



CITY HEART

PROJECT OUTLINE

July 2022



Clarence... a brighter place

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BACKGROUND

Clarence City Council is looking to engage a consultant team to develop the City Heart Plan: a future vision and strategy for a vibrant, prosperous, sustainable, and connected urban activity hub for Clarence. Working closely with the community, stakeholders, and Council, consultants will uncover the Eastern Shore's unique story of community and place, craft a shared future narrative, and develop a cohesive plan that will respond to emerging opportunities and the future needs of the community.

ACKNOWLEDGMENT OF COUNTRY

We acknowledge the Tasmanian Aboriginal People as the traditional custodians of the land and pay respect to Elders past and present, and recognise their continuing spiritual connection to the land.



PURPOSE AND KEY QUESTIONS

The City Heart Plan will create a holistic, integrated way for Clarence's central hub to grow and develop. We want to ensure that changes are coordinated and the outcomes support the community's long term needs and desires. There are several drivers for the project, and these are framed as key questions underlying the plan.

How can we ...

1 Share and celebrate Clarence's unique sense of place and belonging, including fostering a deeper understanding and respect for Aboriginal history and country?

2 Identify the best site and design approach for future multi-purpose cultural, civic and community facilities?

3 Understand the natural and cultural values of the parklands, and better activate, protect, celebrate, and manage the land, inviting all members of the community to engage with and enjoy our green spaces?



4 Prioritise ways to bring the plan to life, identifying future development and activation opportunities, infrastructure and funding opportunities?

5 Articulate the roles, and future functions of the City Heart, informed by our growing community's vision and social, economic, visitation and environmental factors?

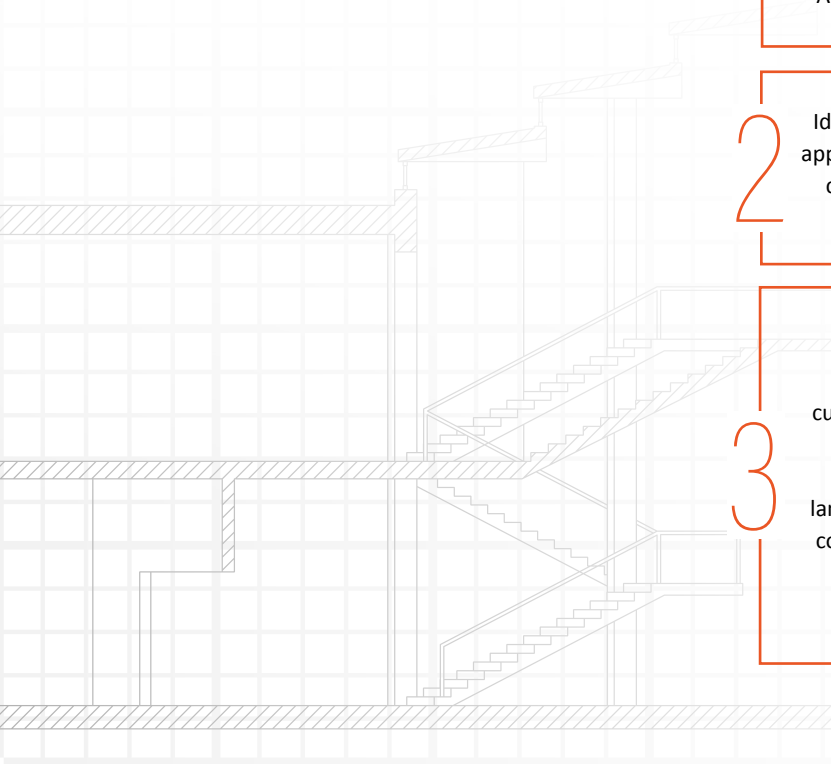
6 Attract more people to the City Heart, to work, learn, shop, access services, play and stay longer, all year round, day and evening?



7 Enhance access and connectivity to encourage active mobility (e.g. walking, cycling, micromobility), and clear, safe and accessible connections between different destinations?

8 Identify the key services, infrastructure, housing, commercial, community and cultural developments that our growing community will need in the future, and how the City Heart can provide for these needs?

9 Identify the optimal built form, infrastructure and mix of land uses in the City Heart to accommodate growth and strengthen the quality, role and function of the place?



OBJECTIVE AND SCOPE

The City Heart Plan presents an exciting opportunity for the council to collaborate with the community and all stakeholders to re-imagine the future of Clarence's principal activity centre and develop a plan to ensure the greatest benefit for the community over the long term.

The following section provides an outline of the expected scope and key considerations for the project; however, this is a starting point and consultants are invited to respond with their own proposed method and work program.

Key considerations

The consultant will draw on previous work, existing data, and knowledge areas to develop a cohesive plan that includes the following considerations, and others that may arise during community and stakeholder engagement and analysis.

Built form and urban design

- Urban design directions for the City Heart that will improve pedestrian movement, activation, use, safety and character of streets and laneways.
- The potential role of precincts and functional areas within the City Heart and the important connections between them.
- A hierarchy of building forms and heights suitable for the core of the CBD activity centre.
- The role of design quality in achieving outcomes that will contribute to the desired future character of the place.

Public realm and placemaking

- Public realm that is safe, useable and enhances sense of place, in conversation with the local community and with consideration of notions of Country.
- A fine-grained public realm is well defined and supports a thriving business environment, greater intensity of public life and greater levels of comfort and engagement for people of all ages.
- Recommendations for activities and attractions to generate more reasons to visit and stay, and a greater diversity of offering.
- Guidance for streetscape design, plazas, laneways and people focused spaces that prioritise accessibility and pedestrian safety, greening, public art, furniture, and way finding.

Land use, housing and future growth

- Recommendations for the mix of uses within the activity centre drawing on economic, demographic and land use analysis, and consideration given to the role that precincts might play in the City Heart.
- Providing medium density housing opportunities where appropriate, to provide greater choice and affordability close to services, employment and public transport.
- Increased range and typology of housing and provision of infrastructure and services to attract more people to live within or close to the City Heart.
- Identifying development sites and optimising use of Council-owned land while, conversely, identifying areas of public open space that should be retained to preserve the green and open 'look and feel' that the community has identified as valuable.

Culture, arts, history, and heritage

- Development of cultural attractions, building on the Rosny Barn and Rosny Farm precinct and drawing on the findings of the Greater Hobart Cultural Venues Study which places the cultural and creative assets of City Heart within a regional context.
- Respond to the goals within the draft Cultural and Creative Strategy – Clarence as a gateway to Tasmanian Culture, arts and culture are embraced by the community, acknowledged as contributors to wellbeing and prosperity, and embedded within services.
- In consultation with the First Nations community, reflect, respect and celebrate the Aboriginal community, their heritage and contemporary cultural practices within the City Heart.

Public open space, sport, and recreation

- Options for uses of the significant public open spaces within the City Heart area that will provide long term community value and invite greater use, access and engagement.
- The needs and opportunities for sport and recreation as part of the municipal and regional context.
- The biodiversity values and ecological services of the public open space, trees and waterways within the City Heart, and ideas to enhance and protect them.

Mobility and access

- Consider access to the City Heart area, including the Rosny Bus Mall/bus interchange, the new ferry terminal at Bellerive, active travel routes and infrastructure.
- There is a need to enhance walkability throughout the City Heart, preferencing people over cars, prioritising equal access, clarity and ease of mobility for pedestrians.
- Enhancing connections between City Heart destinations, with an emphasis on safe walking and cycling access.
- Consideration of car parking provision within the City Heart and a future needs analysis.

Social and community development

- Consider how the built form of the City Heart can enhance the physical, mental health and wellbeing of the community, putting the needs of people first.
- Identify needs for new services and additional social infrastructure such as medical and health facilities, schools, child care, aged care, community facilities, outdoor gathering spaces and access to social services.



Barefoot Photographer – Jose Navarro

Economic development

- Increased local employment opportunities for residents, linked to economic development opportunities and expansion.
- Opportunities to develop the night-time economy, particularly within the Rosny Hill, Kangaroo Bay and Bellerive areas.
- Opportunities to facilitate, encourage or directly invest in a co-working space within the Rosny CBD.
- Opportunities to facilitate, encourage or directly invest in start-up, business or innovation incubators or hubs within the broader study area.
- Coupled with growing employment and economic development opportunities, provide needs forecasts for occupied floorspace requirements in the City Heart.

Digital City

- Consider the needs and opportunities for digital infrastructure, elements and connectivity within the study area.
- Opportunities for digital technology that will help planning, design and ongoing management of assets in City Heart.



Community and Stakeholder Engagement

- Community and stakeholder engagement will be a critical activity, to ensure that the community's story, values, concerns, and aspirations for the future are reflected in the plan.
- Results from the engagement in 2020 provide preliminary thoughts and ideas, however as the engagement was interrupted by COVID, engagement activities were constrained by the restrictions at that time. Restarting the City Heart project now provides an opportunity to design and undertake a purposeful engagement program to ensure community views are central to the plan.
- A stakeholder engagement plan will be an early deliverable of the project. Engagement and communication skills and experience are important capabilities to include in the project team.



THE PLACE

The City Heart project area includes the land surrounding Kangaroo Bay and stretches from the head of the bay to the north following Kangaroo Bay Rivulet. It encompasses Rosny Park, Clarence's principal activity centre, the south-west portion of the residential suburb of Warrane, Bellerive Village, the master-planned Kangaroo Bay precinct and significant swathes of public open space including the Rosny Park land historically used for golf.

The City Heart is connected to other parts of Clarence by various systems and networks including an active transport network, a system of green natural and recreational assets, and the Kangaroo Bay Rivulet which connects the Meehan Ranges to the River Derwent.

Figure 1 shows the project area in context, and key places within it.

A. ROSNY PARK ACTIVITY CENTRE (CBD)

Rosny Park is the principal activity centre for Clarence, and serves a regional role with over 90,000m² of mixed-use floor area including the Eastlands Shopping Centre. Rosny Park is a focus for employment, administrative and commercial activity, with offices for business and State Government, a strong focus on the retail sector, health facilities, services, entertainment, supermarkets, fast food chains and library. A bus interchange provides high frequency links to and from Central Hobart, other major activity centres and key residential catchments.

Currently, built form is mainly low rise and the area is serviced by large areas of surface car parking. The Eastlands centre, Bligh Street bus mall, Bayfield Street, Rosny Hill Road and Gordons Hill Road are key urban features.

An urban design framework (Rosny Park UDF) has been adopted for the activity centre, to guide renewal and revitalisation of the city streets and spaces. It is intended that this framework be used to inform and contribute to the City Heart plan in terms of concepts and design treatments.

The City Heart Plan will: Identify the actions needed to strengthen Rosny Park's commercial area as a consolidated centre that promotes business and social interactions, and a hub of daily activity for Clarence. Provide recommendations for connected and pedestrian friendly streets and spaces, and explore the potential for council-owned land to generate high-value outcomes for the community.

B. ROSNY PARK LAND (FORMERLY THE GOLF COURSE)

A large area of Council-owned public open space, previously used as a public golf course and laid out as a parkland with mature trees, is a unique feature of the Clarence City Heart.

At 14.3 hectares, the green space is a significant and highly valued community asset. It is roughly equivalent in footprint to the entire Rosny Park commercial centre, and around the same size as the Royal Tasmanian Botanical Gardens. The Rosny Park land is separated from the commercial centre by the Kangaroo Bay Rivulet.

Golf has been played on the land for more than 100 years, however the future of golf at the site is uncertain. Importantly, the land is subject to a condition on the title requiring that it remain for 'community use'. Should the Tasmanian State Government find that the land is not being used in accordance with the condition, it reverts to State Government ownership. For this reason, Council wishes to investigate uses for the land that are not commercial in nature.

The City Heart Plan will: Generate, explore, assess and engage the public on options for sustainable uses of the Rosny Park land to generate use and ensure ongoing value to the entire community.



FIGURE 1: The places of the City Heart



C. ROSNY FARM AND BARN

At the south-western end of the parkland, near Rosny Hill Road and the Eastlands Shopping Centre, is the heritage listed Rosny Farm and Barn.

The Rosny Farm and Barn complex is a historically significant site established as early as 1806 and is today the home of arts and events in Clarence, a multi-purpose cultural centre with an annual program of exhibitions, festivals, concerts, and performances. A significant upgrade to the facilities is needed to provide better contemporary exhibition spaces and community facilities. Council has previously developed plans for redevelopment of the site. The plans would showcase the historic barn and cottage, and replace the 'schoolhouse' building with a purpose-built art gallery and community spaces. Council staff actively manage and curate the activities within the site, ensuring alignment with Council strategies and goals.

The City Heart Plan will: Generate, assess and engage on options for the Rosny Barn site, that complement future plans for the Rosny Park land, and the wider context of community and cultural facilities in the City Heart. Previous design plans are available and could be incorporated, revisiting as necessary.



D. KANGAROO BAY PRECINCT

Kangaroo Bay is an important waterfront precinct surrounding the bay between Bellerive Bluff and Rosny headland. Views to, across and around the bay contribute a strong sense of place.

The future development of the precinct is guided by an overall plan – the Kangaroo Bay Urban Design Strategy and Concept Plan (2008).

The masterplan provides a framework for development, and progress includes:

- Bellerive boardwalk and part of the foreshore promenade at the head of the bay, to improve public access along the waterfront.
- Kangaroo Bay Parklands, including water play park, barbecue and picnic pavilion and toilets.
- Skate Park – international competition standard street course and bowl.
- Enhanced cricket facilities.
- Footpaths, roads, and car parking.
- Public art including Kangooroo by Matt Calvert and Mooring by Donna Marcus.
- Planning provisions put in place to enable two commercial development sites:
 - The Wharf – the future home of a waterfront hotel and hospitality training school.
 - The Boulevard – development plans have been approved, for mixed use residential and commercial development.

The City Heart Plan will: Take approved plans into consideration and ensure future development is supported by the right infrastructure.

E. BELLERIVE VILLAGE

Bellerive Village is a neighbourhood activity centre sited at the south of the City Heart project area, on the southwestern edge of Kangaroo Bay. The recent commuter ferry trial connecting Kangaroo Bay to Sullivans Cove has been a success, leading to an announcement by the Tasmanian Government that the service is to receive ongoing funding and be expanded. This ensures the future of a water based public transport choice for local residents to access work, schooling, or services on the western shore, while opening a new level of access to Clarence's City Heart for people visiting from the western shore. State Government funding has been announced for all weather land-side infrastructure to support the ferry operation.

A draft master plan has recently been developed for Victoria Esplanade and Queen Street, including public realm and landscaping improvements along the waters' edge of Bellerive Bluff, and streetscape improvements in Bellerive Village. The City Heart will incorporate the principles and concepts of the draft Victoria Esplanade and Queen Street Master Plan and consider how those design proposals might mesh and connect to the north to create a cohesive City Heart. There is an opportunity to consider the role and function of Bellerive Village in the context of a reimagined City Heart.

The City Heart Plan will: Consider the role and amenity of Bellerive Village, in the context of an ongoing commuter ferry service, the public realm and infrastructure improvements recommended by the draft Victoria Esplanade and Queen Street Master Plan, the evolving Kangaroo Bay precinct and active travel networks.

F. CHARLES HAND PARK

Charles Hand Park is a Council-owned public open space of some 6.8 Ha, including sloping lawns and trees, and next to Rosny College, Rosny Tennis Club, Rosny Hill Road and Rosny Skatepark. Pedestrian paths through the park provide important links between the College and the residential suburb to the west, and via a pedestrian overpass on Rosny Hill Road, to Rosny Farm, the Rosny Park land, Eastlands and the commercial centre.

The Charles Hand Park land is not subject to the same 'community use' condition that the Rosny Park land is subject to. This provides a wider range of possible options for how this land may be used.

The City Heart Plan will: Consider potential future uses for Charles Hand Park, to generate long-term benefits to the community.



G. CLARENCE CITY COUNCIL CHAMBERS AND LAWNS

The Council Chambers building is sited on public land to the north of Eastlands, in a park-like setting with the Rosny Park land and Kangaroo Bay Rivulet behind, and a generous area of manicured lawns in front. Council's current office space at 38 Bligh Street, Rosny Park is at capacity and has been for some time. It is no longer possible to accommodate more staff within the available space, a requirement given the current and future growth of the city. Further, the number of staff accommodated within areas of the current building does not meet contemporary work area requirements.

Council will develop, as a separate project, plans to renovate and expand the council chambers building. However, council also wishes to consider development of a civic / community centre for the city. Such a facility could be located on the council lawns (previous concepts available) or at another location within the City Heart.

The City Heart Plan will: Generate, assess and engage the community on options for the site, program and design approach of a civic / community centre on Council land within the City Heart.

H. SHEOAK POINT

Sheoak Point is Council owned public open space to the west of Kangaroo Bay. In contrast to the other public green spaces within the City Heart area, Sheoak Point is characterised by remnant vegetation and minimal development. This character is valued by the community.

The City Heart Plan will: Explore ways to improve the quality of passive open space, linked to the nearby public facilities, residential areas as a complement to the range of recreational experiences available around the bay.

I. WARRANE POTENTIAL URBAN RENEWAL AREA

Warrane is a residential suburb to the north of the Rosny Park activity centre. Part of the suburb – to the north side of Cambridge Road – has been identified as suitable for increased residential densities due to its proximity to the commercial area services and employment, public transport and open space, its underlying urban structure, and the rising demand for more diverse housing types including medium density. Clarence City Council is preparing a discussion paper and the aim is to encourage future infill development that is well designed, generating better outcomes for streetscape amenity, housing diversity, private open space, and sustainability.

The City Heart Plan will: Consider opportunities for providing greater housing choice and liveability in areas close to transport and services, such as parts of Warrane.

J. KANGAROO BAY RIVULET

Kangaroo Bay Rivulet runs from north to south, through the middle of the City Heart, separating the Rosny Park land from the Rosny Park activity centre. The waterway is prone to flooding, which needs consideration as part of the City Heart Plan. Several initiatives are currently being progressed to monitor and enhance the health and amenity of the Rivulet, and to improve access.

- creation of a linear parkland with a walking track through it (Clarence City Council)
- A cycleway along the Tasman Highway adjacent to the Rivulet (Dept State Growth)
- A water quality monitoring program (partnership between Clarence City Council and Derwent Estuary Program)

The City Heart Plan will: Consider, celebrate and accommodate the unique role of the Kangaroo Bay Rivulet within the City Heart.

STRATEGIC ALIGNMENT

The City Heart Project is a major strategic initiative for Clarence, and its development will align with a wide range of Council, Greater Hobart, and State Government strategies, including:

- Resource Management and Planning System
- Local Government Act 1993
- Southern Tasmanian Regional Land Use Strategy
- Greater Hobart Act 2019
- Tasmanian Planning Scheme – Clarence.

Clarence City Council Plans and Strategies

- CCC Strategic Plan 2021-2031
- City Heart Community Consultation Report by Timmins Ray 2020
- CCC Economic Development Discussion Paper 2022
- Bellerive/Kangaroo Bay/Rosny Park Cultural Creative Precinct
- Victoria Esplanade and Queen Street Master Plan 2022
- Clarence Activity Centre Strategy 2013
- Rosny Park Urban Design Framework 2020
- Access and Inclusion Plan
- Draft Cultural and Creative Strategy
- Draft Environmental Sustainability Strategy
- Community Health and Wellbeing Plan 2013-2018 (and Draft Community Wellbeing Strategy, underway)
- Draft Active Lifestyle Strategy
- Draft Open Space Strategy
- Recreation Needs Analysis
- Draft Digital Strategy
- Bicycle Strategy and Action Plan 2013-2017
- Tracks and Trails Action Plan 2015-2020
- Public Open Space Policy 2013.

Tasmanian Government

- Greater Hobart Cultural Venues Study, Department of State Growth, 2020
- Hobart Transport Vision, Department of State Growth, 2018.

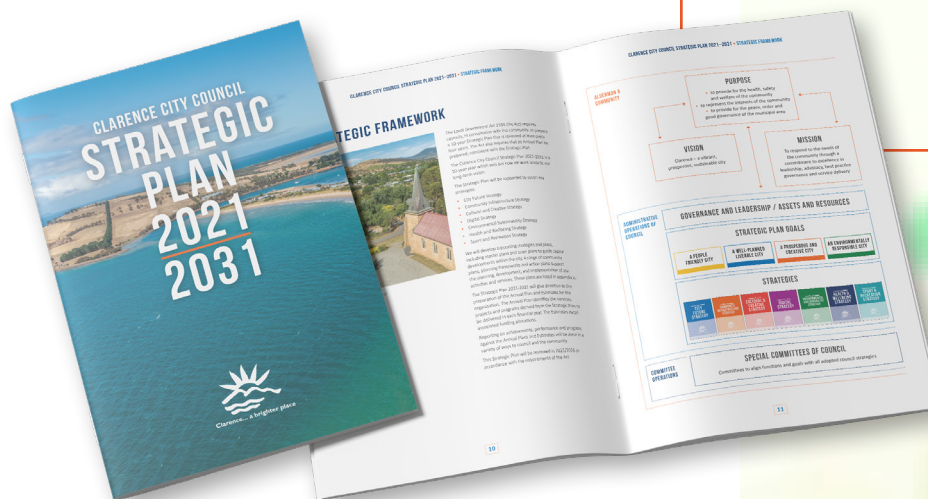
Greater Hobart Committee

- 2050 Vision for Greater Hobart
- 30 Year Greater Hobart Plan: strategy for growth and change
- Background papers (Greater Hobart Area Profile, Southern Tasmania Regional Profile, Greater Hobart Transport Data, Housing and Affordability).

MORE INFORMATION

For more information and ongoing updates for the City Heart Project visit:

ccc.tas.gov.au/planning-development/strategic-projects/city-heart-project



INDICATIVE TIMELINE, MILESTONES AND HOLD POINTS

The following outline gives an indicative overview of the project stages as described to consultants responding to an expression of interest process.

| DESCRIPTION OF TASKS | MILESTONE | TIMELINE |
|--|--|---------------|
| Request for Quotations open. | | July 2022 |
| Due date for responses to the Request for Quotation. | | 1 Aug 2022 |
| Successful Respondent advised. | | 5 Sep 2022 |
| STAGE 1: Initiation and briefing | | |
| Initiation meeting to award contract, clarify project brief, agree to deadlines and meeting dates, receive background information. | Milestone 1: Award of contract | Sep 2022 |
| Develop stakeholder engagement plan (CCC will provide list of stakeholders). | Milestone 2: Stakeholder Engagement Plan (written report submitted electronically) | Sep 2022 |
| STAGE 2: Engagement, analysis and key directions | | |
| Undertake analysis to identify strengths, needs, opportunities, site conditions, economic, demographic and social trends, etc. | Milestone 3: | Late Nov 2022 |
| Literature review – strategic context and policy setting, alignments. | Key Findings Report | |
| Key stakeholder engagement – SWOT analysis. | (submit written report and allow for face-to-face presentation) | |
| Develop a key findings and directions framework including future story, strategic aims, principles, design directions, strategic opportunities – outline the recommended next steps. | | |
| STAGE 3: Develop propositions | | |
| Develop propositions – key site concepts, development opportunities and options expressed as plans, visualisations, and written report. | Milestone 4: | Late Feb 2023 |
| Face-to-face presentations to staff working group and in a workshop for Aldermen. | City Heart Propositions | |
| STAGE 4: Engagement and review | | |
| Share concepts and/or options with broad community and stakeholders for consideration. | Milestone 5: | Mar 2023 |
| Document and report engagement outcomes, a written report and face-to-face meeting to present the results of community engagement. | Engagement Report Preliminary City Heart Plan | |
| STAGE 5: Actions prioritised | | |
| Develop an action plan for implementation, prioritise actions, provide indicative costings and provide CCC with advice for how to achieve the outcomes across a range of timeframes. | Milestone 6: | Jun 2023 |
| Finalise the plan, considering community and stakeholder feedback. Final version to include a comprehensive, designed report, plans and artists impressions. | Final City Heart Plan produced for community consultation and council adoption. | |
| Present the plan face-to-face, to CCC working group, key staff, key stakeholders, and elected members. | | |

Council is aiming to have this timeline undertaken in the next 12 months ending June 2023, depending on consultant availability, community consultation, and breadth of program work.

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