

INSPIRE: *n. the arousing of feelings, ideas and impulses that lead to a creative activity. v. to uplift the mind of spirit.*
PLACE: *n. the connection between nature and culture which gives meaning to our everyday life. v. to position or arrange.*
NOTHOFAGUS GUNNII: *n. Deciduous beech, the only native deciduous tree endemic to the island of Tasmania, Australia.*

INSPIRING PLACE



NEW NORFOLK SPATIAL PLAN

Final



prepared for the
Spatial Planning Committee, Derwent Valley Economic Renewal Group

JANUARY 2006

NEW NORFOLK SPATIAL PLAN

prepared for
Spatial Planning Committee, Derwent Valley Economic Renewal Group



Inspiring Place Pty Ltd

Environmental Planning, Landscape Architecture,

Tourism & Recreation

208 Collins St Hobart TAS 7000

T: 03) 6231-1818 F: 03) 6231 1819 E: info@inspiringplace.com.au

ACN 58 684 792 133

TABLE OF CONTENTS

1 Introduction	1
1.1 Project Aims and Objectives	1
1.2 Project Area	2
1.3 Approach	3
1.4 Acknowledgements.....	4
2 A Vision for New Norfolk	5
2.1 Vision	5
2.2 Spatial Plan	5
3 Implementation Plan	9
4 Community Views.....	11
Appendix 1 NEW NORFOLK SPATIAL PLAN	14
Appendix 2 COST ESTIMATE	16

1 INTRODUCTION

1.1 PROJECT AIMS AND OBJECTIVES

Situated in the Derwent Valley, the town of New Norfolk acts as an important service hub for town residents, surrounding hamlets, farms and small towns. The historic cottages, oast houses and hop fields are important reminders of the past, and are of interest to local, interstate and international visitors. The town also has a strategic advantage as a stopover along the popular *Rivers Run* touring route to Mount Field National Park, and the Western Tasmania Wilderness World Heritage Area. The future Maydena Hauler tourism project, initiated by Forestry Tasmania will also form part of the attractions along this route. The town also has a range of attractions, facilities and services that cater for both residents and visitors including picnic and play areas, open space, town gardens, shops, restaurants, accommodation, historic buildings, Devil Cat jet boat rides and various festivals and events.

Close proximity to Hobart, coupled with a recent growth in housing prices, has resulted in a significant number of new residents to the area and a boost to the local economy. The recent establishment of new commercial enterprises has also contributed to the vibrancy of the town.

Inspiring Place Pty Ltd have been engaged by the Spatial Planning Committee of the Derwent Valley Economic Renewal Group to develop a spatial plan and implementation strategy that integrates prior planning for the Esplanade, High Street and Willow Court into a unified whole. Previous plans have provided a strong basis for understanding the potential of the area, but require updating to account for more recent changes that have occurred within the community. The current social, economic and political context of New Norfolk as a residential and tourism hub will be incorporated into the new plan.

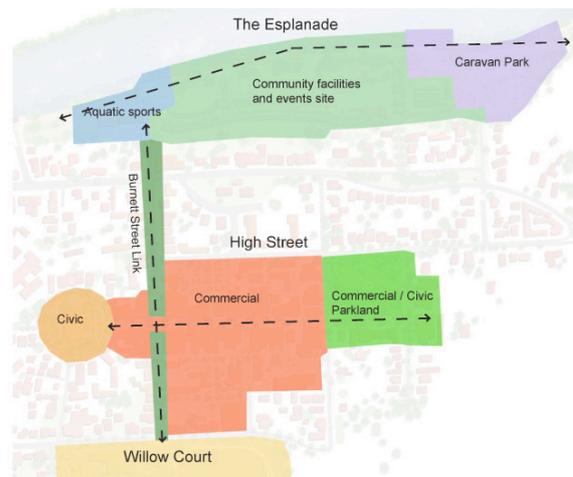
The spatial plan is to be used as a visual tool to assist the community and Council in securing special grant funding from Federal and State governments for the revitalization of New Norfolk. The 'big picture' thinking and strategic integration of past and contemporary ideas are also envisioned to spur investment by the private sector.

It is important to understand that this plan is a conceptual framework only, and all developments will need to go through the normal planning procedures. Recommendations in the Spatial Plan do not constitute 'planning approval' in any form, and are simply the beginning of a process that is hoped will lead to a greatly improved New Norfolk for both residents and visitors into the future.

All community opinions, expressed both in writing and verbally at the community forum, have been carefully considered in the development of this plan. The diversity of opinions have been given equal weight and attention throughout the process. Where dissension occurred on any particular issue, the final draft plan reflects the views of the majority.

1.2 PROJECT AREA

Map 1 shows the location of the Esplanade, High Street and Willow Court within the town.



Map 1: Precinct Locations

The Esplanade is an important public recreational precinct, and provides the main access to the river frontage along the Derwent River. It has traditionally been used as a place for community facilities and activities including open space for walking, play, picnic, sightseeing and informal ball games. The precinct also contains facilities catering for campers, boat users, lawn bowls, swimming and wood chopping events. It also caters for festivals, and events including the Derwent Valley Autumn Festival and shows.

The commercial precinct is located either side of High Street, the main thoroughfare for the town. High Street has been redeveloped in the past, but

is in need of contemporary upgrading and activation. Willow Court, the state's former historic psychiatric institution, is undergoing redevelopment as a mixed accommodation, dining and heritage centre, and is envisioned to contribute significantly to the local economy.

The plan also seeks to strengthen pedestrian and vehicular links, and encourage ease of movement between the Esplanade, High Street and Willow court.

Burnett Street provides the most obvious link between the three precincts for both pedestrians and vehicles. The generous width and lack of above-ground power lines contribute to the suitability of Burnett street in this role.

1.3 APPROACH

The project was undertaken in a number of stages:

- review of prior plans and documents, and incorporation into the spatial plan where appropriate;

- targeted consultative 'walk and talks' were conducted with both members from the Spatial Planning Committee (SPC) and Council, to gain an insight into the views and interests of committee members;

- presentation of draft plan to the SPC on Monday the 14th of November for comment;

- public consultation included:

 - a mail out (project summary and questionnaire);

 - exhibition of the plans;

 - community walk and talk, and;

 - a community forum (the community forum and walk and talk took place on the 1st of December 2005);
 - and

- consideration of all submissions and comments in preparing the final master plan and implementation strategy.

1.4 ACKNOWLEDGEMENTS

Inspiring Place would sincerely like to thank the Spatial Planning Committee of the Derwent Valley Economic Renewal Group for their enthusiasm and support throughout the project.

A special thanks is extended to the local residents of New Norfolk who took the time to take part in the planning process at such short notice. The local knowledge, vision and 'sense of place' the community brought to the project is very much appreciated.

Inspiring Place is also grateful for the input and support of the Derwent Valley Council.

2 A VISION FOR NEW NORFOLK

2.1 VISION

The New Norfolk Spatial Plan integrates prior plans and ideas into a holistic framework that illustrates the potential for strengthening important precinct links and improving access and amenity to the project area.

The broad vision for the project is to:

integrate the Esplanade, High Street and Willow Court into a unified whole through improved linkages between the precincts;

improve public access to the Esplanade precinct, by providing obvious and safe pedestrian and vehicular entry points;

consolidate facilities within the Esplanade to activate under-utilized areas and encourage higher regional use of the precinct as a recreational area;

improve public access to and use of the riverfront as a recreational and social hub for community events;

provide options for the revitalization of High Street, to create a sense of vibrancy, and to reinforce its role as the focus for daily use in the town, and;

improve traffic conditions and infrastructure within High Street to enhance its viability as a commercial centre.

2.2 SPATIAL PLAN

A copy of the concept spatial plan is attached (Appendix 1) and shows recommended opportunities for achieving the vision for the study area.

The following table sets out the future direction envisioned for the three precincts.

	Esplanade			High Street			Burnett and other streets	
Precinct	Aquatic/Sports	Community Facilities and Events site	Caravan Park	Civic	Commercial	Commercial/Civic Parkland	Burnett Street Link	Other Links and Streets
Features	Olympic size pool, cafeteria, large car park	Large, event space, Devil Jet operators, events building (boxing club), toilet block	Caretakers residence, jetty, private boat ramp, amenities block, caravans and cabins	Council offices, war memorial	Shops and main service centre	Public open space and amenities, cafe and hotel, historic church	Main access point to High Street and bus stops, through connections to Esplanade, High Street and Willow Court	Access to Esplanade, High Street and Willow Court
Key users	Predominately locals	Locals and visitors	Predominately visitors	Predominately locals	Locals and visitors	Locals and visitors	Locals and visitors	Locals and visitors
Major activities	Swimming	Festivals, tourism activities (jet boat rides), dog training, walking and picnics.	Overnight accommodation, boating (via private boat ramp), BBQ's picnics, and walking	Council activities/services and war memorial services	Shopping, banking, and other community services	Passive recreation, dining and entertainment	Shopping, bus transit area	Access

Precinct	Esplanade			High Street			Burnett and other streets	
	Aquatic/Sports	Community Facilities and Events site	Caravan Park	Civic	Commercial	Commercial/Civic Parkland	Burnett Street Link	Other Links and Streets
Future Directions	<p><i>Investigate the economic feasibility of upgrading the aquatic facilities and including an indoor gym and health centre on site through the preparation of a business case</i></p> <p><i>Upgrade existing car park</i></p>	<p><i>Relocate the New Norfolk Rowing Club to the Esplanade</i></p> <p><i>Enhance access to the waterfront with a promenade, including decking and large concrete steps at either end of the foreshore</i></p> <p><i>Install local sculpture/example of community art</i></p> <p><i>Upgrade the existing Devil Jet facilities to include a new jetty for pleasure boats and possibly a new restaurant subject to a business case</i></p>	<p><i>Resolve ownership questions with a view to taking free hold title or long term lease to encourage investment by council</i></p> <p><i>Prepare master plan and business case for the re-development of the caravan park that may create an entry off Alfred Street, new reception and potential development of park cabins, boat ramp and expansion of the existing jetty</i></p>	<p><i>Upgrade the western end of High Street as the principal site for future civic and community facilities, including redevelopment of Council offices to overcome existing issues of community access, OH & S, security etc</i></p> <p><i>Upgrade entry and amenity to civic space including tree planting, reduced road width and car parking</i></p>	<p><i>Upgrade the look and feel of High Street in accordance with the High Street Master Plan, with the addition of a new roundabout at Stephen Street</i></p> <p><i>Maintain High Street giveway to Burnett Street, and improve the safety of this intersection</i></p> <p><i>Improve pedestrian links between main car parks and High Street</i></p>	<p><i>Upgrade Pioneer Avenue as the main entry to the town centre/High Street</i></p> <p><i>Create visual and physical links between the Arthur Square and adjacent cafes/hotels</i></p>	<p><i>Upgrade and widen pavement on the western side of the street to provide the main pedestrian link between the Esplanade and High Street</i></p> <p><i>Upgrade pavement as the main pedestrian link between High Street and Willow Court</i></p> <p><i>Upgrade existing bus stops to include shelters and seating</i></p>	<p><i>Investigate the feasibility of making Bathurst Street (via Pioneer Avenue) the main entrance to town</i></p> <p><i>Enhance George Street by tree planting and road narrowing</i></p> <p><i>Install directional signs for the Esplanade at key points</i></p> <p><i>Continue development of Willow Court in accordance with its Master Plan</i></p>

Precinct	Esplanade			High Street			Burnett and other streets	
	Aquatic/Sports	Community Facilities and Events site	Caravan Park	Civic	Commercial	Commercial/Civic Parkland	Burnett Street Link	Other Links and Streets
Future Directions (continued)		<p><i>Develop a major toddlers playground and young children's playground as a regional attraction</i></p> <p><i>Enhance the use of the open space for community events, including the addition of a music stage to the existing building</i></p>	<p><i>Retain existing building as care-takers house or future accommodation</i></p>		<p><i>Upgrade stormwater and underground services in High Street from to Pioneer Avenue.</i></p>		<p><i>Upgrade existing link from the northern end of Burnett Street to create amphitheatre style seating and enhance amenity</i></p>	

Table 1: Key strategies for each Precinct

3 IMPLEMENTATION PLAN

Table 4 details the key recommendations for each of the three precincts, and indicates the level of priority for each recommendation.

The estimated cost of the proposed developments are detailed in Appendix 2.

Precinct	Recommendations	Priority
Esplanade	Access and amenity signage.	High
	Investigate the possibility of relocating the New Norfolk Rowing Club to the Esplanade, with the option of including commercial (e.g. cafe) and community uses (e.g. meeting rooms, association with aquatic centre).	High
	Provide egress from The Esplanade via Bridge Street, during major events. The increased vehicular access will decrease congestion during events, and provide for emergency situations.	High
	Resolve ownership issues relating to the Caravan Park, and prepare a master plan and business case.	Moderate
	Investigate the feasibility for upgrading the aquatic facilities, and including future health, indoor gym and sports medicine facilities.	Moderate
	Improve access and amenity of The Esplanade, including a riverside promenade, small pavilions and concrete steps providing access to the waterfront.	Moderate
	Upgrade the existing jetty and investigate the possibility of constructing of a second jetty for day use.	Moderate
	Develop a unique, regionally significant children and toddlers playground.	Moderate
	Investigate the possibility for well-designed private apartments to be built on the vacant, steep slope adjacent to The Esplanade. The funds generated from public lands could be used to upgrade The Esplanade.	Low
High Street	Investigate options for increasing the safety of the Burnett Street/High Street intersection, including the installation of raised pavement to further slow traffic.	High
	Provide public toilet facilities in Laskey's Car Park, and covered walkways between Laskey's Car Park and High Street, and the Woolworth/library Car Park and High Street.	Moderate
	Upgrade the look and feel of High Street in accordance with the High Street Master Plan, including improved access for disabled people.	Moderate
	Upgrade the entry and amenity to the civic space (Council Chambers) including tree planting, reduced road width and revised car parking.	Moderate

Precinct	Recommendations	Priority
	Investigate the option of a second round-a-bout at the High Street/Stephen Street intersection to create a sense of definition to the Commercial/Service centre.	Low
	Investigate the possibility of extending the existing Council building and improving civic and community facilities.	Low
<i>Burnett Street</i>	Improve the safety of the Burnett Street/Lyell Highway crossing for pedestrians.	High
	Upgrade and widen pavement as the main access point between The Esplanade and High Street, including a cycle lane and medium-sized street trees.	Moderate
	Upgrade and widen the existing Burnett Street steps to the Esplanade, to include seating, higher aesthetic appeal and higher amenity. Signage and opening up of the space will also increase the linkage between The Esplanade and Burnett Street.	Low

Table 3: Implementation priority for key recommendations

4 COMMUNITY VIEWS

14 written submissions, including 2 letters published in the Derwent Valley Gazette, containing comments and suggestions relating to the conceptual options for the three precincts were received. Other comments were recorded from discussions at the community forum and community walks on the 1st of December 2005. A summary of the broader issues and comments raised are presented below in Table 4 in no particular order:

Views Expressed	Response
<i>The Esplanade</i>	
Concern regarding the proposed private apartments, in particular the alienation of Public Open Space through private investment, removal of the mature poplar trees, and zoning issues.	The proposed plan consolidates uses (restaurant with Devil Jet), and resolves long held community safety concerns (Rowing Club relocation). No trees need be removed to achieve this.
Concern regarding the relocation of the New Norfolk Rowing Club to the Esplanade. Many respondents did, however, support this proposal.	The Esplanade side of the Derwent River is believed to be the safest location for the Rowing Club in the long term. The Club have been consulted and are in favor of the proposal.
Concern regarding the proposed consolidation of gym and health facilities to the existing swimming pool area, in reference to the past financial difficulties experienced by the existing sports centre.	The consolidation of 'dry' facilities with aquatic centres are known to increase the revenue of swimming pool facilities, and will aid in the activation of the Esplanade. The proposed facilities are not necessarily provided for at the existing Sports Centre.
Proposed restaurant/cafe is not a viable option, due to the number of existing eating - places in New Norfolk. Suggests moving one of the existing businesses to the Esplanade instead.	Any restaurant/cafe development will be subject to expressions of interest.
Suggests that the proposed promenade is unnecessary, and that the proposed concrete steps will create drainage problems.	New developments will be appropriately engineered to address these and other issues.
General concern regarding the removal of or damage to mature trees, over-planning and impact on surrounding heritage residences.	New developments will be required to take into account, and incorporate the heritage value of the surrounding residences and mature trees. The proposed plan aims to consolidate uses and improve amenity, not add a large number of new developments.
Suggests that the Caravan Park should be leased or sold to improve the financial viability of the park.	The proposed business case is the first step to determining the future options for development and management of the Caravan Park.
Supports the proposed regionally significant children's playground.	No response required.

Views Expressed	Response
High Street	
Concern regarding the safety of the Burnett/High Street intersection. Suggestions include the construction of traffic lights, lowering the speed limit, and changing the right of way back to High Street. Suggests High Street should be a one-way street.	<p>The safety issues associated with the Burnett Street/High Street intersection are well known. The plan proposes that the High Street giveway should be maintained, and the installation of raised pavement be investigated to further slow traffic.</p> <p><i>Note</i> It is not government policy to install traffic lights, in rural areas or to provide designated pedestrian crossings.</p>
Does not support the proposed second round-a-bout on High Street, as it will be difficult for large vehicles to negotiate.	There are numerous options for heavy vehicles to access the commercial precinct.
Suggests that High Street should be a mall between Charles Street and Burnett Street.	The proposed plan aims to revitalize and increase the amenity of High Street. The construction of malls and the closing off of main streets to vehicles has been associated with an inactivation of commercial precincts (Devonport).
Suggests more parking facilities are needed to access the commercial zone.	The proposed plan indicated areas of possible future development, including additional parking.
Suggests that High Street should be more accessible to people with disabilities.	Widening and treatment of the pavement on the Burnett Street link, and the completion of the pavement treatment on High Street will improve the accessibility of the commercial centre. Any new developments/upgrades will be appropriately engineered to address disability issues.
Recognition of a general need to revitalize High Street, including new seating, appropriate street trees (such as <i>ginkgo biloba</i>) and completion of the pavement upgrades began in the 1980's.	No response required.
Suggests a 'street theme' or some effort made to unify the character of High Street.	<p>The integration of street furniture, lighting and safety features will provide a unified character to High Street.</p> <p>The disparity among the ages and styles of the existing buildings does not allow for the appropriate imposition of one theme for the buildings in the street. Previous proposals, many of which are incorporated here, have been subject to intense public scrutiny</p>

Views Expressed	Response
Suggests that public toilets should be located in Laskey's Car Park, and that covered walkways and designated taxi ranks are needed in High Street.	Agreed. Public toilets have been incorporated into the proposed plan.
<i>Burnett Street Link</i>	
Supports widening and upgrading one side of the pavement.	No response required.
Suggests that a cycle path should be added to the Burnett upgrade.	Agreed. A cycle lane has been incorporated into the plan.
Recommends remodeling the Burnett Street steps to the Esplanade, as they are currently too steep.	The plan refers to upgrading this link in an amphitheatre style with seating and higher aesthetic appeal. The steps will be constructed so that they are spaced closer together, with a shorter drop in between to make them more comfortable to negotiate, especially for older people.
Concern regarding the safety of the Burnett Street/Lyell Highway crossing. Suggests that this intersection should be the first to be improved.	Agreed. The improvement of this intersection has been given high priority for implementation (Chapter 3).
<i>General Comments</i>	
Concern regarding the planning process, in particular the short time frame available for community comment.	The short timeframe was dictated by funding deadlines. A longer project timeframe would have resulted in a lag time of 1 year, until the next funding round (2007). Previous proposals, many of which are incorporated here have been subject to intense public scrutiny, resulting in adoption by Council and others.

Table 4: Community Views

APPENDIX 1 NEW NORFOLK SPATIAL PLAN

Replace with A3 Spatial Plan

APPENDIX 2 COST ESTIMATE

New Norfolk Spatial Plan - Estimate of Probable Costs

	Amount	Estimated Number Workers Involved in Construction*
1 The Esplanade Precinct		
Pavements - 2 coat bitumen seal to roads and carparks	\$ 552,000.00	12
Pedestrian paths - compacted gravel 1.5m wide	\$ 50,000.00	8
Pavillion - 2No. Simple roofed structures located at water's edge	\$ 80,000.00	10
Playgrounds - 2No.	\$ 100,000.00	8
Amphitheatre style steps connecting pedestrians from Burnett Street to Esplanade	\$ 150,000.00	12
Concrete steps at water's edge 2No.	\$ 50,000.00	6
Upgrade existing boatramp	\$ 20,000.00	4
Master plan and business case for caravan park	\$ 20,000.00	
Signage Strategy (for all of New Norfolk)	\$ 10,000.00	
Signs - identity / directional (allowing for 4No.)	\$ 20,000.00	
Trees, 160 installed	\$ 34,000.00	4
Bins, powdercoated steel, 10 No.	\$ 5,000.00	2
Picnic tables/benches, timber with cast aluminium frame, 5 No.	\$ 15,000.00	2
Benches, timber with cast aluminium frame and integral arm rests, 15No.	\$ 30,000.00	2
Boardwalk 'nodes' at water's edge	\$ 50,000.00	12
Upgrade stage	\$ 10,000.00	6
Jetty	\$ 25,000.00	10
Bollards along car park edge	\$ 25,000.00	4
Public art / sculpture	\$ 100,000.00	4
Lighting - provisional sum	\$ 50,000.00	4
Earthworks	\$ 75,000.00	4
Sheet pile wall to river's edge	\$ 500,000.00	12
Drains	\$ 16,000.00	4
Pits and endwalls	\$ 24,000.00	4
Emergency exit from Esplanade	\$ 20,000.00	4
Making good, turfing	\$ 20,000.00	4
The Esplanade Precinct	\$ 2,051,000.00	
2 Burnett Street Precinct		
Demolition, earthworks and site preparation	\$ 50,000.00	4
Footpath - concrete with decorative panels and finishes	\$ 107,500.00	8
Kerb and channel	\$ 45,000.00	6
Trees, 50 No. advanced and installed	\$ 25,000.00	4
Benches, timber with cast aluminium frame and integral arm rests, 4No.	\$ 12,000.00	2
Bins, powdercoated steel, 4 No	\$ 2,000.00	2
Cnr Montagu Street - traffic management work including kerb bulbing and islands	\$ 200,000.00	12
Reconstruct pits	\$ 16,000.00	4
Signs	\$ 10,000.00	2
Bus shelter	\$ 25,000.00	4
Relocate Telecom pits	\$ 3,000.00	2
Relocate water line covers	\$ 1,800.00	2
Make good bitumen	\$ 27,000.00	6
Lighting - provisional sum	\$ 50,000.00	6
Burnett Street Precinct	\$ 574,300.00	
3 High Street Precinct		
Demolition, earthworks and site preparation	\$ 50,000.00	4
Corner Burnett Street traffic calming devices - raised pavements	\$ 100,000.00	12
Trees, 50No. Advanced and installed	\$ 25,000.00	4
Stormwater along High Street	\$ 32,500.00	4
Stormwater along Stephen Street	\$ 40,000.00	4
Pits in High and Stephen Streets	\$ 36,000.00	4
Kerb and channel in High Street	\$ 36,000.00	4
Road pavement in High Street	\$ 120,000.00	12
Roundabout at Stephen Street	\$ 250,000.00	12
Relocations in High Street	\$ 25,000.00	4
Connect drains in High Street	\$ 6,000.00	2
Footpath east and west of Stephen St	\$ 144,000.00	8
Upgrade pavement outside Post Office	\$ 50,000.00	6
Furniture - to match existing High Street style	\$ 75,000.00	4
Feature paving outside council offices	\$ 50,000.00	8
Car park paving outside council offices	\$ 80,000.00	12
Kerb bulbing and traffic management work at both eastern corners of Arthur Square	\$ 50,000.00	8
Car parking adjacent to Arthur Square in Pioneer Avenue	\$ 35,000.00	6
Signage	\$ 10,000.00	2
Covered walkway from Laskey's car park to High Street	\$ 80,000.00	
New public toilet in Laskey's car park	\$ 60,000.00	
Temporary access works	\$ 25,000.00	4
High Street Precinct	\$ 1,379,500.00	
Sub-total all works	\$ 4,004,800.00	
Preliminaries (8%)	\$ 320,384.00	
Contingencies (10%)	\$ 400,480.00	
Professional Fees on Above (15%)	\$ 600,720.00	
Sub-Total Works, Preliminaries, Contingencies and Fees	\$ 5,326,384.00	
Plus Additional Studies		
Master Plan and Business Case for Caravan Park	\$ 25,000.00	
Signage Strategy (for all of New Norfolk)	\$ 25,000.00	
Master Plan and Business Case for Swimming Pool	\$ 25,000.00	
Sub-Total Additional Studies	\$ 75,000.00	
TOTAL WORKS, PRELIMS, CONTINGENCIES, FEES AND STUDIES	\$ 5,401,384.00	

60-80 workers will be involved in the whole of the works (note these are not necessarily new or full time jobs but an estimate of the numbers of people needed to undertake the task)

Exclusions
 Goods and Services Tax
 Relocation of Rowing Club and Rowing Ways
 Redevelopment of Council Chambers
 Swimming Pool Redevelopment (to be based on the proposed Business Case)
 Caravan Park Redevelopment (to be based on the proposed Business Case)

* Approximately 25 professionals will be involved in the further design, documentation and tendering of the construction works and the conduct of further studies