

DEVONPORT LIVING CITY

# MASTERPLAN



# LIVING CITY

Changing the heart, reviving the region

# DEVONPORT LIVING CITY MASTERPLAN

## WILL HODGMAN

PREMIER OF TASMANIA



### *“Government supports Plan”*

Devonport is a major gateway to Tasmania and the State Government believes **LIVING CITY** is an important part of growing the State’s economy into the future. We’re pleased to play a key role in facilitating such a project and to work with the Council and other stakeholders to make this vision a reality.

The Liberal Government is committed to making Tasmania a better place- the sort of place people want to live and work, raise a family, do business and take a holiday. That’s why we’re aggressively pursuing opportunities for economic growth, opening the State for business and actively pursuing business investment and more jobs. We’re focused on creating the best regulatory environment possible to encourage and facilitate development.

**LIVING CITY** will help build confidence in the future and provide the stimulus to make these things happen.

We’re also looking for ways to maximise opportunities for the Spirit of Tasmania to deliver more tourists to our door. This, in turn, generates economic activity and fuels further job growth.

We have a renewed focus on passengers and tourists and **LIVING CITY** only enhances the work we’re doing.

Through **LIVING CITY** and the flow-on effects it will have statewide, we can deliver growth, jobs and prosperity to create a brighter future for all Tasmanians.

We understand that a strong economy and a vibrant business sector are vital for Tasmania.

Hon WILL HODGMAN  
Premier of Tasmania

## Ald STEVE MARTIN

MAYOR - CITY OF DEVONPORT



### *“Rejuvenation of City”*

The **LIVING CITY** vision to rejuvenate the heart of our region and breathe life back into the city is one Council has worked hard to get right.

The importance of this project to our future is shared by fellow Aldermen, who are united in the long-term plan to grow Devonport as an attractive and vibrant location with a full range of services in a quality environment.

We thank the State Government for its support and commitment to **LIVING CITY**.

Together we are able to set a new direction to generate jobs, economic development and population growth.

This is a 30-year dream that is finally becoming reality, thanks to the community actively shaping the city they want to work in, live in and visit. To see the community’s overwhelming support and passion for the Principles Plan was very encouraging for Council.

While finalisation of this Master Plan concludes the planning phase of **LIVING CITY**, we can’t underestimate the enormity of implementing this plan. It is now more vital than ever we seek the community’s support and secure Federal Government funding.

We look forward to the opportunities **LIVING CITY** will open for us in the short term, but more importantly over the next 20 years to help us continue to grow and thrive as a city and a region.

Ald STEVE MARTIN  
Mayor – City of Devonport

## ROYCE FAIRBROTHER

INDEPENDENT COMMUNITY TASKFORCE CHAIRMAN



### *“Ambitious but realistic vision”*

This is more than just a dream. The Master Plan for **LIVING CITY** is a bold, long-term vision, and is a sensible, well thought out concept that can be achieved when we work together.

It has been carefully planned on learnings from the past and is about not simply Devonport but opening doors to new opportunities for the whole Cradle Coast Region and beyond.

Council should be congratulated for the commitment, resources and vision it has delivered in moving **LIVING CITY** forward. I’ve been proud to lead a committed taskforce – including Yvonne Rundle, Kate Beer and Bruce Gowans – to promote the **LIVING CITY** and assist to make it a reality.

Our role has been to provide strategic advice, assist in securing State and Federal Government assistance and also, importantly, ensure the community has been kept fully informed and has been able to play a key role in shaping the city.

It’s imperative we look to the future – and not just five years, but 20 years down the track. What will the city look like?

This is a long-term solution to create a vibrant and dynamic space for the region and support the growth and development of our business community and economy.

What I’ve learnt in business and in life is what you wish for, you often get. Our 30-year dream is coming to fruition.

ROYCE FAIRBROTHER  
Independent Community Taskforce Chairman

# DEVONPORT LIVING CITY – THE STORY



## “Region Set to Grow”

**LIVING CITY** is one of the North West region’s largest development projects and will transform Devonport through the creation of **new retail, business/service and waterfront precincts** focused on highlighting our tourism, arts, food and services.

It’s a project that is estimated to **generate \$250 million in investment** over a five to eight-year construction period and **provide up to 1100 ongoing jobs** in a region which is struggling with one of the highest unemployment rates in the country.

**LIVING CITY** answers the question of Devonport’s role in the region and gives the City an identity as the retail and service hub serving the North West of Tasmania. The plan will:

- Facilitate new retail development in the CBD, complementing existing retail and limiting further fragmentation.
- Establish the City as a **retail destination** with attractive downtown retailing complementing the existing Homemaker Centre (Northern Tasmania’s largest).
- Create a **cultural heart** for the region focused on the arts and food.
- Establish a platform on which to realise a long-held vision to **open the City to the waterfront**.
- Give a purpose to the southern part of the CBD, consolidating a critical mass of business and professional service uses.
- Raise the standard for accommodation and visitor services, attracting more visitors who will spend longer in the region.
- Create a destination where **produce from North West Tasmania, one of the greatest food producing regions of the world**, can be showcased.
- Provide massive **economic benefits for the region** with initial modelling indicating the flow on effect to the regional economy to be in excess of \$500 million annually.

Having undertaken extensive consultation, **LIVING CITY** has received **overwhelming community support**, including from the wider North West community and business leaders.

While Council is not underestimating the work still to be done and recognises that many master plans never become reality, **action** has already been **taken to ensure this vision will be realised**.

Council has invested \$15 million towards securing key strategic properties across the CBD during the past two years. Negotiations are also well advanced with developers and major retailers ready to invest as soon as sites become available.

The **State Government** has recognised the role **LIVING CITY** will play in its plans to grow the State’s economy and **has committed**

to transfer ownership of the two Government sites required to consolidate land for retail development in the CBD.

To help fast-track progress, technical assessments of all identified future development areas have been undertaken and no obvious barriers exist.

As planning has evolved, each iteration has moved the vision closer to being realised. **The Master Plan can now be easily divided into distinct projects** with clear timelines on how each will progress, allowing implementation to begin.

Securing Federal Government funding for the waterfront precinct remains the final requirement in allowing **LIVING CITY** to become a reality.



# COMMUNITY ENGAGEMENT

## “Unprecedented Community Support”

One of the key components of creating the Master Plan was for it to be a reflection of what the community wanted. To achieve that, Council underwent one of its largest community engagement processes to date, generating by far its greatest ever response.

Prior to this consultation, Council first engaged with key stakeholder groups, developers, retailers and community leaders in an effort to gather vital information on the opportunities and challenges facing Devonport and the broader region.

The information gathered through this process supported the development of the Principles Plan, which was launched to the public in early March 2013.

Following its launch, Council then actively engaged the community to seek its opinion on the Principles Plan, which was aimed at creating a vibrant and connected city.

Through listening posts, open house sessions, public presentations and a community survey, the Council was able to discover what the people of Devonport and its surrounding regions really wanted.

Of the survey respondents, 30% lived outside of Devonport providing Council with a strong impression of what was most important to the wider region.

Council was involved in thousands of conversations, which involved 1039 survey responses being completed and hundreds of written submissions via email, Facebook and through the mail.

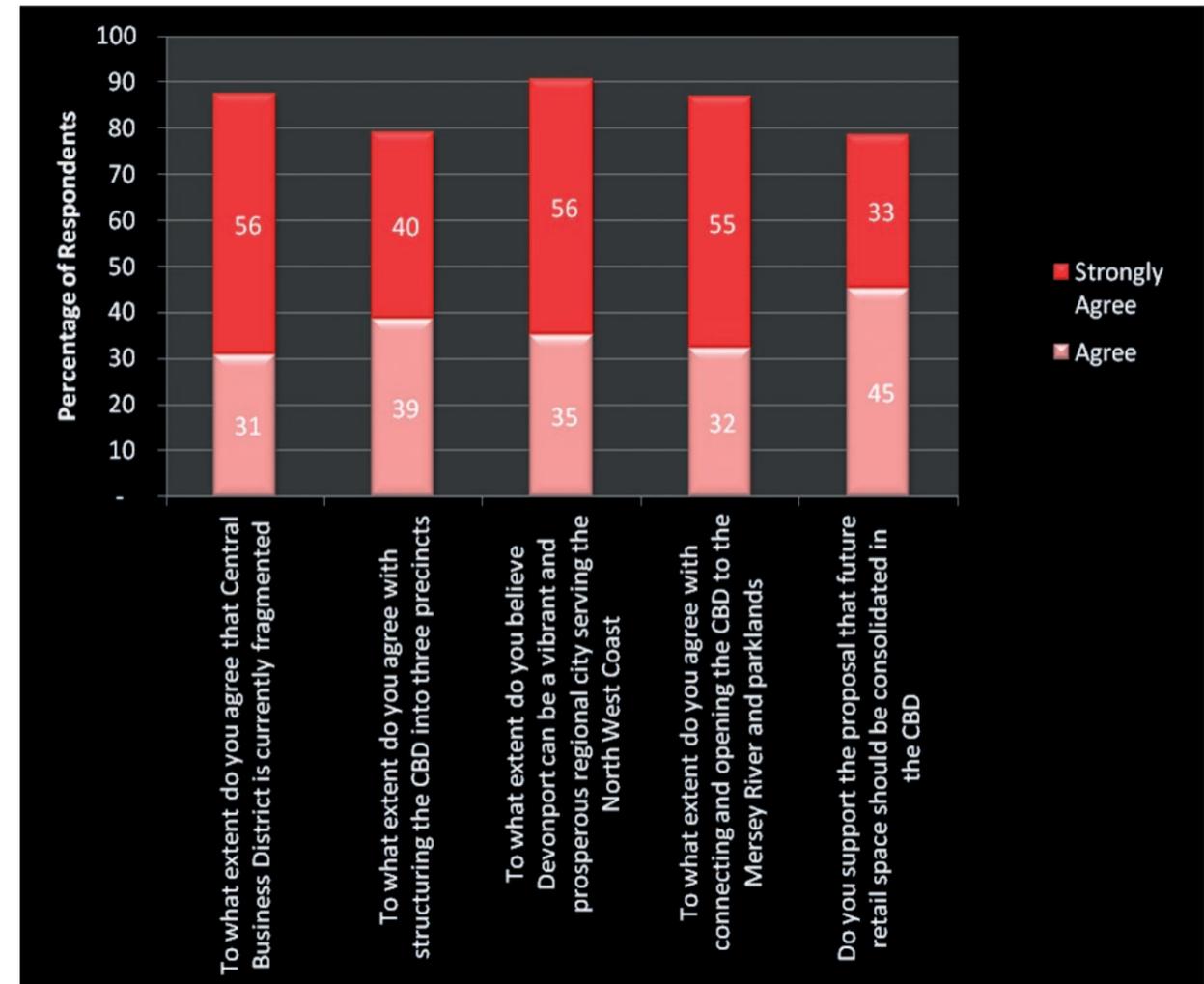


Of those surveyed:

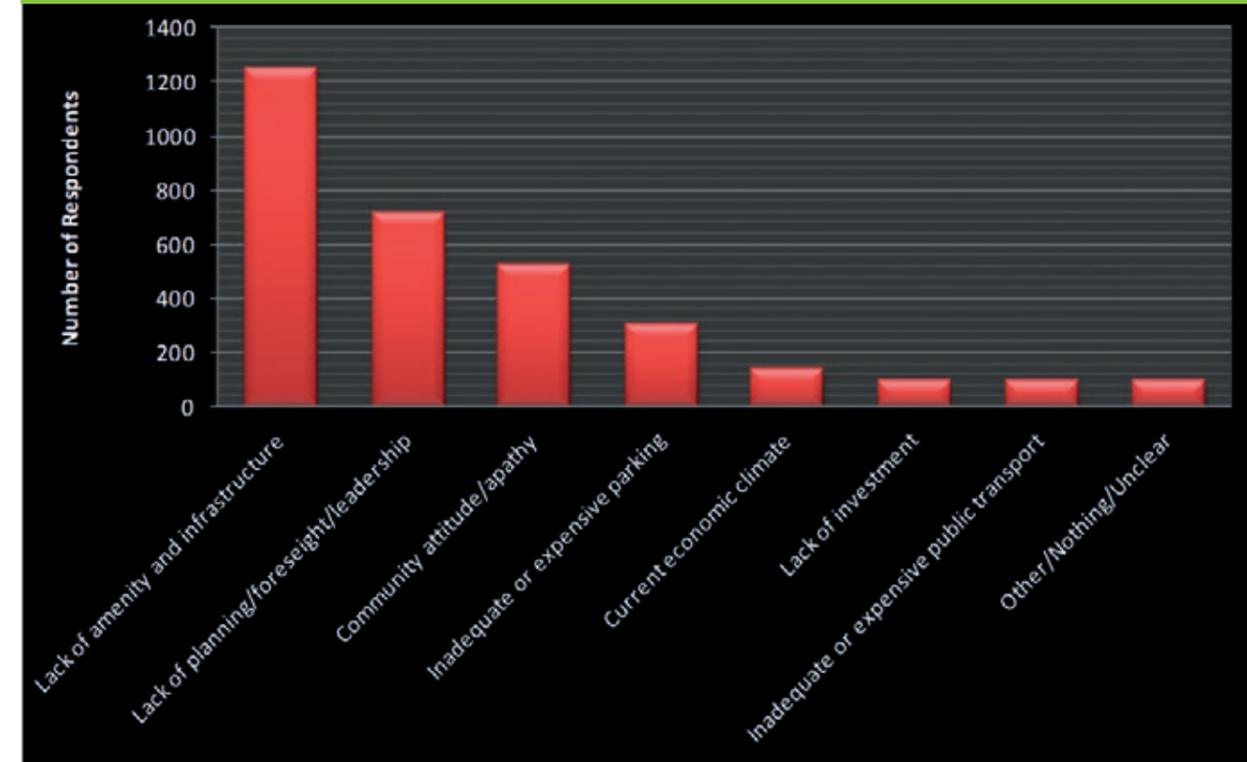
- **87% agreed the CBD was fragmented**
- **79% agreed with structuring the CBD into 3 precincts**
- **91% agreed Devonport can be a vibrant regional City, serving the North West Coast**
- **87% agreed with connecting and opening the CBD to the Mersey River parklands**
- **78% agreed future retail space should be consolidated with the CBD**

Based on this feedback, Council adopted the Principles Plan.

From that information, this Master Plan was formed for launch in August 2014, aligning with the community's long-held vision for Devonport.



## WHAT'S HOLDING US BACK?



# COMMUNITY ENGAGEMENT – FEEDBACK

*“Strengthen the CBD”*



*“I am certain Devonport needs further development of the CBD into a more concentrated and easily accessible area.”*

*“I think this is an opportunity for Devonport to stamp its mark as a place for people to come to shop, dine and be entertained. If you can do that, then you will attract more investors, business functions and events.”*

*“I think we should be centring on the river, rather than turning our backs to it – using it to our advantage.”*

*“Pay as you leave, multi-storey car park that is central to the CBD so the elderly and people with a disability don’t have to walk too far to get to everything.”*

*“More retail brings more local jobs, which creates local wealth.”*

*“Locally grown food markets.”*

*“I think that the plans for Devonport sound absolutely fantastic! They make me consider staying in Devonport instead of moving interstate.”*

*“I think the biggest problem is the fragmenting of the CBD.”*

# DEVONPORT LIVING CITY MASTERPLAN

Devonport is well positioned for growth in Tasmania. The **LIVING CITY** strategy is key to the revitalisation of the CBD as the region's economic and cultural heart.

The **LIVING CITY vision** is to:

1. Strengthen the regional attraction for North West Tasmania and Tasmania's tourist market
2. Connect the CBD to the Mersey River
3. Link existing retail and businesses through urban renewal
4. Create economic and employment growth

## The 3Cs of the Living City Master Plan

### CREATE

*a high quality live, work, play environment*



New integrated retail

Waterfront restaurant precinct

Civic precinct

### CONNECT

*the city centre together*



### CAPTURE

*more tourism dollars with the correct amenity and make Devonport a "must visit" destination*



931,000

Yearly tourists to Tasmania

360,000

Yearly passengers on the Spirit of Tasmania

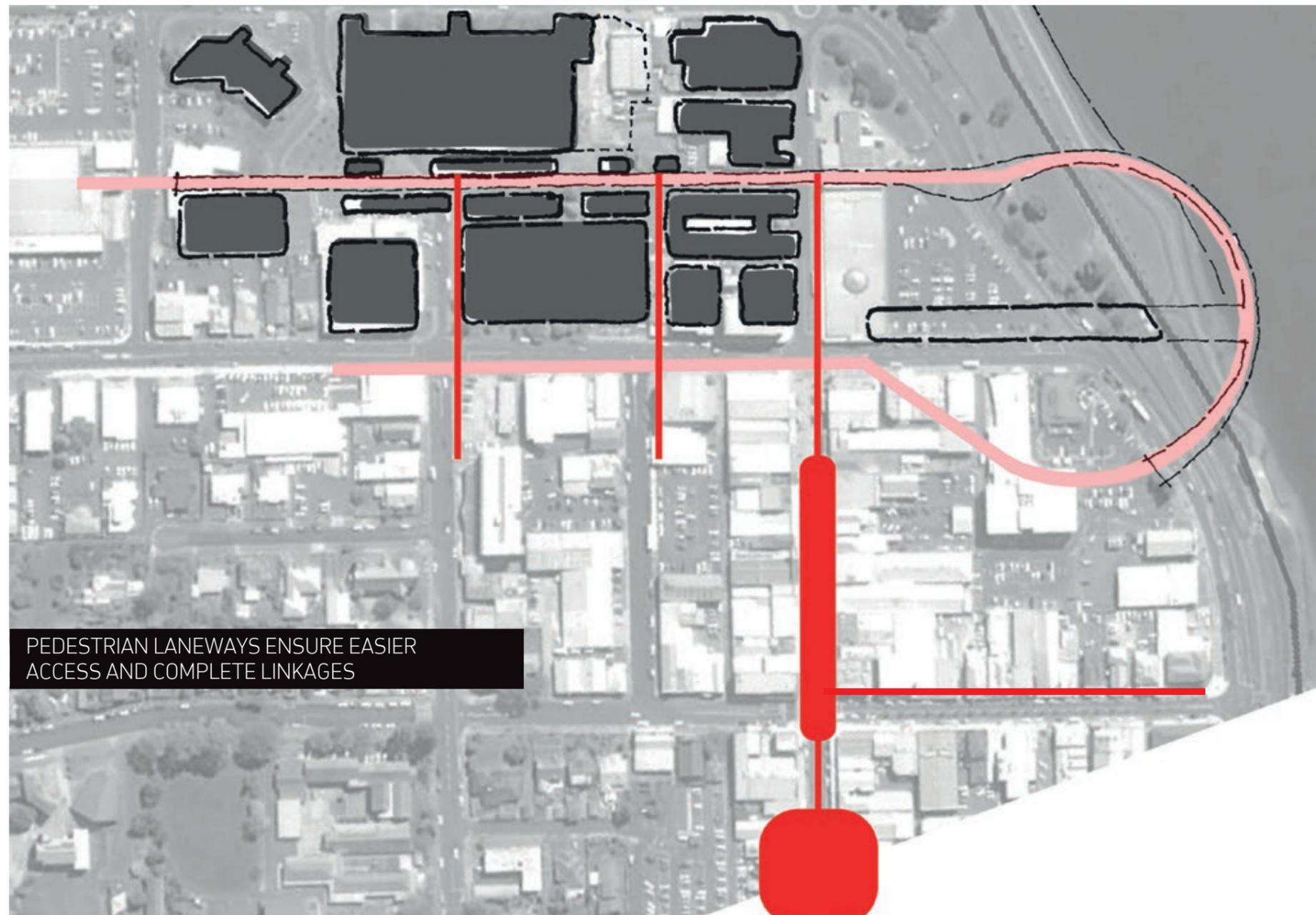
\$1.464 B

Yearly visitor expenditure

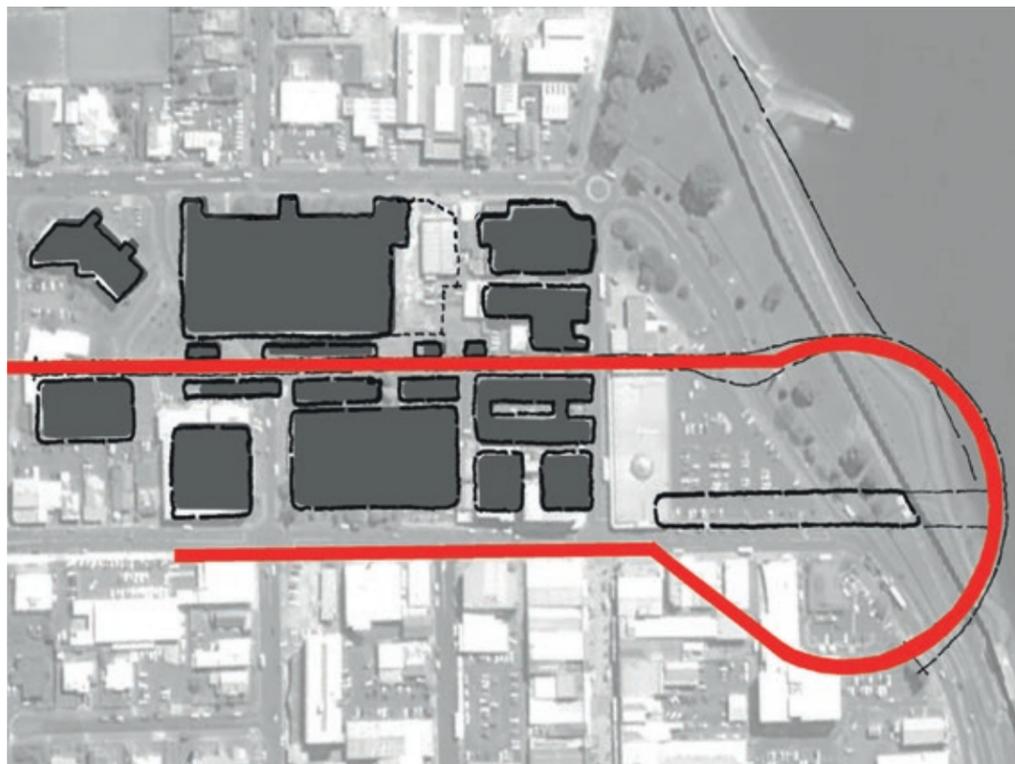
# CONNECTIONS - TRAFFIC & PEDESTRIAN FLOW

LIVING CITY places great emphasis on ensuring accessible vehicle and pedestrian connections have been created between the key precincts of the Devonport CBD. These include links between existing major retail, the Mall, the new regional shopping centre, the Civic and Community Precinct, the Business and Professional Precinct (southern CBD) and the Waterfront. A major emphasis has also been to provide significant increased all weather protection.

Improvements to Griffiths Street, Fenton Way and Rooke Street will create pedestrian-friendly linages whilst maintaining necessary vehicle efficiencies.



PEDESTRIAN LANEWAYS ENSURE EASIER ACCESS AND COMPLETE LINKAGES



# KEY THEMES - ART, TOURISM & COMMUNITY SERVICES



## CREATE... CONNECT... CAPTURE

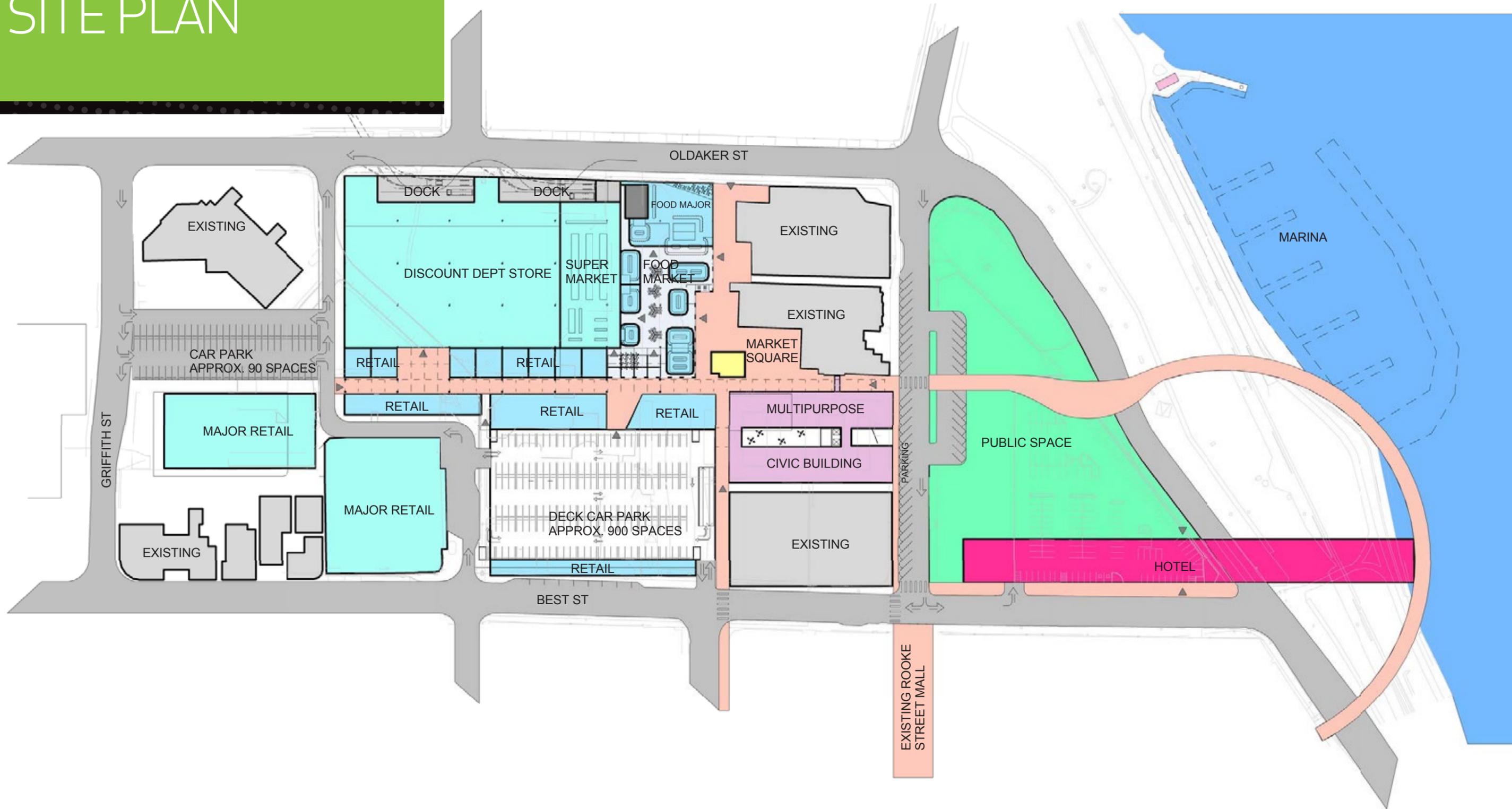


# KEY THEMES - CONFERENCE, HOTEL / RESTAURANT & WATERFRONT

# KEY THEMES - RETAIL, DISCOUNT DEPARTMENT STORE & FRESH FOOD



# RETAIL & WATERFRONT SITE PLAN



REFER TO ADJOINING SOUTHERN PRECINCT PLAN

# RETAIL PRECINCT FOOD MARKET

Devonport will host a permanent food offering that represents the huge array of local fresh produce from the region. Locals and tourists will be able to come to Devonport and taste the delights of Tasmania with emphasis on the North West region. A cooking school and links with the waterfront cafés and restaurants will complement the markets establishing the city as a hub for Tasmanian food.



## 1 INDOOR/OUTDOOR FOOD MARKETS



## 2 SHOWCASING TASMANIAN FOOD

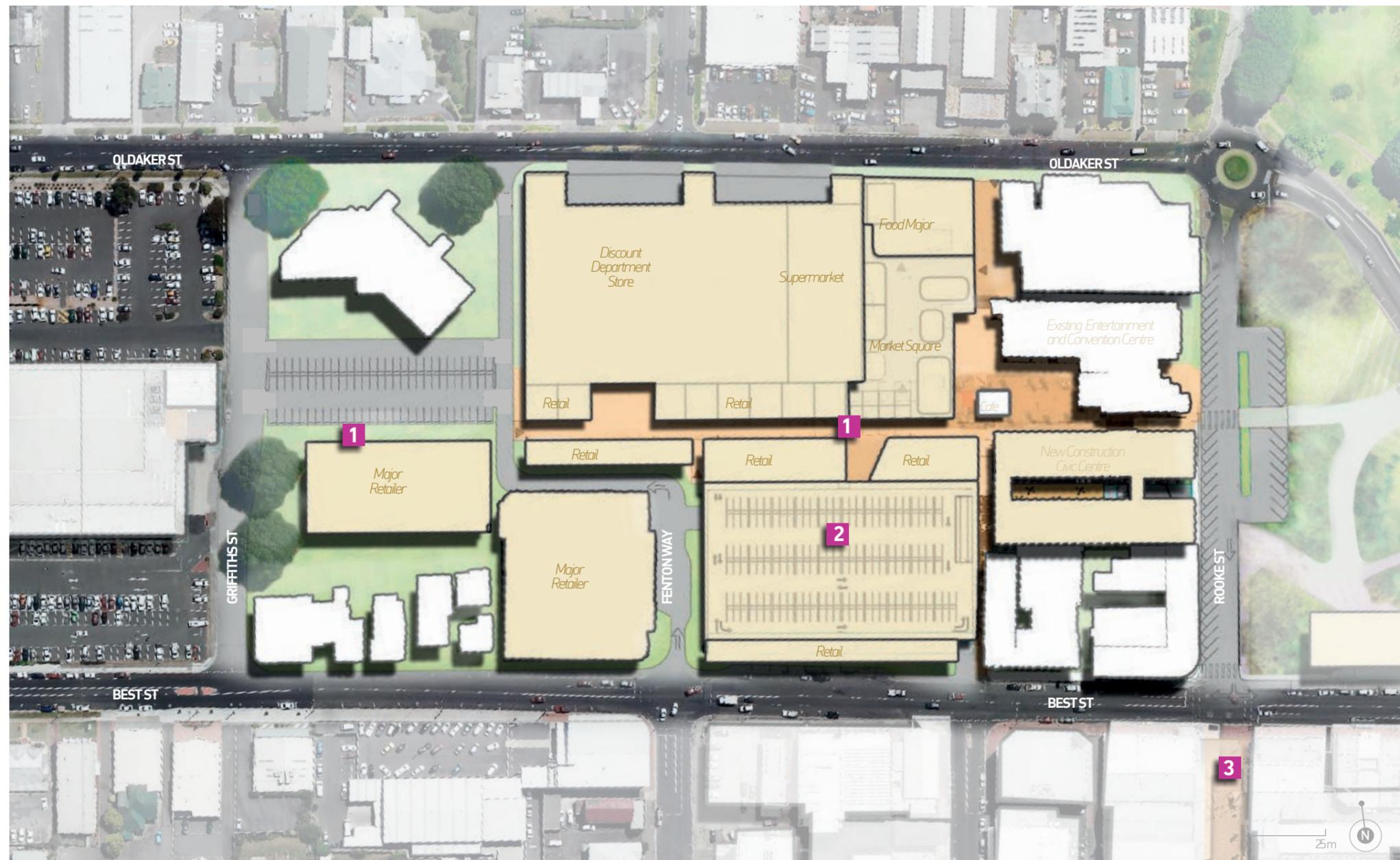


## 3 LOCAL VENDORS + MARKET PROGRAMMING + EVENTS



# RETAIL PRECINCT REGIONAL CENTRE

A new regional Retail Precinct places pedestrian activity at the forefront with covered walkways, laneway retail, sensitive parking design and civic uses that directly connect to the existing mall, the Waterfront and existing Coles/Kmart/Woolworths Centre. This new Retail Precinct bridges existing retail fragments and creates a unified experience in the city centre. The CBD location will attract new major retailers to the region.



**1** COVERED WALKWAY / PROMENADE



**1** COVERED WALKWAY / PROMENADE



**2** MULTI DECK CAR PARK WITH GROUND FLOOR RETAIL



**3** INTEGRATE AND CONNECT EXISTING RETAIL



# RETAIL PRECINCT CIVIC CENTRE

A newly constructed civic and tourism centre connects the Retail Precinct and the Waterfront and is connected to the existing entertainment and convention centre. The multiuse space becomes a community destination and information centre. Improved service delivery with Council, Government and visitor services integrated into the one facility. A state-of-the-art library creating a learning community hub for a digital era.



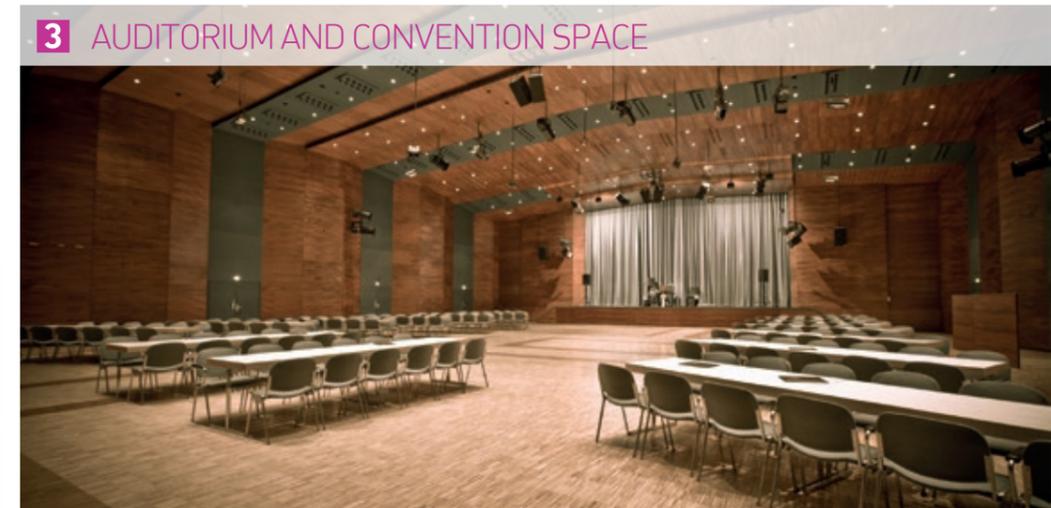
**1** MULTI-PURPOSE CIVIC BUILDING



**2** COMMUNITY GATHERING SPACES



**3** AUDITORIUM AND CONVENTION SPACE



# WATERFRONT PRECINCT

## The waterfront joins the city!

A new Waterfront Precinct connects the city centre with the waterfront with vibrant cultural and iconic open spaces. The Waterfront becomes the meeting place hosting many events and incorporating:

- Restaurants
- Hotels
- Residential apartments
- Iconic architectural and artistic statements to put Devonport on the map



## 1 CAFÉS AND RESTAURANTS



## 2 ART WALK FEATURE



## 3 MARINA



## 4 HOTEL/RESIDENTIAL APARTMENTS



## 5 CIVIC + CULTURAL PARK



## 6 GREEN ROOF / OPEN SPACE



# SOUTHERN PRECINCT + ROOKE STREET MALL



# ROOKE STREET MALL

Rooke Street is set to transition to an enhanced pedestrian realm through either the improvement of the existing amenity or the partial return of cars. The introduction of slow moving traffic could make the street more active and safer at night – electronic bollards can be lifted for occasional road closures for busy shopping hours, community events and festivals. Measures will be introduced to encourage restoration and promotion of the building facades to highlight Rooke Streets Victorian heritage street architecture.



**1** REMEMBERING ROOKE STREETS PAST



**2** FUTURE OPTION ONE – MAINTAIN AS PEDESTRIAN MALL WITH DESIGN UPGRADES



**3** FUTURE OPTION TWO – REOPEN TO CARS WITH TRAFFIC CALMING IMPROVEMENTS



# BUSINESS + PROFESSIONAL PRECINCT

Encourage the business and professional precinct to grow, creating new employment opportunities. Re-engineer sites in line with needed uses. Development of a new Courthouse, proposed to be adjacent to the Devonport Police Station and complementary public parking. Grow medical facilities in line with market needs.



1 EXISTING POLICE STATION



2 NEW COURTHOUSE



3 LANDSCAPED CAR PARKING



4 REINVIGORATED RETAIL



5 ICONIC COMMERCIAL DEVELOPMENT OPPORTUNITIES



# TIMELINE - PROJECT DELIVERY

## *“Planning Complete, Time for Action”*

The concept of revitalising Devonport’s CBD to consolidate services and breathe life into the city has been a 30-year community dream. Council has studied previous planning to learn from past mistakes and form a stronger plan for the **LIVING CITY** strategy. This plan has also been heavily shaped by the community to build a city its people have always wanted.

The **LIVING CITY** journey has evolved through four distinct phases:

### Phase 1: Inception

From 2010 to 2012, Council reviewed a 30-year history on the desire for a new vision for the city. Extensive research, opportunities and solutions were identified and brought together, which captured the ideas, dreams and expectations of the past into a strategic framework.

This period included research, investigation and targeted consultation that looked into the demographics and trends, such as an increasing reliance on the City for regional jobs, high unemployment, shift to a service-based economy and how the City was underperforming.

Opportunities identified include the untapped potential of the beautiful Mersey River frontage and maximising opportunities with the Spirit of Tasmania. Opportunities in Tasmanian food, accommodation, tourism, entertainment, a new homemaker centre and studies concluding that capacity exists for additional large scale retail were also identified.

All relevant strategic documents relating to the North West region were reviewed. At front of mind in all the research was the question “what do we want the future for the Devonport region to be over the next 15 to 20 years?”.

The inception phase ended in December 2012 when the findings were collated into a document identifying Devonport as the retail and service hub of the region.

### Phase 2: Principle Plan and Community Engagement

The second phase, from March to September 2013, involved engaging with the community on the key principles and branding the strategy as **“LIVING CITY – Changing the heart, reviving the region”**.

The key principles were:

- Retail Precinct linking the existing shopping centres and preventing further fragmentation.
- Business and Professional Services Precinct giving purpose to the Southern CBD.
- Cultural Waterfront Development opening the City up to the river creating a new city heart.

Thousands of conversations took place through surveys, listening posts and direct messages. Council received 1039 survey responses and hundreds of written comments. This feedback showed overwhelming support for the key Principles.

### Phase 3: Master Plan – Late 2013 to September 2014

Council took the key Principles and the ideas, opportunities and input from the community engagement period to form the **LIVING CITY** Master Plan. This was then released publicly on August 7, 2014. Following a period for public feedback, this stage will be complete with Council’s adoption of the **LIVING CITY** Master Plan in September 2014.

### Phase 4: Staged Implementation – 2015 & beyond

By the end of the year, the implementation phase will begin with detailed design and development approval processes. This period will include finalising funding and design on the courthouse and multi-purpose civic building and progressing with the Federal Government on waterfront funding.

Development is expected to progress over a five to 10-year period as determined by funding, private investment and economic capacity.



## LIVING CITY – ANTICIPATED ORDER OF DEVELOPMENT

Magistrate’s Court	2016
Civic Building and Car Park	2016
Regional Shopping Centre	2018
Waterfront	2020
Business and Professional	Market Demand
Artist’s Walk	2020 (subject to funding)

*Delivery of projects within estimated timeframes will be subject to agreements of building transfers with the State Government and funding of projects from a mixture of public and private sources.*

# DEVONPORT LIVING CITY 3D PERSPECTIVE

Full fly-thru video at [www.livingcitydevonport.com.au](http://www.livingcitydevonport.com.au)





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August 2014

\*This Master Plan subject to change as details develop to meet requirements of key stakeholders.

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[www.livingcitydevonport.com.au](http://www.livingcitydevonport.com.au)