



Places for Tasmania's People

New Life for Our Cities & Towns

Part 1 - Renaissance Hobart

Launched by Cassy O'Connor MP
 Greens Environment and Health spokesperson
 September 2009



Image Courtesy of Damon Van Rooyen - © 2009

POLICY INITIATIVE OF THE TASMANIAN GREENS MPs

Tasmanian Greens MPs
POLICY INITIATIVE

Places for Tasmania's People

New Life for Our Cities & Towns

Part 1 - Renaissance Hobart

Your **Greens Representatives in Tasmania's State Parliament**



State Parliamentary Offices of the
Tasmanian Greens
Level 1, 162 Macquarie Street, Hobart,
7000

Postal Address: Parliament House,
Hobart, 7000

Phone: (03) 6233 8300

Fax: (03) 6223 1406

E-mail: greens@parliament.tas.gov.au



Tasmania

Places for Tasmania's People

New Life for Our Cities & Towns
Part 1 - Renaissance Hobart

A Policy Initiative of the Tasmanian Greens MPs

Launched by

Cassy O'Connor MP

Greens Environment and Health spokesperson

27 September 2009

Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

CONTENTS

Executive Summary	5
Introduction	7
Places for Tasmania's People - Policy Initiative	8
<i>From a Rich History into a New Era</i>	8
<i>Goal of the Places for Tasmania's People Policy</i>	9
<i>Policy Framework</i>	10
Places for Tasmania's People Program - Renaissance Hobart	12
<i>Renaissance Hobart - Blueprint Timeframe</i>	13
Methods of Improving Liveability	14
Benefits of the Places for Tasmania's People Program	16
Conclusion	18
CASE STUDIES:	
Case Study 1: NATIONAL - Melbourne, Victoria	19
Case Study 2: INTERNATIONAL - Portland, Oregon	21
Case Study 3: INTERNATIONAL - Freiburg, Germany	22



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

EXECUTIVE SUMMARY

Investing in urban liveability is an investment in people.

This Tasmanian Greens' *Places for Tasmania's People: New Life for Our Cities and Towns* policy initiative aims to establish a cooperative framework between the State Government and local councils to facilitate implementation of a state-wide liveable cities policy – the Greens' proposed *Places for Tasmania's People* Program.

Policy Framework:

Places for Tasmania's People legislation will be introduced into Parliament. This legislation will establish the implementation framework for the program, specifically:

- Housing the Places for Tasmania's People program within the Department of Premier and Cabinet as part of the Tasmanian Climate Change Office;
- Establishing the *Places for Tasmania's People* Fund; and
- Outlining administrative and reporting requirements.

Additionally, the Greens' proposed Policy Framework also provides for:

- Establishment of a *Places for Tasmania's People* Consultative Committee, comprising representatives from local government and the community, who are responsible for selecting the Panel of Experts;
- Establishment of an independent Panel of Experts to create a blueprint for the evolution of Hobart into a liveable city. Working with local councils, businesses and communities, the Panel of Experts will provide direction and assess grant applications;
- Panel of Experts to be chaired by the State Architect.
- Panel of Experts to allocate grants for the implementation of urban projects that meet the triple-bottom line requirements of improving liveability in Tasmania's cities and towns – starting with our capital, Hobart.

Renaissance Hobart will be the Panel of Expert's first task – to develop a blueprint for rejuvenation and liveability.

Part of this transformation will be to adapt the CBD to being a 'Central Activity District', as advocated by Professor Rob Adams. This simple turn of phase provides a neat summary of the aims of this policy initiative.

Renaissance Hobart should serve as a prototype that can then be adapted for other Tasmanian towns and cities.

- 2 years time** - the results will be tangible, if we embrace this opportunity now.
- 10 years time** - our shady, pedestrian friendly streets and public spaces; busy shops; community gardens; clean energy-powered transport and inner-city architecture will ensure Hobart takes its place among the world's most liveable capital cities.
- By 2025**, Tasmania's liveable cities and towns will be in the best possible position to confront the enormous challenges that lie ahead.

The Greens are committed to creating liveable cities and towns, places for people.

✓ Establish Places for Tasmania's People Program

✓ Set up Fund

✓ Establish Panel of Experts

Renaissance Hobart - develop a template that transforms the CBD to a 'Central Activities District'.



Places for Tasmania's People: New Life for Our Cities and Towns.

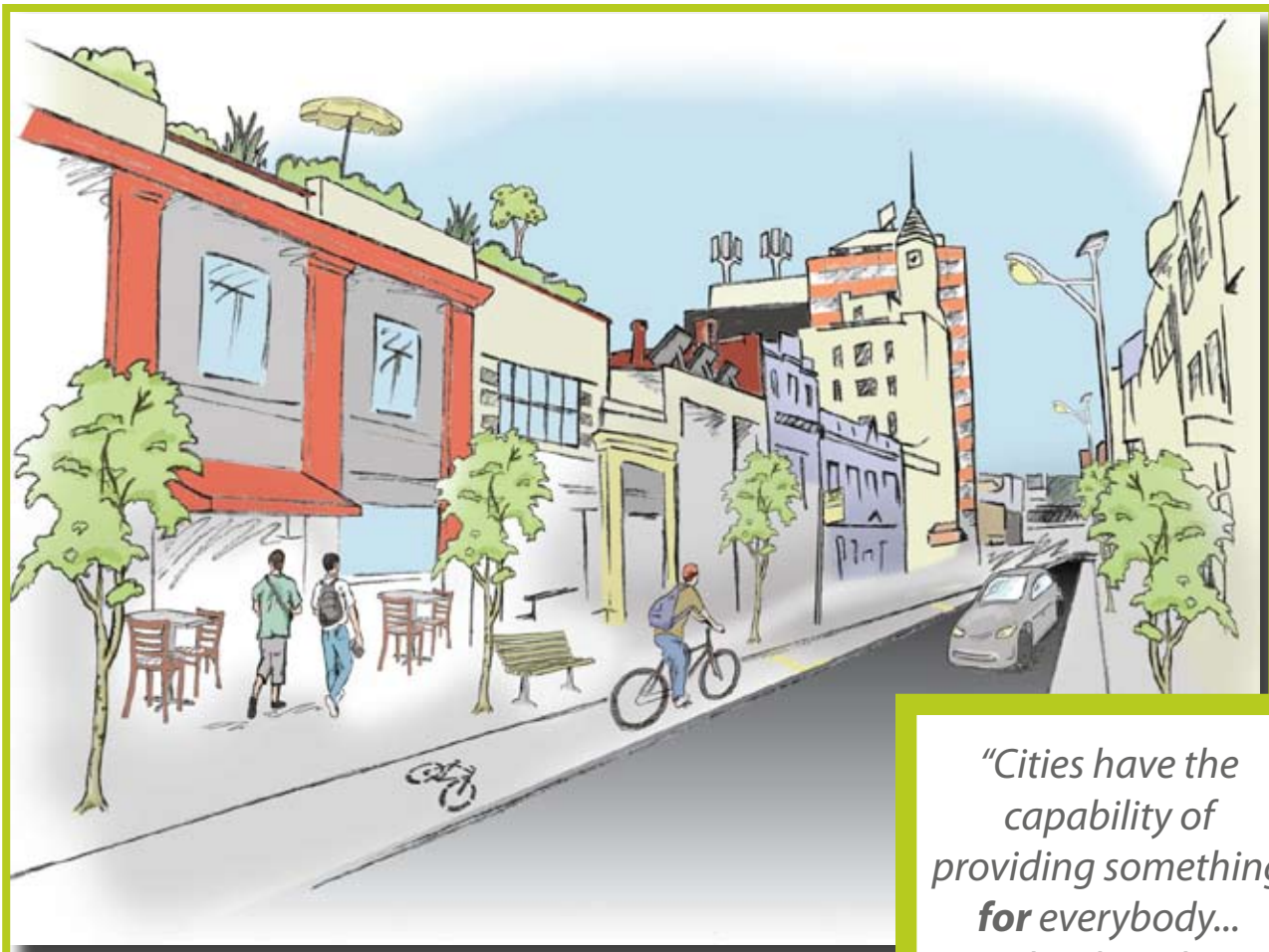
Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

Before ...



... After



*"Cities have the capability of providing something **for** everybody... only when they are created **by** everybody"*

Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

INTRODUCTION:

“Liveability is about the human need for social amenity, health, and well-being and includes both individual and community well-being. Liveability is about the human environment, though it can never be separated from the natural environment.”

Cities and towns are about people.

Our cities are about where we work, where we play and increasingly where we live.

Every day we see familiar faces travelling well-worn paths. For most of us, our city is our common bond, providing us with a strong sense of belonging, of home and of place.

Statistically we are far more likely to live in a city than not – for this reason it is vitally important for us to work together to shape our cities and our towns.

The result of our reliance upon our cities and our towns is that our futures are all inter-connected.

Life is changing in cities and towns around the world – Tasmania is no exception.

The challenges ahead will have far-reaching and profound ramifications. Climate change, the sustainability crisis and peak oil are undoubtedly the biggest challenges faced by any generation in human history.

Solutions won't be found in the ideas and practices of the past.

Our future depends upon our capacity to work together, to shape the future that we want and to adapt the new world created by these global challenges.

We must develop a plan for the future we want for our cities and towns, as this will determine the future we provide to our families and to future generations of Tasmanians.

The Tasmanian Greens stand ready.

We are committed to working with all levels of government, seeking to attract the best and brightest minds in sustainable design and living, and engaging with communities across Tasmania to achieve a prosperous and sustainable future for our cities and our towns.

This is the future Tasmanians deserve.

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

*Our cities are about
where we work,
where we play and
increasingly, where we
live.*

*Solutions won't be
found in the ideas
and practices of the
past.*



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

PLACES FOR TASMANIA'S PEOPLE - POLICY INITIATIVE:

This Tasmanian Greens' policy initiative aims to establish a cooperative framework between the State and Federal Governments and local councils to meet the sustainability and liveability challenges we face.

With an initial focus on the biggest population centre of Hobart, the Greens' proposed *Places for Tasmania's People Program* would facilitate implementation of a state-wide program to enable our cities and towns adapt to the changes ahead while maximising the opportunities that a focus on sustainability brings to our communities.

From a Rich History into a New Era

Tasmania's origin as a penal colony and decades of layered settlement provides us with a rich and dynamic history, but has also given us problems of ad hoc planning, resulting in urban sprawl and associated alienation of too many within the community.

We need to reduce our 'footprint', consolidate the use of resources needed by our human populations such as provision of power and water services, energy consumption, and transport options. We also need to be clever about how we construct, and where we locate, the buildings in which we live, work and play. Retro-fitting many of the current buildings in Hobart, for example, will both improve their liveability, and make them more cost-efficient.

There is growing national and international recognition, that ad hoc planning decisions of the past can result in an unhealthy legacy, which sees growing urban sprawl, stretched and inadequate services and transport infrastructure, alienation and ghettoisation, and city and town centres becoming 'dead centres' after 5pm.

This in turn has been identified as being a root cause of many symptoms of a dysfunctional society such as increased vandalism, and people avoiding city and town centres due to safety concerns. *Experience from interstate and overseas tells us that a more liveable city – a well planned, greener city - is also a safer city.*

To bring about this positive change, governments and planning authorities must recognise - as a social, economic and environmental policy imperative - *that our cities and towns are, above all, places for people.*

A more liveable city - a well planned, greener city, is also a safer city.

A state-wide program can enable our cities and towns adapt to social and environmental changes.



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

Goal of the Places For Tasmania's People Policy

The goal of the Greens' *Places for Tasmania's People : New Life for Our Cities and Towns* policy initiative is to provide a framework by which we can rejuvenate and inject new life into our urban spaces, with the initial focus on the state's capital, Hobart.

This policy initiative will demonstrate how all tiers of government can collaborate in, and benefit from, investing in a concerted effort to make our metropolitan areas people-friendly.

International and national examples show that that the liveable transition is good for local communities, good for the environment, and good for local business and economies. By making our urban design and construction more environmentally sensitive, we can also increase productivity. Happy, healthy workers are good for the business bottom line too.

This policy initiative proposes establishing a statewide framework to coordinate efforts, resources and ideas to the benefit of Tasmania's future environmental sustainability and the prosperity of its people.

The initial focus of the program will be on providing renewed impetus for urban renewal and liveability projects within Hobart, generating positive momentum into cities and town across Tasmania.

Provide a framework to rejuvenate and inject new life into our urban spaces.

Better urban design can increase productivity. Happy, healthy workers are good for the business bottom-line too.



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

Policy Framework:

Places for Tasmania's People legislation will be introduced into Parliament. This legislation will establish the implementation framework for the program, specifically:

- ❑ Housing the *Places for Tasmania's People* program within the Department of Premier and Cabinet as part of the Tasmanian Climate Change Office;
- ❑ Establishing the *Places for Tasmania's People Fund*; and
- ❑ Outlining administrative and reporting requirements.

Places For Tasmania's People Consultative Committee

The next step in implementing this program will involve establishing the *Places for Tasmania's People* Consultative Committee. Reporting to the Premier, the Committee will be made up of:

- ❑ Local council representatives; and
- ❑ Community representatives.

The role of the Committee will be to source experts in the areas of liveability and sustainable design. When a comprehensive list of applicants is compiled, the Premier will appoint a Panel of Experts to be chaired by the State Architect based upon the Committee's recommendation.

The Panel Of Experts:

The Panel will be chaired by the State Architect and focus on the creation of an achievable plan to promote a consolidated, coordinated effort to see Tasmania's cities and towns join the ranks of the world's most liveable, sustainable population centres.

The Panel of Experts will consist of leaders in the area of liveable design from within Tasmania, around Australia and across the globe. These experts will consult with a range of government, council, business and community representatives on the options and requirements for sustainable design and future development.

The Panel will:

- ❑ Establish a Liveability Index, via community and stakeholder consultation;
- ❑ Provide advice to state planning authorities;
- ❑ Recommend levels of funding;
- ❑ Identify benchmarks, formulate steps and set achievable goals;
- ❑ Assess project fund applications and direct fund administrators.

*Panel of Experts
in the areas of
liveability and
sustainable design
to be appointed.*

*State Architect will
Chair the Panel of
Experts.*



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

The Places For Tasmania's People Fund - Implementing The Blueprint

The *Places for Tasmania's People* legislation will also provide for the *Places for Tasmania's People* Fund.

Initial revenue for the Fund will be identified, comprising recurrent contributions from both State and Federal government sources.

An investigation into the feasibility of implementing a model similar to one implemented by Brisbane City Council will be conducted. This model sees particular proposals put to the ratepayers for approval. Should the majority wish the development to proceed, it is funded by a specific levy upon rates. The success of this Queensland model is based on its inherent democratic basis, and recognition that individual's properties and/or businesses increase in value due to people friendly development proposals in particular.

The Fund will be managed to provide financial assistance to projects in line with the blueprint. It will support both the design process and the final implementation of initiatives facilitating greater urban design.

This will provide a financial incentive to promote innovation and commitment to liveability and sustainable design.

It will support urban renewal projects demonstrating triple bottom line benefit and meeting criteria established within the collaborative strategic vision endorsed by the Tasmanian people.

Funding will not only be made available to councils, it will be accessible to a range of interested groups including developers, businesses, community groups and residents.

The Fund will be administered with openness and transparency, reporting annually to Parliament.

This policy initiative will see planning for a coordinated, considered direction for Tasmanian cities and towns commence immediately. It is an initiative capable of creating a collaborative, mutually beneficial relationship – not just between levels of government, but also between the community and its elected representatives.

The Places for Tasmania's People legislation will provide for the Places for Tasmania's People Fund.

Fund will be available to interest groups, developers, businesses, residents and community groups.



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

Places for Tasmania's People Program – Part 1: Renaissance Hobart

We all share a common bond. From the office worker sitting on the waterfront eating lunch, the gaggle of happy schoolchildren spilling out of the Tasmanian Museum and Art Gallery and the successful businesswoman in a Macquarie Street heritage apartment to the homeless seeking shelter, we are all dependent upon our city.

Professor Rob Adams uses the phrase 'Central Activity District' rather than 'Central Business District' in reference to cities and towns. This simple turn of phrase provides a neat summary of the aims of this policy initiative.

Our island's beautiful capital city is home to a diverse and dynamic community, continuing to sustain the wellbeing of its residents as it has for generations. A working port over two hundred years in the making, Hobart is a city rich in human experience which is reflected in its built environment.

The streetscapes of Hobart are nevertheless a prime example of ad hoc development and not always strategic urban planning. There is broad recognition across business, planning and community sectors that the city needs rejuvenating and new life.

The aim of this policy initiative is not to find faults within Hobart; it is about working together – as governments, as councils, as businesses, as a community and as a people – to reinvigorate and enliven our capital city. *Renaissance Hobart* is about reclaiming our space as a community hub – about Hobart's evolution into a 'Central Activity District'.

Ultimately, it is about Hobart becoming a prototype for all Tasmanian towns and cities and a beacon of what is achievable through the dedicated, coordinated efforts of a region's residents.

Some of Hobart's more recent trends provide ample opportunity to begin a coordinated effort. For example, Hobart is rapidly becoming a university town and is attracting scientists from around the world through our Antarctic research industry. This is creating a market for quality accommodation in inner urban areas.

Through investing in programs designed to create quality accommodation in inner urban areas we will attract a variety of groups to our Central Activity District. Increasing the volume of people in our inner urban area will bring new life to our city, broader links within our community and more income to local businesses.

Our history has provided us with a challenge, but we have great foundations for creating solutions.

We are fortunate to possess a wealth of natural, cultural and heritage resources to build upon to achieve a new era guided by liveability criteria and sustainable design.

Renaissance Hobart:
this blueprint could provide a template for other Tasmanian cities and towns.

Redefine the 'Central Business District' as the 'Central Activity District'.



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

Renaissance Hobart Blueprint Timeframe:

This will be the first job for our Panel of Experts – creation of a blueprint for *Renaissance Hobart*.

It is expected that the Panel of Experts will prioritise developing a *Renaissance Hobart* timeframe, in consultation with the community and local government, by which the city will be put on the sustainable and liveable path.

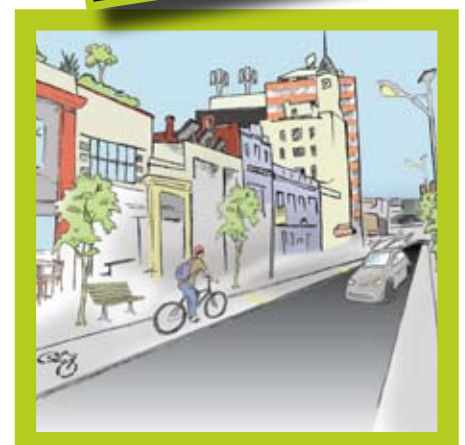
For example, plan that within 5 – 10 years we will have mirrored some of Melbourne's achievements by:

- Improving pedestrian access by widening footpaths, linking pedestrian areas, and encouraging a mixture of activities such as retail and al fresco dining;
- Establish an extensive tree planing program, to provide amenity, shade, and green corridors;
- Enhanced links between an improved public transport and bicycle infrastructure;
- Adopt an approach that redefines the CBD as a CAD – Central Activity District, so that the town centre remains a hub for people after 5pm;
- Adopt a 'Postcode 7000' program, to encourage an increase in residential development within the CBD/CAD, by converting and retro-fitting unused commercial properties where appropriate;
- Embrace Hobart's growing role as a university town, by providing necessary housing transport and other amenities for students and educators.

The Panel should also set measurable targets that specify over what period of time we will see:

- A specified percentage increase in pedestrian and cyclist activity within the CBD/CAD both during the day, and in the evening;
- A specified percentage decrease in the use of private cars;
- A specified percentage increase in public transport infrastructure and patronage;
- A specified percentage increase in the provision of affordable residential dwellings within the CBD/CAD;
- A specified percentage increase in the use of renewable energy options in both residential and commercial buildings;
- A specified percentage increase in tree planting and green areas.

Renaissance Hobart:
*blueprint developed
with council
and community
consultation.*



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

Methods Of Improving Liveability:

In addition to an abundance of natural, cultural and heritage resources, Hobart is also fortunate in other ways – we can look to examples from cities and towns around Australia and the world for inspiration.

Greater social vitality created through open public spaces and people-friendly streetscapes ultimately fosters economic prosperity through attracting investment, inspiring innovation and increasing productivity in the workspaces of a greener city.

Cities and towns around the world invest in liveability in a variety of ways – some have made recent strides, others have invested decades.

Some of the options available for investigation of potential application in Hobart include:

- ❑ Designing to a human scale – for example, public areas can be made more attractive in a variety of ways. Small measures like providing comfortable street furniture, recreational areas, wider footpaths coupled with traffic calming and dedicated pedestrian zones attract people to the Central Activity District;
- ❑ Designing streetscapes to incorporate green spaces leads to healthier residents and environments. Greenery along streets, in courtyards and laneways, on roofs and facades all contribute to a more attractive, people-friendly environment;
- ❑ Local open spaces can also be designed to act as wildlife corridors.
- ❑ Productive urban community gardens are a common aspect of improving urban liveability. They provide opportunity for a shared community focus within a shared community space, centred on growing fruit, vegetables and flowers. These also make effective use of leftover space like rooftops, rehabilitate unloved land, or simply stimulate productive use of private backyards. They provide a place to learn practical new skills and an opportunity for exchanging ideas;
- ❑ Integrated public transport serves to connect urban residential areas. It increases economic efficiency through attracting development and through fostering corridors ideal for effectively providing infrastructure. Public transport also contributes to a greening of the city, generating green corridors along routes.

Cities and Towns globally have invested in liveability programs - some have been doing so for decades.

Liveable cities foster economic prosperity through attracting investment and inspiring innovation.



Places for Tasmania's People: New Life for Our Cities and Towns.

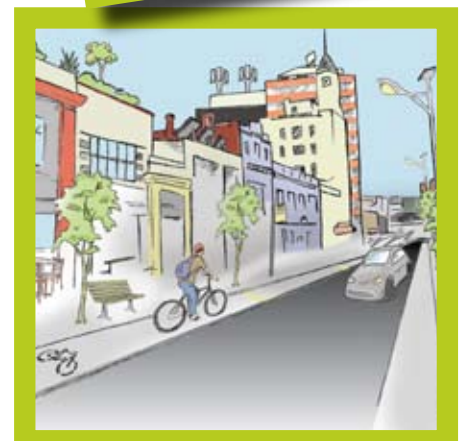
Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

- ❑ Providing a greater ease of access through a variety of safe, 21st century transport options. This involves paying greater attention to walking and cycling as key forms of transport, not as an afterthought once cars are accommodated. Dedicated bicycle and pedestrian networks also contribute to improving the overall physical health of urban citizens;
- ❑ Paying closer attention to a city's environmental impacts. Urban areas consume large quantities of material and resources – and therefore produce a lot of waste. A focus on water and energy saving initiatives results in cities reducing their environmental impact while improving their amenity;
- ❑ Adopting water sensitive urban design principles facilitating the re-use and recycling of grey and storm water promotes harvesting of water for local use. Creeks and wetlands can be managed as an integral part of the city, both for their integral and recreational values. Switching to renewable energy sources (especially wind and solar) should be encouraged, as should solar orientation of new developments;
- ❑ Considered and well planned use of land is important. Catering to a diverse range of present and future needs of the urban population requires diversity in housing stock – including provision of affordable housing in the Central Activity District. Urban villages often form part of the solution as they are situated along transit routes in close proximity to essential services, strengthening social cohesion.

These examples demonstrate a variety of options available when implementing a liveable cities policy.

- ✓ *Better public transport;*
- ✓ *Better energy and water efficiencies;*
- ✓ *Better Renewable energy usage;*
- ✓ *Better inner city housing.*



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

BENEFITS OF THE PLACES FOR TASMANIA'S PEOPLE PROGRAM:

The cooperative new direction in urban renewal, planning and design will ensure maximum public benefit is delivered on target, on budget and on time.

The Places for Tasmania's People program will:

- ☐ Increase the degree of and capacity for cooperation between all levels of government in planning, and environmentally and socially appropriate development – with the common goal of greener, more liveable urban places;
- ☐ Attract the best and brightest thinkers to Tasmania to assist in securing a prosperous and sustainable future for our cities and towns;
- ☐ Provide a series of shared aims and goals for all levels of government and community groups.

Through the creation of an environment more suitable for cooperation between all levels of government, business and community groups, some of the anticipated community benefits include:

Creating more people-friendly places:

- ☐ Reducing the volume of cars on city streets through improving bicycle and pedestrian access;
- ☐ Increasing access to green spaces;
- ☐ Providing more street planting to soften our urban spaces and to provide shade and shelter;
- ☐ Increase public safety through sensitive, contemporary urban design.

Generating social cohesion:

- ☐ Reclaiming city space as a community hub;
- ☐ Introducing community gardens and orchards;
- ☐ Providing public attractions within cultural precincts;
- ☐ Encouraging people to spend time in the city and close to where they live.

Co-operative approach will assist in urban renewal, planning and design that maximises public benefit.

- ✓ *Create more people-friendly places;*
- ✓ *Generate social cohesion.*



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

Stimulating the economy:

- ❑ Generating local jobs in design, construction, renewable energy, small business, retail, hospitality, local nurseries, community food production and distribution and service industries;
- ❑ Creating incentive to encourage design innovation and investment in sustainable inner-urban infrastructure;
- ❑ Encouraging people to spend more time in the city will lead to greater productivity as the link between business and worker outputs, environmental factors and work-life balance becomes well established.
- ❑ Generating greater economic efficiency amongst councils, business and residents through ensuring less time and money is devoted to tasks like cleaning graffiti and repairing damage;
- ❑ Encouraging people to spend more time in the city will result in increased spending in local shops and businesses. There is considerable anecdotal evidence showing that where people are relaxing and enjoying themselves, the more likely they are to indulge in non-essential expenditure.

Preparing for a carbon-constrained future:

- ❑ Reducing mortgage and transport stress by encouraging inner-city housing developments;
- ❑ Encouraging city property owners and developers to integrate six star green standards, renewable energy, waste minimisation and recycling as well as water saving solutions into the design, construction and retrofitting of city buildings;
- ❑ Encouraging the use of cycles, by providing dedicated bikelanes, as well as safe, well-lit bike racks and storage facilities;
- ❑ Prioritising public transport infrastructure, ensuring new residential buildings are located within reach of public transport services sufficient to provide for both work, recreational and education needs;
- ❑ Enhancing local food security;
- ❑ Reducing transport reliance by promoting local food production;
- ❑ E-solutions;
- ❑ Ensuring Tasmania's cities and towns are well-equipped to adapt to the enormous social, environmental and economic challenges ahead.

- ✓ *Stimulate the economy;*
- ✓ *Prepare for a carbon-constrained future.*



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

CONCLUSION:

The clock is ticking for Tasmania's towns and cities and we have can not afford to waste time in our rapidly changing world. Climate change, the sustainability crisis and peak oil are coming down the line fast.

With political will, coordinated effort and a united approach we can shape a sustainable, prosperous and people-focussed future for Tasmania.

If we act now – as a united community – we can drive Hobart towards this future. We can work together to achieve the common goals of urban liveability, resilience, social inclusion and self-sustainability. We can set the best possible example of thinking ahead for all Tasmania's cities and towns.

The time to begin a new era of urban rejuvenation across Tasmania is now.

If we embrace this opportunity now, the results will be tangible within a few short years. Within a decade, our shady, pedestrian friendly streets and public spaces; busy shops; community gardens; clean energy-powered transport and inner-city architecture will ensure Hobart sets a lead in Tasmania and takes its place among the world's most liveable capital cities.

By 2025, we will be in the best possible position to confront the enormous challenges that lie ahead.

*The time to begin
a new era of urban
rejuvenation
across Tasmania is
now.*



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

CASE STUDIES:

In our endeavour to improve the liveability of our cities and towns, we can draw upon the experiences of leading examples from around the world.

Three notable examples of the success that can be achieved through a coordinated and dedicated approach to improving the liveability of a city are Melbourne, Portland in Oregon, and Freiberg in Germany. Over the past two decades, all three of these cities have undergone a sustainability and liveability transformation, due to their respective leaders identifying, and acting upon, challenges and opportunities.

These examples demonstrate that Hobart – with sufficient commitment and political will – has the potential, the natural resources and the human assets to be counted among the world's most future-focussed cities.

Melbourne, Victoria:

Places for People: Melbourne 2004 – Gehl Consultants

<http://www.melbourne.vic.gov.au/info.cfm?top=202&pg=2602>

Melbourne's CBD was in a state of economic decline in the early 1980s. Finding ways to reverse this trend was identified as Melbourne's greatest challenge as the city's future prosperity was dependent upon the ability to address the problem.

The solution was to find ways to attract people back to the heart of the city. To achieve this, a range of strategies designed to increase the city's appeal were implemented.

One of the core components of the strategy was to make the city itself more liveable. In the two decades since, Melbourne has succeeded in reversing the trend of decline and is now recognised as one of the world's most liveable cities. The city's economy has dramatically improved in line with its appeal as a popular place to live, work and play.

Gehl Consultants conducted a study into Melbourne's renaissance, comparing the volume of people frequenting central Melbourne in the decade between 1994 to 2004.

Some of the key initiatives identified by the report include:

- ❑ Improved pedestrian access through widening footpaths, linking existing pedestrian zones and transforming laneways into accessible, lively areas for multiple activities (such as retail and al fresco dining);
- ❑ Melbourne's extensive tree planting program has created a pedestrian-friendly environment on a human scale. Central Melbourne now boasts over 3,000 trees with more planted each year. These trees provide amenity and shade, absorb carbon dioxide and provide structure to streetscapes;
- ❑ Pedestrian traffic has increased by 39% during the day and 98% at night;
- ❑ Kerbside café seating has increased by 177%;

Melbourne's liveability solution was to find ways to attract people back into the heart of the city for work and play.



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

- ❑ 58% of all travel is now made on public transport;
- ❑ The number of work trips made by private car decreased by 7% between 1994 and 2001;
- ❑ Public spaces such as Federation Square were established, offering adaptable settings for a diverse range of activities. The increase in evening events has seen Melbourne become livelier at night. This coupled with greater security, more lighting in parks and streets and improved access to public transport has improved the city's overall safety;
- ❑ The State Government supported 'Postcode 3000' sought to increase residential development through converting unused commercial space in older buildings into apartments. This would bring more people into the city and maintain existing local character. The project saw an increase in residential dwellings from 736 in 1992 to 9,900 in 2002;
- ❑ Melbourne is now a more popular location for students. The number of people attending an education facility and/or living in central Melbourne increased by 62% between 1995 and 2004. There is a strong link between economic prosperity and the proportion of young residents in urban areas. This trend demonstrates Melbourne's proven capacity to attract and retain the best and brightest people.

Through successful initiatives like these, Melbourne has earned its reputation as one of the most attractive, prosperous and liveable cities in the world.

Melbourne has earned its reputation as one of the world's most attractive, prosperous and liveable cities.



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

Portland, Oregon:

Portland Plan: Conditions, Trends & Issues

Portland is a world leader in the field of liveable and sustainable urban planning, actively investing in its greening and economic efficiency since the 1970s.

Portland's number of jobs increased by 12% between 1997 and 2007. The city also saw an increase in office spaces of 80% between 1988 and 2004.

Significant public investment in public transport has minimised the dependence upon cars and partnerships with business, industry and the community are facilitating Portland's continued transition into a truly sustainable city.

This transition is being achieved through measures including:

- ❑ Public investment in a multi-modal transport system, including the MAX light rail network;
- ❑ Creating quality public spaces by transforming existing areas (car parks for example), providing attractive destinations to meet, relax and recreate;
- ❑ Encouraging construction of green buildings and retrofitting of existing ones. This has seen Portland lay claim to having more LEED certified buildings than any other U.S. metropolitan area;
- ❑ Public and private expansion of educational facilities, which has generated a continual influx of the 'Creative Class'. This has strengthening Portland's already robust and innovative economy;
- ❑ Tax incentives to support urban renewal within Portland's Urban Growth Boundary have attracted greater private investment.

Great environmental progress has been made through measures such as introducing strategies and policies to promote river and watershed health, encouraging green streets and actively reserving sites for new public parks.

These economic benefits have also generated better social and environmental outcomes. Portland has seen a significant decrease in chronic homelessness and a reduction in crime.

Portland is a world leader in the field of liveable and sustainable urban living.



Places for Tasmania's People: New Life for Our Cities and Towns.

Part 1 - Renaissance Hobart

A Policy Initiative From the Tasmanian Greens MPs

Freiburg, Germany:

www.freiburg.de/greencity

The city of Freiburg, located in southern Germany at the foothills of the Black Forest, was an early adaptor to the challenge of sustainability.

An early focus on sustainability and innovation has contributed to Freiburg's emergence as a global leader in areas such as solar technology:

- 10,000 people across 1,500 companies are now employed in the environmental and solar industries;
- Solar tourism is a growing industry, reflecting the interest from other cities and nations in looking to Freiburg for ideas when developing strategies to become more sustainable.

The city's transport plan in 1969 gave preference to environmentally forms of travel (such as public transport, cycling and walking) to minimise the generation and impact of traffic.

In 2007, Freiburg introduced a new climate protection action plan with the ambitious but not impossible aim of reducing CO2 emissions below the 1992 level by 40% by 2030.

Strategies in place to achieve this goal include:

- Passive house design standards for new buildings and new extensions to buildings;
- 500km of bicycle networks coupled with 9,000 bicycle parking sites around the city. Between 1982 and 1999 the contribution of cycling to the city's volume of traffic increased from 15% to 28%;
- The city's tram network has also expanded which, combined with efficient land use strategies to facilitate a compact city, means that now 65% of all Freiburg residents live within the catchment area of a tram stop;
- Vauban is a planned, family-friendly neighbourhood for 5,000 people, constructed with liveability firmly in mind;
- The buildings incorporate sustainable energy and water strategies – such as photovoltaics and vegetation covered roofs which store rainwater;
- Car-free streets and green spaces between the buildings mean that children can play safely and freely;
- Infrastructure such as schools, civic meeting places and recreational areas are factored into neighbourhood design, ensuring many essential services are within walking or cycling distance. Neighbourhoods are also linked into Freiburg's tram system.

Freiburg's early focus on sustainable living has contributed to its emergence as a global leader in solar technology.



Freiburg is a world-leading example of the desirability, and the possibility, of achieving lofty environmental, social and economic goals through cultural change and political will.