

Main Street Upgrade: Campbell Town (Tasmania)

Vision:

Upon completion of this project, Campbell Town, will have:

- A reinvigorated town centre
- A coordinated, functional streetscape providing better access to and through the town
- Improved connectivity within the town such as pedestrian crossings and walkways/cycleways
- Improved town entrances
- Digital and visual signage relating to the town's heritage characteristics
- Entertaining & educational interpretation.

Background and Strategic Context:

Campbell Town is strategically placed in the heart of Tasmania and is a popular stopping point for travellers between Hobart and Launceston. The town has a range of business, community, health and education services that support the town's residents and people living in the rural properties of the district.

The town centre also features a variety of retail and service facilities catering to passing travellers, including eateries, speciality gift shops, unique award-winning bookshops, an art gallery, antiques, pharmacy and service stations. The town has a range of meeting venues that are increasingly attracting

statewide meetings due to its central location in the state.

Main Street is the economic and social hub of Campbell Town. As the town revolves around its main street, there is a need to reinvigorate the main street to improve urban amenity, enable better traffic movement and enhance pedestrian safety.

Proponent:

Northern Midlands Council will be the principal proponent of the project and is seeking funding partners to enable its implementation.

Council's Role:

In addition to being the principal proponent, Council will play an important role in this project by consulting with the community and advocating community needs to state and federal government partners.

Need for Change:

While the town has many fine examples of Colonial architecture, the town's main street is in dire need of a makeover to capitalise on existing assets, improve urban design and landscaping, and to address traffic management and pedestrian safety concerns.

Key Stakeholders:

Key stakeholders include:

- Residents, local district committee and businesses in the town
- State and Federal Government (potential funding partners)

Project Benefits:

Primary benefits of the main street upgrade project include:

- Improved health and safety outcomes
- Better visual and urban amenity
- Increased business activity and economic growth.

Current Status & Next Steps:

To date Council, along with collaboration from the State Government, has completed:

- Campbell Town CBD Urban Design and Traffic Management Strategy (2017)
- Design and tenders for stage 1 (2018) and landscape tech specs (2019)

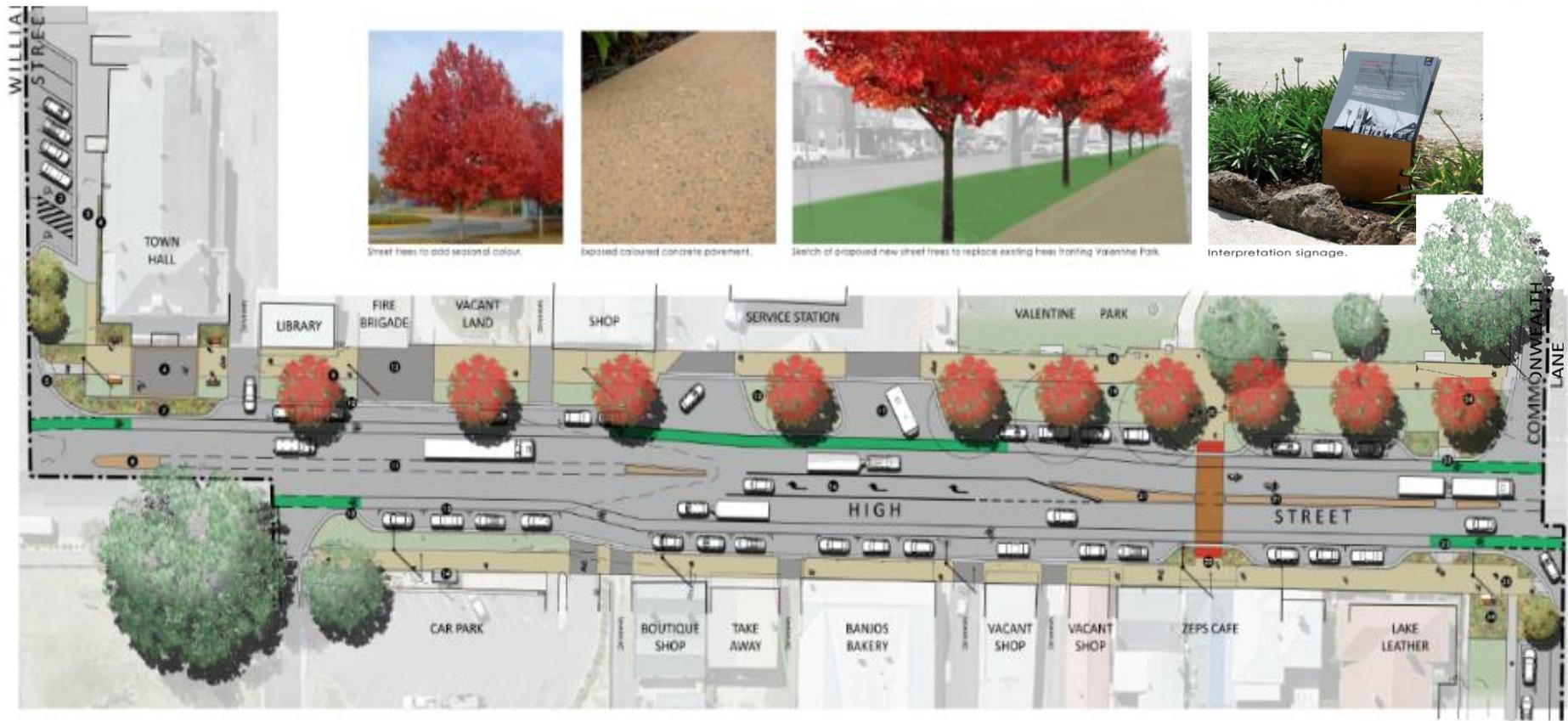
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Scope, Cost & Funding Structure:

The project involves the following scope: three stages (urban and open space improvements, traffic, parking, movement and environmental improvements).

The total estimated capital cost of the project is \$8M. Council has committed \$925,000 in its 2021/2022 budget and is seeking one or more funding partners to invest alongside Council to enable the implementation of this project.

The approximate time horizon for the project is short term (0 to 3 years) to support reinvigoration of the town centres subject to funding being secured



Street trees to add seasonal colour.



Exposed coloured concrete pavement.



Sketch of proposed new street trees to replace existing trees fronting Valentine Park.



Interpretation signage.



COMMONWEALTH LANE

CAMPBELL TOWN STREETScape REDEVELOPMENT Stage 1 Concept Plan
High Street (from William Street to Commonwealth Lane / Queens Street), Campbell Town Tasmania

0 5 10m
10 October 2018
Sheet 0

rare. **LANGE design**
NORTHERN MIDLANDS COUNCIL landscape architecture