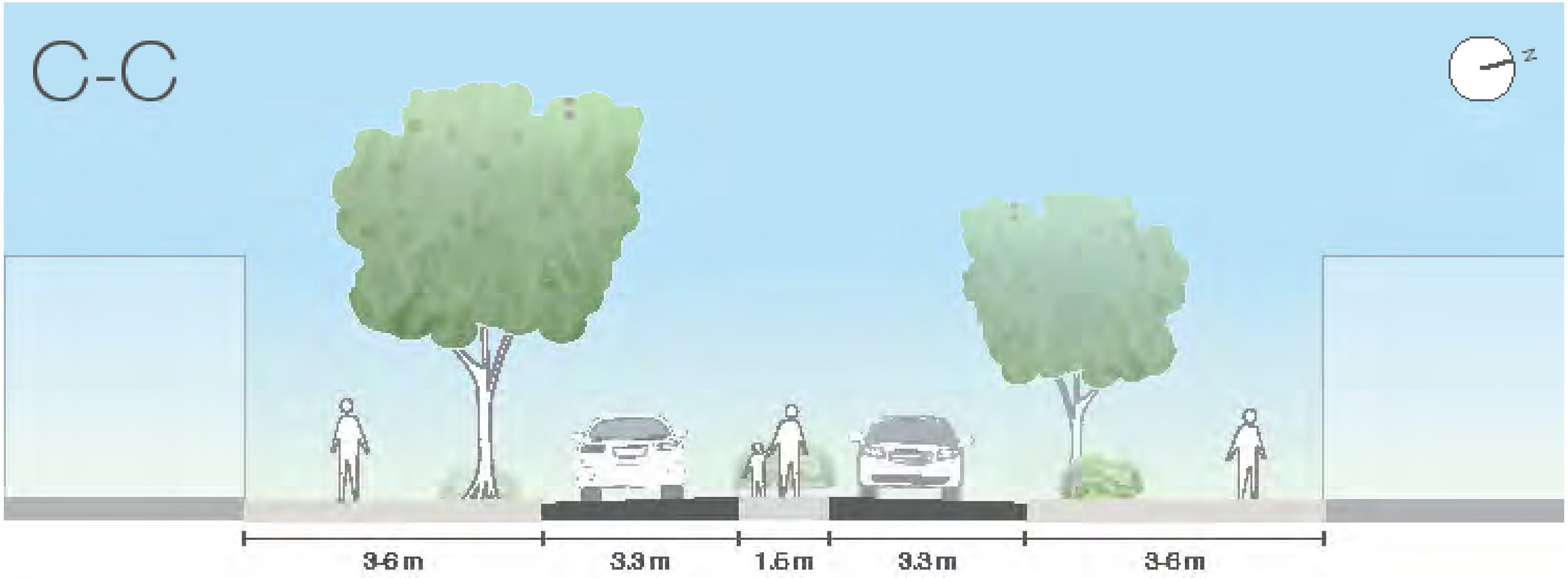
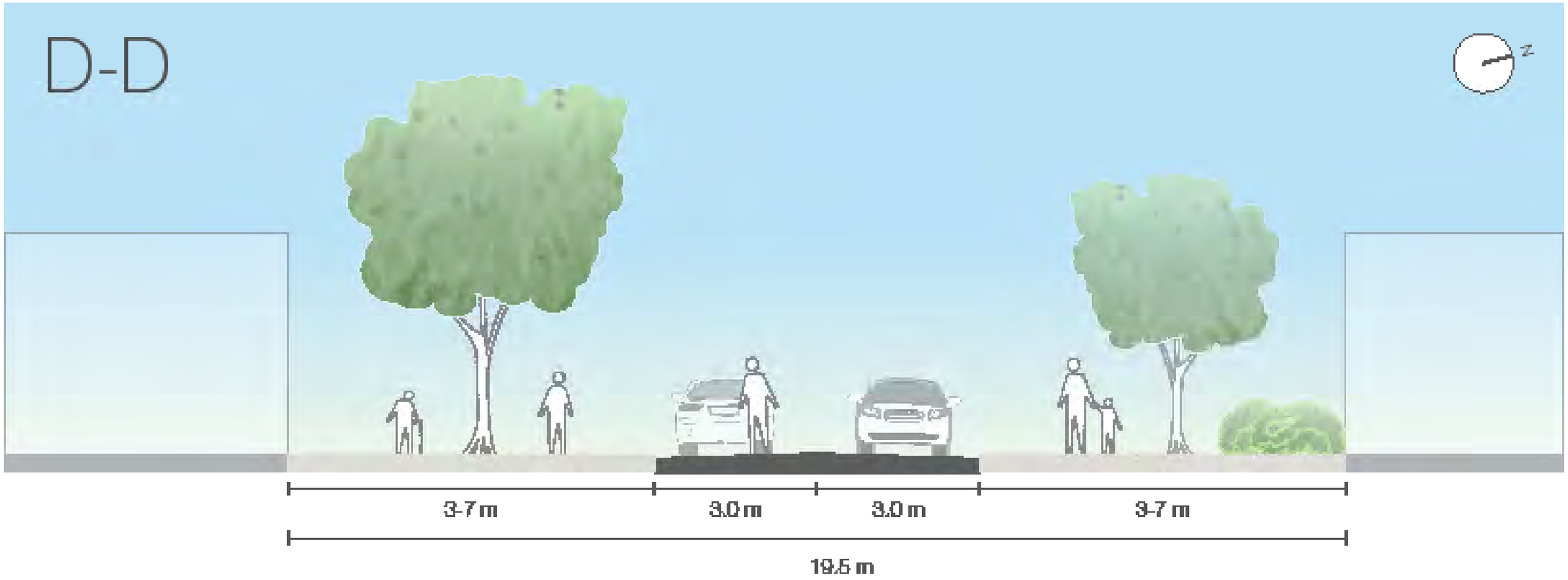
Cross-section of typical new crossing:



Cross-section of typical new crossing with median:



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

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

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 owns 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.

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 upgrade existing play area
3. Change to 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

A plan for Hobart's local retail precincts

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

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

In the future, the completion of the UTas accomodation 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 accomodation 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 permanent surface around [illegible]
5. [illegible]
6. Provide area for cafe tables and chairs
7. [illegible]
8. Bike racks
9. Banner and poster poles

Elizabeth / Warwick Street concept:

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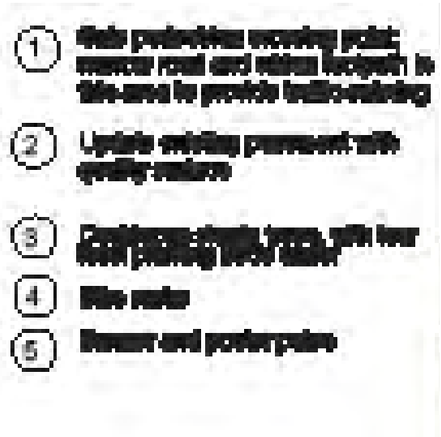

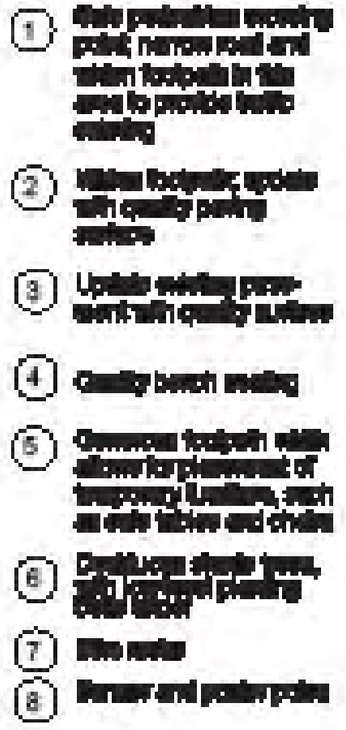

TOP: Mid-block pedestrian crossing concept between Brisbane and Patrick Streets

RIGHT: Elizabeth Streett concept at Brisbane Street

1. Gale 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 feature, 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 deterant 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 firther 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.

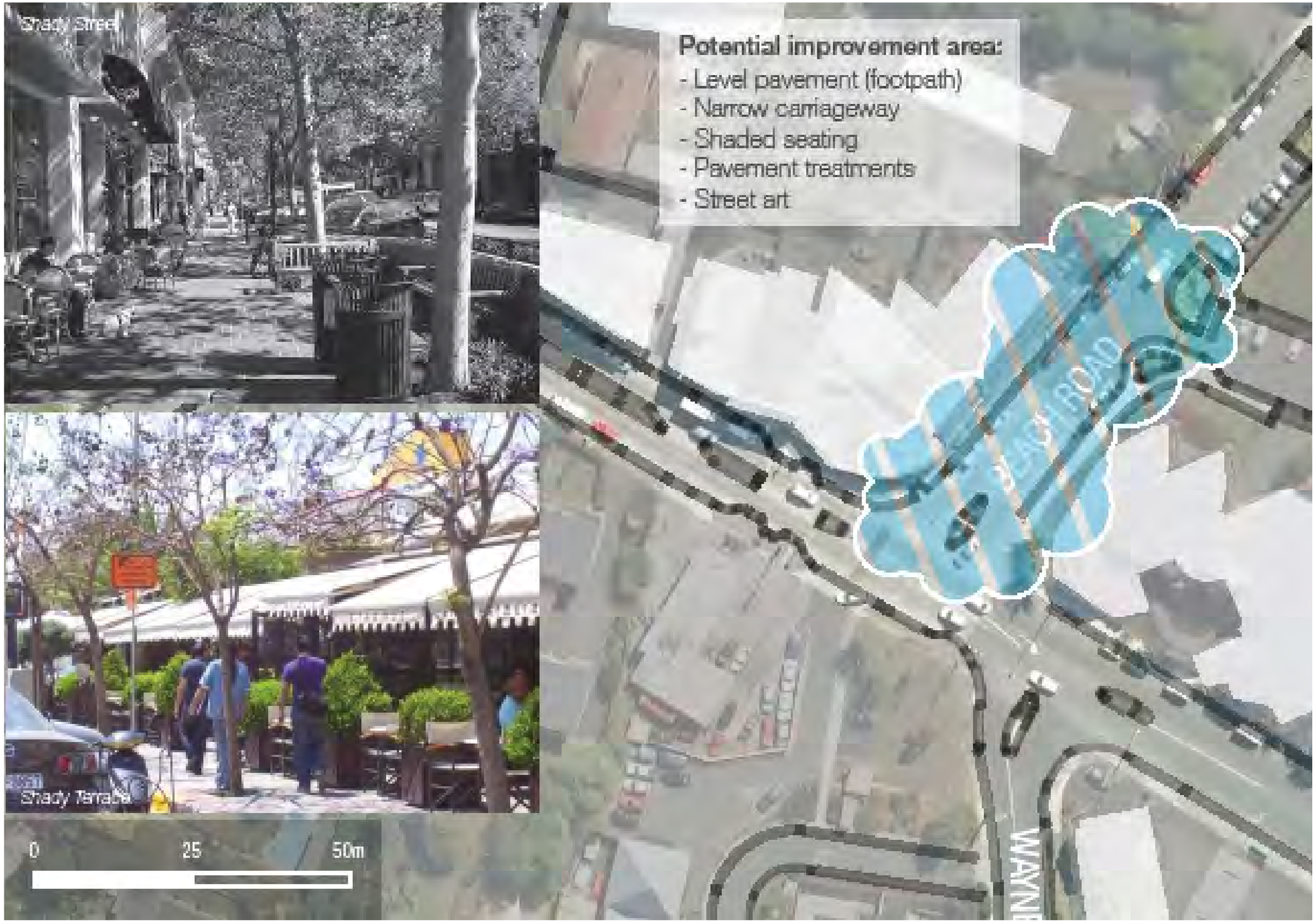
Works on Sandy Bay Road could be done to improve people amenity, however the traffic cost may be seen by the community as too high. There are currently pedestrian activated signalised pedestrian facilities to cross Sandy Bay Road.

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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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 of 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:

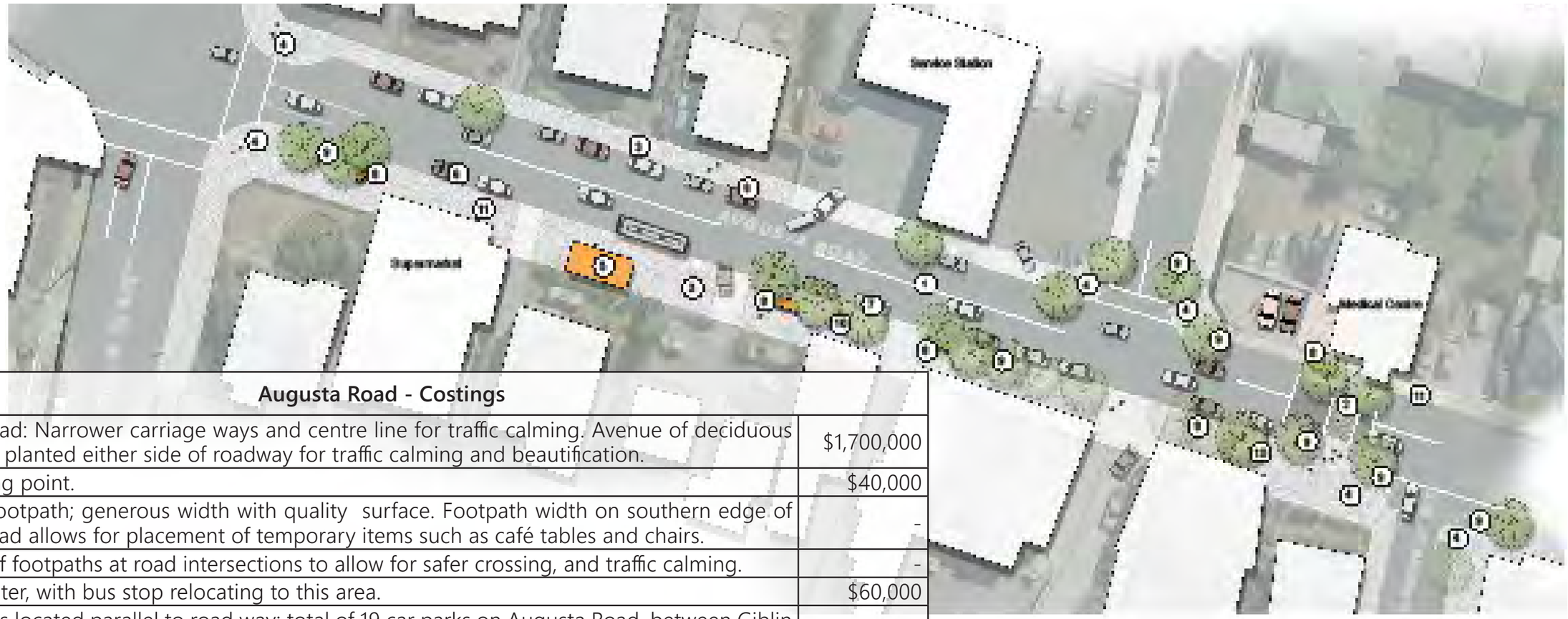
- Priority 1 – Proceed to immediate detail design, including community engagement to refine the scheme of the Augusta Road proposal as tested with an aim to commence construction as soon as possible.
- Priority 2 – Commence community engagement with the New Town community on the refinement of the New 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

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**

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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