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BURNIE CITY CENTRE

**MASTER PLAN REPORT
OCTOBER 2016**

Prepared for
Burnie City Council
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FOREWORD

MESSAGE FROM BURNIE CITY COUNCIL



The Burnie City Centre Masterplan provides a plan for the reinvigoration of our City Centre, with the aim to develop a coordinated private and public partnership to invest in the future of a vital part of our City.

Regional city centres like Burnie are facing huge challenges due to the radically changing nature of retail shopping. To attract both local people and visitors to our city centre, we will need to provide vibrant spaces that are people friendly as well as provide an experience that is unique to Burnie.

This is a project that cannot be only the responsibility of Council. For that reason, we have engaged with key stakeholders in the City Centre to develop a plan that is owned by those who will be most impacted by it.

Council will continue to invest in public infrastructure; however we also hope that the Masterplan will inform and guide private investment and development decisions in the future. This is not a short term plan; rather it is a road map to ensure a coordinated approach to development that will produce great outcomes for the whole community.

ANITA DOW

MAYOR - BURNIE CITY COUNCIL

“THE MASTER PLAN HAS BEEN CAREFULLY CRAFTED TO CAPTURE THE ESSENCE OF BURNIE, AS THE CITY OF MAKERS...”

**“CREATING A THRIVING AND VIBRANT CENTRE
THROUGH A COORDINATED MASTER
PLANNED VISION...”**

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1 INTRODUCTION

1 INTRODUCTION

1.1 OVERVIEW

Burnie is a key regional city in the north-west region of Tasmania, approximately 150 kilometres north west of Launceston (refer to Figure 1). A picturesque locality nestled around Emu Bay, the city enjoys a prime coastal location on the Bass Strait.

Settled in 1826, Burnie was established as a key port, which has evolved over time to become a significant centre for administration, employment and tourism. The city has a strong relationship with Melbourne, reinforced by the Port and other linkages.

Burnie's town centre, the focus of this study, features a major portion of the city's retail, business, professional, civic, entertainment and hospitality activities. Both the town centre and nearby surrounding area also feature a range of activities and amenities. As such, it has become a popular tourist destination for food and wine, walks and leisure activities, penguin watching, nature trails and walks and sea cruises. Cruise ships generally stop within Burnie, as part of tours offered from New Zealand to Sydney, Perth to Sydney, Sydney to Tasmania, along with a range of cruise trips around Tasmania.

As a locality undergoing growth and change, there is an opportunity for further development and enhancement, to ensure that land and community assets within the town centre are optimised.

To promote a thriving and vibrant centre, Burnie City Council has engaged GHD to prepare a coordinated master plan vision and future development strategy for the Town Centre area. The Town Centre study area is defined by the Bass Strait to the north, Port to the east and Bass Highway to the west. This project is being undertaken in parallel with a Settlement and Investment Strategy (Burnie SIS) by Choice Location Strategists.

1.2 MASTER PLAN

The Master Plan presented in this report has been carefully crafted to capture the essence of Burnie, as the 'City of Makers', reinforcing its strengths, as an important regional city hub for North-East Tasmania. This Plan is intended to guide the future development of the Burnie Town Centre over the next 10-15 year horizon, to reinforce and showcase Burnie, as a centre of creativity, innovation and excellence.

Based on detailed review and analysis of the existing assets and function of the town centre, the Master Plan for the Burnie town centre identifies opportunities for growth and investment, and provide the structure for a thriving and vibrant centre through a coordinated master planned vision. The master plan also addresses a number of key functional and design related issues identified, as a means of enhancing and improving the town centre for residents and visitors alike.

The objectives of the master plan are to:

- Reinforce and enhance the overall function, diversity and built heritage;
- Improve the overall provision and quality of community and open space within the town centre;
- Create better pedestrian and cycle connections, promoting active modes of transport to and from the town centre;
- Identify and build upon existing assets and features within the town centre;
- To facilitate sustainable growth and development that will promote a vibrant and lively centre; and
- Develop a master plan which is highly responsive to the natural, social and built heritage of Burnie.



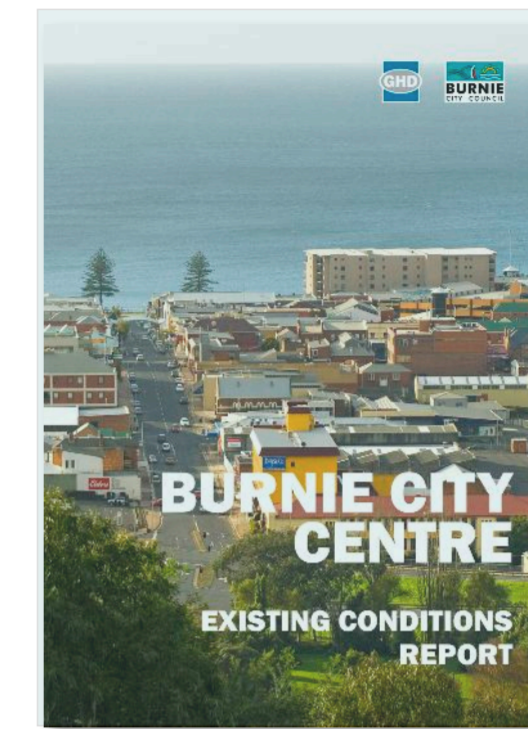
1.3 BACKGROUND STUDIES

As part of the initial scoping and investigations stage of work, two (2) background analysis reports were prepared by GHD, as follows:

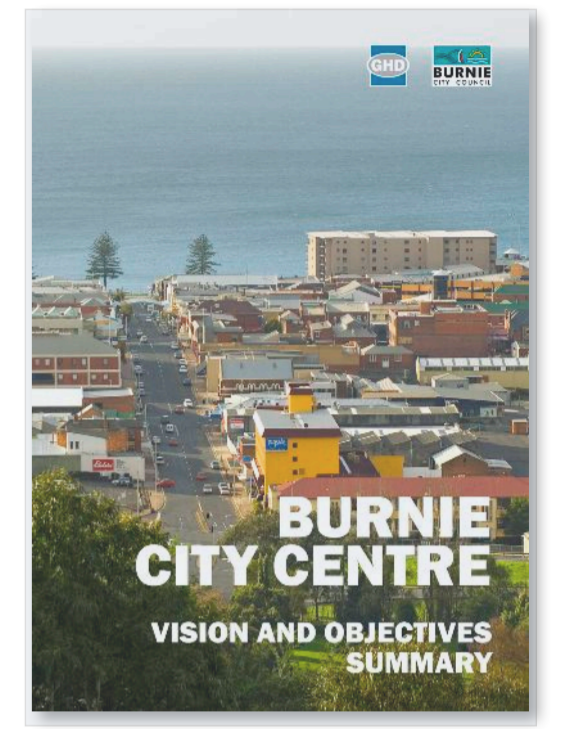
- 1. Existing Conditions Analysis Report:** providing a detailed review and analysis of existing conditions for the Town Centre, in respect of land use and built form, transport and movement, the natural environment, landscape character and open space, utilities and infrastructure; and
- 2. Visioning Report:** providing a summary of the vision and strategic priorities established for the Burnie Town Centre Master Plan project, based on feedback and input provided by key stakeholders during the visioning workshops.

1.4 REPORT STRUCTURE

This report provides a detailed overview of the process which was followed by the team, as well as, the design and delivery strategies which underpin the Master Plan vision. The report has been structured in ten (10) key sections, as set out below.

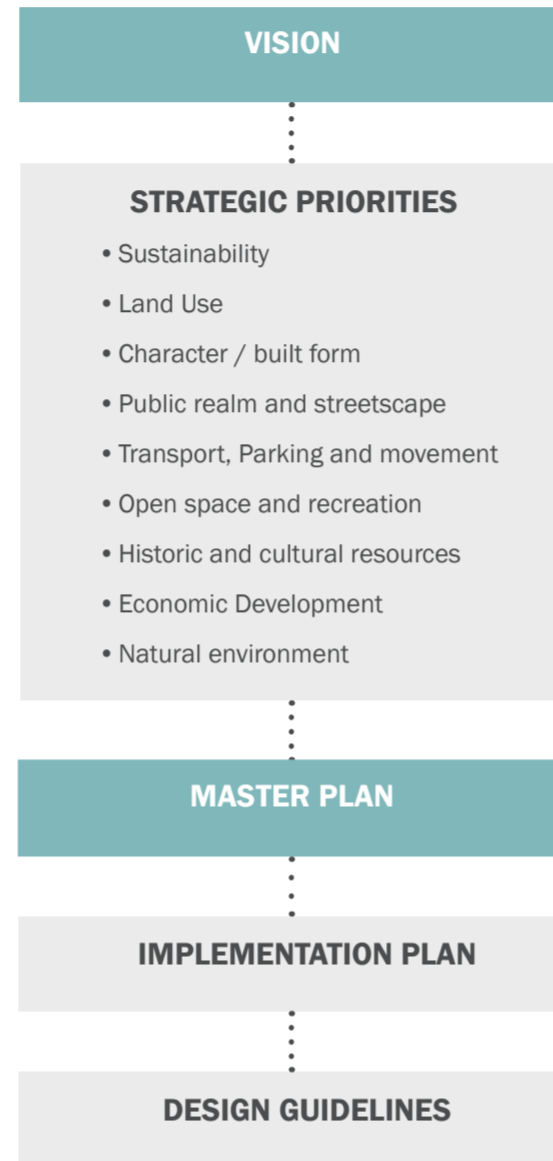
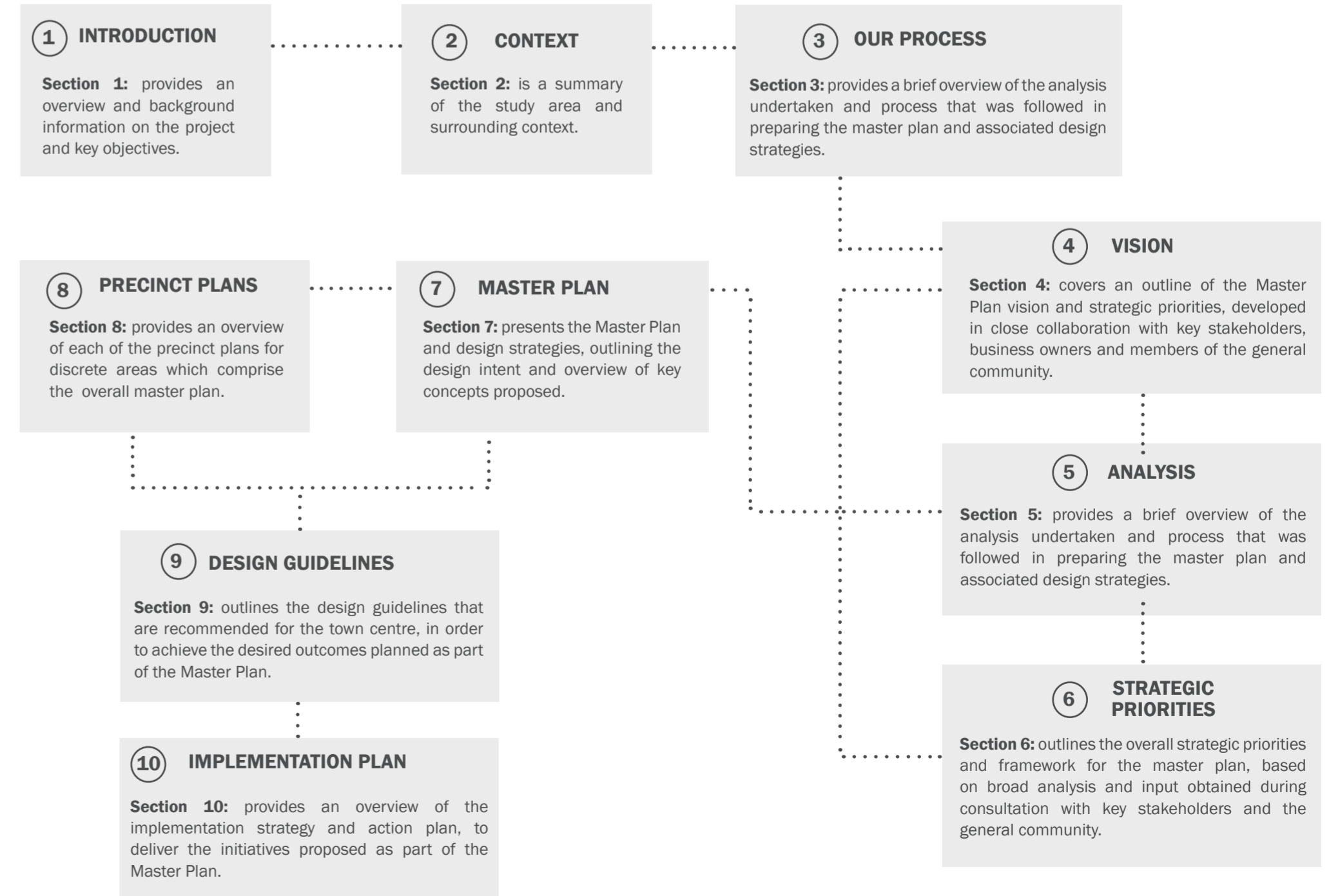


Existing Conditions Analysis Report
June 2016



Visioning Report
June 2016

THE PROCESS



2 CONTEXT

**“BURNIE WAS ESTABLISHED AS A KEY PORT,
WHICH HAS EVOLVED OVER TIME TO BECOME
A SIGNIFICANT CENTRE FOR ADMINISTRATION,
EMPLOYMENT AND TOURISM...”**

2 CONTEXT

2.1 REGIONAL CONTEXT

Located within the Cradle Coast region, Burnie represents a major regional centre on the north-west coast of Tasmania. The Local Government Area (LGA) comprises an area of just over 610 square kilometres, with a population of approximately 20,000 people.

The Burnie area and wider north-west Tasmanian region represent prime industry and farming areas. Historically, the region was driven by major industry, most notably the pulp mill within Burnie and mining activities.

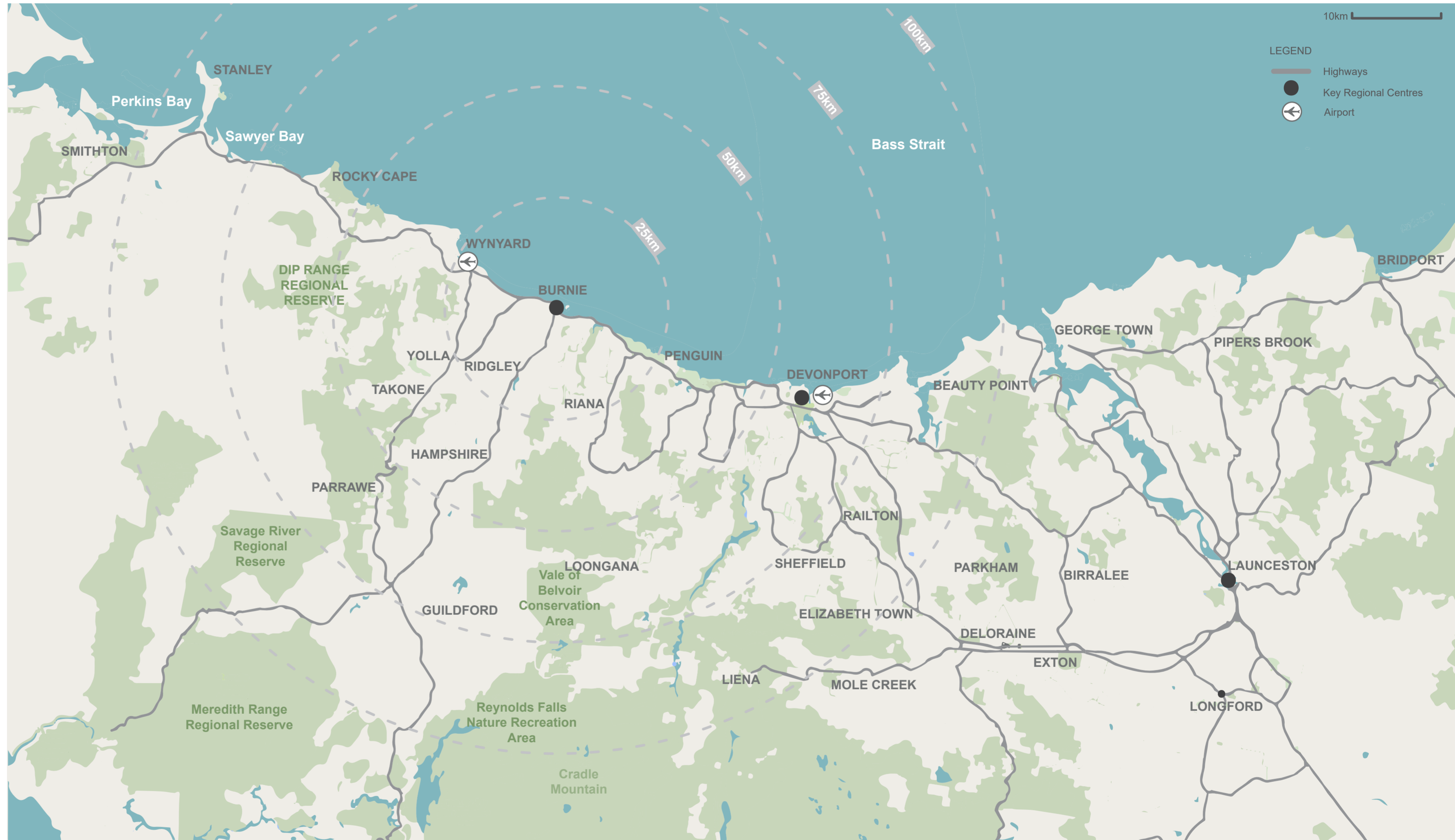
Within a regional context, Burnie is the second largest centre, after Devonport, which in 2011, recorded a slightly greater population of approximately 25,500 people.

There are two major airports within the region, located further west at Wynyard (15 kilometres from Burnie) and just outside of Devonport.

Major regional centres are well connected via a network of major highways, extending along the coastline and further inland, towards the major cities of Launceston and Hobart.

The region also provides a popular point of entry for cruise ships, travelling to and from other states and New Zealand.

Tourism is also driven by a unique offering of local produce, including wine, whiskey, cheese and dairy products, along with varied nature reserves and walking trails.



2 CONTEXT

2.2 STUDY AREA

Known as the 'City of Makers', Burnie represents a significant administrative, industry and employment centre within the north-west Tasmanian region.

The city centre study area encompasses a land area of approximately 49.8 hectares, demarcated by the Bass Highway to the west, Emu Bay and Bass Strait north-east, and Burnie Port and associated industry activities, to the south-east. The city centre falls within the flat plain area, directly west of Emu Bay.

Building on its historical origins as a Port and Industry city, Burnie city centre features a range of retail, business, community and civic functions.

With numerous civic and community facilities all concentrated within the city centre, it is not only a central business zone, but is also a vitally important cultural area within the region, for leisure, arts and cultural activities, performances, exhibitions and community events.

The surrounding area features a number of significant open space and recreational areas, including Emu Valley Rhododendron Garden, guide falls - just 20 kilometres south of Burnie, and Cradle Mountain. The city centre and surrounding area is also home to a number of tourist attractions including the Makers Centre and Hellyers Road Whisky Distillery, just on the outskirts of town.

Major health and education facilities are located within Burnie, including the North West Regional Hospital and University of Tasmania campus. UTAS are also establishing a new campus within West Park, which has been duly considered in preparing the overall master plan.



Burnie North West Regional Hospital



Cradle Coast University of Tasmania Campus, Burnie



Entry to Hellyers Whiskey Distillery, Burnie



View within Emu Valley Rhododendron Gardens

2.3 MARKET POSITION AND OUTLOOK

Based on the Burnie Settlement and Investment Strategy prepared by Choice Location Strategists, the locality has undergone a significant transformation over the past decade. This is largely on account of the decline of manufacturing and other major industry. Despite this, Port operations remain strong and other service sectors are stable.

Based on smaller household sizes coupled with the expected population growth, a demand of 590 dwellings is projected to 2026, or 59 dwellings per annum.

Additional housing demand is expected on account of an increased student population residing within Burnie. Based on figures from UTAS, it is forecast that the campus shall cater for up to 2000 students, of which approximately 10% are expected to be international students requiring accommodation. This is anticipated to give rise to demand for appropriately located, designed and affordable student housing options.

In relation to the present housing stock, the population profile for Burnie is consistent with an ageing profile, creating demand for more independent and assisted living units.

With expected increases in cruise services, there is an opportunity to capture and promote tourism development. This requires a comprehensive strategy to attract major retail anchors, high quality hotels, and create amenities and unique experiences enticing visitors to stay.

While the City Centre area is constrained, there are opportunities to consolidate and reinvigorate the centre, capitalising upon the rich natural and built environment and heritage of the area



**“CREATING A THRIVING AND VIBRANT CENTRE
THROUGH A COORDINATED MASTER
PLANNED VISION...”**

3 OUR PROCESS

3 OUR PROCESS

3.1 SUMMARY

The Burnie City Centre Master Plan has been prepared, using a highly collaborative approach, involving key stakeholders to guide and inform the master plan and associated strategies.

The research and analysis conducted as part of the initial phase of work, particularly the visioning workshop involving key stakeholders provides a strong foundation upon which the master plan was developed. Technical specialists from urban planning and design, landscape architecture, as well as, input and advice from civil and traffic engineers was received, in order to provide a sound framework which is feasible and locally relevant.

The process that was followed in formulating the master plan presented in this report, is captured in the figure below.

3.2 STAKEHOLDER ENGAGEMENT

Consultation with key stakeholders, including the Council, government agencies, business owners and the general community, was undertaken at key points within the planning and design process, to inform the overall vision and master plan.

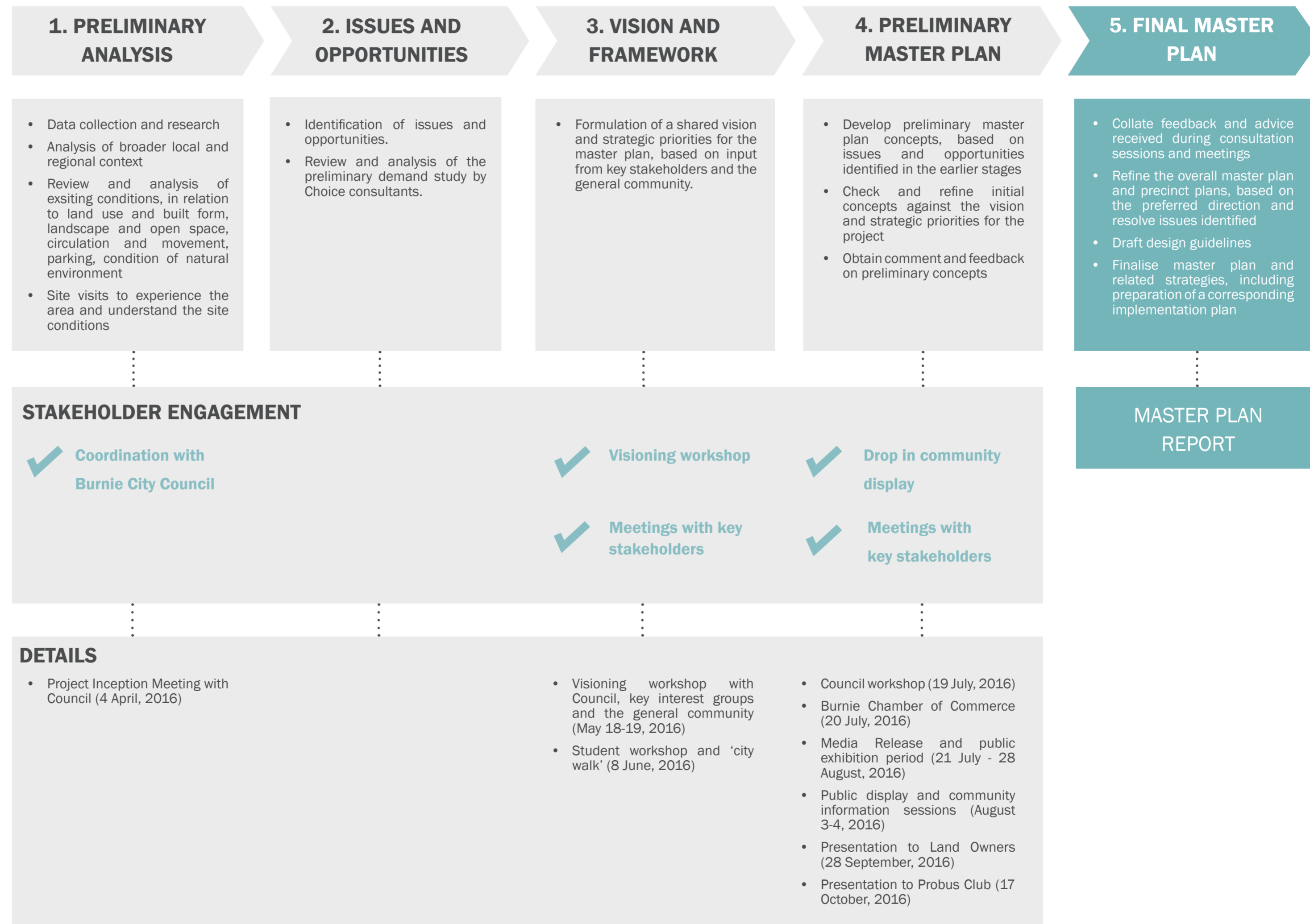
Community consultation provided an opportunity for members of the community and other interest groups, to have their say and contribute to the master plan.

The city centre serves not only the local catchment but also the broader region. As such, it was critical to understand the key strengths, issues and drivers, before formulating the master plan and associated strategies.

Engagement with key stakeholders and the general community was undertaken using a 2 phase approach.

Community participation was facilitated through a range of sessions and meetings. Members of the community and key stakeholder groups were invited to contribute during the visioning phase and again, to comment on the preliminary draft master plan and concepts. Individual meetings were also conducted with business owners and groups with a direct stake in the master plan, to better understand their needs and address potential issues and concerns.

Information collected during these sessions was compiled and used to inform the design process and to refine the master plan concepts.



3 OUR PROCESS

3.3 COMMUNITY FEEDBACK

Community consultation undertaken during the master planning project provided an opportunity for key stakeholders and the general community to contribute to development of the master plan.

Given the importance of the town centre for both the local and broader community, GHD engaged with key stakeholders early on during the visioning process, and again, to provide comment on the draft master plan concepts.

A summary of the feedback and community responses received, is summarised below.

VISIONING WORKSHOP

The community and key stakeholders were invited to participate in the visioning workshop held from May 18-19, 2016.

During the workshop, many residents and stakeholders expressed a great sense of pride, and indicated that Burnie generally affords a wonderful lifestyle.

There were however a number of issues raised, in respect of the market positioning, retail and service offering, amenity and quality of the town centre.

The responses are summarised in the table to the right.

INPUT ON MASTER PLAN CONCEPTS

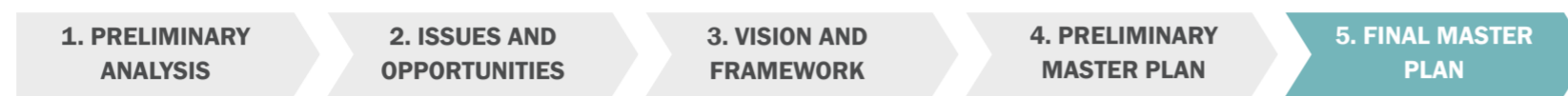
The initial master planning concepts was released via a public media release and on exhibition from July 21 - 28. A public display was also established within the KMART Arcade from August 3-4, 2016.

Members of the community were invited to review and comment on the preliminary master plan concepts, being displayed within the Arcade.

Generally speaking, the community were supportive of the preliminary concepts proposed. Further alternative ideas were provided.

A summary of the key themes and responses received from the community are illustrated in the figure to the right. Traffic, parking and circulation were issues that were commonly raised.

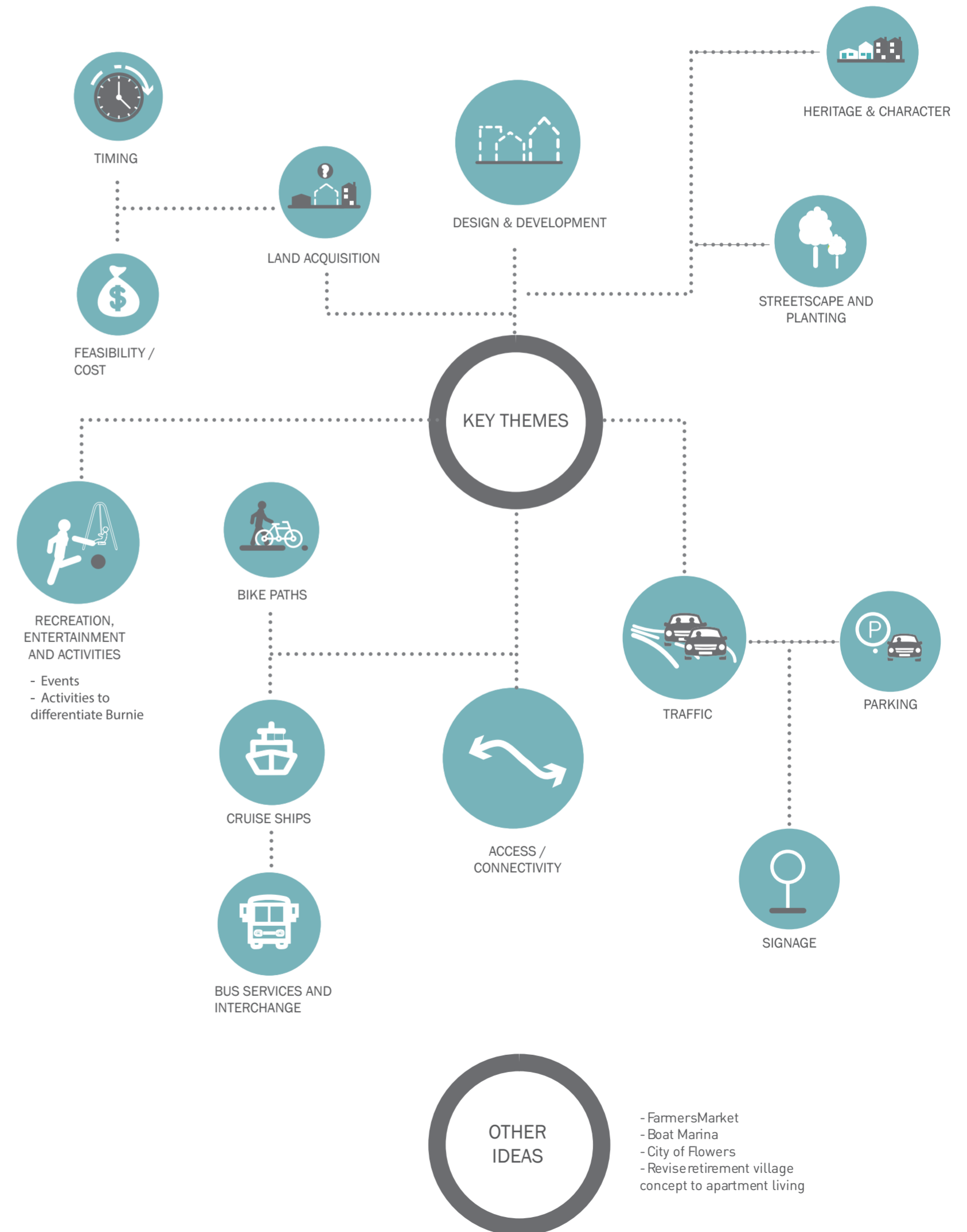
Further consultation was undertaken with the other key stakeholders, such as the Burnie Chamber of Commerce, and business owners.



VISIONING WORKSHOP - COMMUNITY RESPONSE	
Key Strengths	
<ul style="list-style-type: none"> • Compact and consolidated city centre, which is centrally located. • Retail is located in a centralised area and there is no strip mall. • Important regional and administrative centre. • Gateway centre - opportunities for adventure beyond the doorway. • Cultural and arts facilities, including civic centre, library and museum. • Road network providing easy and efficient access to regional areas. • Intermodal hub (rail, road, port). • Penguin observatory and West Park foreshore environment. • Sporting facilities. • Adjacent to beach with northerly aspect. 	<ul style="list-style-type: none"> • Tourist attractions within greater city area, including Rhododendron Garden, Hellyers Distillery, Cheese factory. • University city and educational opportunities (UTAS, Schools). • Heritage and adaptive re-use of existing historical character buildings. • Burnie Park and playground. • Tourism, in particular industrial tourism (Makers workshop, distillery) and cruise ship portal. • Geographic position. • Administrative centre, offering regional facilities such as the Supreme Court, Emergency services. • Bulky goods and retail warehouses are located outside of the city centre. • Sense of activation through Port and Sporting facilities.
Key Issues	
<ul style="list-style-type: none"> • State growth traffic safety conflicts, in relation to the Bass Highway. • Burnie pinched in between immovable barriers - highway and port. • Lack of private investment. • Removal of rail hedging. • Poor sense of arrival / views upon entering Burnie. • Topography to residential areas on hillside limits walkability to and from city centre. • Current population and low demand. • Train line along foreshore. • Bus stop location impacts on nearby retail. • Lack of cycling paths. • Sustainable retail growth. • Smoking within public areas. • Tension between younger and elderly citizens in terms of different uses of public space. • Climate and strong wind conditions. • Falling land values. • Lack of entertainment opportunities, particularly for kids, youth, teenagers and young adults. 	<ul style="list-style-type: none"> • Ageing population. • Foreshore and north facing beach under-utilised. • Lack of food hub / precinct for people to congregate. • Limited smaller, more affordable housing options. • Inactive frontages promote places for anti-social behaviour. • Burnie colour scheme for street furniture and streetscape elements. • Car dominance and poor on-street parking design. • Westbound movements out of the CBD. • Quality of street signs. • Lack of wayfinding signage and visual exposure limited to key civic facilities. • Second level, service retail moving outside of the city centre. • Lack of retail anchors / major department store. • Present shopping opportunities don't attract regional shoppers and international visitors. • Lack of good quality hotel (above 4*).

AT A GLANCE

COMMUNITY CONSULTATION RESULTS



4 VISION

**“A VISION WHICH IS BOTH FUNCTIONAL
AND RELEVANT”**

4 VISION

4.1 VISIONING PROCESS

The first step in charting a way forward for the town centre was to provide an opportunity for key stakeholders to express their vision for the future of the town centre.

Two workshops were held over May 18-19, 2016 with key stakeholders in the Burnie community, including industry representatives, business owners, government organisations and the general community. These working sessions were conducted in a highly collaborate manner, attended by over 50 community and Council members.

The workshops provided a forum for key stakeholders within the community to have their say and help guide the vision and strategic priorities for the Town Centre. Stakeholders were asked to identify key strengths and issues and what they think is important in terms of the future of the Burnie Town Centre.

A key priority of the visioning workshop, was to better understand the needs and aspirations of the Burnie community, as a means of guiding the master planning process.

4.2 THE VISION

Based on input from the community, the vision for the Burnie Town Centre is as follows:

The master plan for the Burnie Town Centre will build upon the character and identity of Burnie as the city of “Makers”, promoting sustainable growth and development over the coming years.

Master plan initiatives and strategies will endeavour to create an inclusive, vibrant and engaging town centre, for all ages and interest groups, fostering long lasting connections for residents and visitors alike.

The plan will improve and enhance existing assets within the town centre, while also celebrating and respecting the natural environment and its rich heritage.

Overall, the master plan for the town centre will strengthen the role and importance of Burnie and the wider north-west Tasmanian region, as a progressive and globally connected centre of excellence, administration, commerce and industry, health, education, culture, arts and tourism.

“The master plan for the Burnie City Centre will build upon the character and identity of Burnie as the city of “Makers”, promoting sustainable growth and development over the coming years...”.

VISIONING

What do you think is important to the future of the Burnie city centre?



LAND USE AND ACTIVITIES

- Capitalise upon the foreshore and adjoining area.
- Reinforce existing industries.
- Support emerging industries.
- Introduce workshops/“Makers” facilities in the retail centre.
- Better utilise high value land.
- Create attractors.
- Provide parks and open space.

ACCESS AND LINKS



- Strengthen accessibility and links to major attractions and open space.
- Create better connections with West Park, Foreshore and Civic Precinct.
- Consider and address parking needs.
- Link existing walking trails.
- Pedestrianise the retail core.



SOCIAL INTERACTION AND CONNECTION

- Promote a collaborative city.
- Work with other cities in the region.
- Stimulate tourism.
- Create a welcoming environment.
- Promote the desire to go to the city centre.
- The city centre should be inclusive.
- Establish a city centre for all ages.
- Reflective of local community.

IDENTITY



- Create strong points of entry and sense of arrival.
- Reinforce Burnie's importance as a regional hub - for administration, education, health and industry.
- Protect and reinforce heritage.
- Celebrate landscape character.
- Create point of difference in Burnie.
- Build on existing landscape and city assets.
- Embody the historical origins of Burnie, as a city of engineering and “Makers”.



**“CAPITALISING UPON ITS BUILT HERITAGE AND
COASTAL LOCATION, BURNIE CITY CENTRE
AFFORDS OPPORTUNITIES FOR FURTHER
DEVELOPMENT AND ENHANCEMENT”**

5 ANALYSIS

5.1 SUMMARY

Prior to commencing the design phase, in depth research and analysis was undertaken to form an understanding of the opportunities and constraints for Burnie's city centre.

A detailed account of the analysis undertaken for the study area is presented in full, within the 'Existing Conditions Report' prepared in June, 2016.

The Burnie City Centre features a concentration of retail, business, community and civic uses. As such it has become a hub within the region for leisure, arts and cultural activities, performances, exhibitions and community events.

The retail core offers a wide variety of speciality retail, hospitality retail (F&B), interspersed with service retail, offices and businesses. There are presently four (4) major shopping complexes present within the area.

The study area also features two significant open space reserves - West Beach and West Park. The West Beach foreshore area was recently redeveloped in 2014, featuring a highly attractive surf lifesavers club, restaurants and park area with play equipment and picnic facilities.

West Park features a large oval, with ancillary sporting and club facilities. This area is also home to the new Maker's Workshop, an iconic visitor centre on the south-western edge overlooking Emu Bay. The centre offers tourism services, along with a café, gallery and educational sessions, interpretive displays and paper making workshops, celebrating the historical origins of the area.

The Little Penguin Observation Centre is also located on the south-eastern point of West Park, allowing residents and visitors to observe the nearby penguin habitat. These two open space assets are connected via a boardwalk, which runs along the coastline.

As part of a recent collaboration between the University of Tasmania and the Burnie City Council, a new campus is planned within West Park. A preliminary concept has been prepared for the campus, but was not finalised prior to the preparation of this report. Future coordination shall be required to ensure that proposed works are consistent with the broader master plan strategy.

5.2 ISSUES AND OPPORTUNITIES

Based on a review of the physical, social and economic characteristics of the Burnie City Centre, the results were synthesised into two (2) separate plans for opportunities and constraints.

The results are presented in the figures shown on pages 24 and 26 below.



LEGEND

- Civic Building
- Public and Emergency Services
- Medical services
- Education facility
- Tourist information
- Service station
- Community club
- Hall / Community centre
- Financial institution
- Church
- Gallery / Library / Museum
- Theatre / Cinema
- Library
- Supermarket
- Shopping Centre
- Burnie Port
- Heritage building
- Public Parking
- Private Parking

5 ANALYSIS

5.3 KEY ISSUES

1. City centre land area constrained by port and Bass Highway. Limited opportunity for expansion, however city centre deemed to be underutilised.
2. Disconnect between Burnie Park and West Park. Limited opportunities for crossing the Bass Highway.
3. Extensive parking areas detract from the amenity of West Park but are currently being used informally for commuter parking. Potential loss of commuter parking, subject to the final UTAS development plan.
4. Lack of integration between community uses within West Park.
5. Coastal boardwalk stops. Informal pathway runs around and through the carparking area.
6. Gateway entrance to Burnie presents poorly.
7. Opaque fence blocks high quality views across west park oval to the ocean.
8. Undesirable / inappropriate use of certain sites along the foreshore, which does not capitalise upon high value land or engage with the foreshore.
9. Service stations occupy prime coastal locations.
10. Poor quality accommodation located at primary intersections between the foreshore and retail zone.
11. Rail line creates a barrier between the main retail area and foreshore setting.
12. Disconnect between foreshore and main retail zone.
13. Under-utilised land, which benefits from close proximity to foreshore and the civic precinct.
14. Disconnect between Civic Precinct and Retail Core. Prominence and exposure of Civic Precinct is limited due to its location.
15. Low quality views into 'back of house' of commercial activities.
16. Distinct 'heart' or focal point lacking within the centre.
17. Prevailing cold winds on east-west streets
18. Barrier for free pedestrian movement along main retail spine.
19. Prevalence of off-street parking directly adjacent to footpath.
20. Large blank facades and inactive frontages.
21. Existing street furniture lacks a consistent style and quality, which does not invite use.
22. Poor quality interior finish within internal arcades and retail walkways.
23. Central retail arcade is dated in its appearance and lacks consistency in terms of the standard and quality of retail facades.
24. Lack of major retail anchor.
25. Bus stop lacks proper shelter and seating.
26. Existing squares lack vibrancy due to inactive edges and vehicle dominance.
27. Multi-level carparking facility occupies high value land along Marine Terrace.
28. Limited housing present within the city centre.
29. Lack of street trees and open space.
30. Underutilised land with high level of accessibility and exposure from the Bass Highway.



5 ANALYSIS

5.4 KEY OPPORTUNITIES

1. New UTAS Campus provides an opportunity for an influx of students to patronise the Burnie city centre.
2. Opportunity to connect West Park to Burnie Park
3. Existing high quality connection to city centre from West Park and foreshore, provides an opportunity to link the city centre with the emerging West Park precinct.
4. Opportunity for gateway entry feature to create a stonger sense of arrival.
5. North facing beach provides an opportunity to encourage greater use.
6. Opportunity to capitalise upon high value land through more symbiotic uses which engage with the foreshore.
7. Development opportunity to leverage off cinema- with further entertainment activities, oriented to the youth/ young adults.
8. Build upon the heritage buildings, pules and vesturals along Marine Terrace.
9. Opportunity to enhance the existing plaza/pocket park.
10. Warehouses and shells provide an opportunity for 'Makers Workshops', for craft and engineering, to bleed into the CBD.
11. Opportunity to infill existing line of mature trees to screen back of house servicing and activities.
12. Opportunity to redevelop existing square/park, to encourage greater use.
13. Opportunity to build upon cultural precinct and strengthen links
14. Opportunity to partner with church and create pocket park.
15. Opportunity to establish retail 'heart' or focal point.
16. Opportunity to connect to 'free' parking, shuttle service and Yacht Club.
17. Plaza protected on all sides with built form, providing a sheltered opportunity to develop and encourage more active frontages.
18. Develop and building upon lanes/arcade and plazas.
19. Create a strong relationship between Port and city centre.
20. Cruise Ship visitors come through Burnie, creating an opportunity to attract tourism and increase the length of stay through high quality attractions and a unique retail offering, accommodation, services and amenities.
21. Opportunity to establish more mixed use precincts and a greater stock of housing within the city centre.
22. Opportunity to create a southern anchor in the southern part of city, which is underutilised for high-tech, specialised / emerging industries.
23. Opportunity for land use intensification and/or re-development.
24. Burnie port being modified to facilitate larger cruise ship entry.
25. Burnie Port expansion may create demand for associated logistics, technology and adminstrative facilities.



6 STRATEGIC DIRECTION

**“IN ORDER TO CARRY OUT A POSITIVE ACTION, WE
MUST DEVELOP HERE A POSITIVE VISION...”**

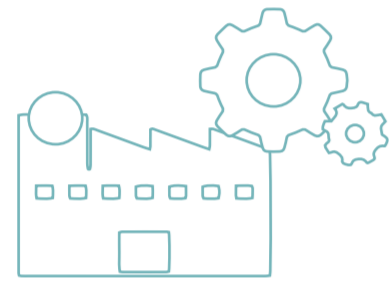
(DALAI LAMA)

6 STRATEGIC DIRECTION

6.1 SETTING THE DIRECTION

Upon establishing a sound vision for the project, a set of strategic priorities were also crafted. These directions underpin the vision and set out the broad framework and objectives to be achieved by the master plan.

These strategic directions cover a range of matters, including sustainability, economic development and prosperity, land use and built form, public realm and streetscape, open space and recreation, transport, parking and movement, historic and cultural resources and the natural environment.



1. REINFORCE THE CITY OF MAKERS

- 1.1 Support and reinforce existing industry, engineering and related business enterprise within the city centre, as a means of recognising its importance in establishing Burnie as the 'City of Makers'.
- 1.2 Promote investment and the establishment of further industry, craft and engineering workshops in suitable locations within the city centre.
- 1.3 Through the master plan and associated strategies, celebrate and promote specialised industry and engineering ingenuity, recognition and competitive edge for Burnie, to create a strong identity and recognition within the local region and nationally.

2. ESTABLISH A DYNAMIC AND COLLABORATIVE REGIONAL HUB

- 2.1 Reinforce Burnie's role and importance as a regional hub for administration, commerce and industry, education, health, the arts, culture and tourism.
- 2.2 Build upon Burnie's unique strengths and capitalise off the diverse range of opportunities available within the wider Burnie and north-west Tasmanian region, to promote the city centre and area as a place to live, work and visit.
- 2.3 Support existing industry and businesses within the centre, to reinforce Burnie's prominence as a key employment centre.
- 2.4 Examine the demand and potential for further community facilities and amenities, which cement Burnie's identity as a dynamic and collaborative regional centre, with a broad offering of shopping and entertainment opportunities, community and recreational activities, attractions, and other services and amenities.

3. STIMULATE INVESTMENT AND GROWTH

- 3.1 Identify land value-capture opportunities and opportunities for re-development, to reinvigorate and contribute to economic prosperity of the city centre and wider Burnie locality.
- 3.2 Identify infrastructure and other capital works that would benefit the Burnie City Centre and stimulate further investment.
- 3.3 Encourage public and private partnerships and investment, through a range of master plan strategies, to promote further growth and development.

4. PROMOTE A CITY FOR PEOPLE

- 4.1 Through the master plan and associated strategies, create a city which is people focused and promotes liveability and community wellbeing.
- 4.2 Establish sound traffic and parking strategies, to reduce the overall dominance of vehicular traffic and parking within the city centre, making it a more attractive setting, accessible and walkable for visitors and the general community.
- 4.3 Make provision for further open space, recreational and community facilities, walking and cycling connections, to promote an active and healthy lifestyle.
- 4.4 Ensure that the city centre is equitable and inclusive, providing for a range of uses and activities, which appeals to all ages, cultures and interest groups.
- 4.5 The master plan and associated strategies must be flexible and adaptable, recognising the ageing population profile and shifting nature of the population.

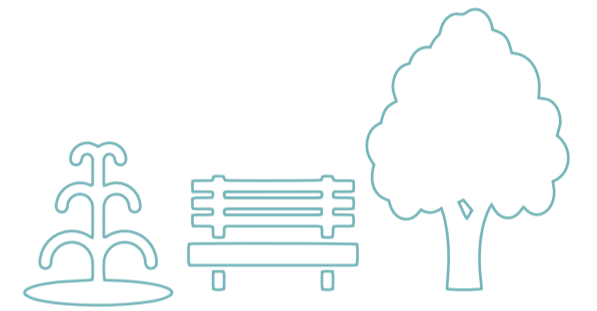
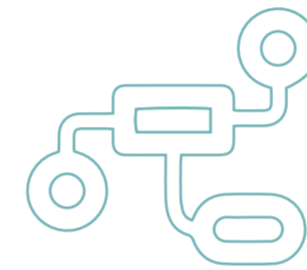
5. FOSTER A VIBRANT AND CREATIVE CENTRE

- 5.1 Promote greater street life and activity within the city centre through building design and an appropriate land use mix.
- 5.2 Support and enhance spaces for community gathering.
- 5.3 Support community life and a vibrant and active centre, through promoting existing and further sports, recreational, arts and cultural facilities and other attractions.
- 5.4 Foster a more vibrant setting, which is lively and welcoming outside of business hours, through the provision of medium density housing and mixed use developments.
- 5.5 Support and build upon opportunities for public activities and greater use of the city centre for the arts and cultural gatherings, recreation and entertainment.
- 5.6 Foster a progressive centre, making provision for arts and crafts workshops, which reinforces Burnie as the "city of makers".

6. PROMOTE A STRONG IDENTITY AND CHARACTER

- 6.1 Create a strong identity for Burnie through high quality built form, taking inspiration from the historical origins of Burnie, as a key Port and "city of makers".
- 6.2 Through new and improved urban design and landscape elements, create a distinguished "heart" or focal point within the city centre.
- 6.3 Establish sound design guidelines for future development, to protect and enhance the character and identity of the city centre.
- 6.4 Promote development that makes a positive contribution to the city centre setting.
- 6.5 Through the master plan design guidelines established for the city centre, ensure active building frontages are established for new development.
- 6.6 Protect and capitalise upon the prominence of built heritage within Burnie.
- 6.7 Through the design guidelines, promote adaptive re-use and revitalisation of historic facades and buildings.

6 STRATEGIC DIRECTION



7. SUPPORT A STRONG AND DIVERSIFIED LOCAL ECONOMY

- 7.1 Promote new development that strengthens the economic position of Burnie.
- 7.2 Support existing business and industry enterprise within Burnie, as well as, exploring strategic opportunities available in emerging market sectors.
- 7.3 Promote development which benefits tourism and independent businesses within the city centre.
- 7.4 Develop strategies and initiatives to attract and retain ongoing investment and employment growth, across a variety of industry sectors.

8. ENCOURAGE A DIVERSE LAND USE MIX

- 8.1 Establish a sound land use and planning framework, in order to:
 - Promote the optimal use of land;
 - Encourage mixed use development, short and long term accommodation within the city centre; and
 - Reinforce the city centre as a key employment, civic and community hub.
- 8.2 Identify value-capture opportunities for re-development and enhancement, to foster a lively, well connected and vibrant city centre setting.
- 8.3 Identify land suitable for further community, entertainment, recreation and open space uses.

9. ADVOCATE VARIED AND AFFORDABLE HOUSING

- 9.1 Explore opportunities to establish small and affordable housing options within the city centre, providing greater diversity in the existing housing stock.
- 9.2 As per the 'Making Burnie 2030 Strategy', provide for an innovative range of accommodation and housing to address the needs of the community, including a greater student population.
- 9.3 Through the design guidelines, promote the conversion of upper floor levels of existing building stock within the city centre, for residential purposes.

10. SUSTAINABLE BUILT AND NATURAL LANDSCAPE

- 10.1 Promote sustainable forms of new development, architecture and landscaping which is responsive to the natural environment and achieves social, economic and environmental priorities.
- 10.2 Integrate Water Sensitive Urban Design (WSUD) initiatives into new tree and groundcover plantings.
- 10.3 Encourage a greater mix of uses and higher density residential development, to activate the city centre and achieve social and economic priorities.
- 10.4 Promote walkability through safer and more vibrant streets.
- 10.5 Reduce paved surfaces and increase tree canopy where practicable.
- 10.6 Ensure environmentally significant areas, in particular the West Park shallow coastal zone, are protected and maintained.
- 10.7 Protect and maintain the Penguin habitat and viewing area.
- 10.8 To the greatest extent possible, maintain the existing land grade by minimising fill with new developments within the city centre to maintain current view lines.
- 10.9 Introduce sustainable design principles and building practices to new developments to achieve environmental objectives.

11. CREATE A WELL CONNECTED CENTRE

- 12.1 Create stronger connections and movement between the city centre, entertainment and retail precincts to the civic precinct, foreshore and major open space assets, such as Burnie Park and West Park.
- 12.2 Create a strong sense of arrival and connection between the city centre and cruise ship terminal, for visitors entering Burnie.
- 12.3 Promote stronger physical and perceived connection with residential areas located west, through improving accessibility and transport connections.
- 12.4 Increase provision for safe and accessible pedestrian/cycle connections throughout the centre.
- 12.5 Examine opportunities to improve the bus service and interchange station within the retail core.
- 12.6 Assess the location and supply of car parking areas and examine alternative solutions to reduce vehicle dominance and improve the character and amenity of the city centre.
- 12.7 Improve visual and physical connections between new and existing open space areas and the rest of the city centre.

12. CELEBRATE HISTORICAL AND CULTURAL ASSETS

- 12.1 Preserve and showcase existing heritage within the city centre.
- 12.2 Create new and capitalise upon the existing historic and cultural facilities within the city centre, to attract further tourism and stimulate investment. Create a strong cultural landscape which offers residents and visitors a variety of activities and amenities to enjoy.
- 12.3 Improve the prominence and connection of the civic and cultural precinct with the retail core, so it is more accessible and distinguishable for residents and visitors.

13. ENHANCE THE CENTRE SETTING

- 13.1. Develop a strategy to replace existing street furniture and identify a more suitable and complementary palette that reflects Burnie's character and street elements.
- 13.2 Identify localised areas for potential pedestrianisation and removal or reduction in cars.
- 13.3 Prepare a planting strategy for potential new street trees and groundcover planting locations within the city centre, to nominate suitable locations and a species palette to reinforce local character and increase canopy cover.
- 13.4 Strengthen connections with, and the quality of, existing lanes and arcades and identify potential locations for sheltered walkways and connections within the retail core.
- 13.5 Identify areas within the city centre where more large canopy trees could be planted to provide shade and amenity (e.g. setbacks, carparks and residual space).
- 13.6 Identify opportunities for more small pocket parks and sun traps within the city centre, sheltered from prevailing winds.

7 MASTER PLAN

**“WEAVING TOGETHER A TAPESTRY OF THREADS,
THE MASTER PLAN CAPTURES THE ESSENCE OF
THE PAST BUT DELIVERS A COORDINATED PLAN
FOR THE FUTURE...”**

7 MASTER PLAN

7.1 OVERVIEW

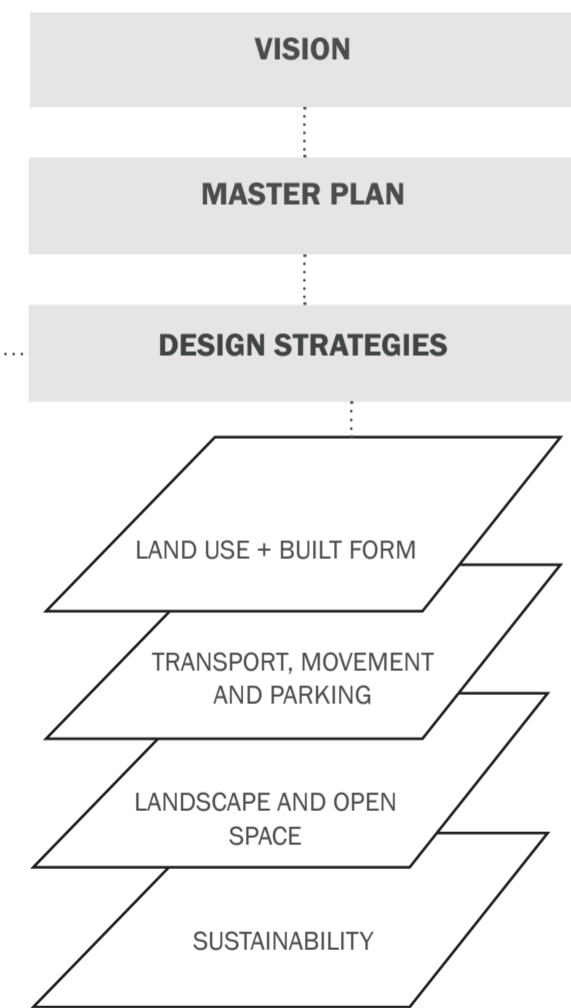
The Master Plan sets out a coherent framework for future development of the Burnie town centre. Underpinning the master plan is a set of design strategies, which form a single layer of the wider strategy.

The master plan and design strategies have been formulated in response to the vision and strategic priorities developed for the project.

It is aimed to provide a strong framework for development, capitalising upon existing strengths and opportunities, while also addressing a number of key issues identified by stakeholders within the community.

7.2 DESIGN STRATEGIES

To better understand the master plan and strategies underpinning it, this section examines the key components of the overall plan through a single lens.



7.3 LAND USE AND BUILT FORM

The Burnie Town Centre provides an important focal area for a range of community, retail and business functions. In terms of the current land use pattern, a number of issues were identified during the initial analysis phase. There are opportunities to create greater synergies within the retail core and capitalise upon high value land along the foreshore.

The key land use and built form strategies that form part of the master plan, are outlined below.

+ PRECINCT STRATEGY

A precinct based strategy around land use has been used to reinforce and create a stronger character for the town centre. For tourists and visitors to Burnie, this strategy is also designed to promote wayfinding.

+ CAPITALISE UPON FORESHORE

Land along the foreshore is currently utilised by poorer quality hotel accommodation, fuel stations and service retail functions. The master plan proposes a variety of mixed use developments for retail, short and long term residential accommodation for suitable land holdings along North Terrace, overlooking the foreshore.

This strategy is designed to create a more vibrant and engaging setting along the foreshore. Increased provision for high quality accommodation is designed to cater for the expected increases in tourist numbers, on account of cruise activities, as well as, growth in the resident student and general population.

+ MIXED USE PROFILE

The master plan provides for a greater mix of land uses, through proposed adaptation of the existing built fabric and new development, particularly land along the West Beach foreshore. This is intended to diversify activities on offer, creating a vibrant and lively centre, not only during the day, but also in the evening.

At present, there is very limited diversity in housing options available within the Burnie Town Centre itself and the broader area. The land use and built form strategy is intended to allow for centrally located, medium density options along the foreshore, such as townhouses and residential apartments. The conversion of second floor space for residential apartments and accommodation is also encouraged through the design guidelines.

In response to the community's desire for further amenities and attractions, the land use strategy also promotes a range of further entertainment and leisure uses and flexible plaza spaces, such as the Maritime Precinct, micro-brewery, Makers Quarter and pocket parks, to promote a high quality and engaging area, where people can linger and enjoy the surrounding setting.

+ REINFORCE CITY CHARACTER

The land use and built form strategy is designed to reinforce the existing character of Burnie, as the 'City of Makers'. The Makers Quarter is intended to provide workshop spaces where local artists and craftsman can showcase their work.

+ ENHANCED RETAIL PRECINCT

Within many Australian towns and cities, we are seeing the re-emergence of traditional marketplaces for fresh food and produce. The markets within Melbourne, Hobart and Adelaide, are particularly popular, providing an area for social exchange and allowing local famers to obtain small spaces to display and sell their produce.

The master plan supports the enhancement of existing retail arcades, and is aimed at promoting a market style setting for local producers. The intention is to create lively and engaging centre, through active edges.

While the centre features 4 major shopping centres are present within the retail core, the design guidelines for the centre encourage a more definitive retail centre through active edges.

+ PROMOTE ADAPTIVE RE-USE

Given the rich built heritage character, the design guidelines prepared for the town centre encourage the adaptive re-use of properties within the town centre, for alternative functions such as residential and temporary accommodation, cafes and restaurants, businesses and office space etc.

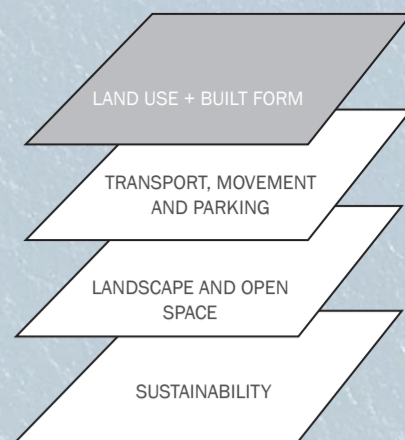
+ PROTECT AND ENHANCE HERITAGE

Through the design guidelines and other initiatives, development which enhances or complements the existing built heritage character is highly recommended.

Adaptive re-use of heritage building stock, is also encouraged to promote a positive relationship with heritage, which respects the existing city landscape.

+ CENTRE FOR INNOVATION

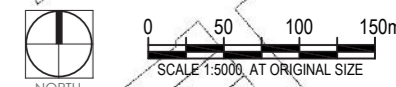
The master plan identifies an area for new emerging business and technological industries, within the southern part of the site. With the expansion of the existing UTAS campus in the north, Port facilities to the west and other major health and industry activities in the broader local area, there exists an opportunity to create a centre for innovation.



LEGEND:

- Re-development opportunities
- Enhanced retail core
- Open space network
- Sites capable of adaptive re-use for residential purposes (achieved through design guidelines)
- 1 New UTAS Campus
- 2 Ancillary conference / other facilities (TBC)
- 3 Foreshore mixed use precinct
- 4 Opportunity for Micro-brewery
- 5 Waterfront residential precinct
- 6 Makers workshops and precinct
- 7 Makers headquarters / new museum
- 8 Al-fresco dining and retail area
- 9 Flexible plaza space
- 10 New business park
- 11 Gateway entry features
- 12 Relocate displaced foreshore businesses
- 13 New and improved public open space

Land Use and Built Form Strategy



7 MASTER PLAN

7.4 MOVEMENT, TRANSPORT & PARKING

The Burnie Town Centre is largely characterised by a uniform grid road pattern. At present, greater priority is given to vehicular traffic, with limited provision for active modes of transport. Burnie is also an important interchange for bus services, both locally and more broadly within the region.

The Movement and Transport strategy is designed to provide a highly connected and permeable environment for pedestrians, in particular benefiting public transport services, pedestrians and cyclists. The proposed initiatives are aimed at providing environments which are more comfortable, safe and efficient.

+ IMPROVE BUS INTERCHANGE

To facilitate easier bus movements and reduce traffic conflicts along Cattley Street, a new bus interchange is proposed. As part of the proposed improvements, through traffic shall be restricted, from Mount to Wilson Street. Footpaths will also be extended, creating a plaza like setting and enabling people to move more freely around the area.

As a key regional centre within the northwest Tasmanian region, many bus routes stop and travel through the Burnie Centre. At present, an informal bus area is provided along Cattley Street, within the retail core area. The proposal is to create a dedicated bus interchange in the same location, utilising the street reserve and restricting traffic along Cattley Street, between Wilmot and Wilson Street.

The bus interchange should be in-keeping with the surrounding heritage building stock, particularly properties along the eastern most section of Cattley Street. The facility should also create a high amenity and functional setting for bus patrons.

+ GREATER PEDESTRIAN AND CYCLING PRIORITY

The Movement and Transport Strategy is aimed at giving greater priority to pedestrians and cyclists. Traffic calming measures, further crossings and dedicated pathway networks are proposed, to reduce traffic conflicts and promote pedestrian and cycle movements.

The proposed works include:

- Removing parallel parking from southern side of road reserve along North Terrace, to create wider pedestrian footpaths adjoining the mixed use precinct;
- To reduce traffic conflicts and increase space for bus and patron circulation, traffic along Cattley Street where the bus interchange is located will be restricted from Mount Street to Wilson Street;
- Extending the existing walking and cycling link, which adjoins the Bass Highway; and
- Create stronger connections between West Park, the foreshore and residential areas east, by creating a new bridge and link to residential areas located south / south-east.
- Create a Burnie "Loop" walk that showcases different characters of Burnie.

+ STRONG CONNECTIONS

Create stronger connections between each precinct. Within the retail core, an intimate pedestrian only through link, between the Maritime Village area and Civic precinct, which promotes a direct physical and perceived sense of connection.

+ PROMOTE SAFE CONNECTIONS

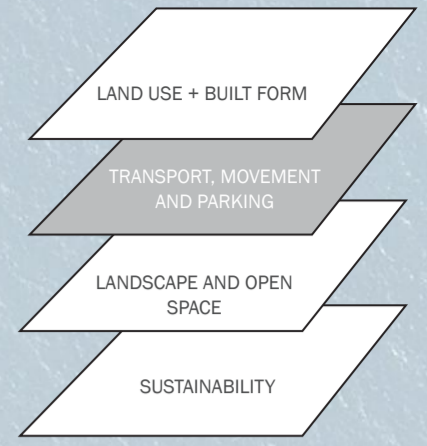
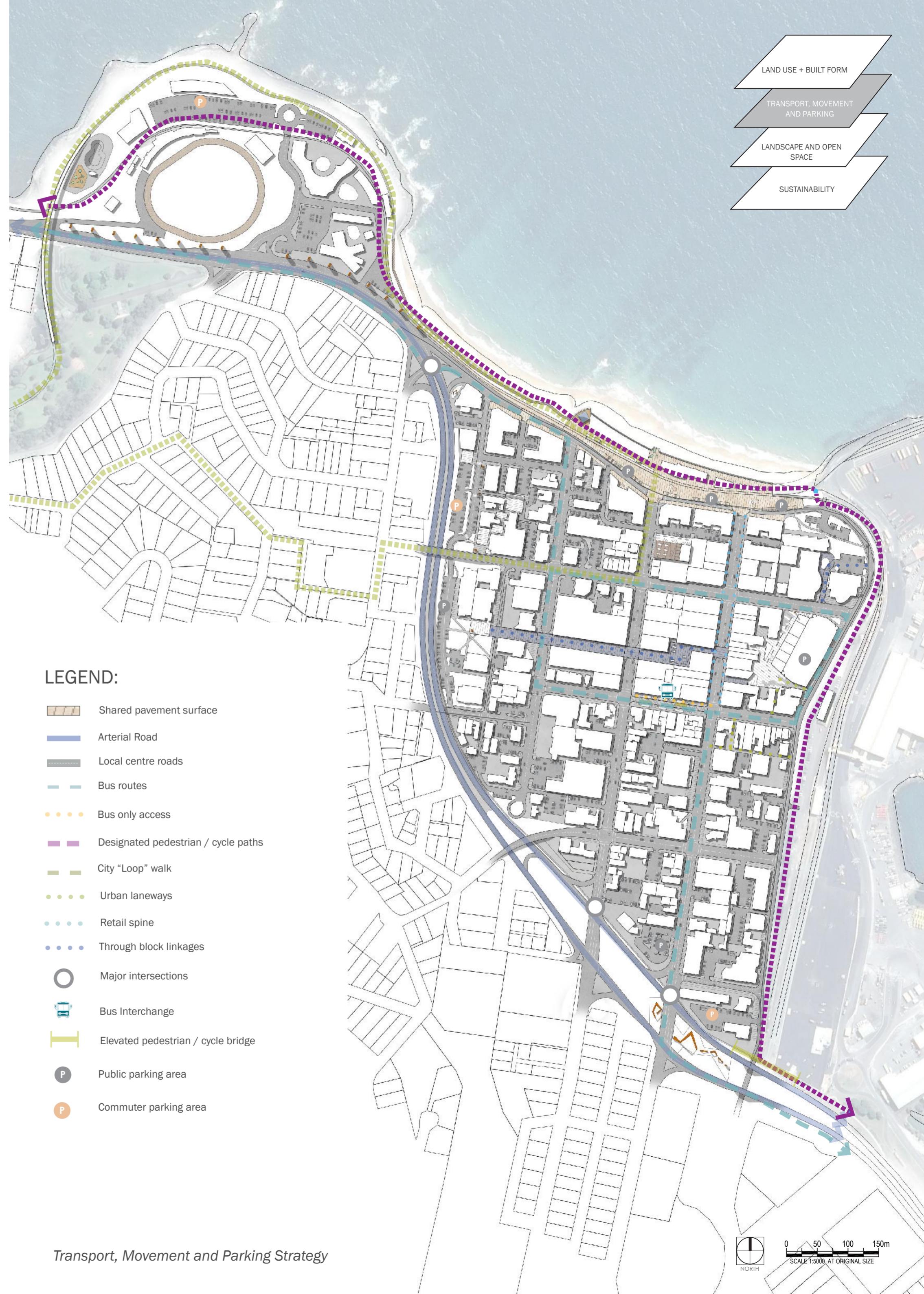
Support safe and easy access through urban and landscaping design along road reserves, such as traffic calming measures, variations in width and surface materials, and further strategic crossing locations.

+ COMMUTER PARKING

Relax parking charges in strategic locations on the periphery of the city centre for commuter parking, in the north-eastern part of the site - adjoining the Makers Quarter / Civic Precinct, and at the southern end of Burnie, within the service precinct. This may increase footfall within the centre, encouraging people to walk and explore the city centre.

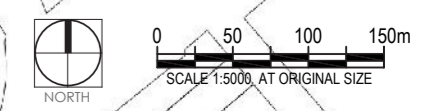
PUBLIC / COMMUTER PARKING AREAS

CARPARKING AREA	LOCATION	EXISTING SUPPLY	INDICATIVE CHANGE
WEST PARK	Public parking (around Makers Centre)	160	-
MAKERS QUARTER	Eastern public carpark	108	(-18)
MARITIME VILLAGE	Multi-level public carpark	455	(-26)
CIVIC PRECINCT	Eastern public carpark	110	-
SOUTHERN PRECINCT	Southern commuter parking area	TBC	(-8)



- LEGEND:**
- Shared pavement surface
 - Arterial Road
 - Local centre roads
 - Bus routes
 - Bus only access
 - Designated pedestrian / cycle paths
 - City "Loop" walk
 - Urban laneways
 - Retail spine
 - Through block linkages
 - Major intersections
 - Bus Interchange
 - Elevated pedestrian / cycle bridge
 - Public parking area
 - Commuter parking area

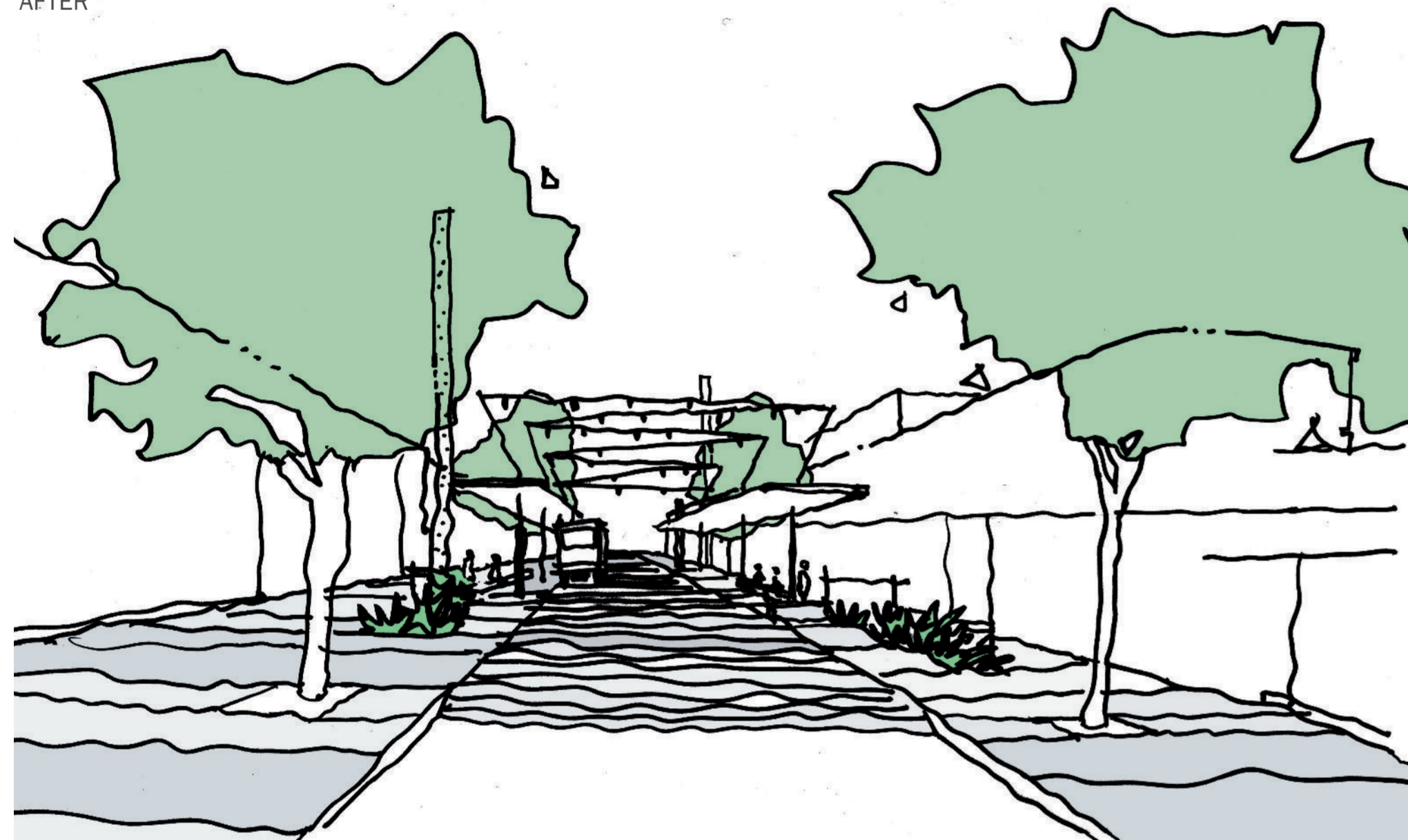
Transport, Movement and Parking Strategy



7 MASTER PLAN

Cattley Street | Illustrative Perspective

AFTER



Raise and pave carriageway to create a shared surface for pedestrians & buses



Develop high quality and robust shelter



Ensure bus shelters are in-keeping with the character of surrounding development



Add elements of visual interest



Incorporate non standard lighting as a feature over bus interchange



Include digital bus timetable and arrivals information into feature lighting mast

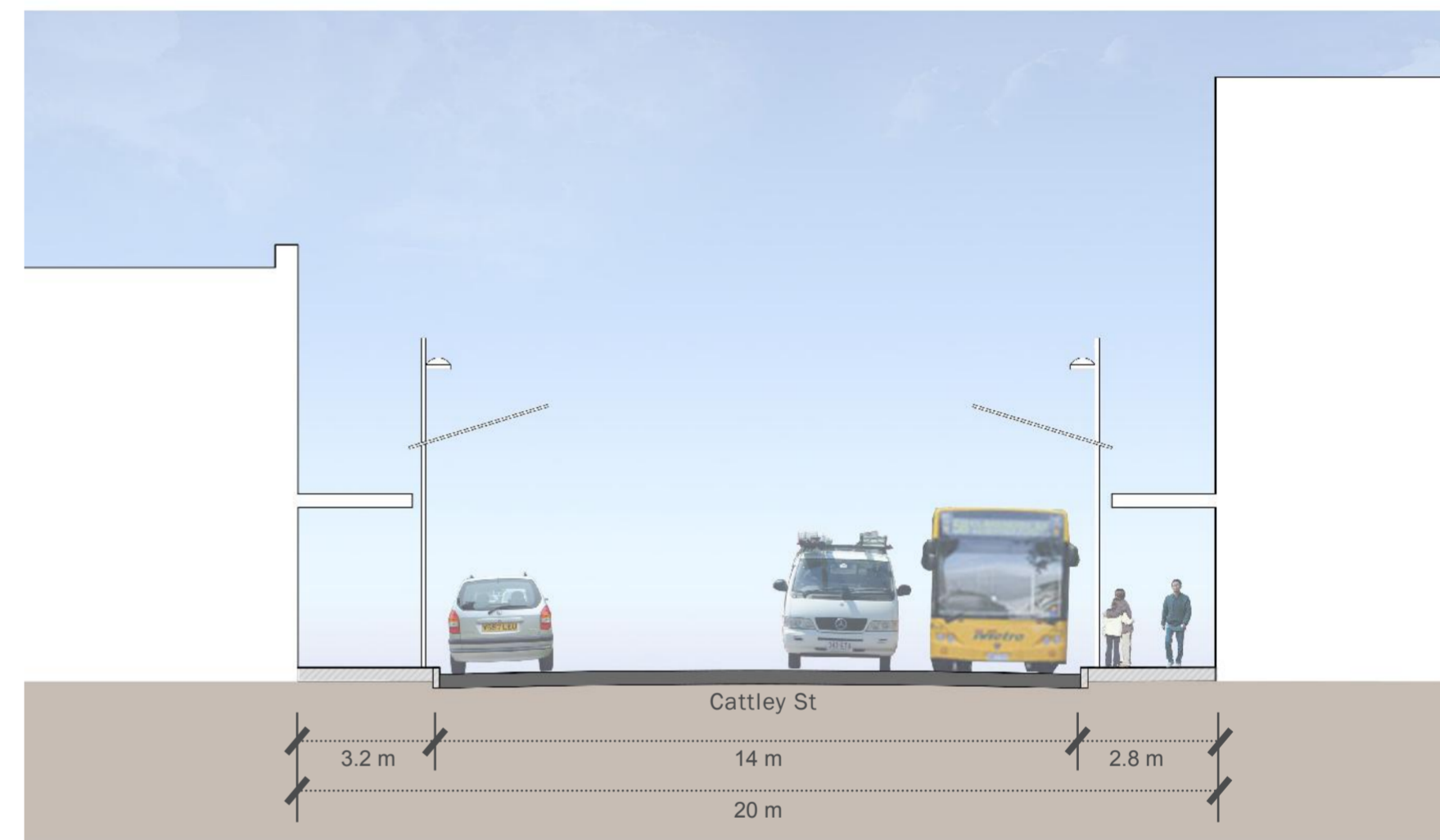
The proposed bus mall and interchange along Cattley Street Bus will provide safer conditions for bus patrons and pedestrians along Cattley Street, by restricting through traffic.

Additional planting and other decorative streetscape elements will help to enhance the retail core area and help give it a distinguishable character. Consideration should also be given to public toilets, for patrons to utilise.

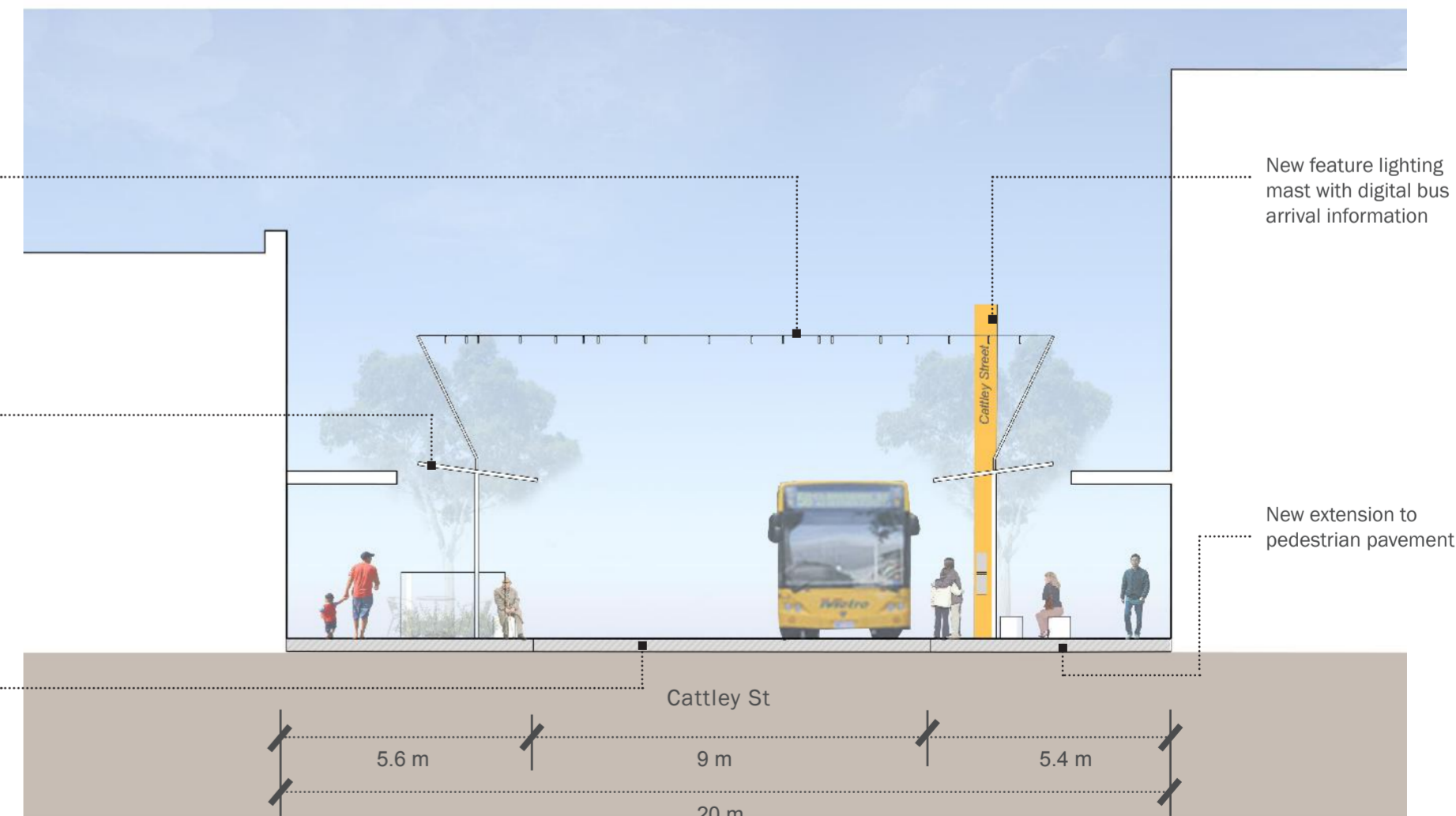


Cattley Street | Typical Cross Section

BEFORE



AFTER



Opportunity for feature catenary lighting

New high quality and robust shelter, seating and wind shields with feature planting

Removal of kerb & pave carriageway to create a paved shared surface for this section of Cattley St

New feature lighting mast with digital bus arrival information

New extension to pedestrian pavement

7 MASTER PLAN

North Terrace | Typical Cross Section

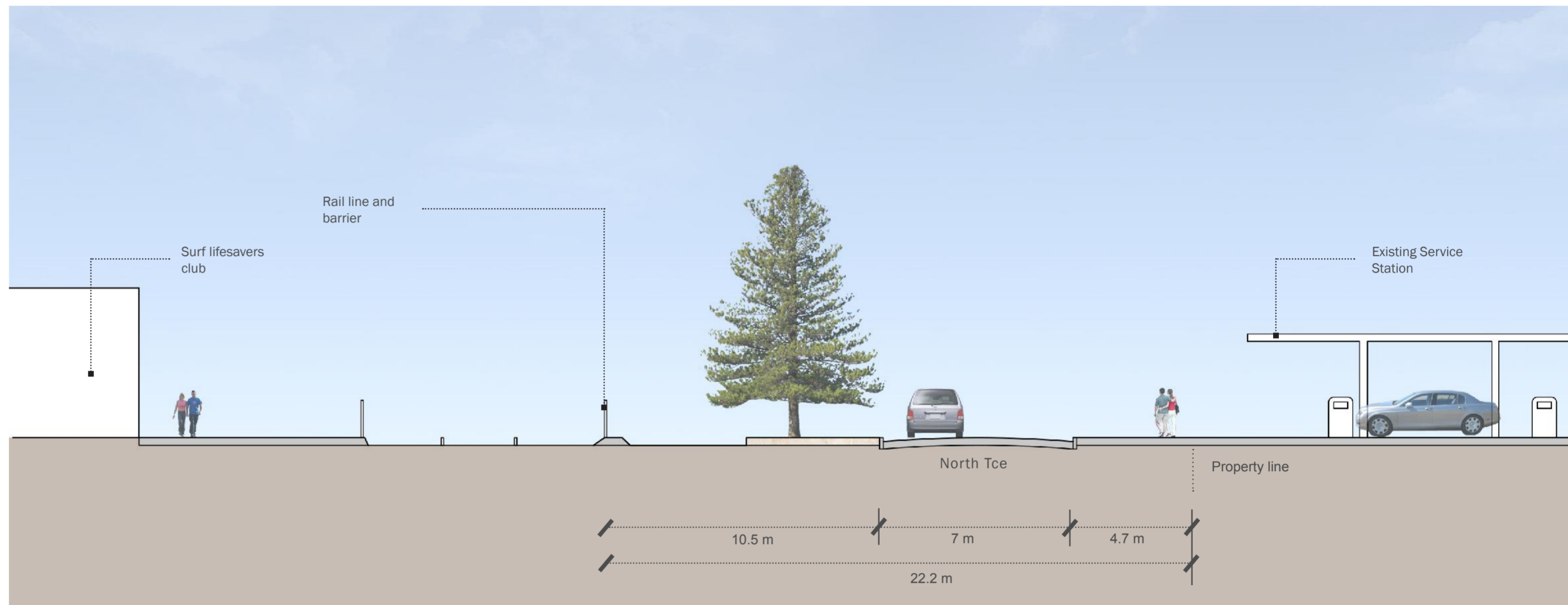


The foreshore is intended to become a lively waterfront setting, featuring a range of uses.

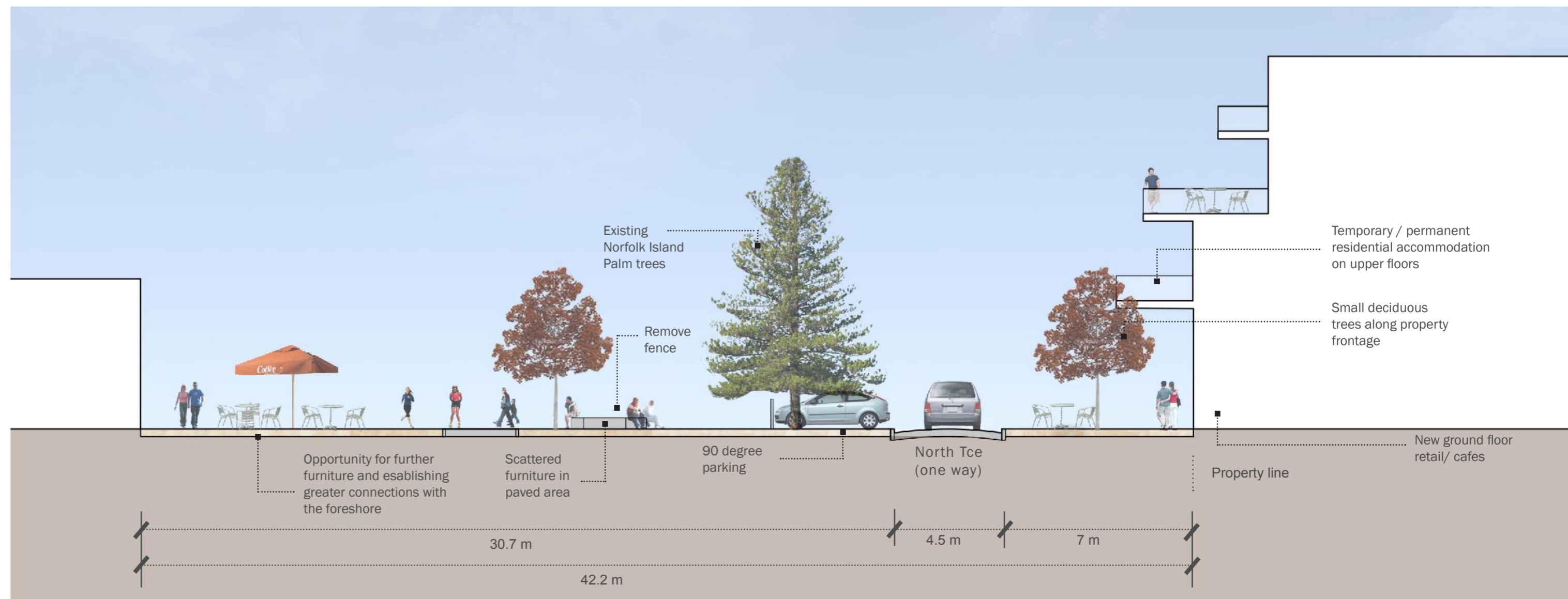
To promote a more friendly, pedestrian oriented environment, parallel parking is proposed to be removed along the right hand side of North Terrace and pavement surfaces expanded.

Pedestrian crossings will also be formalised through varied materiality, acting as a visual cue to slow traffic and to give priority to pedestrians.

BEFORE:



AFTER:



7 MASTER PLAN

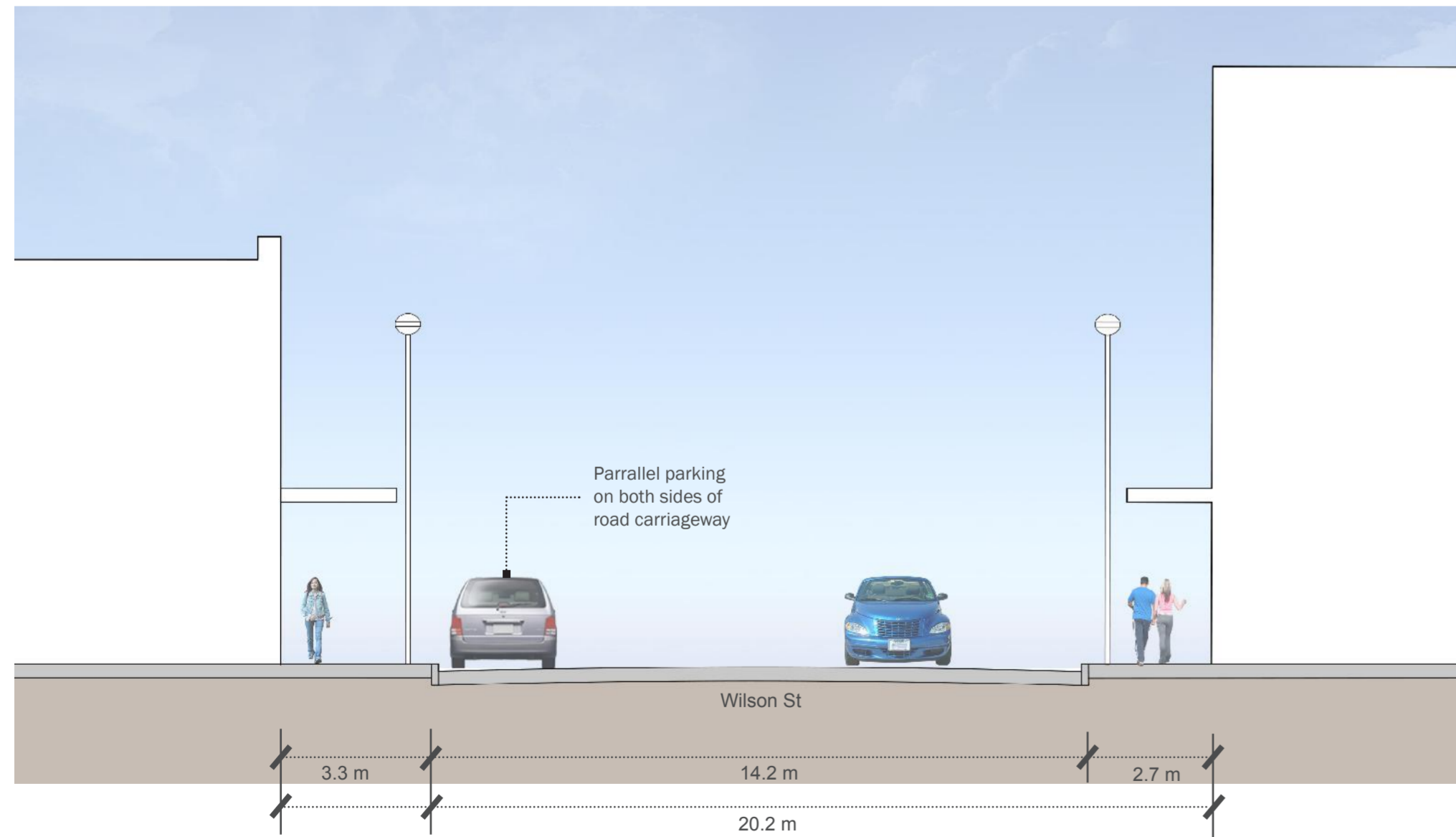
Wilson Street | Typical Cross Section



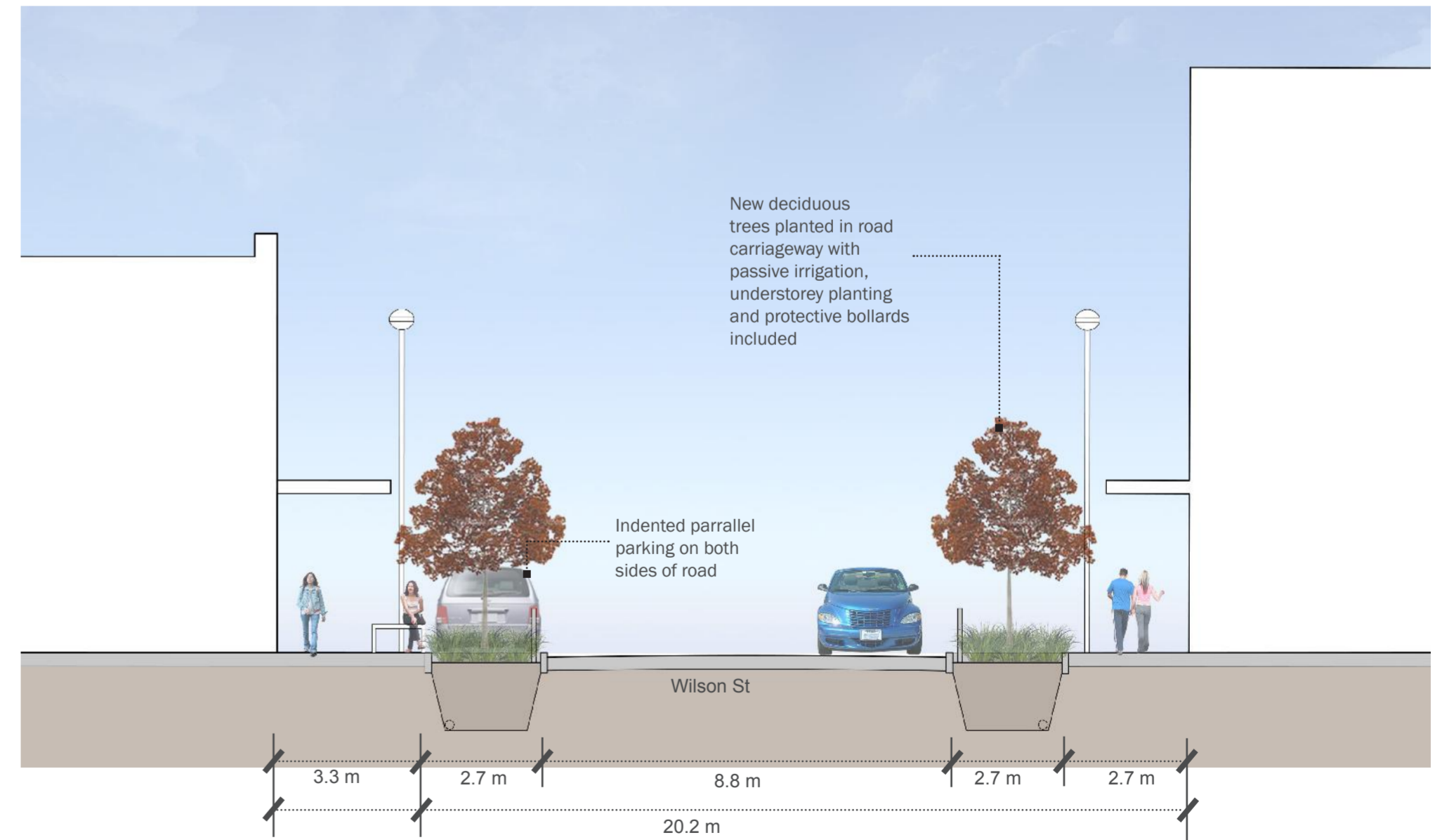
Within the retail core precinct, there is very limited street planting.

The proposal for Wilson Street and other major thoroughfares within the city centre, is to install street trees within the road carriageway, to enhance the overall amenity and character of the street, without impacting upon the significant view corridors along the grid street network.

BEFORE:



AFTER:



7 MASTER PLAN

7.5 LANDSCAPE AND OPEN SPACE

The Burnie Town Centre is well established, however there is limited open space. The Landscape and Open Space strategy is designed to improve and make provision for additional open space. Landscape enhancements are also proposed. These initiatives are outlined below.

+ POCKET PARKS

To provide additional spaces for resting and relaxation, the master plan includes two further pocket parks for passive recreation, allowing people to stop, linger and have lunch, or simply sit and take in the surrounding setting.

+ FLEXIBLE PLAZA SPACES

Improvements are proposed to the existing plaza space within the Civic Precinct and Maritime Village Precinct. Plazas are designed to be flexible, allowing for a variety of activities, including passive recreation, performances, pop-up and temporary installations and furniture, and minor sports activities.

+ STREETScape AND PUBLIC REALM

The public realm and streetscape is the primary space for exchange, interaction and is critical in shaping the character and identity of cities and towns. While the public realm comprises a variety of spaces, the master plan seeks to integrate these elements, to create a strong, vibrant and memorable character.

As part of this strategy, proposed improvements include:

- Definitive gateway entry statement pieces at the northern and southern end of the centre;
- Utilising and enhancing existing laneways to create sheltered and direct linkages between the different precincts;
- Flexible and contemporary public open space parks and plazas, which provide for a multitude of activities and events;
- Network of more pedestrian focused streets;
- Streetscape planting and enhancement (through lighting fixtures, site furniture etc) along major thoroughfares to improve overall amenity and create a less car dominant feel in the town centre; and
- Intimate pocket parks and interstitial spaces, providing relief from the built environment.

+ ADVENTURE PLAY PARK

Adventure play parks are becoming increasingly popular, appealing to a wide variety of age-groups and offering something different to standard play equipment.

Jungles, mazes and other interesting play and climbing apparatus provide an visually appealing and stimulating environment for play.

The design could be sensitive to the environment and context, constructed of timbers and a more natural palette of materials.

The master plan identifies an opportunity for an adventure play park within West Park.

+ SIGNAGE

As part of the design guidelines, it is recommended that a coordinated signage strategy be prepared for the City Centre, which provides for consistent wayfinding, street and major amenity signage, contributing to a sense of identity and character within the city centre.

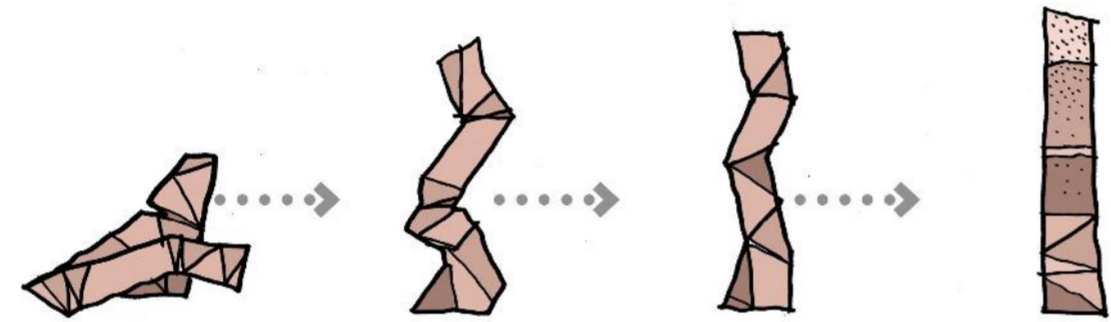
+ URBAN ART

As the 'City of Makers', Burnie provides a key opportunity to celebrate the arts, by incorporating public art installations and sculptures by local artists, within the city landscape.

The works could be designed and arranged as a storyboard, unfolding along the major entry points to Burnie.

This initiative could be coordinated by the Burnie Public Arts Committee.

PUBLIC ART: INITIAL CONCEPTS



Install artwork and sculptures at major points of entry



The structures could unfold and tell a story about Burnie...as the 'City of Makers'



Adventure play areas create a vibrant and fun atmosphere

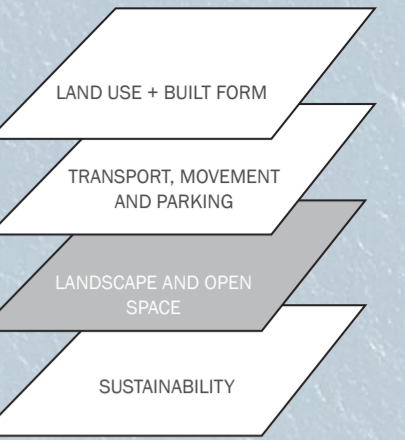


Activities which appeal to variety of ages



LEGEND:

- Open space network
- Planting
- Plaza space
- Gateway entry statement (Public Art / sculptures)
- 1 Gateway entry statement
- 2 Open space enhancements - West Park
- 3 Adventure Park
- 4 West Park Oval (existing)
- 5 West Beach
- 6 Foreshore Park
- 7 Open space / plaza improvements (Civic precinct)
- 8 New pocket park
- 9 Flexible plaza space
- 10 New street planting



7 MASTER PLAN

7.6 SUSTAINABILITY

While a significant challenge for cities and towns around the world, sustainability is an important consideration and has been a central concept upon which the master plan is based. For the longevity and success of Burnie, the Master plan seeks to balance economic, social and environment considerations, to deliver a sound framework for future development and prosperity.

+ SHARED VISION

Developed using a highly collaborative approach, the Master Plan represents a shared vision for the Burnie City Centre, which is essential to its success. The master plan not only captures the essence of the past, but is designed to reinforce and strengthen the Burnie city centre, well into the future.

+ ACTIVE CENTRE

The Master Plan promotes a more active lifestyle through greater provision and prioritisation of pedestrian and cycle movements. Proposed improvements and new parks provided within the town centre are also intended to provide space for active recreation.

+ DIVERSE HOUSING OPTIONS

The proposed re-development of Burnie's foreshore area for temporary and permanent residential accommodation, will provide for a greater housing mix, catering to different interests and demands.

Recognising that the resident population is ageing, through provisions in the design guidelines, housing which is designed to be adaptable and/or universal housing standards, shall be required.

+ INCLUSIVE COMMUNITY

The Master Plan is intended to be inclusive, providing for a range of spaces and activities, which cater to different age groups and interests. Flexible plaza spaces allow for social gathering and interaction, as well as events.

+ PROSPEROUS AND INNOVATIVE CENTRE

Through the new business park in the southern part of the site and reinvigoration of the city centre, the Master Plan is designed to stimulate and attract further investment and achieve greater economic prosperity for the town and locality as a whole.

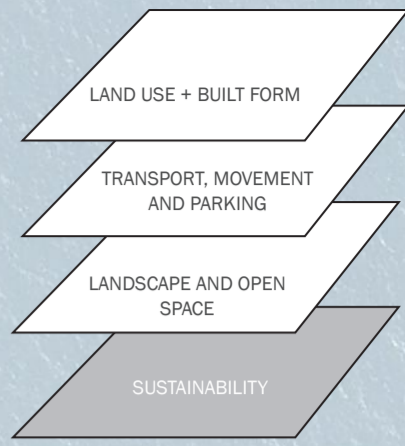
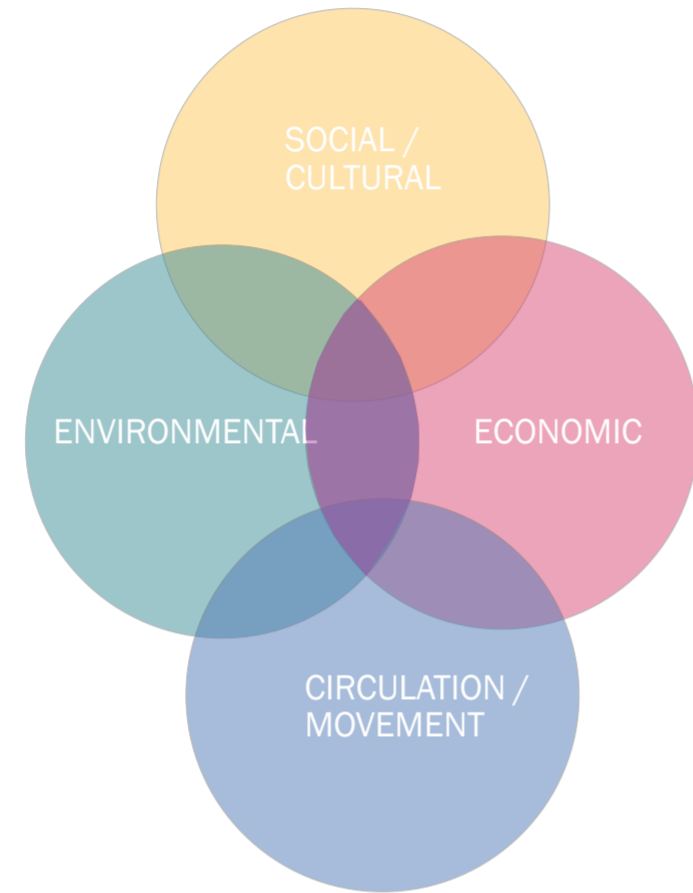
+ ENVIRONMENTAL FOCUS

Burnie has unique and varied environmental attributes. The Master Plan maintains a strong environmental focus, ensuring that areas of ecological significance around the coastline and West Park are preserved.

+ PROTECTION OF HERITAGE

The character of the built environment is largely created through the well preserved stock of heritage buildings throughout the city centre.

The Master Plan endeavours to protect buildings with heritage or character significance. There are many fine examples already of adaptive re-use of the heritage building stock and this initiative is further promoted through the design guidelines.



LEGEND:

- 
SOCIAL / CULTURAL INITIATIVE
 - Creates opportunities for social interaction
 - Initiatives which enrich the social environment, or provide opportunities for cultural activities, the arts and music
 - Activities which reinforce culture
 - Providing for a mixture of land use mix, promoting a safe, thriving and vibrant community

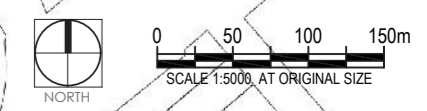
- 
ECONOMIC INITIATIVE
 - Creates opportunities for job creation and economic growth
 - Stimulates investment
 - Initiatives which reinforce and improve the retail centre appeal

- 
ENVIRONMENTAL INITIATIVE
 - Initiatives which respect and preserve the natural environment
 - Micro-climate enhancement through planting and other measures
 - Provision for new open spaces
 - Stormwater health through WSUD initiatives

- 
MOVEMENT / CIRCULATION
 - Interconnected transport facilities
 - Pedestrian and cycle paths promoting walkability and active modes of transport
 - Pedestrian priority areas

- 
MULTI-FACETED INITIATIVE

Sustainability Strategy



7 MASTER PLAN

7.7 THE FINAL OUTCOME

The master plan vision is aimed at creating a thriving and vibrant city centre through a coordinated master plan vision.

Comprising a number of layers and underlying strategies, the master plan proposes a range of initiatives to enhance and build upon the amenity, services and facilities, stimulate investment and showcase Burnie as a centre of innovation.

WEST PARK

- 1 Establish a new pedestrian bridge link to Burnie Gardens over the Bass Highway. The bridge could also act as a gateway to Burnie.
- 2 Opportunity to provide amenities for the nearby skate park and the proposed adventure park.
- 3 Extend recreational facilities on offer near the skate park, to make provision for a new Adventure Play Park in this location.
- 4 Maintain and protect rocky shelf and coastline.
- 5 New university campus facilities. Final layout subject to UTAS master plan.
- 6 Complementary development proposed, subject to final UTAS master plan.
- 7 Remove solid fence and open up views to the oval with new lines of Norfolk Island Pine trees and repetitive feature steel elements, to help with creating a strong 'sense of entry' and improve permeability for sports and educational uses within West Park.
- 8 Extend Norfolk Island Pines from the oval to the foreshore, creating a continuous tree line and strong character.
- 9 Upgrade section of the shared use path, to link with the proposed UTAS campus and other proposed facilities (conference centre, hotel etc), to make it easier for students, visitors and residents to travel into the city centre.

WEST BEACH FORESHORE

- 10 Remove fence and establish bike path and/or feature planting to utilise old rail corridor.
- 11 Re-develop service retail precinct and establish new accommodation, with a proportion of adaptable housing to cater for aged and disabled persons.
- 12 Re-develop service stations and prime land along the foreshore for mixed use development, comprising ground floor retail and either residential or temporary accommodation on the upper floors.
- 13 Implement raised, paved pedestrian links to foreshore.

- 14 Remove parallel parking on the right hand side of North Terrace. Parking to be incorporated within new mixed use developments, and 90° parking adjacent to the Surf Lifesavers Club.
- 15 Opportunity to establish a micro-brewery and outdoor beer garden.

MAKERS QUARTER

- 16 Opportunity to create a dedicated Maker's quarter for bespoke arts and handcraft businesses, establishing new and utilising existing warehouses in this area (Refer to precinct plans).
- 17 Establish a new facility for Burnie Museum, incorporating further recreational and educational facilities for various age groups, as well as, a headquarters for the Maker's Precinct.
- 18 New shared plaza and pedestrian promenade, linking the maker's quarter.
- 19 Relax parking rates in to encourage parking for commuters in this location.

RETAIL AND MARITIME VILLAGE PRECINCT

- 20 Build on and create a network of lanes, arcades and covered walkways with activated edges.
- 21 Development opportunity within central arcade to create a strong character and market 'like' setting, through encouraging local produce and unique / bespoke stores.
- 22 Option to re-develop part or the entire carparking facility to create a mixed use precinct, with active edge around the internal plaza space. Full re-development presents an opportunity to develop a new museum and mixed use development (Refer to precinct plans)
- 23 Renovate the plaza to create more flexible, informal spaces. Potential for the plaza to become a high quality open space surrounded by active frontages (e.g Cafes etc).
- 24 Opportunity to re-develop the existing Woolworths building.
- 25 Option to re-develop the existing Coles-Kmart shopping arcade, to create a more responsive design with active

edges and better 'through' linkages to the Civic precinct.

- 26 Create strong connection to Civic Precinct.
- 27 Opportunity to create a dedicated bus interchange between Wilmot and Wilson

CIVIC AND SOUTHERN SERVICE PRECINCTS

- 28 Upgrade the existing park and plaza space near the civic centre.
- 29 Establish a new pocket park on the grounds of the existing Anglican Church.
- 30 Potential to relocate Centrelink and establish a southern Maker's area, comprising service retail and light industrial activities. Incentives could be offered to improve take up rates.
- 31 As an area with a high level of exposure from the Bass Highway, establish a new business park for emerging technological industries relating to port activities, health and education.
- 32 Maintain parking and relax parking rates to encourage commuter parking in this location.
- 33 Through the design guidelines, promote service retail activities to relocate from foreshore to this precinct*.

GENERAL

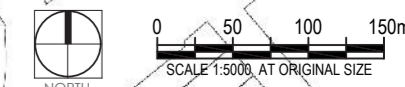
- 34 Reinforce entries with art and sculpture features, to tie in with feature steel elements along the approach. A series of storyboard could unfold upon entering Burnie from the south.
- 35 Create the 'Burnie loop' trail that passes key features, including the Maker's workshop, university and West Park, Burnie Gardens, Civic Precinct, Maker's Quarter, foreshore and retail areas.
- 36 Provide coastal walking and cycling trail along Marine Terrace, connecting with existing coastal pathways north and south.
- 37 Make landscape and interface improvements at the main entries to the Port.
- 38 Install additional street trees, to utilise the width of the street and create a high amenity setting.

- 39 Retrofit existing off-street parking with green edge.
- 40 Encourage second floor conversions for student accommodation and medium density accommodation options*.
- 41 Offer incentives within Maker's workshops to increase take up rates and offer cheap rent / shared spaces for local maker's and artists*.
- 42 Build upon or emphasise the heritage architecture along Cattley Street*.

*Concepts which are not illustrated on the master plan.



Overall Master Plan

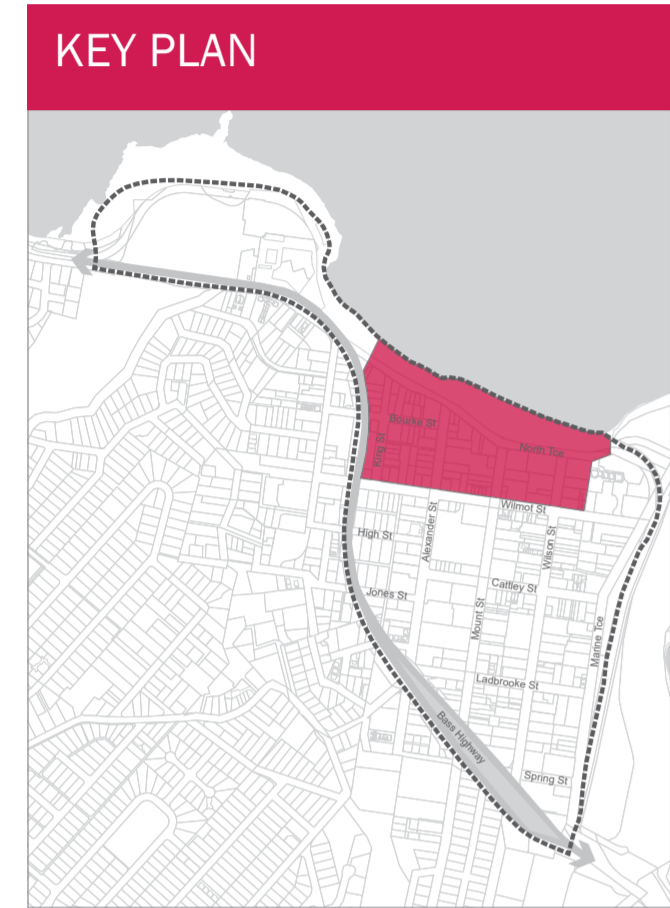


8 PRECINCT PLANS

“CAREFULLY CRAFTED PLANS TO CREATE UNIQUE CHARACTER ELEMENTS WITHIN EACH PRECINCT”

8 PRECINCT PLANS

8.1 PRECINCT 1: WEST BEACH FORESHORE

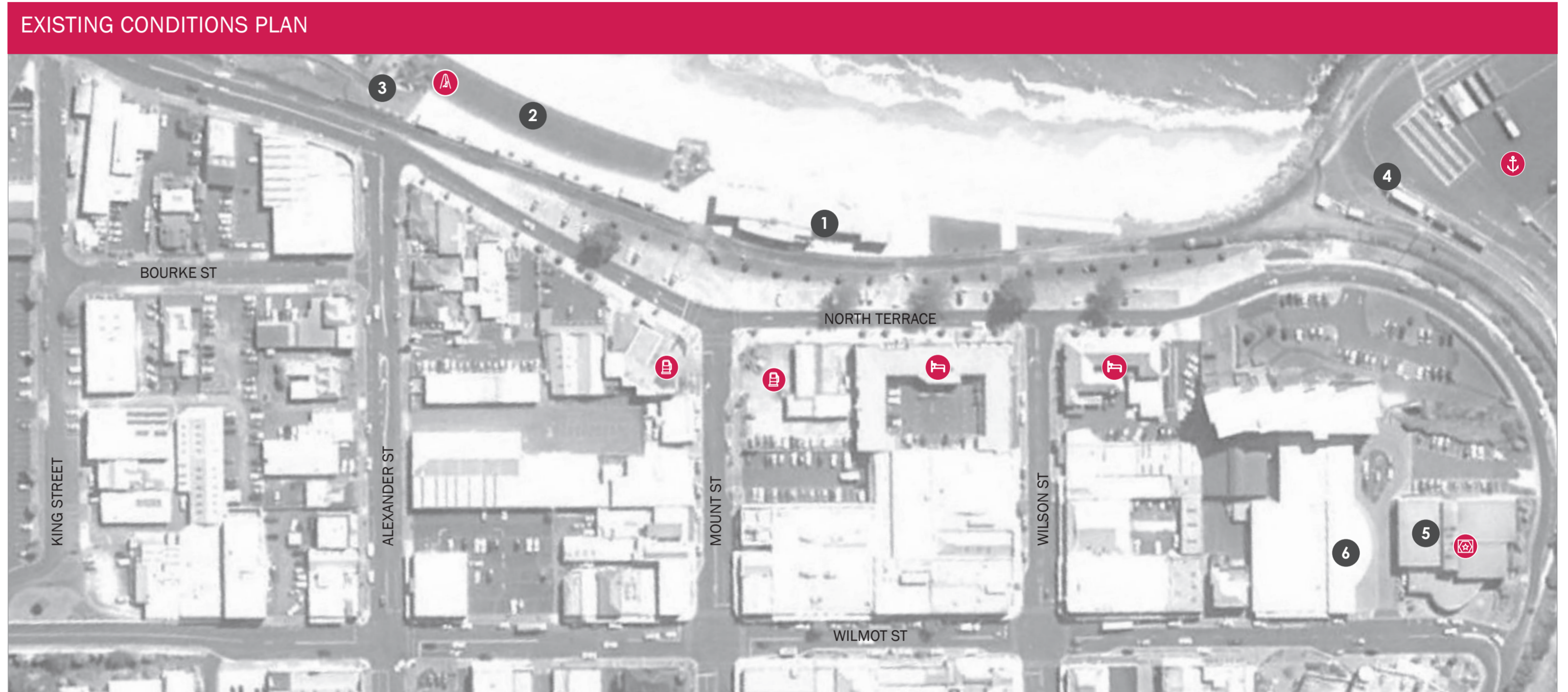


DESIGN INTENT

The West Beach foreshore is designed to become a dynamic and vibrant precinct, offering a range of al-fresco dining and specialty retail options, along with high quality and varied housing and temporary accommodation.

At present the foreshore is dominated by service retail and poorer quality hotel accommodation. An opportunity exists to reinvigorate and capitalise upon this high value area.

The proposed master plan provides for a new hotel, mixed use developments and retirement living uses. The overall concept is designed to add to the vibrancy and activity along the foreshore.



LEGEND

- | | | | |
|--|---------------------------------|--|---|
| | Hotel / Temporary Accommodation | | Surf lifesaver's club Foreshore Development |
| | Public park | | West Beach park |
| | Hall / Community Centre | | Coastal boardwalk |
| | Community Club | | Burnie Port |
| | Port | | Cinema |
| | Service Station | | Columnar Court |
| | Church / Religious Facility | | |
| | Cinema | | |

SITE PHOTOS



Lifesavers Club and Restaurants



Rail line and gate access



Foreshore open space



Coastal boardwalk



View looking up Wilson Street



View looking north along North Terrace

8 PRECINCT PLANS

PRECINCT CONCEPT PLAN



LEGEND

- 1** Extend pavement surface and incorporate further planting along the foreshore.

2 Minimise on-street parking on the right hand side of Marine Terrace.

3 Create strong pedestrian connections to and from the surrounding streets.
- 4** Re-develop existing hotels and establish quality mixed use development (Ground floor retail and upper residential floors).

5 Opportunity for a new Micro-brewery.

6 Re-develop service station sites and prime sites along foreshore for high quality hotels with ground floor retail.
- 7** Re-develop unsuitable service retail sites along foreshore, to establish high quality residential complexes overlooking the foreshore.



8 PRECINCT PLANS

FORESHORE - ILLUSTRATIVE SKETCH



Before



Illustrative Sketch (After Concept)

PRECEDENT CHARACTER IMAGES



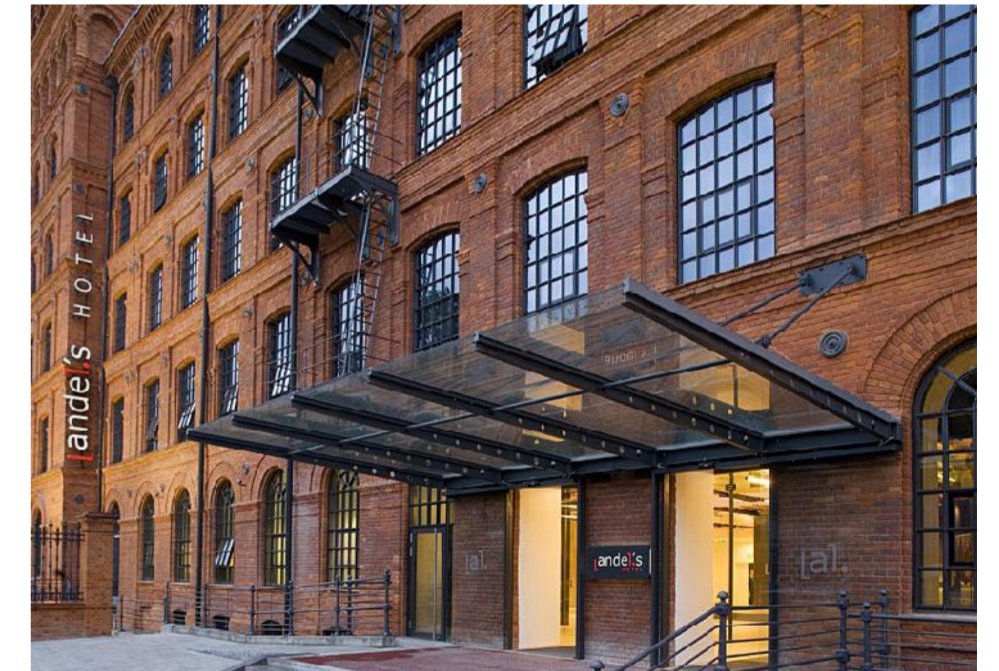
Mixed use development which capitalises upon waterfront views



Establish high quality developments



Create an active waterfront edge



Establish chic hotels and temporary accommodation



Create further spaces for sitting



Create development which engages with the foreshore

8 PRECINCT PLANS

MICRO - BREWERY

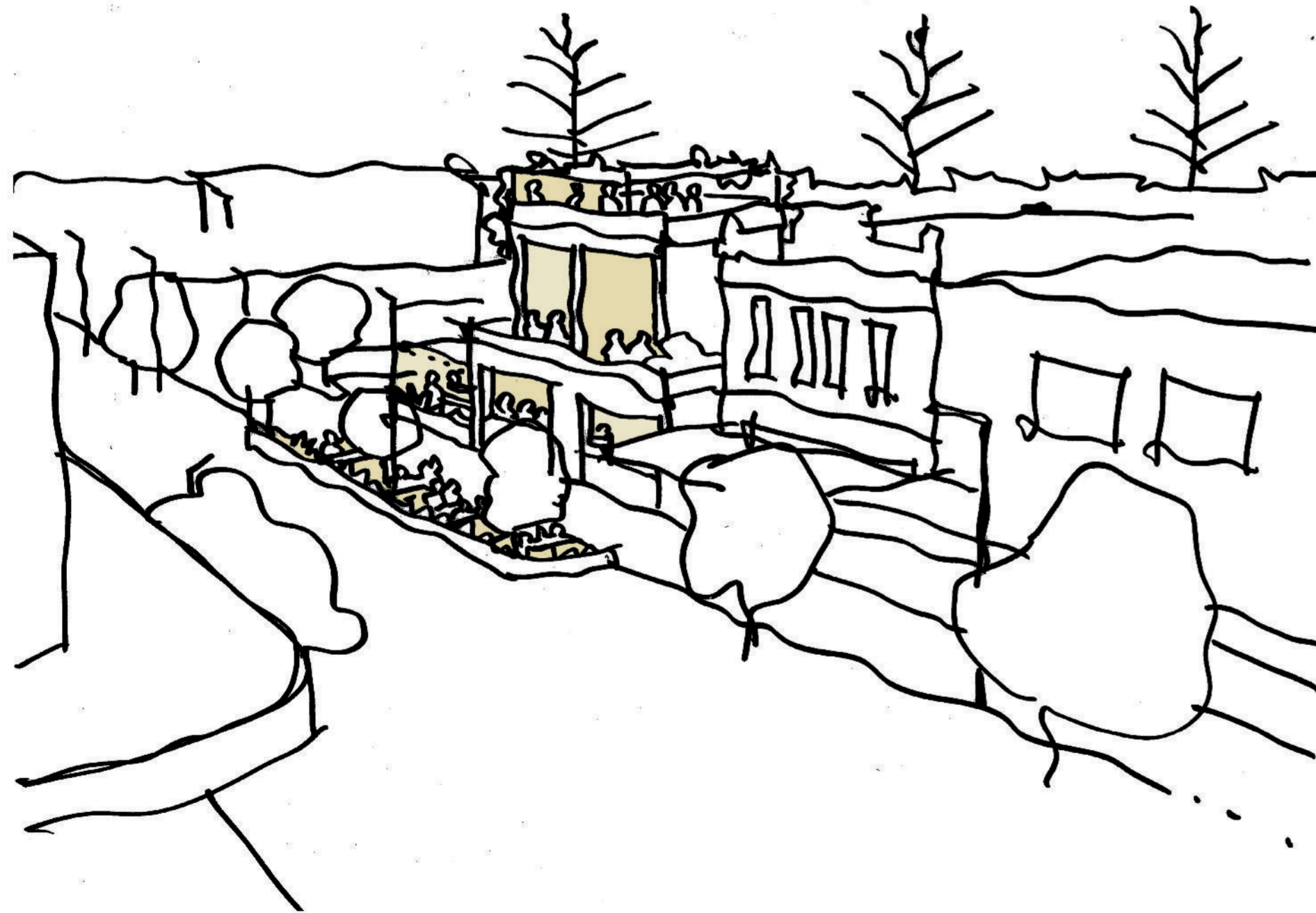


Micro-breweries provide a popular alternative to traditional pubs and clubs, showcasing the actual brewing process. The concept of a micro-brewery is in-keeping with the vision for Burnie as the city of 'makers'.

Within the foreshore precinct, along Wilmot Street, under-utilised warehouses provide a prime opportunity to establish this type of facility.

Outdoor and rooftop terraces could be incorporated to better engage with the foreshore, and offer residents and visitors a new and different experience.

Before



Illustrative Sketch (After Concept)

PRECEDENT CHARACTER IMAGES



Brewing process on show



Semi-enclosed rooftop terrace



Micro brewery interior



Incorporate landscape features which add visual interest



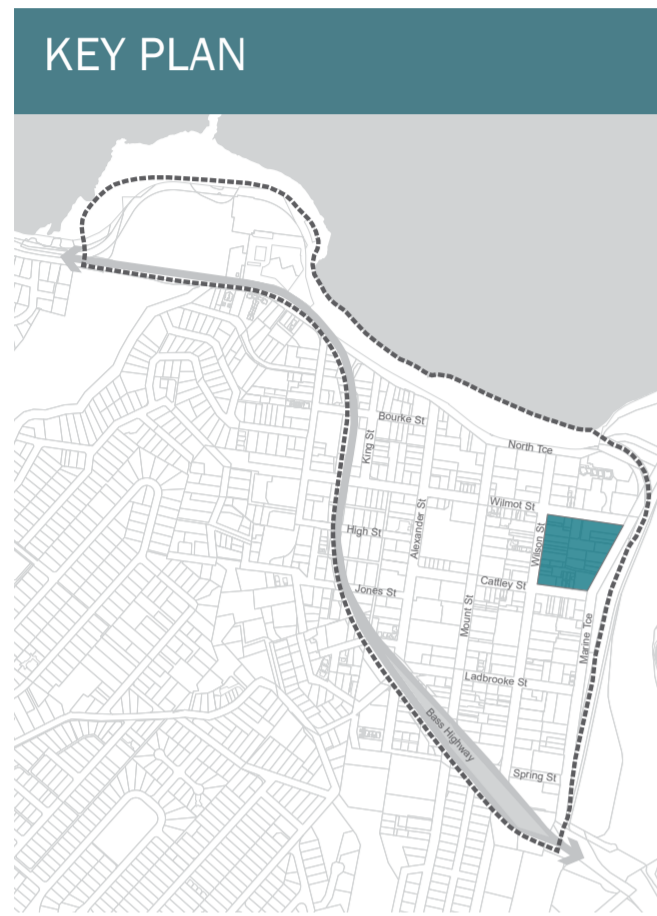
Outdoor beer garden which engages with the waterfront



Sheltered and heated outdoor space

8 PRECINCT PLANS

8.2 PRECINCT 2: MARITIME VILLAGE



DESIGN INTENT

The Maritime Village is designed to be a high amenity plaza and mixed use zone. The concept proposes improvements to the existing plaza setting, by creating a strong active edge around an informal plaza space.

The renovated plaza concept makes provision for both hardscape and grassed areas, enabling a variety of activities and performances.

Temporary installations and pop-up activities would also be highly desirable in this setting.

The strategy relies upon partial acquisition of the multi-storey carpark and woolworths, to create a more striking and vibrant area, with strong visual and physical connections to Wilmot and Wilson Streets.

SITE PHOTOS



Multi-tiered public carpark



Plaza entry from Wilmot Street



Cafes backing onto plaza space



Cafes backing onto plaza space



Public plaza and play equipment



Centrepoint Arcade



Plaza space and landscaping



Woolworths frontage along Wilmot St



Canopy cover over plaza

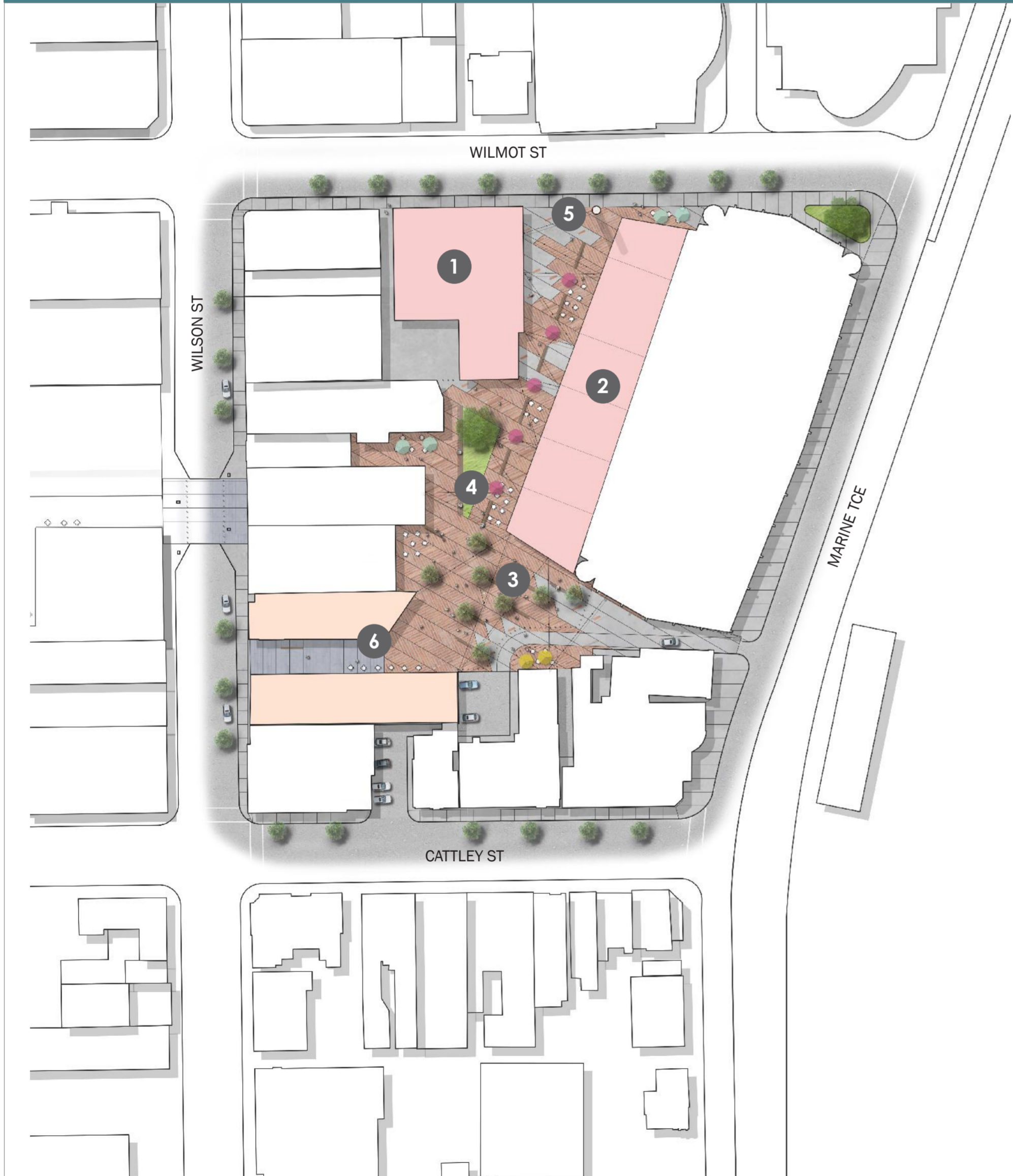


LEGEND

- Civic Buildings
- Financial Institutions
- Shopping centre
- Supermarket
- Port
- 1 Woolworths supermarket
- 2 Multi-level carpark
- 3 Public Plaza
- 4 Centrepoint arcade
- 5 Play equipment

8 PRECINCT PLANS

PRECINCT MASTER PLAN



LEGEND

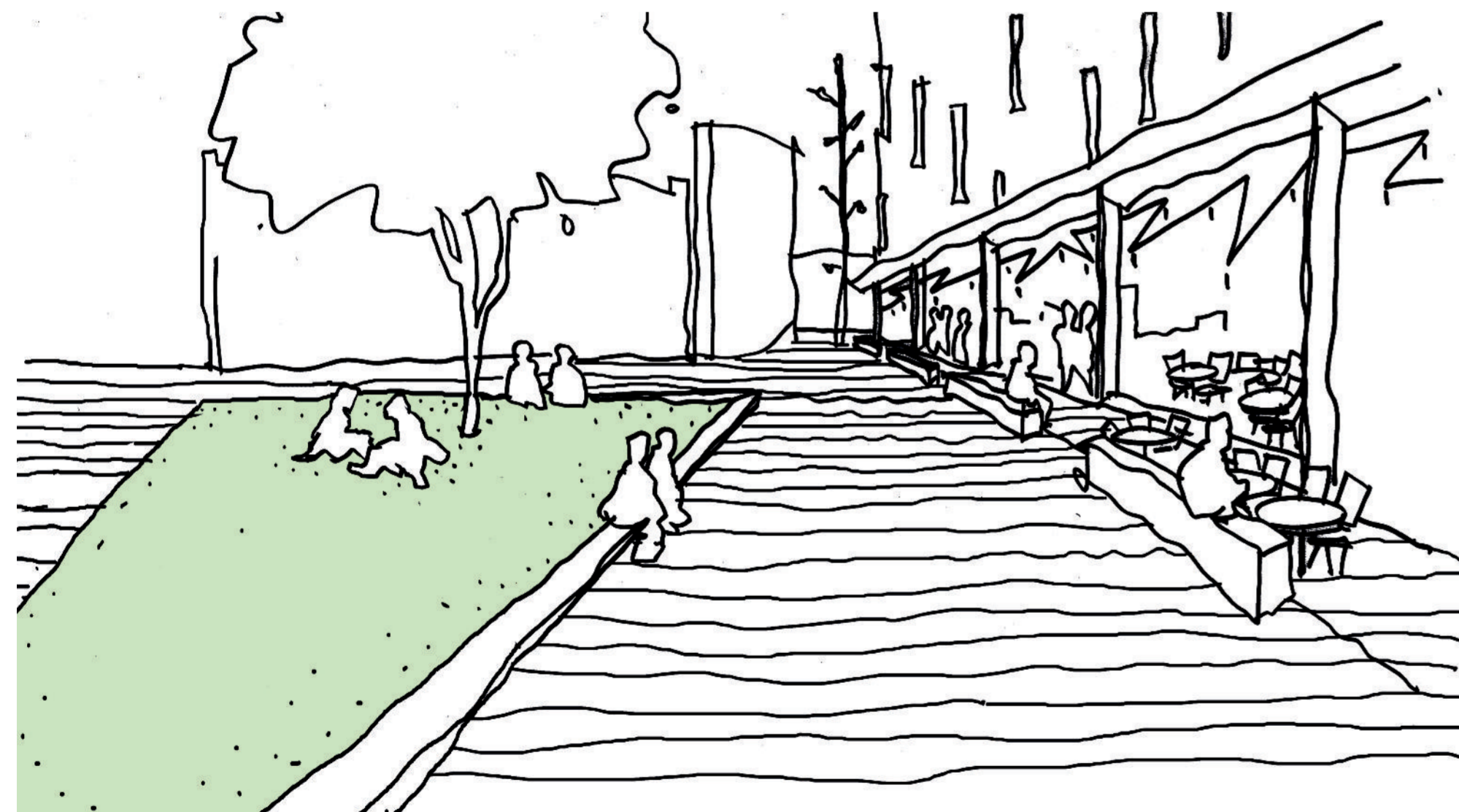
- 1 Re-develop Woolworths complex.
- 2 Partial redevelopment of the multi-storey carparking facility to create an active retail edge.
- 3 Revised plaza layout creating a strong connection between internally facing retail buildings along the plaza edge.
- 4 Flexible grassed areas for sitting and performances.
- 5 Striking sculpture / entry feature.
- 6 Modify internal arcade connection to provide passage to retail core area, further west.

8 PRECINCT PLANS

PLAZA ILLUSTRATIVE SKETCH



Before



Illustrative Sketch (After Concept)

PRECEDENT CHARACTER IMAGES



Create active edges along plaza space



Use pop-up architecture to utilise space and create a lively setting



Opportunity to build seating into key landscape features



Provide grassed areas for sitting and performances



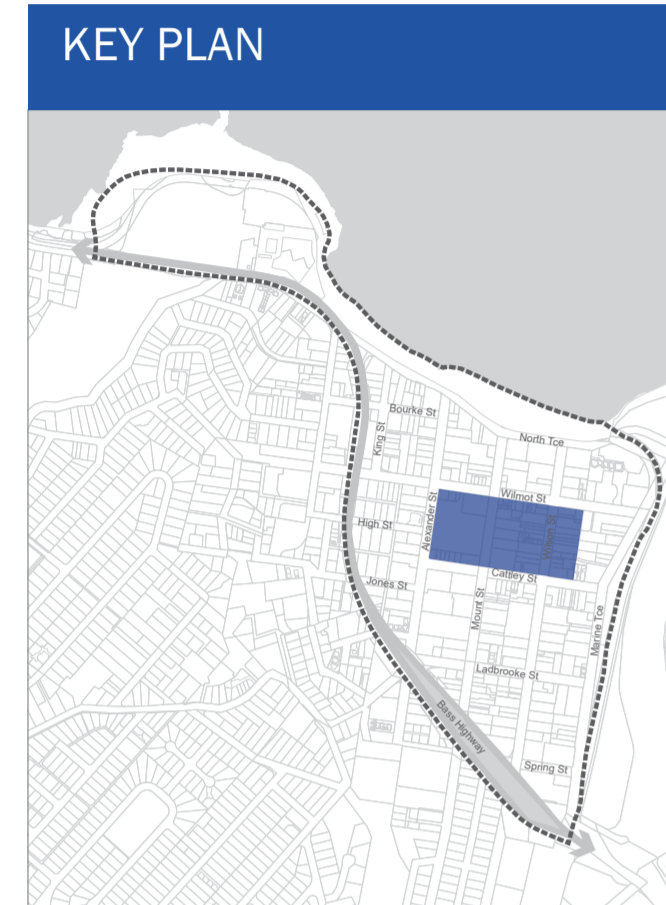
Create a more engaging interface for Woolworths supermarket



Mixed use setting and outdoor dining to create a lively setting

8 PRECINCT PLANS

8.3 PRECINCT 3: RETAIL CORE



DESIGN INTENT











The retail core precinct, features a range of well preserved historic buildings, particularly along the eastern part of Cattley Street.

The concept for the retail core precinct is to establish a prominent retail centre and focal heart. The design is intended to create a more integrated retail precinct, utilising and revamping existing arcades and making revisions to 'big box' retail formats, to establish a strong connection between the retail and civic precincts.

Internal arcades provide comfortable conditions for walking and shopping. A greater emphasis needs to be placed on shop fronts, to create active and vibrant edges along the arcade edge.



LEGEND

-  Child care centre
-  Library
-  Museum
-  Shopping Centre
-  Burnie Arts and Cultural Centre
-  Burnie Library
-  Burnie Musuem
-  Kmart / Coles Plaza
-  City Square Arcade
-  Public Plaza

SITE PHOTOS



View looking west along Mount St



View looking west along Wilson Street



Retail core entry feature



View east along Cattley Street

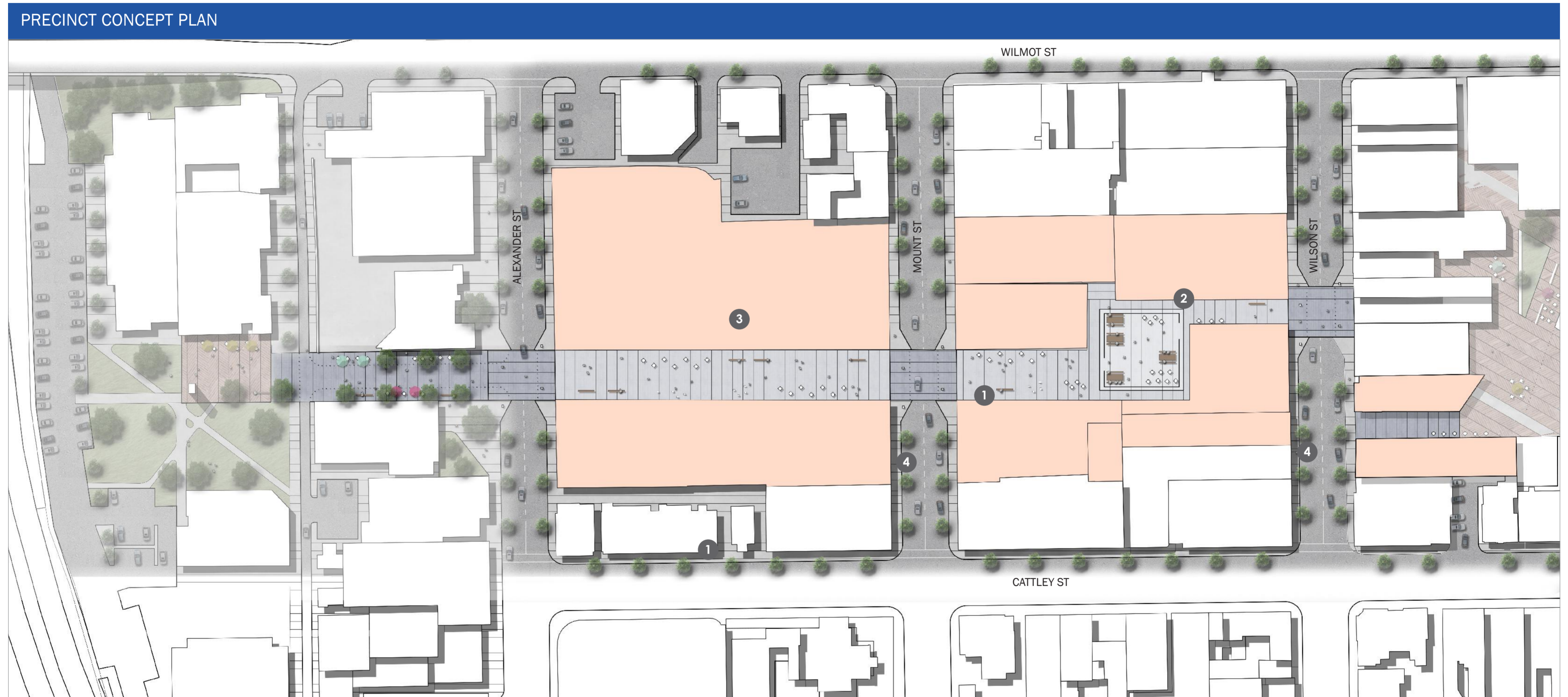


View looking north along Cattley Street



View looking along Wilson Street

8 PRECINCT PLANS



LEGEND

- 1** Create a well integrated and efficient retail through connection utilising and revising existing arcades.
- 2** Enhance existing internal atrium area to provide a high quality informal gathering space, to build upon the character of the overall precinct.
- 3** Revise the shopping centre format, to improve the general interface with Mount Street and Alexander Street and inter-block connections.
- 4** Establish a strong streetscape character through additional planting and a coordinated palette of materials and furniture.



8 PRECINCT PLANS

RETAIL ARCADE ILLUSTRATIVE SKETCH



Before



Illustrative Sketch (After Concept)

PRECEDENT CHARACTER IMAGES



Create activities along the arcade edge



Establish 'market-style' setting



Dining along arcade edges creates vibrancy



Sheltered indoor spaces for gathering



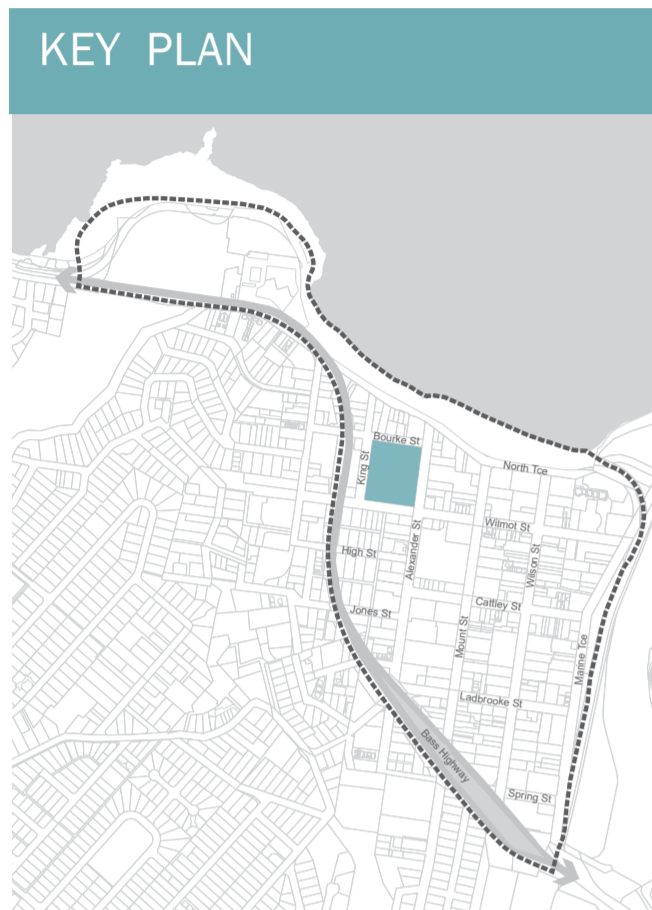
Retail arcades with an active edge



Market stalls can create further pedestrian activity

8 PRECINCT PLANS

8.4 PRECINCT 4: MAKERS QUARTER



View looking west along Mount St

DESIGN INTENT

The Maker's Quarter is designed to reinforce and showcase Burnie as a creative centre. Tasmania and the north-west region are reknown for locally made produce and a unique service offering.

More and more, people are seeking out unique made products and services. Building on this, the Maker's Quarter is designed as a funky warehouse setting, to encourage the establishment of makers workshops, artistic and flexible spaces for bespoke arts and handicraft businesses.

This is intended to become an integrated workshop precinct, housing a new musuem facility, shared zone maze, which connects a series of dynamic workshops.

LEGEND

- Hotel accommodation
- Community club
- Pub and Hotel
- Dance studio
- Public parking
- Service retail warehouses

SITE PHOTOS



Development along Wilmot Street



Warehouse along Mount Street



Internal facing warehouses from King St



Vacant buildings along King St



Service retail functions within precinct



Service retail functions within precinct



Rear informal carparking area within precinct



Public carpark along western edge of precinct



Service retail functions within precinct



8 PRECINCT PLANS



0 10 20m
SCALE 1:750 AT ORIGINAL SIZE

LEGEND

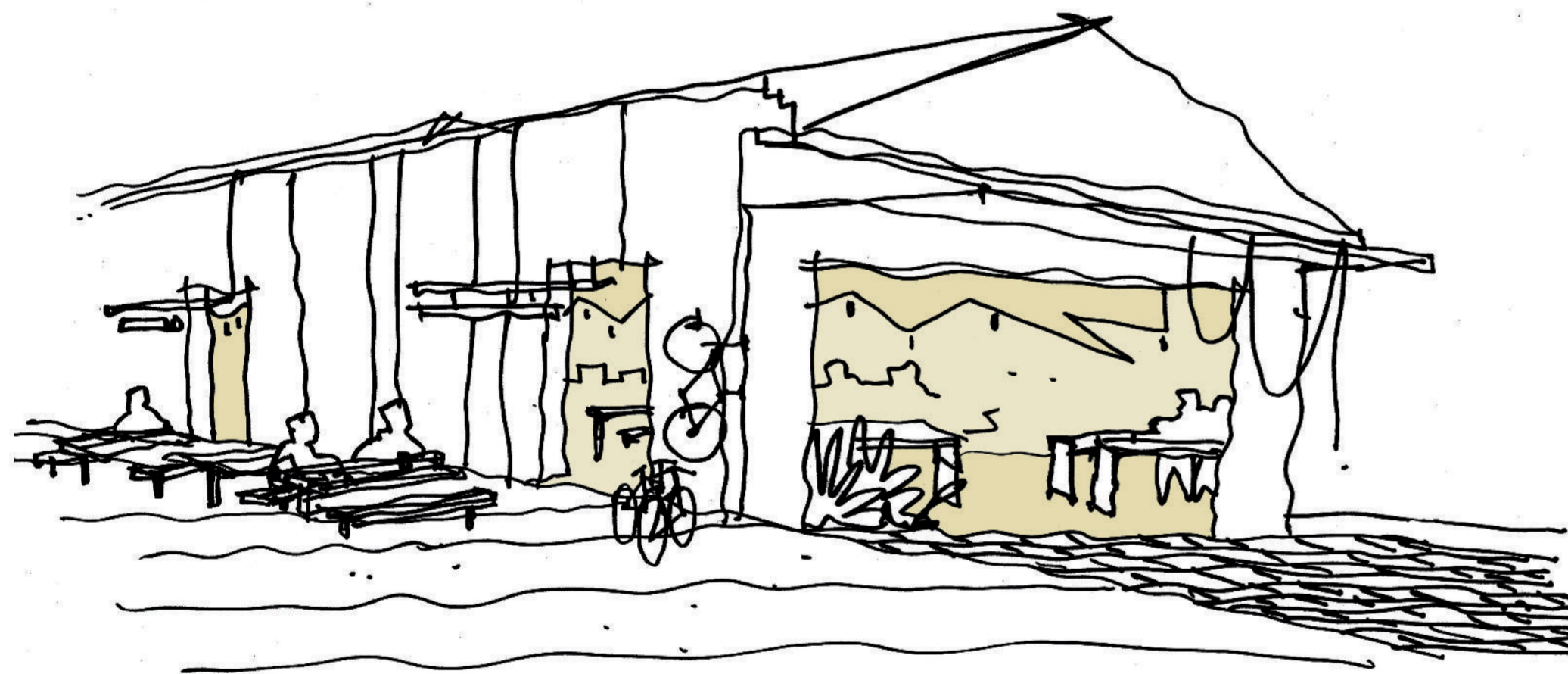
- 1 New workshops to better utilise space and create a dynamic character within the precinct. This will be a catalyst for the organic development of this precinct as a centre of unique arts and handicrafts.
- 2 Workshops open out onto a shared public zone, creating a high amenity space to wander through the precinct and linger.
- 3 Establish a Maker's headquarters, to provide a new facility for the Burnie Museum, including information on the precinct and food and beverage retail, educational and further indoor activities, to entice people to visit and stay in the area. The headquarters will have a strong connection to the Civic Precinct.
- 4 Revise parking layouts within the area, to distribute parking amongst the workshops, providing convenient access and reducing its dominance within the landscape.
- 5 Modify the existing workshop to create a more optimal shared central zone for gathering.
- 6 Incorporate planting within the shared central space and along movement paths, to create a high amenity setting and provide limited shade.

8 PRECINCT PLANS

WORKSHOP ILLUSTRATIVE SKETCH



Before



Illustrative Sketch (After Concept)

PRECEDENT CHARACTER IMAGES



Strong interface with public setting



High quality entrance and shared zones



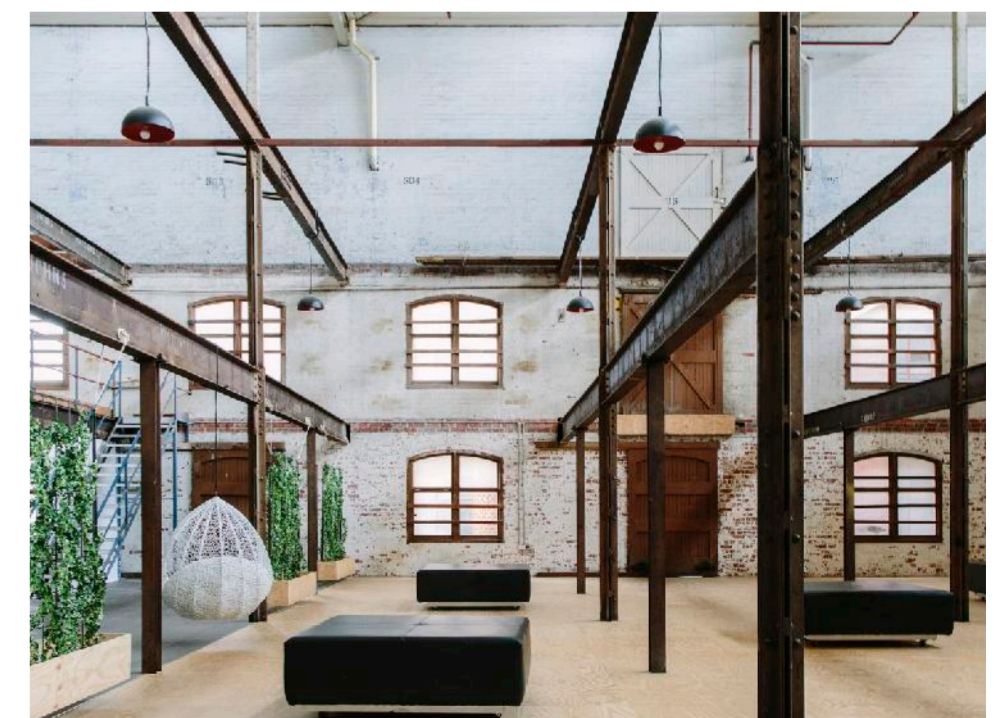
Flexible shared workspaces



Showcase hand-made local products



Workshops open up onto public space



Striking exhibition spaces

8 PRECINCT PLANS

8.5 PRECINCT 5: CIVIC PRECINCT



DESIGN INTENT

The Civic precinct features a range of cultural and arts facilities, which serve not only Burnie but the wider region.

The concept for the retail core precinct is to establish a strong connection between the retail and civic precincts. A continuation of the retail arcade and through link, east-west is proposed, to promote a more walkable and connected town centre.

Improvements are proposed to the park and plaza space in this precinct, along with minor improvements to the overall public realm.

SITE PHOTOS



Art Gallery Signage



Burnie performing arts centre



Internal facing warehouses from King St



Burnie museum



Public carpark at western edge of civic area



Rear entrance and parking for museum



Historical signage on plaza edge



View looking east along Wilmot St

LEGEND

- Hotel accommodation
- Civic use
- Emergency Services
- Medical Facilities
- Community club
- Hall / community centre
- Shopping centre
- Church
- Museum
- Library
- 1** Burnie Arts and Cultural Centre
- 2** Library
- 3** Burnie Museum
- 4** Fire Station
- 5** Public parking



8 PRECINCT PLANS

PRECINCT CONCEPT PLAN



LEGEND

- 1 Create a through connection adjacent to Library, connecting the Burnie Arts Centre and other civic uses with the retail precinct.
- 2 Opportunity to enhance the plaza space and create a children's adventure playground in this location.
- 3 Based on the new Museum proposal within the Maker's Precinct, there is an opportunity to re-develop the existing museum site for a new Centrelink Facility or other community use.
- 4 Minor streetscaping improvements proposed along the street network to enhance the overall amenity and character of this precinct.



0 10 20 30m
SCALE 1:1000 AT ORIGINAL SIZE

8 PRECINCT PLANS

8.6 PRECINCT 6: SOUTHERN SERVICE PRECINCT

KEY PLAN



DESIGN INTENT

The Southern Service Precinct, located in the south eastern portion of the town centre area, offers a range of general and service retail businesses, restaurants and cafes, pubs and other service uses.

The concept for the Southern Service Precinct is to create a strong and innovative business district, while also accommodating uses displaced from foreshore precinct.

The nature of industry and core focus as the 'City of Makers', provides a strong foundation for business and service retail functions, serving both the local and wider regional catchment.

LEGEND

- Hotel accommodation
- Civic use
- Emergency Services
- Community club
- Shopping centre
- Church
- Financial Institution
- 1 Target Shopping Centre
- 2 Burnie City Council
- 3 Police Station
- 4 Centrelink
- 5 Bus interchange

SITE PHOTOS



Stately heritage building stock



Heritage building stock along Marine Tce



Internal facing warehouses from King St



View looking west along Mount St



Service retail functions within precinct



Under-utilised buildings on Marine Tce



Re-use of former warehouse converted into pub and restaurant



Existing Centrelink building



Pub along Marine Terrace

EXISTING CONDITIONS



8 PRECINCT PLANS

PRECINCT CONCEPT PLAN



LEGEND

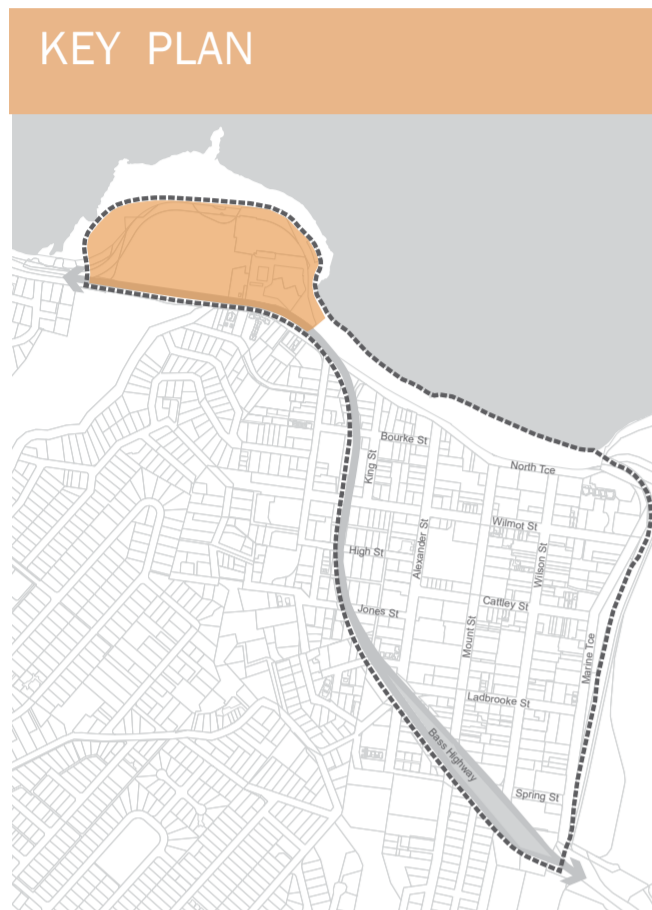
- 1 Opportunity to re-locate the existing Centrelink building and re-develop the site for service retail functions displaced along the foreshore.
- 2 Opportunity to establish hi-tech light industry and business park at the southern end of Burnie, with a high level of exposure from the Bass Highway.
- 3 Enhance and create new internal parks for sitting and relaxation within the town centre.
- 4 Minor streetscaping improvements proposed along the street network to enhance the overall amenity and character of this precinct.
- 5 New bus interchange



0 15 30m 45m
SCALE 1:1500 AT ORIGINAL SIZE

8 PRECINCT PLANS

8.7 PRECINCT 6: WEST PARK



DESIGN INTENT

A unique headland, on the north-eastern edge of the Burnie City Centre, the West Park area is designed to become a multi-purpose educational and recreational precinct.

The precinct is already home to the Makers Centre and tourist information centre, Penguin Observation Centre and community halls.













While master planning of this precinct is still in progress, the area will accommodate a future UTAS campus and accommodation, and potentially other conference and/or business services.

Further recreational activities such as an adventure park and kiosks are considered as value-add opportunities, to create a strong recreational area, appealing to a variety of ages.

Path connection improvements to the Burnie Gardens and south to the City centre, are designed to create a stronger relationship between West Park and other areas.

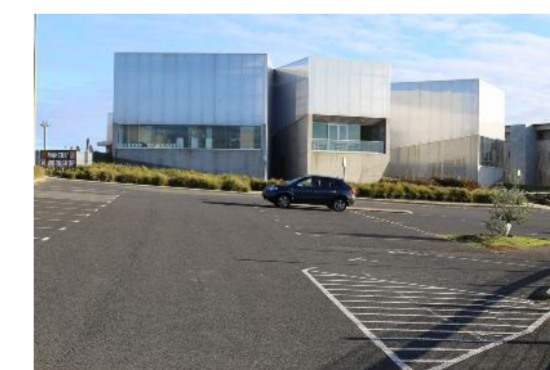


LEGEND

-  Educational Institution
-  Tourist Information Centre
-  Community club
-  Hall / community centre
-  Accommodation
-  Park
-  1 Makers Workshop
-  2 UTAS Accommodation
-  3 Penguin observatory
-  4 West Park Oval
-  5 Skate park
-  6 Informal Parking area



View overlooking West Park



View of Makers Centre



Entry to Makers Centre



New UTAS student accommodation



Carparking within West Park



Existing skate park

8 PRECINCT PLANS

PRECINCT CONCEPT PLAN



LEGEND

- 1 Maintain and protect rocky shelf and coastline
- 2 New pedestrian bridge link to Burnie Gardens
- 3 UTAS Campus facilities (final layout - subject to UTAS Master Plan)
- 4 Incorporate new Adventure Park
- 5 Extend recreational facilities on offer near the skate park. Opportunity to provide amenities for nearby skate park
- 6 Complementary development proposed (Use and layout - subject to UTAS Master Plan)
- 7 Remove solid fence to open up views over coastline
- 8 Upgrade shared use path around West Park

9 DESIGN GUIDELINES

“THE DESIGN GUIDELINES WILL HELP FORM THE BASIS FOR ACHIEVING THE MASTER PLAN VISION”

9 DESIGN GUIDELINES

9.1 OVERVIEW

The following design guidelines have been prepared to ensure that the master plan and design strategies can be achieved.

These preliminary guidelines set out the minimum design standards which are expected within the city centre.

It is recommended that a more detailed built and landscape character assessment is completed to include further guidance in respect of preferred materials, treatments, color schemes etc.

9.2 RELATIONSHIP TO PLANNING SCHEME

In order to guide the future design and development of the Burnie town centre in accordance with the Master Plan, a planning scheme amendment is recommended to the Interim Burnie Planning Scheme 2013.

Use and development is predominately controlled by the current zoning provisions. With the exception of West Park, in the north western part of the study area, the majority of the Burnie Town Centre falls within the 'Central Business Zone'. The diversity of uses and broad land use and design strategies proposed under the Master Plan are not currently provided for by the zoning provisions and require more design specific planning scheme provisions.

On that basis, it is recommended that the Master Plan be translated into a Structure Plan for the Town Centre and is incorporated under Part F – Specific Area Plans. This is used to set out more detailed precinct and site specific guidelines necessary to ensure that the design objectives are achieved for specific precincts within the Master Plan (i.e. in addition to the underlying zone(s) provisions). Where there is conflict between the SAP and underlying zoning provisions the SAP will prevail.

It is noted that there are no SAPs within the current planning scheme, and as such this will be the first use of this planning mechanism within the planning area.

9.3 GENERAL DESIGN GUIDELINES

+ GENERAL

1. The nature and character of new development should satisfy both the general and precinct specific design guidelines for the Burnie Town Centre.
2. Where specific controls apply to a particular site, the height, scale and density of development must be in accordance with the site specific development plan.
3. The site layout and building design must be compatible with and responsive to the site and surrounding setting.

USE GUIDELINES

A list of preferred uses has been defined for each precinct within the town centre, along with specific sites. Alterations to existing development, re-development and/or new development proposals should generally be in accordance with the preferred use list.

Council shall consider alternative proposals on merit, based on the surrounding uses and suitability of the proposal in terms of the broader master plan vision.

The conversion of upper floors and vacant buildings for residential purposes, is highly encouraged, in order to:

- Promote a mixture of uses
- Create a more lively and vibrant setting within the town centre outside of business hours
- Promote medium density housing options within the town centre close to services and the new UTAS university campus.
- The establishment of student housing is also encouraged at nominated sites, or otherwise, as deemed suitable by the Burnie City Council.

PRECINCT USE GUIDELINES

USE GUIDELINES			
#	PRECINCT	PREFERRED USES	NOT PERMITTED
1	FORESHORE PRECINCT	Mixed Use Development Residential Retail Shops Business and Professional services Hospitality services Visitor accommodation	Service stations Service Industry Bulky Goods Sales Storage
2	MARITIME VILLAGE	Retail Shops Hospitality services Business and Professional services Tourist Operation	Service stations Service Industry Bulky Goods Sales Storage
3	RETAIL CORE	Retail Shops Hospitality services Business and Professional services Visitor accommodation Community meeting and entertainment	Service stations Service Industry Bulky Goods Sales Storage
4	MAKERS QUARTER	Light industry workshops Hospitality services Business and Professional services Community meeting and entertainment	Service stations Bulky Goods Sales Storage
5	CIVIC PRECINCT	Business and Professional services Community meeting and entertainment Passive recreation Visitor accommodation Service industry Emergency services	Bulky Goods Sales Storage
6	SOUTHERN SERVICE PRECINCT	Business and Professional services Passive recreation Visitor accommodation Service industry Bulky Goods Sales Research and Development Emergency services	
7	WEST PARK	Mixed Use Development Residential Sports and recreation Business and Professional services Educational and occasional care Community meeting and entertainment	Service stations Service Industry Bulky Goods Sales Storage Retail Shops Hospitality services

9.4 PLANNING AND SITE LAYOUT

+ BUILDING LAYOUT

1. The layout of any new buildings or re-development of existing buildings should ensure that the building addresses the street frontage to which it is oriented.
2. Within the core retail zone, buildings must promote a consistent active retail edge.
3. The building and site layout for any new development or re-development should address the following:
 - Access and internal circulation, must be logical and efficient and must not impact upon the overall streetscape amenity;
 - Buildings and structures must be oriented to maximise natural sunlight and ventilation;
 - Buildings and structures must not interfere or block significant views; and
 - The site layout should be responsive to the surrounding context.
4. New development must maintain a strong relationship with the nearby public realm and circulation paths.
5. The site layout and design of any new buildings and structures located on corner sites, must suitably address both street frontages. Buildings should be articulated in a manner which defines the corner, such as vertical elements, entries and openings.

+ SITE ACCESS

1. Vehicle access points must be safe, efficient and easily accessible for vehicular traffic from the main road network within the town centre.
2. Vehicle access points should generally have a separation distance of at least 6 metres, unless there is a shared access arrangement for adjoining land parcels.
3. Sight lines must be maintained for all vehicle access and egress points within the town centre, to maintain road safety and efficiency.

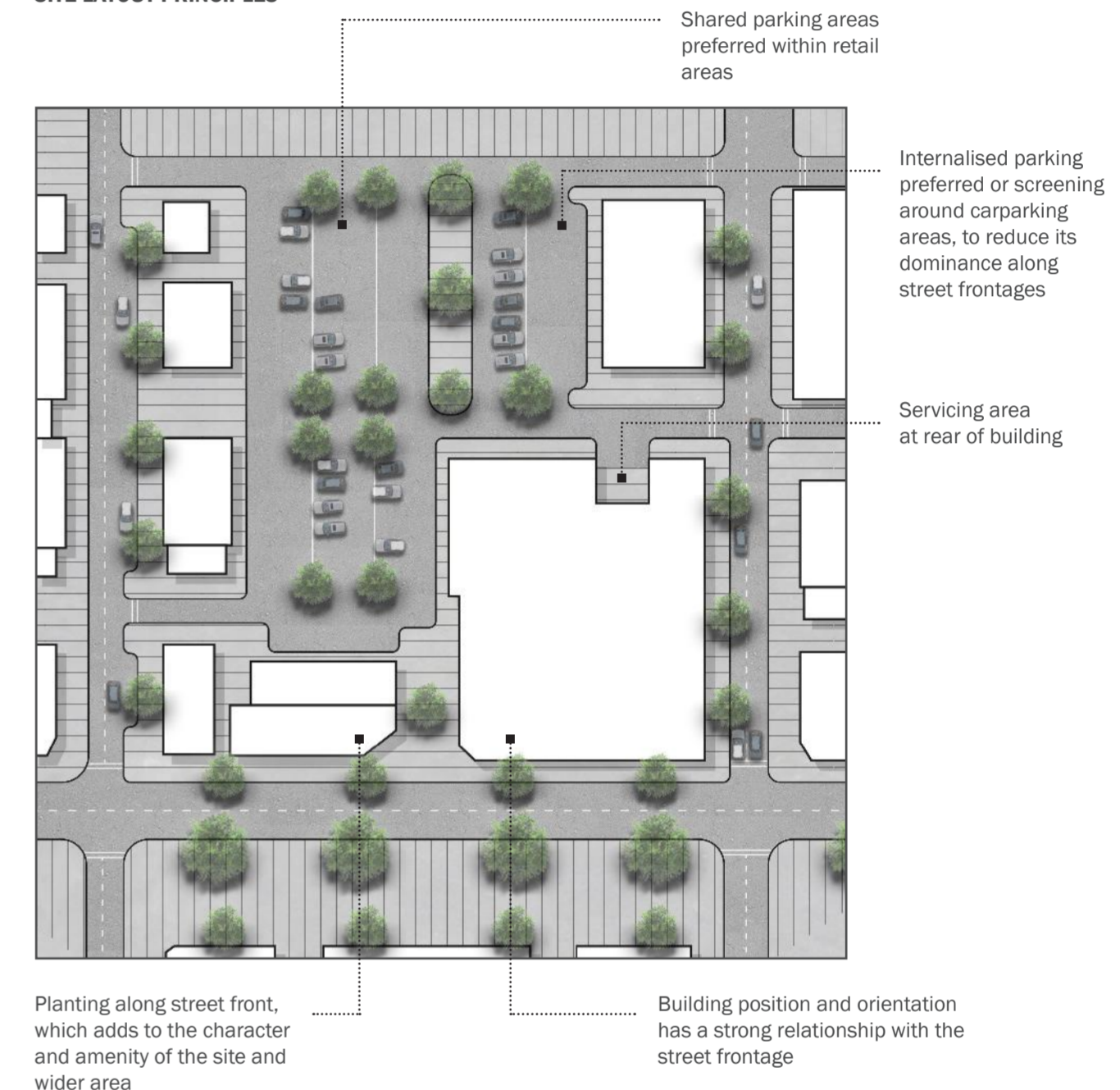
+ LOCATION OF PARKING AND SERVICING AREAS

1. Car parking and servicing areas should generally be located at the rear or side of buildings whenever possible. Landscaping and/or other methods of screening should be used around parking and servicing areas, so that they are less visually prominent from the street frontage.
2. Long straight driveways exceeding 10 metres should be avoided wherever possible. Variations in the alignment and/or landscaping should be used to reduce the visual impact of driveways and avoid misuse of such areas.
3. Parking should be avoided within corner site locations which are visually prominent, wherever possible. Where such conditions cannot be satisfied, suitable landscape treatments should be used along both street frontages to add to the overall streetscape amenity and screen parking areas.

+ STREETScape DESIGN

1. The design of buildings and landscape elements along the street frontage should reinforce the streetscape character and create a high level of amenity.

SITE LAYOUT PRINCIPLES



9 DESIGN GUIDELINES

9.5 ARCHITECTURAL GUIDELINES

+ ARCHITECTURAL CHARACTER

1. The architectural character of Burnie is defined and enhanced by the presence of a large stock of well-preserved heritage buildings, as well as, the nearby Port and related operations. The architectural syntax should reinforce and draw inspiration from the existing character and its origins, as the 'City of Makers'. Original architectural expression is preferred to emulate the desired character.
2. Iconic and artistic design gestures are encouraged, particularly for buildings and uses with a civic purpose, to showcase Burnie as an innovative and dynamic community.

+ BUILDING FORM AND MASSING

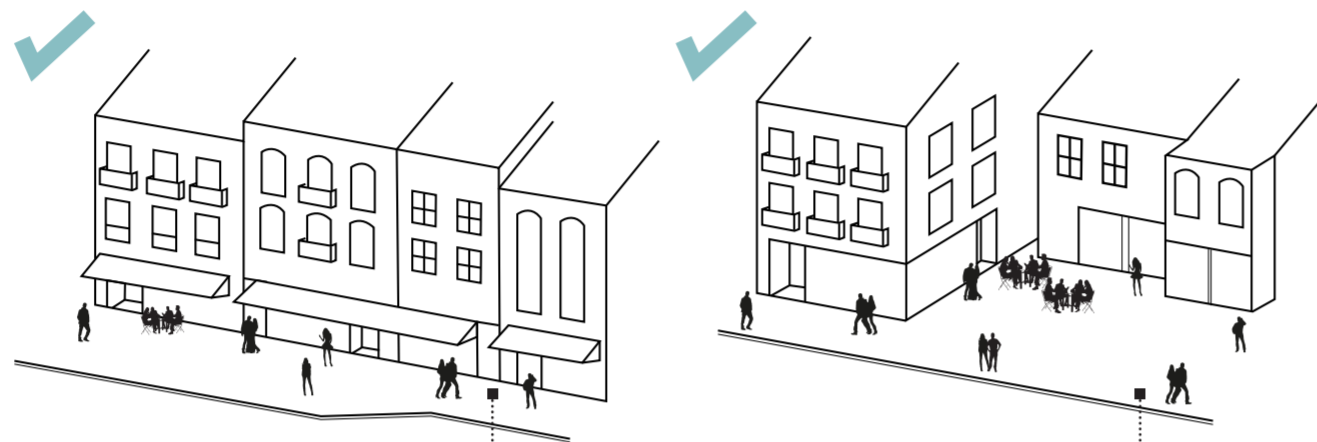
1. The form and design of buildings should be suitably varied and articulated, to reduce its overall dominance within the streetscape and integrate with the surrounding setting.
2. Long blank facades exceeding 7 metres in length without some form of opening or articulation shall not be permitted.
3. To create a lively and vibrant setting along the street frontage, facades shall be composed of a variety of elements, planes or materials.
4. Where a site adjoins a public area, the form, massing and appearance must be of a high quality and address the transition from private to public space.
5. For retail uses, the design of buildings must create an active and inviting retail edge. The use of temporary outdoor site furniture and other elements are permitted, to create a lively and engaging place for users.
6. High quality facades and appearance must be maintained for all development within the town centre, in accordance with specific guidance provided in the Precinct Design Guidelines.

+ BUILDING HEIGHT

1. The building height limitations that apply within the town centre shall vary according to the site location and are defined within the Precinct Design Guidelines.

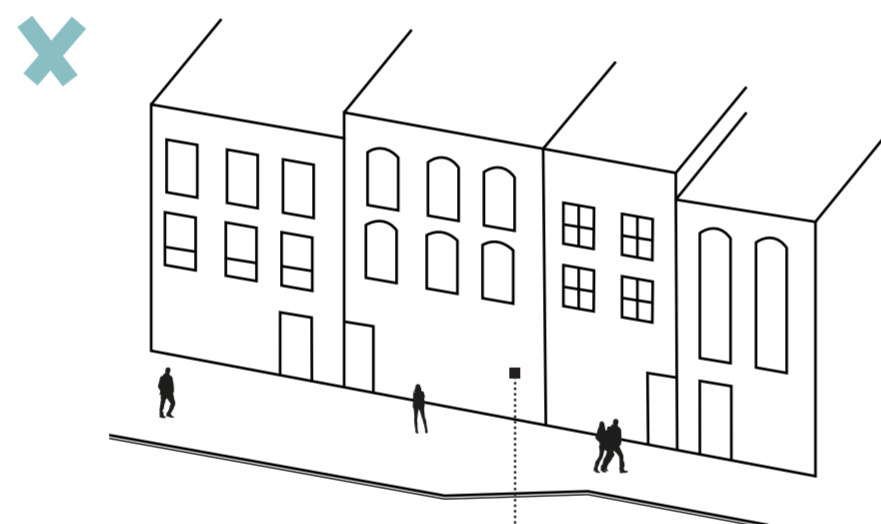
+ ENTRANCES

1. Primary building entrances for retail shops and businesses must be oriented towards the street and be easily distinguishable.

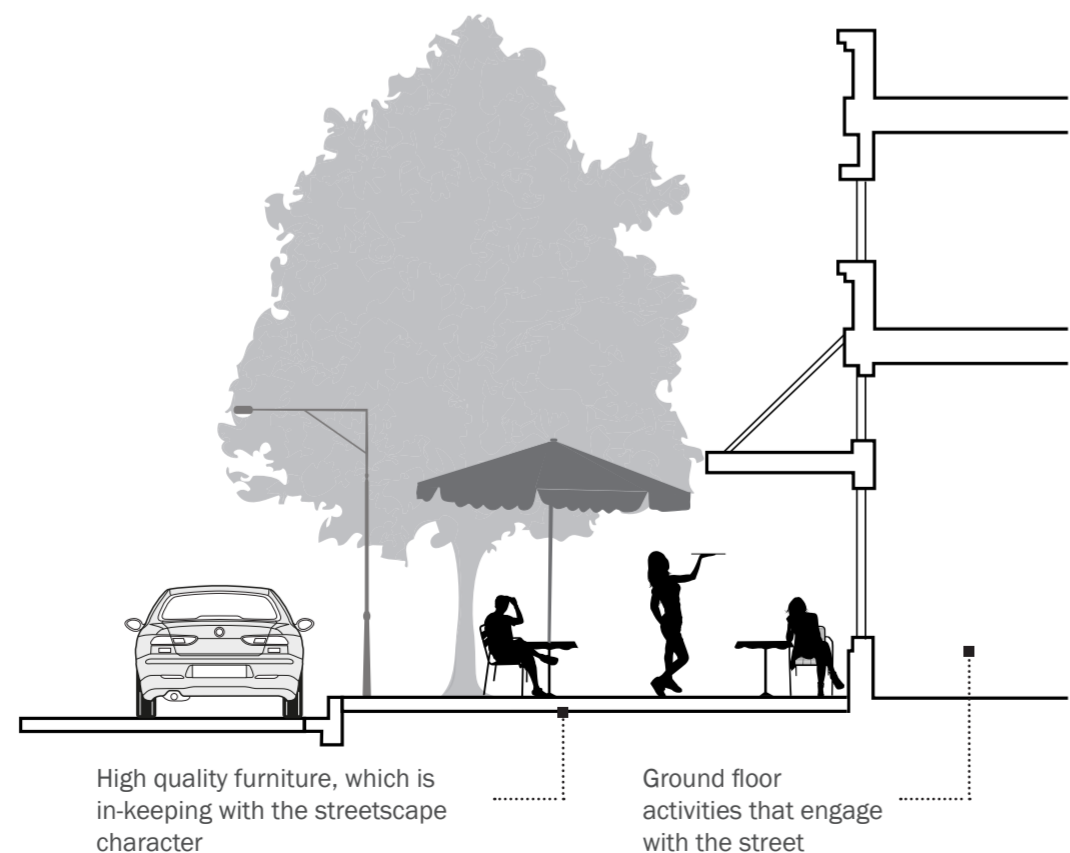


Building design with active frontages creates a visual link between indoor and outdoor activities

Variation in building lines and openings provides spaces for interaction and activities such as outdoor dining



Large blank facades which don't engage with the street have the potential to create unwelcoming settings and anti-social behaviour



High quality furniture, which is in-keeping with the streetscape character

Ground floor activities that engage with the street

9.6 LANDSCAPE GUIDELINES

Streetscape design must be adequately addressed and is a mandatory requirement of any new or re-development proposal within the town centre.

Listed below are guidelines that suggest a certain approach and style for Burnie's streetscape that reflects key themes that are characteristic of Burnie, such as geology, maritime influence, microclimate and the 'Makers' theme. However it is recommended that a more detailed study is undertaken that focuses solely on the streetscape and has the remit to specify individual products and details, nuanced to particular precincts and contexts.

+ STREETScape PAVING

1. A reduction in the variation of different paver types within the study boundary and an increase in consistent and unifying pavers/pavement types should be sought over time.
2. For all areas, outside of Precinct 1 (West Beach Foreshore), the following requirements apply in respect of streetscape paving:

FEATURE FOOTPATH PAVING:

- To be used typically for all street intersections, pedestrian malls/lanes, bus interchange and the key retail/shopping strips. To be locally quarried natural stone that closely resembles the colour and geology of the Basalt Columns exposed within the study area. Stone sought to be hard wearing and robust to encourage a long in ground lifespan.
- Pavement to be made up of natural stone segmental pavers with a variance in size for different applications – but the geology and colour to remain consistent.
 - Footpaths- medium to small sized segmental paver- of a weight that is able to be lifted by a single adult.
 - Driveways and vehicle crossovers- small natural stone sett- preference for a 100 x100 x100mm dimensions
- Sub base preparation and bedding to be sufficient enough to withstand occasional maintenance vehicle and small cherry picker access.
- All pit lids to be recessed to allow infill with natural paving to match surrounding.
- All new natural stone pavements must achieve the required anti slip rating as outlined in the Australian Standards for external paving.

FOOTPATH PAVING:

- To be used typically for all footpaths connecting to and from the feature footpath paving. To be coloured in situ concrete with an exposed aggregate non slip finish.
- Colour of concrete to match tone of natural stone selected for feature areas.
- Selected aggregates to be the same type of stone selected for the feature natural stone paving.
- All pit lids to be recessed to allow infill with exposed aggregate concrete to match surrounding.



High quality edge treatments incorporating water sensitive urban design



High quality footpath pavement surface, in neutral tones



Feature paving



High quality, industrial character tree grates

9 DESIGN GUIDELINES

URBAN SQUARES:

- To be used typically for new urban squares proposed as part of this masterplan like the proposed Makers Quarter and the Maritime Village. To be a pre-cast concrete paver in roughly the dimensions and colour of the terracotta colour brick used in some of the heritage listed buildings throughout Burnie
- Selected paver must contrast visually with the paving selected for the surrounding footpaths
- Paver must be a 'tumbled' or 'distressed' finish to allow more variation in colour and achieve a weathered look.
- All pit lids in urban squares to be recessed to allow infill with segmental paver to match surrounding.
- All new precast concrete segmental pavers must achieve the required anti slip rating as outlined in the Australian Standards for external paving.

+ STREET FURNITURE

- Street furniture includes benches, bollards, wind shields, bins, water bubblers, lighting, edging, signage and bus stop shelters. Like the paving, the overall look of the streetscape presents better and can be used to positively reinforce the identity of the city if the palette of street furniture is consistent and of the same suite.
- Develop a measured phasing out and replacement of the existing street furniture over time. Potential to identify existing furniture elements that are consistent in tone and finish to the concept palette and could therefore be retained.
- The design, character and finish of the proposed furniture should reinforce the Maker's identity of Burnie and could be achieved through the following.
 - Selecting solid, robust and natural materials such as timber, steel and natural stone for furniture construction.
 - Furniture to have limited ornament or ornate finishes- leaning more towards plain and austere finishes with non typical details, joins, fixings or highlights present that showcase how they are constructed and elevated above the ordinary in terms of craftsmanship.
 - Stone and timber materials to be unpainted, non gloss finish where practicable to allow expression of the natural grains and patterning. Steel to be stainless, powdercoated black or plain galvanised finish rather than a particular colour.

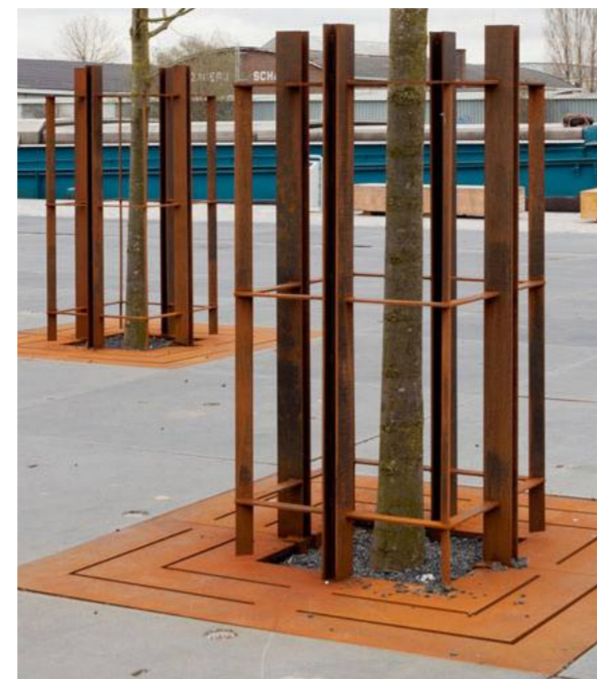
- Joins and fixings to be expressed, non typical and visible to highlight the technique involved in making them. This to be balanced with security and safety requirements.
- Preference for furniture items that exhibit folds, layers of laminated material, splicing etc that further exhibit qualities of being made or crafted.
- Anchoring of all street furniture to be in ground with concrete footing where practicable- instead of fixing plate on surface.
- Explore options of recessed long life LED lighting to be integrated into appropriate furniture elements such as seating and shelters.
- Recommend that the palette of street furniture is developed in more detail, further to this study, in collaboration with a local supplier or fabricator to ensure local materials and workforce are used and to help ensure continuation of stock over time.

+ STREET TREES AND PLANTING

- Consistent avenues of street trees are rare in the study area, with the most strongly represented species in the streetscape being small, fragmented lines of Birch Tree and Norfolk Island Pine. The overall recommendation is to therefore increase the amount of street trees in Burnie while balancing the need for on street parking.
- Feature groundcover and flower beds to be reduced in number from the current amount and to be strategically located in key areas with high pedestrian frequency and where people will sit and spend the most time, ie- outdoor café seating areas or bus interchange.
- These area of low planting to be relatively small in size and few in number to help ensure that regular maintenance is achievable. Preference is for in situ, in ground planting with a robust and solid edging raised enough above pavement level to discourage pedestrian through traffic.

+ URBAN ART

- The incorporation of urban artworks, sculptures and installations is highly encouraged in suitable locations, particularly within the public realm.
- Priority to develop artwork that celebrates the Burnie 'Makers' identity for prominent location on approach to Burnie



High quality steel tree grates, with industrial character



Attractive, varied planted beds along street frontages



Furniture feature pieces with a strong character



Industrial style furniture

Desired landscape and site furniture character



Carparking along streets without planting not encouraged

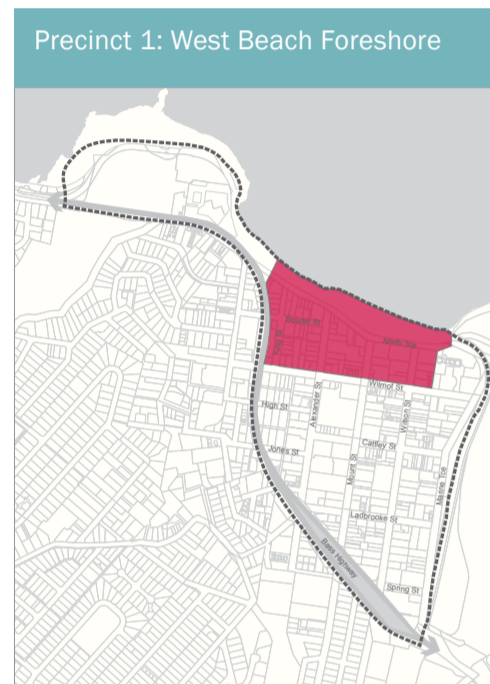


Planting along frontage and within parking preferred

9 DESIGN GUIDELINES

9.7 PRECINCT GUIDELINES

The precinct guidelines provide more specific guidance in relation to architectural and landscape design. This is intended to shape a distinctive and strong district character.



PRECINCT 1 GUIDELINES

+ BUILDING GUIDELINES

1. Land within Area 1A of the West Beach Foreshore precinct must incorporate ground floor retail activities, as a means of creating a continuous retail edge from the waterfront Lifesavers Club foreshore area to the retail core precinct. Upper floors must comprise high quality temporary accommodation (hotel or short stay apartments) or residential units.
2. Cafes and restaurants offering outdoor dining opportunities are highly encouraged along the foreshore.
3. To respond to an increased demand for housing within Burnie, as a result of the new UTAS Campus, expected growth in tourism and port related activities, land within Area 1B of the foreshore must be developed for residential purposes. At least 40% of the housing stock must be designed to universal housing design standards, catering for the aged population.
4. New residential accommodation, temporary accommodation and mixed use development established along the foreshore should maximise north and east facing apartments, capitalising upon views and promoting natural sunlight and ventilation for each individual unit.
5. A zero lot line building setback is recommended for properties with frontage to North Terrace and the foreshore, to promote a strong and vibrant edge.
6. The height of any new development or re-development along the foreshore must not exceed five (5) floors.

+ LANDSCAPING GUIDELINES

STREETSCAPE PAVING

- All new paving is to match the existing natural stone pavement that covers most of the pavements within this precinct.
- All new pavers must match the dimensions of the existing and reflect the use of the smaller paver for vehicle crossovers.

STREET PLANTING

- The Norfolk Island Pine is synonymous with coastal towns and their height and scale provides a useful wayfinding feature as well. This specie should be retained and protected along the foreshore with additional species planted to further reinforce this positive character.
- Plant additional Norfolk Island Pines along the western reach of North Terrace and anchor with heavy grade subsurface proprietary anchoring system product. This planting is on northern side of road only.
- On the southern side of North Terrace continue the existing palette of street tree from the eastern edge right along the western reach.



PRECINCT 2 GUIDELINES

+ BUILDING GUIDELINES

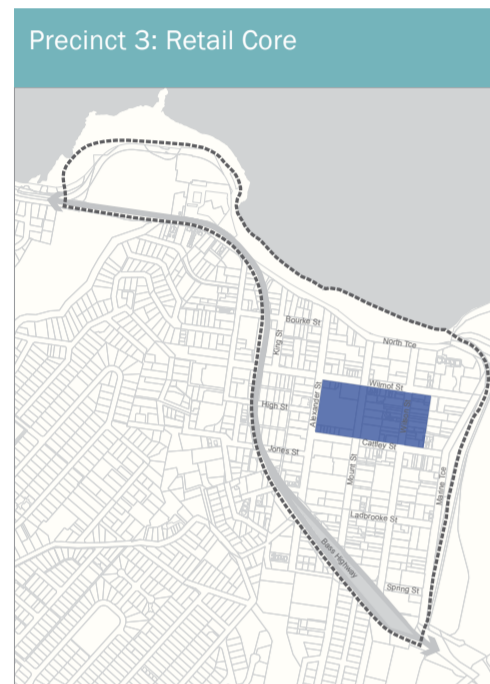
- The Maritime Village is designed to be the main central plaza within the Burnie Town Centre, providing flexible spaces for a variety of activities.
- Re-development of the northern edge of the existing multi-storey carpark, must not exceed two (2) floors or 7 metres.
- Cafes and restaurants, offering both indoor and outdoor dining opportunities are encouraged along the edge of the plaza space.
- Temporary installations are highly recommended within the central plaza, providing activities for a variety of ages, that could vary depending on the Habit to be medium sized tree with high spreading canopy and clean and clear trunk at the pedestrian level.
- Where viable, existing businesses with frontage to Wilson Street and Cattley Street, are encouraged to establish cafes and restaurants or other engaging activities at the rear of the building, oriented towards the central plaza space.
- Servicing and deliveries for businesses centred around the plaza, must occur outside of business hours, from nominated servicing locations.
- High quality site and outdoor dining furniture, fixtures and fittings, must be of a high quality and in-keeping with the maritime and industrial character of this area.

+ LANDSCAPING GUIDELINES

STREET PLANTING

- The Birch Tree has limited features as a street tree as it has a relatively narrow, drooping habit making it hard to promote a clean trunk with a high spreading canopy, out of the way of pedestrians and vehicles. It is also relatively short lived compared to other proven deciduous street trees. It is recommended to cease planting this species for any new street tree planting. If any Birch trees are damaged or die they should be replaced with a different species, with the following considerations;
 - Preference for deciduous trees, with no fruit, that allow sunlight through to the pavement in winter.
 - Habit to be medium sized tree with high spreading canopy and clean and clear trunk at the pedestrian level.
 - Explore planting new street trees along the edge of the current road carriageway to allow space for the tree canopy adjacent to building awnings and help define on street parking.
 - Preference for installation of structural soils in oversized tree trenches or pits for new plantings. This will promote fast and sustained vigorous growth.
 - Incorporate Water Sensitive Urban Design (WSUD) features into new plantings where practicable- such as lower finished surface level for top of tree pits to promote stormwater detention and passive irrigation.
- Protect any new tree planting in road with bollards.

9 DESIGN GUIDELINES



PRECINCT 3 GUIDELINES

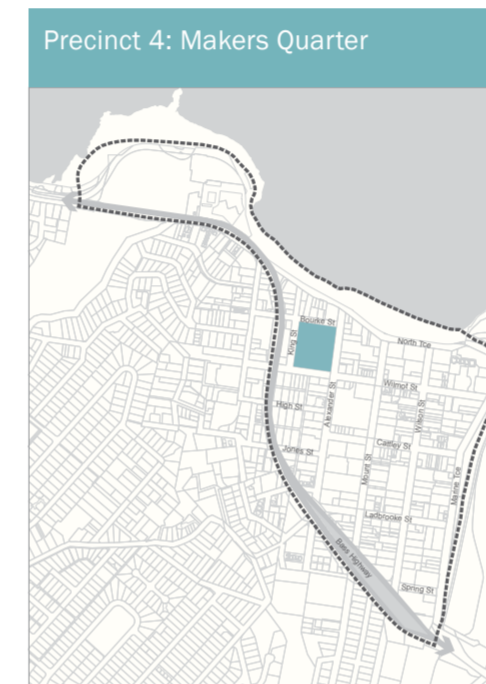
+ BUILDING GUIDELINES

- Re-development of the existing retail shopping precinct should consider through linkages both within the retail core, as well as, the Civic Precinct and Maritime Village Precinct.
- Re-development of any retail parcel should not exceed 4 storeys.
- Blank facades exceeding 7 metres are not encouraged. Ground floor retail activities should maintain a strong relationship with the street.
- Facade improvements are encouraged within the retail core, to embody and emulate a maritime and industrial character.

+ LANDSCAPING GUIDELINES

STREET PLANTING

- The Birch Tree has limited features as a street tree as it has a relatively narrow, drooping habit making it hard to promote a clean trunk with a high spreading canopy, out of the way of pedestrians and vehicles. It is also relatively short lived compared to other proven deciduous street trees. It is recommended to cease planting this species for any new street tree planting. If any Birch trees are damaged or die they should be replaced with a different species, with the following considerations;
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- Protect any new tree planting in road with bollards.



PRECINCT 4 GUIDELINES

+ BUILDING GUIDELINES

- The Makers Quarter is intended to showcase Burnie as the 'City of Makers', providing flexible warehouse spaces for a variety of bespoke handicrafts, art and other unique local products. The Makers Quarter targets contemporary industrial style warehouse conversions, utilising [INSERT] materials.
- Any new workshops or alterations to existing workshops should ensure that buildings are placed and oriented around the central shared plaza space.
- Warehouse design should allow for activities to spill out onto shared pathways and the central plaza space, promoting the Makers Quarter as a place to explore and linger.
- The use of potted plants, trees, shrubs and groundcovers are encouraged in public areas and along the pedestrian promenade in this location.
- Parking and servicing areas, should be positioned in a manner which does not interfere with shared internal spaces, on the external edge of the Makers Quarter. Buffer vegetation should be used wherever possible, to screen parking and service areas from the street and/or views from the public realm within this area.
- The height of any new development must not exceed 7 metres from the ground level.
- Division of existing large warehouses in this location is encouraged, to support a greater number of local artisans and workshops within the area.

+ LANDSCAPING GUIDELINES

STREET PLANTING

- The Birch Tree has limited features as a street tree as it has a relatively narrow, drooping habit making it hard to promote a clean trunk with a high spreading canopy, out of the way of pedestrians and vehicles. It is also relatively short lived compared to other proven deciduous street trees. It is recommended to cease planting this species for any new street tree planting. If any Birch trees are damaged or die they should be replaced with a different species, with the following considerations;
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 - Habit to be medium sized tree with high spreading canopy and clean and clear trunk at the pedestrian level.
- Explore planting new street trees along the edge of the current road carriageway to allow space for the tree canopy adjacent to building awnings and help define on street parking.
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9 DESIGN GUIDELINES



PRECINCT 5 GUIDELINES

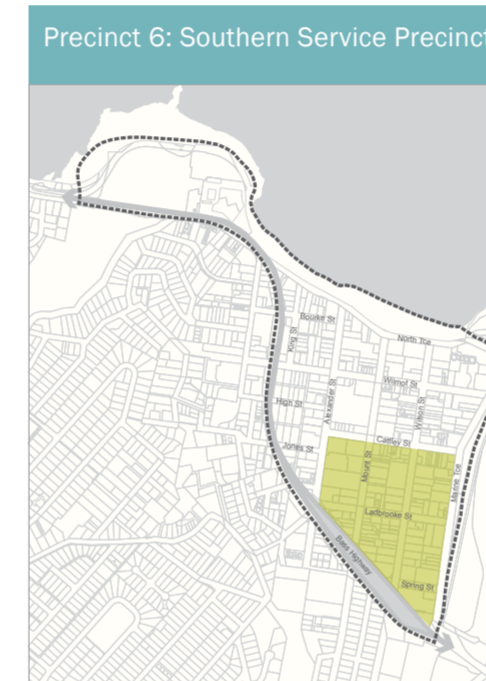
+ BUILDING GUIDELINES

- All new development and or re-development undertaken within this precinct should promote strong connectivity with the surrounding precincts, in particular the Makers Quarter and Retail Core.

+ LANDSCAPING GUIDELINES

STREET PLANTING

- The Birch Tree has limited features as a street tree as it has a relatively narrow, drooping habit making it hard to promote a clean trunk with a high spreading canopy, out of the way of pedestrians and vehicles. It is also relatively short lived compared to other proven deciduous street trees. It is recommended to cease planting this species for any new street tree planting. If any Birch trees are damaged or die they should be replaced with a different species, with the following considerations;
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 - Explore planting new street trees along the edge of the current road carriageway to allow space for the tree canopy adjacent to building awnings and help define on street parking.
 - Preference for installation of structural soils in oversized tree trenches or pits for new plantings. This will promote fast and sustained vigorous growth.
 - Incorporate Water Sensitive Urban Design (WSUD) features into new plantings where practicable- such as lower finished surface level for top of tree pits to promote stormwater detention and passive irrigation.
 - Protect any new tree planting in road with bollards.



PRECINCT 6 GUIDELINES

+ BUILDING GUIDELINES

- Re-development and/or adaptive re-use of existing properties, which are vacant and under-utilised in this precinct is highly encouraged.
- Utilisation of interstitial spaces for walkways or minor retail activities is encouraged.
- Strong connections should be created with the retail core precinct.
- The conversion of upper floors for residential apartments is highly encouraged in this precinct.
- Any new business and research park established at the southern end of the precinct must be of the highest quality, contemporary and iconic in its appearance, to showcase Burnie as a centre of innovation.

+ LANDSCAPING GUIDELINES

STREET PLANTING

- The Birch Tree has limited features as a street tree as it has a relatively narrow, drooping habit making it hard to promote a clean trunk with a high spreading canopy, out of the way of pedestrians and vehicles. It is also relatively short lived compared to other proven deciduous street trees. It is recommended to cease planting this species for any new street tree planting. If any Birch trees are damaged or die they should be replaced with a different species, with the following considerations;
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 - Habit to be medium sized tree with high spreading canopy and clean and clear trunk at the pedestrian level.
 - Explore planting new street trees along the edge of the current road carriageway to allow space for the tree canopy adjacent to building awnings and help define on street parking.
 - Preference for installation of structural soils in oversized tree trenches or pits for new plantings. This will promote fast and sustained vigorous growth.
 - Incorporate Water Sensitive Urban Design (WSUD) features into new plantings where practicable- such as lower finished surface level for top of tree pits to promote stormwater detention and passive irrigation.
 - Protect any new tree planting in road with bollards.

10 IMPLEMENTATION PLAN

10 IMPLEMENTATION PLAN

10.1 OVERVIEW

The following provides a preliminary implementation plan and recommendations in order to deliver the master plan.

It is recognised that the master plan vision shall require both public and private investment in order to be realised.

As a catalyst, to stimulating investment, it is recommended that initial investment is made for the Makers Quarter and Maritime Village concepts.

The staging and priorities outlined in this section, shall require further coordination between Council, private and public entities.

10.2 IMPLEMENTATION PLAN

This implementation plan has been prepared on the basis of the master plan and with advice from Choice Consultants, according to the Burnie Investment and Settlement Strategy.

GENERAL

USE GUIDELINES			PRIORITY	DEVELOPMENT TIMING			RESPONSIBILITY
PRECINCT	INITIATIVE	DESCRIPTION	(Low / Medium / High)	Short	Medium	Long Term	Who
G1	Planning controls	Prepare planning scheme amendment	High	X			Burnie City Council
		Formal endorsement of planning scheme amendment	High	X			Burnie City Council
G2	Capital works - signage	Prepare comprehensive signage strategy for the entire centre, including street signage, wayfinding signage and guidelines for retail signage.	Medium	X			Specialist Signage Consultant
		Incorporate recommendations on signage style, materiality and other general requirements within planning scheme provisions (as part of the planning scheme amendment)	High	X			Burnie City Council
G3	Parking strategy	Review and validate master plan recommendations	High	X			Burnie City Council
G4	Capital works – general street-scape improvements	Based on the proposed master plan, revisit parking controls and tariffs for the city centre, reflecting the recommendations for commuter parking	Medium	X	X		Burnie City Council
		Council review and validation of streetscape upgrade work priorities Prepare staging plan	Medium	X			Burnie City Council
		Engage consultant to prepare schematic design package for streetscape improvement works	Medium	X			Burnie City Council
		Engage contractor and commence construction works	Contractor	X			Burnie City Council
G5	Urban Art Strategy	Engage with Burnie Arts Committee to review and validate Master Plan recommendations	Medium	X			Burnie Arts Committee, Burnie City Council, Interested parties / stakeholders
		Prepare a strategy to encourage artists and sculptors to showcase their work	Medium	X			Burnie City Council
		Explore and consider grant scheme, to support local artists	Medium	X			Burnie City Council

11 IMPLEMENTATION PLAN

PRECINCT SPECIFIC

Precinct 1: West Beach Foreshore

USE GUIDELINES			PRIORITY	DEVELOPMENT TIMING			RESPONSIBILITY
PRECINCT	INITIATIVE	DESCRIPTION	(Low / Medium / High)	Short	Medium	Long Term	Who
1.1	Redevelop existing Hotels	Negotiate land acquisition with current land owners	High	X			Burnie City Council facilitation role via agent ¹
		Attract investors to undertake mixed use redevelopment (ground floor retail – upper floors comprising temporary/short stay accommodation)	Medium	X	X		Burnie City Council via agent ¹
		Target known hotel and/or boutique operators to provide high quality accommodation options	High	X			Cradle Coast Authority ² / Burnie City Council
		Market new hotel operations in Council collateral and through cruise ship operators	High	X ³	X		Cradle Coast Authority ² / Burnie City Council
1.2	Redevelop service stations	Negotiate land acquisition with current land owners	Medium	X	X		Burnie City Council facilitation role via agent ¹
		Attract investors to undertake mixed use redevelopment (ground floor retail – upper floors comprising temporary and/or permanent accommodation)	High	X			Burnie City Council facilitation role via agent ¹
1.3	Micro-brewery	Negotiate with property owner to acquire property and relocate existing parking area	Medium	X ⁴			Burnie City Council via agent ¹
		Target well known or boutique brewery operator (including Hellyers Whisky Distillery and other local operators)	Medium		X		Burnie City Council via agent ¹
1.4	Redevelop service retail sites	Coordinate master plan for foreshore development and micro-brewery re-development, including shared parking concepts.	High	X ⁴			Burnie City Council ⁵
		Negotiate land acquisition with current land owners	Medium	X			Burnie City Council facilitation role
		Attract investors to undertake mixed use redevelopment (ground floor retail – upper floors comprising temporary and/or permanent accommodation)	Medium	X			Burnie City Council via agent ¹
1.5	Capital works – North Terrace	Prepare schematic design package and engage contractor to undertake capital works – - Removal of parallel parking - Extension of pavement surface - Planting - Additional street furniture - Other minor landscape improvements	High	X			Burnie City Council
		Investigate opportunity to coordinate planned works with re-development opportunities along foreshore	High	X	X		
1.6	Capital works – Burnie Port Entry	Landscaping and surface improvements to Burnie Port entrance	Medium	X	X		Burnie City Council/ TasPorts
1.7	Capital works – Traffic calming	Prepare schematic design package and engage contractor to undertake capital works including – - Raised, paved pedestrian crossing profile - Minor re-surfacing at crossing locations along North Terrace	High				Burnie City Council
1.8	Capital works – Remove rail fence	Negotiate with rail authority	High	X			TasPorts
		Engage contractor to remove rail fence					(subject to negotiations)
		Undertake minor landscape improvements where required					
1.9	Foreshore use policy	Prepare planning provisions relating to foreshore promenade use and design, to encourage active frontages, outdoor activities and temporary pop-up installations and activities	High	X			Burnie City Council
1.10	Entry Sign	Engage local artist to design gateway entry sign for northern entry to Burnie City Centre	Medium	X	X		Burnie Arts Committee, Burnie City Council, Interested parties / stakeholders

NOTES:

¹ The negotiation would be undertaken by a real estate negotiator acting on Council's behalf in collaboration with Council's valuer.

² The Cradle Coast Authority has a dedicated team of tourism personnel, guided by the Cradle Coast Tourism Executive, who are responsible for creating local, regional and state partnerships, and implementing strategies to ensure that the region maximises its tourism potential. The Authority has a Service

³ Agreement with Tourism Tasmania to deliver strategies and programs at a regional and local level and acts as the regional tourism organisation for north west and west coast of Tasmania.

⁴ Timing of marketing dependent upon anticipated availability of the new hotel operations.

⁵ Timing dependent upon completion of parking strategy.

12 IMPLEMENTATION PLAN

Precinct 2: Maritime Village

USE GUIDELINES			PRIORITY	DEVELOPMENT TIMING			RESPONSIBILITY
PRECINCT	INITIATIVE	DESCRIPTION	(Low / Medium / High)	Short	Medium	Long Term	Who
2.1	Capital works – public realm and carpark	Prepare schematic design package and engage contractor to undertake capital works including – - Revisions to plaza space - Partial re-development of plaza space - Revise shared servicing area to provide for an enclosed building	High	X	X		Burnie City Council via Consultant
		Target food and beverage outlets and operators to take up new shops fronting onto plaza space	Medium		X		Burnie City Council via Agent
2.2	Woolworths Re-development	Negotiate with Woolworths to re-develop existing supermarket. Consultant engaged for #2.1, should work closely with Woolworths, to understand functional requirements. Plaza design should be used to guide entrances and orientation of building. The service vehicle entry must be restricted to the western side of the building.	High	X			Burnie City Council via Agent
2.3	Arcade renovation and enhancement	Negotiate with arcade owner to update and renovate façade and make internal improvements.	High	X			Burnie City Council facilitation role via Agent
		Consider incentives to encourage the existing owner to renovate the arcade or seek financial backing from external parties.	High	X			Burnie City Council
2.4	Public art	Engage artist to install public art, for entry to the plaza area	Low		X		Burnie City Council in collaboration with Arts Committee

Precinct 3: Retail Core

USE GUIDELINES			PRIORITY	DEVELOPMENT TIMING			RESPONSIBILITY
PRECINCT	INITIATIVE	DESCRIPTION	(Low / Medium / High)	Short	Medium	Long Term	Who
3.1	Arcade renovation and enhancement	Negotiate with arcade owner to update and renovate façade and make internal improvements. New furniture and amenities considered necessary, as part of proposed upgrade.	High	X			Burnie City Council facilitation role via Agent
		Consider incentives to encourage the existing owner to renovate the arcade or seek financial backing from external parties.	High	X			Burnie City Council
3.2	Redevelop KMART / Coles Arcade	Negotiate with arcade owner to re-develop the arcade, providing for an external or internal public passageway, or seek financial backing from external parties.	High	X			Burnie City Council facilitation role via Agent
3.3	Capital Works - Pedestrian Link	Create pedestrian link, connecting the retail core precinct to the retail core.	High		X		Burnie City Council

Precinct 4: Maritime Village

USE GUIDELINES			PRIORITY	DEVELOPMENT TIMING			RESPONSIBILITY
PRECINCT	INITIATIVE	DESCRIPTION	(Low / Medium / High)	Short	Medium	Long Term	Who
4.1	Redevelop precinct	Negotiate with owners to acquire properties	High	X ⁶			Burnie City Council facilitation role via Agent
		Engage consultant to prepare schematic design concept for precinct, including plaza space.	High	X			Burnie City Council
4.2	Capital works – carparking and public spaces	Undertake capital works within public areas to improve amenity and attract potential artisans and business operators	Medium	X	X		Burnie City Council
4.3	Incentivise workshop take-up	Consider nominal lease value, based on requirement to renovate and improve workshop spaces?	Medium	X ⁷	X		Burnie City Council
4.4	Capital works – Museum	Engage consultant to revise schematic design concept for the Museum, to tie with the Maker's precinct concept.	Medium	X	X		Burnie Arts Committee, Burnie City Council, Interested parties / stakeholders

Precinct 5: Civic Precinct

USE GUIDELINES			PRIORITY	DEVELOPMENT TIMING			RESPONSIBILITY
PRECINCT	INITIATIVE	DESCRIPTION	(Low / Medium / High)	Short	Medium	Long Term	Who
5.1	Relocate museum	Negotiate with the Museum to take up new Museum space within the Makers Quarter.	Medium		X		Burnie City Council collaboration with BAFC and Museum Stakeholders
		Ensure suitable collaboration between the Museum and design consultant, to address functional design requirements	Medium	X			Burnie City Council collaboration with BAFC and Museum Stakeholders
5.2	Capital works – Plaza upgrade	Engage consultant to prepare schematic design package for upgrade works to the existing plaza, connecting up with the proposed pedestrian link to the retail core.	Medium	X	X		Burnie City Council collaboration with BAFC and Museum Stakeholders

NOTES:

⁶ Timing to follow preparation of schematic design concept.

⁷ Conditions precedent included

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Precinct 6: Southern Service Precinct

USE GUIDELINES			PRIORITY	DEVELOPMENT TIMING			RESPONSIBILITY
PRECINCT	INITIATIVE	DESCRIPTION	(Low / Medium / High)	Short	Medium	Long Term	Who
6.1	Pocket Park	Negotiate with Anglican Church to establish pocket park on their land holding	Medium	X			Burnie City Council in collaboration with Anglican Church
		Engage consultant to prepare a schematic design package and contractor to establish new park	Medium	X			Burnie City Council facilitation role via Agent
6.2	Re-develop Centrelink Building	Negotiate with Centrelink to relocate their office to the former Museum site.	Low		X		Burnie City Council/ Commonwealth Government
6.3	Relocate displaced businesses	Negotiate land transactions between land owners displaced along foreshore and land owners of vacant / untenanted buildings within Southern Service Precinct	Medium		X		Burnie City Council facilitation role with Stakeholders
6.4	Capital Works - Bus interchange	Prepare schematic design package and engage contractor to undertake capital works including – - Pavement re-surfacing - Extension of pavement surface - Implement new furniture and bus interchange amenities	High	X			Burnie City Council
6.5	Business park	Target developer to establish new state-of-the-art business park	Medium	X	X		Burnie City Council/ Owners and Stakeholders
		Seek expressions of interest from major regional facilities such as the Burnie Regional Hospital, Burnie Port, UTAS and others, to determine potential for establishing satellite and/or research related functions within new business park	Medium	X	X		Burnie City Council/ Owners and Stakeholders

Precinct 7: West Park

USE GUIDELINES			PRIORITY	DEVELOPMENT TIMING			RESPONSIBILITY
PRECINCT	INITIATIVE	DESCRIPTION	(Low / Medium / High)	Short	Medium	Long Term	Who
7.1	Adventure Playground	Prepare schematic design package and engage contractor to undertake capital works for new adventure playground and kiosk.	Medium	X	X		Council or target support from UTAS
7.2	UTAS Campus	Collaborate with UTAS to finalise master plan and related initiatives for the West Park campus	Medium	X			Burnie City Council/ UTAS
7.3	Commuter parking	Collaborate with UTAS to finalise commuter parking arrangements within West Park.	High	X			Bunrie City Council/ UTAS

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- Burnie City Council;
- Burnie Chamber of Commerce;
- UTAS;
- Probus Club;
- Burnie Museum;
- Burnie Arts and Cultural Society; and
- Members of the general community.

