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LATROBE TOWN CENTRE ENHANCEMENT

Draft Structure Plan

Prepared by Studio GL for Latrobe Council

March 2024



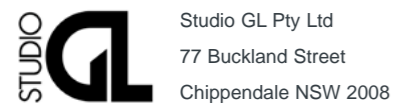
We acknowledge the traditional land of the Punnilerpanner people of the North Nation, on which the Latrobe Council area is located. We pay respect to elders past, present and emerging.

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Chapter 1 Introduction

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1-1 Background and Purpose

The Latrobe local government area is one of the fastest residential growth areas in Tasmania and the town centre has grown increasingly busy in recent years. In 2023, Latrobe Council proposed to review the overall operation of the Latrobe Town Centre in consultation with the community.

Studio GL was commissioned by Council to develop an integrated framework for the future growth and development of the Latrobe Town Centre. The purpose of the project was to provide a consistent vision for members of the community and Council, through the development of a clear strategic direction for the town centre.

The project has been undertaken utilising a place-based approach which takes into consideration various urban design concepts including access, movement, traffic, parking, built form, heritage, culture, character, landscaping, services and amenities.

The town centre was developed along a main road (Gilbert Street), that runs east west, from the main residential areas towards the Mersey River. It has been recognised that the design of the centre would benefit from a review, with particular focus on opportunities to attract people to the town centre, improving the use of public open spaces and the safe movement of cycling and pedestrian traffic in the area, along with investigating key areas to see how more housing, retail and a better street network could be provided.

1-2 Project Aims

The project has been a collaborative process informed by Council and the local community. It was completed in 3 key stages (Analysis; Design Charrette; and Report).

The key aims of the project include:

- to investigate opportunities for further commercial development and tourist accommodation to ensure the town centre is consolidated rather than further dissipated;
- to evaluate the operation of Gilbert Street for vehicles and pedestrians and to refine any current-proposed traffic management proposals;
- to evaluate the current parking situation and propose possible and achievable solutions for future car parking provision in the context of also improving the urban amenity of the town centre;
- to review the key public spaces in the town centre including Station Square and Kings Park and the potential for linkages to the coastal pathway along River Road and the Wild Mersey Mountain Bike Trailhead at Warrawee, with particular emphasis on attracting people to the town centre;
- to facilitate the safe passage of cycling and pedestrian traffic in the area;
- to provide a proposed structure plan for the area; and
- to identify a new site for a market space.

1-3 Document Structure

This document is divided into 4 chapters, plus an Appendix.

Chapter One provides background and an overview of the project.

Chapter Two contains a context review of the Town Centre. It includes strategic and spatial analysis of the study area and helps form a baseline understanding of the place. It documents the underlying natural landform, pedestrian access, vehicle movement, built form and heritage fabric of the town centre.

Chapter 3 establishes a Future Vision and Design Principles to guide the growth of the centre.

Chapter 4 provides a Spatial Framework that outlines a range of proposed initiatives and ideas to enhance the town centre. These ideas have been organised into 4 key themes which are 'Public Spaces and Places', 'Access and Movement', 'Built Form' and 'Activation and Placemaking'. Studio GL have collaborated with JMT Consultancy who provided specialist transport planning advice relating to the 'Access and Movement' strategies proposed for the centre.

An Appendix at the end of the document contains an overview of the community engagement strategy and a summary of the feedback received during the consultation process.

01 Introduction

1-4 Regional Context

The Latrobe Town Centre is situated within the Latrobe Local Government Area, located in the central north of Tasmania. Neighbouring LGA's include Mount Tamar, Meander Valley, Kentish and Devonport.

The Latrobe Town Centre is located approximately 8km (10 minute drive) from Devonport, a major regional centre which offers a range of regional transport infrastructure including an airport and passenger ferry terminal. Latrobe is also located within close proximity to the regional centres of Launceston and George Town.

A combination of motorways and arterial roads connect Latrobe with the key centres of Devonport, Launceston and George Town, and main roads provide linkages to smaller town centres in the region. The Bass Highway connects Latrobe to Launceston, in approximately one hour by car.

The Western Train Line, previously known as the 'Launceston and Western Line', is a 223km freight rail corridor that runs to the west of Latrobe, from Western Junction to Wiltshire.

Key waterways are located within close proximity to the town, including the Mersey River to the west, and Port Sorell to the north east, as well as Bass Strait to the north. Kings Creek runs just north of the centre, and discharges into the Mersey River, resulting in flooding issues during heavy storms.

The Wild Mersey Mountain Bike Trails, a significant recreational destination for residents and visitors in the wider region, is located just south of the Latrobe Town Centre, approximately 3.5km away.

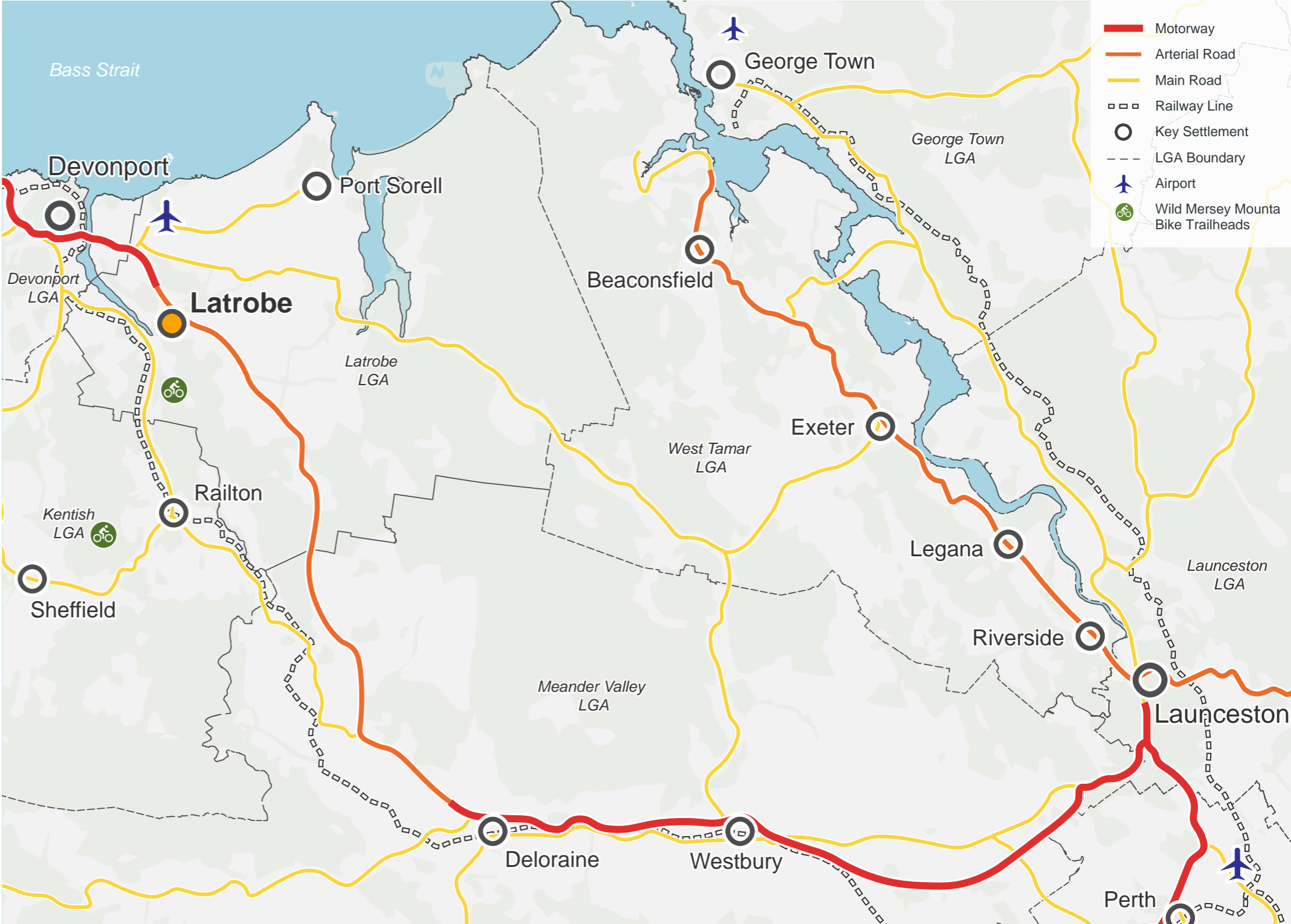


Figure 1 Regional Context map with Latrobe settlement



1-5 Local Context

The Latrobe Town Centre is a river town surrounded by a series of influential natural and built features, including significant bushland on the hill directly to the north, the Mersey River to the west, Bass Highway to the east and the Western Railway Line to the south-west.

Gilbert Street is the key main road that connects the Town Centre with the wider area, via major arterial roads such as Moriarty Road, Mersey Main Road and Railton Road. The Bass Highway provides regional north-south connectivity.

A number of key destinations exist in and around the Latrobe Town Centre, including supermarkets, medical facilities, education facilities, civic and community spaces, as well as tourist and recreation destinations. Key destinations identified on the adjacent map include the Mersey Community Hospital, Latrobe Speedway, Latrobe High School and Primary School, as well as Sherwood Hall. Within the study area, the Latrobe Post Office acts as a significant built form landmark, and the IGA/Hill Street Grocer and Reliquaire Toy Store serve as major retail anchors for the area.

The dominant landscape character of the wider area is rural land, with pockets of concentrated residential development and community facilities. Latrobe is well known for its fresh produce grown in lush soil, which is partly due to the Mersey River flood plains to the west and south west.

Bells Parade Reserve overlooks Pig Island and is a popular local open space on the Latrobe inlet of the Mersey River. From the 1880s this location was the main port on the Mersey River, becoming northern Tasmania's second major trading port for a period.



Figure 2 Local Context map

1-6 The Study Area

The Study Area occupies a total area of approximately 20 hectares. The Study Area boundary is primarily defined by land zoned for General Business uses.

The area is bounded by bushland to the north, Victor Street to the west, Cotton Street to the south and Bradshaw Street to the east. Gilbert Street is the main street and it runs east-west. Adjoining streets off Gilbert Street generally run north-south and form a regular block structure. Surrounding streets are typically wide and relatively quiet, and on-street parking is well provided for. Street trees are minimal within the Town Centre, with tree coverage heavily concentrated in the bushland area to the north.

The Latrobe Town Centre comprises a variety of independent specialty stores, supported by a number of key landmarks which bring character to the area such as the Latrobe Post Office. The Study Area is predominately surrounded by low density housing to the east, with limited development to the west due to flooding concerns.

Public green open space within the Study Area is limited to Kings Park to the north. A large vacant lot exists in the south-west of the Study Area however this site has historically been highly flood prone. Recent flood mitigation works may change the status of this land over time.

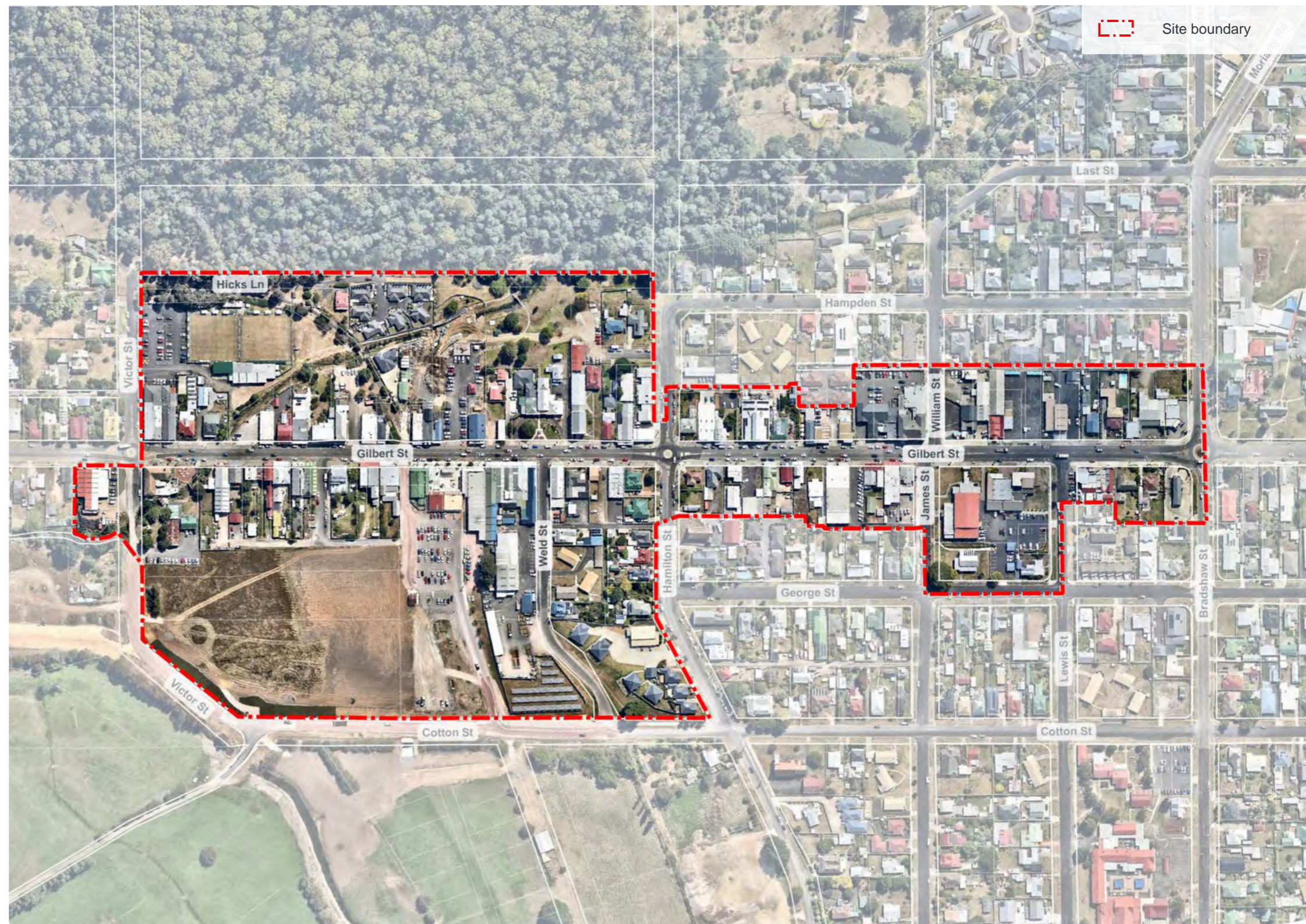


Figure 3 Study Area Aerial map



Chapter 2 Context Analysis

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- 2-3 Topography and Landform
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02 Context Analysis

2-1 Strategic Context



The Cradle Coast Regional Futures Plan 2019-2022

Author: Cradle Coast Authority (2018)

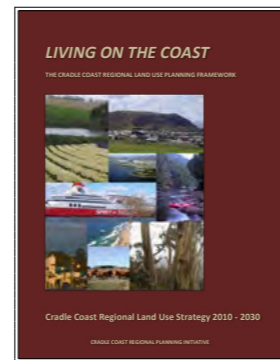
The Cradle Coast Regional Futures Plan was developed in 2018 in order to guide future regional and local development with the aim of 'boosting regional growth and fostering a more resilient economy to lift the living standards of all residents in the region'. A key focus on creating more jobs and better jobs is emphasised.

Key challenges for the region are identified, including high unemployment rates, low educational attainment levels, a shrinking working-age population, poor population retention, regionally dispersed population and significant labour demands.

Priority strategic intent areas are highlighted including improving educational attainment, enhancing innovation and entrepreneurship, building on industries with a competitive advantage for economic growth, leveraging regional strengths to develop the tourism industry, capturing employment opportunities from the emerging services sector and developing the necessary leadership and oversight.

A concentration of economic activity is identified around the Devonport and Burnie area within which the Latrobe Town Centre is located. Emerging economic opportunities that the region should capitalise on include advanced manufacturing, agribusiness including aquaculture, forestry and renewable energy as well as health care, social assistance and tourism.

A number of assets and strengths of the region which can be built upon were emphasised, such as traditional industries of manufacturing and agriculture, emerging industry and services sectors, tourism, connectivity of the region, transport infrastructure and business innovation.



Cradle Coast Regional Land Use Strategy 2010-2030

Author: Cradle Coast Regional Planning Initiative (2010)

The Cradle Coast Regional Land Use Strategy was developed in order to provide a coordinated approach to regional land use planning of the Cradle Coast area, into the future.

Five key objectives of the Strategy include furthering the objectives of the Tasmanian land use planning system, providing regional context for the planning of future settlement and land use, promote knowledge-based long-term thinking around land use outcomes, consolidate various existing land use policies, and provide guidance for the preparation of relevant environmental, economic, social and resource management strategies.

A 6-part vision for the Cradle Coast region is identified which emphasises the importance of a sustainable and dynamic place with distinctive communities that celebrate their identity and connectedness, a culture of innovative and long-term thinking, an understanding and respect for the region's significant natural systems, and coordinated action for approaching land use and resource management.

The Strategy provides an in-depth overview of important land use planning considerations for the region including natural systems, economic activity and employment, settlement patterns and community characteristics, as well as infrastructure provision. A series of subsidiary considerations are provided for each category along with a number of strategic outcomes and land use policies.

Fifteen principles for implementation are provided which revolve around collaboration and integration, land conservation, development facilitation, liveability, sustainability, inter-generational equity, regular policy review, regional and international competitiveness, and appropriate regulatory control.



Latrobe Township and Environs Strategic Plan 2009

Author: Latrobe Council (2009)

The Latrobe Township and Environs Strategic Plan 2009 aims to 'guide future use and development in the Latrobe Township and the rural and rural residential areas in close proximity to it'.

The Latrobe local government area is identified as 'one of the fastest residential growth areas in Tasmania' and therefore this Strategic Plan will be critical in informing the future character of the area.

Key objectives of the Plan include economic, social and environmental outcomes. It is envisioned that the Township attracts more visitors, invigorates local job opportunities and is a highly liveable place whilst protecting agricultural land and the natural values of the area.

The Plan provides criteria for residential expansion assessment, along with detailed intended directions for certain residential, commercial, industrial and public domain developments. Provisions and guidelines for landscape and cultural value areas as well as public open space provision is provided. Specific guidance is also given around tourist operations in the Latrobe Town Centre.

Twelve major recommendations are given in the Plan which revolve around residential expansion eastwards, extension of commercial development and tourist operations, establishment of public open spaces, improvement of street connections, development of road design standards, zoning amendments, and further assessment of key sites and development standards.

02 Context Analysis

2-1 Strategic Context



Latrobe Council Strategic Plan - Strategic Direction 2020-2030

Author: Latrobe Council (2020)

The Latrobe Council Strategic Plan sets a 10-year vision for the Township including the values, goals and priorities that will be pursued.

The Plan has a vision for the growing township of Latrobe to remain 'a special place in which to live; one that respects and values our history and rural connections and the role we can all play in creating a sustainable and prosperous future'.

Priority projects are identified including the Latrobe Flood Protection and Stormwater Plan, Wild Mersey Mountain Bike Trail, Port Sorell Caravan Park Upgrade, and Banksia Facilities Redevelopment.

Strategic objectives of 'governance', 'community and economic development', 'infrastructure and assets', and 'development and regulatory' are established. A series of strategies are identified under each objective area with an accompanying time frame and performance measure. A significant portion of strategies are intended to be ongoing strategic initiatives.

Governance strategies aim to enhance leadership and advocacy, provide transparent governance, ensure financial viability of the Council, develop employment opportunities and ensure effective risk management.

Community and economic development strategies include supporting business development, promoting tourism activities, facilitating cultural festivals, providing a range of quality community facilities and preparing for emergency response and recovery.

Infrastructure and assets strategies revolve around enhancements to roads, stormwater systems, community facilities, parks, waste management and natural resources.

Development and regulatory strategies include effective management of land use planning and building services, improving public health and promoting responsible animal ownership.



Minimising Flood Risk in Latrobe: Hydraulic modelling and levee options assessment

Author: Hydro-Electric Corporation (2018)

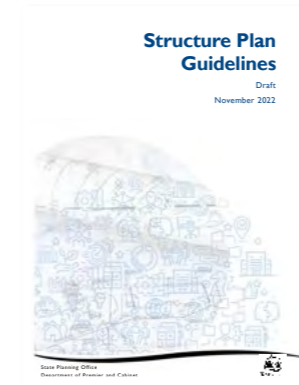
This report was prepared for Latrobe Council and aims to provide structural flood protection options for the Latrobe township.

Latrobe has a long history of flooding, and the severity of the recent June 2016 flood event triggered a need for the development of long-term strategic flood protection solutions to ensure Latrobe is resilient in the event of another flood.

Hydraulic analysis and modelling of Kings Creek and the Mersey River was completed which revealed 8 key mitigation options. These were evaluated using a high level cost-benefit analysis, and a shortlist of four mitigation options were established.

Flood protection options include different extents of flood barriers and flood-proofing of residential dwellings, as well as enlargement of Victor Street Bridge opening, modification of Sheean Walk to cater for flood diversion, and Kings Creek embankment stabilisation.

A final recommendation is for a short flood barrier downstream of Mersey Bridge and flood barriers along Kings Creek and Kobie Lane with several emergency spillways and/or fuse plugs along Kings Creek levee.



Structure Plan Guidelines (Draft)

Author: State Planning Office: Department of Premier and Cabinet (2022)

This document aims to 'provide agreed guidance for the preparation of structure plans at the local strategic planning level'.

Structure plans are categorised into Township or settlement structure plans, greenfield structure plans and precinct structure plans.

In preparing a structure plan, it is recommended that background research and data collection is conducted, a timeframe is established that the structure plan is to provide for, stakeholder engagement and community consultation is conducted, options are evaluated and a vision is developed.

The structure plan should articulate 'how the vision will be achieved through a range of strategies (goals) with associated actions that are spatially represented in maps or plans'.

Structure plans should align with the relevant statutory planning policy framework, identify land use changes, provide for sustainable growth, coordinate social & physical infrastructure and service delivery, consider wider impacts to the surrounding area and provide actions relevant to a broad set of objectives.

An implementation framework is established including adoption by Council, clear and transparent governance structure, stakeholder agreement, establishment of necessary partnerships and budget allocation.

Guidelines for structure plan document content is also provided including Council endorsement, purpose, timeline, policy framework, application area, stakeholder engagement, community consultation, context, vision, structure plan maps, implementation plan, monitoring and review as well as supporting studies.

02 Context Analysis

2-2 Demographic Context

Community Profile

The population of Latrobe is growing, with an approximate 16% increase in population from 2016 to 2021 and its growth is expected to continue in the coming years.

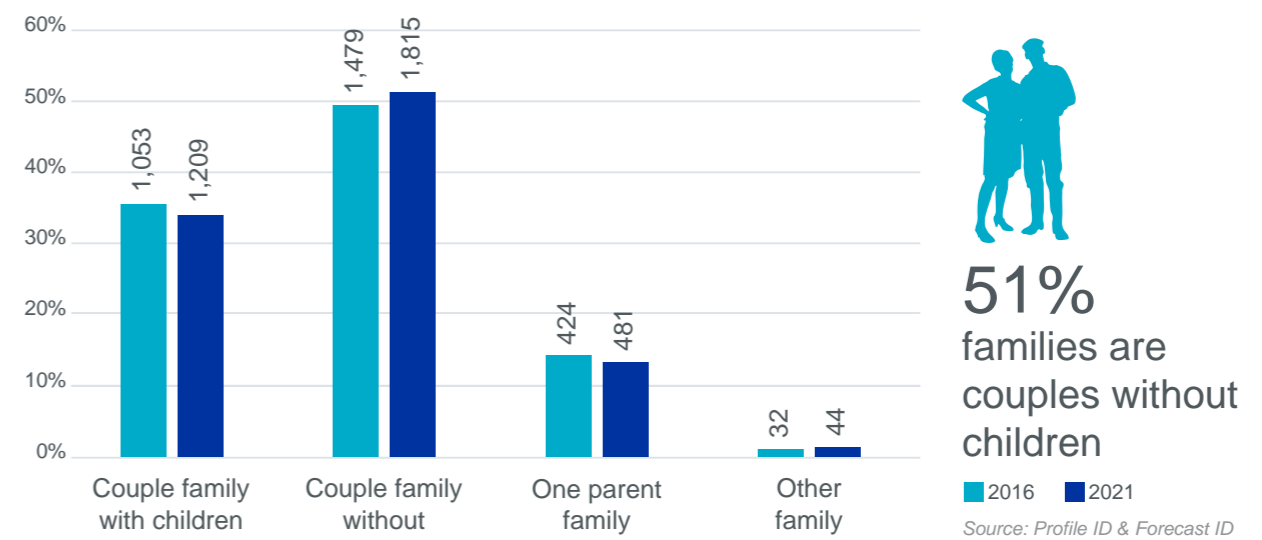
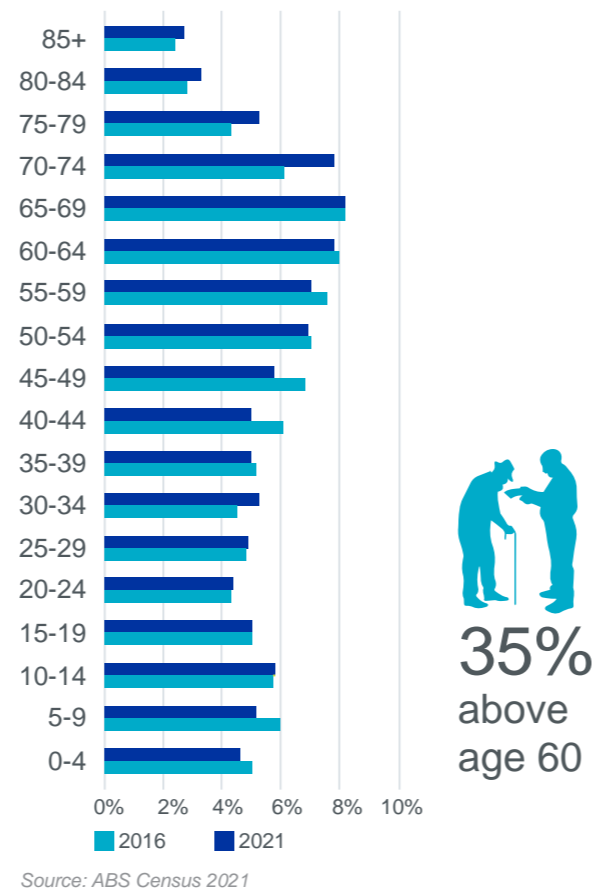
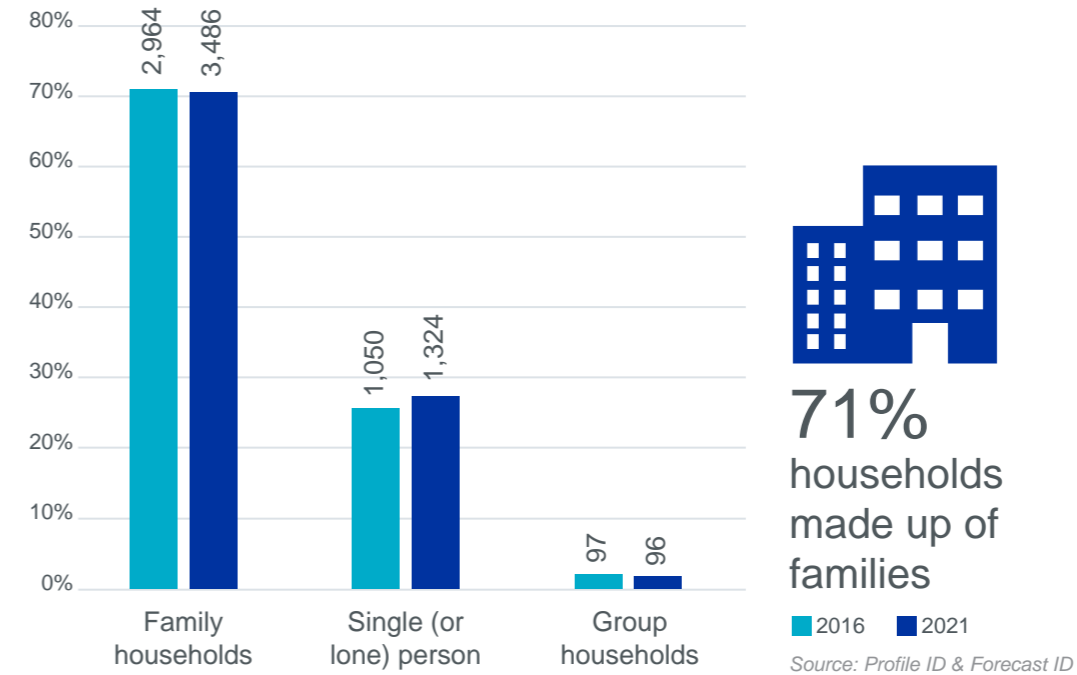
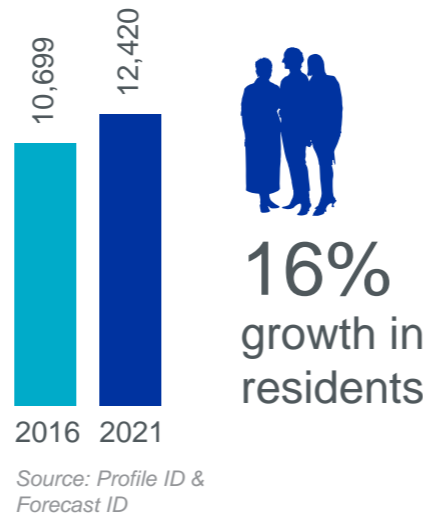
The 70-74 age group have experienced the largest population increase between 2016 and 2021, rising from 6.1% to 7.8% of total population. All age brackets above 70 have experienced growth between this period and 35% of the 2021 population is aged above 60, highlighting an ageing population in Latrobe.

Interestingly, 40-44 and 45-49 age groups have shrunk between 2016 and 2021. This reveals a reduction in the working-age population of Latrobe, placing stress on employment supply particularly as the area grows.

Household and Family Compositions

Families are the largest household composition category in Latrobe, making up 71% of households. Single person households make up 27%, followed by group households at a mere 2%. Minimal change has occurred across these groups between 2016 and 2021, reinforcing families as the most dominant dwelling occupants.

Breaking down family composition reveals 'couple family without children' as the largest group at 51% of families, and this category has seen a slight increase from 2016 to 2021. This perhaps correlates with the findings of an ageing population in Latrobe with many 'empty nesters' residing in the area. Couples with children make up 34% of families in Latrobe, followed by one parent families at 14%.



02 Context Analysis

2-3 Topography and Landform

The Latrobe Town Centre has a relatively flat topography with only minor level changes occurring across the study area. This makes the Centre highly walkable and conducive to active transport.

The Kings Creek waterway traverses the site from north-east to south-west and flows to the Mersey River. A significant portion of the western area of the site lies on flood prone land. The most recent flood event in 2016 caused severe damage to the centre and resulted in the development of the 'Latrobe Flood Levees Project' to minimise flood risk in the centre.

Elevation rises considerably to the north of the Study Area in the form of a densely wooded hill. This landscape provides a key terminating view when looking north from the Town Centre through north-south streets and vacant lots. More distant views to the surrounding area are available looking south, east and west from the Town Centre due to the flatter topography.

Gilbert Street is the main thoroughfare in the Town Centre that runs east-west. A relatively regular grid block layout characterises the broader area with the majority of streets running north-south and east-west.



View of the steep bushland area looking north from Gilbert Street

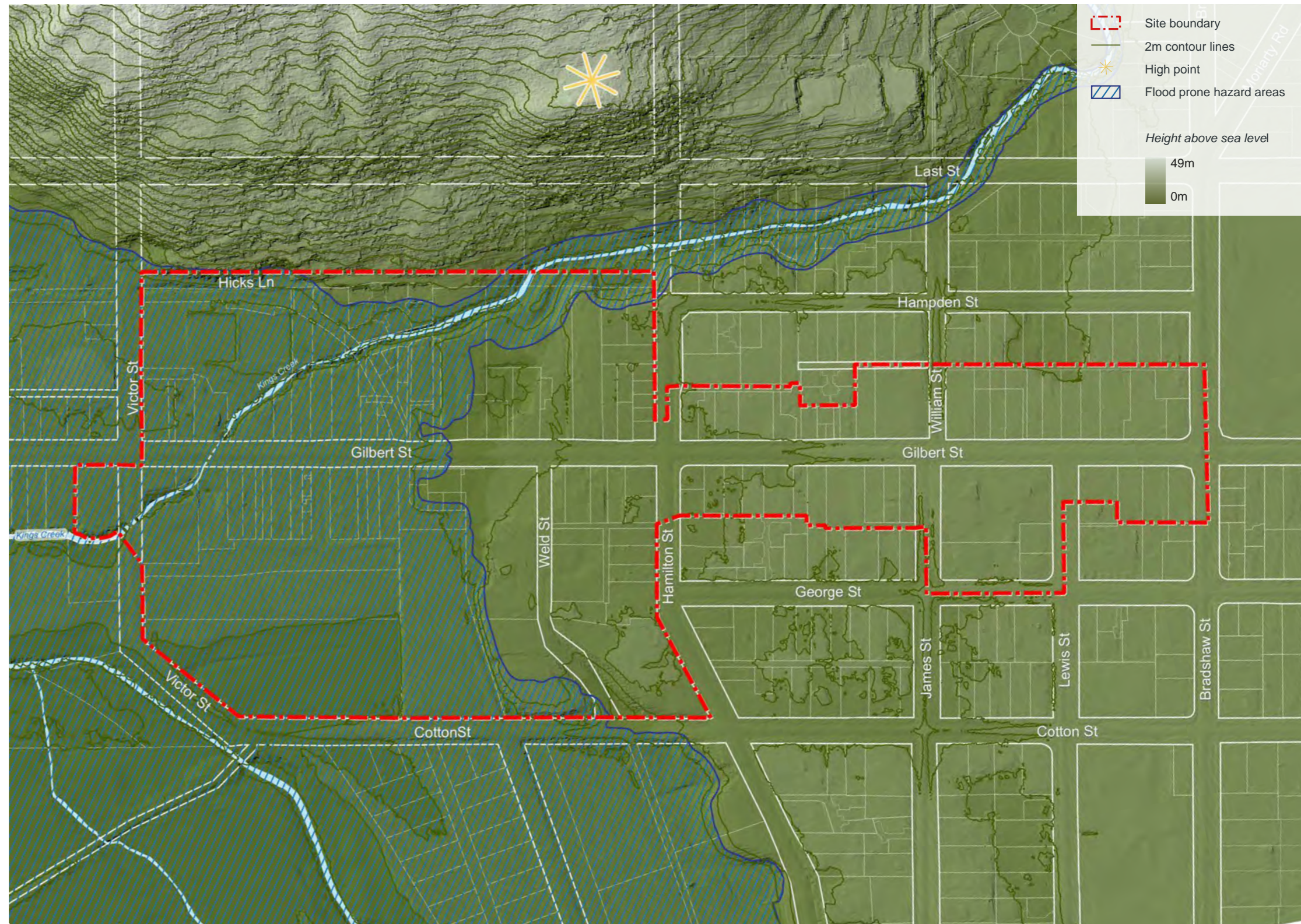


Figure 4 Topography and landform map
Flood-prone hazard area overlay (source: Draft Latrobe LPS 2021)



02 Context Analysis

2-4 Landscape and Open Space

Tree coverage is relatively minimal within the study boundary, with trees generally concentrated to the north around Kings Park and Sheean Walk. Trees within the Town Centre are generally contained within private allotments with minimal street trees evident along Gilbert Street. Tree coverage is significant to the north-west of site in the bushland area. Tree coverage is also heavy along the banks of Kings Creek and surrounding waterways.

There is one key green public open space located within the study area, Kings Park, which is situated to the north of the Gilbert Street and is accessible via the public car park opposite Station Square.

Two large areas to the north and south of the centre are identified as bushfire prone land which encroach into the north-west and south-west of the study area.



Kings Park entry gateway

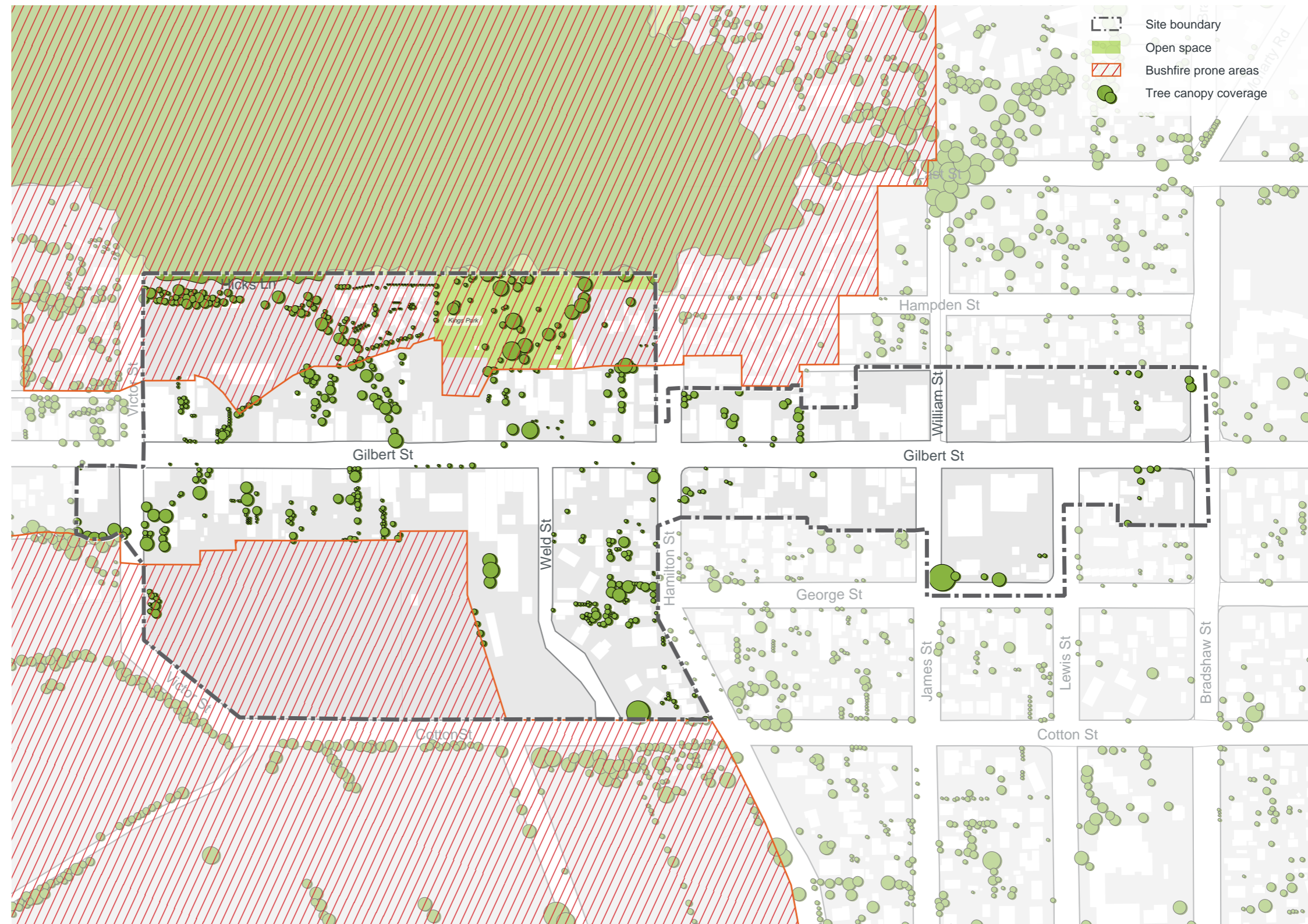


Figure 5 Landscape and open space map
Bushfire-prone hazard area overlay (source: Latrobe LPS 2021)



02 Context Analysis

2-5 Access and Movement

Car travel is the dominant transport mode in the Latrobe Town Centre. Car travel is supported by the provision of several on-grade car parks as well as on-street car parking within the Town Centre. All parking in the Town Centre is unpaid, however street parking along the majority of Gilbert Street is restricted to 1 and 2 hours.

There is a bus route that runs along Gilbert Street generally every hour, however the range of routes into the surrounding areas is low. A total of four bus stops are located within the study boundary, concentrated to the eastern and western ends of Gilbert Street.

Sheean Walk is a dedicated pedestrian walking trail situated to the north-west of the Town Centre and serves to connect Gilbert Street to Bells Parade, Mersey River and Sherwood Hall in the west including the 'Big Platypus' tourist attraction. A series of desired pedestrian linkages have been identified by Council which aim to connect key open spaces in and surrounding the Town Centre. This would improve the accessibility of the area for residents and visitors, as well as improve the connection to the area's natural environment.



On-grade car park at the rear of Station Square

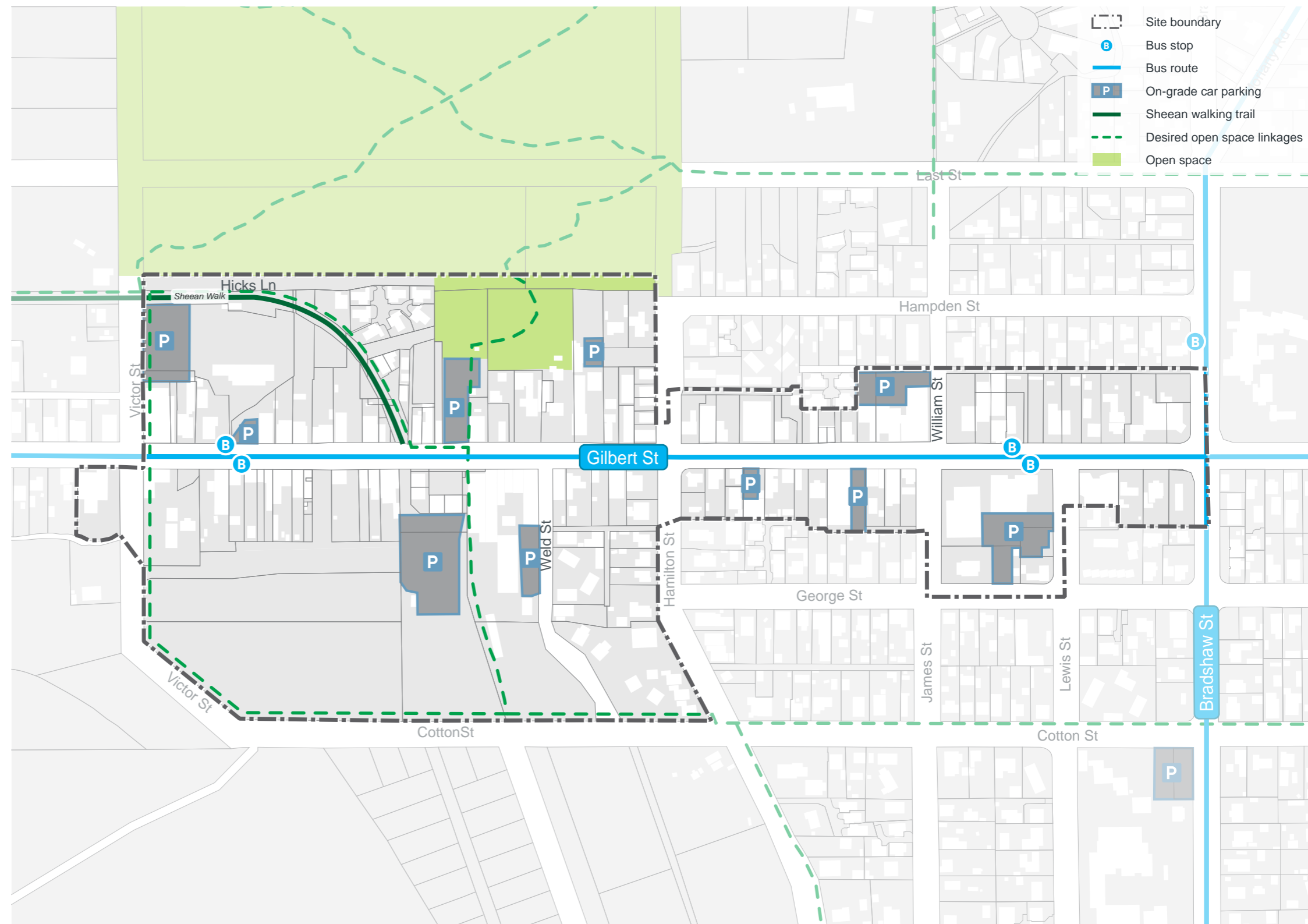


Figure 6 Access and movement map

02 Context Analysis

2-6 Built Form

The Latrobe Town Centre features a mixed built form character. Gilbert Street, being the main thoroughfare of the Town Centre, contains the highest density built form with primarily one and two storey attached buildings servicing commercial and retail use. Accordingly, the concentration of active frontages is along Gilbert Street and largely relate to gift stores, supermarkets, cafes and restaurants.

Density reduces significantly moving away from Gilbert Street, with the surrounding area generally characterised by single storey detached residential dwellings.

The most dominant land zone in the Latrobe Town Centre is General Business which is primarily located along Gilbert Street, along with some Community Purpose, Recreation and Rural zoned land.

A large number of lots along Gilbert Street are located within a Local Heritage Precinct and a series of local heritage items are identified within and surrounding the Town Centre. Some of the more prominent heritage buildings in the centre include the post office, library and Baptist tabernacle.



Built form along Gilbert Street

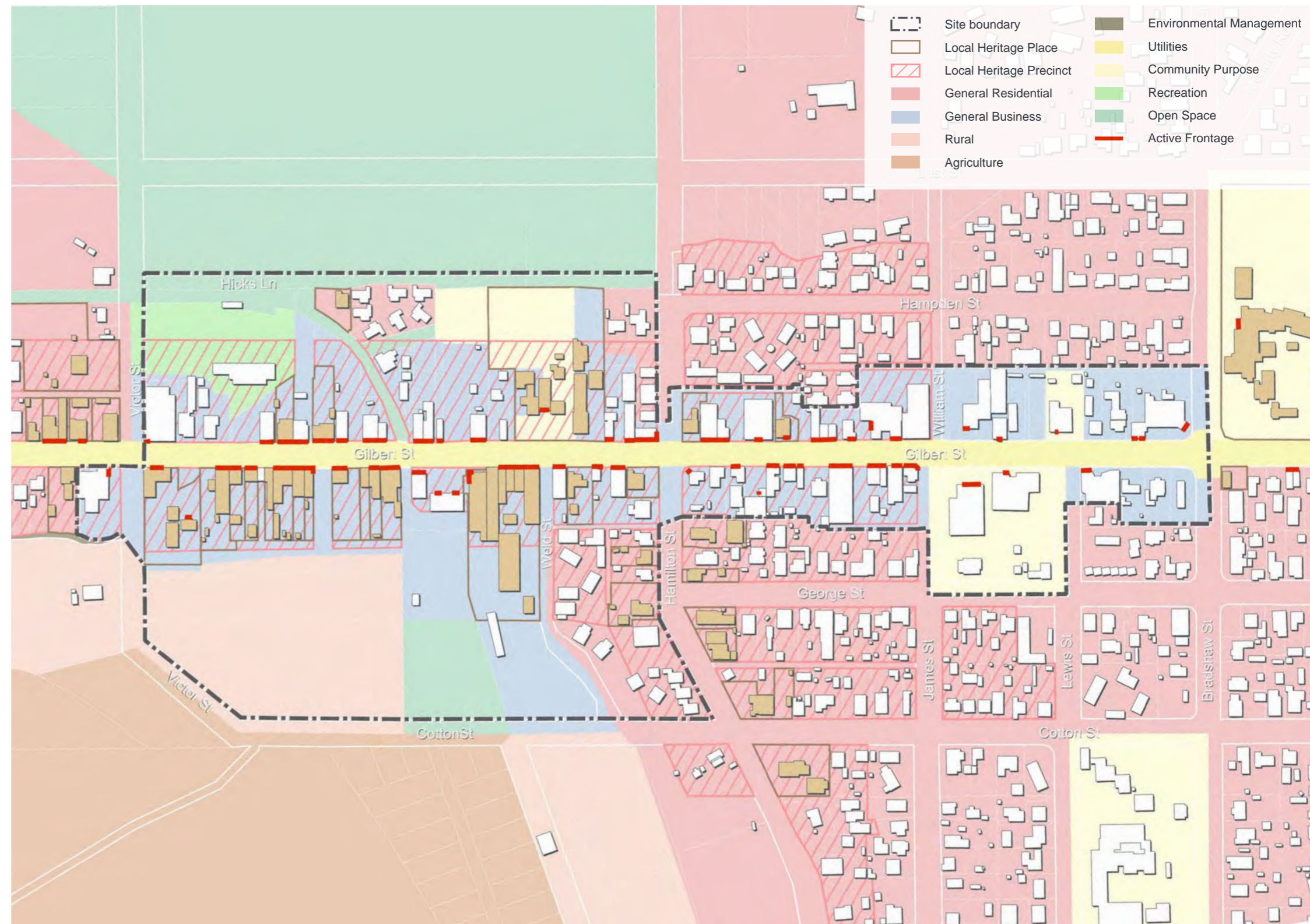


Figure 7 Built form map



02 Context Analysis

2-7 Places of Interest

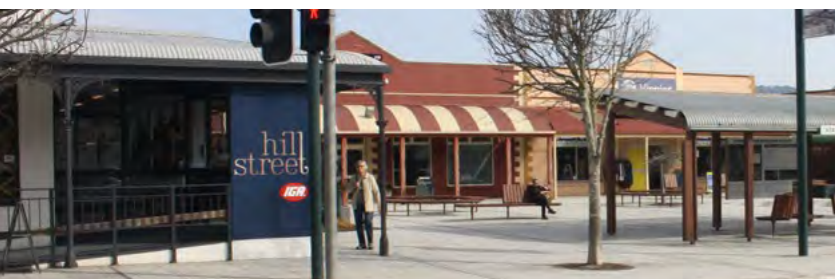
The mapping of key places of interest within and surrounding the Latrobe Town Centre allows for an identification of activity 'hotspots' and clusters in the area. Gilbert Street is the primary activity-generating thoroughfare for the Town Centre, being home to a number of key destinations.

Important civic and community destinations are clustered to the centre and east of the Town Centre. The key retail destination is the Hill Street Grocer which attracts many residents and visitors, and is supported by a large on-grade car park situated to its rear. Further public car parks are scattered through the Town Centre and are mostly accessible from Gilbert Street.

The Latrobe Town Centre accommodates a number of gift and antiques stores located along Gilbert Street, the most prominent of which is Reliquaire. This usage is particularly clustered towards the western end of Gilbert Street.

Two intermittent uses are located in the Town Centre including regular markets of various types, and the RV parking and accommodation. They serve as important destination points in the Town Centre, however are not utilised across all days.

Kings Park is the primary public green open space in the Town Centre and incorporates children's play equipment.



Hill Street Grocer is a major retail destination

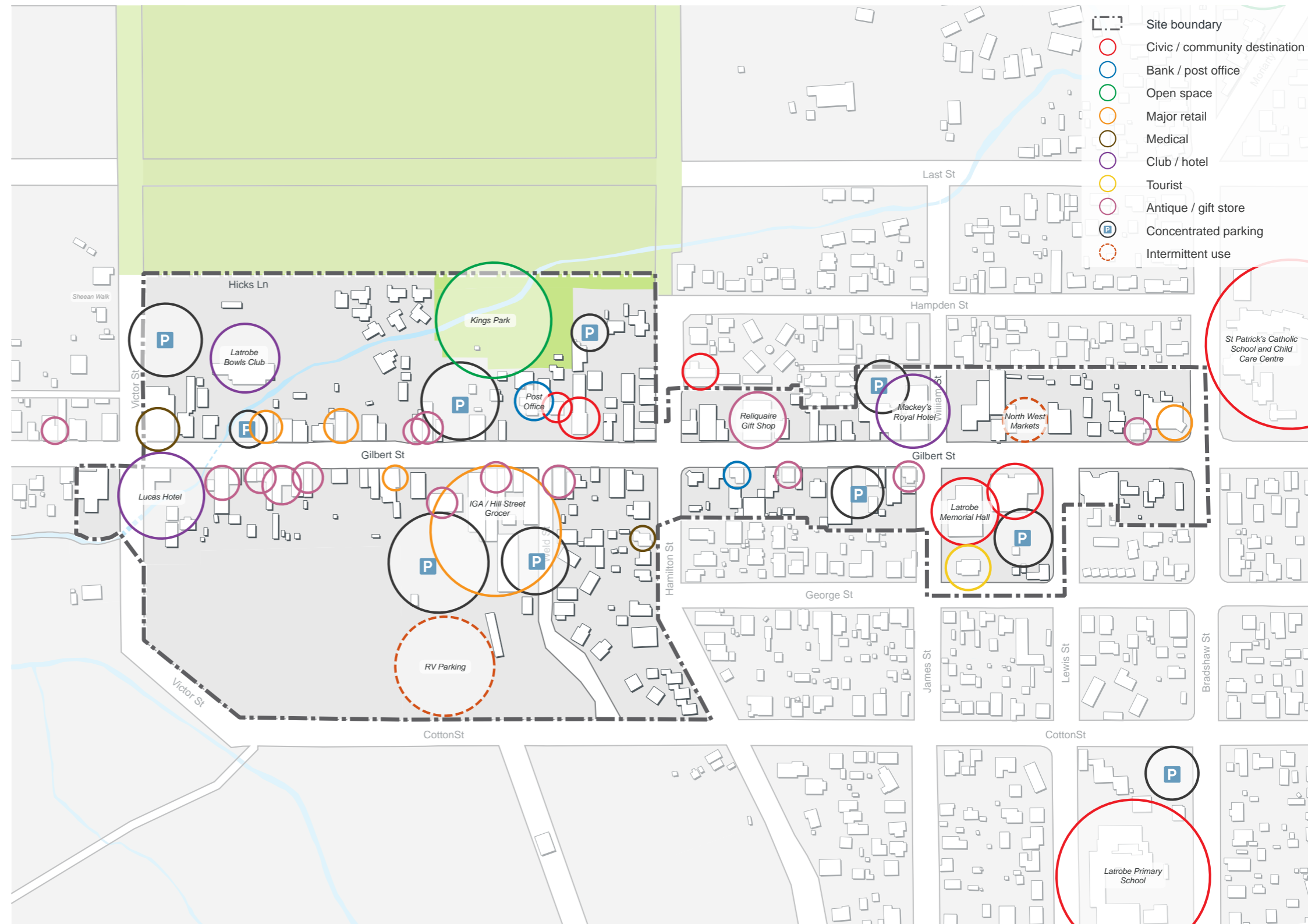
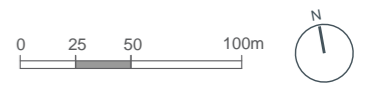


Figure 8 Places of interest map



2-8 Photographic Study



◀ An eclectic built form mix is present along Gilbert Street where articulation components, awnings and building heights of facades vary between developments. However, there is a dominance of older character buildings in the study area.



◀ The key open plaza in Latrobe is Station Square, located towards the centre along Gilbert Street. The space is generous in size, however lacks activation due to poor urban furniture, minimal vegetation and commercial developments that fail to bring activity to the square. The Hill Street Grocer, a key destination in the Town Centre, fronts the square to the east however its connection to the space is poor.



◀ Kings Park is the only public open space located within the study area and therefore serves an important role in the overall desirability of the Town Centre. It is an attractive green open space however its connection to Gilbert Street is limited, with access provided via Sheean Walk or the public car park on the north side of Gilbert Street.



◀ The Reliquaire gift shop and cafe is one of the more prominent developments along Gilbert Street which attracts many locals and visitors. Rebuilt after a devastating fire, it's dominant built form size and character is influential in the overall feel of the Town Centre.



◀ Several traditional cottages are utilised as commercial spaces at the Western end of Gilbert Street. They provide positive activation to the streetscape whilst still preserving the character of the properties.



◀ Two significant destination points are located adjacent one another on Gilbert Street; Latrobe Post Office/Library and Court House Museum complex and the Baptist Tabernacle Church. They serve as important meeting places and contribute to the traditional built form character of the Latrobe Town Centre.

2-8 Photographic Study



Several public art murals are located within the Town Centre which greatly enhance the public domain. There are further opportunities for public art installations throughout the Centre to activate underutilised facades and provide public interest.



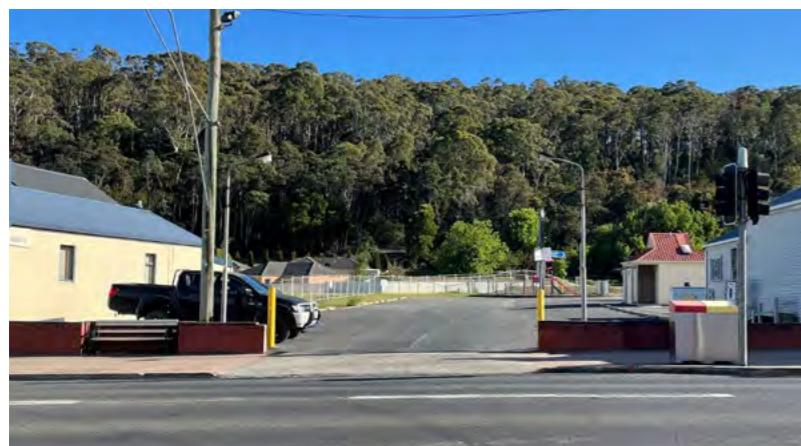
The residential / commercial built form interface exists at several points along Gilbert Street. With contrasting architectural styles, varying front setbacks and differing functions, it can reduce the overall cohesion of built form character and public activation along the main street.



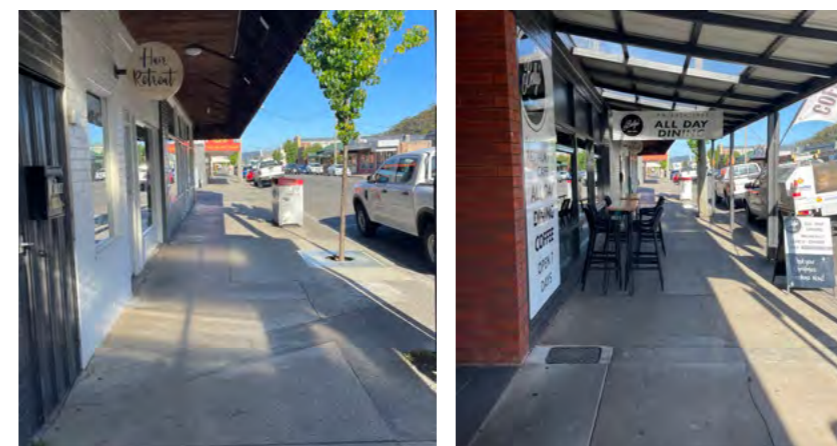
The Town Centre streetscape is generally characterised by wide open roadways that feature one lane traffic flow each way and provide car parking along both kerbs. Vehicular traffic in the area is relatively low, contributing to a quiet feel in the Town Centre. Gilbert Street is the Town's main thoroughfare and attracts the most vehicular traffic.



Construction works are underway at Kings Park to the north of Gilbert Street, to install substantial flood mitigation measures. These are designed to prevent major flood impact on the town.



Car parking is well catered for within the Town Centre with several on-grade car parks and on-street car parking provided on all roads. Consideration has been given to the relocation of some parking, such as Kings Park carpark pictured, in order to provide better connectivity between key public spaces in the Centre.



The pedestrian environment on Gilbert Street is generally positive with the provision of awnings, generous footpath widths, street furniture as well as some street tree plantings for enhanced visual appearance. Pedestrian friendliness is hindered by areas of narrow footpath which reduce consistency and reliability, and an increase in mobility scooters which create congestion on footpaths.

02 Context Analysis

2-9 Opportunities and Constraints

- ① A significant portion of the Town Centre is flood prone land due to surrounding waterways including Kings Creek which surrounds parts of the centre. This restricts potential development opportunities in the area.
- ② A number of local heritage items are identified in the Town Centre, with a particular cluster towards the western end of Gilbert Street. These sites require additional consideration and protection.
- ③ Entry and exit to and from the Town Centre is primarily from the eastern and western ends of Gilbert Street. There is an opportunity to provide clear gateways in these locations that better signify the entrance to a Town Centre and alert drivers to increased pedestrian activity.
- ④ Given the clustering of antique and gift stores to the western end of Gilbert Street, there is an opportunity to establish an arts and antiques precinct in this location that capitalises on this focused activity.
- ⑤ Key civic and community destinations including the Memorial Hall, Latrobe Council and Visitor Information Centre are concentrated in one block towards the eastern end of Gilbert Street. Thus, an opportunity arises to expand this area into a civic and cultural precinct.
- ⑥ Opportunities for desired open space pedestrian linkages have been identified by Council to enhance the connectivity of the Town Centre and link to the existing Sheean walking trail.
- ⑦ The North West Markets site that serves as an important destination for the Town Centre has recently been sold. There is an opportunity for potential relocation of the markets to a car park within the Town Centre.
- ⑧ Key district and landscape views exist from Gilbert Street through streets and vacant lots, particularly to the northern bushland area. These could be further embraced and celebrated as an attraction point for visitors and residents.

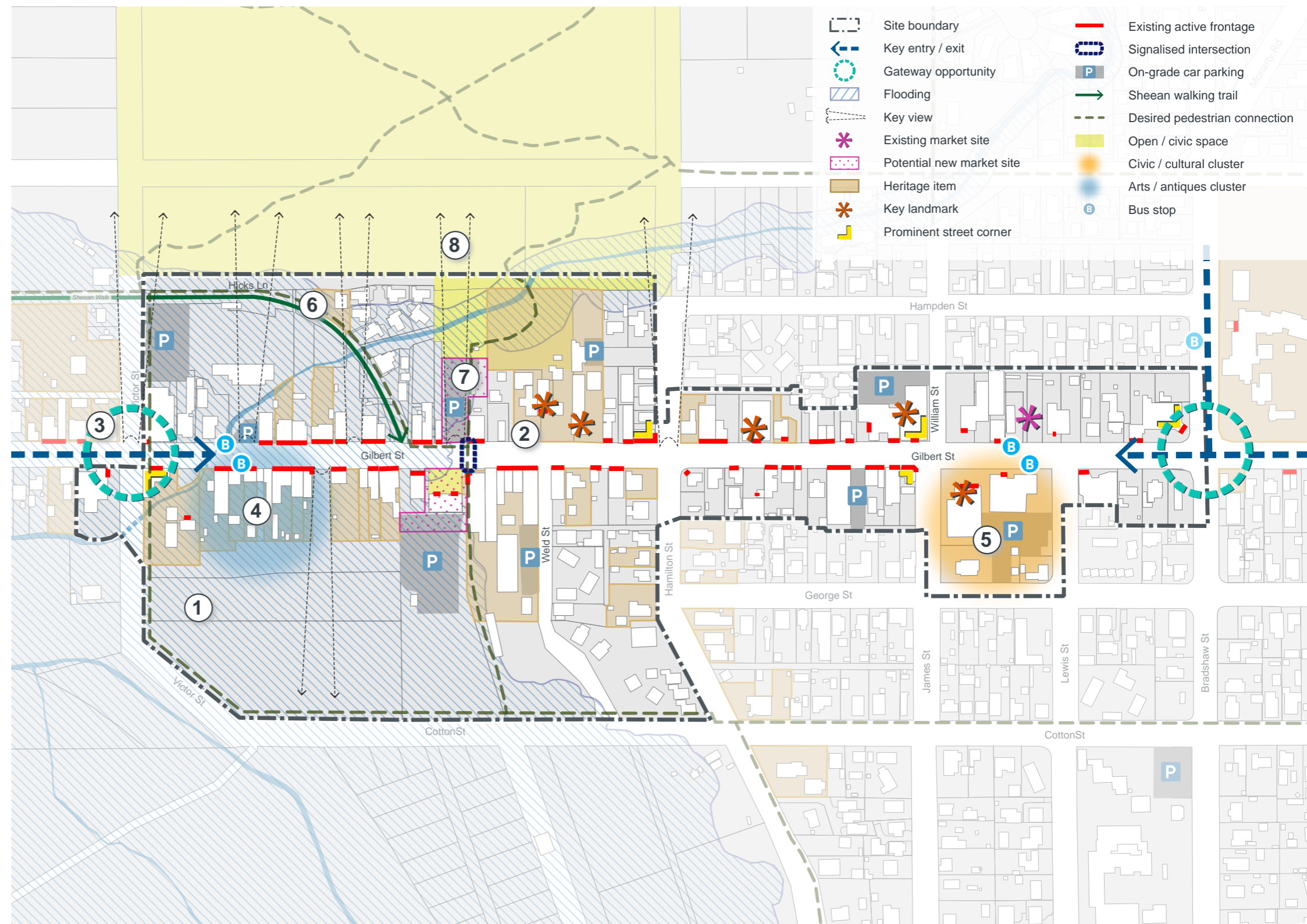


Figure 9 Opportunities and constraints map



Chapter 3 Future Vision

- 3-1 Vision for Latrobe Town Centre
- 3-2 Urban Design Principles
- 3-3 Community Engagement Summary

03 Future Vision

3-1 Vision for Latrobe Town Centre

The following Vision has been developed for the Latrobe Town Centre to help guide future development and growth of the centre.

“The Latrobe Town Centre is a welcoming place with an attractive streetscape that seamlessly connects to its rural context and surrounding regional attractions. It is economically vibrant, appealing to residents and visitors alike and celebrates its local identity, heritage architecture and distinctive landscape.

The Centre honours its history and offers a thriving town square and attractive green parklands along Kings Creek and is activated by markets and events. The Centre is accessible and encourages walking, cycling and lingering by providing a safe, inclusive and friendly environment for all.”

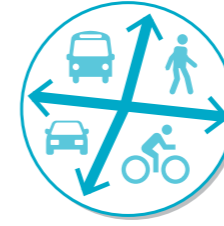
3-2 Urban Design Principles

The six following Urban Design Principles were developed to identify the range of considerations for the success of the town centre, and illustrate what is important to the community.



01
Encourage Vibrancy & Activation

Enhance the vibrancy and attractiveness of the centre by providing welcoming gateways, interesting streetscapes festive experiences and diverse activities throughout the day and into the evening.



02
Improve Permeability & Connectivity

Improve pedestrian and cycle connectivity within the town centre and to key surrounding destinations and improve vehicular traffic movement and parking.



03
Celebrate Local Identity & History

Celebrate and enhance the unique character of Latrobe which includes its heritage buildings, distinctive landscape, climate and small town charm.



04
Deliver Enhanced Public Spaces

Deliver high quality and diverse open spaces and improve the overall public domain with additional landscape, greenery, colour and amenity.



05
Strengthen Tourism & Economy

Encourage opportunities to strengthen the centre core with a mix of retail, tourist accommodation, amenities and services that cater to the needs of locals and visitors.



06
Design for Safety & Inclusivity

Promote safety and inclusivity within the centre so it is comfortable, friendly and designed for all ages including seniors and children.

03 Future Vision

3-3 Community Engagement Summary

The development of the Vision and Structure Plan for the Latrobe Town Centre was informed through a design process including an initial background review and in-person community consultation and engagement.

The background review involved a strategic review of key relevant planning and policy documents as well as spatial context analysis including mapping the natural and urban characteristics of the place. This information is presented in Chapter 2 of this document.

In November 2023, a community design charrette was conducted in Latrobe to gather input from the local community & stakeholders to gain a better understanding of the challenges and opportunities for the Town Centre.



Figure 10 Structure Plan preparation process

A summary of the community consultation findings are included below. Additional detail and documentation of the charrette and its outcomes can be found in the Appendix of this document.

Key Strengths Identified

The heritage feel of the centre and the different historic buildings is charming and should be protected

The views on either side of Gilbert Street, especially from the breaks between buildings, are spectacular - mountains and trees on one side and paddocks on the other

Key landmarks including the Post Office, Library, Kings Park and Reliquaire are admired as well as the local events and markets

The centre is walkable; flat topography of the centre makes it accessible

Elements of Latrobe Town Centre's identity include: Victorian/ Historical, Mersey River and Kings Creek, Town meets country, platypus and new meets old.

Key Issues Identified

Gilbert Street often feels too vehicle dominated and heavy trucks make it feel unsafe and less friendly for pedestrians. It can feel particularly unsafe to cross Gilbert St for elderly people

Station Square is underutilised with little activation

Often challenging to turn right onto Gilbert Street as a driver at intersections without roundabouts

The War Memorial Park is not very usable; not enough seating, not very inviting to use

Key Opportunities Identified

Improve access to and use of Kings Park

Renovate empty and run-down heritage buildings at the western end of Gilbert Street

There is a desire for a versatile community shed for use as men's shed and garden club.

Increase activity of Station Square to make it feel like the heart of the centre

Need mid-block crossings at key locations along Gilbert St

Increase options for tourist accommodation in the centre

Increase public art throughout the centre including interactive platypus sculptures and murals on blank walls

Strengthen evening activation

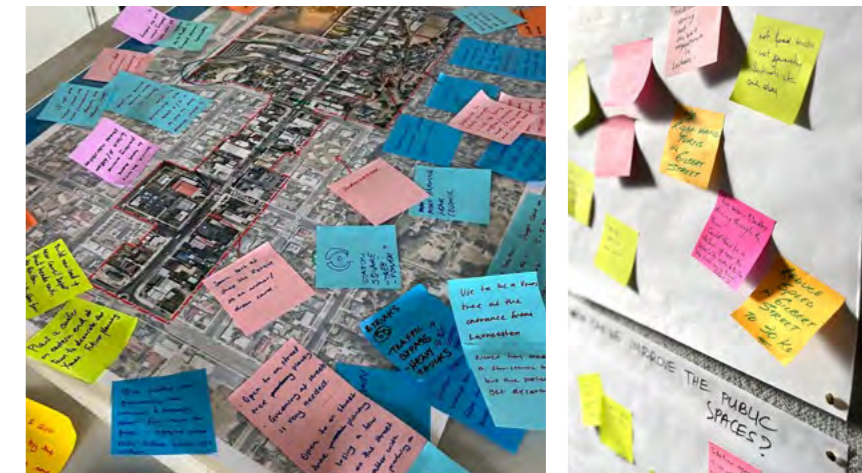
Improve cycle connections including to Wild Mersey Mountain Bike Trails

Enhance the public domain with features such as landscaping/ flowering plants, hanging baskets, flags and appropriate street furniture/ seating

Better integrate the markets into the centre and consider bringing back the fruit and veg e.g. Farmers Markets

Showcase the centre's historic details

The charrette also involved generating quick, high-level ideas in response to the key issues and opportunities identified for the centre. These preliminary strategies were presented to the community using plan drawings, sketches and photographs. A total of around 26 ideas were presented to the community and stakeholders to receive their initial reactions and feedback. Following the design charrette, these ideas have been further refined to address the initial community feedback received. These urban design strategies are presented in the next chapter of this document (Chapter 4 - The Structure Plan).





Chapter 4 Structure Plan

- 4-1 Structure Plan Overview
- 4-2 Structure Plan
- 4-3 Public Spaces & Places Strategies
- 4-4 Access and Movement Strategies
- 4-5 Built Form and Uses Strategies
- 4-6 Activation and Placemaking Strategies

04 Structure Plan

4-1 Structure Plan Overview

The Structure Plan prepared for the Latrobe Town Centre provides a framework to guide future renewal and development for the area over the short to long term. Key urban design strategies have been developed and are presented in the Structure Plan to outline the variety of potential interventions, enhancements and opportunities presented for the development of the centre.

The Structure Plan outlines potential changes to the network of roads and pedestrian paths, active transport links, potential development sites and enhancements to existing public open spaces.

These strategies have been organised under four key themes as shown below:

- Public Spaces & Places
- Access & Movement
- Built Form & Uses
- Activation & Placemaking



Figure 11 Categorized strategies for the Town Centre



04 Structure Plan

4-2 Structure Plan

Key initiatives for the Latrobe Town Centre include:

- 1 Station Square Improvements**

Public domain upgrades including moveable furniture, flexible seating, increased shade, deciduous tree planting and fairy light installations would improve the amenity and attractiveness of this key civic space.

PS01
- 2 Kings Park Enhancements**

Parkland improvements such as increased provision of public facilities, nature play elements and a bridge across the new flood levee would improve the attractiveness of the public open space. Transformation of Kings Park carpark into parkland area with a shared pathway would enhance connectivity and accessibility.

PS02
PS03
- 3 Gilbert Street Enhancements**

Upgrading pedestrian infrastructure, introducing traffic calming measures, enhancing key civic spaces and activating street frontages will improve the safety and vibrancy of the town's main thoroughfare.

AM01&02
BF03
- 4 Formalising Kobie Lane**

Extending Kobie Lane to link with Victor Street to the west would enhance pedestrian and vehicle connectivity between Gilbert Street, Victor Street and the public car park behind Station Square.

AM05
- 5 Potential Future Development Sites**

A number of vacant and underutilised allotments are identified as potential catalyst sites that could be developed to support future growth in the centre.

BF01

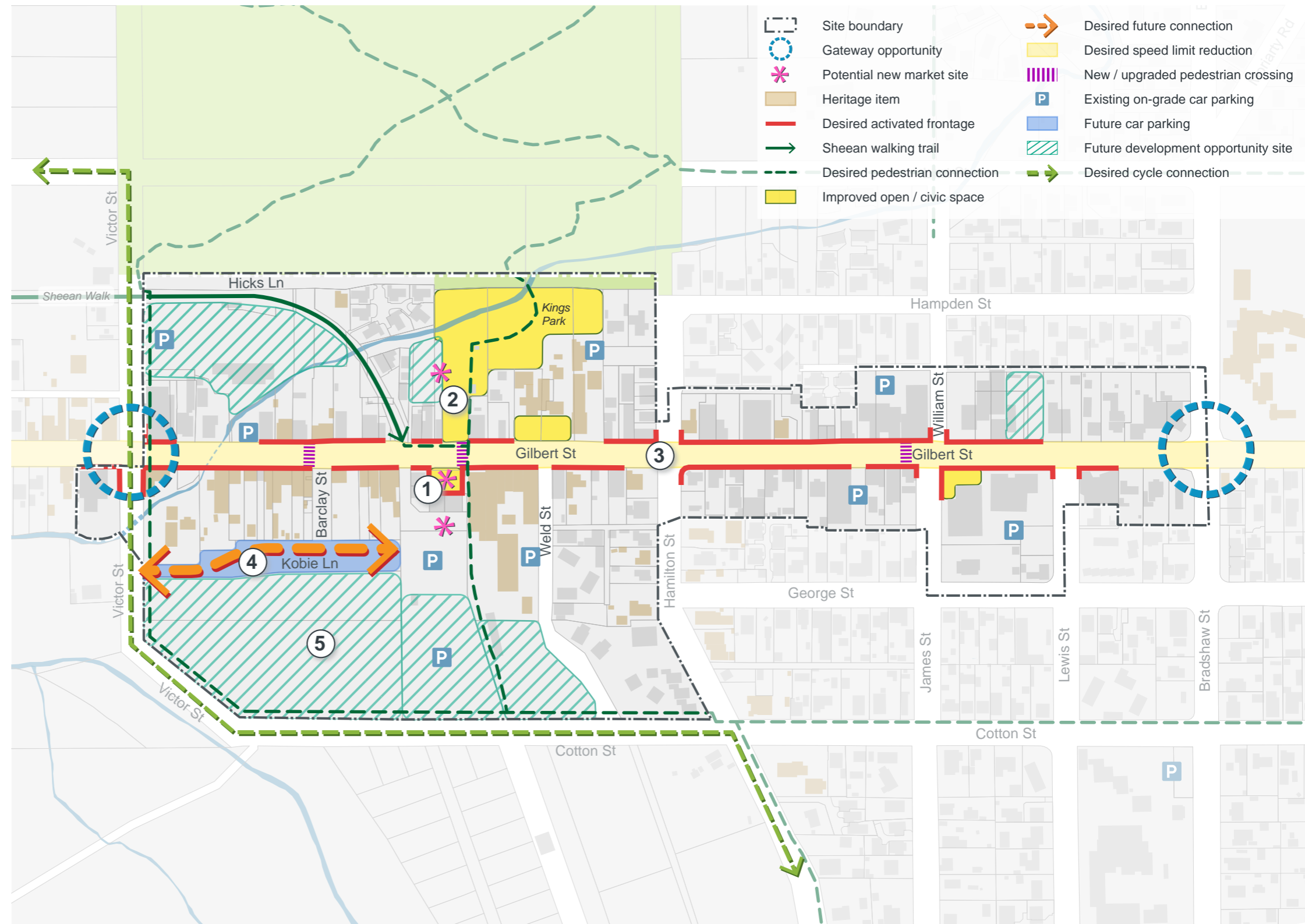
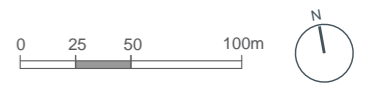


Figure 12 Structure Plan Diagram



04 Structure Plan

4-3 Public Spaces & Places Strategies



Existing Station Square conditions

Station Square Improvements
Ground Level Activation, Landscaping and Public Domain Improvements

PS01

Station Square is a key public civic space within the Town Centre that is currently underutilised, with minimal features to encourage activation. There is an opportunity to update and improve the public domain elements of the Square by including moveable furniture, flexible seating, increased shade and provision of outdoor recharging facilities. Planting a large deciduous tree in the Square would help to visually soften the space whilst also providing desirable shade in summer.

Retaining and extending the existing entry structure as a pergola with vines would help improve the overall feel of the square. Another potential enhancement is the installation of fairy lights to create an illuminated canopy across the Square. This would help to enliven the site after dark and improve safety and security.

It is advisable to retain and enhance the existing signalised pedestrian crossing with new line marking and altered pavement surface.

Other public domain enhancements suggested by the community include more colour and greenery, as well as a widening of the pedestrian crossing opposite Station Square. The creation of an activation strategy for the square, including re-establishing the outdoor chess set (while updating the chess storage with additional seating), holding markets in the square, allowing a coffee van or evening food trucks to operate nearby would also help to encourage people to linger in the space.

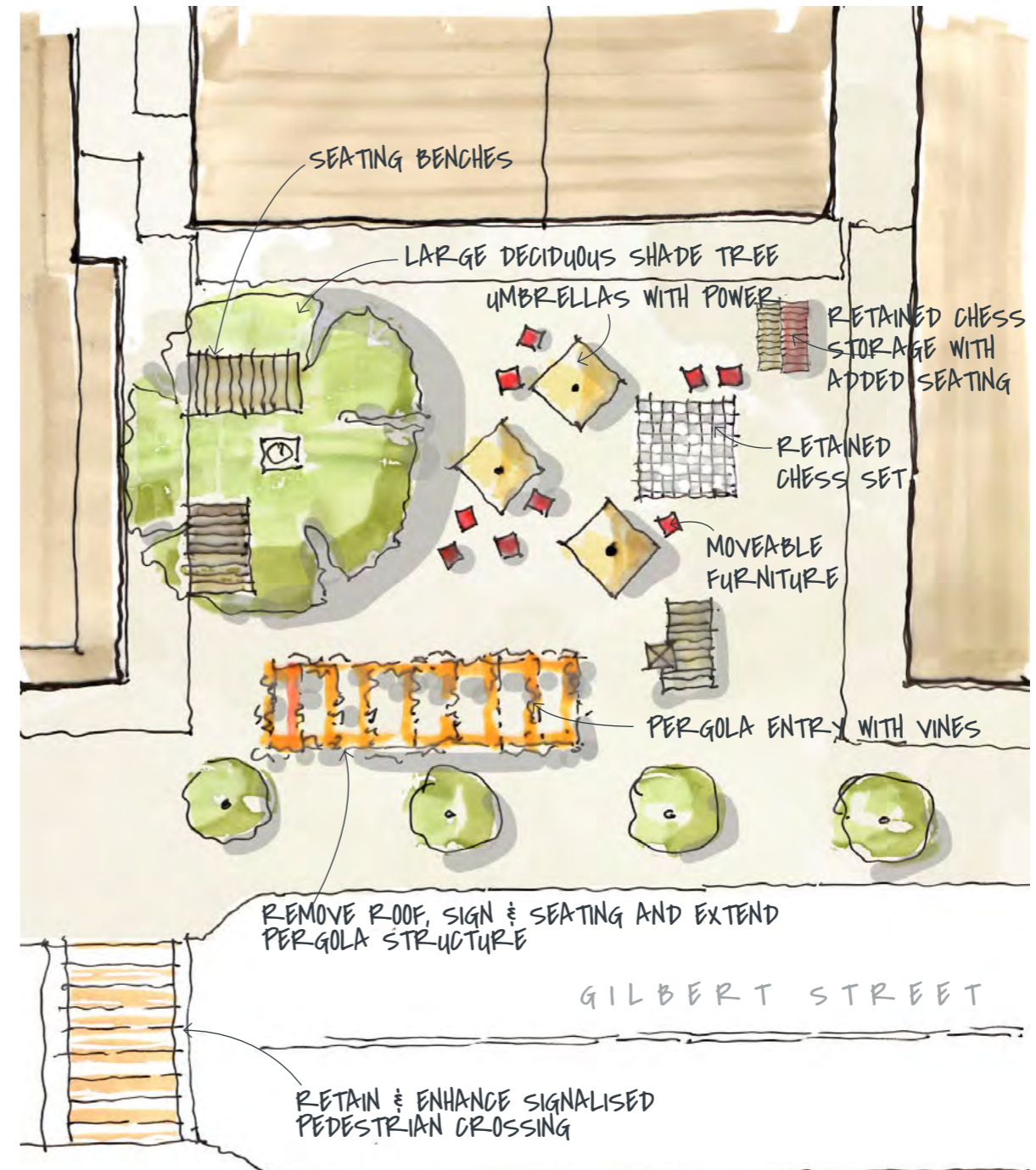


Figure 13 Potential improvements to Station Square

04 Structure Plan

4-3 Public Spaces & Places Strategies

PS01

Station Square Improvements Ground Level Activation, Landscaping and Public Domain Improvements

The following images illustrate the potential future look and feel of Station Square



Fairy lights canopy in Strathfield Town Plaza, NSW providing night time ambience and activation



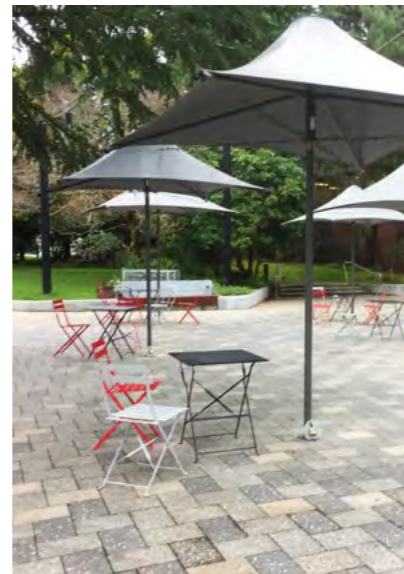
Figure 14 Artist's impression of potential Station Square enhancement



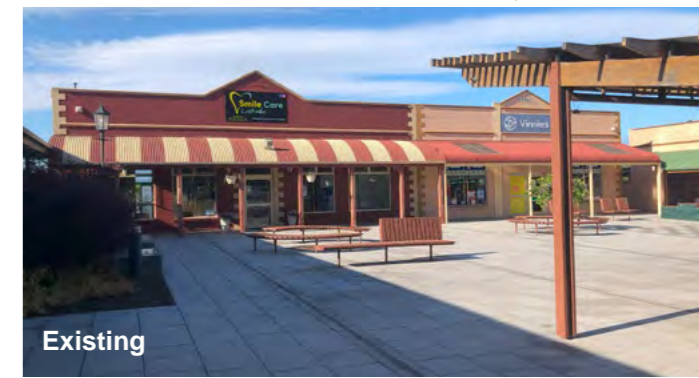
Existing canopy structure in the plaza



Seating beneath pergola structure with lighting and activation at Darling Sq, Sydney



Lively plaza with outdoor seating and landscaping. Moveable, light-weight outdoor furniture improves the flexibility of the space and enables users to 'personalise' their experience



Existing

04 Structure Plan

4-3 Public Spaces & Places Strategies

PS02

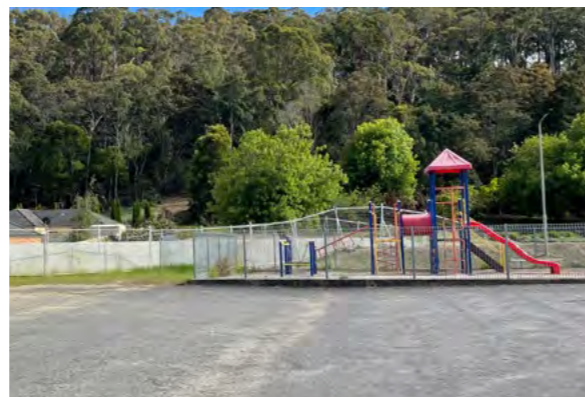
Kings Park Carpark Improving Access to Open Space

The Latrobe Town Centre has an attractive town park, Kings Park, however it is difficult to find from the main street as it is currently accessed through a carpark. There is an opportunity to extend the park to Gilbert Street by the redevelopment of the Kings Park carpark.

This could take different forms. One option would involve a reconfiguration of the carpark to enable a wide, vegetated shared pedestrian and cycle link, connecting Kings Park to Gilbert Street to the south. This would allow some car parking to be retained in this location. A more extensive option would involve relocating of all car parking on this site to the RV parking area south of the Station Square carpark (approx. 45 spaces). This would allow for a larger extension of the Kings Park to Gilbert Street that would occupy the entirety of the existing carpark site. In comparison to the first option this would allow for a closer physical and visual connection between Kings Park and Gilbert Street, the main street in the Town Centre.

The redevelopment opportunity could also involve enhancements to the existing Kings Park site and the adjoining Council owned land to locate facilities that encourage community use and activation. This could include re purposing existing structures as community sheds, storage and workshops including provision of areas of community gardens. Locating hardstand areas in this location would help to service this area and provide opportunity for weekend markets and food vans (already permitted by application) supporting evening events in the park.

The existing children's play area in this location could be upgraded and relocated to benefit from the wider amenity of Kings Park. The redesign of the carpark could also connect to a shared pathway circuit through the Park to improve accessibility and encourage the public to experience all areas of the parkland. The circuit would also provide increased connections to and from the Park, including Gilbert Street to the south, Hicks Lane to the north, Kings Lane to the east and Sheean Walk to the west.



Existing Kings Park carpark

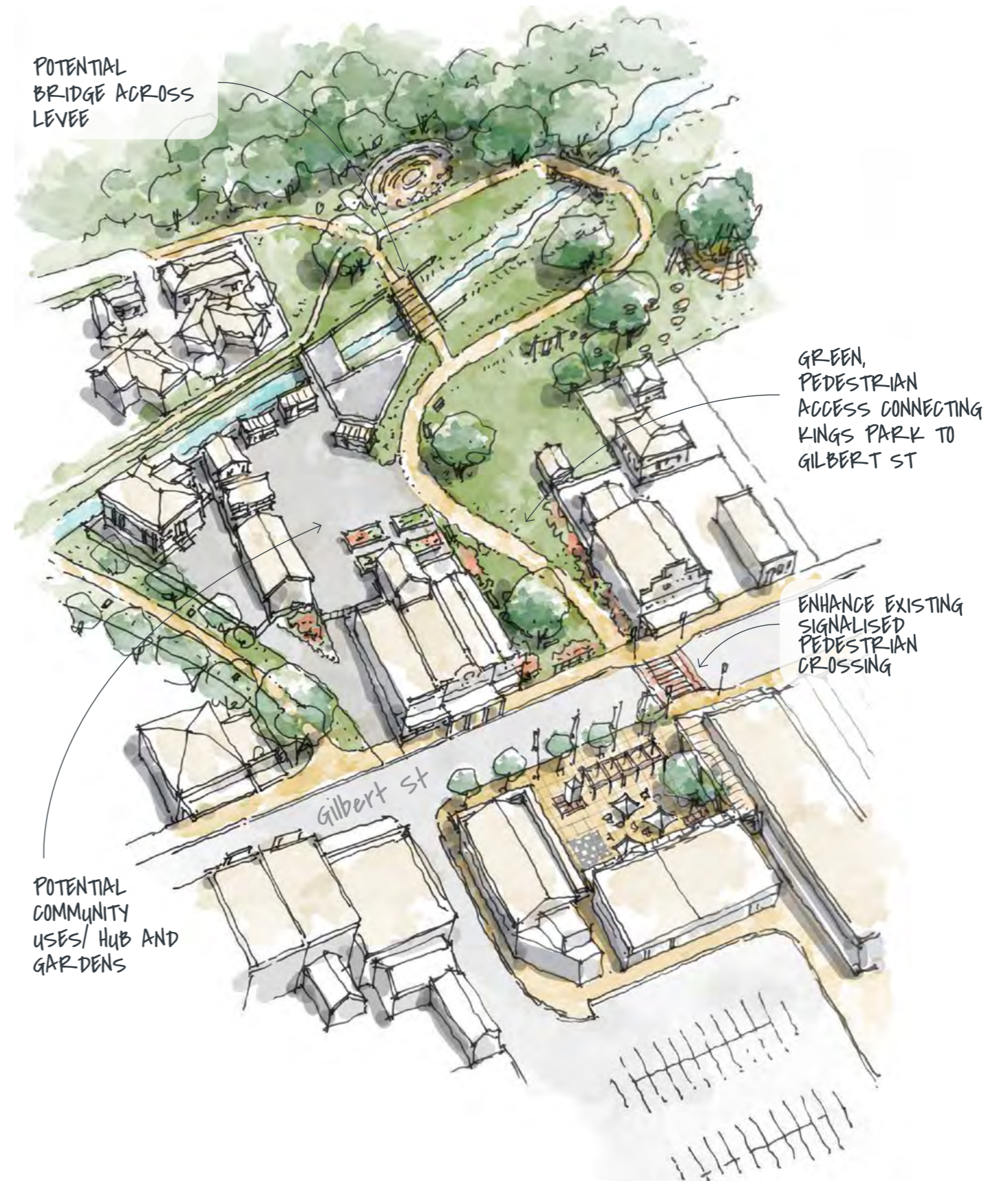


Figure 15 Indicative sketch of improved access to Kings Park

04 Structure Plan

4-3 Public Spaces & Places Strategies

PS03

Kings Park Improving Amenity



Existing flood levy in Kings Park



Children's play at Riverbend Park, Launceston

Kings Park is the only green public open space within the Town Centre, making its role in providing public amenity significant. Kings Creek, an attractive waterway where platypus have been seen, winds through the park presenting an opportunity for the introduction of nature play elements including logs, rocks and water features. Opportunities exist for increased provision of a variety of public facilities including outdoor fitness equipment, children's play equipment and outdoor furniture in order to attract a wide range of users.

The recently installed flood levee works, while essential for the flood protection of the town, have not yet been seamlessly integrated into the park. Opportunities exist to provide a pathway along the top of the levee and introduce and integrate children's play into the slope. A bridge across the levee is also recommended in order to improve the accessibility of the park and to connect to a shared pathway circuit encourage the public to utilise all areas of the space.



Boardwalk and fauna information signage



Play sound equipment



Public fitness equipment



Examples of children's play equipment



Figure 16 Artist's impression of potential Kings Park enhancement

04 Structure Plan

4-3 Public Spaces & Places Strategies

PS04

Memorial Hall Forecourt Open Space Improvements



Existing Memorial Hall

The area around the Memorial Hall provides another public civic space within the Town Centre with some opportunity for revitalisation. The large open front setback area is an important usable open space and is currently used, in coordination with the hall, for markets and events.

At the corner of the site low level fencing with integrated signage can be used to reinforce the use of the site. Removal of the existing flax plants, which are spiky and unwelcoming, would create the opportunity to replace these with lower height flowering plants. Removing planting from the central bay and replacing with paving would help connect the different open spaces during an event.

Further community suggestions included a rejuvenation of the Memorial Hall front facade due to its dated appearance, relocation of the existing noticeboard away from the corner and closer to the entry pavilion.



Figure 17 Artist's impression of potential Memorial Hall forecourt enhancement

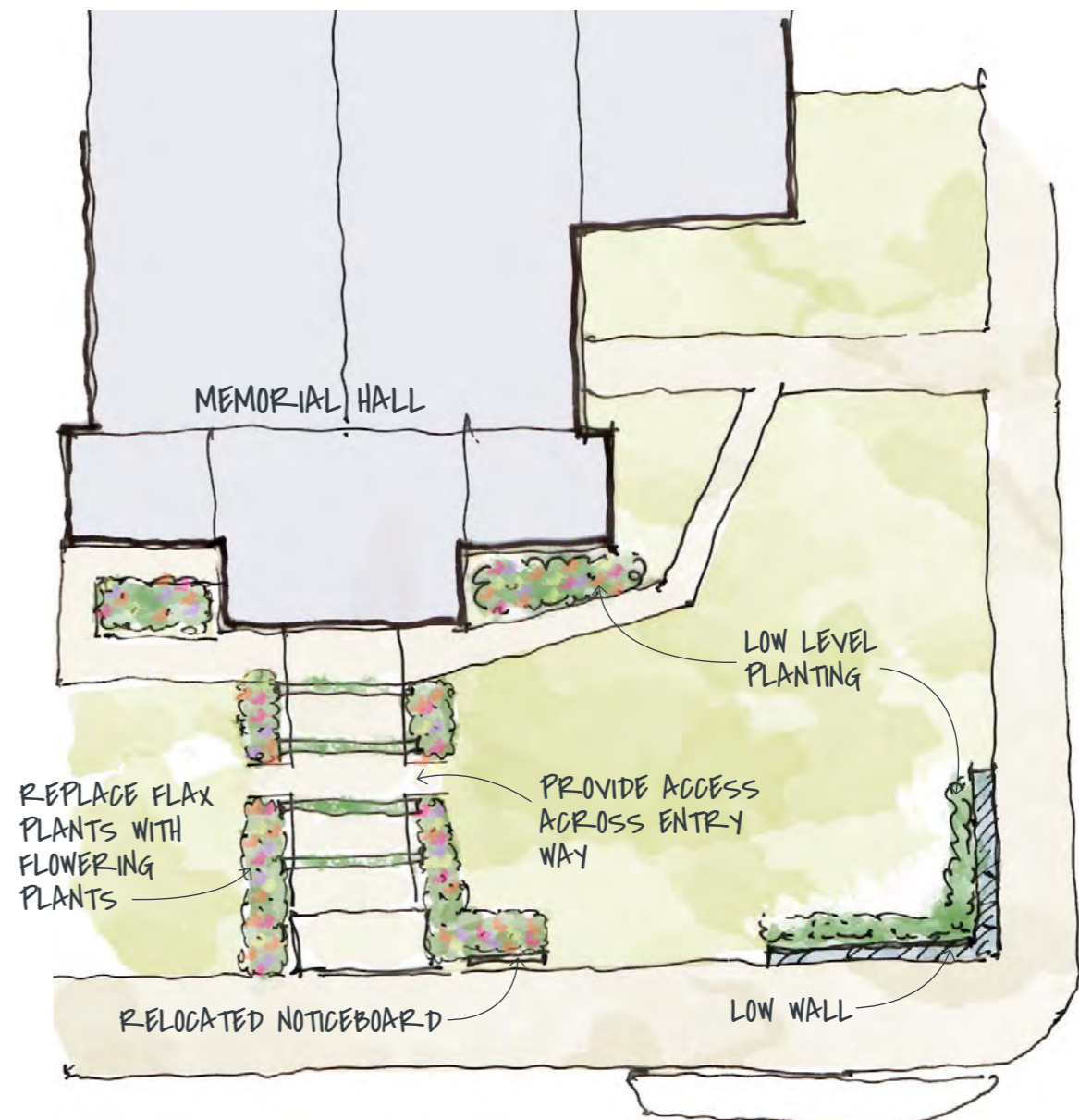


Figure 18 Potential Memorial Hall forecourt enhancements

04 Structure Plan

4-3 Public Spaces & Places Strategies

PS05

Library Garden Forecourt Improvements



Existing library garden as viewed from Station Square



Existing library garden

The Library, Post Office and Court House Museum are an attractive cluster of buildings which provide civic and community facilities and serve as a key destination for residents and visitors. There is an opportunity to improve layout of the forecourt and passive recreation area to increase public amenity and enhance the attractiveness of these buildings.

Public domain improvements could include increased seating, new entry pergolas on the eastern and western ends of the forecourt, new library lawn and replacement of current asphalt with narrower pathways and larger garden areas. Community feedback also suggested introducing water bubblers.

It is recommended that the existing War Memorial infrastructure and associated landscape, including the signature rose garden, surrounding vegetation and enclosing fence is protected and maintained and not diminished by public domain improvements. Changes would also be subject to heritage review and advice.



Figure 19 Artist's impression of potential library garden enhancements

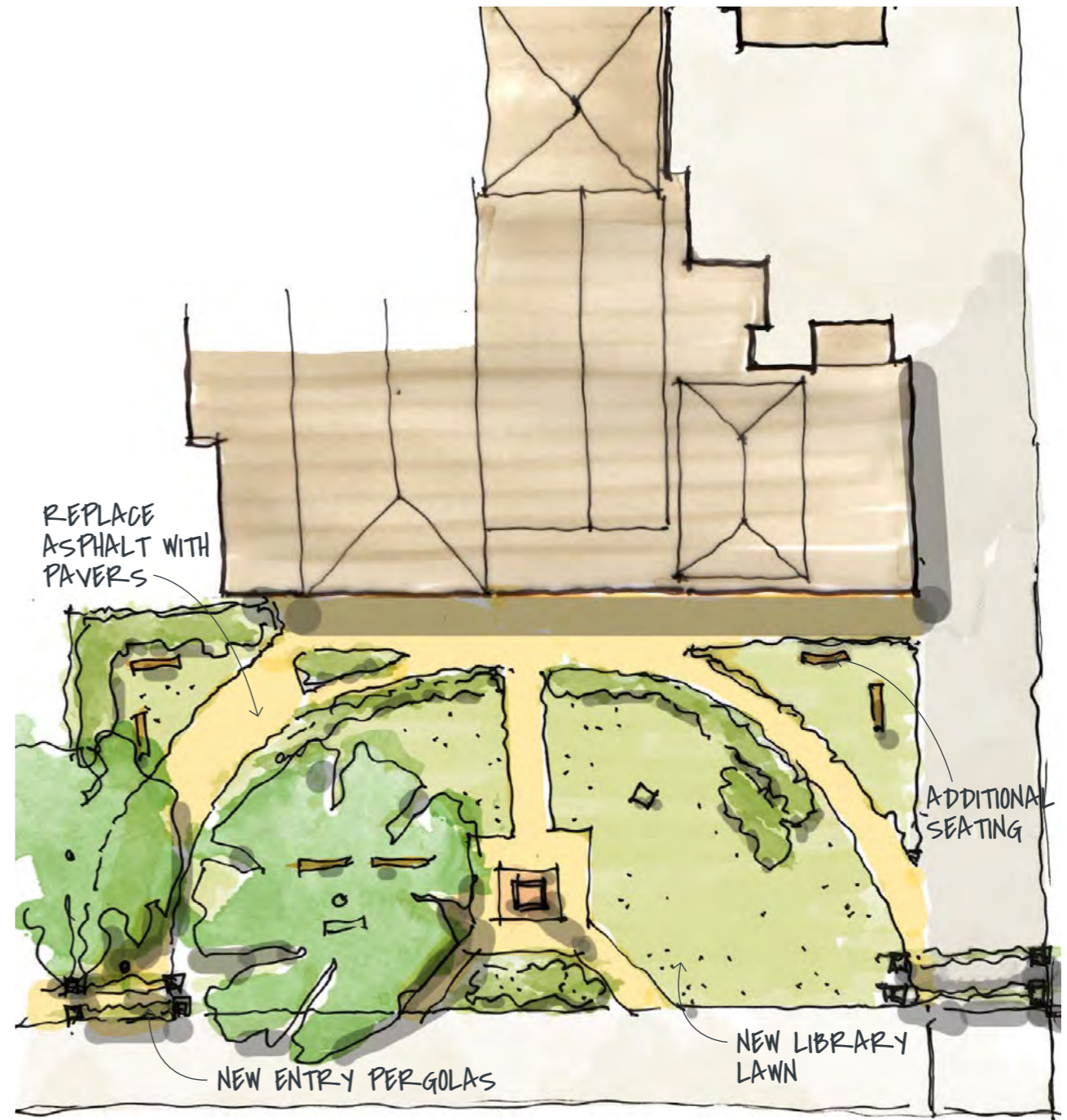


Figure 20 Potential redevelopment option 2 of Kings Park carpark

04 Structure Plan

4-4 Access and Movement Strategies

AM01

Pedestrian Crossings Improved Safety and Access

Formal pedestrian crossings across Gilbert Street are currently limited to one signalised crossing opposite Station Square. Existing pedestrian refuges and medians located along Gilbert Street and at roundabout intersections provide a basic level of safety and amenity for people crossing the road, however it is recommended that additional opportunities for pedestrian crossings are explored. Typical best practice along main streets within a town centre environment is for pedestrians to be afforded crossing opportunities at 100m intervals.

The introduction of raised zebra crossings at midblock locations will provide additional opportunities for pedestrians to cross the road and will further encourage vehicles to reduce their speed when travelling through the town centre. Additionally the introduction of holding rails at the existing pedestrian refuges at roundabout intersections will provide for improved pedestrian safety and connectivity across Gilbert Street.

The existing signalised pedestrian crossing would be retained and is considered to be in a suitable location to accommodate pedestrian movements between Station Square and Kings Park. Opportunities for reduced pedestrian wait times at this signalised crossing, particularly during times of higher pedestrian activity such as weekends, should be explored in conjunction with Transport Tasmania.



Examples of raised pedestrian crossing



Pedestrian refuge holding rails

AM02

Low Speed Environment Pedestrian Safety Enhancements

In order to improve pedestrian safety and enhance the amenity of Latrobe's main street, a reduced speed limit, from 50km/h to 40km/h along Gilbert Street, should be considered. This reduced speed environment recognises the high level of pedestrian activity within the Town Centre and aligns with the guidance provided in the Tasmanian Speed Zoning Guidelines document. A slower speed environment also encourages bicycle use and makes it safer for pedestrians to cross the road.

Given the various activities along Gilbert Street, such as pedestrian crossings, on-street car parking and bus stops it is likely that typical vehicle travel speeds are already close to 40km/h – therefore this speed reduction would have minimal impacts on vehicle travel times.

The slow speed area could be supported by kerb blisters to narrow Gilbert Street at crossing points, and signage, along with gateway treatments to inform drivers of the change in vehicle speed. Bus shelters could also be provided at the designated bus stops to support public transport access and provide for an improved offering to bus passengers.



Well landscaped streetscape blisters



Figure 21 Potential pedestrian enhancements along Gilbert Street

04 Structure Plan

4-4 Access and Movement Strategies

Traffic Movement Reducing Vehicle and Pedestrian Conflicts

AM03

The implementation of 'no-right-turns' from carparks onto Gilbert Street was raised by community members to improve the flow of vehicular traffic through the Town Centre and reduce bottlenecks. Vehicles would be required to use one of the roundabouts along Gilbert Street to access the other direction of travel. This idea was investigated but the relatively low traffic flows and the other issues created by the requirement to introduce concrete medians on Gilbert Street to physically prevent right turns from taking place meant the idea was not eventually supported. The primary concern in relation to vehicle right turns was into and out of the car park adjacent to Kings Park, given it's proximity to the adjacent signalised crossing.

The town centre enhancement project (see PS02) proposes an extension of Kings Park through to Gilbert Street and the removal of the existing car park access point adjacent to the pedestrian crossing – thereby removing the key current issue in relation to right turning traffic.

There is a desire to ensure that vehicles can efficiently enter and exit the Latrobe Fire Station opposite Lewis Street without being impacted by any queueing traffic. In response it is proposed to implement a "Keep Clear" zone on Gilbert Street in front of the driveway to the site. Painted road markings in this location can identify a clear right of way for emergency vehicles and personnel accessing the fire station.

A potential long term option to reduce traffic conflict between trucks, cars and pedestrians, would be to re-route heavy vehicles off Gilbert Street, especially large timber trucks and B-double vehicles. This potential bypass would likely be located quite a distance away from the town centre to avoid existing residential development and align with feasible crossings across the Mersey River. A bypass also has the potential risk of having adverse economic impacts on the centre if vehicles have alternate routes and are not travelling or stopping in the town. Such a significant project would require extensive further investigations, and State or Federal funding.

Parking Strategies Appropriate for future demand

AM04





Opportunities for increased car parking exist within the Town Centre, particularly on vacant sites and sparse, underutilised streets and laneways. These additional parking areas, preferably accessed from streets other than Gilbert Street, would help to relieve traffic and parking demand along Gilbert Street and improve traffic flow, as well as encourage activation in other areas of the Town Centre.

Formalising Kobie Lane (AM05) also creates an opportunity for parking within the heart of the centre. Extending Kings Park to Gilbert Street takes away 45 parking spaces, which can be recovered with the approx 90 parking spaces that formalising Kobie Lane can provide.

The largest opportunity for additional parking is located to the south of Gilbert Street and accessed off Victor Street and Cotton Street and is currently used as short-term parking for RVs.



Heavy truck traffic through the Town Centre

-  Site boundary
-  Existing car parking
-  Existing RV parking/potential overflow car parking
-  Existing car parking to be removed

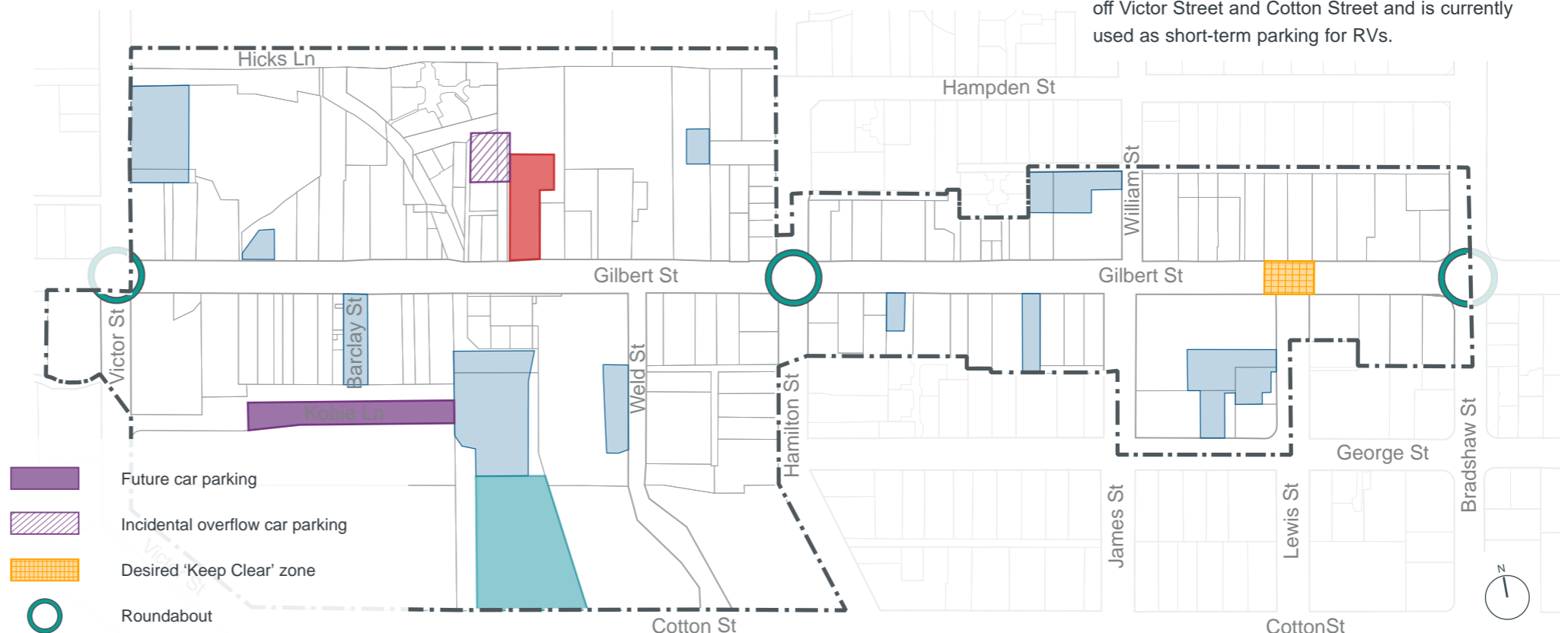


Figure 22 Existing and potential parking areas in the Latrobe Town Centre

04 Structure Plan

4-4 Access and Movement Strategies

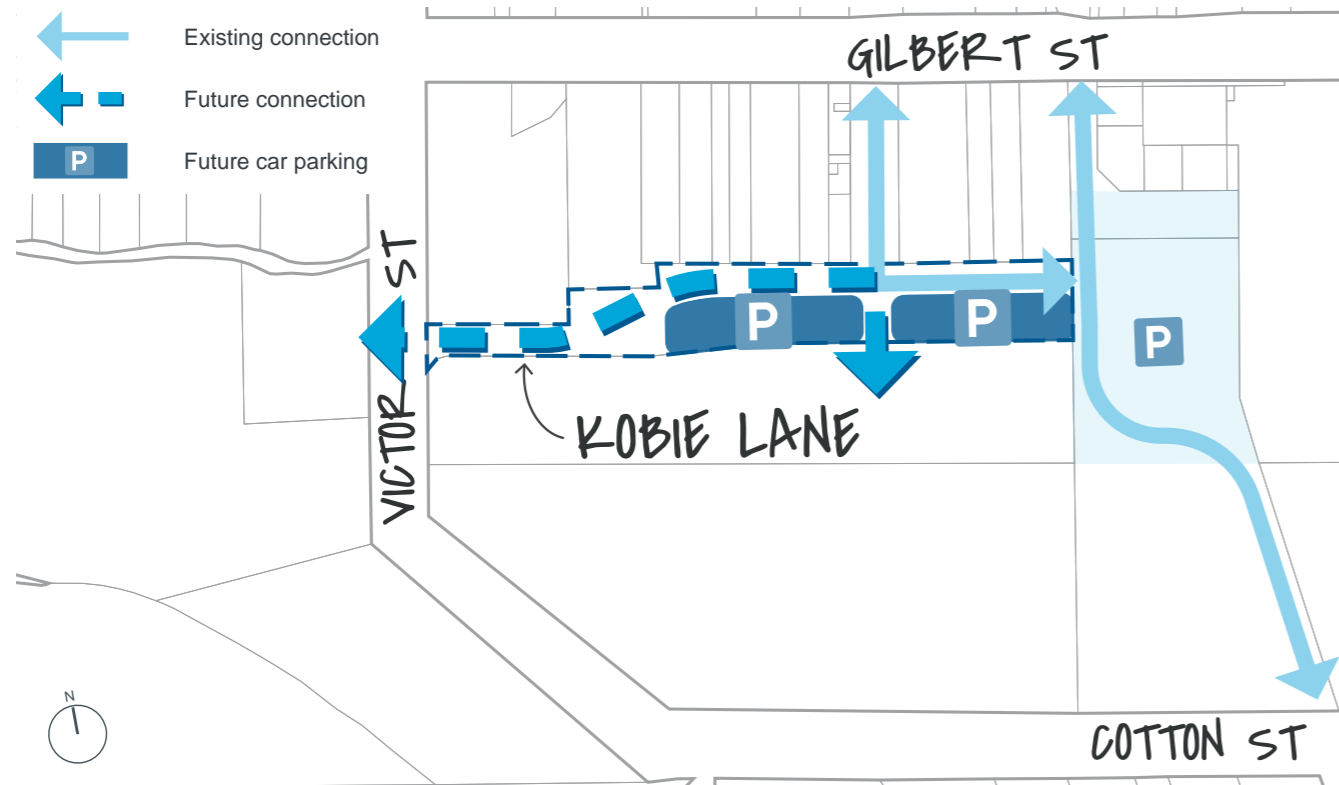


Figure 23 Potential Kobie Lane connectivity improvements

AM05

Formalising Kobie Lane Improved Connectivity

There is an opportunity to utilise the existing unformed road reserve and extend Kobie Lane to the west to connect with Victor Street. This measure would enhance pedestrian and vehicle connectivity between Gilbert Street, Victor Street and the public car park behind Station Square and allow for two-way traffic movements parallel to Gilbert Street.

It would allow for greater access and surveillance to the long-term potential development site to the south of Kobie Lane and would unlock greater development opportunities for this large vacant site. It also would provide the opportunity for increased parking and improved servicing and access for existing properties fronting Gilbert Street.

There is also the potential to utilise space within the Kobie Lane road reserve to provide for additional car parking, with initial estimates indicating approximately 90 parking spaces may be achieved in addition to the improved roadway. These additional car parking spaces would support activity within the Town Centre and offset the loss of spaces in the Kings Park car park.



Existing view of Kobie Lane looking west (source: GoogleMaps, 2023)



Figure 24 Artist's impression of Latrobe Town Centre gateway

AM06

Gateways Entries into Town Centre

Establishing welcoming gateways into a Town Centre significantly improves the attractiveness of the town to visitors and can enhance the safety of the area by signalling to drivers that they are entering a slower speed vehicle environment.

There is an opportunity to strengthen the two key entrance points into the Latrobe Town Centre, the eastern and western ends of Gilbert Street. Design considerations could include use of town signage such as 'Welcome to Latrobe' as well as reinforcing the current Poplar tree plantings that line the entrance road and create a visually striking and dramatic aesthetic that captures the attention of the driver.



Eastern entrance into Latrobe Town Centre



Gateway signage in Murrurundi, NSW

4-4 Access and Movement Strategies



Wild Ride Cycles bicycle store located on Gilbert Street



Existing bicycle parking on Gilbert Street



Cycle trails can attract riders of all ages and skill

Cycle Connectivity
Linkages to the river & mountain bike trailhead

AM07

Mountain bike trails are becoming a key attractor for visitors to North-West Tasmania. The Wild Mersey Mountain Bike Trailhead is one of many popular recreational cycle destinations in the region. The trail features over 100km of mixed-landscape riding suitable for multi-day trips.

There is an almost entirely singletrack bike route between the Spirit of Tasmania terminal in Devonport to the Wild Mersey Mountain Bike Trailhead in Sheffield. The Coastal Pathway route from Devonport travels along the Mersey River and connects into Latrobe via Bells Parade.

From Latrobe, access to the Wild Mersey bike network is via the Warrawee Forest Reserve Trailhead which is approximately a 12 minute ride south of the Latrobe Town Centre. This connection is via Hamilton Street and Shale Road, however this link is primarily on unmarked local roads and not formally identified on bike trail maps. There may be an opportunity to formalise this route to improve safety and connectivity and complete this key missing link.

Within the Latrobe Town Centre, cycling is not permitted along Sheean Walk due to the narrowness of the pathway, despite this acting as the most appealing direct route for cyclists. An alternate cycling route is proposed along Last Street West and Victor Street, providing a formalised bike connection to Hamilton Street and the Wild Mersey Warrawee Trail via Cotton Street.



Figure 26 Desired bicycle route through Latrobe Centre

This option would require cyclists to cross Gilbert Street at just the one location (Victor Street) via a dedicated cycle crossing. This would also provide for a convenient route for cyclists into the Town Centre where they could stop at the local bike shop, cafes or other locations. This could be further promoted via the introduction of additional bicycle parking within the Town Centre at suitable locations which do not adversely inhibit pedestrian movements.

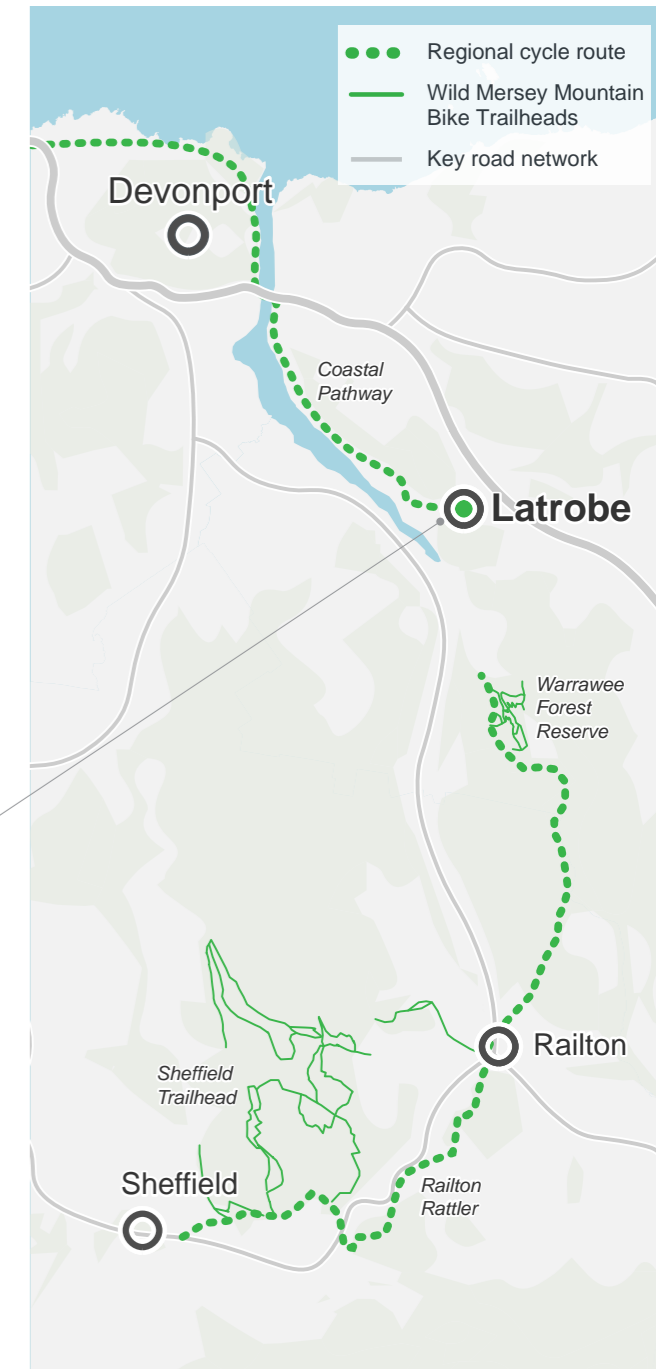


Figure 25 Regional Wild Mersey bike connections

04 Structure Plan

4-5 Built Form and Uses Strategies

BF01

Potential Future Development Sites Consolidated Growth and Development Opportunities



Current council owned, vacant site adjoining Kings Park carpark (A)



Existing Latrobe Village Market site (B)



Distant view of potential long term development site south of Kobie Lane

As Latrobe grows, new development sites will be required to meet the needs of the increased number of both residents and visitors. It will be important to ensure that the physical growth of the town centre is consolidated rather than further dissipated.

There are a number of potential catalyst sites that could be utilised to support future development in the centre. These are generally vacant or underutilised sites and are located around the periphery of the study area, where the lot sizes are generally larger and require less site amalgamation compared to sites on Gilbert Street. The following sites have been identified as potential future opportunity sites:

- (A)** This council owned site next to Kings Park has the potential to develop community uses such as a future community shed, associated storage and shared workshops including provision of areas for community gardens.
- (B)** The current site of the existing markets has been recently sold and future redevelopment on the site will result in the loss of a venue for the markets. This site is the only identified opportunity site with frontage along Gilbert Street and therefore an attractive, active frontage that addresses the street and pedestrians will be desired.
- (C)** This site is currently being utilised as a small scale solar farm with multiple solar panels located behind a perimeter fence. As the centre grows, the best future use of this land is likely to change, and commercial development may be more appropriate and feasible in this location. The existing solar panels could potentially be re-located onto future roof structures to retain their function and purpose.
- (D)** Currently this site is used as short term parking for RV caravans and other fully self-contained vehicles. The site includes access to a dump point and potable water. The site is council owned, and may develop into more formal car parking, tourism accommodation or commercial uses.



Figure 27 Potential future development opportunity sites in Latrobe Town Centre

- (E)** As a large site in single ownership, the existing Bowls Club site could be a potential long term opportunity site as the centre grows into the future. An integrated redevelopment of this entire site could provide additional commercial or tourism uses with basement car parking and potential bowling greens located on the rooftop.
 - (F)** This isolated vacant triangular land is currently only accessible via a narrow informal track across the Bowls Club land. Any long term future development of the Bowls Club should consider acquiring and incorporating this land into their site to ensure it is accessible and not sterilised.
 - (G)** A significant long-term opportunity site has been identified to the south of Kobie Lane. The large allotment is currently zoned Rural Land and contains no built form or development. The lot is well-located, and is in close proximity to key Town Centre attractions and destinations. The corner allotment is also highly accessible with vehicular access available from Victor Street to the south and west, and Kobie Lane to the north.
- Historically, this site has been heavily impacted by flooding and therefore minimal development in this location has been established. However, recent flood mitigation works have resulted in significant alterations to this area and there may now be greater opportunities to deliver new development in this location. Careful consideration would be required to ensure the proposed uses and design of the ground floor are appropriate for the potential flood risk.
- This land has previously been considered as a location for additional public car parking involving the construction of a bridge across Kings Creek to facilitate access from Gilbert Street. If the existing landowners decide this outcome is preferred, it could be delivered in collaboration with Council. However, alternate locations, such as along Kobie Lane (see AM05 - 'Formalising Kobie Lane' on page 24) are considered more visible, accessible and cost effective locations to deliver additional public parking to the centre.

04 Structure Plan

4-5 Built Form and Uses Strategies

BF02

Tourist Accommodation At locations that enhance the centre experience

In order to sustainably support the anticipated growth of the Latrobe Town Centre and increased visitor activity, investment into quality tourist accommodation is necessary.

An opportunity exists to undertake adaptive reuse of the existing built form fabric within the Town Centre as tourist accommodation, for example introducing accommodation within unused heritage buildings. This would allow the Town Centre to accommodate increased tourist numbers whilst preserving the traditional character of the area.

A number of large underutilised sites exist within the site area that present larger-scale, long-term opportunities for tourist accommodation such as development of a serviced apartment block. Particular opportunity sites include the lot south of Kobie Lane, the current RV accommodation site, southern portion of Well's site, as well as the Latrobe Bowling Club allotment.

Council-owned allotments on the fringes of the Town Centre also present development intensification opportunities that could be achieved through constructing new tourist accommodation.



Existing Latrobe Art Apartments on Gilbert St



Platypus Apartments short term accommodation on Gilbert St



Quest Hotels serviced apartments in Nowra, NSW

BF03

Facades & Shopfronts / Materials Design Guidance

The architectural quality and condition of buildings in the town centre has a significant impact on its overall appearance and character. Any part of a building, especially those that can be seen from the public domain, must apply the highest level of care to design, durability and maintenance upkeep.

A large amount of original fabric remains in the facades of the properties along Gilbert Street, exposing the history and traditional character of the Town Centre. Common facade materials include face or rendered masonry, and paint colours typically include light, neutral tones as well as contrast colours used for articulation details.

Awnings are a functional and visual element that can improve the comfort of pedestrians along the street, providing protection from the elements, and shade during summer. Awning styles along Gilbert Street are typically flat or angled and simple in construction, utilising either post or suspension rods for structural support. The awning fascia is a popular location for business signage.

For any new development along Gilbert Street, the detailed design of façades, the choice of colours and materials, awning treatments, doors and shopfronts, the use of a consistent colour palette, vertical rhythm and proportions, roof forms and parapets need to respond to the streetscape context and neighbouring buildings.



Facade variety along Gilbert Street

In order to protect the existing character along Gilbert Street, and provide direction for the development of infill buildings and property upgrades, design guidance can be developed in the form of a Facade Design Guide that identifies desired architectural elements.

The development of a Design Guide could identify features such as appropriate materials and colours, options for shopfront glazing, the style of awnings and signage, how lighting can be best utilised, and how safety and security measures can be incorporated.

To further enhance the presentation of the centre, Council may consider exploring opportunities to offer grants to business and property owners to help fund repairs and improvements to their buildings. This could be via applications to enhance building facades or improve accessibility to premises and could be matched by Council on a dollar-for-dollar basis (to a maximum limit).

04 Structure Plan

4-5 Built Form and Uses Strategies

BF04

Heritage & Character Buildings Preserving the Unique Character

Preserving and enhancing the existing heritage character of Latrobe Town Centre is a key priority for the local community. There are more than 70 heritage-listed buildings along Gilbert Street reflecting the history from the 1820s when it was the main port of the north-west. There is also a 'Local Heritage Precinct' identified in the centre which primarily focuses on properties along Gilbert Street.

One effective strategy to protect a heritage building is to ensure it has a purpose. If a building is well used, it is more likely to be looked after and maintained. The adaptive reuse of the historic 1876 bank building with the popular 'Monclair Gift Shop and Madame M Cafe', for example, is a successful case, as is the 1872 fully restored Lucas Hotel.

Any redevelopment of a heritage item will require detailed heritage advice to ensure that the original historic fabric is retained (or restored where required). While this can be seen as a 'constraint' (operational, financial), historic buildings are of wider cultural value and 'belong to all', and operators and landowners benefit from the fact that old authentic buildings attract people and increase the value of an area. Development adjacent to or in the proximity of a heritage item needs to sensitively integrate with and respond to the item, e.g. through appropriate choice of colours, materials and textures, floor heights, parapet and window alignments, vertical proportions and rhythm, and awning treatments.

There can also be ways to showcase and celebrate the existing heritage buildings through public art, information boards, night-time lighting of facades and by improving the adjacent public domain.



Figure 28 Local heritage items and precincts in Latrobe



Historic view of Gilbert Street, c1904 (source: Libraries Tasmania's online collection)



Gilbert Street flooding (source: Libraries Tasmania's online collection)



Heritage post office, library and Baptist Tabernacle along Gilbert Street



Existing character buildings along Gilbert Street



04 Structure Plan

4-5 Built Form and Uses Strategies



Timber fencing in Murrurundi, NSW provides a defined 'edge' to the on-grade car parking



Good example of fencing outside 133 Gilbert St



BWS carpark on Gilbert St with no street fencing

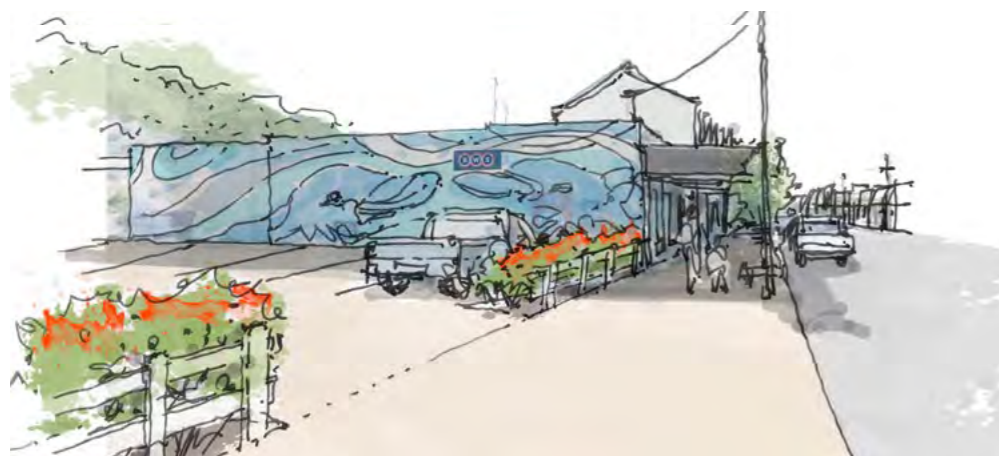


Figure 29 Artist's impression of mural, street fence and planting at BWS parking site

BF05

Fencing Sites that lack a street edge

Fencing is not a consistent streetscape feature in the Latrobe Town Centre. Some allotments utilise fencing to establish privacy and separation from the street, particularly residential lots. Other allotments are not fenced and therefore lack a clear street edge.

The fencing present within the Town Centre is inconsistent in terms of style, transparency, material and height. This inhibits the overall cohesion and continuity of the Town's streetscape character.

It is recommended that a consistent fence form is established for sites that currently do not have a street edge in order to distinguish between public and private lands, create enclosure and introduce consistency within the Town Centre streetscape.

To support the character of the Town Centre, the preferred fencing type is recommended to be charcoal wrought iron capped with finials. Painted timber or rendered concrete posts should be encouraged between panels. Fences should be up to 1.2m high and have a high degree of visual permeability. Since this type of fencing is already being used in parts of Gilbert Street, encouraging its use will also help to promote a cohesive character to the street.

BF06

Upgrade Blank Walls Opportunities for Public Art

The Latrobe Town Centre features a collection of blank facades, particularly in laneways off Gilbert Street where side walls have been overlooked. These blank facades present opportunities for effective activation and to create vibrancy.

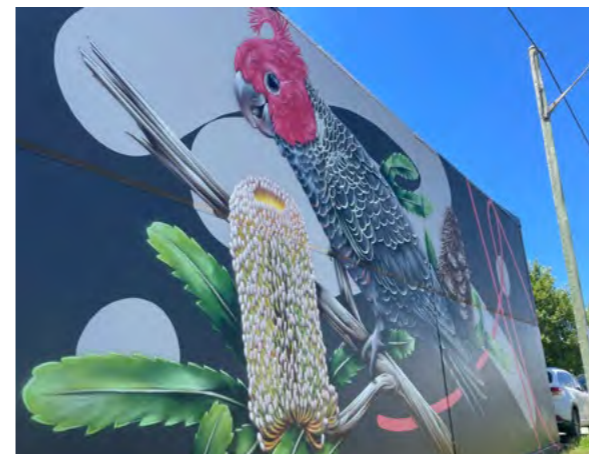
There is potential to utilise these blank walls as a canvas for public art installations in an attempt to improve the aesthetic appeal of the Town Centre to visitors and residents.

Public art themes could take inspiration from the occupant business related to that facade, as a way of promoting business whilst also providing public activation. Public art installations could also relate to Latrobe's town themes and attractions such as cycling, platypus, heritage buildings and railways.

Existing murals in the town centre include a locomotive painted on a blank wall at Hill St Grocer and antique signage painted on the side of Virtue's Spirit Art Supplies.



Wall art installation of a local identity in Nowra, NSW



Wall art installation in Bowral, NSW



Existing mural on blank wall at Hills St Grocer



Blank facades in Latrobe Town Centre

04 Structure Plan

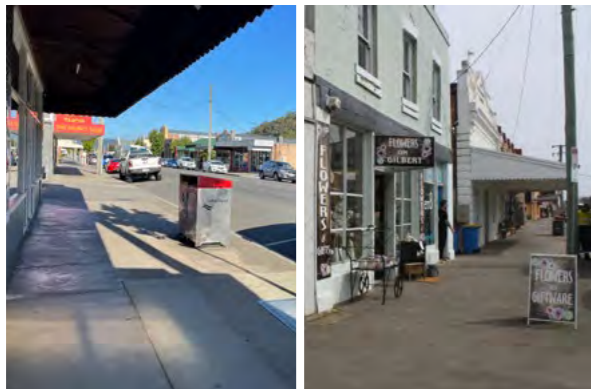
4-6 Activation and Placemaking Strategies

AP01

Activated Footpaths Activation and Pedestrian Zoning

Footpaths within the Latrobe Town Centre are generally empty with little activation or street furniture. This creates an opportunity for increased activity and visual interest along the footpath. Successful footpaths should be able to accommodate pedestrians, motor scooters, store frontage displays, outdoor dining, street furniture and landscaping all of which can be appropriately managed through zoning provisions.

A simple zoning structure can include three distinct areas including 'store frontage and marketing zone', 'pedestrian clearway zone', along with 'planting and, furniture zone'. Zoning of footpaths within the Town Centre will help to ensure safe access for all pedestrians and motorists whilst also facilitating increased activation and an enhanced streetscape environment.



Existing footpath environment along Gilbert Street

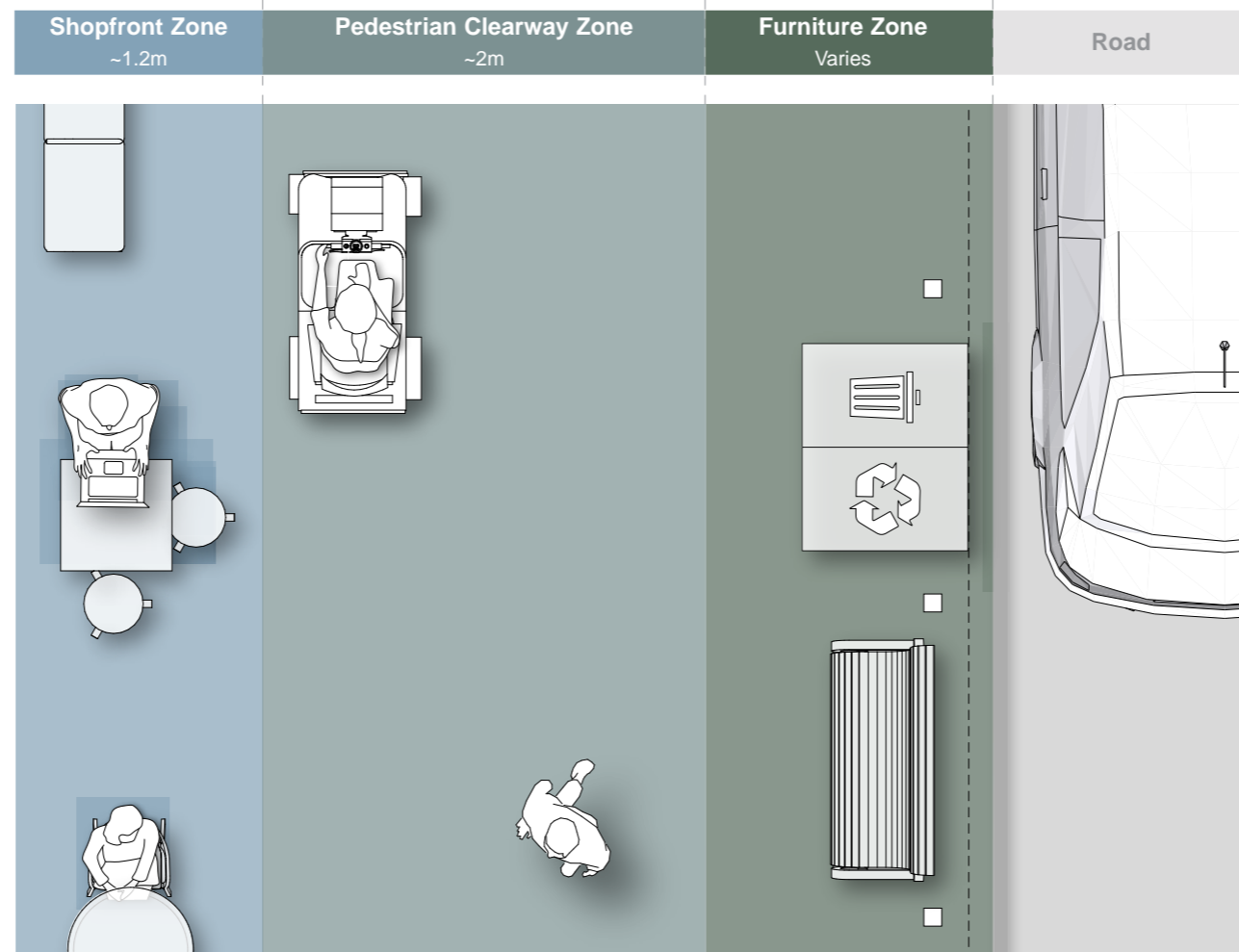
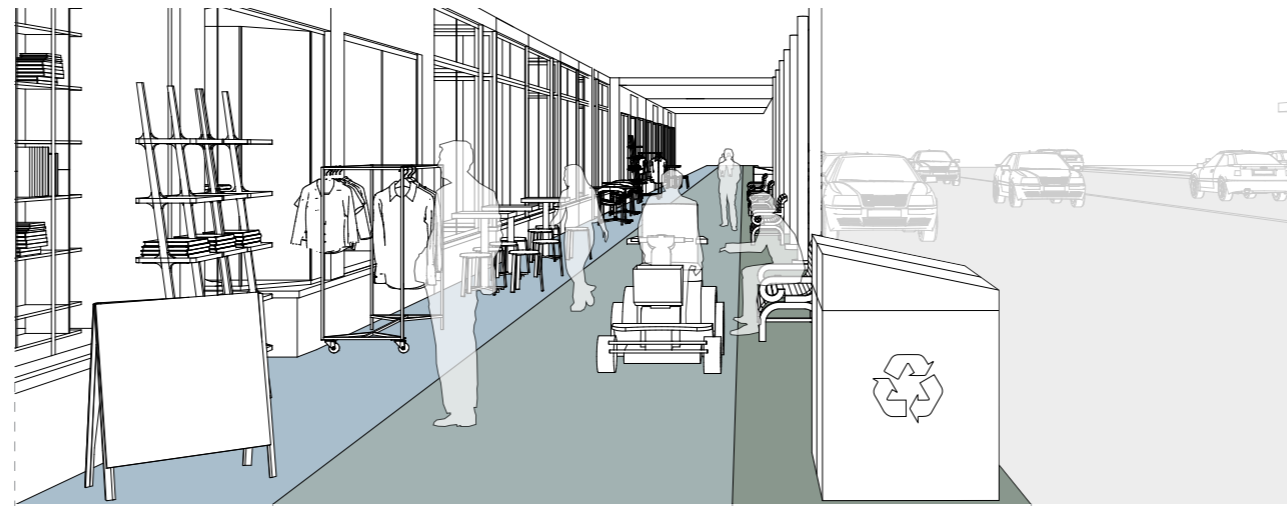


Figure 30 Potential footpath zoning diagram along Gilbert Street



Lively pedestrian environment in Bellevue Hill, NSW



Footpaths need to be uncluttered for people with reduced mobility



Shop wares activating and creating interest along the street

04 Structure Plan

4-6 Activation and Placemaking Strategies

AP02

Wayfinding Signage and Branding

Wayfinding is an important aspect of a Town Centre's functionality and success. It needs to be comprehensible for residents and visitors and should include directional prompts to key attractions and destinations, public toilets and public car parks.

In broader terms, wayfinding is about intuitively reaching a destination without 'getting lost'. Wayfinding is typically more important for visitors than locals. Good wayfinding results in a better overall visitor experience, increased amount of time spent in the town centre (contributing to the local economy), and reduced vehicular congestion.

A wayfinding strategy would identify areas that are of interest to visitors to the centre, and consider ways to make these areas visible. A Town Centre map could also be provided in key locations in Latrobe to enhance the wayfinding experience.

Wayfinding signage can be integrated into public art and street furniture for increased attractiveness and ease of use.



Wayfinding signage in Bowral, NSW



Town Centre signage in Canowindra, NSW



Public art integrated with wayfinding map in Darling Square, Sydney, NSW

AP03

Public Domain Improvements Street Furniture and Landscaping

The qualities of a place are strongly influenced by the amenity and visual appeal of the streetscapes. Increased provision of street trees was strongly expressed by the public in order to improve the image of the town centre.

To enhance streetscape activation, and improve amenity and accessibility for all it is recommended that a review of street furniture is undertaken within the Town Centre, particularly along Gilbert Street, to ensure street furniture is attractive, comfortable and appropriate for all including those with reduced mobility. This will help, along with encouraging longer stays within the Town Centre.

Flowering plants and annuals are an effective way of adding colour and vibrancy to a centre. These can be located in large pots or planters or in hanging baskets. When selecting the types and forms of landscaping the need for regular maintenance needs to be considered. Regular maintenance and upkeep is also needed to ensure the streetscapes are clean and attractive for residents and visitors.



Hanging baskets with flowering plants are a popular way to add colour and vibrancy



Seat furniture providing a mix of seating options including back support and arm rests



Street vegetation in Goulburn, NSW



Timber street furniture with flowering pot plants

04 Structure Plan

4-6 Activation and Placemaking Strategies

AP04

Latrobe Markets Sustaining a successful market

Markets are an effective way of bringing people into a town, ensuring the market offerings are reliable and of an appropriate quality is also key to ensuring the long term success of the markets. Markets can take the form of antique or second hand markets, fresh food and produce markets or arts and crafts markets (or a mix). Food trucks or stalls and coffee carts are also potential ways to diversify the options available at local markets. Exploring opportunities for night time markets with food, drink and music is a potential way to activate the centre into the evening.

Existing Markets

The existing Latrobe North West Markets site is located at 169-171 Gilbert Street and operates every Sunday between 8am-1pm. The current site has a variety of shed structures that store goods and materials for the weekly markets. When not in operation, the site is generally vacant. This open-air, community market offers general bric-a-brac goods, crafts, hand made wares, antiques and second hand items. This market has been held for many years although has reduced in size post Covid.

The existing Latrobe Mystique Markets are held monthly at the nearby Memorial Hall.

Desired Market Criteria

The site where the existing North West markets are held has recently been sold and a new location for this event is therefore required. It is desirable that the new market site is in a location that is visible and easy to find so that it can continue to attract visitors and passerbys.

A prominent location also means that the site should be tidy, well-kept and well maintained so that it is presentable at all times. Providing appropriate storage facilities on site is one way to ensure the markets operate efficiently and in an organised manner. Shipping containers can provide low cost and flexible opportunities for market storage and pop-up spaces. Nearby in Devonport, the Paranaple Market Square Pavilion is a large format market space that provides covered space for market stalls to operate in all weather conditions.

Currently the markets operate in a 'car boot' format with goods and offerings sold and unloaded directly from the boots of seller's cars. The hardstand paving of the current site is very suitable for this type of market, however when the markets are not in operation, the space is not particularly inviting.

Large, flat, green spaces can also provide potential opportunities to locate market stalls. These green spaces work well for infrequent events as the grass needs time to recover. The careful consideration of access and parking is required to ensure that the lawn and grass is not regularly damaged by vehicle and pedestrian movement.



Existing markets in operation on a Sunday



Existing market site at 169-171 Gilbert St - vacant when not in use



Mystique Markets held in and around the Latrobe Memorial Hall



Fresh food and produce markets could be a potential inclusion into the Latrobe event roster



Sail structures at the Rocks Markets, NSW



The Kiama Markets are held in a local park

04 Structure Plan

4-6 Activation and Placemaking Strategies

AP04

Latrobe Markets Sustaining a successful market

A preferred future location for the Latrobe Markets has been identified adjacent to the proposed community facilities, in a centrally located area within the town centre concentrated around Kings Park, Station Square and Gilbert Street. This location is highly visible, is accessible from Gilbert Street and Kings Park, is centrally located along the main street and encourages pedestrian movement and activity in the centre.

In the short term, the markets could operate in this location utilising the existing hardstand gravel surface. In the long term, if this space becomes more naturalised as an extension to Kings Park (see PS02 - 'Kings Park Carpark' on page 28), the design of the markets would need to adapt to the revised landscape design. In this scenario, vehicle access for market setup could be accommodated via the driveway to the shared community hub. Shed structures to store goods and materials for the weekly markets could co-located with the community hub and hardstand areas used for the markets could be used the rest of the week by those accessing the community facilities.

There are also opportunities for a market in this location to expand and shrink over time to meet changing demands. Markets stalls that don't need car access could expand into Kings Park and down to Gilbert Street.

There is also the potential for more stalls to be located in the Station Square plaza. These stalls could provide options for more lightweight setups offering food and arts and crafts as this location would not have direct car access. The temporary markets in this location would help activate and enliven the plaza intermittently, and help provide a precedent for more events and activity in this space.

If demand for the markets continues to increase over time, the event could potentially extend further south into the car parking south of Station Square. This overflow location provides a hardstand surface more in keeping with the existing conditions of the current market location.



Figure 31 Artist's impression of 'Market Day' as seen from Gilbert Street

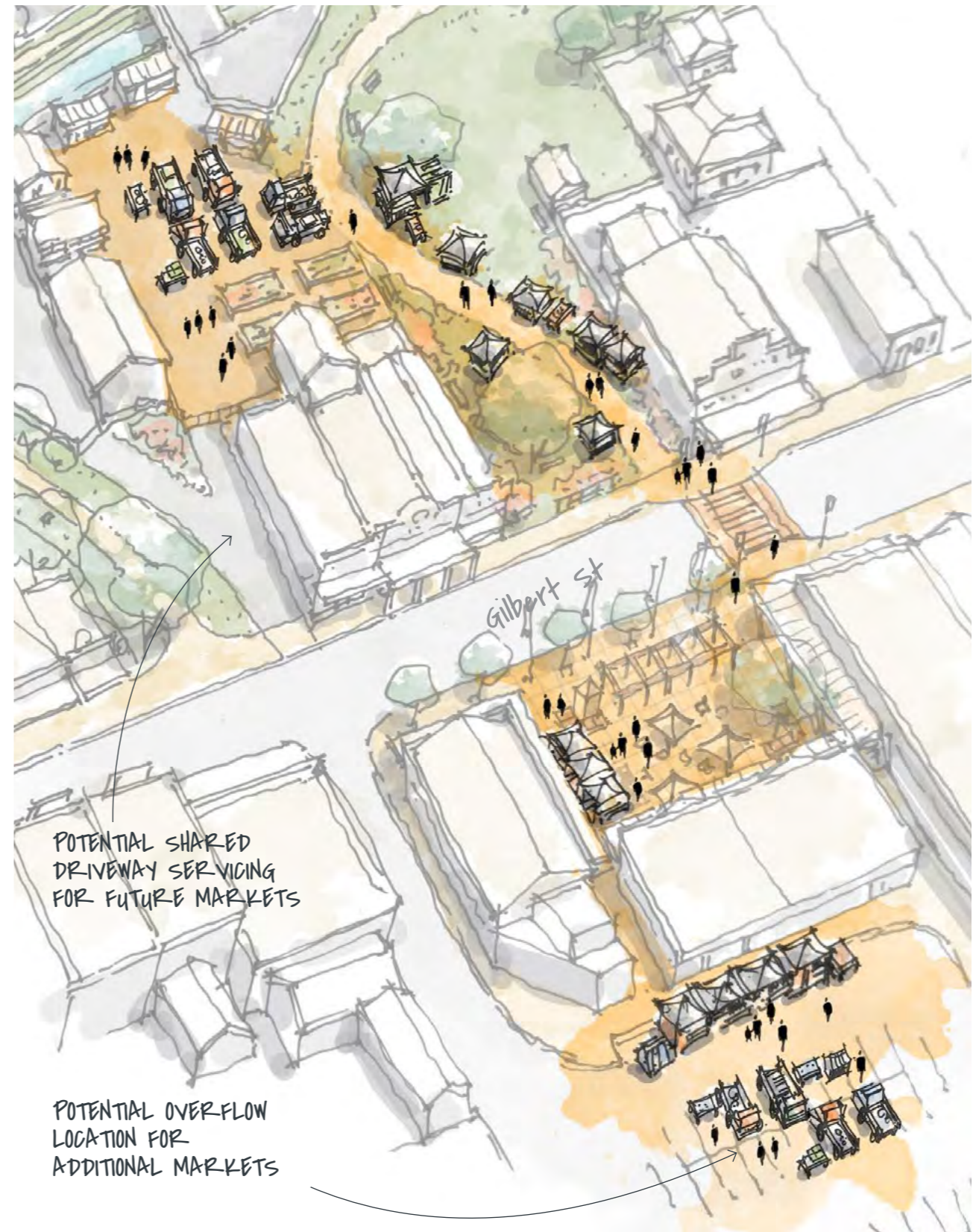


Figure 32 Indicative sketch of potential market locations

4-6 Activation and Placemaking Strategies



Food destinations operating into the evening



Uplighting heritage and landscape makes a centre feel safer and more inviting

AP05

Evening Activation
Safe and Lively Night time Uses

To attract people into the town centre and encourage people to linger, a safe environment and a range of different evening activities and venues is needed.

Evening activation within the Latrobe Town Centre could be in the form of increasing restaurant and bar venues, introducing live music events, as well as extending opening hours of the Library and other cultural venues.

Safety is an important consideration when proposing increased evening activity, and it relies on quality lighting and passive surveillance. Providing a mix of lighting sources including overhead street lights, pole mounted lights, bollard lighting, feature lights, facade lights and shop front illumination creates variety, character and interest. Uplighting key landmarks in the Town Centre such as the Post Office and Memorial Hall could be considered in order to signpost key destinations and improve safety and security.

AP06

Public Art
Public Art Strategy and Discovery Trail

A cohesive public art strategy would be extremely beneficial for improving the attractiveness of the Latrobe Town Centre. Public art provision could range from small incidental pieces that delight those who 'find' them, to larger interactive pieces that children can play on, through to murals that can disguise a blank facade. It is important that the public art remains 'tasteful' and that the size and scale of the art is appropriate for its location within the Town Centre. A desired route for an 'art trail' (such as through Kings Park) could also be identified.

Public art provision can revolve around key themes characteristic of Latrobe including platypus, cycling, heritage buildings and railways.



Playful sculptures that appeal to a wide audience



Public art framing key district views in Launceston



Corten steel public art sculpture



Figure 33 Potential platypus public art in Kings Park and amphitheatre



Appendix Community Engagement

- A-1 Engagement Plan
- A-2 Design Charrette - Day One
- A-3 Design Charrette - Day Two
- A-4 Additional Consultation

Appendix Community Engagement

A-1 Engagement Plan (as submitted to Council)

Approach to Engagement

The Latrobe Town Centre Review will be developed through a collaborative process with Council team, the local community and stakeholders. This Community & Stakeholder Engagement Plan outlines the approach, methods and the process for the community engagement. It will ensure that the engagement is carried out in ways that help the community and stakeholders understand the constraints of the existing situation, so that the outcomes of the engagement process are realistic and achievable. This plan sets out who, how and when activities will occur to provide as broad a reach as possible within the time available.

For the Latrobe Town Centre Review an Enquiry by Design or a Design Charrette process is recommended. A Design Charrette is a great way to provide expert support and input into a community-centred process, and to maximise the desirable outcomes in a shorter targeted timeframe.

What is a Design Charrette?

A Design Charrette is essentially an intensive, hands-on design workshop that brings people from different disciplines and backgrounds together with members of the community to explore, test and resolve design strategies for projects at different scales. It is a time and cost effective, stakeholder–designer collaborative design process that can be effective in creating consensus and solutions to complex urban problems.

Engagement Objectives

With the help of a tight structure and precise planning, in a Charrette, the design process is condensed to efficiently address issues and aspirations of the community & stakeholders, generate design ideas, and share & test them – all within a short timeframe. The issues are discussed, aspirations are noted, ideas are generated and refined, all while the community participates, responds, and provides alignment & consensus towards a unified vision and desired enhancements for the town centre.

A two-day Design Charrette is recommended for the Latrobe Town Centre Enhancement Review and the key aims of the engagement are:

- To investigate opportunities for further commercial development and tourist accommodation;
- To evaluate the operation of Gilbert Street for vehicles and pedestrians;
- To evaluate the current parking situation and propose possible and achievable solutions for the future;
- To review the key public spaces in the town centre, with particular emphasis on attracting people to the town centre;
- To facilitate the safe passage of cycling and pedestrian traffic in the area;
- To provide a proposed structure plan for the area; and
- To identify a new site for a market space.

Identifying Stakeholders

In addition to engaging with the local community, it is essential that identified stakeholders are targeted for invitations to be involved in the engagement process.

Therefore, a critical step early in any community engagement process is stakeholder identification. Council and the project team will collaborate to identify individuals, groups and organisations who should be engaged with throughout the process. The stakeholder groups are likely to involve:

Internal Stakeholders:

- Councillors and Council staff
- Strategic Land Use Planning
- Economic Development
- Assets
- Environment and Sustainability
- Community Engagement
- Development Assessment
- Development Engineers

External Stakeholders:

- Business owners and operators
- CBD property owners
- Residents and community groups
- Indigenous Community groups
- Kentish and Latrobe Independent Business Association (KaLIBA);
- Department of State Growth
- Real estate agents
- Regional TAS
- Transport Tasmania

These stakeholders should be specifically contacted by Council, to ensure that if they choose to, they can participate in the planned engagement process.



Appendix Community Engagement

A-1 Engagement Plan (as presented to Council)

Community & Stakeholder Engagement Process

The Community & Stakeholder Engagement Process roughly constitutes three phases: Pre-Charrette Preparation, Two-day Design Charrette and Post-Charrette Review & Design.

A successful Design Charrette would require extensive preparation, planning and co-ordination from Studio GL in collaboration with Council to maximise the efficacy of the two-day charrette period, including preparation of materials that will support the workshops and inform the design discussions.

The Charrette will include a series of workshops & events within the two-day time frame. The design team, comprising Urban Designers and Architects, will work collaboratively with members of the local community, key stakeholders, and Council to address the range of priorities identified. Based on the feedback from the participants, concept ideas will be developed, tested, and shared for feedback, all within this period.

The design team will establish a 'home base' where they will work for two days – provided by Council. This home base is best in a central location, preferably with a 'storefront' that allows the passing pedestrians to 'peep in' to see what's going on throughout the two days. During this time a series of workshops will be programmed covering a range of activities. The charrette will start and end with community workshops; the first one to listen to the community, and the second one to present rough ideas to the community for their feedback.

Studio GL will prepare the necessary materials for use during the engagement events. This will include review of relevant documents, mapping of the wider context, the natural setting and landform (topography, canopy/ vegetation cover), spatial characteristics (urban structure, vehicular access network, pedestrian/ cycle routes, public transport), and built form and land use (building footprints, existing uses and heights, heritage, key community infrastructure).

Raising Awareness Pre-Charrette

A vibrant and informative consultation also requires the active involvement of the local community. To engage as diverse a cross section of community as possible, we recommend a range of activities be undertaken in the lead up to the charrette.

To promote the design charrette, to encourage participation, and to get an understanding of what the community considers as important for Latrobe Township, we recommend advertising the two-day charrette and the engagement process. We also highly recommend involving the local Indigenous community, to provide input into the project and insight into the area.

Day/ Date	Description
Mid Oct to Nov 15, 2023	Charrette preparation
Charrette Day 1 – Nov 16, 2023	Listening to the community – a focus on gathering input from the community to gain a better understanding of the challenges and opportunities for the centre
Charrette Day 2 – Nov 17, 2023	Ideas, recommendations & presentation – a focus on generating quick, high-level ideas in response to the conversations with Council and the wider community
Nov 19, 2023	Post-charrette drop-in session at the markets (TBC, not advertised)
Nov 20 to mid-Dec, 2023	Post-charrette documentation of engagement outcomes, review & design

Advertising the project within the community is key to ensuring successful participation. We recommend the following to maximise involvement:

Media releases

Graphics provided to Council, for distribution and promotion of the Charrette events and the project in general.

Advertising

Images for advertising in local newspaper(s) provided to Council to advise the community about the Charrette process.

Posters & Postcards

Posters and postcards advertising the engagement activities for shops and service providers within the town centre so they can be displayed in shopfronts, library, other public buildings etc.

Social media

Digital versions of the posters provided to Council for distribution and upload to community website, Facebook pages, community forums and email lists.

Primary and Secondary Schools

The local youth and children could be included in the process for community planning and public engagement by working with local schools. Studio GL can provide one-page surveys for children to write/draw their ideas for their centre. These can be timed such that the results can be displayed at the workshops during the Charrette.

Appendix Community Engagement

A-1 Engagement Plan



Community & Stakeholder Design Charrette DAY 1 Listening to the Community

The Design Charrette itself is a two-day intensive event. The first day will focus on gathering input from the entire community to gain a better understanding of the challenges and opportunities presented.

The design team will be asking what people like about the township, as well as what is not working. They will also be encouraged to share ideas for future changes and improvements. Events during this day will seek to engage as wide a range of the community as possible. Activities will focus on engagement tools that help all community members articulate their ideas and help the design team deepen their understanding of this place.

Following is a list of suggested activities for DAY 1; to be finalised in collaboration with Council.

DAY 1 Activities	Description	Participants	Time
Site tour & meeting with Council Team	Studio GL staff will tour the town centre study area with a Council representative. This will provide an opportunity for the entire SGL team to gain an understanding of the area and discuss key concerns and ideas with Council team.	SGL Staff & Council Team	8 am to 9:30 am
Community & Stakeholder Workshop	The Latrobe Community and Stakeholders will be invited for a workshop at the 'Home Base' to share their thoughts, concerns, and aspirations for the town centre. The workshop will include the following activities: <ul style="list-style-type: none"> Placecheck mapping – an engagement technique to assist in the appraisal of places with place-based comments. Ideas Post-it Boards – to encourage the workshop participants to list specific issues and ideas Visual Character Board – for understanding the community's vision for their town centre Live scribing – will include Studio GL staff sketching ideas in the workshop as they are being generated. Online surveys – available for those who cannot attend the in-person sessions to pick up at the consultation locations or download from Council website. These could be submitted as emails or handed over to Council 	All	10 am to 12 pm
Drop-In Session	This will be held at Station Square and will comprise informal interactions and conversations about the process and the comments & ideas will be recorded on post-its.	SGL Staff	1 pm to 2pm
Focused one-on-one meetings	Studio GL Staff members will conduct one-on-one focus meetings with specific group/s if needed, and as advised by Council.	As identified	1 pm to 4 pm
Analysis and Design ideas	Studio GL staff will collate the information collected from the workshop to generate design options and high-level ideas.	SGL Staff	1 pm to 8 pm
Ongoing community feedback	The Home Base will be inviting for the community to periodically 'peep in' to see what is going on in the charrette. There will be post-its provided for the community to provide ongoing comments.	All	12 pm to 8 pm

Appendix Community Engagement

A-1 Engagement Plan



DAY 1 Activities	Description	Participants	Time
Developing Ideas	The high-level ideas generated on the previous day will be refined and detailed to create plans and sketches.	Studio GL Staff	8 am to 5 pm
Meeting with Council	<ul style="list-style-type: none"> The ideas will be shared with the Council team at a very high-level to gain consensus from Council. 	Studio GL Staff and Council Team	11 am to 11:45 am
Community & Stakeholder Workshop	<p>The Latrobe Community & Stakeholders will be invited for a second workshop to provide their feedback on the design options and ideas generated by Studio GL. This workshop will include the following activities:</p> <ul style="list-style-type: none"> Presentation – A short presentation by Studio GL team to outline the key ideas and recommendations for the town centre. This would include sketches, plans, precedent photos, etc., to showcase options and ideas for improving the town centre. Dotmocracy – using the facilitation technique of dot-voting, community members will be asked to give their opinion on the presented ideas. They will be provided with green and red dots to determine their preferences. Ideas Post-it Boards – post-its will be provided to offer opportunity for specific comments relating to the presented ideas or for sharing new ones. 	All	5 pm to 7 pm
Wrap-up meeting with Council	A short meeting to discuss the community and stakeholder feedback and consider next steps for the process.	Studio GL Staff and Council Team	7 pm to 7:30 pm

Community & Stakeholder Design Charrette DAY 2 Ideas, Recommendations & Presentation

The second day will focus on generating quick, high-level ideas in response to the key components and priorities identified by Council and the wider community, including short-term and long-term projects, and strategies under consideration for the town centre.

The output from this day's activities will be concept ideas and designs which will be presented to the community at the end of the day. Facilitated discussions will help determine participants' opinion on the design ideas.

Engaging with the community at this point builds support for the changes and brings all the parties together to understand the challenges and opportunities and what is required to realise the vision for the centre.

Following is a list of suggested activities for DAY 2; to be finalised in collaboration with Council.

Post-Charrette Drop-in Session Ideas, Recommendations & Feedback (to be confirmed)

To gather feedback from Latrobe's wider community, SGL Staff will participate in the Sunday morning markets to have conversations about the project and gather comments and ideas from the market participants. This will be an informal engagement session and will not be advertised.

Post-Charrette Documentation of Engagement Outcomes

All the content generated for and during the community engagement, will be included in the Appendix of the Outcomes Report, which will include a summary of the process, conversations, comments, and feedback from the Charrette.

Based on the feedback from the Charrette, the next steps would involve creating the Draft Outcomes Report, which will include vision & design principles, design concepts, traffic recommendations and the proposed structure plan for Latrobe Town Centre. Based on the feedback from the charrette, draft

Vision and Design Principles will be created. The vision will provide a concise and holistic focus for the centre, whilst the design principles will reflect the desired future character identified by the community and will be strategic (responsive to policy) and spatial (responsive to place).

Appendix Community Engagement

A-2 Design Charrette - Day One

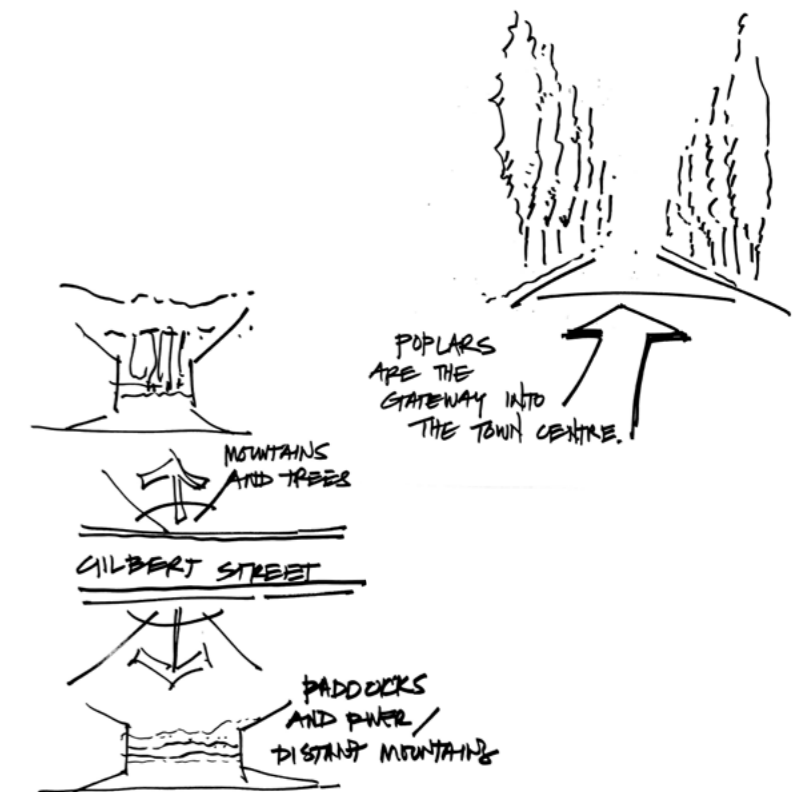
As planned, the first day focussed on gathering input from the local community & stakeholders to gain a better understanding of the challenges and opportunities presented. During the workshop, drop-in session and the informal walk-ins, the community shared with us what they like about the township, what could be improved, their ideas & suggestions for improving the Latrobe Town Centre and other places that would help inspire the new vision. A total of around 25 community members and 4 Council staff participated in the consultation on Day One.

We received a number of comments on this day, which have been consolidated in this section.



Key Strengths of the Latrobe Town Centre

The heritage feel of the centre and the different historic buildings is charming
Love the weekend markets!
The views on either side of Gilbert Street, especially from the gaps between buildings, are spectacular - mountains and trees on one side and paddocks on the other
Reliquaire - people come from everywhere to visit
The Post Office & Library Park is lovely
The centre is walkable; flat topography of the centre makes it accessible
Latrobe Town Centre's identity: <ul style="list-style-type: none"> • Victorian/ Historical • Local / Community • Mersey River and Kings Creek • Town meets country • Community markets • New meets old • Platypus • Proximity to mountain biking trails
The shopping centre is delightful
Free parking is good and should be retained
The Poplar trees on either ends of Gilbert Street form gateways into the town centre
The Tasmanian Family History Society is also a popular destination for the locals



A-2 Design Charrette - Day One

Key Issues of the Latrobe Town Centre

Crossing Gilbert St is scary, especially for seniors; reduces the centre's capacity to fully utilize all the facilities
Station Square is the dead centre - no activity, no people. It is utilitarian and well protected but aesthetically boring; cold in winter, hot in summer
The wind in the centre is very strong and plays a key role in the experience of the centre
The town is not accessible enough for its ageing population
There is a need for a community shed - men's shed as well as a place for the Garden Club to meet. It should be versatile, multi-use, enclosed and easily accessible
The platypus is a part of the town's identity, but barely visible (in any form) in the centre
Getting out of the carpark across Station Square is a nightmare - cant turn left or right
Right turning vehicles hold traffic - Make it no right turn on Gilbert Street
The War Memorial Park is not very usable; not enough seating, not very inviting to use
Why are heavy trucks using Gilbert Street regularly? Consider a detour for the trucks
The centre shuts down in the evening - no activity and hardly anyone on the streets
Need more wayfinding and signage in the centre; not sufficient signage / directions for public toilets
Kings Park is on opposite sides of the creek; underutilised; the toilets need an upgrade, the levee could be a problem with teens (climbing), the river's edge could be better used for walking
With flooding issues over the years, a number of businesses have suffered; particularly shops on the west end of the centre



Vision for the Latrobe Town Centre

Key issues regarding parking:
<ul style="list-style-type: none"> Need more accessible parking in the centre Hicks Lane carpark is currently underutilised When events take place, parking is insufficient; during Craft Fair in November, all residential streets are packed Nice to have more parking around William St / Gilbert St intersection
Resolve sound, power, water and accessibility issues in Station Square to function better
The town centre boundary is a bit unclear
Reduce vehicular speed on Gilbert Street
Take mobility scooters into consideration - they mostly come down Weld Lane
Encourage Youth involvement in the centre
No place for a Christmas tree - plant a conifer for future but need something until then
The amphitheatre in Kings Park is great but disconnected and small; the levy makes it worse
Keep chain stores out of Latrobe
Seating in the centre is generally too low with no handrails; metal is not good, prefer timber
People frequently run across the road in front of IGA - potential location for mid-block crossing
People walk on one side of the street in winter (for sun) and in summer the other side (shade)
Underutilised land south of Gilbert Street; potential for senior housing, townhouses, etc
Not enough public transport options
All public spaces are noisy, difficult to have a conversation
Many cyclists, scooters and skateboard riders riding on the footpath

Festive ambience, friendly & inviting centre - fairy lights, pergolas with planting, outdoor dining & street life
Events that give a nod to the history of Gilbert St: horse and cart rides on weekends, etc
Cycling infrastructure that is visible throughout the centre
More green into the centre; green walls/fences, plantings, pergolas, etc
Public art in the form of interactive platypus sculptures, bright wall murals
History of Latrobe more visible; currently no recognition of Railway Station in Station Square
Signage, streetscape and details that reference the heritage of Latrobe
Use of natural building materials for new buildings, e.g. bricks etc.
Incorporate hanging baskets to bring seasonal flowers and a pop of colour into the town centre
Multiple options for overnight accommodation in town for visitors
Experience of four seasons and seasonal changes within the centre
Street furniture that is comfortable for everyone in all seasons including winter, rain and on windy days
Modern built form that is four or more storeys is not for Latrobe
Markets to become more central and visible
Showcase the heritage façades better
Safe pedestrian environment

Appendix Community Engagement

A-2 Design Charrette - Day One

Key Ideas & Opportunities for the centre

Need activity on Station Square; bring back the chess, Railway Cafe, shade trees, solar-powered charging, improved seating, shops with outdoor seating, etc. to make it the heart of the centre

Improve access to and use of Kings Park

Renovate empty and run-down heritage buildings at the lower end of Gilbert Street

Need mid-block crossings at key locations

Integrate the markets into the centre; potential for market to be across Gilbert St, in station Square and carpark. Bring back the Farmers Markets

Need more options for tourist accommodation in the centre; current options are heritage pub, and self-contained units

Bring more colour and vibrancy into Gilbert Street - seasonal flowers, more green, hanging baskets, flags, etc. without losing footpath space

Showcase the centre's historic details

Improve evening activation within the centre

Encourage outdoor dining along Gilbert Street

Improved accessibility within the centre and wheelchair accessibility for businesses

Integrated signage that celebrates the rich history of Latrobe; walking trails with historical signage

The centre needs public art - interactive platypus sculptures, murals on blank walls, etc

Improve connectivity to Wild Mersey Bike Trails

Sheffield Mural Walk could be an inspiration

Add hanging baskets to Gilbert Street

The local youth need something to do!

Improve connectivity to the amphitheatre across the river in Kings Park

Other places for inspiration:

- Shearwater Village, Port Sorell - resort style apartments with golf course and bistro
- Deloraine, successful since bypassed
- Oatlands, Ross & Sheffield - beautiful signage and wrought iron lights
- Wynyard TAS - hanging baskets, floral gardens
- South Burbank - umbrellas and outdoor seating, deciduous creepers and trees
- Monclair cafe - outdoor dining
- Toowoomba - railway station, garden setting
- Bellina NSW - clean and green
- Windsor /Richmond NSW - heritage façades
- Ulverstone - The Hive, multi-purpose, artistic
- Launceston - park areas are away from traffic
- Penguin - quality stores, lovely eateries, plenty of places to sit, relax and enjoy the view

Explore new uses that could go in the centre: retail and commercial uses, short-term and long-term accommodation

Tourism opportunities for Latrobe - mountain biking related tourism, nature tourism (cradle mountain, the coast, ferry cruises)

Bring in late-night food options, especially takeaway food options like McDonalds and KFC

Visitor Information Centre needs update and more signage; consider moving it to a more visible location

Bring in grocery stores like Woolies to allow one-stop shopping

Need more options for senior residences in town

Southern side of Bells Parade could be improved with exercise equipment and better access

Make the Sheean Walk more pedestrian-friendly

Improve cycling infrastructure within the centre; cycleway to connect to the regional infrastructure and cycling amenities

Encourage landlords to invest in the centre; incentives from Council for repainting, maintenance, repairs, reinstate verandah posts

Incorporate more native Tassie species in planting; pig face, etc

Provide accommodation for hospital staff

Encourage community gardens in the centre

Keep the centre within the existing area rather than expanding outwards

A live music venue would be nice; something more cosy than the Memorial Hall

If IGA parking had entry from Gilbert St but exit behind the shops, it would ease the traffic flow

Annual main street arts festival and fungi festival (a number of local fungi growers)

Increase low/medium density housing within the town centre

Add a sculpture park for Pig Island/Bells Parade

Add a 'Keep Clear' zone in front of the fire station

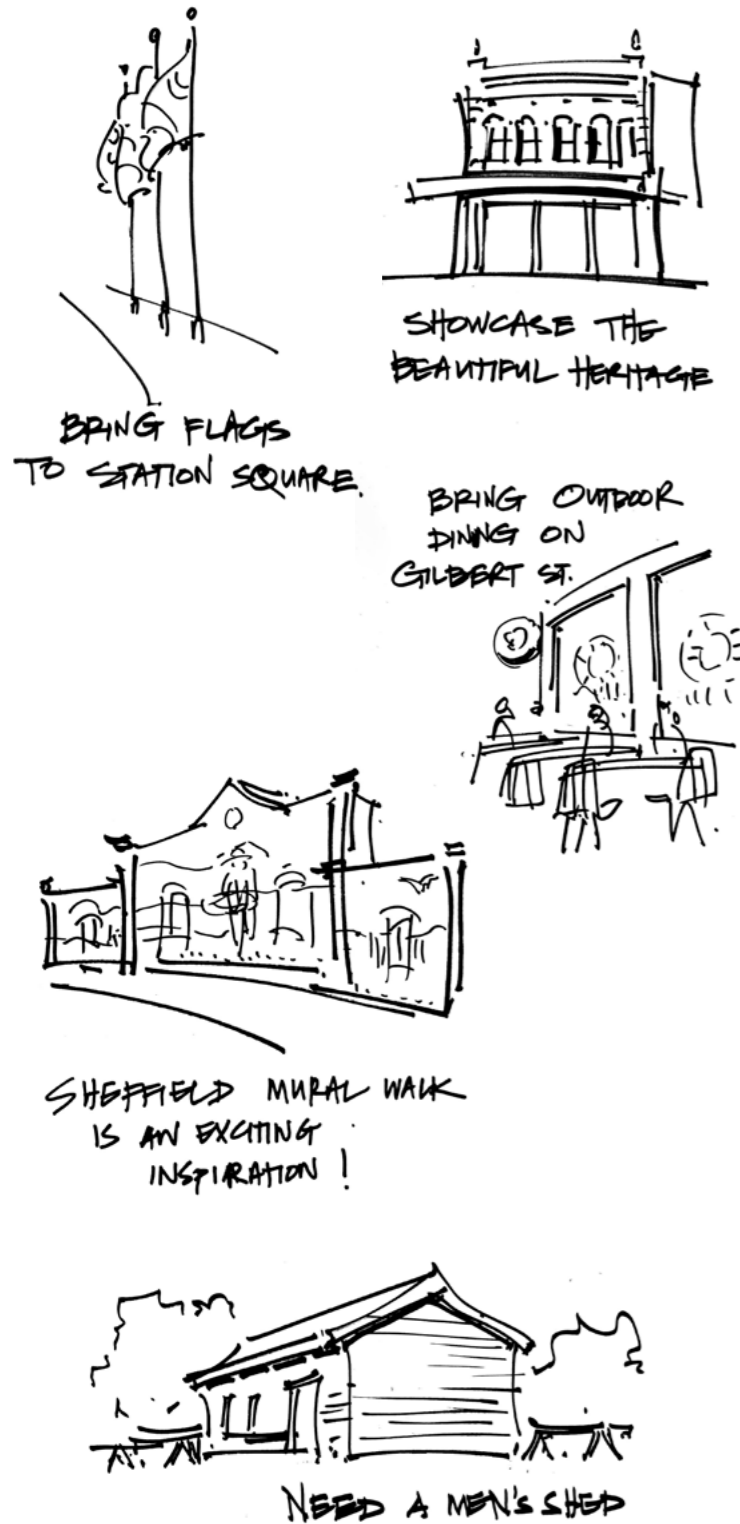
Improve existing bus shelters and add pedestrian crossings in proximity to bus stops

Introduce opportunities to know more about the history of the place and people: tours, plaques, podcasts, etc

To improve cycle connectivity, link Shale Rd (near Wild Mersey Trains) to Bells Parade.

King's Park could have a series of walking trails around Dooleys Hill.

Bring back 'Back to Latrobe' storytelling event



Appendix Community Engagement



A-3 Design Charrette - Day Two

Day Two of the charrette focussed on generating quick, high-level ideas in response to the key components and priorities identified by Council and the wider community, including short-term and long-term projects, and strategies under consideration for the town centre.

These ideas were presented to the community using plan drawings, sketches and photographs. A total of around 26 ideas were presented to the community and stakeholders. The participants were invited to vote their preference using green (for ideas they like) and red dots (for ideas they dislike), as well as add comments using post-its. Approximately 25 community members and 5 Council staff participated in the workshop held at the end of Day Two. The feedback has been consolidated in this section.

Nos.	Ideas	Green Dots	Red Dots	Comments
Open Spaces & Public Domain Ideas				
1	Station Square: Ground level activation & landscaping improvements	5		<ul style="list-style-type: none"> Greening and adding colour to Station Sq is a great idea Coffee van in Station Square - Yes please! Add shade trees to Station Square Bring out the chess set - Fairy lights are great! Widen pedestrian crossing - band march on ANZAC Day, don't need a sharp hump
2	Kings Park: Improving amenity	4		<ul style="list-style-type: none"> Great idea to connect Kings Park to Station Sq Remove the cars in front of Butchers Shop; the wide walkway with trees would work well for a market Consider maintenance of flood levee
3	Kings Park Carpark - OPTION 1 Improving access to open space	2	3	Bring food vans in Kings Park - already permitted by application
4	Kings Park Carpark - OPTION 2 Improving access to open space (no parking)	7		<ul style="list-style-type: none"> Have a bridge over the levee and create a circuit; Eumundi Market Circuit Many families and small children like the current fenced areas as it provides safety from water
5	Memorial Hall Forecourt Improvements	2	3	<ul style="list-style-type: none"> Get rid of flax plants - trip hazard Memorial Hall looks dated and front entry needs rejuvenation Like the idea of 45 degree parking next to the hall Street not wide enough for 45 degree parking and parking on the other side; so no parking gain Can't get rid of blackboard Can't close off visible front area; space curenly used for indoor/outdoor events
6	Library Garden Forecourt Improvements	4	1	<ul style="list-style-type: none"> Love this space; appreciate the gardens and the roses, beautiful building Add a water bubbler in the library forecourt Visitor centre on this site perhaps, as a part of the library?

Appendix Community Engagement

A-3 Design Charrette - Day Two

Nos.	Ideas	Green Dots	Red Dots	Comments
Access & Connectivity Ideas				
7	Footpath Zoning	1		<ul style="list-style-type: none"> Outdoor areas spilling into footpath thoroughfare, zones need clear definition Narrow footpath could be a challenge, with street parking and a busy street
8	Public Domain Improvements Street trees, footpaths and street furniture	5		<ul style="list-style-type: none"> Add lots of trees! Especially in Station Square Love the hanging baskets More greenery in Station Square and in the carpark across, leading to Kings Park
9	Cycle connectivity Linkages to wider network	2		Safe linkages to join our green spaces and bring traffic to businesses
10	Wayfinding Signage and Branding	2		Signage in the centre could be 'antique' inspired - e.g. street names and lights (Oatlands, Sheffield)
11	Low Speed Environment	7		Add ripple strip before each pedestrian crossing and roundabout
12	Traffic Movement and Parking Reducing truck, car and pedestrian conflict	13	10	<ul style="list-style-type: none"> No right turn off Gilbert is a great idea Median strip cannot work for fire trucks Heavy vehicles bypass is not an easy option
13	Gateways Entries into Town	1		<ul style="list-style-type: none"> An iconic entry into town, links green corridors and defines the town boundary Poplar trees were planted by students years ago; now at the end of their life Extend the area of Poplar trees on either side of town and to other areas
14	Pedestrian Crossings Improved Safety and Access	2		<ul style="list-style-type: none"> Raised crossings to slow vehicles and give pedestrians priority Planting and blisters improve visibility Consider approaches for band marching along Gilbert St
15	Kobie Lane Improved Connectivity	8		<ul style="list-style-type: none"> Extend Kobie Lane through to Weld Street Two way access from Weld Street to Cotton St, to reduce trucks on Gilbert St

Nos.	Ideas	Green Dots	Red Dots	Comments
Built Form Ideas				
16	Heritage & Character Buildings Celebrate the Unique Character			Heritage interpretive signs around town would help develop sense of place
16	Facades & Shopfronts/ Materials Design Guidance	8		Agree! Important to maintain Victorian façades in good condition. Any new development should be in keeping with the heritage of the town
17	Tourist Accommodation At locations that enhance the centre experience	4		<ul style="list-style-type: none"> Build more accommodation, compatible building style Use existing buildings where possible or upstairs of other buildings Need cheap accommodation, caravans and free camping
18	Fencing Sites that lack a street edge	1		<ul style="list-style-type: none"> Sympathetic fencing is important; the dreadful metal fences on all new housing are so boring! Fences can be well done to be exciting and heritage vegetation looks nice but high maintenance
19	Upgrade Blank Walls	1		Be original; don't replicate nearby towns
20	Potential Future Development Sites Long Term Opportunities			<ul style="list-style-type: none"> No boxy or large structures, or the heritage / cottage feel would be lost Town is outgrowing current capacity More development is appreciated, but please ensure heritage facade is developed on all new buildings, e.g. Reliquaire Block to the southwest could be good for full supermarket development with speciality stores

Appendix Community Engagement

A-3 Design Charrette - Day Two

Nos.	Ideas	Green Dots	Red Dots	Comments
Activation Ideas				
21	Public Art Discovery Trail	4		<ul style="list-style-type: none"> • Great idea! • Public art along the Sheean Trail • Attractor for the centre
22	Latrobe Markets - OPTION 1 New location	13	2	<ul style="list-style-type: none"> • Good connection between Station Square & Kings Park • Could include a green belt in Kings Park - park on the green on the western side • Storage on site is key to attract some sellers • Advertise the markets on the highway • Bring food trucks to the markets • Craft market in Station Square
23	Latrobe Markets - OPTION 2 New location	2	8	<ul style="list-style-type: none"> • Requires the markets to be neat and tidy • Like that this makes it central and accessible • Hill Street Grocer could have a fresh food conflict • Parking lot owned by Hill St Grocers - not likely to happen • Paranple Centre - good market example • Keep the quality of the markets high
24	Evening Activation	1		<ul style="list-style-type: none"> • Love the concept of night life in Station Square • Good idea if shops stay open
25	Latrobe Identity			<ul style="list-style-type: none"> • TAS can be blasé about the scenic beauty and related opportunities • Add a platypus viewing spot
26	Visitor Centre Potential Relocation			<ul style="list-style-type: none"> • Needs more signage, especially for RVs • Include a town map • It requires large vehicle parking nearby • Was previously at 10 Gilbert, Axeman's Hall of Fame, Cherry Shed Yolla, now behind Memorial Hall, co-located with Arts Group • Banjo Bakery previously offered to host it as a kiosk style



Appendix Community Engagement

A-4 Additional Consultation

Council Officers (Troy McCarthy, Jo Oliver, Andrew Newton) – 15 November 2023

Over a period of three hours we worked with three Council representatives to consider the early options. We workshopped these ideas and refined them based on their knowledge and local understanding of the area and the town centre. Various options were raised and further developed, in preparation for what was to be presented at the Public Workshop the following day.

Discussion with Greg Fenwick – Economic and Tourism Development, Latrobe Council – 15 November 2023

Wide-ranging discussion with Greg about Tourism within the area, and what the town needs to support Tourism. Covered issues such as what is currently working in the town (AirBnB is popular), and what works in the wider area (Port Sorell Village), we also discussed what drives tourists to visit (mountain biking, Raceway, platypus spotting), and what may attract in the future (proposed new racecourse). Discussions also covered projects that are under-development, such as the development of Public Art and Signage strategies.

Discussion with StateGrowth Tasmania (Claire Armstrong, Brendan Moloney, Dustin Moore) – online 18 December 2023

Discussion was focused on Public and Active Transport.

Public transport - Latrobe is serviced by Public Buses, the service provider has been in touch with Studio GL and has asked to be informed of any proposed changes. The issue of convenient and regular street crossings over Gilbert St was discussed, currently there is limited controlled crossing opportunities, especially near bus stops.

Active transport – Latrobe is located near the Coastal pathway, which is a popular cycleway. Latrobe is also in proximity to the Wild Mersey Mountain Bike facilities. Better provision for cyclists accessing the town and traversing the town would support these opportunities. Sheean Walk is not suitable for cycle use given the existing width. Cycle access also needs to be considered to other local destinations, such as the Hospital, schools etc.

Letter received from Mark Norris – re Latrobe Farmers and Outdoor Market – via email 24 January 2024

The submission supports the provision of a relocated Market venue, utilising shipping containers for storage, that would provide a food area, seating area and pop-up shops. The submission also proposes a range of other activation options that could be provided. Mark would also like to see the venue bright and inviting, activated by artworks and activities to enliven this event.

Latrobe Bowls Club Discussion Paper (dated February 2022) – via email 24 January 2024

This discussion paper sets out the history of the relationship between the Bowls Club and Council regarding the car park fronting Victor Street. The car park is currently leased by Council, from the Club. Discussion also references the triangular land to the east of the Club site, between Sheean Walk and Kings Creek. Studio GL has reached out to the contact provided, for more information.





Latrobe
Council

