



Kingborough

# KINGSTON PLACE STRATEGY 2020-2050

19 March 2020

This document is the final stage of work undertaken as a part of developing Kingston Place Strategy 2020-2050. It has been designed to be printed as Landscape A4 - double sided.

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# TABLE OF CONTENTS

<b>Introduction</b>	<b>04</b>
---------------------	-----------

<b>Executive Summary</b>	<b>07</b>
--------------------------	-----------

<b>Kingston Place Strategy 2020-2050</b>	<b>11</b>
--	-----------

Introduction	12
--------------	----

About central Kingston	14
------------------------	----

1. Central Kingston Place Objectives	16
--------------------------------------	----

2. Our Vision for central Kingston	18
------------------------------------	----

3. Central Kingston Place Principles	20
--------------------------------------	----

<b>Central Kingston Recommendations</b>	<b>23</b>
---	-----------

Overview	24
----------	----

1. Infrastructure Investment Priorities	25
---	----

2. Planning and Governance Priorities	30
---------------------------------------	----

3. Public Realm Recommendations	32
---------------------------------	----

4. Communications Recommendations	34
-----------------------------------	----

<b>Appendix A - About Placemaking</b>	<b>35</b>
---------------------------------------	-----------

<b>Appendix B - Understanding Your Place</b>	<b>39</b>
--	-----------

About Kingborough	40
-------------------	----

About Kingston (suburb)	42
-------------------------	----

The Community	46
---------------	----

About the Study Area - central Kingston	52
---	----

Strengths and Challenges	64
--------------------------	----

Drivers of Change	68
-------------------	----

<b>Appendix C - Community Directions for the Future</b>	<b>71</b>
---	-----------

<b>Appendix D - Community Insights</b>	<b>77</b>
--	-----------



# INTRODUCTION

Place Score was engaged by Kingborough Council to work collaboratively with Council, stakeholders and the community to develop an overarching strategy for the future of central Kingston. This Place Strategy document is the final deliverable in this iterative process, bringing primary and secondary research together to determine a shared vision for the future and how it can be achieved.

## PROJECT BACKGROUND AND OBJECTIVES

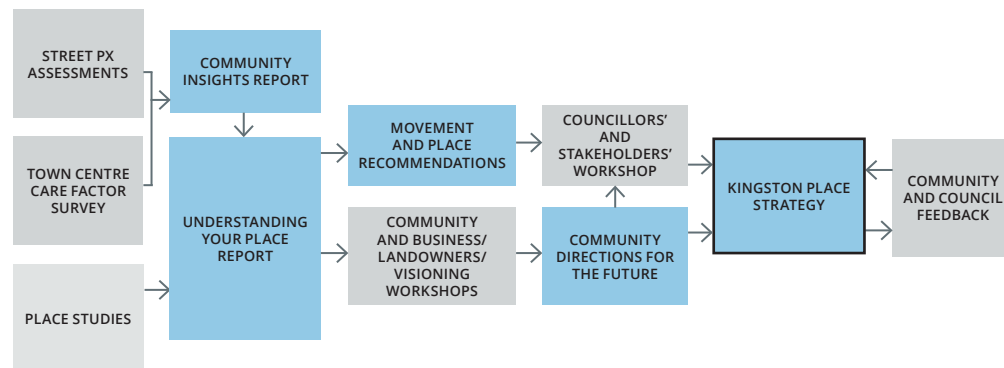
Central Kingston is the primary centre in the Kingborough Council area and a designated Principal Activity Centre as per the Southern Tasmania Regional Land Use Strategy 2010-2035. Significant investment is allocated to central Kingston in the form of a recently completed Community Hub, planned major regional park (Kingston Park), planned new pedestrian and bicycle link (Pardalote Parade), adjacent residential development as well as public realm and transport infrastructure improvements. The range of investments and the diversity of stakeholders led Kingborough Council to commission this important piece of work to determine a shared vision for the future of central Kingston and set out the guidelines for decision making.

### The aims of the Place Strategy project are to:

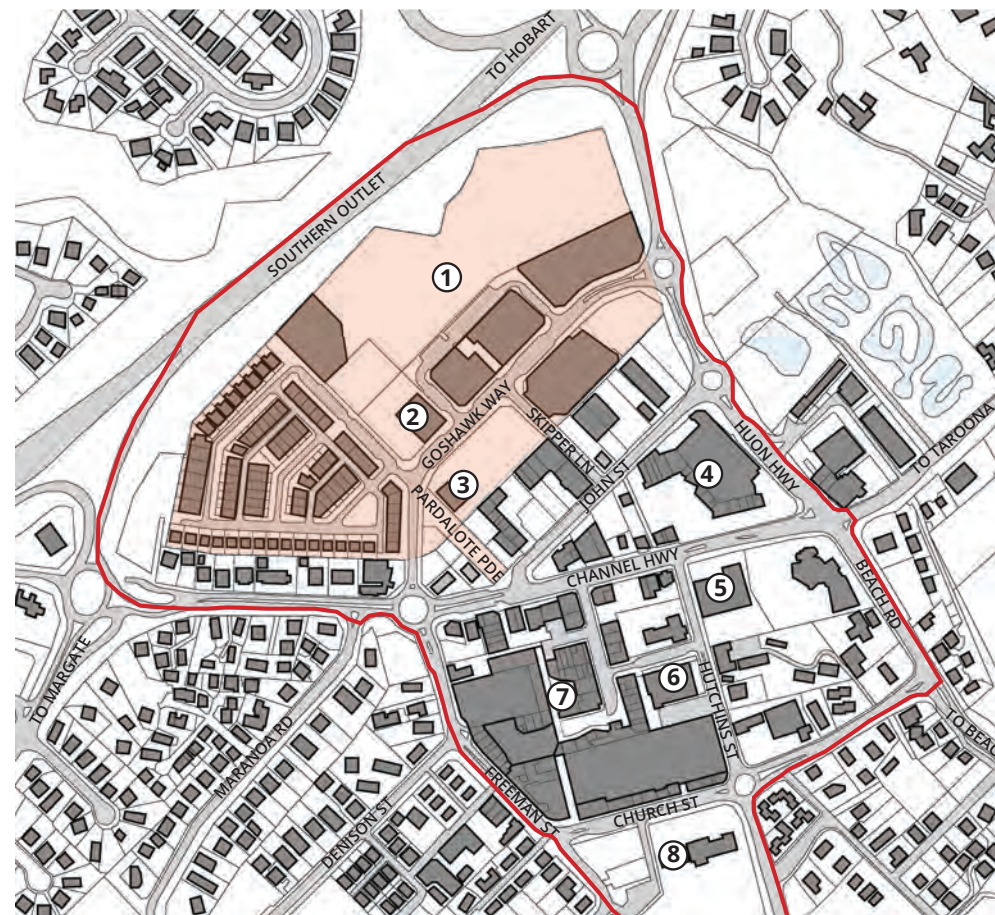
- Determine an integrated place strategy for central Kingston to support its long term social and economic success and increased self sufficiency
- Define a shared vision for the future of central Kingston that aligns stakeholders around common goals for the future
- Identify the priorities for infrastructure investments that will contribute positively to delivering the shared vision

## PLACE STRATEGY PROCESS

This diagram summarises the collaborative process undertaken to deliver this strategy.



A collaborative and evidence based approach has been taken to develop the Place Strategy for central Kingston



The Study Area for this project - central Kingston

- |   |                                  |  |
|---|----------------------------------|--|
| ① Committed development area - Kingston Park and Pardalote Parade | ④ Kingston Plaza Shopping Centre | ⑦ Channel Court Shopping Centre                |
| ② Kingborough Community Hub                                       | ⑤ Kingborough Council            | ⑧ Childcare Centre and Kingston Primary School |
| ③ Kingston Health Centre  | ⑥ Kingston Library               |  |



## RESEARCH METHODOLOGY

A variety of research and stakeholder engagement methods contributed to the development of this Place Strategy. Qualitative and quantitative research was undertaken to inform the strategic decision making process. Please find below research summary:

Tasks	Date	Participation	Purpose
Desktop Review and Analysis	Oct-Nov 2019	n/a	To review policy documents prepared by Kingborough Council and the state and federal governments and past community engagement results and understand the current state and the future aspirations for central Kingston.
Place Studies (physical and economic review)	17-19 Oct 2019	n/a	To assess the existing condition of the public space, built form, and movement networks as well as the existing businesses, their operating hours and their interaction with the public realm in central Kingston. This informed a SEEC (Social, Economic, Environmental, Cultural) Assessment to identify the challenges, opportunities, influences and future trends of the centre.
Town Centre Care Factor (CF) Surveys	Oct-Nov 2019	1623 responses (residents, workers, visitors)	To understand the community values via face-to-face and online engagement in Kingston and four other centres in the Kingborough LGA.
Open-ended Question	Oct-Nov 2019	862 answers (residents, workers, visitors)	To seek community ideas to make Kingston sustainable and successful into the future.
Street Place Experience (PX) Assessments	Oct 2019	166 responses (residents, workers, visitors)	To identify the attributes that contribute positively or negatively to the place experience of 4 locations in central Kingston; considering parameters such as aesthetics, sense of welcome, activities, uniqueness, and the perceived level of care. The findings of this engagement aggregated with the Care Factor results helped to determine the priorities for improving the centre.
Community and Business/ Landowners Visioning Workshops	11-12 Dec 2010	25 participants (community, land/ business owners, council staff)	To share the findings of research conducted earlier and to develop a shared vision and directions for the future of central Kingston.
Councillors' and Stakeholders' Workshops	20-21 Jan 2020	37 participants (councillors, council staff, state govt. agencies)	To seek direction to proceed with the preparation of the Place Strategy from the Councillors and to align all the stakeholders in terms of the priorities for investment.
Council & Community Feedback (online survey, drop-in sessions)	18 Feb - 6 March 2020	407 responses	To seek feedback on the Place Strategy from the community and council, in order to ensure that it will be accepted and implemented.

## PROJECT DELIVERABLES

In the process of developing this Place Strategy, four preliminary reports were delivered as a foundation and to obtain feedback. These reports are:

### Community Insights Report

This report integrates the findings from Place Score's PX (Place Experience) Assessments, Care Factor Surveys and community's open-ended answers. *See Appendix D.*

### Understanding Your Place Report

This report integrates the findings from the Place Studies and the Community Insights Report. *See Appendix B.*

### Community Directions For The Future Report

The findings of all the community engagement conducted in 2019-20 and past engagement are consolidated into the Community Directions for the Future Report. *See Appendix C.*

### Movement And Place Recommendations Report

Based on the Place Studies and community engagement, Place Score developed a set of early recommendations to guide Council investment for improving the public realm. These recommendations are incorporated into the Place Strategy.

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# **KINGSTON PLACE STRATEGY 2020-2050 EXECUTIVE SUMMARY**



# KINGSTON PLACE STRATEGY EXECUTIVE SUMMARY

This Place Strategy has been developed to attract and guide future investment in central Kingston. It defines a shared Place Vision and Place Principles that provide the framework for decision making at all scales and across multiple disciplines. After further investigation, an Implementation Plan will be developed to deliver the Place Strategy.

Kingborough is the fastest growing LGA in Tasmania and central Kingston is its primary retail, civic and commercial hub. Kingston is also nominated as a Principal Activity Centre in the Southern Tasmania Regional Land Use Strategy 2010-2035.

Kingston's proximity to Hobart, transport routes, the availability of land for development and the area's inherent natural attractions provide the foundation for its evolution from a highway town and dormitory suburb to a regional destination and independent community.

The commissioning of this Place Strategy was triggered by significant state and local investment that is currently underway in Kingston. Council has committed to developing Kingston Park and Pardalote Parade in central Kingston. However, it was identified that there was no overarching strategic document setting out the long term objectives and vision for the centre. This document is a response to that need.

Kingston Place Strategy 2020-2050 has been developed over a 5-month period with over 1800 stakeholders and community members participating in its development. It becomes the starting point for the transformation of central Kingston. Its implementation will require further master-planning work and the preparation of an implementation plan, and will be subject to availability of funding.

## THE PROBLEMS WE WANT TO SOLVE

Strategies aim to solve problems - these challenges were identified through the community engagement, policy review and place studies:

- LOCAL RESIDENTS ARE DEPENDENT ON HOBART FOR EMPLOYMENT
- A POOR QUALITY PUBLIC REALM AND CAR DOMINANCE DISCOURAGES WALKING AND CYCLING
- THE CENTRE LACKS A UNIFIED IDENTITY, GREENERY AND CONNECTION TO NATURE
- THE LACK OF PUBLIC INVESTMENT IN THE CENTRE HAS DISCOURAGED PRIVATE INVESTMENT

## PLACE OBJECTIVES

Based on what we have defined above as the problems we want to solve, our place objectives aim to achieve central Kingston that is:

- SELF-SUFFICIENT
- WALKABLE
- GREEN & STAYABLE
- ATTRACTS INVESTMENT

## OUR VISION FOR CENTRAL KINGSTON

Central Kingston's Place Vision synthesises our aspirations for our ideal future. It aligns all stakeholders as well as state and local policy objectives into a clearly articulated vision of what we all want to achieve.



## PLACE PRINCIPLES

Place Principles provide the criteria for decision making and assessing the successful delivery of the Place Vision.

**PRIORITISE GENEROUS, GREEN, ENGAGING AND SAFE PATHS THAT ENCOURAGE ACTIVE TRANSIT AND PUBLIC TRANSPORT CONNECTIONS INTO AND AROUND THE CENTRE**

**INCENTIVISE SMALL FOOTPRINT, STREET ACTIVATING DEVELOPMENT ON THE GROUND AND UPPER LEVELS**

**CREATE A DIVERSITY OF COMFORTABLE, WEATHER PROTECTED AND ENGAGING OPEN SPACES FOR DIVERSE USERS THAT ENCOURAGE LONG STAYS AND BUILD SOCIAL CONNECTIONS**

**INCREASE PLANTING AND STREET TREES THROUGHOUT THE CENTRE**

**SUPPORT THE ATTRACTION AND RETENTION OF A GREATER VARIETY OF BUSINESSES AT A RANGE OF SCALES AND INDUSTRIES**

## RECOMMENDATIONS

There are four categories of recommended actions to direct investment in central Kingston to achieve the Place Vision.

RECOMMENDATION	OBJECTIVE	ACTIONS
<b>Infrastructure Investment Priorities</b>	<b>To ensure that physical outcomes do not inhibit the potential for central Kingston to meet its vision.</b>	<ul style="list-style-type: none"> <li>• Transform Channel Highway into Kingston's main street</li> <li>• Develop Kingston's civic spine</li> <li>• Create a new laneway experience</li> <li>• Improve the walking links to public transport nodes</li> </ul>
<b>Planning and Governance Priorities</b>	<b>To align various stakeholders and accelerate the process of delivering the Place Vision.</b>	<ul style="list-style-type: none"> <li>• Form Transform Kingston Government Steering Group</li> <li>• Form Transform Kingston Stakeholder Working Group</li> <li>• Develop a Specific Area Plan for central Kingston</li> <li>• Initiate a Local Entrepreneurs' Program</li> <li>• Invest in improving regional employment attraction</li> </ul>
<b>Public Realm Recommendations</b>	<b>To enhance the outdoor experience of central Kingston and offer residents, workers and visitors a choice of things to do at day and night, during the week and on weekends.</b>	<ul style="list-style-type: none"> <li>• Bring nature into the centre</li> <li>• Create a network of diverse open spaces</li> <li>• Trial road transformations</li> <li>• Activate the Community Hub</li> </ul>
<b>Communication and Branding Recommendations</b>	<b>To send out a clear and positive messaging to the community and businesses both within and outside Kingston that the centre is changing.</b>	<ul style="list-style-type: none"> <li>• Update project web-pages</li> <li>• Rename Channel Highway</li> <li>• Develop a marketing and branding strategy for Kingston</li> </ul>

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# KINGSTON PLACE STRATEGY 2020-2050

INTRODUCTION

ABOUT CENTRAL KINGSTON

1. CENTRAL KINGSTON PLACE OBJECTIVES
2. OUR VISION FOR CENTRAL KINGSTON
3. CENTRAL KINGSTON PLACE PRINCIPLES

# INTRODUCTION

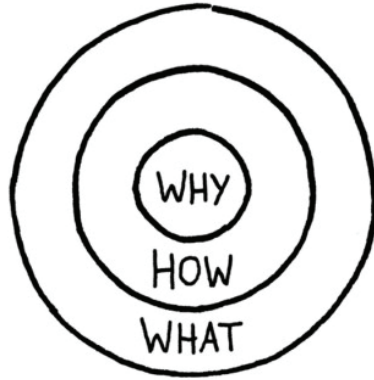
This Place Strategy was commissioned by Kingborough Council to develop an aligned vision for a successful and sustainable future for central Kingston. Its objective is to provide the framework for strategic decision making that will deliver on the long term vision for the future.

## WHY A PLACE STRATEGY?

In the built environment, we often tend to focus on the 'what', a wish-list of projects or actions we want to implement. But it is difficult to determine which ones to prioritise, often resulting in a conflict with the values. In central Kingston, great investment in the form of Kingston Park and Pardalote Parade development and upgrades of roads are already underway. In light of such investments, it is essential to ensure that all the actions being planned for the short term will have a positive impact in the long term.

The Place Strategy clearly defines the problems we want to solve at present as well as in the future. It provides a shared Place Vision and Place Principles which offer a framework for making investment decisions that can be used repeatedly by council and other stakeholders.

The Place Strategy looks at central Kingston as a system of interdependent parts rather than looking at movement in isolation. It aggregates policy, placemaking practice and community aspirations while developing a meaningful Place Vision that can be easily adopted and realised.



The Golden Circle Model (Source: Simon Sinek)  
The Golden Circle Model is a strategic tool that can be used for decision making and communications. Addressing the 'Why' is the most critical component of any decision making process, helping to ensure that the actions meet the intended purpose. The 'How' is the way actions should be done in order to have the most impact whereas the 'What' talks about the actual actions.

This document delivers on three primary questions that need to be answered in order to achieve the shared vision for the future of central Kingston:

### 1. TO DEFINE THE PROBLEMS WE NEED TO SOLVE - OUR WHY

#### What are the objectives of the Strategy?

The Kingston Place Strategy intends to solve the problems that the centre is facing today and to future proof it for tomorrow. Kingston's dependence on Hobart, the disconnected nature of key destinations in the centre, the lack of greenery and connection to nature, and the lack of opportunities for outdoor stays and interaction are addressed by the Place Objectives in order to set the foundation for the Place Strategy and the Recommendations.

### 2 - TO ALIGN ALL STAKEHOLDERS AROUND A COMMON VISION FOR THE FUTURE - THE HOW

#### How do we deliver the future vision for central Kingston?

The Place Strategy offers a shared vision for central Kingston - a green, walkable and engaging regional hub which acts as a place to stay than as a town to drive through. This vision and a set of Place Principles will form the decision making framework to assess and prioritise potential investment in different sectors in the centre.

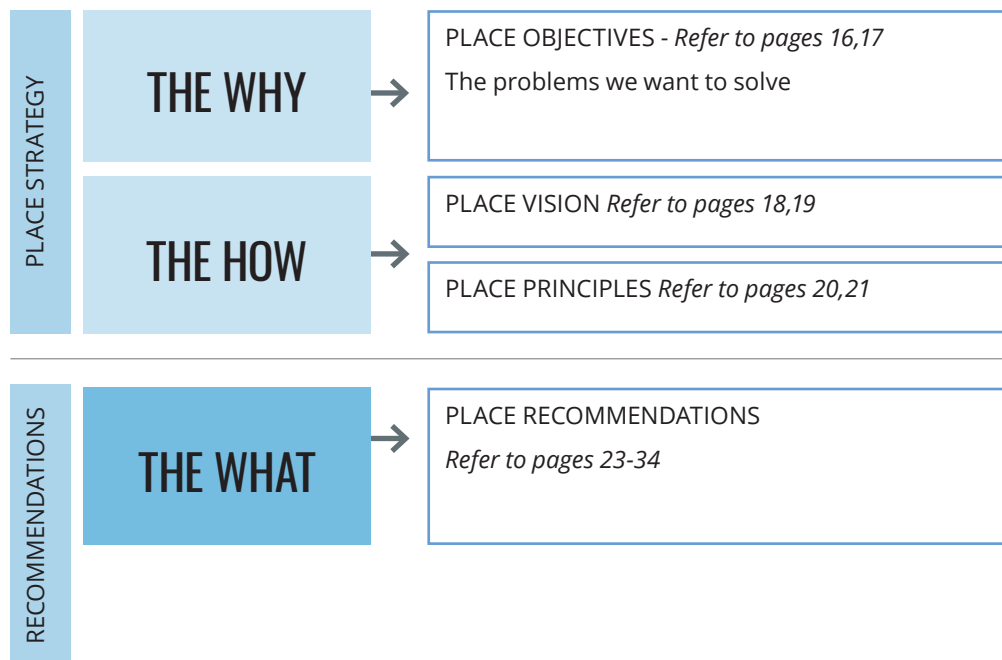
### 3 - IDENTIFY AREAS OF INVESTMENT FOR LONG TERM GAIN - THE WHAT

#### What do we need to do to achieve the vision?

In order to achieve the Place Vision and to solve the problems that the centre is facing, significant investment in infrastructure improvements, governance and policy measures, public realm activation and improvements to branding and communications will be required.

## THE STRUCTURE OF THE STRATEGY

This document has been divided in two main parts - the Place Strategy addressing the problems we want to solve and providing a framework for the decision making process; and the Recommendations addressing what projects or programs would help to achieve the Place Vision.



## WHO IS THIS STRATEGY FOR AND HOW SHOULD IT BE USED?

The Place Strategy aims to provide the overarching direction for the future of central Kingston - it is discipline agnostic, and should be used by all Council departments to align future investment.

- **Council - Planning** - Preparing Specific Area Plans to guide built form development in the centre; and assessing development applications to ensure that private development supports the shared vision for the centre
- **Council - Design** - Developing design guidelines to ensure that the public realm in the centre offers a comfortable and sociable pedestrian environment
- **Council - Transport** - Planning and re-prioritising ongoing investment in road works; and developing a local transport strategy supporting the shared vision for the centre
- **Council - Economic Development** - Focussing on improving the regional employment attraction of Kingston and supporting young entrepreneurs and local business activity

- **Council - Arts and Culture** - Engaging with local artists and performers to express local heritage and identity in the centre
- **State and Federal government agencies** - Working collaboratively across agencies and tiers of governance as a part of the Kingston Transformation Government Steering Group to ensure that the Hobart City Deal projects and the local transport infrastructure projects in central Kingston take a collaborative approach in order to maximise benefit
- **Business owners** - Activating the public realm by extending trading activity outdoors; contributing towards increasing the greenery within the centre; taking responsibility for care and maintenance of shop frontages along the streets
- **Community** - Shopping, playing and working locally and taking individual steps to make the centre more green and inviting



# ABOUT CENTRAL KINGSTON

Kingborough is the fastest growing LGA in Tasmania and central Kingston is its primary retail, civic and commercial hub. Kingston is also nominated as a Principal Activity Centre as per the Southern Tasmania Regional Land Use Strategy 2010-2035. Kingston's proximity to Hobart, transport routes, the availability of land for development and the area's inherent natural attractions provide the foundation for its evolution from a highway town and dormitory suburb to a regional destination.

## CENTRAL KINGSTON SNAPSHOT

Central Kingston is a regional centre in Greater Hobart and the primary administrative, retail and commercial centre of the Kingborough local government area. It is located 12 km to the south of Hobart CBD at the intersection of the Channel Highway, Huon Highway and the Southern Outlet. It is located in a picturesque hilly setting and enjoys views of the kunanyi/Mt Wellington.

Central Kingston has significant civic and commercial assets such as Kingborough Council/Civic Centre, Kingborough Community Hub, Kingston Health Centre, Kingston Primary School, Kingston Library and the proposed Kingston Park development as well as Channel Court Shopping Centre and Kingston Plaza Shopping Centre. Large land parcels in the centre are under public ownership. St Clements Anglican Church, Kingston Beach Golf Club and Kingston Wetlands are a few other destinations within/around the centre.

The built form within the centre includes a mix of small-to-large footprint retail and commercial developments and low-to-medium density residential developments (detached dwellings and multi-family residences). There is a good diversity of businesses within the centre, but very few public realm facing retailers or cafes etc, limiting street activation.



Kingston (suburb) and Central Kingston in the context of Greater Hobart



Central Kingston is located in a scenic natural setting and enjoys great views

## CENTRES IN GREATER HOBART

**Primary Activity Centre**  
Hobart CBD

## Principal Activity Centres

Glenorchy Town Centre  
Rosny Park Town Centre  
Kingston

## KINGSTON KEY FACTS

**Central Kingston Land Area**  
> 30ha

**Suburb Population in 2016**  
10,409

Central Kingston has an irregular street and block pattern with large, impermeable blocks. There is a lack of easily accessible and usable public open space, with much of the space being dedicated to roads and parking. The generally poor quality public realm is distinguished by narrow footpaths, lack of pedestrian-priority crossings, inactive street frontages, and a lack of vegetation, shade and sheltered seating in the public realm.

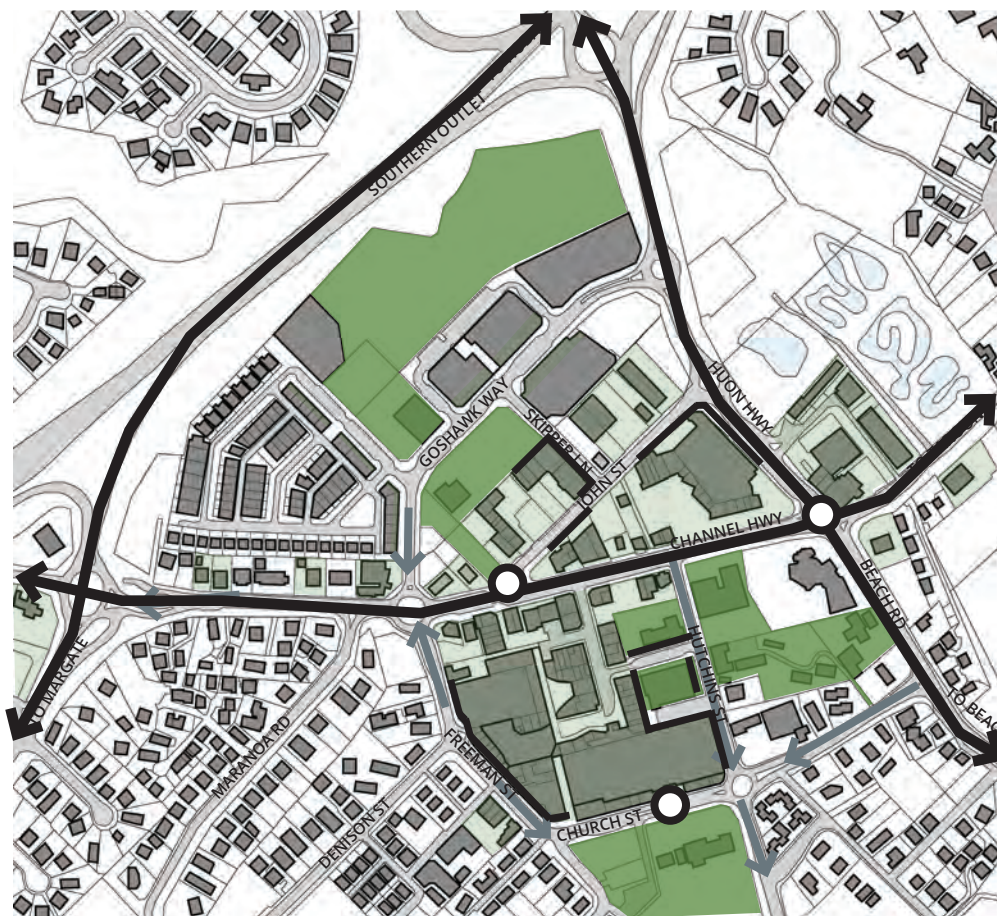
As a highway town, private vehicular infrastructure and associated spatial allowance dominates, resulting in walking and cycling being marginalised. Due to the lack of legible and activated public space dedicated to pedestrians, the centre does not have a clearly identifiable main street where people can sit, stay and socialise.









Central Kingston needs to transform from a highway town into a place to visit and stay



Central Kingston is car-friendly but not human-friendly



Opportunities and challenges of Central Kingston  
 Opportunities include existing retail/commercial assets and land under public ownership; whereas challenges include barriers to pedestrian movement such as major roads, lack of dedicated pedestrian crossings and streets with sloping terrain and inactive frontages

	Civic assets		Major arterial roads		Steep upward slope
	Retail/ commercial assets		Dedicated pedestrian crossings		Inactive frontage

## POLICY CONTEXT

The Southern Tasmania Regional Land Use Strategy 2010-2035 (2018) designates Kingston as a Principal Activity Centre in Hobart, offering a range of services and facilities for education, employment and entertainment as well as residential development, public space and high frequency public transport links.

The Kingborough Council Strategic Plan 2020-2025 prioritises creating a healthy and connected community, delivering quality infrastructure and services, and ensuring a balance between development and nature for the future of the centre and the wider LGA,

The recently developed Kingborough Land Use Strategy (2019) aims to allow a broad range of land use and development opportunities in the centre, offer pleasant residential living experiences, social, economic and recreational facilities and protect environmental values.

All the key policies are aligned towards making central Kingston self-sufficient, liveable and attractive. They create the foundation for transforming the centre into a cohesive one-stop destination.

## THE COMMUNITY AND ITS ASPIRATIONS

The suburb of Kingston has a total population of 10,409 (ABS Census, 2016). The suburb has a higher percentage of young people, family households and professionals compared to the state average. Only 26.1% of the residents of Kingston - Huntingfield area work locally (ABS 2016 Place of Work data), and the majority of the residents (71.7%) travel to work by car. With investment in new residential development, the centre will soon be home to a new population of residents living in higher densities.

Consultation conducted with Kingston's community in 2019-2020 as a part of developing this Place Strategy involved participation by over 1800 people. Kingston's community is engaged and future focussed. This was reflected in their aspiration to see central Kingston transformed into a self-sufficient, walkable, connected, green and attractive community heart.

The community rated the current experience of streets in central Kingston poorly and supported creation of opportunities to work and play, improve cleanliness and maintenance and protect natural values.



# 1. CENTRAL KINGSTON PLACE OBJECTIVES

The Place Objectives for central Kingston identify what we hope to achieve with this Place Strategy. They respond directly to the challenges that the centre is facing today in order to future proof it for tomorrow.

## THE PROBLEMS WE WANT TO SOLVE

Strategies aim to solve problems, and the key to a successful strategy is identifying the problems we want to solve. This ensures that over time we do not become disconnected from purpose and invest in things that do not help us get to where we want to go.

There are four challenges that have been identified through the community engagement, policy review and place studies as limiting central Kingston's potential.

If the problems that we see today are not resolved they will continue to grow over time. At the current time these problems are of a scale that can be resolved with the capital and resources that are available to the town.

### LOCAL RESIDENTS ARE DEPENDENT ON HOBART FOR EMPLOYMENT & RECREATION

Despite Kingston being a rapidly growing regional centre, a large percentage of the suburb's residents travel outside the suburb for work daily. In addition, the community has shared that central Kingston lacks things to do in the evenings in terms of recreation, dining and entertainment.

### THE CENTRE LACKS A UNIFIED IDENTITY, GREENERY AND CONNECTION TO NATURE

The character of central Kingston does not reflect the image that Tasmania carries; that of a lush, green and beautiful place. Nor does it reflect the local community and their values. The centre lacks adequate green cover and feels disconnected from the surrounding natural environment.

### A POOR QUALITY PUBLIC REALM AND CAR DOMINANCE DISCOURAGES WALKING, CYCLING & STAYING

Central Kingston has several civic and commercial assets but these are poorly connected by safe, comfortable and engaging walking links. Lack of dedicated pedestrian infrastructure makes the centre harder to get to and move within on foot. Movement of cars gets a higher priority than places for pedestrians to stay.

### THE LACK OF PUBLIC INVESTMENT IN THE CENTRE HAS DISCOURAGED PRIVATE INVESTMENT

Central Kingston has not enjoyed any significant public or private investment in many years. The new community hub, park and residential development led by Council is changing that. The lack of a wider and aligned strategy for the centre inhibits development where it could be engaging landowners and attracting investment.

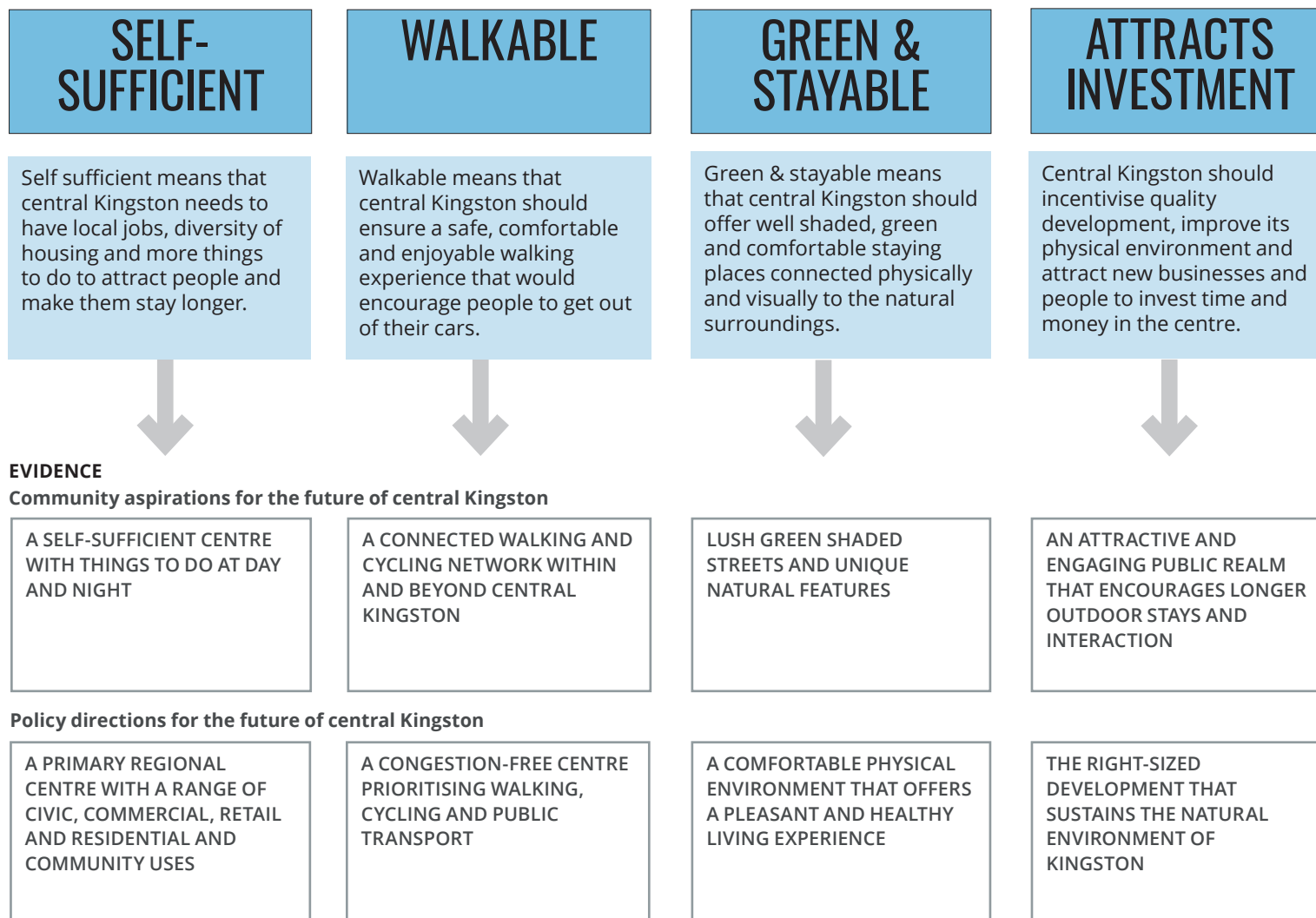


## CENTRAL KINGSTON PLACE OBJECTIVES

The Place Objectives define what success would look like once the Place Strategy is delivered.

The objectives were defined by synthesising the findings from strategic policy research, community and stakeholder engagement and the place studies.

Strategic policy documents direct central Kingston to become a regional centre sustaining itself and nature; offering a congestion free and walkable environment and a comfortable and healthy living experience. Kingston's community wants to see central Kingston becoming a self-sufficient centre offering a choice of things to do, a connected active transport network, and a green, attractive and engaging public realm. Place studies identify the need to reconnect central Kingston spatially and to offer a comfortable and attractive public realm experience to the people.



## 2. OUR VISION FOR CENTRAL KINGSTON

Central Kingston's Place Vision captures stakeholder and community aspirations for our ideal future. It aligns all stakeholders as well as state and local policy objectives into a clearly articulated vision of what we all want to achieve.

**Kingston's vision is ambitious but it is also achievable.**

However, from this point, every decision and every dollar spent needs to focus on how it can contribute in making this future a reality.

A Place Vision is by definition aspirational, however, it is built upon the values and ideas of the local community as well as the opportunities to contribute to the wider region.

Some visions seem to be so out of reach as to feel unattainable and therefore people don't believe that can be achieved and stop trying.

The vision for central Kingston is aspirational and will require both organisational and community culture change. Put simply, there will be some 'short term pain for long term gain'. This vision will not be achieved overnight - it will be delivered through a succession of incremental improvements, day by day, over many years.

Everyone needs to contribute in making central Kingston the place they want and deserve; local and state government, landowners, businesses and the community.

### FROM THIS....



### TO THIS



Source: City of Canning

Central Kingston has the potential to transform from a dependent, disconnected, sterile and unattractive place to a self-sufficient, walkable, green and stayable centre attracting investment. An example of how an aligned Place Vision can guide the transformation of a town is seen in the case of Canning, WA. The City of Canning developed a strategy to transform the place from a highway town acting as a dormitory suburb of Perth to a main street Town Centre independent from Perth. The first stages of the strategy are being implemented now and Council is working with businesses including big-box developments to help activate the street.

DEPENDENT	DISCONNECTED	SELF-SUFFICIENT	WALKABLE
STERILE	UNATTRACTIVE	GREEN & STAYABLE	ATTRACTS INVESTMENT

## PLACE VISION

The Place Vision aligns all stakeholders around a common goal for the future:



### CENTRAL KINGSTON OUR REGIONAL HUB - A GREEN, WALKABLE AND ENGAGING PLACE TO STAY

Our vision for central Kingston sees it transition into a unified and legible regional centre where everything is well connected by walking and cycling links and public transport. Uniquely walkable with lush green and engaging streets attractive to a range of retail, commercial and residential land uses - Kingston will achieve what others have failed to do.

Supported by an independent local economy and an inclusive public realm offering a wide variety of things to do for people of all ages, abilities and family types, central Kingston will be much more than the sum of its parts - a highway town and dormitory suburb transformed into the regional heart of the wider community.

## PLACE PRINCIPLES

The Place Principles define how we can deliver the Place Vision.  
Central Kingston will be a place of:

GREAT PATHS

ENGAGING EDGES

PEOPLE PLACES

MORE GREEN

BUSINESS FRIENDLY

## WHAT DOES THE VISION MEAN?

**GREEN** - Central Kingston's identity will be associated with celebrating nature.

It will offer a green and refreshing environment with lush green streets and great paths, the centre will feel connected with the surrounding natural environment. It will offer the natural experience that resonates with the perceived character of Tasmania.

**WALKABLE** - Central Kingston will be the best place to go for a walk in Tasmania for people of all ages and abilities.

It will offer priority walking and cycling links between civic and commercial destinations. Clustered activities within the walking catchment of the centre and engaging permeable edges will make it an attractive destination to move around on foot.

**ENGAGING** - Central Kingston's diversity will be integral to its success - interesting, unique and local, it will be a place you want to explore.

Central Kingston will offer a diversity of local business, public spaces, community assets, housing, employment and activities.

### 3. CENTRAL KINGSTON PLACE PRINCIPLES

Place Principles provide the criteria for decision making and assessing the successful delivery of the Place Vision. They support the delivery of the Place Vision by providing implementable direction for investment decisions. Put simply, if a proposed investment does not have make a positive contribution to the five Place Principles it may not return long term value.

#### PLACE VISION

#### PLACE PRINCIPLES

#### WHY IS THIS IMPORTANT?

#### OUR REGIONAL HUB

#### A GREEN, WALKABLE AND ENGAGING PLACE TO STAY

#### GREAT PATHS

**Prioritise generous, green, engaging and safe paths that encourage active transit and public transport connections into and around the centre**

Central Kingston lacks streets that offer a safe, comfortable and interesting walking experience. The community highly values improvements to walkability, which is also supported by the state and local strategic documents.

#### ENGAGING EDGES

**Incentivise small footprint street activating development on the ground and upper levels**

Development in central Kingston presently fails to activate the streets and encourage outdoor stays and interaction. Improving the choice of things to do is the topmost community priority for the centre which is also supported by the land use policies.

#### PEOPLE PLACES

**Create a diversity of comfortable, weather protected and engaging open spaces for diverse users that encourage long stays and build social connections**

The community sees the need to reconnect central Kingston socially and spatially. A network of diverse public places that can attract diverse groups of people and offer a choice of things to do will be greatly valued from the point of view of Kingston being a regional destination.

#### MORE GREEN

**Increase planting and street trees throughout the centre**

Kingston's community highly cares about the presence of greenery and natural features, but the centre presently feels quite disconnected from its beautiful surroundings. Policies support creating a healthy natural environment offering a pleasant public realm experience.

#### BUSINESS FRIENDLY

**Support the attraction and retention of a greater variety of businesses at a range of scales and industries**

Despite being defined as a Principal Activity Centre, Kingston is still reliant on Hobart for employment and entertainment. Policies and the community direct central Kingston to become an attractive, mixed use destination that will offer local employment and services.



## A TOOL FOR DECISION MAKING

The Place Principles set the direction for achieving the Place Vision. By adopting the Place Principles as the framework for decision making they can then be applied to any sector - urban design, urban planning, landscape design, economic development, social planning, and so on.

Utilising the Place Principles as a checklist for assessing investment decisions Council can:

- evaluate the benefits/return on investment of proposed actions/projects
- filter ideas and prioritise the investment/ actions/projects that will tick most of the boxes (have the most positive impact)

This tool ensures that all the stakeholders are aligned and investment decisions are always linked to the strategic objectives.

ACTION / PROJECT	PLACE VISION	PLACE PRINCIPLES				
	Does the action/ project help to achieve a green, walkable and engaging centre?	GREAT PATHS	ENGAGING EDGES	PEOPLE PLACES	MORE GREEN	BUSINESS FRIENDLY
		Does the action/ project prioritise generous, green, engaging and safe paths that encourage active transit and public transport connections into and around the centre?	Does the action/ project incentivise small footprint, street activating development on the ground and upper levels?	Does the action/ project create a diversity of comfortable, weather protected and engaging open spaces for diverse users that encourage long stays and build social connections?	Does the action/ project increase planting and street trees throughout the centre?	Does the action/ project support the attraction and retention of a greater variety of businesses at a range of scales and industries?

Checklist for decision making / evaluating projects or actions against the strategic framework



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# CENTRAL KINGSTON RECOMMENDATIONS

1. INFRASTRUCTURE INVESTMENT PRIORITIES
2. GOVERNANCE AND PLANNING RECOMMENDATIONS
3. PUBLIC REALM RECOMMENDATIONS
4. COMMUNICATION RECOMMENDATIONS

# OVERVIEW

This section includes four categories of recommended actions that will support the achievement of the vision for central Kingston. Each recommendation has been assessed against the Place Vision and Principles to ensure maximum benefit. Implementation of these actions is dependent on the availability of funding and further investigation.

## 1. INFRASTRUCTURE INVESTMENT PRIORITIES

The objective of Infrastructure Investment Priorities is to ensure that physical outcomes focus on the potential for central Kingston to meet its vision.

These include the following priority actions:

- Transform Channel Highway into Kingston's main street
- Develop Kingston's civic spine
- Create a new laneway experience
- Improve the walking links to public transport nodes

## 2. PLANNING AND GOVERNANCE RECOMMENDATIONS

Planning and Governance Recommendations include stakeholder engagement, policy changes and programmatic interventions that Council should implement in order to accelerate the process of delivering the Place Vision.

These include the following recommendations:

- Form Kingston Transformation Government Steering Group
- Form Kingston Transformation Stakeholder Working Group
- Develop a Specific Area Plan for central Kingston
- Initiate a Local Entrepreneurs' Program
- Invest in improving regional employment attraction

## 3. PUBLIC REALM RECOMMENDATIONS

Public Realm Recommendations aim to enhance the outdoor experience of central Kingston and offer residents, workers and visitors a choice of things to do day and night, during the week and on weekends.

These include the following recommendations:

- Bring nature into the centre
- Create a network of diverse open spaces
- Trial a weekend transformation of the Library car park site
- Activate the Community Hub

## 4. COMMUNICATION AND BRANDING RECOMMENDATIONS

Communication and Branding Recommendations have been developed with the objective of sending out clear and positive messaging to the community and businesses, both within and outside Kingston that the centre is changing.

These include the following recommendations:

- Update project web-pages
- Rename the Channel Highway
- Develop a marketing and branding strategy for Kingston

# 1. INFRASTRUCTURE INVESTMENT PRIORITIES

The Infrastructure Investment Priorities represent the big and bold moves to transform the car dominated urban fabric to one that encourages active street life. This is achieved through better connections into and through the centre connecting key destinations.

These four infrastructure investments deliver on all five of the Place Principles, therefore make the most significant contribution to the Place Vision for the future of central Kingston.

Each of the four Priorities are detailed over the following pages.

## 1A. TRANSFORM CHANNEL HIGHWAY INTO KINGSTON'S MAIN STREET

The objective of this investment is to create a pedestrian focussed, green and activated main street that will change central Kingston's identity as a place to stay rather than move through.

## 1B. DEVELOP KINGSTON'S CIVIC SPINE

The objective of this investment is to connect key community assets and reinstate Kingston's identity as a true town centre for the community, not a shopping centre.

## 1C. CREATE A NEW LANEWAY EXPERIENCE

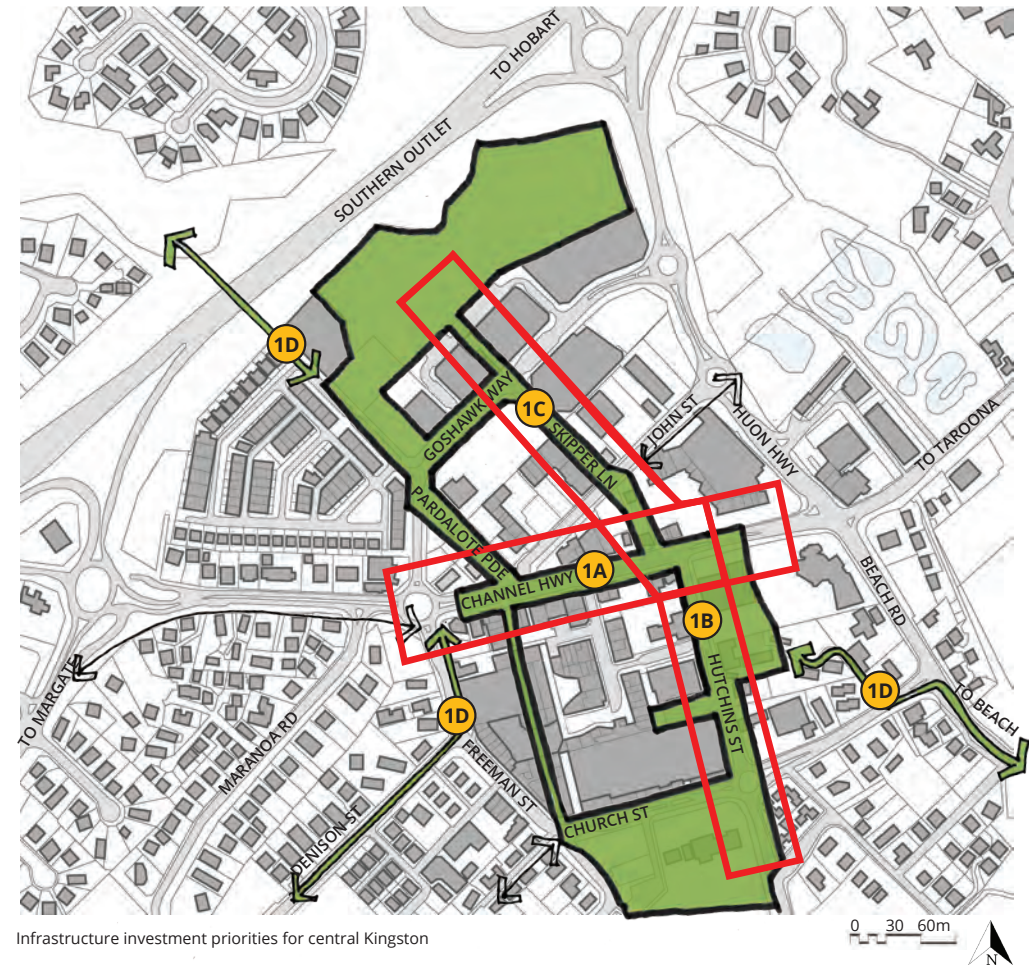
The objective of this investment is to incentivise fine grain street activating retail development and create a safe and engaging passageway for pedestrian movement in central Kingston.

## 1D. IMPROVE THE WALKING LINKS TO PUBLIC TRANSPORT NODES

The objective of this investment is to promote walking and cycling to and within the centre and boost public transport patronage.

It should be noted that further planning will be required to facilitate the infrastructure investment priorities to be implemented. Moreover, detailed movement studies will need to be undertaken to review/ determine:

- whether Channel Highway can sustain itself as a one-way street/ carfree pedestrian and bus-only mall in the long term
- alternative routes for vehicular movement around central Kingston
- suggested speed limit of 30 km/h on Channel Highway and Hutchins St
- types of street intersections and crossings in central Kingston
- park-and-ride facility locations outside central Kingston to reduce vehicular traffic through the centre and free up parking space for those visiting central Kingston for work/shopping/ entertainment



Infrastructure investment priorities for central Kingston

- The walkable green network within central Kingston
- Major infrastructure investment zones
- 1A Transform Channel Highway into Kingston's main street
- 1B Develop Kingston's civic spine
- 1C Create a new laneway experience
- 1D Improve the walking links to public transport nodes



# 1. INFRASTRUCTURE INVESTMENT PRIORITIES

## 1A. TRANSFORM CHANNEL HIGHWAY INTO KINGSTON'S MAIN STREET

Today Channel Highway is known as a drive-through road with disconnected retail edges, dominated by driveways into stand alone retail. This project will transform the road into a main street, a place to come to, not just drive through.

### KEY ACTIONS

- Relocate existing bus stops and provide covered seating and amenities within Pardalote Parade to serve passengers
- Road diet - reduce and slow down private vehicles by reducing carriageway width
- Replace roundabout with a signalised intersection and ensure it is timed with the John Street intersection
- Install scramble crossing<sup>1</sup> at Channel Highway, John Street and Pardalote Parade intersection
- Enforce 30km/h limit on Channel Highway
- Improve pedestrian experience by widening footpaths, planting canopy trees and adding street furniture
- Design street cross section to provide separated walking and cycling paths
- Develop a detailed design to consider how to deliver low cost, temporary road closures for special events
- Identify pick up/ drop off zones for mobility-as-a-service and taxis
- Identify locations for disabled access car parking and car share spaces

This priority renames and reframes Channel Highway as Kingston's main street - a pedestrian focussed, green and retail-activated heart that reconnects the two sides of the town.

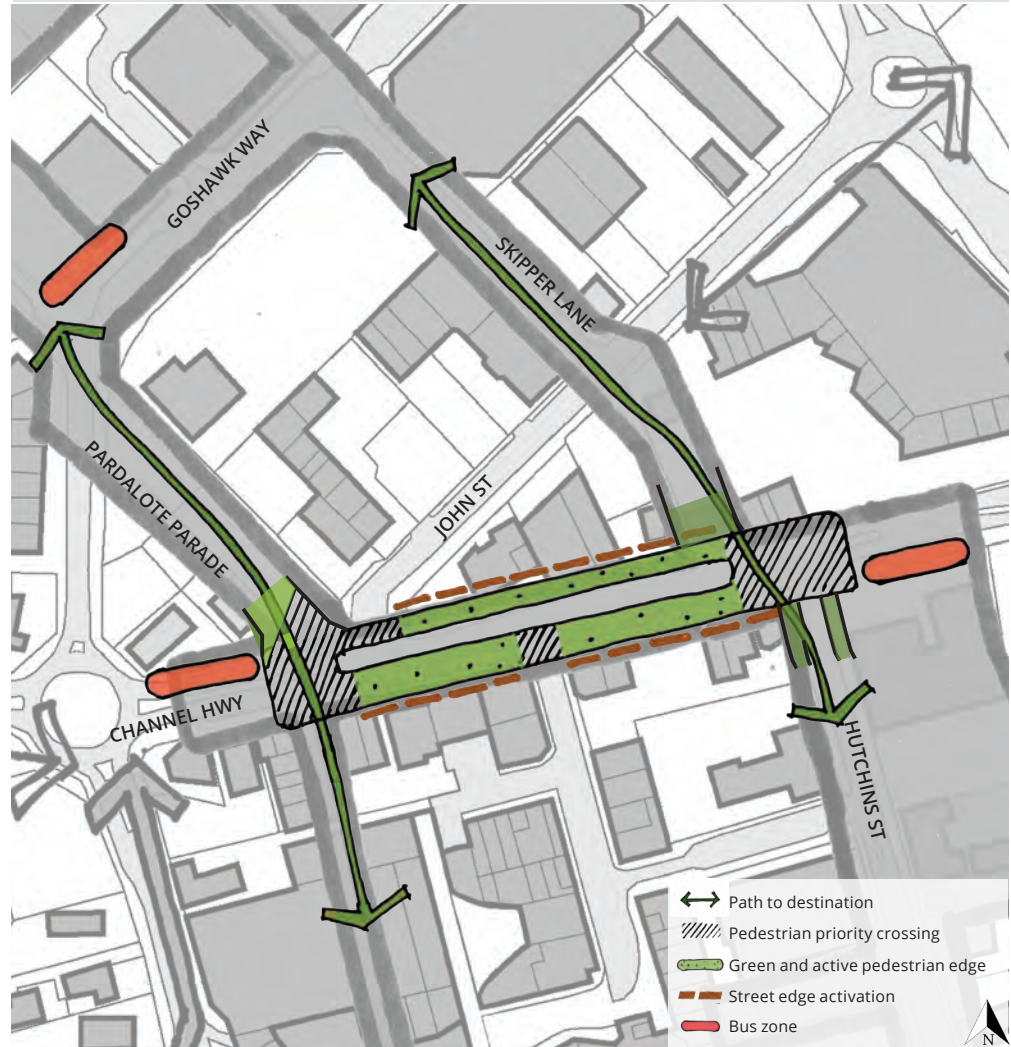
### BENEFITS

- Will change identity from highway to main street - destination versus a place to drive through
- Change spatial priority from cars and buses to people, trees and shops - staying versus moving
- Catalyse mixed-use development along Channel Highway
- Support outdoor trading, 'unblock' façade views from bus infrastructure
- Guarantee regular pedestrian movement along Pardalote Parade between public transport nodes and along Channel Highway

### CONSIDERATIONS

- Reduction in vehicular traffic flow and speeds on Channel Highway
- Reduction in on-street car parking areas
- Loss of driveway access to some properties along the Channel Highway
- Stakeholder engagement and buy-in

GREAT PATHS	ENGAGING EDGES	PEOPLE PLACES	MORE GREEN	BUSINESS FRIENDLY
YES - central pedestrian spine connects destinations	YES - with planning, supports facade activation	YES - links public spaces and civic assets	YES - creates space for significant tree planting	YES - improves trading conditions



Channel Highway transformed into a pedestrian-focussed green and retail-activated main street



# 1. INFRASTRUCTURE INVESTMENT PRIORITIES

## 1B. DEVELOP KINGSTON'S CIVIC SPINE

Hutchins Street today offers little in the way of public amenity yet is the home of the community's major assets. Likewise Skipper Lane acts a driveway serving the new Kingston Park development with little to engage shoppers.

### KEY ACTIONS

- Extend Skipper Lane southward (pedestrian only) to connect to Hutchins Street acquiring and reconfiguring adjacent lots as necessary
- Install bollards to designate the new Skipper Lane extension as a pedestrian-scale car-free zone
- Install a scramble crossing<sup>1</sup> at the intersection of Skipper Lane extension, Channel Highway and Hutchins Street
- Replace the roundabout on Church Street with a signalised intersection
- Enforce 30km/h limit on Hutchins Street
- Improve pedestrian experience by adding crossings at street intersections, widening footpaths, planting canopy trees and adding street furniture
- Create a uniform identity through cohesive landscaping linking civic assets
- Remove driveways from Hutchins Street and plan future vehicle entry to lots to the eastern side of Hutchins Street from the rear of site (Beach Road)

This priority focusses on connecting Hutchins Street and Skipper Lane to form a legible, green and activated pedestrian-oriented street. Creating a walkable spine linking key civic assets builds the identity of Kingston as a regional centre.

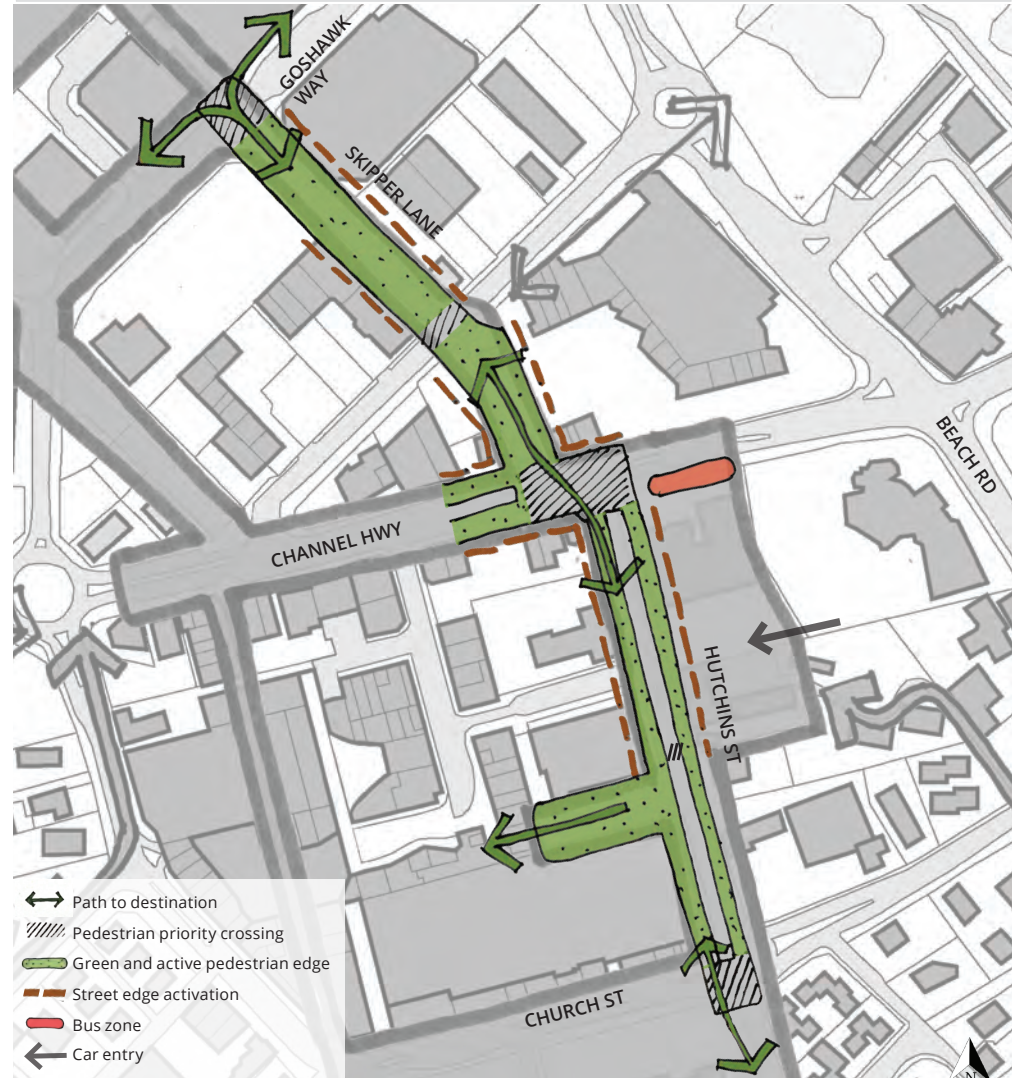
### BENEFITS

- Legible identity as a community centre, not just a shopping centre - investment in community pride and town identity
- Physically and visually connect school to public transport, community centre, park and key civic assets
- Define a clear 'edge' to the retail centre
- Incentivise activation of Hutchins St for commercial, retail, services – partnership approach with government and private landowners
- Increase value of public landholdings
- Build walking culture - even on steeper streets

### CONSIDERATIONS

- Reduction in traffic flow and speeds on Hutchins Street
- Loss of driveway access to lots along Hutchins Street
- Costs associated with linking Skipper Lane with Channel Highway through privately owned lots

GREAT PATHS	ENGAGING EDGES	PEOPLE PLACES	MORE GREEN	BUSINESS FRIENDLY
YES - pedestrian oriented footpaths connect destinations	YES - with planning, supports facade activation	YES - links civic and retail focussed open spaces	YES - creates space for significant tree and groundcover planting	YES - incentivises new commercial development



Hutchins Street and Skipper Lane transformed into a civic-spine

<sup>1</sup> A scramble crossing is one that temporarily stops all vehicular movement to allow pedestrians to cross in all directions of the intersection at once

\* Public transport improvements will be required for people who are unable to walk up the sloping terrain on Hutchins St

# 1. INFRASTRUCTURE INVESTMENT PRIORITIES

## 1C. CREATE A NEW LANEWAY EXPERIENCE

Today Skipper Lane is a poorly activated driveway providing vehicular access to the new Kingston Park development. Although it has great visual links to the Channel Highway, it does not offer convenient physical access to the rest of central Kingston.

### KEY ACTIONS

- Extend Skipper Lane southward to connect to Hutchins Street acquiring and reconfiguring adjacent lots as necessary
- 2- stage pedestrianisation process
- Install bollards to designate the new Skipper Lane extension as a pedestrian-scale car-free zone
- Install a scramble crossing<sup>1</sup> at the intersection of Skipper Lane extension, Channel Highway and Hutchins Street
- Ensure safe and comfortable pedestrian movement by adding dedicated crossings at Skipper Lane intersections with John Street and Goshawk Way; planting canopy trees and installing street furniture and signage
- Install bike parking at dedicated spots along the laneway
- Install street art and playable features along the laneway

This priority envisions Skipper Lane being transformed into a unique new experience, fine grain, activated edges with residential above - a key part of the new network of green and engaging paths and places.

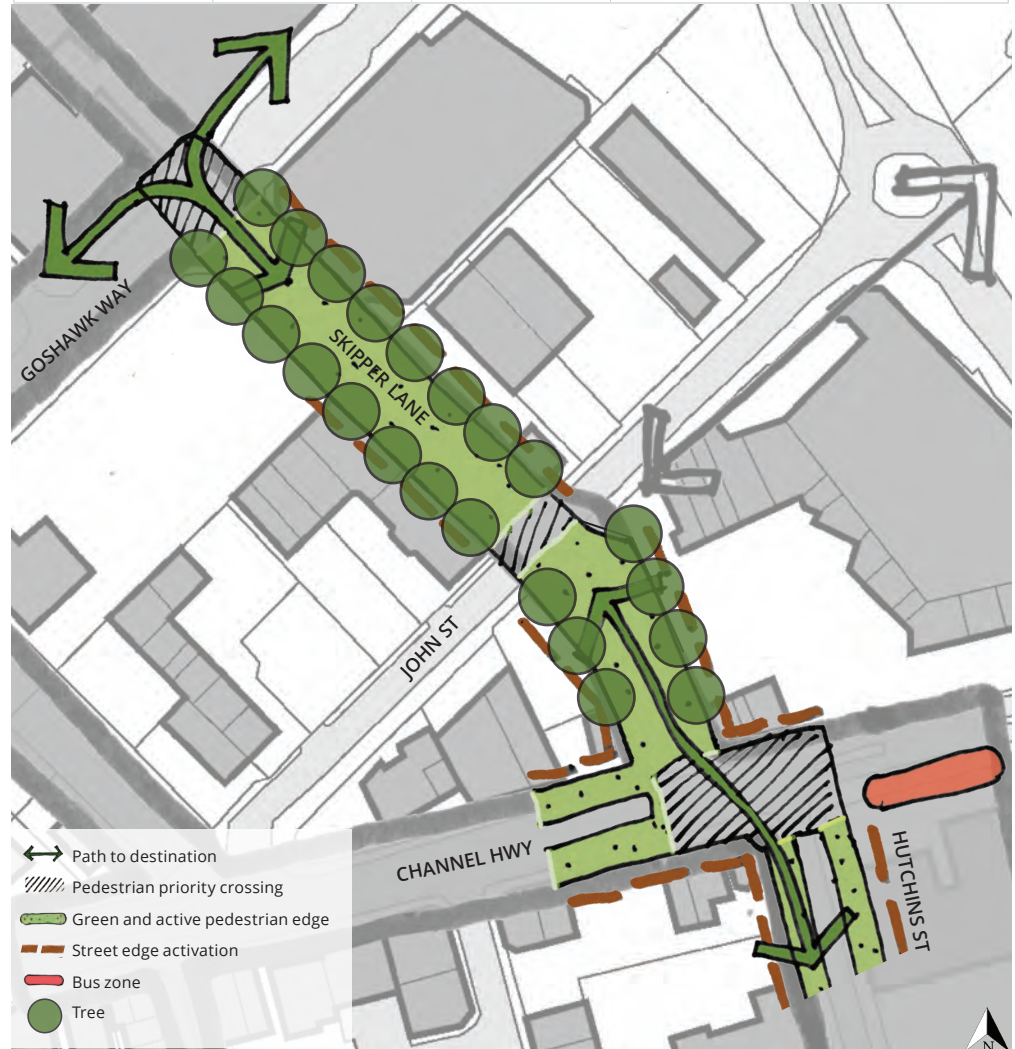
### BENEFITS

- Facilitate visual connection from Hutchins Street to the Community Hub and Kingston Park
- Incentivise residential and retail development up to Channel Highway
- Diversify retail and hospitality opportunities connected to the new housing
- Help to build the night time economy of central Kingston
- Create a safe and engaging passageway for north-south pedestrian movement
- Diversify the open space network
- Support the Kingston Park development and create a unique point of difference

### CONSIDERATIONS

- Land ownership and development incentives
- Restricted vehicular movement
- Reduction in on-street car parking

GREAT PATHS	ENGAGING EDGES	PEOPLE PLACES	MORE GREEN	BUSINESS FRIENDLY
YES - offers an engaging passageway for pedestrians	YES - with planning, supports facade activation	YES - creates a pedestrian-only activated space	YES - creates space for significant tree planting	YES - incentivises investment in street-facing retail



Skipper Lane and its extension up to Channel Highway designated as a car-free activated laneway



# 1. INFRASTRUCTURE INVESTMENT PRIORITIES

## 1D. IMPROVE THE WALKING LINKS TO PUBLIC TRANSPORT NODES

Accessing public transport in central Kingston on foot or bicycle is challenging and when you get there it is a poor experience. There is a lack of an integrated walking and cycling network in the centre, and the transport nodes themselves fail to offer a comfortable environment for transit riders.

### KEY ACTIONS

- Replace roundabouts to allow for dedicated pedestrian crossings
- Add Channel Highway dedicated crossings to create green and walkable core between bus stops
- Designate new pedestrian priority links connecting the centre with residential areas and Kingston Beach
- Improve the experience of walking to the public transport nodes by widening footpaths, adding safe pedestrian crossings, street furniture, street lighting, directional signage and canopy trees
- Improve the bus stops by adding covered seating, information, toilets, water bubblers and secure bike parking in the vicinity
- Ensure seamless bike connectivity by creating a dedicated network of bike connections into the centre

This priority focusses on facilitating safe, comfortable and engaging paths into and around the centre, and connecting people to public transport nodes, effectively encouraging a shift towards sustainable travel options.

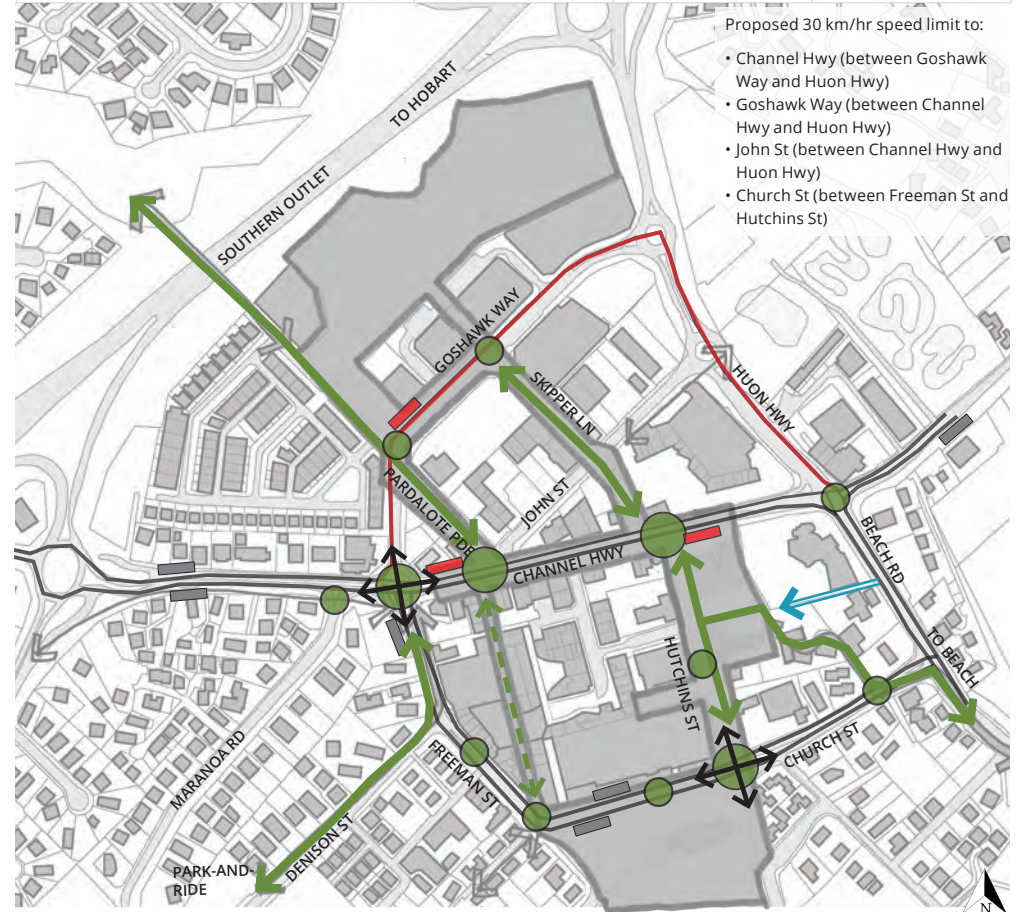
### BENEFITS

- More people will be encouraged to walk, cycle and use public transport into the centre as it will offer a better experience rather than short drives
- Streets and walkways will be activated by pedestrian footfall – building the movement economy
- The area will feel/ be safer for a range of ages and abilities due to more people on the streets
- ‘Borrow’ public space to create better public transport waiting experience
- Demand for after hours business/ trading activity will increase

### CONSIDERATIONS

- Reduction in vehicular traffic flow and speeds
- Costs associated with hard infrastructure changes

GREAT PATHS	ENGAGING EDGES	PEOPLE PLACES	MORE GREEN	BUSINESS FRIENDLY
YES - creates an integrated walking and cycling network	YES - with planning, supports facade activation	YES - transforms bus stops to sociable spaces	YES - creates space for significant tree and ground-cover planting	YES - incentivises investment in street-facing retail



Improvements to walking and cycling within and around central Kingston

## 2. GOVERNANCE AND PLANNING RECOMMENDATIONS

The Governance and Planning recommendations set up the systems that will support the delivery of the Place Vision. They encourage a collaborative approach across government and the private sector to ensure the best outcomes for all, supported by regulatory controls where appropriate.

There are five governance and planning recommendations:

### 2A. TRANSFORM KINGSTON GOVERNMENT STEERING GROUP

The objective of this recommendation is to ensure all levels of government and different departments work collaboratively and share knowledge and project updates regularly.

#### KEY ACTIONS

- Identify members from different tiers of government and Council departments
- Set terms of reference and program
- Conduct periodic meetings to ensure investment actions of different agencies and Council departments are aligned

### 2B. TRANSFORM KINGSTON STAKEHOLDER WORKING GROUP

The objective of this recommendation is ensure that Council departments and key Kingston landowners and business owners work collaboratively and share knowledge and project updates regularly.

#### KEY ACTIONS

- Identify key landowners, business owners/occupiers, members of associations such as Bicycle Network Tasmania, Cycling South, Ratepayers Association and government agencies and consultants
- Set terms of reference and program

### 2C. DEVELOP A SPECIFIC AREA PLAN

The objective of this recommendation is to review existing planning documents and, as necessary, prepare detailed development requirements over and above the existing land use controls for central Kingston to promote fine-grain business activity, additional residential development and better use of government assets. The Specific Area Plan will act as a framework guiding physical changes on the ground aimed at delivering the Place Vision. It will also set out the requirements for the Planning Department to assess development applications in the centre.

#### KEY ACTIONS

- Acquisition overlay or planning regulations to ensure extension of Skipper Lane (pedestrian access only) to connect up to the Channel Highway
- Review current and proposed planning documents to encourage fine-grain retail frontages, minimal driveways across primary pedestrian paths, mixed use development with reduced on-site parking and compact clusters of land use zones

### 2D. INITIATE A LOCAL ENTREPRENEURS' PROGRAM

The objective of this recommendation is to support the identification and capacity building of local residents who would like to start or grow a business with the intention of moving into the centre to trade.

#### KEY ACTIONS

- Identify potential partners and existing programs and grant opportunities
- Set terms of reference and program of activities
- Call out for potential program participants; consider gaps in market such as health and well being services, evening traders, child care etc, that will work well with the existing offer
- Develop a local market strategy - a curated market held at the Community Centre only selling from local producers
- Prepare an easy-to-understand kit with information regarding outdoor trading - the process of seeking permissions, what is allowed and not allowed, and so on
- Partner with land owners/developers and offer tenancies with affordable rents to local young entrepreneurs

### 2E. INVEST IN IMPROVING REGIONAL EMPLOYMENT ATTRACTION

The objective of this recommendation is to support the identification of current office space availability and potential new commercial development sites to attract larger employers to the area.

#### KEY ACTIONS

- Identify potential sites in the centre and businesses who would be willing to set up in Kingston
- Partner with developers/land owners to work out short term rental arrangements with affordable rents to attract businesses and encourage them to trial for a specific period
- Engage with Real Estate agents to share rental/lease opportunities
- Develop a marketing brochure for prospective businesses - inform them how Kingston is changing



## 2C. SPECIFIC AREA PLANS

The area which requires a new Specific Area Plan falls under the Central Business Zone as per the Kingborough Interim Planning Scheme 2015. While the planning regulations of this zone are well aligned to support the Place Vision, there is a need to better control lot sizes, frontage widths and setbacks.

### KEY ACTIONS

- Acquisition overlay or planning regulations to ensure extension of Skipper Lane (pedestrian only) to connect up to Channel Highway
- Review current and proposed planning documents to deliver:
  - Maximum 5m frontages to Skipper Lane and Channel Highway
  - Active street-facing retail and continuous frontages with awnings in the Retail street activation zone
  - Minimal driveways across primary walking paths and along Skipper Lane, in central part of Channel Highway and to the east of Hutchins Street
  - Above ground-level residential and commercial uses in the Retail/ Commercial development zones and over existing civic assets
  - Reduced on-site parking requirements for new residential development
  - Compact clusters of land use zones

**This recommendation prioritises developing a new Specific Area Plan for central Kingston that will support fine-grain business activity, mixed use development close to public transport and better use of government assets.**

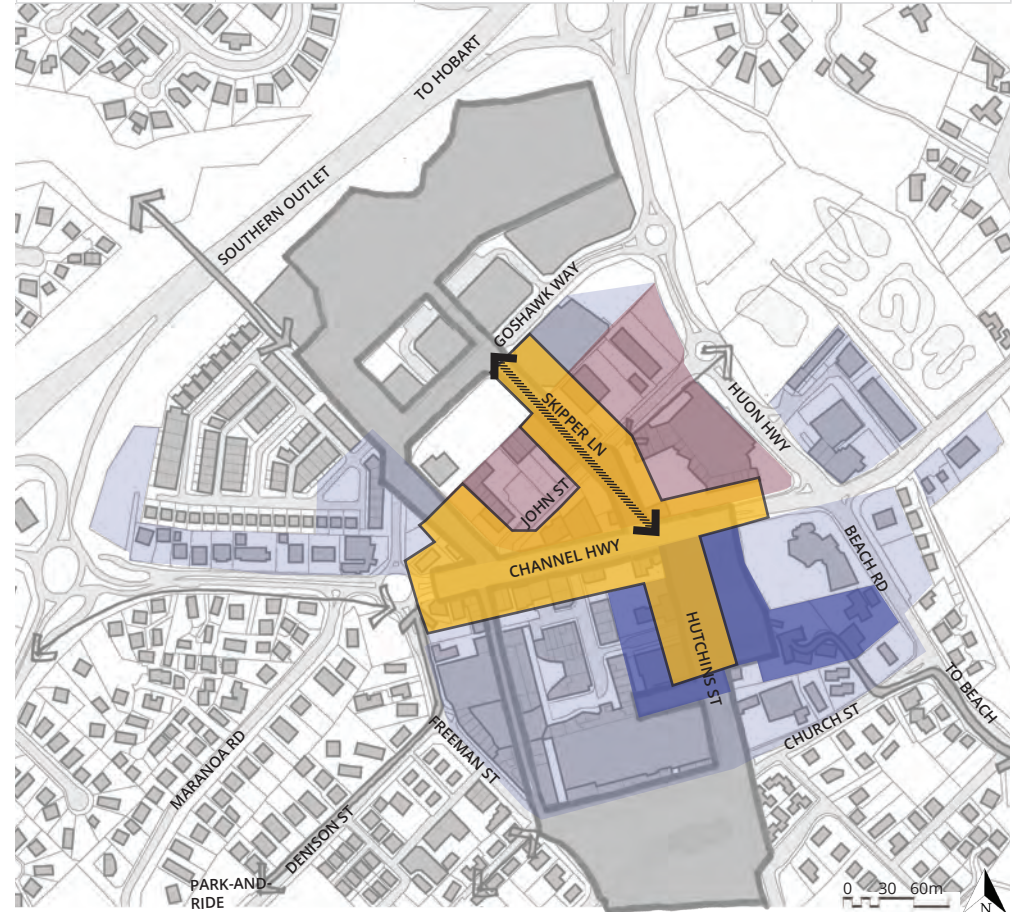
### BENEFITS

- Create legislative framework to support delivery of the Place Vision
- Promote increased commercial activity and create local jobs by redeveloping the community assets/publicly owned lands
- Create a human-scale built environment conducive to outdoor & night time trade
- Facilitate a fine-grain retail experience along Skipper Lane, Channel Highway and the northern part of Hutchins Street
- Incentivise residential development above ground floor retail close to public transport nodes

### CONSIDERATIONS

- Use of private land for public use
- Impact mitigation for existing businesses and landowners, staged approach
- Changes to land subdivision allowing only certain types of built form
- Loss of driveway access along Channel Highway and Hutchins Street
- Reduction in on-site parking provisions

GREAT PATHS	ENGAGING EDGES	PEOPLE PLACES	MORE GREEN	BUSINESS FRIENDLY
YES - supports creating a pedestrian-friendly environment	YES - supports creating active street edges	YES - supports creating a network of human friendly spaces	YES - creates space for significant tree planting	YES - incentivises small to large scale businesses



New planning zones to be incorporated to the Specific Area Plan

- ←→ Skipper Lane extension
- Current Central Business Zone as per Kingborough Interim Planning Scheme 2015
- Retail street activation zone (Commercial above)
- Retail/ commercial development zone (Residential above ground level)
- Commercial development (Residential levels 3/4 and above)



### 3. PUBLIC REALM RECOMMENDATIONS

The Public Realm Recommendations are provided at two scales - delivering on the overarching Place Principles, as well as detailing opportunities for shorter term enhancement of visitors' experience of central Kingston.

There are four public realm recommendations:

#### 3A. BRING NATURE INTO THE CENTRE

The objective of this recommendation is to soften the experience of central Kingston to make it feel more green and connected to the surrounding physical landscape.

##### KEY ACTIONS

- Install potted plants on footpaths with greenery under awnings
- Plant shade-giving trees with connected canopies and groundcover along key pedestrian routes within and leading to the centre
- Use warm and organic materials in the public realm design
- Encourage developers and traders to maximise private planting e.g. green walls to offer a cool and green experience of walking along shopfronts
- Encourage integration of elements of greenery in the design of new street facing private development
- Ensure maintenance of greenery to offer a great outdoor environment during different seasons

#### 3B. CREATE A NETWORK OF DIVERSE OPEN SPACES

The objective of this recommendation is to create a network of temporary and permanent open spaces in central Kingston for people to sit, stay, play and socialise. This recommendation supports the use of existing public and privately owned open space assets, and adding new spaces that can be potentially used for public activities.

##### KEY ACTIONS

- Identify a purpose for each public open space in the centre - ranging from benches along streets and pockets of outdoor dining at the smallest scale to spaces as large as Kingston Park
- Envision bus stops as social places, rather than waiting spaces serving as meeting spots for the community more than a piece of infrastructure - add comfortable covered seating, real time information, toilets, bins and drinking fountains
- Develop an activation program to support outdoor trading and community events
- Ensure great public transport services and availability of parking spaces to support outdoor events/community gatherings

#### 3C. TRIAL SHORT TERM ROAD TRANSFORMATIONS

The objective of this recommendation is to temporarily transform the car dominated spaces from a hard-paved and sterile to an activated place for entertainment, play and socialising. The trials support the wider cultural change required in the area and illustrate the benefit of an improved public realm.

##### KEY ACTIONS

- In partnership with Kingston Library, trial weekend evening closure of the Kingston Library car park site to create a space for entertainment and play during the construction of road infrastructure in the centre
- Trial closure of Channel Highway on Sundays to run a 'Sunday Streets' program offering opportunities for play, interaction and entertainment
- Engage with local artists and organise performances and movie screenings in the outdoor space
- Consider permanent closure of the car park site to create a pedestrian friendly pocket plaza

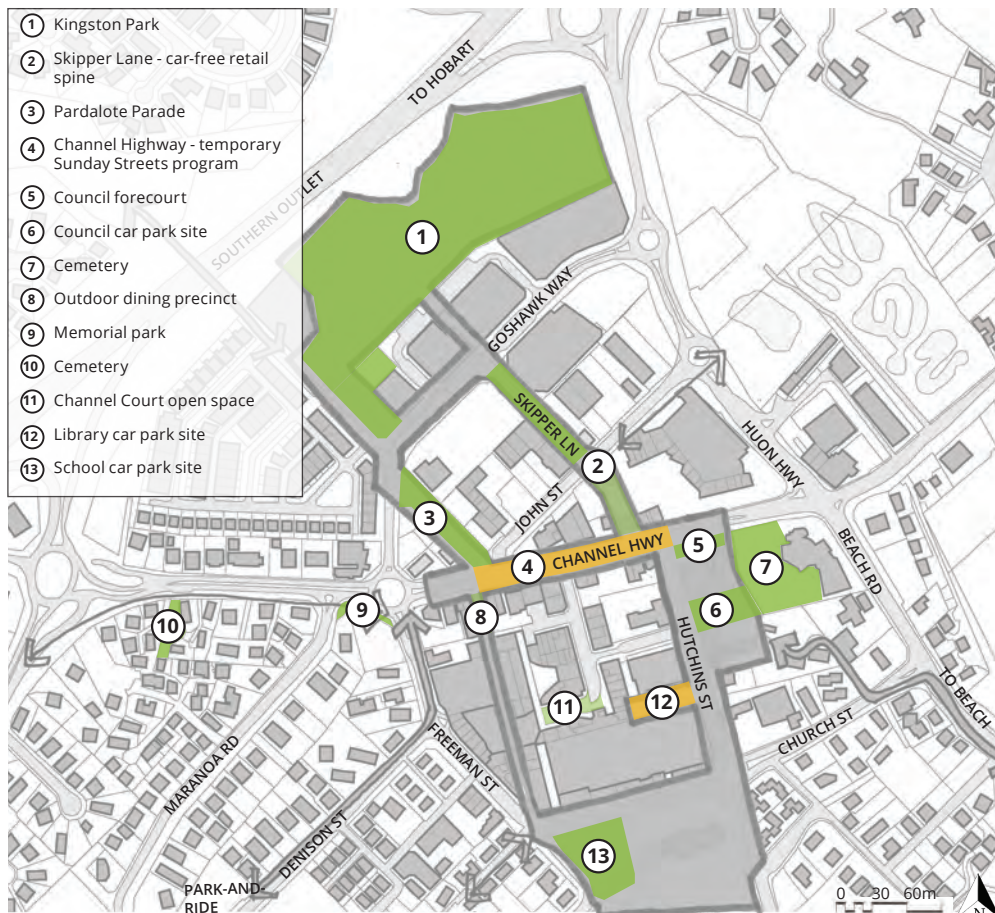
#### 3D. ACTIVATE THE COMMUNITY HUB

The objective of this recommendation is to maximise the value of the Community Hub as a key community asset. A lack of information and programming opportunities is limiting community connection and perceived value.

The Community Hub, in partnership with local developers, can be used to offer a wider choice of things to do for the community and an opportunity for young entrepreneurs to test and trial new business ideas.

##### KEY ACTIONS

- Council to organise weekend market in the public open space adjoining the Community Hub curated to prioritise local producers, craftspeople and entrepreneurs
- Develop and deliver a communications plan informing the community about how they can use the space
- Invite expressions of interest for regular activation of the hub



Central Kingston should offer a network of open spaces - each serving a different purpose, resultantly offering a variety of things to do in the centre

- Public open space
- Private open space
- Temporary public space opportunity



Public seating and shelters should support socialisation and be co-located with appropriate land uses, for e.g. seating within Pardalote Parade should also be useful for people waiting to change buses



Street tree planting should shade people walking along edges and consider seasonal weather changes



Design for temporary closures of streets for spacial events



Materials used in the public realm should integrate with nature and greenery and offer a warm visual experience

## 4. COMMUNICATION AND BRANDING RECOMMENDATIONS

Communication and branding recommendations focus on how to ensure the correct messaging for the transformation of central Kingston, how to keep stakeholders informed and engaged and how to build a positive narrative that builds trust in the long term vision.

There are three communication and branding recommendations:

### 4A. TRANSFORM KINGSTON WEB-PAGES

The objective of this recommendation is to provide a central location for information about the wider project. Regular updates should be provided to Kingston's community and businesses regarding the transformational projects in the centre, in order to mitigate any possible risks that may arise during construction and to develop a sense of ownership and care for the public space amongst the community.

#### KEY ACTIONS

- Create a section on Council website with the project timeline and progress of various transformational projects in central Kingston
- Clearly convey project construction dates to the community and businesses, to help them plan their movement around the centre and renovation works (if any) in advance
- Provide an opportunity for the community to provide feedback and share inputs on the project's progress, public space design and construction works
- Provide resources to address community concerns during the project construction stages

### 4B. RENAME CHANNEL HIGHWAY<sup>1</sup>

The objective of this recommendation is to promote Channel Highway as the main street of Kingston, offering opportunities for people to shop, work, socialise and entertain than as a road to drive through. The name should reflect this desired character and be locally significant, helping to build pride in the community.

#### KEY ACTIONS

- Develop a short list of appropriate potential names that reflect local heritage and community values
- Undertake a community feedback process to select the final 3 names for final review and selection
- Organise a naming ceremony as a part of a 'Sunday Streets' program on the Channel Highway, inviting the community and businesses to participate

### 4C. DEVELOP A MARKETING AND BRANDING STRATEGY FOR KINGSTON

The objective of this recommendation is to develop an outward facing narrative and logo for central Kingston, synthesising the Place Vision and capturing what we want to achieve in the future. This recommendation aims to establish a consistent identity for central Kingston, attracting people and businesses to participate in making the desired future for the centre.

#### KEY ACTIONS

- Council to engage with a local marketing and branding organisation to develop a narrative and logo for the centre
- Use the logo on Council website and project communications
- Distribute the logo to businesses and developers in the centre, encouraging them to use the same on their own website and in printed marketing collateral to strengthen the brand of Kingston
- Print the logo in a format that can be used as a welcome sign on shopfronts, directional signage and footpath pavements

# **APPENDIX A - ABOUT PLACEMAKING**



# PLACEMAKING

Placemaking is the collaborative process of creating, enhancing and managing people focussed places that respond to and respect the unique qualities of each location.

## ABOUT PLACEMAKING

Place Score contends that a successful people place is a living system of relationships where each element plays an important role in the making of the whole - a civic ecosystem. It is difficult to know how the removal of even one element might impact the whole. Like a game of pick-up sticks, the infrastructure of the place (soft and hard) could hold together with any number of its elements removed or fall apart if a single relationship is altered.

There are many definitions of Placemaking. Perhaps the most commonly held is that regarding the activation of a place.

Placemaking is much more than this; it is the creation of meaningful environments that reflect the values and aspirations of the people who will use the place, as well as the layers of narrative that contribute to the essence of that place - its 'genius loci'. The aim of placemaking is the creation of environments that respect the unique qualities of each different location.

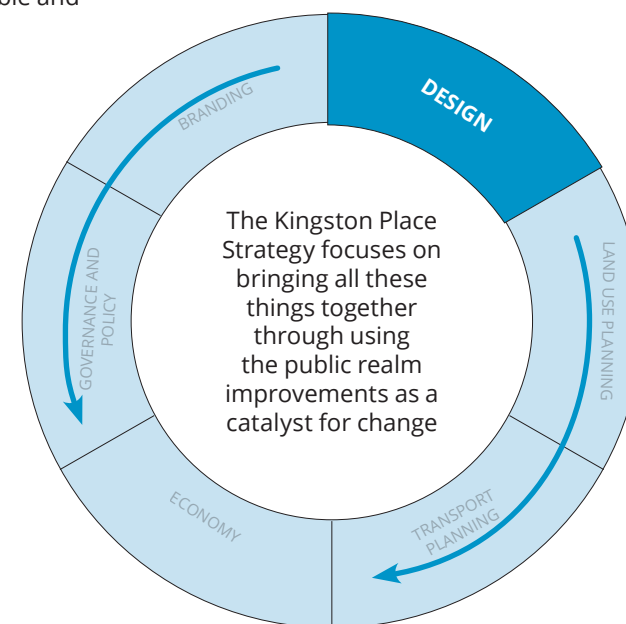
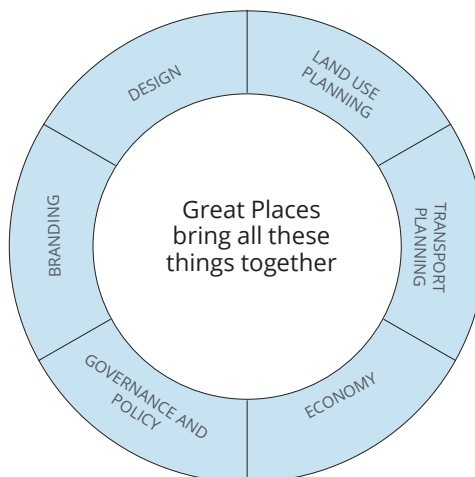
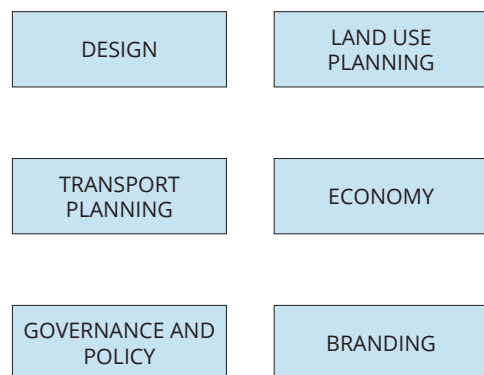
## A PLACEMAKING APPROACH

A placemaking approach for determining investment ensures that the private and public sectors and the wider community are aligned around the strategy for the future. It brings together the experts

from different sectors and facilitates a collaborative approach to improving places holistically. Place Score looks at placemaking as a tool to create places that make people want to come to and spend time and money in. The focus is on long-term change that will make the centre self-sustaining than short term activation of places.

A placemaking strategy is different from a traditional master planning process. It is a bottom up approach of making a place better involving the community and stakeholders. It follows a systems approach addressing the place as a system of interdependent tangible and intangible parts.

**Places are made of many different elements that need to work together to be great for business and the community**



What central Kingston is today, and how it will look and feel tomorrow is based on several interdependent aspects. A 'systems' approach is key to bring together different components in order to de-risk the process of investment

## UNDERSTANDING THE VALUE OF PLACE

If space is an environment that holds no meaning for people, inversely place is one in which meaning is embedded through a connection between those people and the location; this meaning could be historic, cultural, social, personal or communal.

The history of place in Australia is over 60,000 years old, captured elegantly by Aboriginal people as 'country'. Country is a term used by Aboriginal and Torres Strait Islander people to describe their spiritual and ancestral connection to the land. European colonists brought their own historical attachment to place through the Roman 'genius loci' or spirit of place; defined as what a place is or wants to be. It is only in the last 50 years that western city makers have begun to consider place in their planning.

Place is increasingly important today as a way of attracting people to a location to gain competitive advantage. Town Centres as well as retail malls are engaging placemakers as a way to ensure that their place has a clear identity, invites people to visit and encourages them to stay longer and share the story of the place to their friends and colleagues.

## PLACEMAKING OBJECTIVES:

A placemaking approach has a number of key objectives:

- Being appropriate for each unique place and its people through the facilitation of meaningful experiences
- Putting people first by prioritising the experience of the pedestrian over all other modes of movement
- Prioritising the 'everyday' through an understanding that the greatest attractor of people is the presence of other people
- Building relationships between people and places to create an inter-dependent network of businesses, public spaces and users

## SELF SUSTAINING ACTIVATION

Planning for activities, such as sitting, eating and socialising will provide for the natural, organic and sustainable use of places by people as a part of their daily life. This should be done by getting the base design right - delivered in a way that minimises the reliance, and therefore the need for investment by Council into programming formal events.

## PLANNING FOR LONG-TERM CHANGE

Place activation can be a tool for triggering and influencing long-term change through attracting people and investment, improving local trade, improving liveability and thereby building holistic sustainability.

Place Score has adopted this approach to develop the strategy, involving the local community in identifying their aspirations and desired changes in combination with high level studies of the area (available in the *Understanding Your Place* report).

## PLACE ATTRACTION AND ATTACHMENT

There are two key factors that underpin the placemaking approach. High place attraction and place attachment together contribute to making a place more resilient to external factors, such as economic downturns or the rise of online shopping.



Place attraction is the 'magnet' of a place and determines the reasons why people choose one place over another. In retail environments, three main barriers must be overcome in order to make a place attractive. For a place to be successful, the invitation must overcome any potential barriers.

- Physical: Is it easy to get there and move around?
- Psychological: Do people feel welcome here?
- Price point: Do the retail options reflect how much a person can spend?



Place attachment is the 'stickiness' of a place and determines how people behave in a place once they are there. It contributes to customer spending and retention.

Short term attraction is how long a person will stay in a place once they are there. It considers pause points, slowing people down and having attractive staying places.

Long term attraction is whether a person will continue to visit over time, or move to an area to live or work. It considers connection to the place leading to re-investment.

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# APPENDIX B - UNDERSTANDING YOUR PLACE

ABOUT KINGBOROUGH

ABOUT KINGSTON (SUBURB)

THE COMMUNITY

ABOUT THE STUDY AREA - CENTRAL KINGSTON

STRENGTHS AND CHALLENGES

DRIVERS OF CHANGE



# ABOUT KINGBOROUGH

Kingborough is the fastest growing LGA in Tasmania, with a greater population increase than any other municipality in the last 20-30 years. Kingborough's close proximity to Hobart, transport routes, the availability of land for development and the area's inherent natural attraction as a coastal municipality have all been major draw cards for incoming residents.

Kingborough is a local government area (LGA) in Tasmania with a population of 37,000 people<sup>1</sup>. It is one of five municipalities constituting Greater Hobart Area, spanning 717 sq.km. to the south of Hobart, also encompassing Bruny Island. Its population is expected to continue to grow by 19% by 2042, compared to 2017 actual population (Source: 2019 Population Projections: Tasmania and Local Government Areas - Medium Series Projection, pg. 18). Its rapid growth is facilitated by developments such as Kingston Park, Spring Farm and Whitewater Park subdivisions in Kingston, the proposed Housing Tasmania Huntingfield development and the ongoing growth in Margate.

The primary centre of Kingborough is central Kingston in the suburb of Kingston. The settlement pattern and geographical spread across the LGA impacts the way the semi-rural and rural communities in the LGA access Kingston Town Centre. Other towns in the LGA are Blackmans Bay, Margate, Snug, Kettering, Woodbridge, Middleton and Alonnah at Bruny Island.

Kingborough has around 336 km. of coastline, which is one of the longest in the state. The LGA has housing estates, new industries, schools, sporting and recreational facilities, service clubs and shopping centres.

## HISTORY OF THE AREA

The Kingborough area was the homeland of the Mouheneenner people who belonged to the South East Tribe<sup>2</sup>. The most evident traces of Aboriginal culture in the LGA are in the vast areas of shell middens lining the coastline.

French navigators were the first Europeans to map this area - in 1792. In 1808, the first colonialists arrived in the district at what is now known as Brown's River.

Governor Denison proclaimed Kingston a township in 1851. The area had a number of thriving townships aside from Kingston. Snug had settlers as early as 1822 and Woodbridge was settled in 1847. Taroona, one of the first settled districts in the area is noted for the historic landmark - the Shot Tower, which was established for manufacturing ammunition in 1870. The surrounding rural area concentrated on timber felling, fishing, fruit production and dairying.

In 1969, the Southern Outlet road was completed from Hobart to Kingston. This road brought Kingston and Blackmans Bay within easy commuting range of Hobart and Kingborough began to witness rapid urban growth.



Kingborough LGA in the context of Tasmania

Notes: <sup>1</sup>Total population figure provided by Council, <sup>2</sup>Data from Council website

## POLICY CONTEXT

This section provides an overview of key strategic plans and policy documents that apply to Kingborough LGA:

### SOUTHERN TASMANIA REGIONAL LAND USE STRATEGY (2010-2035)

This strategy nominates Kingston as a Principal Activity Centre in Greater Hobart, the other centres being Rosny Park and Glenorchy. It also notes the presence of an 'urban infill area' within Kingston, which includes Kingston Town Centre and an area to the south east of the Channel Highway. As the only urban infill area in Kingborough LGA, it has been identified for its ability to sustain increased residential densities.

### HOBART CITY DEAL

The Hobart City Deal is a shared 10 year vision between the Australian and Tasmanian Governments and the Clarence, Glenorchy, Hobart and Kingborough councils.

The Hobart City Deal mentions funding towards public transport improvements in Kingston. It also mentions Kingston Park development in central Kingston under 'we will support investment that will enhance liveability and economic opportunities across the region'. References to the development in the Implementation Plan are in regard to a 'smart, liveable and investment ready city' and under 'strategic collaboration and governance'.

### KINGBOROUGH COUNCIL STRATEGIC PLAN (2015-2025)

The vision of Kingborough Strategic Plan 2020-2025 states that 'our community is

at the heart of everything we do'. Three priority areas of this plan are:

- encourage and support a safe, healthy and connected community
- deliver quality infrastructure and services
- sustaining the natural environment whilst facilitating development for our future

### KINGBOROUGH LAND USE STRATEGY (2019)

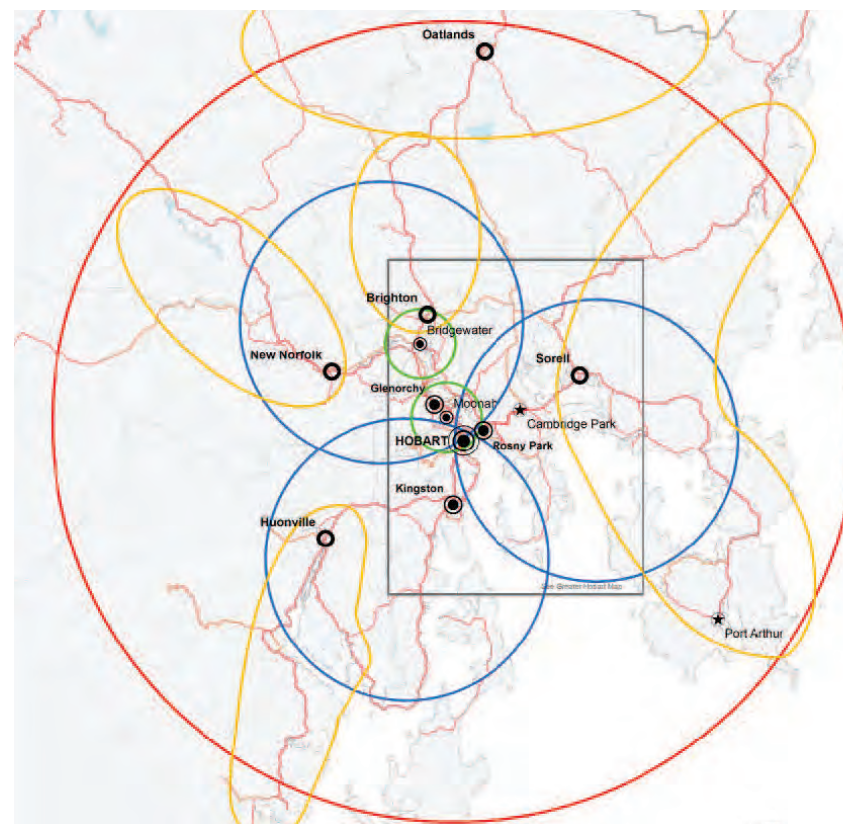
The vision proposed by this strategy is 'to provide for a broad range of land use and development opportunities, while also providing for pleasant residential living experiences, providing the necessary social, economic and recreational services that are desired by current and prospective residents and providing for the protection of the environmental values that are so important to the character and natural attraction of the Kingborough municipality.'

### (FORMER) KINGSTON HIGH SCHOOL SITE DEVELOPMENT PLAN (2019)

This plan provides land use and development options for Kingston Park development site in central Kingston. It is aligned with Kingborough Council's strategic focus of creating a viable balance of land uses and providing a catalyst in generating a connected land use strategy. Key directions of the plan are 'connecting people to place', 'creating the public space', 'building a community heart', and 'transporting people, parking cars'.



Kingborough Council Strategic Plan 2020-2025 vision



Kingston is one of the three Principal Activity Centres in Greater Hobart as per the Southern Tasmania Regional Land Use Strategy 2010-2035

# ABOUT KINGSTON (SUBURB)

The suburb of Kingston constitutes the largest urban area in Kingborough Council. It is located 12 km south of Hobart Town Centre and has a population of 10,409 which includes a high proportion of younger people and professionals compared to the state average.

Kingston is the civic and commercial hub of Kingborough Council, located 12 km to the south of Hobart Town Centre and around 30 km from Hobart Airport. It serves as the gateway between Hobart and the D'Entrecasteaux Channel region, which meets the Derwent River nearby. Land area of the suburb is approximately 37.3 sq.km. It is one of the fastest growing areas in Tasmania.

Kingston is predominantly a residential suburb with attractions such as the historic St. Clement's Church and the Australian Antarctic Division Headquarters. The suburb has two major shopping areas - a cluster of shops and supermarkets in central Kingston (Channel Court Shopping Centre, Kingston Plaza and others) and Kingston Town Shopping Centre.

The suburb has two public schools (Kingston Primary School and Kingston High School), three private Christian schools (Calvin Christian School, Southern Christian College) and the Kingston campus of St Aloysius Catholic College.

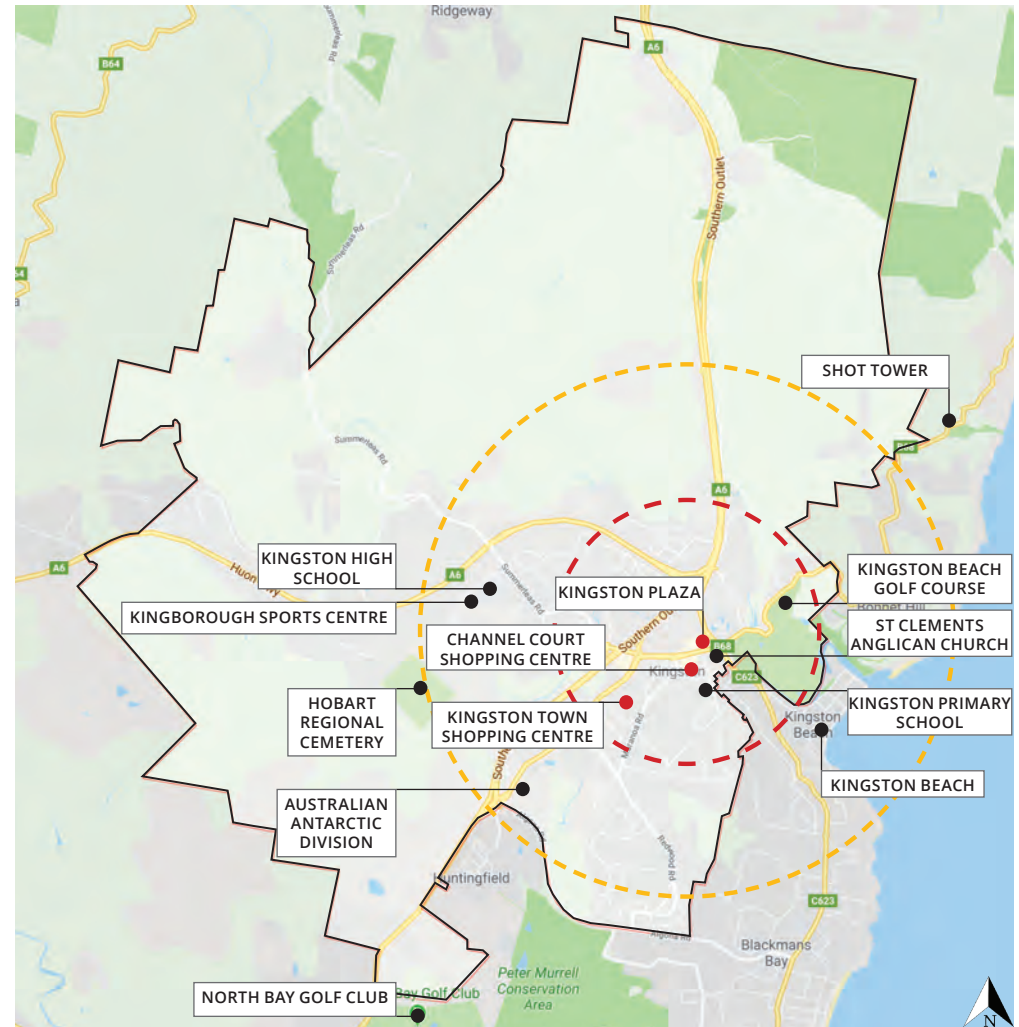
Suburbs around Kingston include the coastal suburbs of Blackmans Bay and Kingston Beach and others such as Bonnet Hill, Firthside, Huntingfield, Taroona, and Mount Nelson.

## HISTORY OF KINGSTON

The area where Kingston is located was originally inhabited by the Mouheneenner people. The area where Kingston stands was mapped soon after Hobart Town was established in 1804. The first European colonialist in the Kingston district was Thomas Lucas who took up land in 1808 and began planting wheat and barley. By 1820, there were a number of small holdings in the area. By the end of the 1830s, there were 594 free settlers and 368 convicts living in the district.

Between 1835 and 1845, a road was built between Brown's River and Hobart providing a much-needed link between the two. Kingston was officially proclaimed a district in 1851 and it subsequently developed as a fruit growing area.

During the 1950s, significant numbers of Dutch builders and carpenters emigrated and settled in the Kingston area. They built the Huonville High School. The construction of the Southern Outlet road in 1969 converted Kingston from a weekend retreat to an easily accessible southern suburb of Hobart.



Key destinations in and around the suburb of Kingston

●	Key destination
●	Retail centre
- - -	1 km. catchment
- - -	2 km. catchment



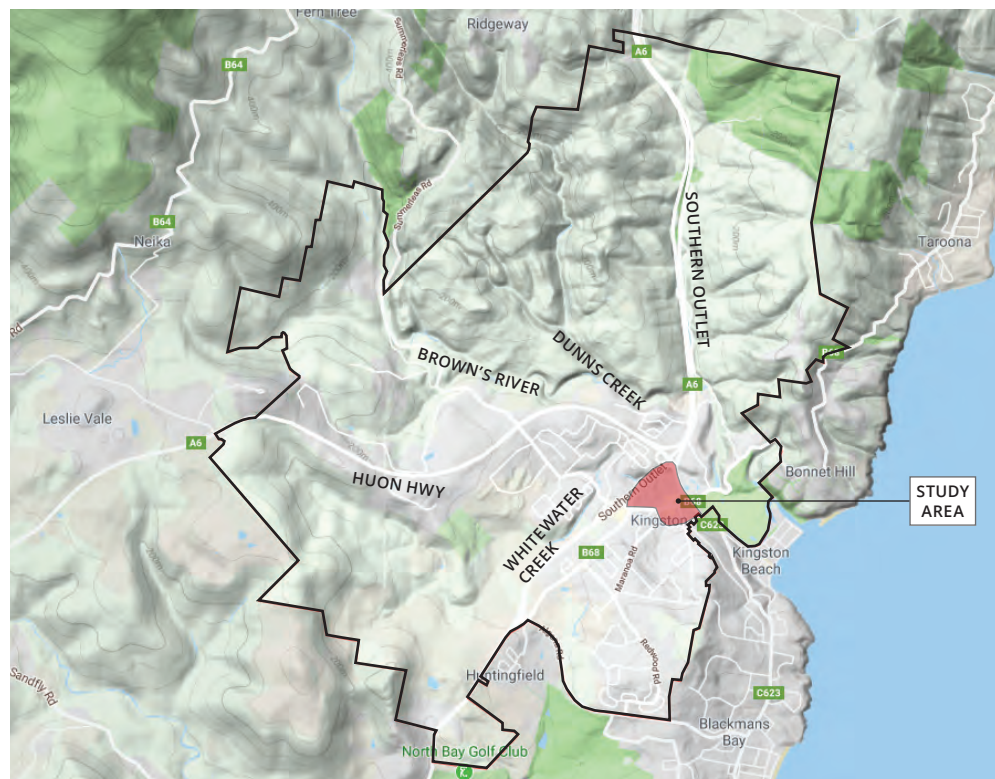
## THE PHYSICAL ENVIRONMENT

Kingston is a low-rise, low-density residential and commercial suburb with an undulating topography. The retail/business core of the suburb is central Kingston which is located at the suburb's eastern edge along Channel Highway. The area experiences a warm and temperate climate with rainfall of about 671 mm annually. January is the warmest month while July is the coldest month of the year.

Brown's River, Whitewater Creek and Dunns Creek are some of the water courses that run through the suburb. The area to the north of Brown's River is undulating while that to the south is relatively flat. Overall, the suburb has large green spaces surrounding the built form development which are habitats for several species of fauna. An example of the same are the Kingston Wetlands to the east of central Kingston. Kingston Beach is located outside the suburb at 1 km. distance from central Kingston.

The road structure across the suburb includes arterial roads, collector roads and local roads with cul-de-sacs. Major arterials such as Southern Outlet and Huon Highway run north-south and east-west across the suburb respectively. Much of the built form is concentrated in the south-eastern part of the suburb near central Kingston.

90.2% of occupied private dwellings in the suburb are separate houses, while only 1.6% are flats/ apartment buildings. Majority of the dwellings are large dwellings with 3 bedrooms (48.1%). About the same percentage of dwellings are owned (31.0%) and rented (29.2%)<sup>1</sup>.



Relatively flatter terrain in the south-eastern parts of Kingston makes it suitable for development



The suburb of Kingston mostly has low-density residential development in a hilly natural setting



Green spaces are habitats for various species of flora and fauna in Kingston



Threatened species (Swift Parrot and Forty-Spotted Pardalote) within Kingston and the wider Kingborough Council area

Notes: <sup>1</sup>Source of all figures - ABS 2016 Census QuickStats data for Kingston (Tas.)



## GETTING AROUND KINGSTON



TRAVEL TO  
WORK BY CAR

71.7%



TRAVEL TO WORK  
BY BUS

5.4%



WALK TO  
WORK

2.4%

The majority of Kingston residents travel to work by car, either as driver (64.9%) or as a passenger (6.8%). The Southern Outlet, Huon Highway, Chanel Highway and Roslyn Avenue are the major roads connecting the suburb with destinations across Great Hobart. The settlement pattern across the LGA and the dependence of semi-rural and rural communities on central Kingston impacts the transport patterns in the area.

Metro Tasmania operates buses connecting Kingston to Hobart and other centres. Some bus services operated by Tassielink Transit also connect Kingston to Hobart. Compared to the state average, 3% more people travel to work by bus in Kingston.

2.4% of the suburb's residents walk to work, which is 50% less than the state average. The undulating terrain, segregated land uses and poor pedestrian infrastructure are potential reasons. Similar to walking, the cycling network is also underdeveloped with only a few dedicated lanes concentrated near central Kingston.

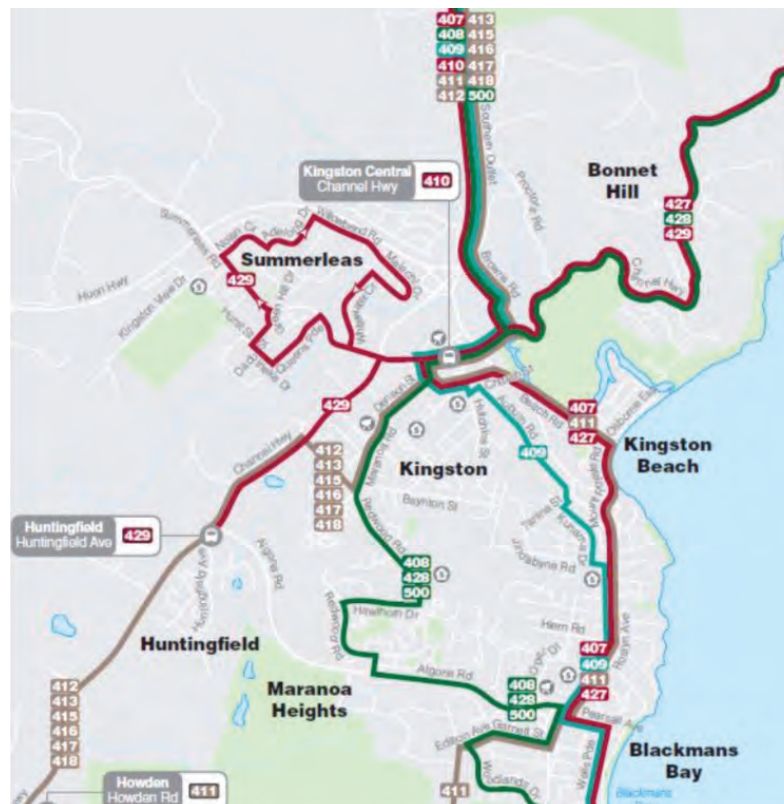
From location	Number of buses	Average time between buses (LoS)	Maximum time between buses (LoS)
Hobart	5	0:13 (B)	0:24 (D)
Redwood Road	3	0:20 (C)	0:21 (D)
Roslyn Avenue	5	0:10 (B)	0:16 (C)
Kingston Beach	4	0:13 (B)	0:21 (D)
South of Kingston (Huntingfield / Margate)	5	0:06* (A)	0:08* (A)
Summerleas	1	N/A (E)	N/A (E)
Taroona	2	0:24 (D)	0:24 (D)
Blackmans Bay	5	0:09 (A)	0:12 (B)

Metro Tasmania bus frequency to Kingston in AM peak between 7.50 am and 8.50 am (Source: Metro Tasmania)

## FUTURE TRANSPORT TRENDS

The Kingborough Tracks and Trails Strategic Action Plan 2017-2022 and the Kingborough Integrated Transport Strategy 2010-2020 provide guidance on the future direction of walking and cycling in Kingston.

Key actions from both the documents indicate a need to address gaps in walking and cycling access for schools and activity centres, continued implementation and regular maintenance of walking and cycling facilities, and efficient promotion of the network.



Metro Tasmania bus network in south Hobart connecting Kingston and other centres (Source: Metro Tasmania)



Tassielink Transit's buses on the Huon Valley route connect Kingston and Hobart (Source: Tassielink Transit)

## LOCAL ECONOMY

### EMPLOYMENT

Of 10,409 residents in Kingston (suburb), 4,915 reported being in the labour force, while 278 reported to be unemployed. The unemployment percentage in Kingston is lower than Tasmania state average by 1.3%.

Kingston has a higher percentage of Professionals (23.6%) and Clerical/ Administrative Workers (16.2%) compared to the Tasmanian state average (18.8% and 13.0% respectively).

The ABS Place of Work data reveals that 26.1% of Kingston- Huntingfield's residents work locally and a further 35.1% travel to Hobart for work.

**53.7%**

WORKED  
FULL-TIME

**35.5%**

WORKED  
PART-TIME

**5.2%**

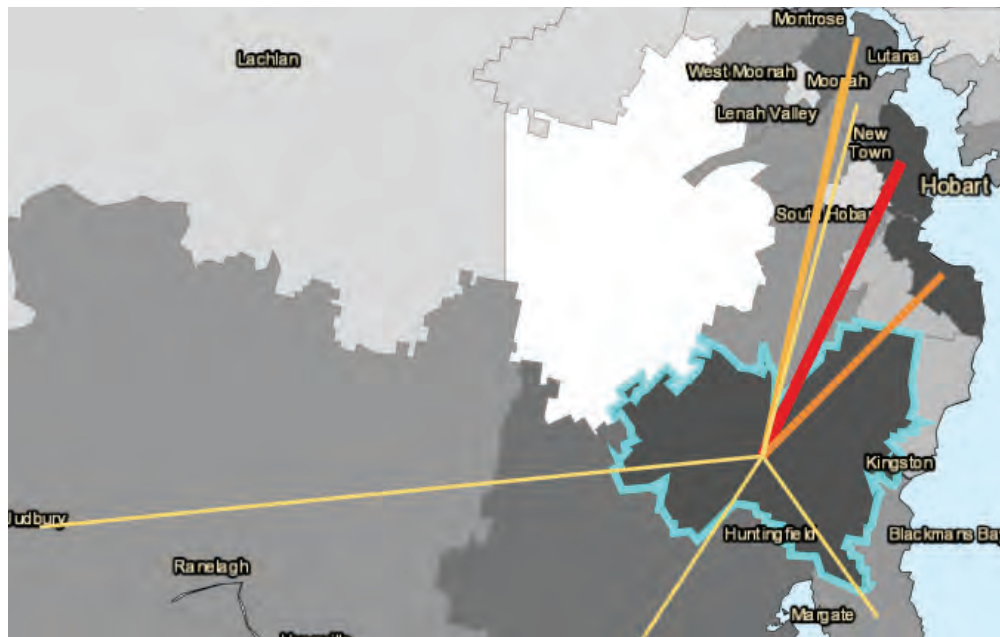
AWAY FROM  
WORK

**5.7%**

UNEMPLOYED

**\$1,232**

MEDIAN  
HOUSEHOLD  
INCOME/WK



ABS Place of Work data reveals 26.1% of Kingston - Huntingfield residents to be working locally, and 35.1% residents travelling to Hobart for work

Notes: Source of all data - ABS 2016 Census QuickStats data for Kingston (Tas.), ABS 2016 Journey to work from Place of Usual Residence

## BUSINESSES AND INDUSTRIES

According to the census data for 2016, the top industries of employment in Kingston are:



**4.7%**

STATE GOVT.  
ADMIN



**4.2%**

HOSPITALS



**3.6%**

SUPERMARKET  
AND GROCERY  
STORES



**3.2%**

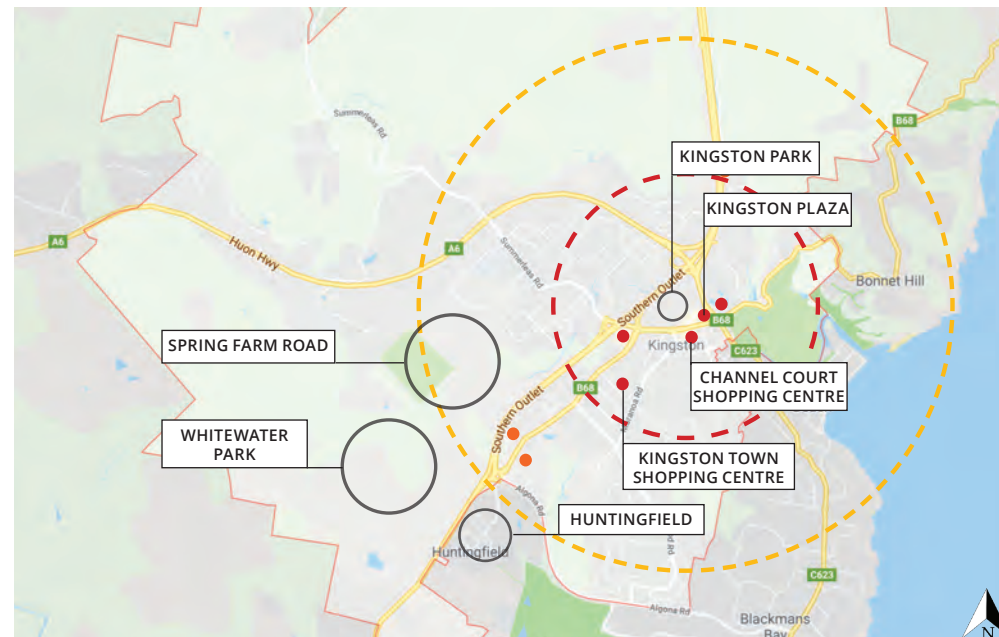
CENTRAL GOVT.  
ADMIN.



**3.1%**

CAFES AND  
RESTAURANTS

The major shopping areas in the suburb are retail centres in central Kingston (Channel Court Shopping Centre, Kingston Plaza, Kingston Gateway and others), and Kingston Town Shopping Centre. Central Kingston and south-west Kingston areas have been targeted for commercial and residential development.

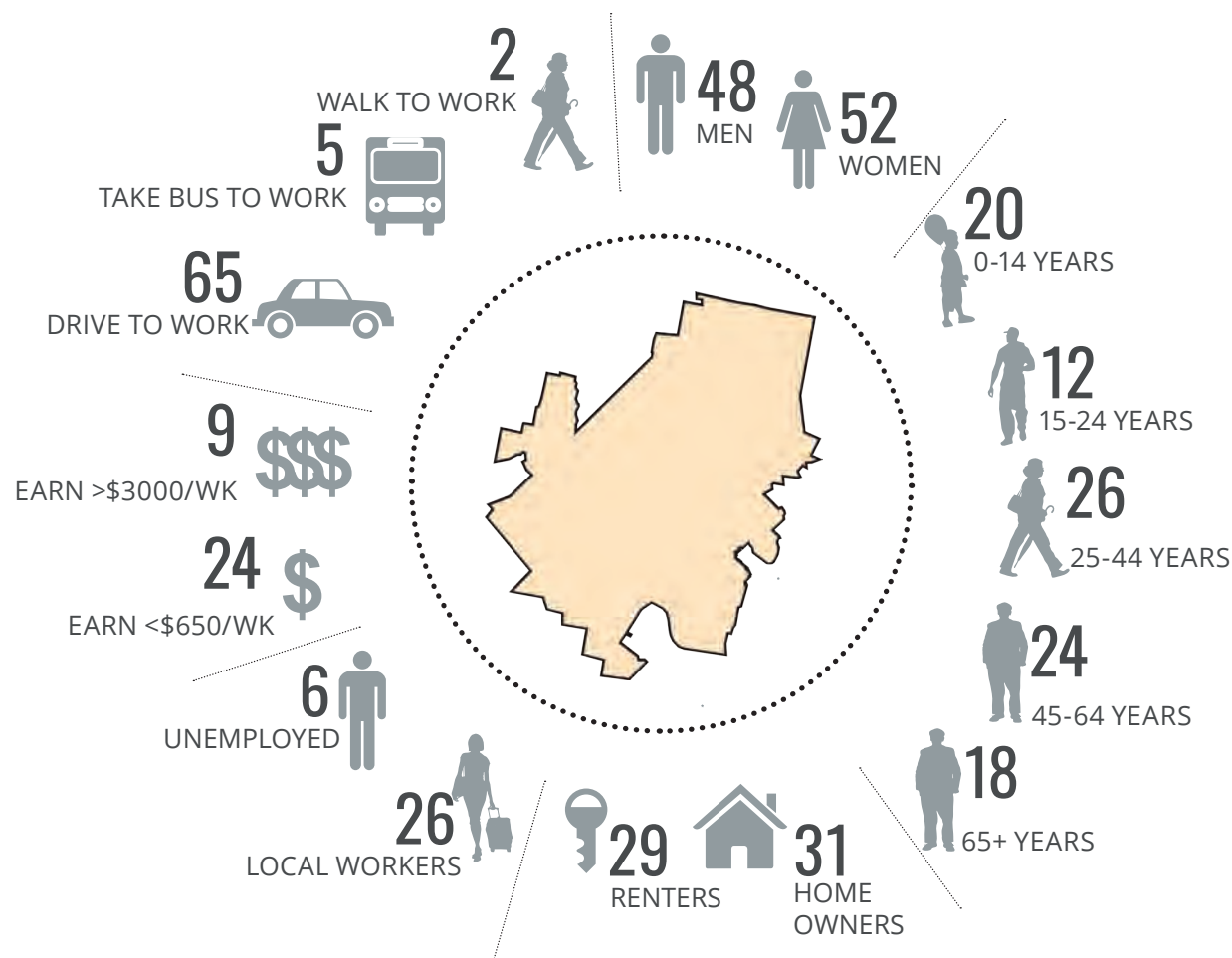


Retail, commercial and residential development in the suburb of Kingston

● Shopping centre | ● Other commercial centre | ○ New development

# THE COMMUNITY

Kingston (suburb) has a higher percentage of young people, family households and professionals compared to the state average. A majority of the community values the presence of nature and the ease of walking in Kingston despite the fact that a large percentage of local residents travel outside for work and are reliant on private vehicular transport.



Breakdown of population if the suburb of Kingston had only a hundred people

## KINGSTON SUBURB - QUICK FACTS

Total population - 10,409 people

Marginally lower percentage of males (47.9%) compared to females (52.1%)

3.9% Aboriginal and/or Torres Strait Islander people

Median age - 37 years (lower than the state average)

Higher percentage of population under 40 years of age compared to the state average

Majority of Australian-born residents (68.8%)

Other major countries of birth - England, Netherlands, China and New Zealand

Other than English, 2.4% of the population speak Mandarin at home, which is higher than the state average of 0.8%

Couples with children (41.4%) are the largest category in family composition

68.7% family households, 28.0% single person households and 3.3% group households

Median weekly incomes higher than the state average across different categories

## HOW ARE WE CHANGING?

By 2042, the population across the LGA is expected to grow by 19% compared to 2017 actual population (Source: 2019 Population Projections: Tasmania and Local Government Areas - Medium Series Projection, pg. 18). The suburb of Kingston is one of the fastest growing areas in the state.



## WHAT WE HAVE HEARD FROM THE COMMUNITY SO FAR?

Community consultation (public meetings) conducted in 2006 at Kingston helped identify the following community directions:

- Kingston should be developed as a well maintained and attractive entry into the municipality.
- Traffic issues, such as congestion and dangerous intersections need to be addressed.
- Green spaces and recreational areas need to be protected, enhanced and added to, particularly within the vicinity of central Kingston.
- There should be enough play areas for children throughout Kingston.
- The increased use of public transport should be encouraged.
- In-fill unit type development should be restricted within suburban areas.
- An improved network of walking trails and cycleways should be provided.
- Once the Kingston High School is re-located, the site should be primarily used for general community-based purposes, due to inadequate facilities elsewhere.

Issues of most public interest included future use of the former high school site (Kingston Park), the continued need for all-day parking close to central Kingston (and park and ride options), commuter traffic congestion along the Channel Highway, pedestrian access along local roads, impact of infill unit development, appearance and functionality of central Kingston.

## WHAT DO WE ALL CARE ABOUT?

Place Score conducted face-to-face and online Care Factor Surveys in Kingston asking respondents what they value the most in their ideal town centre environment. A total of 1263 responses were collected. The survey results reveal that Kingston associates (residents, workers, visitors) care highly about the presence of natural elements and their condition, walkability and accessibility, a tidy and well maintained environment, and a safe environment offering things to do.

1263 RESPONDENTS



30% PRESENCE AND CARE OF NATURE



28% WALKABILITY AND ACCESSIBILITY



22% A CLEAN AND WELL-MAINTAINED ENVIRONMENT



20% A SAFE AND WELCOMING ENVIRONMENT OFFERING THINGS TO DO

KINGSTON OVERALL  
N=1263

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	68%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	54%
#5	Maintenance of public spaces and street furniture	51%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	49%
#6	General condition of vegetation, street trees and other planting	49%
#8	Vegetation and natural elements (street trees, planting, water etc.)	48%
#9	Car accessibility and parking	46%
#10	Walking paths that connect to other places	45%

Notes: Data extrapolated from community Care Factor values (top 10)



## WHAT DO DIFFERENT USERS CARE ABOUT DIFFERENTLY?

While most of the groups are quite aligned in terms of the preferred attributes of their ideal Town Centre, residents and workers associated with Kingston additionally value the presence of public events. It should be noted that 'Car accessibility and parking' is valued much lower than 'Ease of walking around' for all the groups.

### LEGEND

**#1** Different from overall Kingston top 10 Care Factors

#### KINGSTON OVERALL N=1263

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	68%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	54%
#5	Maintenance of public spaces and street furniture	51%
=#6	Things to do in the evening (shopping, dining, entertainment etc.)	49%
=#6	General condition of vegetation, street trees and other planting	49%
#8	Vegetation and natural elements (street trees, planting, water etc.)	48%
#9	Car accessibility and parking	46%
#10	Walking paths that connect to other places	45%

#### RESIDENTS<sup>1</sup> N=844

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	68%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	62%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	56%
#5	Maintenance of public spaces and street furniture	53%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	50%
#7	General condition of vegetation, street trees and other planting	49%
=#8	Evidence of public events happening here (markets, street entertainers etc.)	47%
=#8	Vegetation and natural elements (street trees, planting, water etc.)	47%
#10	Car accessibility and parking	46%

#### VISITORS<sup>1</sup> N=524

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	70%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	67%
#3	Ease of walking around (including crossing the street, moving between destinations)	61%
#4	Sense of safety (for all ages, genders, day/night etc.)	52%
=#5	Maintenance of public spaces and street furniture	51%
=#5	General condition of vegetation, street trees and other planting	51%
=#7	Things to do in the evening (shopping, dining, entertainment etc.)	50%
=#7	Vegetation and natural elements (street trees, planting, water etc.)	50%
#9	Walking paths that connect to other places	46%
#10	Car accessibility and parking	45%

#### WORKERS<sup>1</sup> N=113

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	65%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	59%
=#3	Ease of walking around (including crossing the street, moving between destinations)	51%
=#3	Evidence of public events happening here (markets, street entertainers etc.)	51%
=#3	General condition of vegetation, street trees and other planting	51%
=#6	Car accessibility and parking	49%
=#6	Sense of safety (for all ages, genders, day/night etc.)	49%
=#6	Things to do in the evening (shopping, dining, entertainment etc.)	49%
#9	Overall look and visual character of the area	48%
#10	Vegetation and natural elements (street trees, planting, water etc.)	47%

Notes: <sup>1</sup> Respondents were allowed to select more than one identity.

## WHAT DO DIFFERENT TRANSPORT USERS CARE ABOUT DIFFERENTLY?

On comparing the ideal town centre attributes for respondents traveling to central Kingston by active transport (walk/cycle), public transport (bus) and private vehicle, it is understood that all three groups value walkability over car movement and parking. Those using active and public transport are significantly more interested in things to do than those using private vehicles.

### LEGEND

**#1** Different from overall Kingston top 10 Care Factors

#### ACTIVE ONLY n=61

RANK	ATTRIBUTE	% OF N
#1	Ease of walking around (including crossing the street, moving between destinations)	62%
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	62%
#3	Walking paths that connect to other places	61%
#3	Walking, cycling or public transport options	61%
#5	Maintenance of public spaces and street furniture	57%
#5	Sense of safety (for all ages, genders, day/night etc.)	57%
#7	Cleanliness of public space	56%
#8	Evidence of public events happening here (markets, street entertainers etc.)	49%
#8	Outdoor restaurant, cafe and/or bar seating	49%
#10	General condition of vegetation, street trees and other planting	46%
#30	Car accessibility and parking	25%

#### PRIVATE ONLY n=938

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	70%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	53%
#5	Car accessibility and parking	52%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	51%
#7	Maintenance of public spaces and street furniture	50%
#8	General condition of vegetation, street trees and other planting	48%
#9	Vegetation and natural elements (street trees, planting, water etc.)	47%
#10	Evidence of public events happening here (markets, street entertainers etc.)	45%

#### PUBLIC ONLY n=23

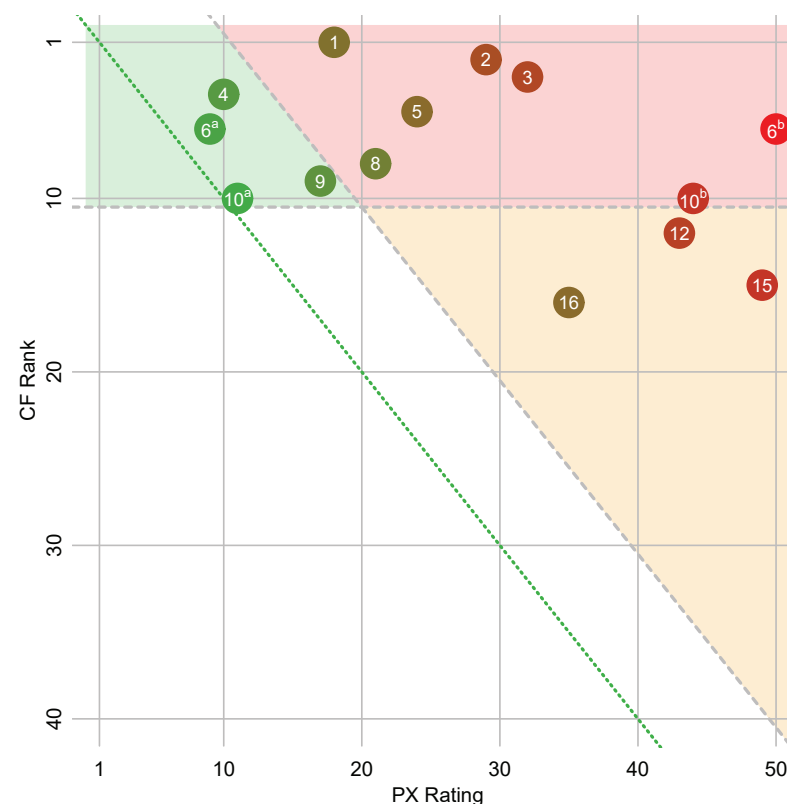
RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	70%
#2	Evidence of recent public investment (new planting, paving, street furniture etc.)	57%
#2	Walking, cycling or public transport options	57%
#4	Ease of walking around * (including crossing the street, moving between destinations)	48%
#4	Public art, community art, water or light feature*	48%
#6	A cluster of similar businesses * (food, cultural traders, fashion etc.)	43%
#6	Elements of the natural environment * (views, vegetation, topography, water etc.)	43%
#6	Sense of safety * (for all ages, genders, day/night etc.)	43%
#6	Things to do in the evening * (shopping, dining, entertainment etc.)	43%
#10	Amenities and facilities * (toilets, water bubblers, parents rooms etc.)	39%
#33	Car accessibility and parking	22%

Notes: \*Confidence level for this attribute is below the 95% threshold due to small sample and/or poor alignment (no consensus within a demographic).

## WHAT ARE THE COMMUNITY'S PRIORITIES FOR IMPROVING CENTRAL KINGSTON?

Attributes identified to be poorly performing but highly valued by the community are your community's priorities for investment. Aggregated data from Place Score's Care Factor Surveys and Place Experience Assessments reveals that Kingston associates prioritise investment in things to do, improvements to walkability, cleanliness and maintenance, and elements of the natural environment.

CF	STRENGTHS
10a	Walking paths that connect to other places
6a	General condition of vegetation, street trees and other planting
4	Sense of safety (for all ages, genders, day/night etc.)
9	Car accessibility and parking



### LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking<sup>1</sup> ( $PX=CF+10$ )
- ..... Equal CF rank and PX Score ( $PX=CF$ )

CF	IMPROVEMENT PRIORITIES
6b	Things to do in the evening (shopping, dining, entertainment etc.)
10b	Evidence of public events happening here (markets, street entertainers etc.)
3	Ease of walking around (including crossing the street, moving between destinations)
2	Elements of the natural environment (views, vegetation, topography, water etc.)
5	Maintenance of public spaces and street furniture
1	Cleanliness of public space
8	Vegetation and natural elements (street trees, planting, water etc.)
CF	FOR CONSIDERATION
15	Public art, community art, water or light feature
12	Outdoor restaurant, cafe and/or bar seating
16	Quality of public space (footpaths and public spaces)

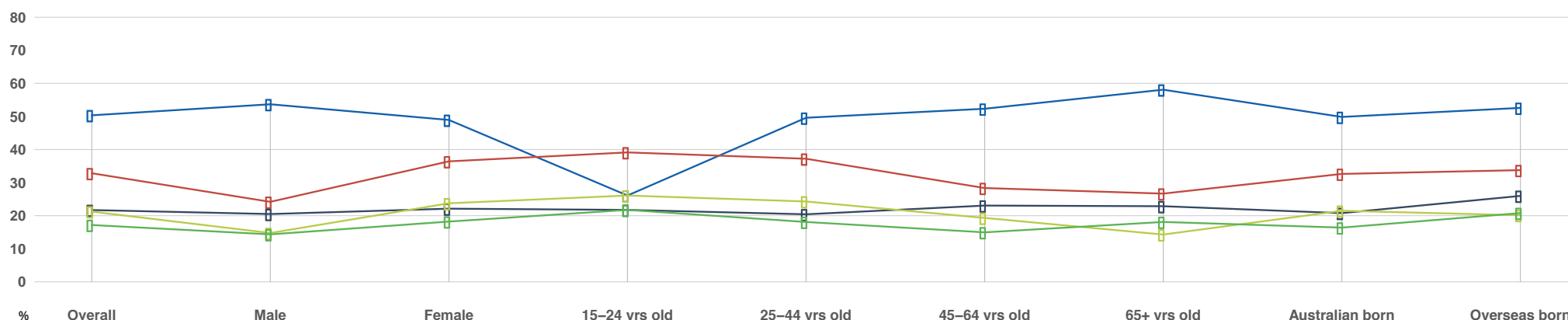
Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. <sup>1</sup>A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

## WHAT ARE THE COMMUNITY'S IDEAS FOR CHANGE?

Place Score asked respondents 'What is your big or small idea to make Kingston sustainable and successful into the future?'

862 answers were collected. Here is what your community said:

## COMMON COMMUNITY IDEAS INCLUDE AN INCREASE IN GENERAL CONNECTIVITY AND ACCESSIBILITY, IMPROVING THE ENTERTAINMENT AND RETAIL OFFER, GREENERY, SPORTS AND PLAY FACILITIES



Notes: Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Themes are in order from left to right based on recurrence amongst the overall responses. Percentages are rounded to the first digit, which may lead to minor differences when summed. n=862.



# ABOUT THE STUDY AREA - CENTRAL KINGSTON

Central Kingston is the administrative, commercial and retail centre of the Kingborough LGA. Significant investments in mixed use development, transport alternatives, community facilities and public open space have already occurred and are planned for its near future.

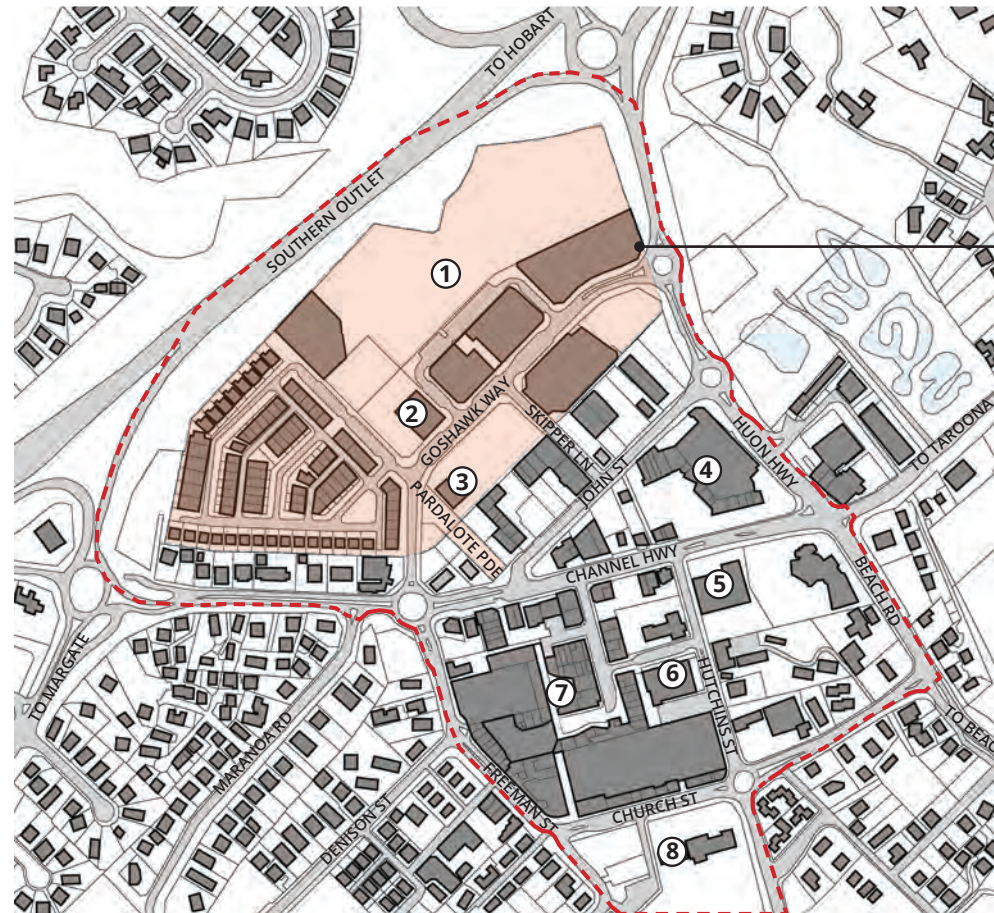
## CENTRAL KINGSTON SNAPSHOT

Central Kingston is located on either side of Channel Highway between Southern Outlet and Huon Highway/Beach Road in the suburb of Kingston. Key social and commercial destinations in the area include:

1. Proposed open space in Kingston Park development and Pardalote Parade
2. Kingborough Community Hub (newly constructed)
3. Kingston Health Centre
4. Kingston Plaza Shopping Centre
5. Kingborough Council/ Civic Centre
6. Kingston Library
7. Channel Court Shopping Centre
8. Childcare Centre and Kingston Primary School

St Clements Anglican Church and Kingston Beach Golf Club are other destinations within/around central Kingston.

Apart from Channel Court and Kingston Plaza Shopping Centres, central Kingston and surroundings have commercial/retail uses distributed across smaller centres and independent shops on Channel Highway, John Street and Freeman Street.



Key destinations within central Kingston



Study Area boundary



Roads



Committed development area -  
Kingston Park and Pardalote Parade

Kingston Park is an 8-10 year new development that is currently underway on the site of the old Kingston High School. It is planned to include a mix of residential (detached houses, townhouses and apartments), commercial uses including retail, office development and local entertainment, services, community infrastructure and public open space.



Channel Court - the largest retail centre in central Kingston



Kingborough Community Hub built as a part of the Kingston Park development



## THE PHYSICAL ENVIRONMENT

The Study Area is located in a very scenic natural setting with great views of kunanyi/Mt Wellington. The terrain is undulating, sloping northward. To the east are Kingston wetlands and vast green stretches of Kingston Beach Golf Course.

The street and block pattern is irregular, with large, impermeable blocks and roads with cul-de-sacs. The key streets in the Study Area are:

- Channel Highway - a two-way arterial road with a speed limit of 40km/hr serving as a major bus corridor
- Church Street and Freeman Street - two-way collector roads sloping down towards Beach Road and Channel Highway respectively
- Hutchins Street - a steep two-way road linking Channel Highway and Church Street
- John Street - a two-way local road with a speed limit of 40 km/hr. providing car access to Kingston Plaza and other shops
- Goshawk Way - a new two-way road serving the Kingston Park development

The built form within the Study Area includes a mix of small-to-large footprint commercial developments and low-to-medium density residential developments (detached dwellings and multi-family residences). To the north of Channel Highway along Goshawk Way is the site for Kingston Park development.



Central Kingston is located in a beautiful natural setting with a panoramic view of kunanyi/Mt Wellington



The urban environment within central Kingston feels disconnected from its surrounding natural setting



## PUBLIC DOMAIN

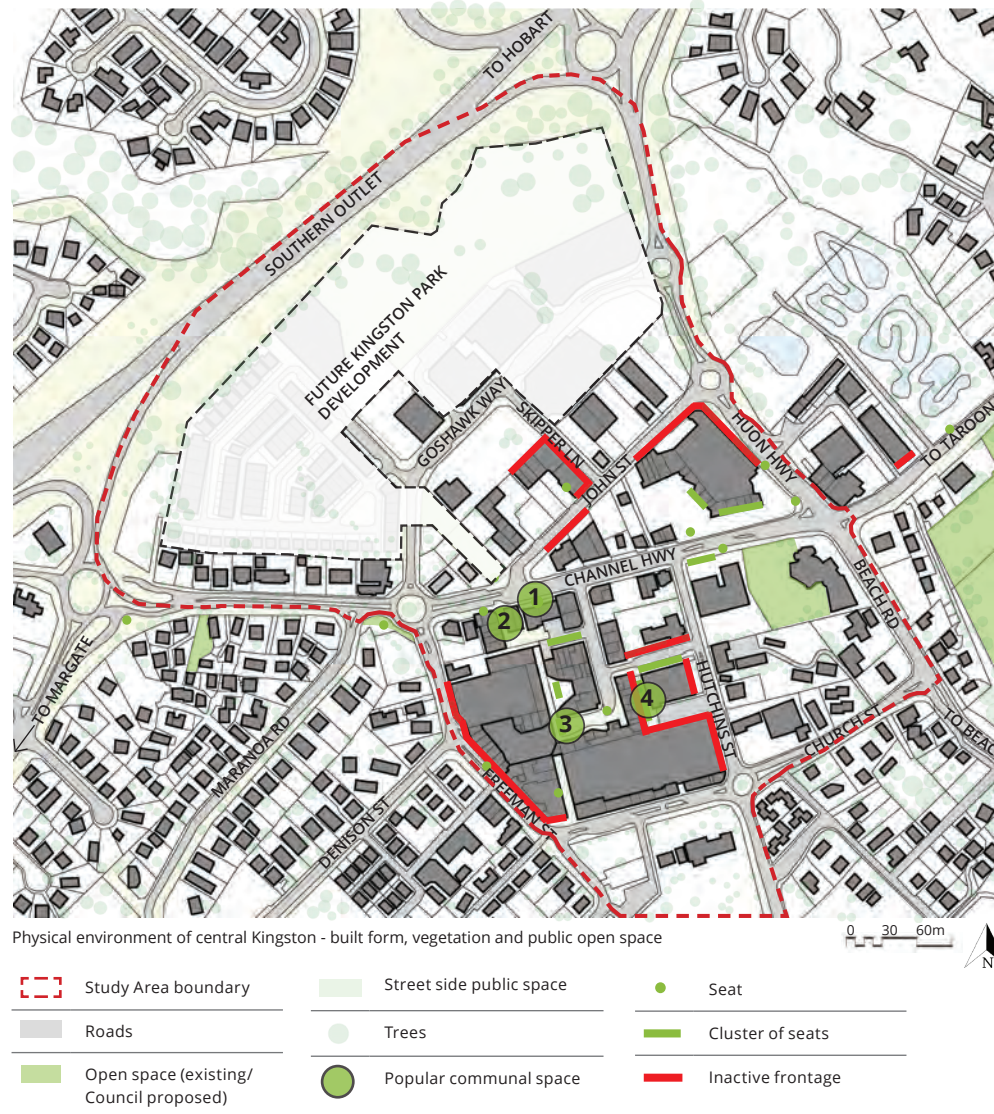
The Study Area lacks easily accessible and usable public space. Much of the public space is dedicated to car movement and parking, resulting in less space available for people to sit, stay and socialise. Streets such as Hutchins Street, John Street and some parts of Church Street and Channel Highway have narrow and unevenly paved footpaths with obstructions and very less street trees. Hutchins Street, Beach Road and parts of Freeman and Church Streets have steeply sloping terrain. The Study Area lacks amenities such as comfortable and well shaded seating and bike parking.

The poor quality of public realm tends to discourage longer outdoor stays, resulting in much of the staying activity being located indoors.

A few popular communal spaces in Study Area include:

1. Space around the bus stop on Channel Highway outside the cluster of banks
2. Outdoor dining space along the pedestrian mall off Channel Highway
3. Courtyard with informal seating in Channel court Shopping Centre
4. Space outside Kingston Library

The Study Area has some interesting examples of community art, plaques and information boards describing the heritage of the place. For example, the nature trail plaques embedded in the footpath pavement along Huon Highway and information boards outside Council building on Channel Highway.



Footpaths along some of the key streets in central Kingston are poorly shaded, flanked by inactive frontages and unevenly paved footpaths



Some footpaths in central Kingston are very narrow, allowing only one person to walk at a time



Example of public art acknowledging the natural heritage of Kingston





Channel Highway has an inconsistent and poor public realm - old and uneven paving, narrow footpaths with obstructions, poor shelter and very few places to sit



A narrow, old and unevenly paved footpath makes Hutchins Street an uninviting and uncomfortable street



Despite being a newly built street, Goshawk Way lacks places to stay in the public realm



Despite investment in footpath improvement, Skipper Lane is not a place to stay - it has inactive frontages, poor shade and no seating



Central Kingston has several examples of seating at the wrong locations lacking shade or good views



Few of the private roads in Channel Court Shopping Centre have wide and well-sheltered footpaths with seating, elements of greenery and dedicated pedestrian crossings

## CURRENT AND FUTURE LAND OWNERSHIP

Around half of the Study Area is privately owned, while the remaining half is either federal, state or local government owned land or road reserves. The availability of large land assets under public ownership in central Kingston creates greater opportunities for development in the area.



Land ownership in central Kingston

	Study Area boundary		Casement (roads)		Developable land currently under local government ownership; likely to be sold for development
	Authority land		Private parcel		



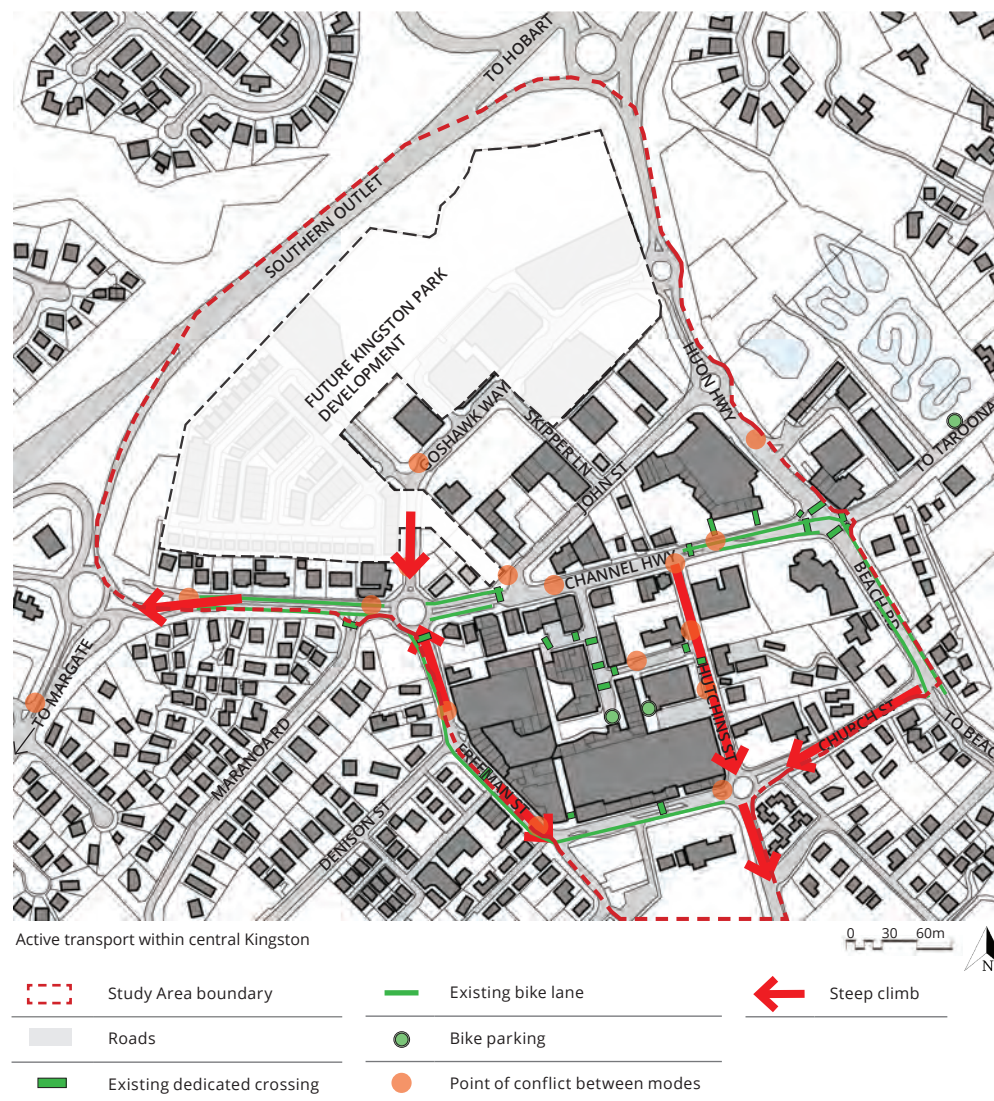
## GETTING AROUND

### BY WALKING AND CYCLING

The experience of walking along key streets in and around the Study Area is unpleasant, uninteresting and unsafe. This is mainly due to large, impermeable blocks, undulating terrain, prioritisation of private vehicles and lack of pedestrian-friendly infrastructure (wide footpaths with seating, shade and dedicated crossings). The walking links to central Kingston from surrounding residential development are poor/non-existent.

Many streets in the Study Area have very narrow footpaths which discourage people to stay. Lack of dedicated street crossings at desired locations encourages jaywalking. There are several conflict points between pedestrian and car movement. Crossing near the roundabouts at the intersections of Channel Highway-Goshawk Way and Hutchins Street-Church Street is a particularly unsafe experience for pedestrians.

Several cyclists were observed on Channel Highway on the day of the site visit. However, the Study Area has discontinuous on-street cycle lanes and limited bicycle parking and storage facilities.





## BY PUBLIC TRANSPORT

The only mode of public transport in Kingston is the bus. Bus movement through the Study Area is along Channel Highway, Church Street and Freeman Street. Metro Tasmania and Tassielink Transit both operate buses connecting central Kingston.

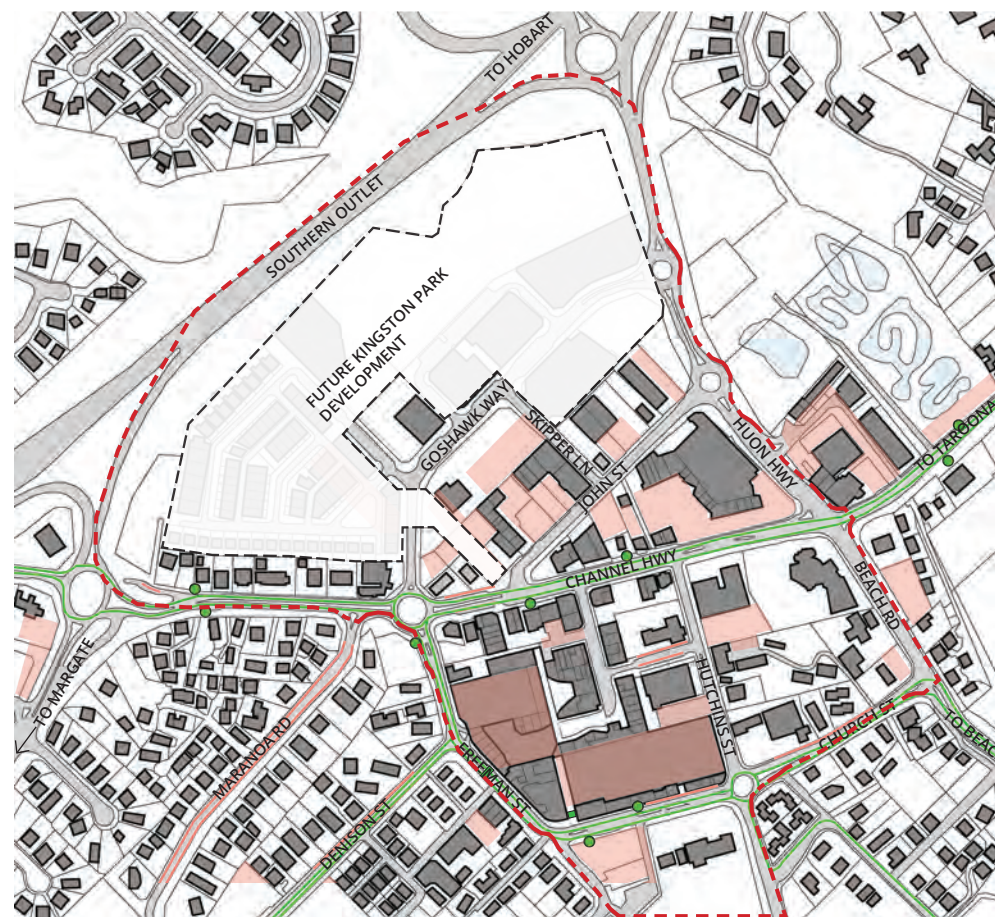
In the weekday morning peak (7.50 am to 8.50 am), buses run at a frequency of 10 minutes from Hobart to Kingston and just over 4 minutes from Kingston to Hobart (Source: Google Maps).

Denison Street outside the Study Area has a park-and-ride facility to encourage users to take the bus for longer commutes.

## BY PRIVATE MOTORISED TRANSPORT

The spatial structure of Kingston encourages car movement and use. The retail and commercial centres in the Study Area allow people to drive up to the shop-fronts. As per the Parking Survey conducted in 2015, there were over 2000 car parking spaces in the Study Area (on-street and off-street). The highest amount of car parking is at Channel Court Shopping Centre (880 car parks and 64 restricted parking spaces).

Channel Highway carries the highest traffic volumes in the Study Area, which includes through-traffic. An overall prioritisation of private vehicle use negatively impacts the walking and cycling experience of the Study Area.



Public transport and private vehicular transport within central Kingston

<span style="border: 1px dashed red; display: inline-block; width: 20px; height: 10px;"></span>	Study Area boundary	<span style="color: green;">●</span>	Bus stop
<span style="background-color: lightgrey; display: inline-block; width: 20px; height: 10px;"></span>	Roads	<span style="color: green;">—</span>	Bus movement
<span style="background-color: orange; display: inline-block; width: 20px; height: 10px;"></span>	Car parking		



Roundabouts in central Kingston are designed to prioritise car flow



Central Kingston has several public and private car parking areas



The bus stop on Channel Highway has limited capacity to serve the existing public transport users

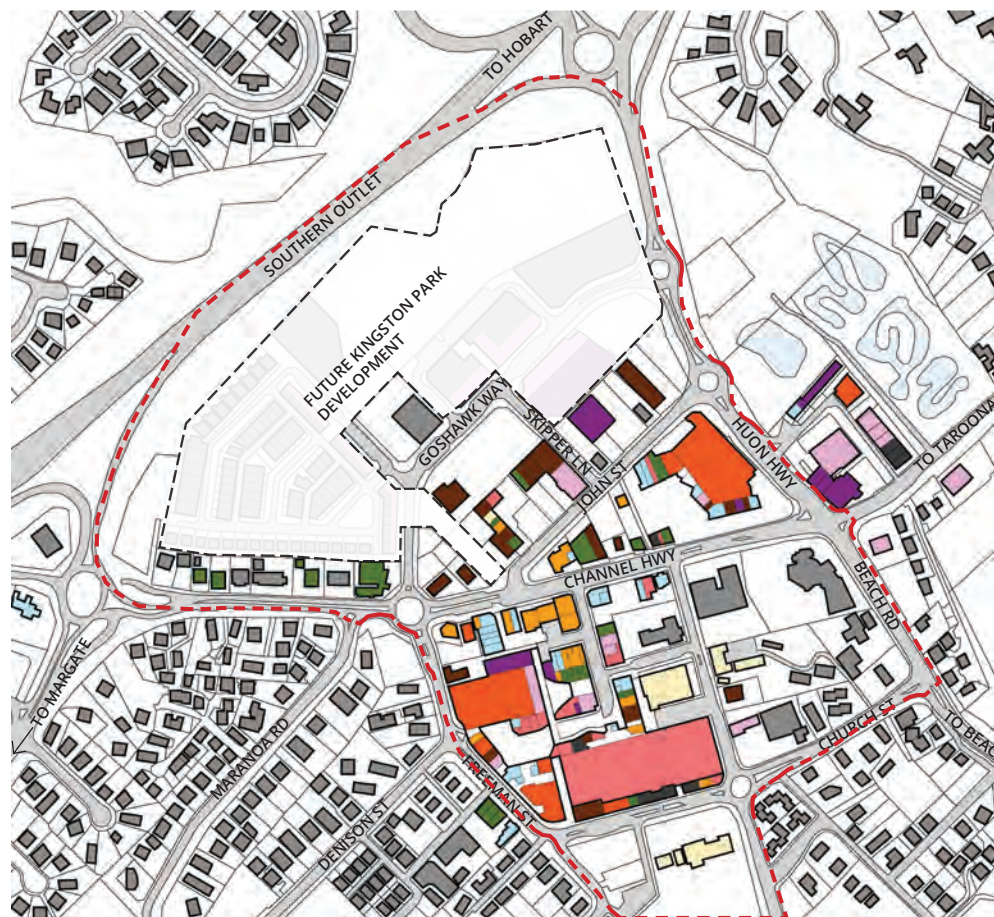


## LOCAL ECONOMY

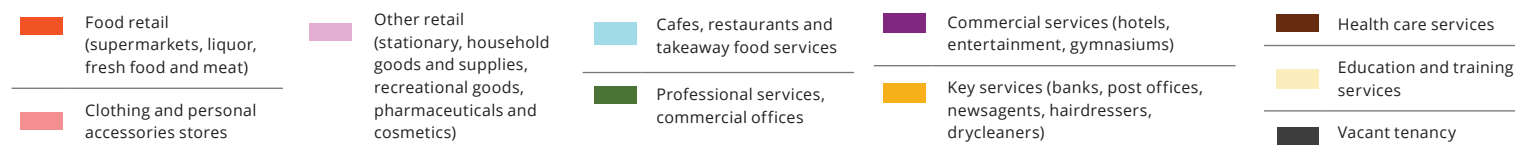
The Study Area has a mix of retail and commercial businesses which include retail, clothing and personal accessories' stores, food and beverage businesses, essential services, health care, education services, commercial and professional services.

A characteristic feature of central Kingston is the clustering of similar businesses. A cluster of banks is located along Channel Highway whereas lifestyle shops (clothing, accessories and gift items) are located to the south of Channel Court Shopping Centre. The pedestrian mall leading into Channel Court Shopping Centre from Channel Highway has several food and beverage businesses.

It was observed during the site visit that Coles and Woolworths in Kingston Plaza and Channel Court Shopping Centre respectively draw a lot of footfall, but the independent smaller businesses outside these centres do not attract as many visitors.



Businesses in central Kingston (Source of business classification: <https://www.abs.gov.au/ausstats/>)



Woolworths is a major attractor in Channel Court shopping Centre



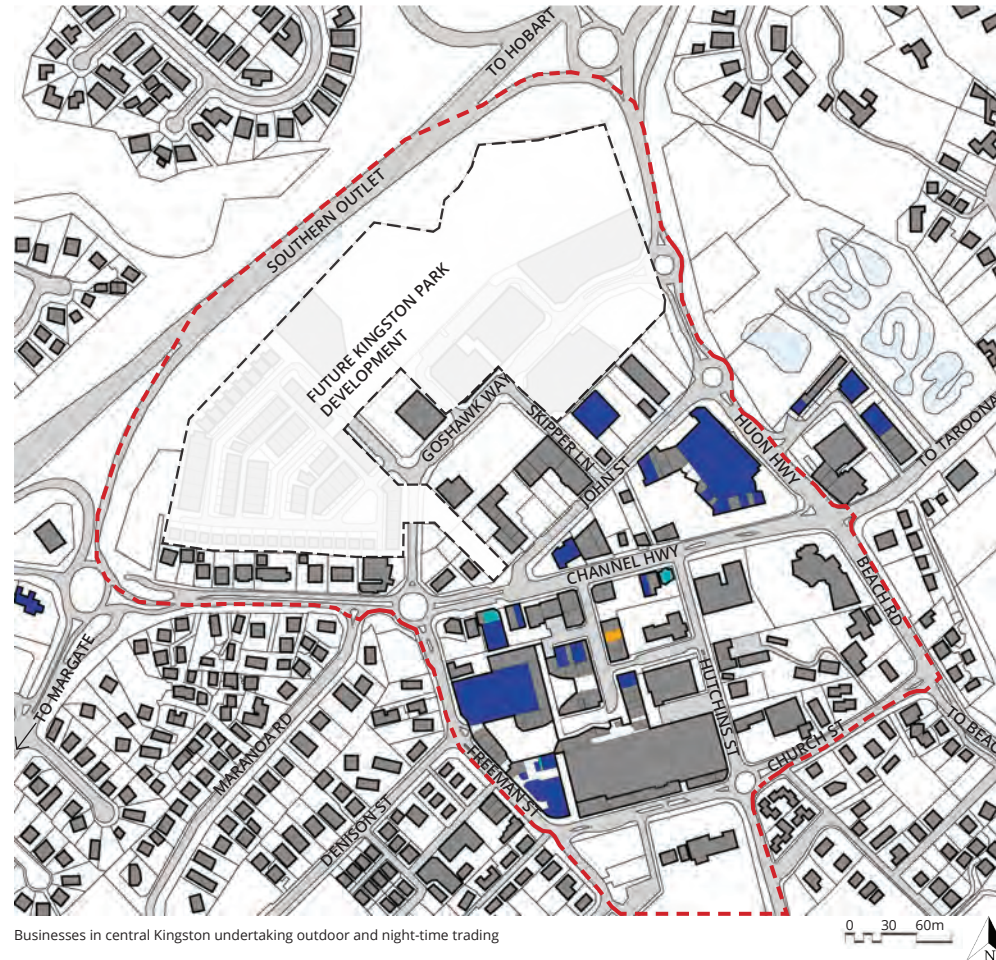
The retail strip along Church Street has several vacant tenancies



## NIGHT TIME AND OUTDOOR TRADING

Almost 30 businesses in the Study Area continue to trade post 6 pm in the evening. However, many of these are located within shopping centres such as Channel Court and Kingston Plaza and hence do not help to activate the public realm.

Very few businesses in the Study Area trade outdoors (outdoor displays of merchandise, outdoor dining, etc.). While uncondusive weather conditions could be one of the reasons behind the same, the lack of physical infrastructure suitable to outdoor trading is another potential cause. This results in a poorly activated public realm.



The major retail centres in central Kingston are inward-oriented and fail to activate the public realm



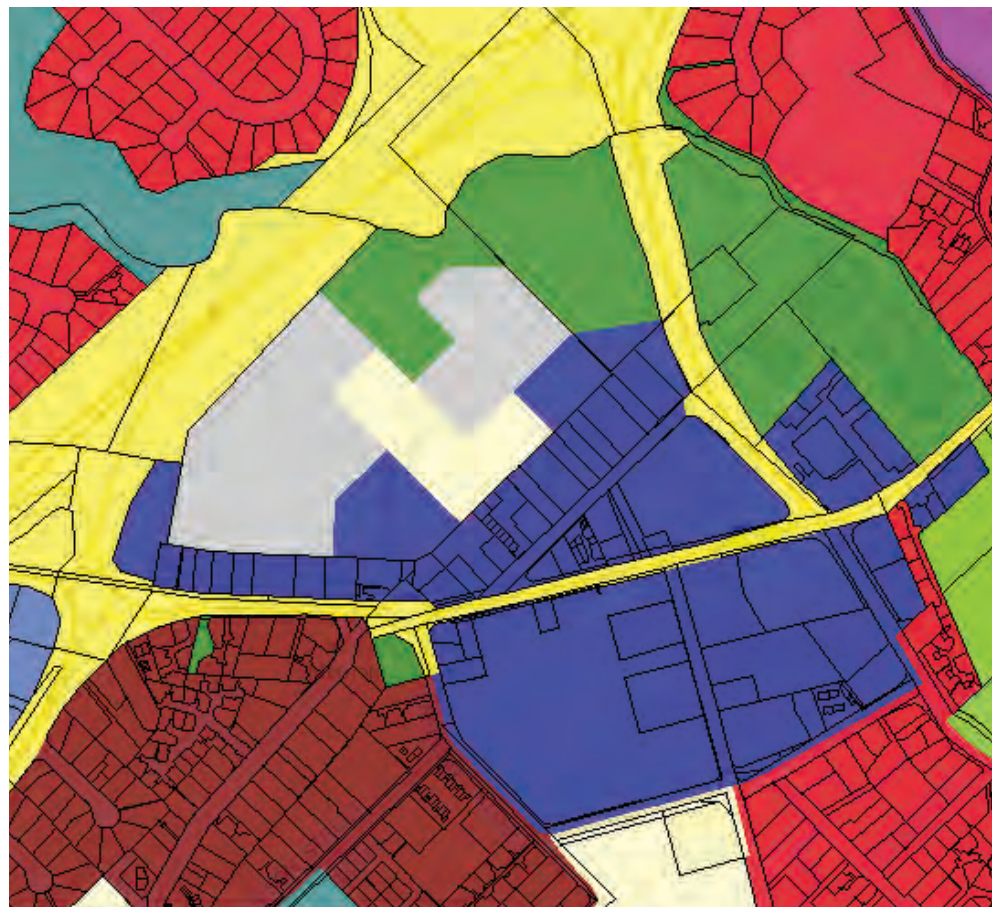
Only a few F&B businesses in Channel Court opening out to the pedestrian mall have outdoor dining



## PROPOSED LAND USES

Kingborough Interim Planning Scheme 2015 designates land use controls for the Study Area. Key zones in the Study Area and their prescribed requirements are as follows:

- Central Business zone:
  - » Permissible uses - business and professional services, community meeting and entertainment, educational and occasional care (only above ground level), food services (except takeaway with drive-through facility), general retail and hire, passive recreation, residential (only above ground level - shoptop housing) and research and development (only above ground level)
  - » No permit required for - educational and occasional care (in home-based child care), passive recreation, home based businesses and minor utilities
  - » Permissible building heights - built form not more than 15m. in height generally; and not more than 8.5m. in height if within 10m. of a residential zone
- Urban Mixed Use zone:
  - » Permissible uses - business and professional services, community meeting and entertainment, food services (except takeaway with drive-through facility), general retail and hire, natural and cultural values management and residential use (only above ground level)
  - » No permit required for - educational and occasional care (in home-based child care), passive recreation, home based businesses and minor utilities



Land use zoning within the Study Area (Source: Kingborough Interim Planning Scheme, 2015)

<span style="color: red;">■</span> General Residential	<span style="color: lightgrey;">■</span> Urban Mixed Use	<span style="color: green;">■</span> Recreation	<span style="color: blue;">■</span> Central Business
<span style="color: darkred;">■</span> Inner Residential	<span style="color: yellow;">■</span> Community Purpose	<span style="color: darkgreen;">■</span> Open Space	<span style="color: lightyellow;">■</span> Utilities

- » Permissible building heights - built form not more than 10m. in height generally; and not more than 8.5m. in height if within 10m. of a residential zone

- Community Purpose zone:
  - » Permissible uses - business and professional services, community meeting and entertainment, crematoria and cemeteries, educational and occasional care, emergency services, hospital services, sports and recreation, tourist operation
  - » No permit required for - natural and cultural values management, passive recreation and minor utilities
  - » Permissible building heights - built form not more than 10m. in height generally; and not more than 8.5m. in height if within 10m. of a residential zone
- Open Space zone:
  - » No permit required for - passive recreation, natural and cultural values management and minor underground utilities
  - » Permissible building heights - built form not more than 6.5m. in height

It should be noted that in all the above zones, other uses could be allowed based on discretion.

Just outside the Study Area boundaries are 'General Residential' and 'Inner Residential' zones allowing a mix of residential densities. The 'Inner Residential' zone specifically intends to facilitate high density residential development.

## STREET PX (PLACE EXPERIENCE) ASSESSMENTS

Place Score conducted Street PX (Place Experience) Assessments at 4 streets in central Kingston asking people to rate 50 unique attributes associated with the street. Central Kingston's assessed streets are perceived to be welcoming and having a good retail mix, but are performing poorly in terms of attributes related to uniqueness and things to do.

pxassessment  
street

KINGSTON OVERALL 58  
/100

### CHANNEL HIGHWAY BTW HUON HWY AND HUTCHINS ST

61

#### LOOK & FUNCTION



#### SENSE OF WELCOME



#### THINGS TO DO



#### UNIQUENESS



#### CARE



#### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Service businesses (post offices, libraries, banks etc.)
- #3 Interaction with locals/ other people in the area (smiles, customer service etc.)

#### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 One of a kind, quirky or unique features
- #49 Unusual or unique businesses/shops
- #48 Things to do in the evening (shopping, dining, entertainment etc.)

### CHANNEL HIGHWAY BTW HUTCHINS ST AND FREEMAN ST

57

#### LOOK & FUNCTION



#### SENSE OF WELCOME



#### THINGS TO DO



#### UNIQUENESS



#### CARE



#### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Service businesses (post offices, libraries, banks etc.)
- #2 Grocery and fresh food businesses
- #3 Welcoming to all people

#### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Unusual or unique buildings or public space design
- #49 Public art, community art, water or light feature
- #48 Unusual or unique businesses/shops

### JOHN ST BTW CHANNEL HWY AND HUON HWY

55

#### LOOK & FUNCTION



#### SENSE OF WELCOME



#### THINGS TO DO



#### UNIQUENESS



#### CARE



#### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Service businesses (post offices, libraries, banks etc.)
- #3 Businesses that reflect the local community and values

#### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Shelter/awnings (protection from sun, rain etc.)
- #49 Public art, community art, water or light feature
- #48 One of a kind, quirky or unique features

### HUTCHINS ST BTW CHANNEL HWY AND CHURCH ST

56

#### LOOK & FUNCTION



#### SENSE OF WELCOME



#### THINGS TO DO



#### UNIQUENESS



#### CARE



#### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Service businesses (post offices, libraries, banks etc.)
- #2 Welcoming to all people
- #3 Grocery and fresh food businesses

#### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Things to do in the evening (shopping, dining, entertainment etc.)
- #48 Outdoor restaurant, café and/or bar seating
- #48 Shelter/awnings (protection from sun, rain etc.)

Notes: PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.



## SEEC ASSESSMENT

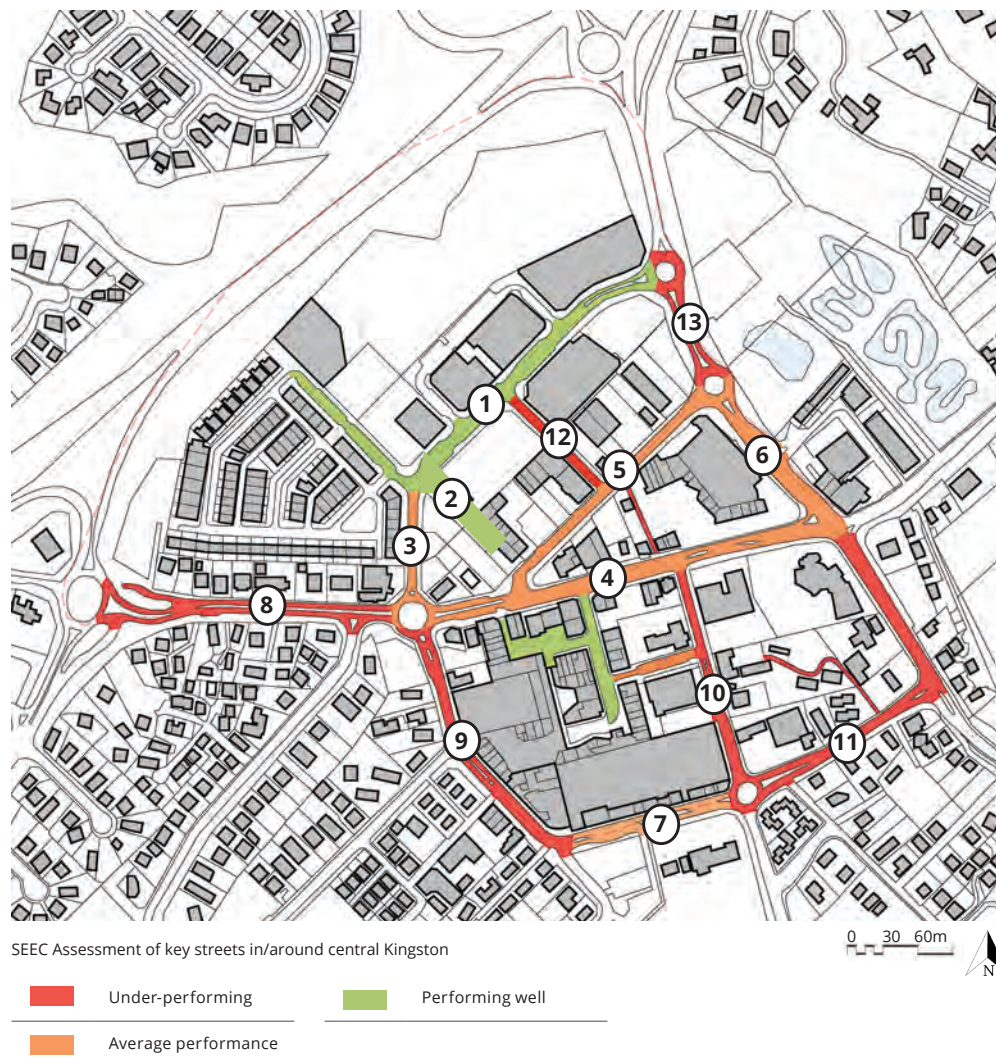
Place Score undertook a SEEC (Social, Economic, Environmental, Cultural) Assessment of key streets in central Kingston to determine their current performance with regard to pedestrian and cyclist movement. The aspects taken into account were:

- Social - Availability and choice of places to sit/socialise
- Economic - Commercial/retail presence
- Environmental - Comfort and ease of access for walking/cycling
- Cultural - Presence of cultural activity/heritage/artwork

The results of the assessment are spatially represented in the adjacent map which shows the streets that are currently under-performing, those that have an average performance and the ones which perform well.

The streets with average performance can be improved with appropriate investment, but can also start under-performing if neglected.

The table on the following page outlines the strengths and challenges that were taken into consideration in the assessment of these streets.





The table below lists the key observations of each of the assessed streets in central Kingston.

Street Name	Key observations
① GOSHAWK WAY (between Pardalote Pde and Huon Hwy)	<ul style="list-style-type: none"> <li>Proposed Kingston Park open space in vicinity</li> <li>Proposed mixed use built form with ground level retail</li> <li>Flat topography</li> </ul>
② PARDALOTE PDE	<ul style="list-style-type: none"> <li>Proposed Kingston Park open space in vicinity</li> <li>Proposed retail along street edge</li> <li>Flat topography</li> </ul>
③ GOSHAWK WAY (between Channel Hwy and Pardalote Pde)	<ul style="list-style-type: none"> <li>No place to sit/socialise</li> <li>Proposed retail/commercial activity</li> <li>Sloping terrain</li> </ul>
④ CHANNEL HWY (between Freeman St and Beach Rd)	<ul style="list-style-type: none"> <li>Inadequate places to sit/socialise compared to the footfall</li> <li>Presence of retail/commercial activity but discontinuous shopfronts</li> <li>Relatively flat terrain, narrow sidewalks, poor treecover, infrequent pedestrian crossings</li> <li>Presence of signage acknowledging local heritage</li> </ul>
⑤ JOHN ST (between Channel Hwy and Huon Hwy)	<ul style="list-style-type: none"> <li>Very few places to sit</li> <li>Commercial activity with no street activation</li> <li>Flat terrain, narrow sidewalks, poor treecover</li> </ul>
⑥ HUON HWY (between John St and Channel Hwy)	<ul style="list-style-type: none"> <li>Presence of shaded seating</li> <li>Presence of artwork referencing natural heritage</li> <li>Presence of retail but no street activation</li> </ul>
⑦ CHURCH ST (between Freeman St and Hutchins St)	<ul style="list-style-type: none"> <li>Presence of school</li> <li>Presence of retail/commercial activity</li> <li>Flat terrain, wide sidewalks with amenities, poor activation</li> </ul>

Street Name	Key observations
⑧ CHANNEL HWY (between Summerleas Rd and Freeman St)	<ul style="list-style-type: none"> <li>No place to sit/socialise</li> <li>Presence of commercial activity but no street activation</li> <li>Sloping terrain, very narrow sidewalks</li> <li>Presence of reserve dedicated to war martyrs at Freeman St intersection</li> </ul>
⑨ FREEMAN ST (between Channel Hwy and Church St)	<ul style="list-style-type: none"> <li>Only one bench to sit</li> <li>Presence of retail/commercial activity with no street activation</li> <li>Undulating terrain, narrow sidewalks, inactive frontages, infrequent pedestrian crossings</li> <li>Presence of reserve dedicated to war martyrs at Channel Hwy intersection</li> </ul>
⑩ HUTCHINS ST (between Channel Hwy and Church St)	<ul style="list-style-type: none"> <li>No place to sit/socialise</li> <li>Presence of social infrastructure</li> <li>Presence of commercial activity but no street activation</li> <li>Steep terrain, narrow sidewalks, poor treecover</li> <li>Visible artwork</li> </ul>
⑪ CHURCH ST (between Hutchins St and Beach Rd)	<ul style="list-style-type: none"> <li>Lack of places to sit/socialise</li> <li>Very less commercial presence</li> <li>Steep terrain, narrow sidewalks, low treecover</li> </ul>
⑫ SKIPPER LN (between Goshawk Way and John St)	<ul style="list-style-type: none"> <li>No place to sit/socialise</li> <li>Presence of commercial activity but no street activation</li> <li>Flat terrain, narrow sidewalks, poor treecover, inactive frontages</li> </ul>
⑬ HUON HWY (between Goshawk Way and John St)	<ul style="list-style-type: none"> <li>Lack of places to sit/stay,</li> <li>Lack of retail activity</li> <li>Lack of safe, paved footpaths</li> <li>Existing nature trail</li> </ul>

# STRENGTHS AND CHALLENGES

This section outlines the strengths and challenges identified through research in regard to central Kingston. The purpose is to understand what's working well and contributing to a positive place experience and what is not working in the centre, thus helping to understand the place as a system.

Key strengths of central Kingston are -

## EXISTING AND GROWING YOUNG POPULATION LIVING IN THE HEART OF CENTRAL KINGSTON

### CURRENT AND FUTURE POPULATION

Kingborough is the fastest growing LGA in Tasmania. The suburb has a higher percentage of young families compared to the state average (median age lower by 5 years and percentage of couples with children higher by 3.2%)

### DIVERSE HOUSING TYPES AND SOCIAL INFRASTRUCTURE IN THE HEART OF CENTRAL KINGSTON

Central Kingston has great community assets - the school, community hub, library, etc. which holds the community together. The existing and proposed mix of housing types (townhouses, multi-family dwellings, apartments) and densities (medium-to-high) will attract a diverse population to reside in the centre.



Kingston has a high percentage of young population which is its strength

## EXISTING RETAIL/COMMERCIAL DIVERSITY AND DEMAND FOR THINGS TO DO

### A CHOICE OF RETAIL OPTIONS

Central Kingston has a mix of retail/commercial options with clusters of similar businesses forming small commercial/retail hubs. The area also has many small and large businesses that trade late into the evenings paving way for a vibrant night time economy.

### GROWING DEMAND FOR THINGS TO DO

The community prioritises investment in things to do which creates a potential for expanding the existing economic activities of central Kingston.



Central Kingston has several retail options which the community identifies as a strength of its streets

## PUBLIC LAND FOR FUTURE DEVELOPMENT IN A PRISTINE NATURAL SETTING

### AVAILABILITY OF PUBLICLY OWNED LAND IN CENTRAL KINGSTON

Central Kingston has large parcels of land owned by Kingborough Council. A large proportion of this land to the north of Channel Highway is relatively flat making it an ideal development site.

The Kingborough Land Use Strategy suggests provision of a mix of land uses while developing this land, which reflects the Council's strategic investment in making central Kingston an active and diverse hub for the community.

### PRESENCE OF UNIQUE NATURAL FEATURES AND VIEWS

Central Kingston enjoys great views of kunanyi/Mt Wellington. It is also in close proximity to Kingston Beach and the Golf Club.



Council and the state own large land parcels in central Kingston which are ideal for development

## INVESTMENT ACKNOWLEDGING THE PAST AND ENCOURAGING A SUSTAINABLE FUTURE FOR CENTRAL KINGSTON

### INVESTMENT IN CENTRAL KINGSTON WILL ENCOURAGE A WALKABLE AND SUSTAINABLE LIFESTYLE

The Kingston Park development has the potential to attract and accommodate a growing population and facilitate living in close proximity of work, shopping and services. This will encourage active travel and minimise the negative environmental impacts associated with private vehicular use.

Proposed improvements to public transport in Kingston will also encourage a shift towards sustainable travel behaviour.

### ACKNOWLEDGMENT OF NATURAL AND CULTURAL HERITAGE

At several locations in central Kingston are plaques, information signage and artwork referencing the local natural and cultural heritage of Kingston.



Central Kingston has several examples of plaques, signage and artwork acknowledging the natural and cultural heritage of the place



Key challenges of central Kingston are -

## INWARD LOOKING BUILDINGS WITH A LACK OF THINGS TO DO ON THE STREET

### DULL STREETS LACKING THINGS TO DO ALONG THE EDGES

Central Kingston has inward looking large footprint development which fails to activate the adjacent streets. While the centre serves a functional role, it does not provide an engaging and enjoyable experience for the people using it.

### AN UNCOMFORTABLE PUBLIC REALM THAT DISCOURAGES PEOPLE FROM SPENDING TIME OUTDOORS

Central Kingston has narrow footpaths that lack shade, shelter and places for people to sit discouraging them from spending time outdoors. It also has limited seating options. The lack of adequate pedestrian infrastructure also inhibits people from walking between local destinations.



Streets in central Kingston lack adequate covered seating areas and meeting places which limits opportunities for community interaction

## UNDERUTILISED STREETS AND STREET EDGES THAT FAIL TO PAVE THE WAY FOR A THRIVING LOCAL ECONOMY

### ABSENCE OF A CLEARLY IDENTIFIABLE MAIN STREET

Currently, central Kingston does not have a clearly identifiable main street. Channel Highway which is the designated main street serves more as a through-fare for cars and not as the heart of the town.

### UNDERUTILISED POTENTIAL TO TRADE ALONG STREET EDGES AND ACTIVATE THE PUBLIC REALM

Central Kingston has several underutilised commercial lots - it has large footprint retail centres along Channel Highway that are inward facing and lose out on the potential to trade on the street facing edge and activate the streets.

### LACK OF EMPLOYMENT OPPORTUNITIES IN THE WIDER KINGSTON AREA

Central Kingston does not have enough local jobs to support its population - only 26.1% local residents of Kingston-Huntingfield work locally, while the rest travel out of the area for work. In addition, large commercial establishments attract visitors but pose a threat to the survival of small businesses that further affect local employment opportunities.



Central Kingston has no clearly identifiable main street with continuous retail frontage and quality pedestrian infrastructure that could facilitate local economic growth

## LACK OF INTERESTING AND QUALITY CONNECTIONS TO WALK OR CYCLE BETWEEN KEY DESTINATIONS

### DISCONNECTED DESTINATIONS WITH POOR WALKING AND CYCLING LINKS

Central Kingston has several retail and community destinations that are distributed throughout the area, but are not connected through safe and attractive walking and cycling paths. This physically disconnects the centre and it does not function well as a whole.

### BARRIERS TO SAFE AND SEAMLESS WALKING AND CYCLING

A majority of the lots in central Kingston are quite large and irregular in shape with no through roads. This discourages walking even over short distances.

A conflict between cars and pedestrians is seen at multiple street junctions, where people jaywalk due to the lack of pedestrian priority crossings.

### POOR SENSE OF INVITATION TO WALK

Several streets in central Kingston have steep terrain, narrow and discontinuous footpaths, poor shade and shelter, inactive edges, and old and irregular paving which discourages people from walking.



Walking between key destinations in central Kingston is challenging due to undulating terrain, narrow footpaths, poor street edge design and conflict with cars at intersections

## A CAR-ORIENTED CULTURE PRIORITISING PRIVATE VEHICLE MOVEMENT AND USE

### A CAR-ORIENTED CULTURE

Central Kingston prioritises cars over people. Roads primarily serve car movement with little to no room for pedestrians. A large proportion of the open spaces are dedicated for car parking - both private and public.

The community has a car-oriented culture, where people are used to driving up to the shops and parking their vehicles in front of the shops. There is a very high percentage of car drivers and a low percentage of people who walk or take the bus to work. The lack of convenient bus stops and facilities such as bike-and-ride make public transport an unattractive option.

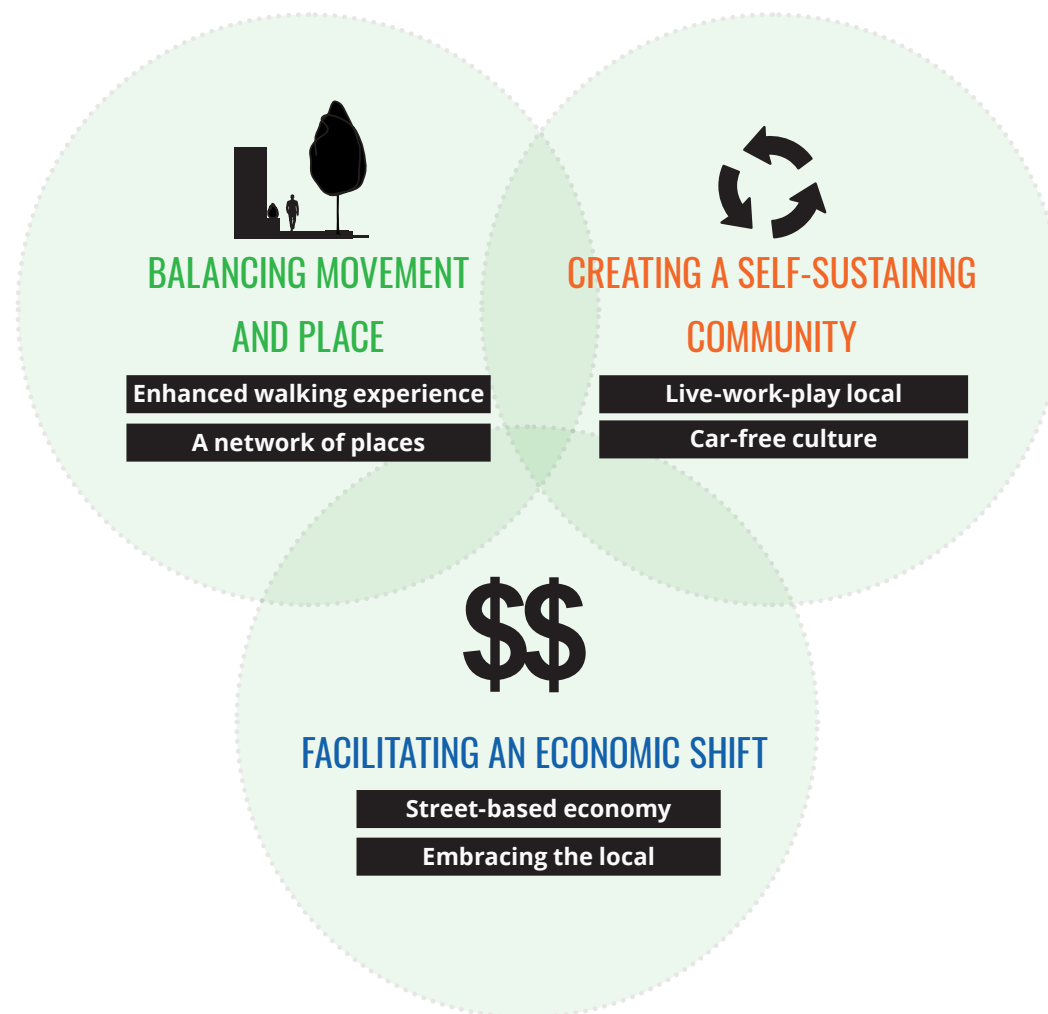


Central Kingston is highly car-oriented with people driving up to the doorsteps of shops

# DRIVERS OF CHANGE

What is driving change for central Kingston? Drivers of Change aim to capture 'the problem we are trying to solve' by synthesising both the strengths and the challenges. Fundamentally these Drivers of Change are the internal and external influences on the future success of the centre that should be recognised and responded to in the Place Strategy.

WHAT SHOULD DRIVE THE CHANGES WE WANT FOR CENTRAL KINGSTON?







***'Balancing movement and place'***  
 responds to the current state of mobility in central Kingston and the community's desire to improve the visual, physical and social experience of the public realm.



Central Kingston currently has a several commercial and retail assets that are disconnected from each other. This driver aims to connect these assets through a network of pedestrian and cycling routes. It is a response to the community's aspirations for making central Kingston's streets interesting, engaging and comfortable to walk as well as sit, stay and socialise.

This driver seeks to:

- Connect all the assets in central Kingston to create a walkable hub
- Improve the overall walking and cycling experience making it safe and enjoyable
- Integrate nature as a part of the movement experience
- Create a network of paths and places that are permeable
- Facilitate development to activate the public realm



***'Creating a self-sustaining community'***  
 is built upon the potential of central Kingston to transform from a car based shopping precinct to a true community centre where people live, work and play locally.



This driver responds to the how central Kingston currently functions as a car-based shopping precinct dependent on Hobart, and focuses on transforming it into a mixed use centre offering living, employment and recreational opportunities locally. It leverages on the proposed Kingston Park development that aims to offer a diversity of housing options, businesses and community infrastructure in central Kingston.

This driver seeks to:

- Encourage a live, work and play locally lifestyle
- Improve things to do and social activities in central Kingston
- Create an environmentally sustainable culture



***'Facilitating an economic shift'***  
 responds to the current local economy of central Kingston and the need to diversify allowing a mix of creative and small scale businesses that can spur economic growth.



Central Kingston offers a good mix of retail options but is largely dominated by big players. It is functional but not enjoyable. The small scale economy is hampered and neglected, and there is nothing much to do.

This place driver aims to boost place attraction by making central Kingston a viable place for small and creative businesses to thrive and a young population to live. It aims to unlock the value of land in the centre to incentivise high quality development that can activate a street-based economy.

This driver seeks to:

- Encourage small scale businesses and fine grain trading
- Improve local employment opportunities
- Improve local trading experience for business









## **APPENDIX C - COMMUNITY DIRECTIONS FOR THE FUTURE**



As a part of developing the Kingston Place Strategy, Place Score engaged with over 1850 people associated with Kingston in 2019-20. This involved face-to-face surveys, online surveys and workshops with the community and stakeholders. This section of the report synthesises the inputs sought from the community in 2019-20 and the findings of past engagement conducted in 2014 and 2006 into four directions that inform and guide the Place Strategy.

## HOW DOES KINGSTON'S COMMUNITY WANT CENTRAL KINGSTON TO BE?

**WE WANT CENTRAL KINGSTON TO BE SELF-SUFFICIENT AND OFFER A CHOICE OF THINGS TO DO AT DAY AND NIGHT**

-  MORE SPECIALTY TRADING
-  AVAILABILITY OF ENTERTAINMENT OPTIONS
-  MORE AL-FRESCO DINING
-  MORE PUBLIC EVENTS
-  MORE LOCAL JOBS
-  MORE BUSINESS OPPORTUNITIES



**WE WANT A CONNECTED WALKING AND CYCLING NETWORK WITHIN AND BEYOND CENTRAL KINGSTON**

-  BETTER WALKABILITY
-  GOOD QUALITY FOOTPATHS
-  SHELTER FROM WEATHER
-  PEDESTRIANISED STREETS
-  BETTER BIKE INFRASTRUCTURE

**WE WANT LUSH GREEN SHADED STREETS AND UNIQUE NATURAL FEATURES**

-  INCREASED TREE CANOPY
-  PARKS AND GREEN SPACES
-  PRESENCE OF WATER FEATURES
-  PROTECTION OF NATURAL LANDSCAPE
-  RETENTION OF SCENIC VIEWS

**WE WANT AN ATTRACTIVE AND ENGAGING PUBLIC REALM THAT ENCOURAGES LONGER OUTDOOR STAYS AND SOCIAL INTERACTION**

-  MORE CLEANLINESS
-  BETTER MAINTENANCE
-  QUALITY PUBLIC SPACES
-  PUBLIC ART
-  MORE SOCIAL COHESION
-  BETTER SAFETY

## COMMUNITY DIRECTION 1

**WE WANT CENTRAL KINGSTON TO BE SELF-SUFFICIENT AND OFFER A CHOICE OF THINGS TO DO AT DAY AND NIGHT**

### WHAT DOES THIS MEAN?

The community wants Central Kingston to be an attractive and inviting destination for people with enhanced retail and commercial offer. They support creating a sustainable and right-sized community that will live, work and play locally, making Kingston an independent centre in Greater Hobart.



Activated main street with more jobs and business activity

### SUPPORT FROM COMMUNITY ENGAGEMENT

Engagement	Evidence
Place Priorities	<ul style="list-style-type: none"> <li>• #1 Improvement priority for central Kingston is '<i>Things to do in the evening (shopping, dining, entertainment etc.)</i>'</li> <li>• #2 Improvement priority for central Kingston is '<i>Evidence of public events happening here (markets, street entertainers etc.)</i>'</li> <li>• '<i>Outdoor restaurant, cafe and/or bar seating</i>' is one of the secondary priorities for improving central Kingston</li> </ul>
Visioning workshops	<ul style="list-style-type: none"> <li>• 4 out of 6 groups wanted a diverse retail and service offer (specialty trading, hospitality, restaurants, events, markets, cinema, etc.)</li> <li>• 4 out of 6 groups wanted more jobs and business opportunities within central Kingston</li> <li>• 4 out of 6 groups wanted a choice of things to do in the open spaces (BBQs, play equipment, community farm, coffee shops, etc.)</li> </ul>
Open Ended Question	<ul style="list-style-type: none"> <li>• 283 (32.8%) answers focused on improving the local economy</li> <li>• 25.6% answers suggested adding more trees, better retail and leisure options</li> <li>• 183 (21.2%) answers focused on improving facilities and services</li> <li>• 14.6% ideas suggested adding more play and sports facilities, while 4% were suggested adding more and better arts and cultural facilities</li> </ul>
Past engagement	<ul style="list-style-type: none"> <li>• There was support for attracting commercial investment in central Kingston to improve liveability and entertainment (2014) and increasing recreational areas and play areas for children (2006)</li> </ul>



The community wants central Kingston to offer a choice of things to do throughout the day that make it attractive and self-sustaining

## COMMUNITY DIRECTION 2

### WE WANT A CONNECTED WALKING AND CYCLING NETWORK WITHIN AND BEYOND CENTRAL KINGSTON

#### WHAT DOES THIS MEAN?

The community wants the disconnected precincts in central Kingston to be reconnected through a network of safe walkable connections. This includes walking links between central Kingston and Kingston Beach as well as other key destinations. There is a support for adding infrastructure for bicycle use - bicycle pathways and parking facilities.



Dedicated pedestrian priority areas in central Kingston

#### SUPPORT FROM COMMUNITY ENGAGEMENT

Engagement	Evidence
Place Priorities	<ul style="list-style-type: none"><li>• <i>'Ease of walking around (including crossing the street, moving between destinations)'</i> is one of the primary improvement priorities for central Kingston</li><li>• Creating a better <i>'Quality of public space (footpaths and public spaces)'</i> is one of the secondary priorities for improving central Kingston</li></ul>
Visioning workshops	<ul style="list-style-type: none"><li>• All 6 groups supported developing infrastructure for active mobility and shared ideas such as designating pedestrian priority areas and extending the walking network beyond central Kingston</li></ul>
Open Ended Question	<ul style="list-style-type: none"><li>• 434 answers (50.3%) were related to improving movement in Kingston</li><li>• 20.8% of answers were related to improving active transport infrastructure</li></ul>
Past engagement	<ul style="list-style-type: none"><li>• The previous community engagement in 2014 and 2006 included ideas such as developing an improved network of walking trails and cycleways, and making better footpaths</li></ul>



The community wants central Kingston and its surroundings to offer a seamless walking and cycling experience



## COMMUNITY DIRECTION 3

### WE WANT LUSH GREEN SHADED STREETS AND UNIQUE NATURAL FEATURES

#### WHAT DOES THIS MEAN?

The community wants central Kingston to integrate elements of greenery and landscaping thus offering a green, shaded and relaxed public realm experience. There is also a desire for retention of scenic views and protection of natural features.



A public realm experience enhanced by natural features

#### SUPPORT FROM COMMUNITY ENGAGEMENT

Engagement	Evidence
Place Priorities	<ul style="list-style-type: none"> <li>• <i>'Elements of the natural environment (views, vegetation, topography, water etc.)'</i> and <i>'Vegetation and natural elements (street trees, planting, water etc.)'</i> are primary improvement priorities for central Kingston</li> </ul>
Visioning workshops	<ul style="list-style-type: none"> <li>• 4 out of 6 groups stated the need to add elements of greenery and vegetation in central Kingston</li> </ul>
Open Ended Question	<ul style="list-style-type: none"> <li>• 187 (21.7%) answers were related to improving the natural environment of Kingston. A majority (16.8%) of the answers in this category were related to adding more and better parks and greenery</li> <li>• Ideas were also shared with regard to celebrating and protecting the natural topography and landscape (3.2%) and the fauna and flora of the region (2.5%)</li> </ul>
Past engagement	<ul style="list-style-type: none"> <li>• There was support for increasing greenery and limiting 'concrete jungle' development in central Kingston (2014), and protecting, enhancing and adding to the existing green spaces (2006)</li> </ul>



The community wants more greenery and natural features in central Kingston

## COMMUNITY DIRECTION 4

### WE WANT AN ATTRACTIVE AND ENGAGING PUBLIC REALM THAT ENCOURAGES LONGER OUTDOOR STAYS AND SOCIAL INTERACTION

#### WHAT DOES THIS MEAN?

The community wants central Kingston to have a tidy environment with a comfortable and attractive public realm that can encourage longer outdoor stays. The community supports creation of spaces to interact and socialise. Integration of art and unique features is also important to the community in order to enhance the look and character of the place.



Artwork and installations create an interesting public domain

#### SUPPORT FROM COMMUNITY ENGAGEMENT

Engagement	Evidence
Place Priorities	<ul style="list-style-type: none"> <li>• 'Maintenance of public spaces and street furniture' and 'Cleanliness of public space' are primary improvement priorities for central Kingston</li> <li>• Investing in 'Public art, community art, water or light feature' and creating a better 'Quality of public space (footpaths and public spaces)' are secondary priorities for improving central Kingston</li> </ul>
Visioning workshops	<ul style="list-style-type: none"> <li>• 4 out of 6 groups shared ideas for open spaces that encourage longer outdoor stays and improve community interaction (BBQs, play equipment, community farm, coffee shops, etc.)</li> <li>• 4 out of 6 groups stated the need to add public art to make the public realm more attractive</li> </ul>
Open Ended Question	<ul style="list-style-type: none"> <li>• 148 (17.2%) answers were related to improving social connections and safety</li> <li>• 16.8% answers were related to adding more and better parks and greenery</li> <li>• 3% of the answers were related to adding more and better community facilities such as gardens and gathering spaces</li> </ul>
Past engagement	<ul style="list-style-type: none"> <li>• There was support for cleaning up local areas, developing aesthetically pleasing built form (2014) and developing Kingston as a well-maintained and attractive entry into the municipality (2006)</li> </ul>



The community wants a clean and well-maintained central Kingston with attractive and engaging public spaces

## **APPENDIX D - COMMUNITY INSIGHTS**



# ABOUT PLACE SCORE AND THIS RESEARCH

Place Score has been engaged by Kingborough Council to develop a Place Strategy for central Kingston. This report includes findings from face-to-face and online engagement conducted during Stage 1 of the project.

Place Score offers two sophisticated data collection tools, Care Factor and Place Experience (PX) Assessments. Like a 'place census', Care Factor captures what your community really values, while PX Assessments measure the community's lived experience.

Together they help you identify what is important, how a place is performing and what the focus of change should be. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment.

There are many benefits in using Place Score for your project research:

- Community segmentation; geographic and demographic
- Insights that can be used for strategic planning and implementation projects
- Quantitative data for evidence based planning to measure the impact of investment over time
- Identification of place attributes that the community all cares about as well as potential conflicts to minimise risk

## HOW THE PLACE SCORE SYSTEM WORKS:

### Care Factor

captures *what* attributes your community 'values'...

### PX Assessment

captures *how* your community 'rates' each attribute...



A place attribute with a high Care Factor but a low PX Score should be prioritised.

## WHERE AND WHEN WAS THIS DATA COLLECTED?

Between the 14th of October and 18th of November 2019, Place Score collected Town Centre Care Factor Surveys and PX Assessments for Kingborough Council in central Kingston. This data is the basis for your Town Centre Community Insights Report.

## TOWN CENTRE CARE FACTOR SURVEY

*Which place attributes are most important to you in your ideal town centre?*

- 1623 respondents
- Online and face-to-face data was collected between the 14th of October and 18th of November 2019.

## STREET PX ASSESSMENTS

*How is each place attribute impacting your personal enjoyment of this place?*

- Four main street environments
- 166 local residents, works and visitors completed a PX Assessment
- Face-to-face data was collected between the 17th and the 19th of November 2019.

*A total of 1789 responses were collected during this research.*

## HOW ARE PLACE SCORE ATTRIBUTES CODED?

Place Score's Care Factor and PX Assessments include 50 attributes which cover a wide range of themes. For this project, Place Score has additionally looked at 9 movement-related attributes.

Primary attributes include four attributes associated with walking, cycling, public transport options and private vehicular transport, whereas the five secondary attributes may potentially influence the different modes of travel, such as safety, quality and amount of public space, and evidence of management.

# ABOUT THE RESPONDENTS

## CONFIDENCE LEVEL:

Unless noted otherwise, a **95% confidence level** with a margin of error of  $\pm 4\%$  can be expected for all Care Factor Data and  $\pm 7.1\text{pts}$  for PX data.

	Demographic	Low Target	Achieved	Remark
CF	CF Sample	n = 600 for $\pm 4.0\%$ at 95% Confidence	n = 1623	Target achieved
	15-24 yrs	14.7% $\pm 5\%$	4.6%	5.1% below target margin
	25-44 yrs	44.5% $\pm 5\%$	46.9%	Target Achieved
	45-64 yrs	29.8% $\pm 5\%$	34.8%	Target Achieved
	65+ yrs	11% $\pm 5\%$	13.7%	Target Achieved
	Male	51.3% $\pm 5\%$	34.4%	11.9% below target margin
PX	Female	48.7% $\pm 5\%$	65.1%	11.4% above target margin
	PX sample	n = 40	n = 166	Above target
	15-24 yrs	14.7% $\pm 5\%$	15.2%	Target Achieved
	25-44 yrs	44.5% $\pm 5\%$	38.8%	0.7% below target margin
	45-64 yrs	29.8% $\pm 5\%$	30.3%	Target Achieved
	65+ yrs	11% $\pm 5\%$	15.8%	Target Achieved
	Male	51.3% $\pm 5\%$	47.6%	Target Achieved
	Female	48.7% $\pm 5\%$	51.8%	Target Achieved

## CARE FACTOR DATA

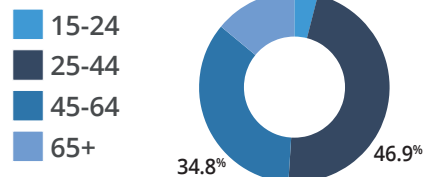
Data was collected via online and face-to-face surveys during the period of 14th of October and 18th of November 2019. A total of 1623 people participated.

**n=1623**

### GENDER



### AGE<sup>1</sup>



### COUNTRY OF BIRTH

Australia	79.4%
United Kingdom	8.9%
China	1.5%
South Africa	1.4%
New Zealand	1.3%

## PX DATA

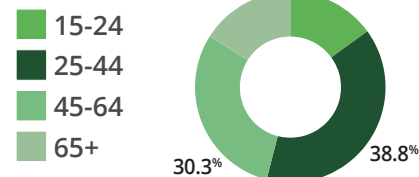
Data was collected via face-to-face surveys during the period 17th and 19th of October 2019. A total of 166 people participated.

**n=166**

### GENDER



### AGE<sup>1</sup>



### COUNTRY OF BIRTH

Australia	74.7%
United Kingdom <sup>2</sup>	6.6%
India	4.2%
New Zealand	3.6%
China	3%

## 2016 CENSUS DATA

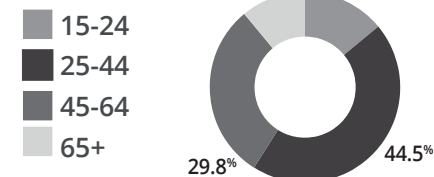
This column captures the make-up of our population in accordance with the 2016 census.

**N=35,853**

### GENDER



### AGE<sup>1</sup>



### COUNTRY OF BIRTH

Australia	57.0%
Philippines	4.3%
England	3.3%
India	2.7%
New Zealand	2.0%

# EXECUTIVE SUMMARY

THIS SECTION PROVIDES AN EXECUTIVE SUMMARY OF  
KEY FINDINGS FOR KINGBOROUGH COUNCIL



# CENTRAL KINGSTON MOVEMENT FINDINGS OVERVIEW

Overall, *'Walking paths that connect to other places'* and *'Car parking and accessibility'* are both strengths in Kingston. The only movement related attribute that is considered a priority by the Kingston associates<sup>1</sup> is improving the *'Ease of walking around'*.

## ACTIVE TRANSPORT

- *'Ease of walking around'* is generally identified as a key priority for improvement in central Kingston.
- 20.8% of community ideas for change were related to improving active transport infrastructure.
- Overall, *'Ease of walking around'* is the most valued movement attribute.
- None of the surveyed streets is performing highly in terms of supporting active travel.

## PUBLIC TRANSPORT

- *'Walking, cycling or public transport options'* is not a priority at present.
- 13% of the community ideas for change were related to improving public transport infrastructure.
- Private vehicle users care less about *'Walking, cycling or public transport options'* compared to respondents using other modes.
- *'Walking, cycling or public transport options'* is most valued by the workers in Kingston.
- *'Walking paths that connect to other places'* contributes the most to place experience compared to other primary movement attributes.

## PRIVATE VEHICULAR TRANSPORT

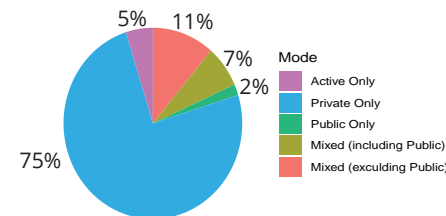
- Overall, *'Car accessibility and parking'* is a strength except for the Channel Highway (btw Huon Hwy and Hutchins St) where it is a priority.
- Kingston associates care more about *'Car accessibility and parking'* compared to the National Benchmark.
- *'Car accessibility and parking'* contributes the most to place experience in all locations except Channel Highway (btw Huon Hwy and Hutchins St).

## OTHER CONSIDERATIONS

- Apart from primary movement attributes, improving the quality of public space, active and public transport options and physical safety are secondary improvement priorities.
- Overall, primary movement attributes are generally found to impact place experience more compared to secondary attributes and non-movement attributes.
- Investment towards improving mobility (for example, connectivity and safety) would potentially impact *'place'* attributes which are among the broader priorities for the centre.

## WHAT IS RESPONDENTS' STATED MODE OF TRAVEL<sup>2</sup>?

Place Score asked respondents of Care Factor Surveys and PX Assessments regarding their usual mode of travel to Kingston. The majority of the surveyed respondents stated their usual mode to be private transport only. This is followed by walking/cycling to the centre and using public transport only.








# KINGBOROUGH LGA PLACE VALUES






The Care Factor survey asks respondents to select what is most important to them in each of five Place Dimensions.

The Place Dimensions, and their associated ten Place Attributes, reveal what attracts and attaches people to a town centre or main street environment, as well as the barriers to entry or connection.


## KINGBOROUGH LGA TOP 10 CARE FACTORS


The top 10 Care Factors are ranked based on how many people selected each attribute as being important to them.


RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	68% 
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	66% 
#3	Ease of walking around (including crossing the street, moving between destinations)	57% 
#4	Sense of safety (for all ages, genders, day/night etc.)	54% 
#5	Maintenance of public spaces and street furniture	52% 


RANK	ATTRIBUTE	% OF N
#6	General condition of vegetation, street trees and other planting	51% 
#7	Vegetation and natural elements (street trees, planting, water etc.)	50% 
#8	Things to do in the evening (shopping, dining, entertainment etc.)	48% 
#9	Evidence of public events happening here (markets, street entertainers etc.)	47% 
#10	Walking paths that connect to other places	45% 


### THE FIVE PLACE DIMENSIONS ARE:

**CARE**  
 How well a place is managed, maintained and improved. It considers care, pride, personal and financial investment in the area.

**LOOK & FUNCTION**  
 Physical characteristics of a place: how it looks and works, the buildings, public space and vegetation.

**SENSE OF WELCOME**  
 The social characteristics of a place, and how inviting it feels to a range of people regardless of age, income, gender, ethnicity or interests.

**THINGS TO DO**  
 Activities, events and inviting spaces to spend time in a place that might lead to a smile or a new friend.

**UNIQUENESS**  
 Physical, social, cultural or economic aspects of an area that make a place interesting, special or unique.

# KINGBOROUGH LGA PLACE VALUES

## DIFFERENCES BETWEEN TOWN CENTRES

The communities in each of your town centres value different place attributes than the LGA Top 10. This table illustrates which of the LGA Top 10 attributes are less/more valued in each town centre.

### LEGEND

- Less valued than LGA
- More valued than LGA
- Not in a town centres's top 10

	Cleanliness of public space	Elements of the natural environment (views, vegetation, topography, water etc.)	Ease of walking around (including crossing the street, moving between destinations)	sense of safety (for all ages, genders, day/night etc.)	Maintenance of public spaces and street furniture	General condition of vegetation, street trees and other planting	Vegetation and natural elements (street trees, planting, water etc.)	Things to do in the evening (shopping, dining, entertainment etc.)	Evidence of public events happening here (markets, street entertainers etc.)	Evidence of public events happening here (markets, street entertainers etc.)	
<b>LGA TOP 10 RANK</b>	<b>#1</b>	<b>#2</b>	<b>#3</b>	<b>#4</b>	<b>#5</b>	<b>#6</b>	<b>#7</b>	<b>#8</b>	<b>#9</b>	<b>#10</b>	<b>Top 10 attributes for each town centre that are not in LGA Average Top 10 (We care about this more than everyone else...)</b>
Central Kingston	#1	#2	#3	#4	#5	#6	#8	#6	#11	#10	#9 Car accessibility and parking
Kingston Beach Town Centre	#2	#1	#10	#6	#8	#4	#3	#12	#5	#14	#6 Public art, community art, water or light feature, #9 Outdoor restaurant, cafe and/or bar seating, #10 Overall look and visual character of the area
Margate Town Centre <sup>1</sup>	#1	#2	#6	#9	=#3	#8	#6	=#3	=#3	#19	#10 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
Snug Town Centre <sup>2</sup>	#1	#2	#5	=#3	=#3	#9	#7	#17	#5	#7	#10 Local history, heritage buildings or features



# CENTRAL KINGSTON AT A GLANCE

## carefactor town centre

The Care Factor survey invites respondents to prioritise the place attributes that are most important to them in their ideal main street or town centre environment.

The following 5 attributes were selected by the majority of your community as being important to them in their ideal town centre:

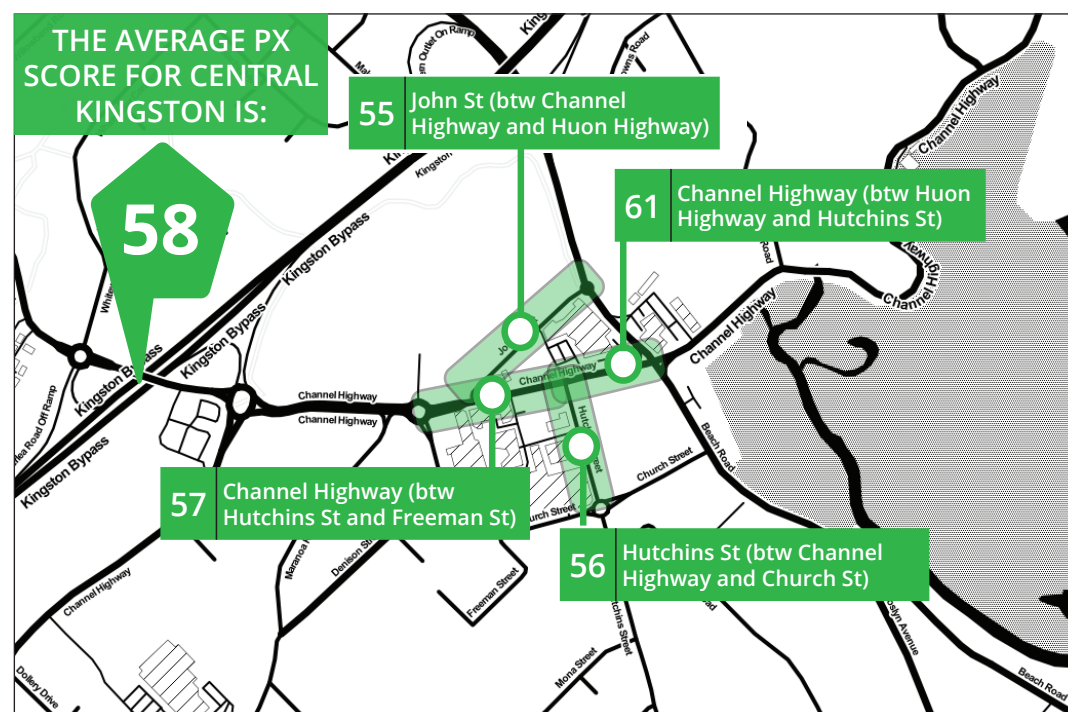
RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	68%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	54%
#5	Maintenance of public spaces and street furniture	51%

## PXassessment street

A PX (Place Experience) Assessment is an observation study that asks respondents to rate how different aspects of a street are performing, resulting in a PX Score. The PX Score provides you with a number between 0 and 100 that captures your community's place experience.

A PX Assessment was undertaken at four locations in central Kingston between 17th and 19th of October 2019.

Here is how respondents rated their Place Experience:



# CENTRAL KINGSTON STRENGTHS AND PRIORITIES

## PRIORITIES FOR CENTRAL KINGSTON

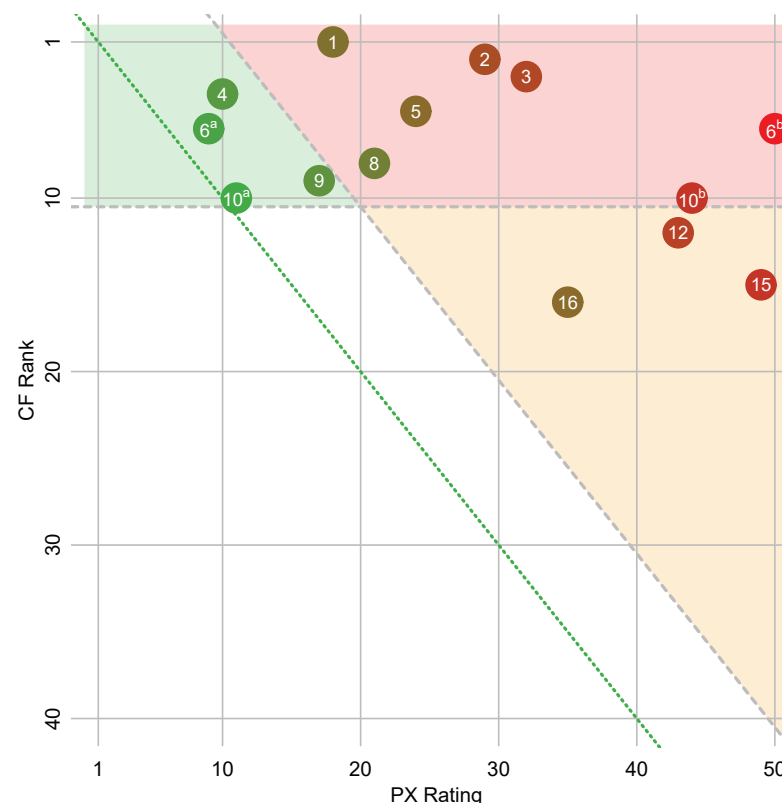
These tables and graph illustrate your town centre strengths, improvement priorities and considerations.

**STRENGTHS** should be celebrated and protected.

**PRIORITIES** identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

**CONSIDERATIONS** identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
10a	Walking paths that connect to other places
6a	General condition of vegetation, street trees and other planting
4	Sense of safety (for all ages, genders, day/night etc.)
9	Car accessibility and parking



CF	IMPROVEMENT PRIORITIES
6b	Things to do in the evening (shopping, dining, entertainment etc.)
10b	Evidence of public events happening here (markets, street entertainers etc.)
3	Ease of walking around (including crossing the street, moving between destinations)
2	Elements of the natural environment (views, vegetation, topography, water etc.)
5	Maintenance of public spaces and street furniture
1	Cleanliness of public space
8	Vegetation and natural elements (street trees, planting, water etc.)

CF	FOR CONSIDERATION
15	Public art, community art, water or light feature
12	Outdoor restaurant, cafe and/or bar seating
16	Quality of public space (footpaths and public spaces)

### LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking! (PX=CF+10)
- ..... Equal CF rank and PX Score (PX=CF)

# CENTRAL KINGSTON SUMMARY

carefactor  
town centre

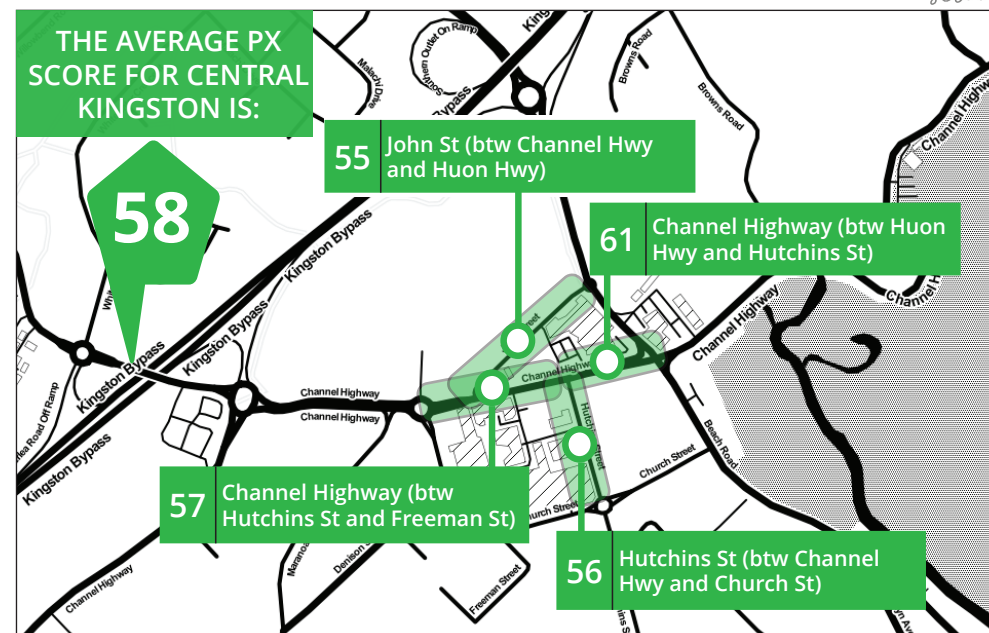
PXassessment  
street

## TOWN CENTRE PX SCORES AND PRIORITIES

PX Assessments were undertaken at four locations in central Kingston. The highest PX Score was at Channel Highway (btw Huon Hwy and Hutchins St) (61/100) while John Street (btw Channel Hwy and Huon Hwy) received the lowest score (55/100). The average of the four PX Scores is 58/100.

As a comparison, the current Melbourne Metro average is 72 out of 100.

Priorities for each location, and for the LGA as a whole, are determined by aggregating the Care Factor data with the PX Assessment scores. The top 3 priorities for each location are those attributes with the highest Care Factor that are also performing poorly.



TOWN CENTRE (CF)	PX SCORE	PRIORITY 1	PRIORITY 2	PRIORITY 3
Overall Central Kingston	58	Things to do in the evening (shopping, dining, entertainment etc.)	Evidence of public events happening here (markets, street entertainers etc.)	Ease of walking around (including crossing the street, moving between destinations)
Channel Highway (btw Huon Highway and Hutchins St)	61	Things to do in the evening (shopping, dining, entertainment etc.)	Elements of the natural environment (views, vegetation, topography, water etc.)	Ease of walking around (including crossing the street, moving between destinations)
Channel Highway (btw Hutchins St and Freeman St)	57	Things to do in the evening (shopping, dining, entertainment etc.)	Evidence of public events happening here (markets, street entertainers etc.)	Elements of the natural environment (views, vegetation, topography, water etc.)
John St (btw Channel Highway and Huon Highway)	55	Things to do in the evening (shopping, dining, entertainment etc.)	Ease of walking around (including crossing the street, moving between destinations)	Evidence of public events happening here (markets, street entertainers etc.)
Hutchins St (btw Channel Highway and Church St)	56	Things to do in the evening (shopping, dining, entertainment etc.)	Evidence of public events happening here (markets, street entertainers etc.)	Maintenance of public spaces and street furniture



# HOW DO YOU COMPARE?

## CENTRAL KINGSTON IS NOT PERFORMING AS WELL AS THE NATIONAL BENCHMARK

Your PX Scores act as a benchmark to track the performance of the streets over time and allows for comparison against other locations.

### PX Scores:

72 Melbourne Metro  
Average, VIC

65 National Average

64 Sydney Metro  
Average, NSW

60 Newcastle  
Average, NSW

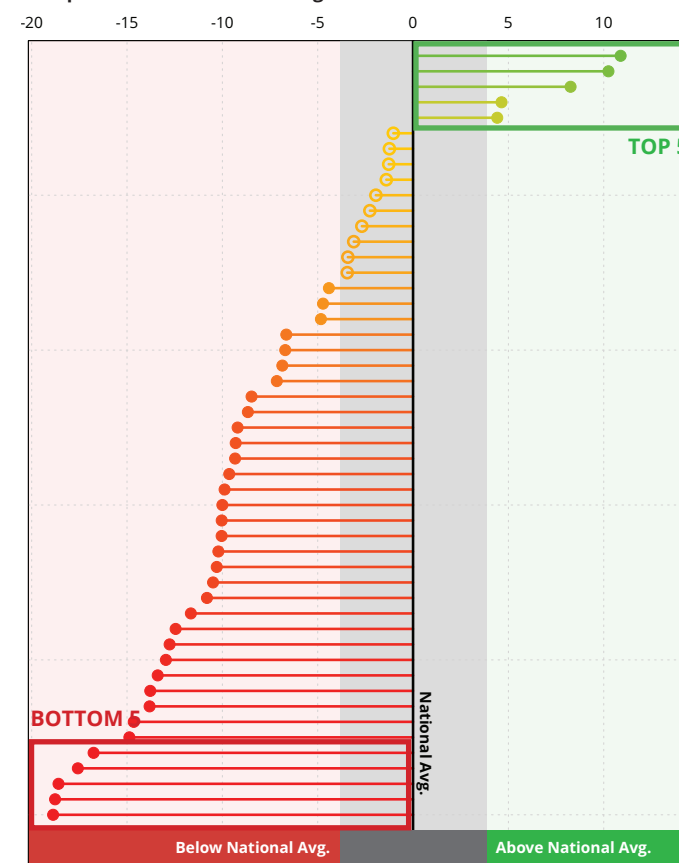
58 Kingston  
Average, TAS

49 Meadowbrook  
Average, QLD

YOUR TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Grocery and fresh food businesses	+10.9
Service businesses (post offices, libraries, banks etc.)	+10.2
Amenities and facilities (toilets, water bubblers, parents rooms etc.)	+8.3
Car accessibility and parking	+4.6
Diversity of price points (\$ to \$\$\$)	+4.4

YOUR BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Ease of walking around (including crossing the street, moving between destinations)	-18.9
Amount of public space (footpaths and public spaces)	-18.8
Outdoor restaurant, cafe and/or bar seating	-18.6
Things to do in the evening (shopping, dining, entertainment etc.)	-17.6
Quality of public space (footpaths and public spaces)	-16.8

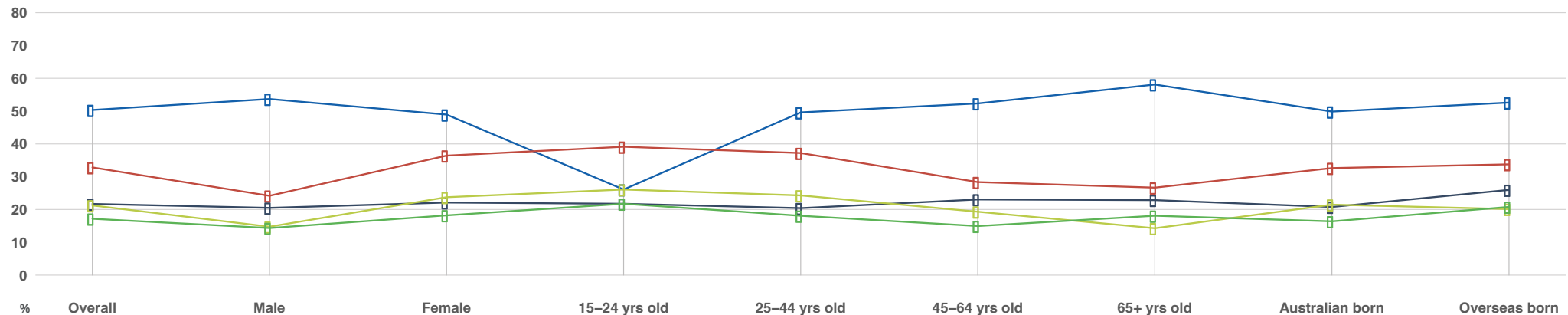
PX score of all 50 attributes of Central Kingston Average Compared with National Average



# COMMUNITY IDEAS FOR CHANGE (1/2)

COMMON COMMUNITY IDEAS INCLUDE AN INCREASE GENERAL CONNECTIVITY AND ACCESSIBILITY, IMPROVING THE ENTERTAINMENT AND RETAIL OFFER, GREENERY, SPORTS AND PLAY FACILITIES

Place Score asked survey respondents *'What is your big or small idea to make Kingston sustainable and successful into the future?'* 862 answers were collected. Here is what your community said:



#1

**IMPROVING MOVEMENT**  
434 answers (50.3%)

"Kingston is a hodgepodge of shopping centres with no easy pedestrian access between them. More pedestrian friendly areas are needed and plant more trees."

**MALE, 65-74 YEARS OLD**

"Businesses to be more centralised (rather than satellite shopping centres) to save driving from one location to another and for greater convenience and time efficiency."

**FEMALE, 35-44 YEARS OLD**

#2

**IMPROVING THE LOCAL ECONOMY**  
283 answers (32.8%)

"Good coffee and brunch spots! Lots of greenery and well lit parks with outdoor entertainment."

**MALE, 25-34 YEARS OLD**

"Kingston is too spread out. Sometimes its 3 or more different stops to get things done. Need a cinema or similar for entertainment."

**FEMALE, 35-44 YEARS OLD**

#3

**IMPROVING THE NATURAL ENVIRONMENT**  
187 answers (21.7%)

"I think a general greening of town centre with native shrubs placed strategically around retail and business premises."

**MALE, 55-64 YEARS OLD**

"More trees! Shade, and plenty of green space. Electric car charging. Bike paths!"

**MALE, 45-54 YEARS OLD**

#4

**IMPROVING FACILITIES**  
185 answers (21.5%)

"Kingston desperately needs an aquatic centre with a 50m pool and an area for children in local schools to do swimming lessons rather than commuting."

**FEMALE, 35-44 YEARS OLD**

"Improve facilities for kids. Consider bowling alley, movie theatre or a decent public pool to stop kids getting bored and causing trouble."

**MALE, 45-54 YEARS OLD**

#5

**IMPROVING SOCIAL CONNECTIONS AND SAFETY**  
148 answers (17.2%)

"Clean, modern, unified theme, accessible for disabilities, safe, more dining choices, a place people want to visit, good walking, cycling, public transportation - active living!"

**FEMALE, 45-54 YEARS OLD**

"More activities and events in central Kingston with the aim of bringing people from different socioeconomic backgrounds together to explore everyone's culture history and lifestyles."

**MALE, 15-24 YEARS OLD**

# COMMUNITY IDEAS FOR CHANGE (2/2)





# MOVEMENT AND PLACE

THIS SECTION PROVIDES INSIGHTS AND  
RECOMMENDATIONS REGARDING MOVEMENT AND  
PLACE FOR CENTRAL KINGSTON.

# CENTRAL KINGSTON MOVEMENT FINDINGS OVERVIEW

Overall, *'Walking paths that connect to other places'* and *'Car parking and accessibility'* are both strengths in Kingston. The only movement related attribute that is considered a priority by the Kingston associates<sup>1</sup> is improving the *'Ease of walking around'*.

## ACTIVE TRANSPORT

- *'Ease of walking around'* is generally identified as a key priority for improvement in central Kingston.
- 20.8% of community ideas for change were related to improving active transport infrastructure.
- Overall, *'Ease of walking around'* is the most valued movement attribute.
- None of the surveyed streets is performing highly in terms of supporting active travel.

## PUBLIC TRANSPORT

- *'Walking, cycling or public transport options'* is not a priority at present.
- 13% of the community ideas for change were related to improving public transport infrastructure.
- Private vehicle users care less about *'Walking, cycling or public transport options'* compared to respondents using other modes.
- *'Walking, cycling or public transport options'* is most valued by the workers in Kingston.
- *'Walking paths that connect to other places'* contributes the most to place experience compared to other primary movement attributes.

## PRIVATE VEHICULAR TRANSPORT

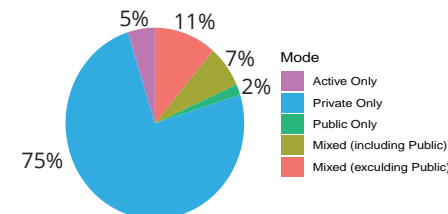
- Overall, *'Car accessibility and parking'* is a strength except for the Channel Highway (btw Huon Hwy and Hutchins St) where it is a priority.
- Kingston associates care more about *'Car accessibility and parking'* compared to the National Benchmark.
- *'Car accessibility and parking'* contributes the most to place experience in all locations except Channel Highway (btw Huon Hwy and Hutchins St).

## OTHER CONSIDERATIONS

- Apart from primary movement attributes, improving the quality of public space, active and public transport options and physical safety are secondary improvement priorities.
- Overall, primary movement attributes are generally found to impact place experience more compared to secondary attributes and non-movement attributes.
- Investment towards improving mobility (for example, connectivity and safety) would potentially impact *'place'* attributes which are among the broader priorities for the centre.

## WHAT IS RESPONDENTS' STATED MODE OF TRAVEL<sup>2</sup>?

Place Score asked respondents of Care Factor Surveys and PX Assessments regarding their usual mode of travel to Kingston. The majority of the surveyed respondents stated their usual mode to be private transport only. This is followed by walking/cycling to the centre and using public transport only.



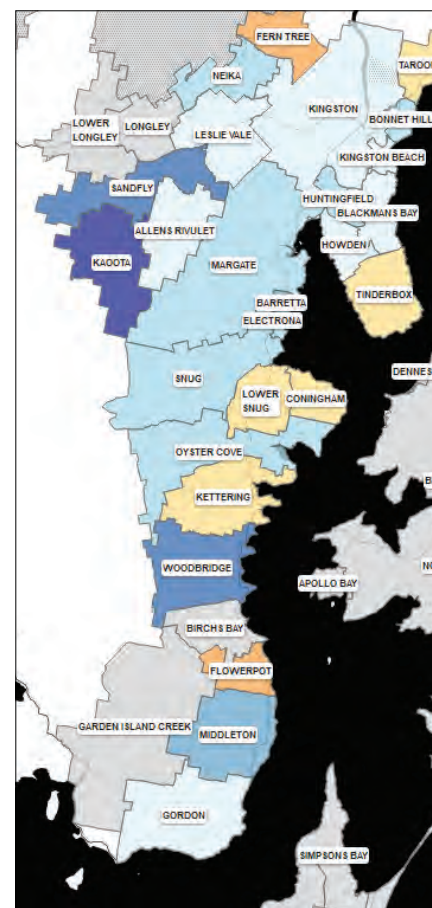
# KINGBOROUGH LGA MODAL CHOICE

## WHO CARES ABOUT WHAT?

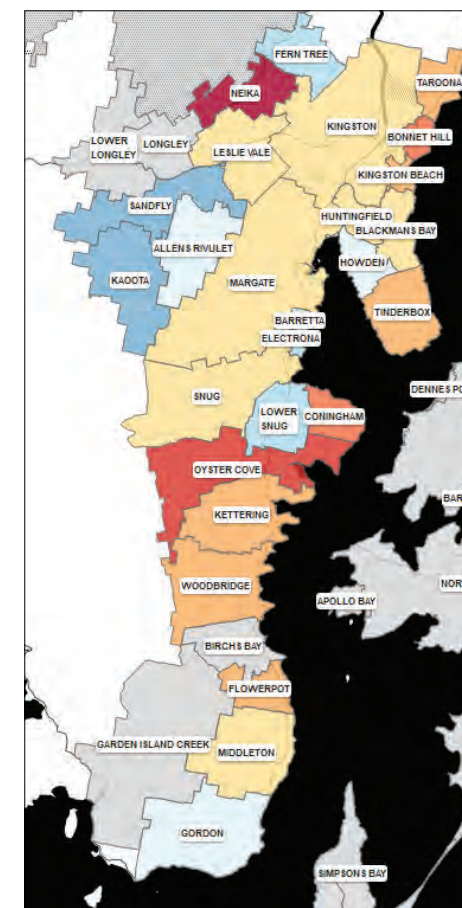
- Generally, the majority of Kingborough LGA residents value 'Ease of walking around' over 'Car accessibility and parking'.
- Residents of Lower Snug and Fern Tree, prioritise 'Car accessibility and parking' over 'Ease of walking around'

The following maps compare Care Factor percentages of 'Car accessibility and parking' and 'Walking, cycling or public transport options' for residents of different suburbs in the LGA.

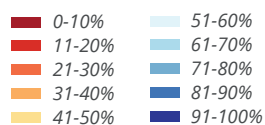
How much we value 'Ease of walking around' by suburb of residence



How much we value 'Car accessibility and parking' by suburb of residence



### LEGEND % of respondents





# CENTRAL KINGSTON MODAL CHOICE

## DEMOGRAPHIC BREAKDOWN

- 'Ease of walking around' is the most valued movement related attribute for all Kingston associates, while 'Walking, cycling or public transport options' is valued the least.
- Generally women, those aged over 45, visitors, respondents born overseas and visitors care more about 'Walking paths that connect to other places'.
- Respondents aged 65 and over care about 'Car accessibility and parking' more than other users.

The following table illustrates Care Factor percentages of different movement attributes for all Kingston associates.

### LEGEND

- More valued than average
- Less valued than average

	TOTAL (n=1263)	Gender		Age				Country of birth		Association <sup>1</sup>				Transport Mode		
		Men (n=423)	Women (n=834)	Under 25 (n=63)	25-44 (n=584)	45-64 (n=437)	65+ (n=179)	Born in Australia (n=998)	Born Overseas (n=265)	Residents <sup>1</sup> (n=844)	Visitors (n=524)	Workers (n=113)	Students (n=31)	Only Active Transport Users (n=61)	Only Public Transport Users (n=23)	Only Private Vehicle Users (n=938)
<b>Primary Alignment</b>																
Ease of walking around (including crossing the street, moving between destinations)	59%	52%	63%	49%	58%	62%	60%	61%	54%	59%	61%	51%	55%	62%	48%	59%
Car accessibility and parking	46%	44%	47%	37%	46%	44%	55%	46%	45%	46%	45%	49%	39%	25%	22%	52%
Walking paths that connect to other places	45%	42%	47%	24%	42%	49%	55%	45%	47%	45%	46%	39%	29%	61%	30%	42%
Walking, cycling or public transport options	35%	42%	31%	25%	35%	39%	27%	34%	40%	35%	33%	38%	32%	61%	57%	28%
<b>Secondary Alignment</b>																
Sense of safety (for all ages, genders, day/night etc.)	54%	50%	56%	65%	53%	54%	53%	54%	53%	56%	52%	49%	52%	57%	43%	53%
Quality of public space (footpaths and public spaces)	36%	38%	35%	21%	34%	41%	35%	34%	42%	35%	37%	38%	19%	36%	35%	35%
Physical safety (paths, cars, lighting etc.)	31%	29%	32%	32%	33%	31%	25%	31%	29%	32%	29%	35%	29%	30%	39%	31%
Amount of public space (footpaths and public spaces)	19%	23%	17%	14%	19%	19%	20%	18%	21%	18%	18%	15%	26%	21%	22%	18%
Evidence of management (signage, information, street cleaners etc.)	16%	17%	16%	19%	16%	15%	21%	17%	12%	17%	18%	20%	3%	18%	13%	16%

# CENTRAL KINGSTON MODAL CHOICE

The following tables illustrate the differences in Place Values based on people's usual mode of transport.

## Main findings

- Interestingly, private vehicle users value 'Ease of walking around' (rank #3) more than 'Car accessibility and parking' (rank #4).
- Active and public transport users value 'Car accessibility and parking' significantly less than private vehicle users.

OVERALL KINGSTON ASSOCIATES  
n=1263

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	68%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	54%
#5	Maintenance of public spaces and street furniture	51%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	49%
#6	General condition of vegetation, street trees and other planting	49%
#8	Vegetation and natural elements (street trees, planting, water etc.)	48%
#9	Car accessibility and parking	46%
#10	Walking paths that connect to other places	45%

ACTIVE ONLY  
n=61

RANK	ATTRIBUTE	% OF N
#1	Ease of walking around (including crossing the street, moving between destinations)	62%
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	62%
#3	Walking paths that connect to other places	61%
#3	Walking, cycling or public transport options	61%
#5	Maintenance of public spaces and street furniture	57%
#5	Sense of safety (for all ages, genders, day/night etc.)	57%
#7	Cleanliness of public space	56%
#8	Evidence of public events happening here (markets, street entertainers etc.)	49%
#8	Outdoor restaurant, cafe and/or bar seating	49%
#10	General condition of vegetation, street trees and other planting	46%
#30	Car accessibility and parking	25%

PRIVATE ONLY  
n=938

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	70%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	53%
#5	Car accessibility and parking	52%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	51%
#7	Maintenance of public spaces and street furniture	50%
#8	General condition of vegetation, street trees and other planting	48%
#9	Vegetation and natural elements (street trees, planting, water etc.)	47%
#10	Evidence of public events happening here (markets, street entertainers etc.)	45%

PUBLIC ONLY  
n=23

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	70%
#2	Evidence of recent public investment (new planting, paving, street furniture etc.)	57%
#2	Walking, cycling or public transport options	57%
#4	Ease of walking around * (including crossing the street, moving between destinations)	48%
#4	Public art, community art, water or light feature*	48%
#6	A cluster of similar businesses * (food, cultural traders, fashion etc.)	43%
#6	Elements of the natural environment * (views, vegetation, topography, water etc.)	43%
#6	Sense of safety * (for all ages, genders, day/night etc.)	43%
#6	Things to do in the evening * (shopping, dining, entertainment etc.)	43%
#10	Amenities and facilities * (toilets, water bubblers, parents rooms etc.)	39%
#33	Car accessibility and parking	22%

## LEGEND

- #1 Different from Kingston overall Top 10 Care Factors
- Primary Movement-related attribute
- Secondary Movement-related attribute

# CENTRAL KINGSTON MODAL CHOICE

The following tables illustrate the differences in Place Values based on people's mixed mode of transport.

## Main findings

- Not only private vehicle users but also people using a combination of private vehicular transport, walking and cycling value 'Ease of walking around' (rank #3) and 'Walking paths that connect to other places' (# 4) more than 'Car accessibility and parking' (rank #17).
- 'Sense of safety' is valued by all users.

OVERALL KINGSTON ASSOCIATES  
n=1263

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	68%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	54%
#5	Maintenance of public spaces and street furniture	51%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	49%
#6	General condition of vegetation, street trees and other planting	49%
#8	Vegetation and natural elements (street trees, planting, water etc.)	48%
#9	Car accessibility and parking	46%
#10	Walking paths that connect to other places	45%

MIXED (INC. PUBLIC)  
n=89

RANK	ATTRIBUTE	% OF N
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	69%
#2	Cleanliness of public space	62%
#3	Walking, cycling or public transport options	60%
#4	Maintenance of public spaces and street furniture	57%
#5	Ease of walking around (including crossing the street, moving between destinations)	56%
#6	Sense of safety (for all ages, genders, day/night etc.)	54%
#6	Vegetation and natural elements (street trees, planting, water etc.)	54%
#6	Walking paths that connect to other places	54%
#9	General condition of vegetation, street trees and other planting	53%
#10	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	48%
#30	Car accessibility and parking	22%

MIXED (EXC. PUBLIC)  
n=141

RANK	ATTRIBUTE	% OF N
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	69%
#2	Cleanliness of public space	68%
#3	Ease of walking around (including crossing the street, moving between destinations)	65%
#4	Maintenance of public spaces and street furniture	58%
#4	Sense of safety (for all ages, genders, day/night etc.)	58%
#4	Walking paths that connect to other places	58%
#7	General condition of vegetation, street trees and other planting	57%
#8	Things to do in the evening (shopping, dining, entertainment etc.)	52%
#9	Vegetation and natural elements (street trees, planting, water etc.)	49%
#10	Walking, cycling or public transport options	48%
#17	Car accessibility and parking	36%

## LEGEND

- #1 Different from Kingston overall Top 10 Care Factors
- Primary Movement-related attribute
- Secondary Movement-related attribute

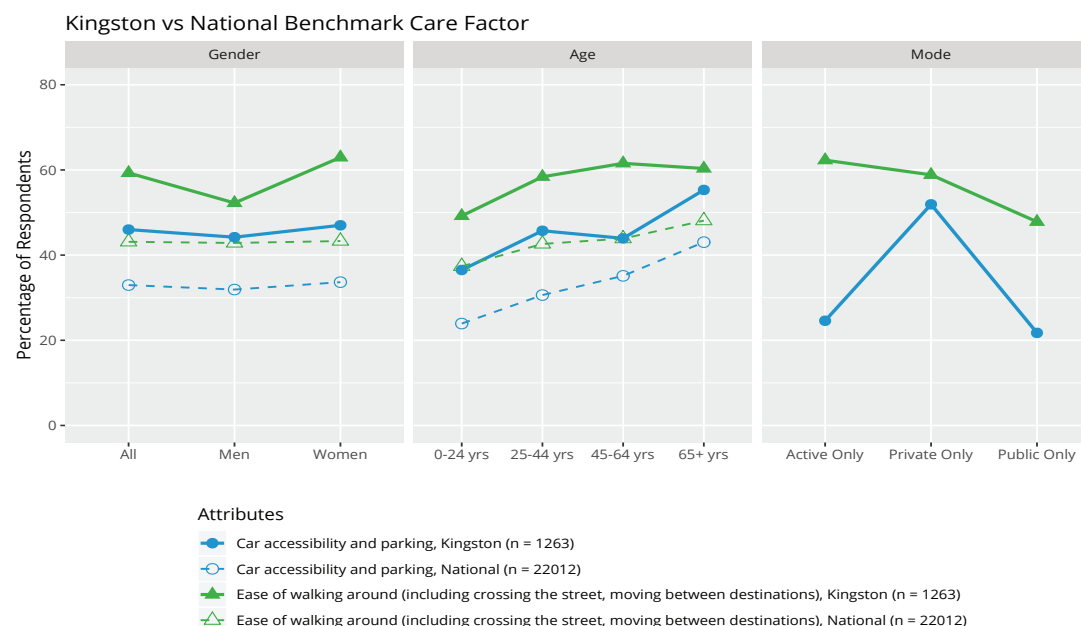


# NATIONAL BENCHMARK MOVEMENT COMPARISON

## CENTRAL KINGSTON VS NATIONAL BENCHMARK\* MODAL CHOICES CARE FACTOR

- Kingston women care about 'Ease of walking around' more than men, unlike the National Benchmark where both genders are aligned.
- Both genders in Kingston value 'Car accessibility and parking' substantially higher than the National Benchmark.
- People of all ages in Kingston value the 'Ease of walking around' more than the National Benchmark.
- Unsurprisingly, active travelers in Kingston value 'Ease of walking around' more than people using other modes. Inversely, private vehicle users value 'Car accessibility and parking' significantly higher than active or public transport users.

The following graph compares the Care Factor percentages of two movement attributes, namely 'Car accessibility and parking', and 'Ease of walking around (including crossing the street, moving between destinations)' for associates of Kingston and across the National Benchmark

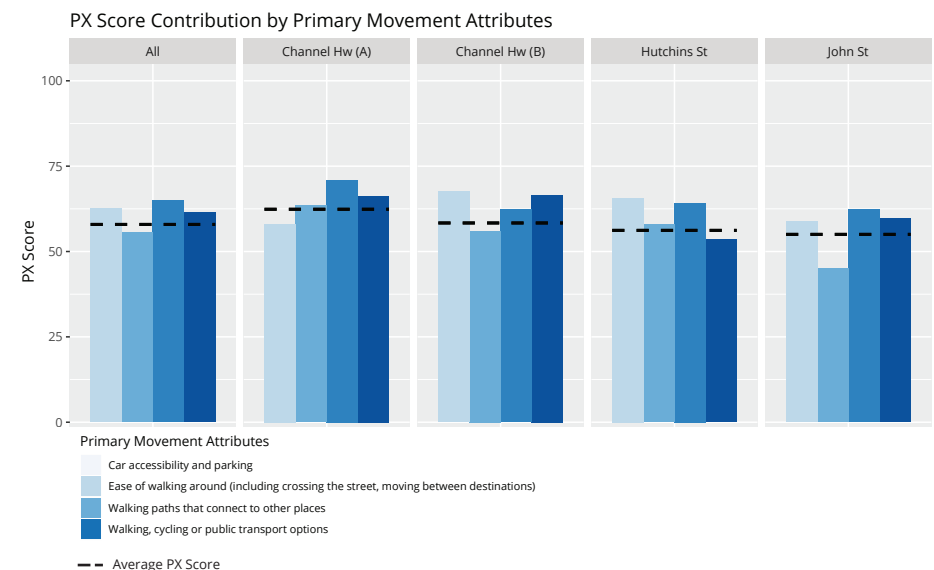
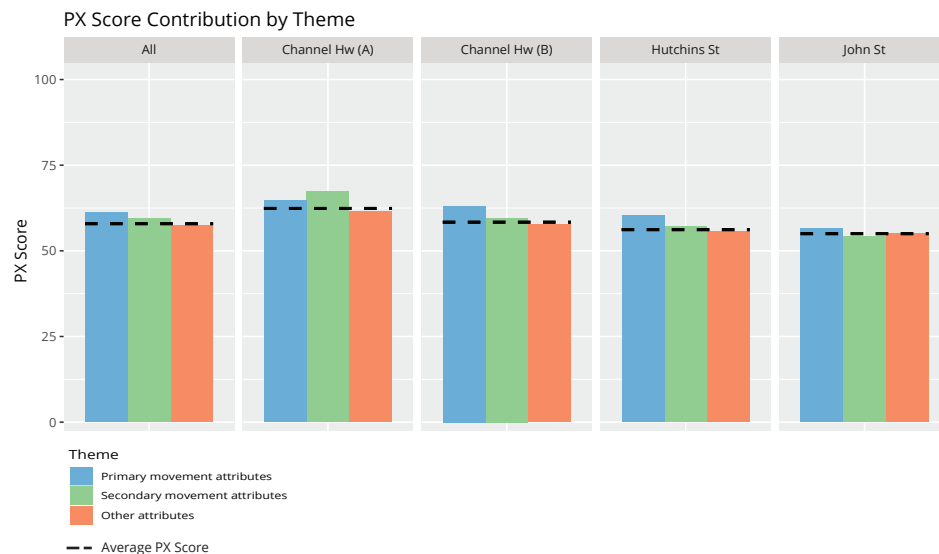


# CENTRAL KINGSTON MOVEMENT PRIORITIES

## HOW ARE THE MOVEMENT ATTRIBUTES IMPACTING PLACE EXPERIENCE?

- Primary movement related attributes are performing above the average PX Score across all locations.
- For all primary movement related attributes, Channel Highway (btw Huon Hwy and Hutchins St) has the highest scores and the John Street has the lowest scores.
- Amongst the primary movement attributes, 'Walking paths that connect to other places' has the overall highest impact on place experience.
- Interestingly, 'Car accessibility and parking' is performing significantly different in the two sections of the Channel Highway.

The following graphs compare the contribution of various movement attributes to the overall place experience of central Kingston and its streets.

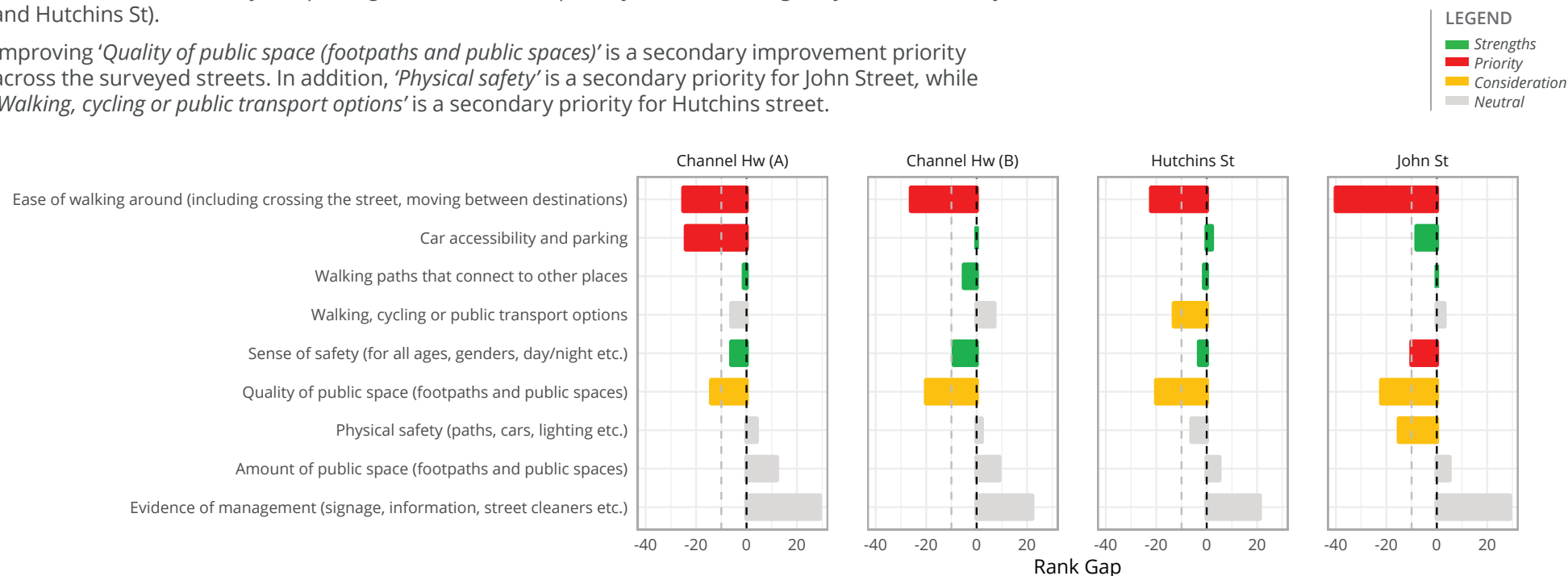


# CENTRAL KINGSTON

## MOVEMENT AND PLACE PRIORITIES

This page illustrates which movement related attributes are rated by the community as either strengths or priorities. The green bars indicate attributes that are strengths of the surveyed location, whereas red bars indicate attributes requiring high priority improvement (Attributes with CF #1-10). The yellow bars indicate attributes that are considered as secondary priorities for improvement (Attributes with CF #10-20). Length of the bar determines the extent to which the attribute is a strength or priority.

- In all surveyed locations in central Kingston, improving the 'Ease of walking around' is the highest priority for investment.
- In addition, 'Car accessibility and parking' is an investment priority for Channel Highway (btw Huon Hwy and Hutchins St).
- Improving 'Quality of public space (footpaths and public spaces)' is a secondary improvement priority across the surveyed streets. In addition, 'Physical safety' is a secondary priority for John Street, while 'Walking, cycling or public transport options' is a secondary priority for Hutchins street.





# CENTRAL KINGSTON CARE FACTOR

YOUR CARE FACTOR DATA ACTS AS A 'PLACE CENSUS', IDENTIFYING WHAT IS MOST IMPORTANT TO YOUR COMMUNITY REGARDING THEIR IDEAL TOWN CENTRE. THE DATA IS VALID FOR 3-5 YEARS AND CAN BE USED FOR A VARIETY OF STRATEGIC AND TACTICAL PROJECTS.

# CENTRAL KINGSTON PLACE VALUES

## KINGSTON ASSOCIATES VALUES A TOWN CENTRE THAT IS:

### TIDY

'Cleanliness of public space' is the community's number one Care Factor. 'Maintenance of public spaces and street furniture' and 'General condition of vegetation, street trees and other planting' are also within the Top 10 Care Factors for Kingston's community.

### CONNECTED TO NATURE

'Elements of the natural environment (views, vegetation, topography, water etc.)' is the community's #2 Care Factor. 'Vegetation and natural elements (street trees, planting, water etc.)' is also in the Top 10 Care Factors for the community, making connection to nature an important element in an ideal town centre.

### WALKABLE AND ACCESSIBLE

'Ease of walking around (including crossing the street, moving between destinations)', and 'Walking paths that connect to other places' are both in the Top 10 Care Factors. This community cares about a well connected environment which offers easy access by foot.

### WELCOMING AND LIVELY

This community values a town centre that makes everyone feel safe, regardless of their gender, age, or time of day as well as allows things to do after hours.

While different age groups value different place attributes, most demographics' top three Care Factors are represented in the overall Top 10 Care Factors.

## DEMOGRAPHIC DIFFERENCES IN TOWN CENTRE VALUES

25-44 YEARS OLD	32% of people aged 25-44 care about 'Spaces suitable for specific activities (play, entertainment, exercise, etc.)' compared to only 23% of people aged 45-64.
45-64 YEARS OLD	30% of people aged 45-64 care about 'Evidence of community activity (community gardening, art, fundraising etc.)' compared to only 22% of people aged 25-44.
ANCESTRY	57% of people with European (including United Kingdom) ancestry care about 'Vegetation and natural elements (street trees, planting, water etc.)' compared to only 45% of people with Australasian ancestry.
COUNTRY OF BIRTH	29% of people born in Australia care about 'Evidence of recent public investment (new planting, paving, street furniture etc.)' compared to only 18% of people born in United Kingdom.
MEN	28% of Men care about 'Buildings and shop fronts' compared to only 16% of Women.
WOMEN	69% of Women care about 'Elements of the natural environment (views, vegetation, topography, water etc.)' compared to only 56% of Men.
RESIDENTS	67% of Visitors care about 'Elements of the natural environment (views, vegetation, topography, water etc.)' compared to only 62% of Visitors.






# CENTRAL KINGSTON PLACE VALUES






The Care Factor survey asks respondents to select what is most important to them in each of five Place Dimensions.

The Place Dimensions, and their associated ten Place Attributes, reveal what attracts and attaches people to a town centre or main street environment, as well as the barriers to entry or connection.


## CENTRAL KINGSTON TOP 10 CARE FACTORS


The Top 10 Care Factors are ranked based on how many people selected each attribute as being important to them.


RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	68% 
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64% 
#3	Ease of walking around (including crossing the street, moving between destinations)	59% 
#4	Sense of safety (for all ages, genders, day/night etc.)	54% 
#5	Maintenance of public spaces and street furniture	51% 


RANK	ATTRIBUTE	% OF N
#6	Things to do in the evening (shopping, dining, entertainment etc.)	49% 
#6	General condition of vegetation, street trees and other planting	49% 
#8	Vegetation and natural elements (street trees, planting, water etc.)	48% 
#9	Car accessibility and parking	46% 
#10	Walking paths that connect to other places	45% 


### THE FIVE PLACE DIMENSIONS ARE:

**CARE**  
 How well a place is managed, maintained and improved. It considers care, pride, personal and financial investment in the area.

**LOOK & FUNCTION**  
 Physical characteristics of a place: how it looks and works, the buildings, public space and vegetation.

**SENSE OF WELCOME**  
 The social characteristics of a place, and how inviting it feels to a range of people regardless of age, income, gender, ethnicity or interests.

**THINGS TO DO**  
 Activities, events and inviting spaces to spend time in a place that might lead to a smile or a new friend.

**UNIQUENESS**  
 Physical, social, cultural or economic aspects of an area that make a place interesting, special or unique.



# CENTRAL KINGSTON PLACE VALUES

## DEMOGRAPHIC BREAKDOWN

The following tables illustrate the differences in values between demographic groups. The circled numbers refer to the Top 10 Care Factor, while the colour identifies a demographic's top three attributes.

DEMOGRAPHIC BREAKDOWN<sup>1</sup>

ALL	1263	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Attributes with rank #3 and higher if not in the overall Top 10
Male	423	63%	56%	52%	50%	49%	53%	45%	40%	44%	42%	
Female	834	71%	69%	63%	56%	53%	48%	51%	51%	47%	47%	
Age												
0-24	63	76%	57%	49%	65%	41%	62%	46%	54%	37%	24%	
25-44	584	68%	63%	58%	53%	49%	54%	47%	47%	46%	42%	
45-64	437	70%	66%	62%	54%	55%	48%	53%	49%	44%	49%	
65+	179	64%	65%	60%	53%	55%	34%	49%	47%	55%	55%	
Country of birth (Top 3)												
Australia	998	69%	63%	61%	54%	52%	50%	48%	48%	46%	45%	
United Kingdom	114	75%	76%	63%	51%	59%	40%	54%	54%	55%	46%	
China	23	43%	48%	39%	43%	35%	43%	39%	22%	39%	30%	General condition of buildings (48%). Quality of public space (footpaths and public spaces) (43%). Buildings and shop fronts (43%). Walking, cycling or public transport options (43%). Evidence of public events happening here (markets, street entertainers etc.) (43%)
Ancestry (Top 3)												
Australasian	723	70%	62%	61%	56%	54%	50%	48%	45%	48%	43%	
European (including United Kingdom)	380	68%	72%	59%	48%	48%	44%	55%	57%	44%	51%	
Mixed	62	74%	68%	56%	61%	55%	61%	47%	52%	45%	40%	

DEMOGRAPHIC BREAKDOWN <sup>1</sup>												
ALL	1263	<div>#1</div>	<div>#2</div>	<div>#3</div>	<div>#4</div>	<div>#5</div>	<div>#6</div>	<div>#7</div>	<div>#8</div>	<div>#9</div>	<div>#10</div>	Attributes with rank #3 and higher if not in the overall Top 10
Identity												
Residents	844	68%	62%	59%	56%	53%	50%	49%	47%	46%	45%	
Visitors	524	70%	67%	61%	52%	51%	50%	51%	50%	45%	46%	
Workers	113	65%	59%	51%	49%	46%	49%	51%	47%	49%	39%	Evidence of public events happening here (markets, street entertainers etc.) (51%)
Students	31	65%	45%	55%	52%	39%	35%	39%	39%	39%	29%	General condition of buildings(61%)
Neighbourhood Type												
Rural/Suburban (Low density)	969	69%	64%	60%	53%	52%	48%	49%	48%	47%	47%	
Inner-urban (Low / medium density)	258	69%	66%	57%	60%	50%	54%	49%	47%	42%	41%	
Inner-urban (Medium / high density)	33	64%	61%	61%	42%	52%	61%	48%	42%	42%	42%	
City (High density)	3	33%	33%	33%	67%	67%	67%	33%	67%	0%	33%	

### LEGEND

- #1 attribute
- #2 attribute
- #3 attribute

# CENTRAL KINGSTON PLACE VALUES

## ASSOCIATE BREAKDOWN

The following tables illustrate the differences in values between demographic groups based on their connection to Kingston.

### LEGEND

**#1** Different from overall Kingston Top 10 Care Factors

### OVERALL KINGSTON n=1263

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	58%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	54%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	54%
#5	Maintenance of public spaces and street furniture	51%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	49%
#6	General condition of vegetation, street trees and other planting	49%
#8	Vegetation and natural elements (street trees, planting, water etc.)	48%
#9	Car accessibility and parking	46%
#10	Walking paths that connect to other places	45%

### RESIDENTS<sup>1</sup> n=844

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	58%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	52%
#3	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	Sense of safety (for all ages, genders, day/night etc.)	56%
#5	Maintenance of public spaces and street furniture	53%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	50%
#7	General condition of vegetation, street trees and other planting	49%
#8	Evidence of public events happening here (markets, street entertainers etc.)	47%
#8	Vegetation and natural elements (street trees, planting, water etc.)	47%
#10	Car accessibility and parking	46%

### VISITORS<sup>1</sup> n=524

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	70%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	67%
#3	Ease of walking around (including crossing the street, moving between destinations)	61%
#4	Sense of safety (for all ages, genders, day/night etc.)	52%
#5	Maintenance of public spaces and street furniture	51%
#5	General condition of vegetation, street trees and other planting	51%
#7	Things to do in the evening (shopping, dining, entertainment etc.)	50%
#7	Vegetation and natural elements (street trees, planting, water etc.)	50%
#9	Walking paths that connect to other places	46%
#10	Car accessibility and parking	45%

### WORKERS<sup>1</sup> n=113

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	65%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	59%
#3	Ease of walking around (including crossing the street, moving between destinations)	51%
#3	Evidence of public events happening here (markets, street entertainers etc.)	51%
#3	General condition of vegetation, street trees and other planting	51%
#6	Car accessibility and parking	49%
#6	Sense of safety (for all ages, genders, day/night etc.)	49%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	49%
#9	Overall look and visual character of the area	48%
#10	Vegetation and natural elements (street trees, planting, water etc.)	47%

### STUDENTS<sup>1</sup> n=31

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	65%
#2	General condition of buildings	61%
#3	Ease of walking around (including crossing the street, moving between destinations)	55%
#4	Sense of safety (for all ages, genders, day/night etc.)	52%
#5	Elements of the natural environment * (views, vegetation, topography, water etc.)	45%
#5	Evidence of public events happening here * (markets, street entertainers etc.)	45%
#7	Buildings and shop fronts*	39%
#7	Car accessibility and parking*	39%
#7	Free and comfortable places to sit alone*	39%
#7	General condition of vegetation, street trees and other planting*	39%

# PX ASSESSMENT

THE PX SCORE IS A NUMBER BETWEEN ZERO AND 100 THAT MEASURES YOUR COMMUNITY'S LIVED PLACE EXPERIENCE. IT ALLOWS YOU TO IDENTIFY WHAT ATTRIBUTES ARE CONTRIBUTING POSITIVELY AND NEGATIVELY TO HOW YOUR STREET IS PERFORMING.

# HOW ARE YOUR STREETS PERFORMING?

## PEOPLE IDENTIFIED CENTRAL KINGSTON'S STREETS AS:

### MEETING DAILY NEEDS

'Service businesses (post offices, libraries, banks etc.)' and 'Grocery and fresh food businesses' are the best performing attributes across all surveyed locations.

### WELCOMING

'Welcoming to people' and 'Interaction with locals/ other people in the area (smiles, customer service etc.)' are contributing positively to your community's place experience.

### LACKING OUTDOOR DINING

On the whole, outdoor dining options and night time activity are performing poorly.

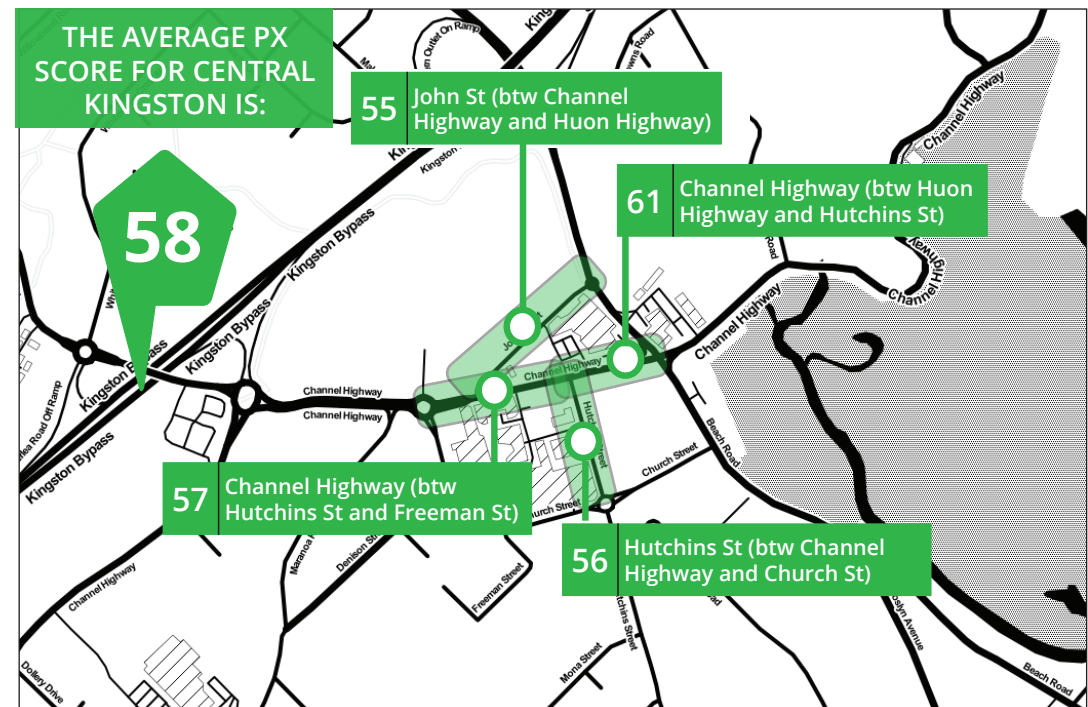
### LACKING UNIQUENESS

Place attributes related to art, public spaces and unique features that stand out are amongst the poorest performing place attributes for all surveyed locations except Hutchins Street.

### EXPOSED

'Shelter/awnings (protection from sun, rain etc.)' is among the worst performing attributes for both John Street and Hutchins Street.

A PX (Place Experience) Assessment is an observation study that asks respondents to rate how different aspects of a street are performing, resulting in a PX Score. The PX Score provides you with a number between 0 and 100 that captures your community's place experience. PX Assessments were undertaken at 4 main street locations in central Kingston between 17th and 19th of October 2019.





# HOW IS CENTRAL KINGSTON PERFORMING? (1/3)

## BREAKING DOWN YOUR PX SCORES

Your PX Score provides you with a measure of place performance from a representative sample of main street users. In addition it can be further analysed to reveal the scores of different demographic groups.

Interesting findings:

- Generally, males and younger respondents were more likely to rate places positively.
- On the whole, Channel Highway is performing better than Hutchins Street and John Street.

### LEGEND

- Under 10 respondents
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed



Location	n=	Total PX Score	Men	Women	15-24	25-44	45-64	65+	Residents <sup>1</sup>	Workers <sup>1</sup>	Students <sup>1</sup>	Visitors <sup>1</sup>
OVERALL CENTRAL KINGSTON	166	58	60	55	65	59	53	57	58	57	72	57
CHANNEL HIGHWAY (btw Huon Hwy and Hutchins St)	40	61	65	59	75	65	57	59	64	58	73	63
CHANNEL HIGHWAY (btw Hutchins St and Freeman St)	42	57	64	54	57	62	59	45	57	56	82	63
JOHN STREET (btw Channel Hwy and Huon Hwy)	42	55	54	56	68	55	45	57	57	53	NA	39
HUTCHINS STREET (btw Channel Highway and Church St)	42	56	61	50	58	57	51	63	56	67	60	49

# HOW IS CENTRAL KINGSTON PERFORMING? (2/3)

CHANNEL HIGHWAY (BTW HUON HWY AND HUTCHINS ST) HAS THE HIGHEST PX OF 61, WHILE JOHN STREET HAS THE LOWEST PX OF 55

This page identifies how each Place Dimension is performing as well as the best and worst performing attributes for each main street. Each Place Dimension is scored out of 20 with a total PX Score out of 100.

## CENTRAL KINGSTON OVERALL

58  
/100

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Service businesses (post offices, libraries, banks etc.)
- #2 Grocery and fresh food businesses
- #3 Welcoming to all people

### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- \*50 Things to do in the evening (shopping, dining, entertainment etc.)
- \*49 Public art, community art, water or light feature
- \*48 Unusual or unique buildings or public space design

## CHANNEL HIGHWAY BTW HUON HWY AND HUTCHINS ST

61

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Service businesses (post offices, libraries, banks etc.)
- #3 Interaction with locals/ other people in the area (smiles, customer service etc.)

### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- \*50 One of a kind, quirky or unique features
- \*49 Unusual or unique businesses/shops
- \*48 Things to do in the evening (shopping, dining, entertainment etc.)

## CHANNEL HIGHWAY BTW HUTCHINS ST AND FREEMAN ST

57

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Service businesses (post offices, libraries, banks etc.)
- #2 Grocery and fresh food businesses
- #3 Welcoming to all people

### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- \*50 Unusual or unique buildings or public space design
- \*49 Public art, community art, water or light feature
- \*48 Unusual or unique businesses/shops

## JOHN ST BTW CHANNEL HWY AND HUON HWY

55

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Service businesses (post offices, libraries, banks etc.)
- #3 Businesses that reflect the local community and values

### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- \*50 Shelter/awnings (protection from sun, rain etc.)
- \*49 Public art, community art, water or light feature
- \*48 One of a kind, quirky or unique features

# HOW IS CENTRAL KINGSTON PERFORMING? (3/3)

## CENTRAL KINGSTON OVERALL

58  
/100

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Service businesses (post offices, libraries, banks etc.)
- #2 Grocery and fresh food businesses
- #3 Welcoming to all people

### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- \*50 Things to do in the evening (shopping, dining, entertainment etc.)
- \*49 Public art, community art, water or light feature
- \*48 Unusual or unique buildings or public space design

## HUTCHINS ST BTW CHANNEL HWY AND CHURCH ST

56

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Service businesses (post offices, libraries, banks etc.)
- #2 Welcoming to all people
- #3 Grocery and fresh food businesses

### YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- \*50 Things to do in the evening (shopping, dining, entertainment etc.)
- \*48 Outdoor restaurant, café and/or bar seating
- \*48 Shelter/awnings (protection from sun, rain etc.)

# UNDERSTANDING YOUR MAIN STREETS

THE NEXT SECTION HIGHLIGHTS THE PERFORMANCE AND PRIORITIES FOR:

CHANNEL HIGHWAY

JOHN STREET (BTW CHANNEL HWY AND HUON HWY)

HUTCHINS STREET (BTW CHANNEL HWY AND CHURCH ST)





# UNDERSTANDING CHANNEL HIGHWAY

# CHANNEL HIGHWAY (BTW HUON HWY AND HUTCHINS ST)

PEOPLE GAVE THIS PLACE  
A SCORE OF:



## PLACE DIMENSIONS

Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



## WHAT IS IMPACTING OUR PLACE EXPERIENCE TODAY

These tables identify the highest and lowest rated attributes that are contributing to Place Experience.

**PX**assessment  
street

RATE	TOP 5 PLACE EXPERIENCE CONTRIBUTORS
#1	Grocery and fresh food businesses
#2	Service businesses (post offices, libraries, banks etc.)
#3	Interaction with locals/ other people in the area (smiles, customer service etc.)
#4	General condition of buildings
#5	General condition of vegetation, street trees and other planting

RATE	BOTTOM 5 PLACE EXPERIENCE CONTRIBUTORS
#50	One of a kind, quirky or unique features
#49	Unusual or unique businesses/shops
#48	Things to do in the evening (shopping, dining, entertainment etc.)
#47	Unusual or unique buildings or public space design
#46	Outdoor restaurant, cafe and/or bar seating

## PLACE EXPERIENCE BY DEMOGRAPHIC

This table identifies the Street PX Scores as rated by different demographic groups.

Total PX Score	Men	Women	Intersex/ Unspecified	0-24	25-44	45-64	65+	Resident	Worker	Student	Visitor
61	65	59	75	75	65	57	59	64	58	73	63

### LEGEND

Under 10 respondents  
 PX 70+ Performing well  
 PX 50-69 Room for improvement  
 PX <50 Urgent care needed

# CHANNEL HIGHWAY PRIORITIES

## PRIORITIES FOR CHANNEL HIGHWAY (BTW HUON HWY AND HUTCHINS ST)

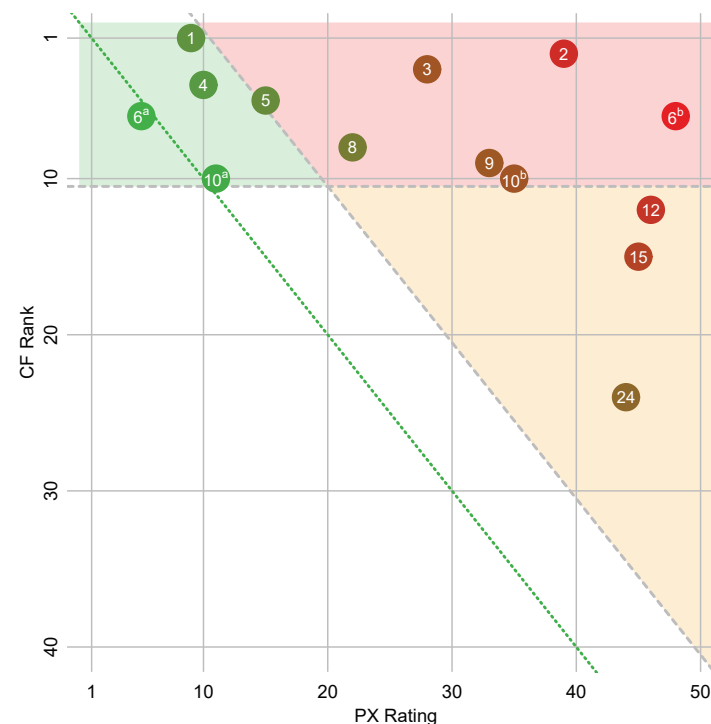
These tables and graph illustrate your town centre strengths, improvement priorities and considerations.

**STRENGTHS** should be celebrated and protected.

**PRIORITIES** identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

**CONSIDERATIONS** identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
6a	General condition of vegetation, street trees and other planting
10a	Walking paths that connect to other places
4	Sense of safety (for all ages, genders, day/night etc.)
1	Cleanliness of public space



### LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking! (PX=CF+10)
- ..... Equal CF rank and PX Score (PX=CF)

CF	IMPROVEMENT PRIORITIES
6b	Things to do in the evening (shopping, dining, entertainment etc.)
2	Elements of the natural environment (views, vegetation, topography, water etc.)
3	Ease of walking around (including crossing the street, moving between destinations)
10b	Evidence of public events happening here (markets, street entertainers etc.)
9	Car accessibility and parking
8	Vegetation and natural elements (street trees, planting, water etc.)
5	Maintenance of public spaces and street furniture
CF	FOR CONSIDERATION
12	Outdoor restaurant, cafe and/or bar seating
15	Public art, community art, water or light feature
24	Spaces suitable for specific activities (play, entertainment, exercise etc.)

# CHANNEL HIGHWAY (BTW HUTCHINS ST AND FREEMAN ST)

PEOPLE GAVE THIS PLACE  
A SCORE OF:



## PLACE DIMENSIONS

Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



## WHAT IS IMPACTING OUR PLACE EXPERIENCE TODAY

These tables identify the highest and lowest rated attributes that are contributing to Place Experience.

**PX**assessment  
street

RATE	TOP 5 PLACE EXPERIENCE CONTRIBUTORS
#1	<b>Service businesses</b> (post offices, libraries, banks etc.)
#2	<b>Grocery and fresh food businesses</b>
#3	<b>Welcoming to all people</b>
#4	<b>Interaction with locals/ other people in the area</b> (smiles, customer service etc.)
#5	<b>Diversity of price points</b> (\$ to \$\$\$)

RATE	BOTTOM 5 PLACE EXPERIENCE CONTRIBUTORS
#50	<b>Things to do in the evening</b> (shopping, dining, entertainment etc.)
#49	<b>Public art, community art, water or light feature</b>
#48	<b>Unusual or unique buildings or public space design</b>
#47	<b>Unusual or unique businesses/shops</b>
#46	<b>One of a kind, quirky or unique features</b>

## PLACE EXPERIENCE BY DEMOGRAPHIC

This table identifies the Street PX Scores as rated by different demographic groups.

Total PX Score	Men	Women	Intersex/ Unspecified	0-24	25-44	45-64	65+	Resident	Worker	Student	Visitor
57	64	54	NA	57	62	59	45	57	56	82	63

### LEGEND

- Under 10 respondents
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed



# CHANNEL HIGHWAY PRIORITIES

## CHANNEL HIGHWAY (BTW HUTCHINS ST AND FREEMAN ST)

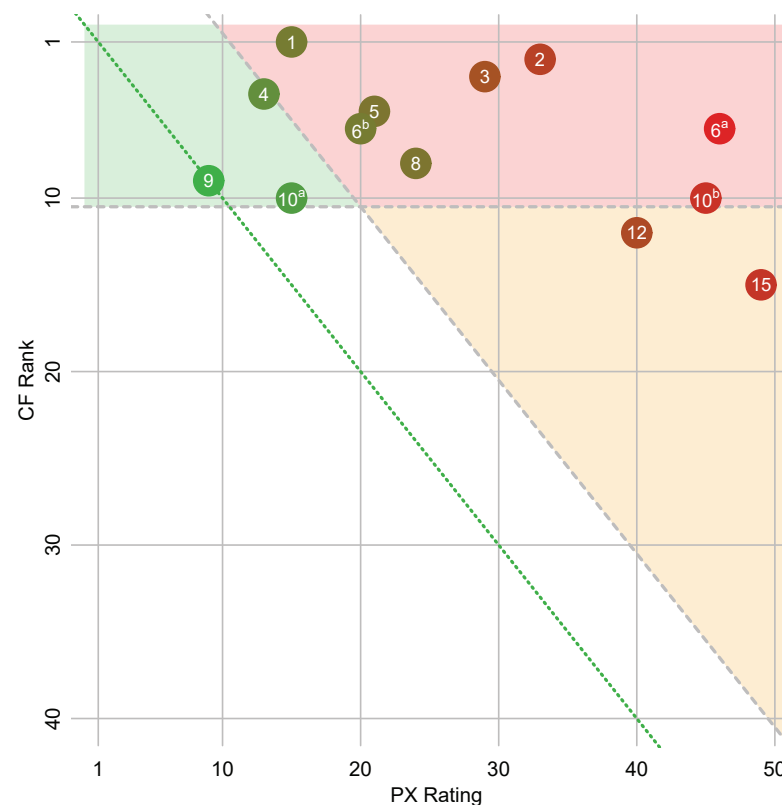
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**CONSIDERATIONS** identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
9	Car accessibility and parking
10a	Walking paths that connect to other places
4	Sense of safety (for all ages, genders, day/night etc.)



### LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking! (PX=CF+10)
- ..... Equal CF rank and PX Score (PX=CF)

CF	IMPROVEMENT PRIORITIES
6a	Things to do in the evening (shopping, dining, entertainment etc.)
10b	Evidence of public events happening here (markets, street entertainers etc.)
2	Elements of the natural environment (views, vegetation, topography, water etc.)
3	Ease of walking around (including crossing the street, moving between destinations)
8	Vegetation and natural elements (street trees, planting, water etc.)
5	Maintenance of public spaces and street furniture
6b	General condition of vegetation, street trees and other planting
1	Cleanliness of public space

CF	FOR CONSIDERATION
15	Public art, community art, water or light feature
12	Outdoor restaurant, cafe and/or bar seating

# UNDERSTANDING JOHN STREET

(BTW CHANNEL HWY AND HUON HWY)

# JOHN STREET (BTW CHANNEL HWY AND HUON HWY)

PEOPLE GAVE THIS PLACE  
A SCORE OF:



## PLACE DIMENSIONS

Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



## WHAT IS IMPACTING OUR PLACE EXPERIENCE TODAY

These tables identify the highest and lowest rated attributes that are contributing to Place Experience.

**PX**assessment  
street

RATE	TOP 5 PLACE EXPERIENCE CONTRIBUTORS
#1	<b>Grocery and fresh food businesses</b>
#2	<b>Service businesses</b> (post offices, libraries, banks etc.)
#3	<b>Businesses that reflect the local community and values</b>
#4	<b>Interaction with locals/ other people in the area</b> (smiles, customer service etc.)
#5	<b>Welcoming to all people</b>

RATE	BOTTOM 5 PLACE EXPERIENCE CONTRIBUTORS
#50	<b>Shelter/awnings</b> (protection from sun, rain etc.)
#49	<b>Public art, community art, water or light feature</b>
#48	<b>One of a kind, quirky or unique features</b>
#47	<b>Things to do in the evening</b> (shopping, dining, entertainment etc.)
#45	<b>Evidence of public events happening here</b> (markets, street entertainers etc.)

## PLACE EXPERIENCE BY DEMOGRAPHIC

This table identifies the Street PX Scores as rated by different demographic groups.

Total PX Score	Men	Women	Intersex/ Unspecified	0-24	25-44	45-64	65+	Resident	Worker	Student	Visitor
55	54	56	NA	68	55	45	57	57	53	NA	39

### LEGEND

Under 10 respondents  
 PX 70+ Performing well  
 PX 50-69 Room for improvement  
 PX <50 Urgent care needed

# JOHN STREET PRIORITIES

## JOHN STREET (BTW CHANNEL HWY AND HUON HWY)

These tables and graph illustrate your town centre strengths, improvement priorities and considerations.

**STRENGTHS** should be celebrated and protected.

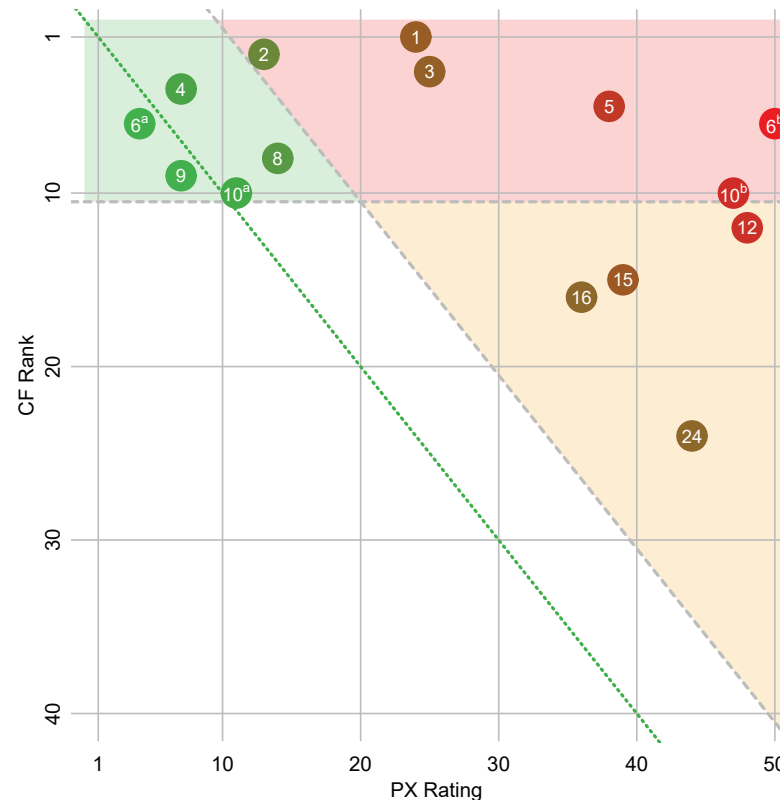
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**CONSIDERATIONS** identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
9	Car accessibility and parking
6a	General condition of vegetation, street trees and other planting
10a	Walking paths that connect to other places
4	Sense of safety (for all ages, genders, day/night etc.)
8	Vegetation and natural elements (street trees, planting, water etc.)

### LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking! (PX=CF+10)
- ..... Equal CF rank and PX Score (PX=CF)



CF	IMPROVEMENT PRIORITIES
6b	Things to do in the evening (shopping, dining, entertainment etc.)
10b	Evidence of public events happening here (markets, street entertainers etc.)
5	Maintenance of public spaces and street furniture
1	Cleanliness of public space
3	Ease of walking around (including crossing the street, moving between destinations)
2	Elements of the natural environment (views, vegetation, topography, water etc.)

CF	FOR CONSIDERATION
12	Outdoor restaurant, cafe and/or bar seating
15	Public art, community art, water or light feature
16	Quality of public space (footpaths and public spaces)
24	Spaces suitable for specific activities (play, entertainment, exercise etc.)





# UNDERSTANDING HUTCHINS STREET

(BTW CHANNEL HWY AND CHURCH ST)

# HUTCHINS STREET (BTW CHANNEL HWY AND CHURCH ST)

PEOPLE GAVE THIS PLACE  
A SCORE OF:



## PLACE DIMENSIONS

Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people’s attraction and attachment to place.

### LOOK & FUNCTION



### SENSE OF WELCOME



### THINGS TO DO



### UNIQUENESS



### CARE



## WHAT IS IMPACTING OUR PLACE EXPERIENCE TODAY

These tables identify the highest and lowest rated attributes that are contributing to Place Experience.

PXassessment  
*street*

RATE	TOP 5 PLACE EXPERIENCE CONTRIBUTORS
#1	<b>Service businesses</b> (post offices, libraries, banks etc.)
#2	<b>Welcoming to all people</b>
#3	<b>Grocery and fresh food businesses</b>
#4	<b>General condition of vegetation, street trees and other planting</b>
#5	<b>Diversity of price points</b> (\$ to \$\$\$)

RATE	BOTTOM 5 PLACE EXPERIENCE CONTRIBUTORS
#50	<b>Things to do in the evening</b> (shopping, dining, entertainment etc.)
#48	<b>Outdoor restaurant, cafe and/or bar seating</b>
#48	<b>Shelter/awnings</b> (protection from sun, rain etc.)
#47	<b>Evidence of public events happening here</b> (markets, street entertainers etc.)
#46	<b>Evidence of community activity</b> (community gardening, art, fundraising etc.)

## PLACE EXPERIENCE BY DEMOGRAPHIC

This table identifies the Street PX Scores as rated by different demographic groups.

Total PX Score	Men	Women	Intersex/ Unspecified	0-24	25-44	45-64	65+	Resident	Worker	Student	Visitor
56	61	50	NA	58	57	51	63	56	67	60	49

### LEGEND

- Under 10 respondents
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed

# HUTCHINS STREET PRIORITIES

## HUTCHINS STREET (BTW CHANNEL HWY AND CHURCH ST)

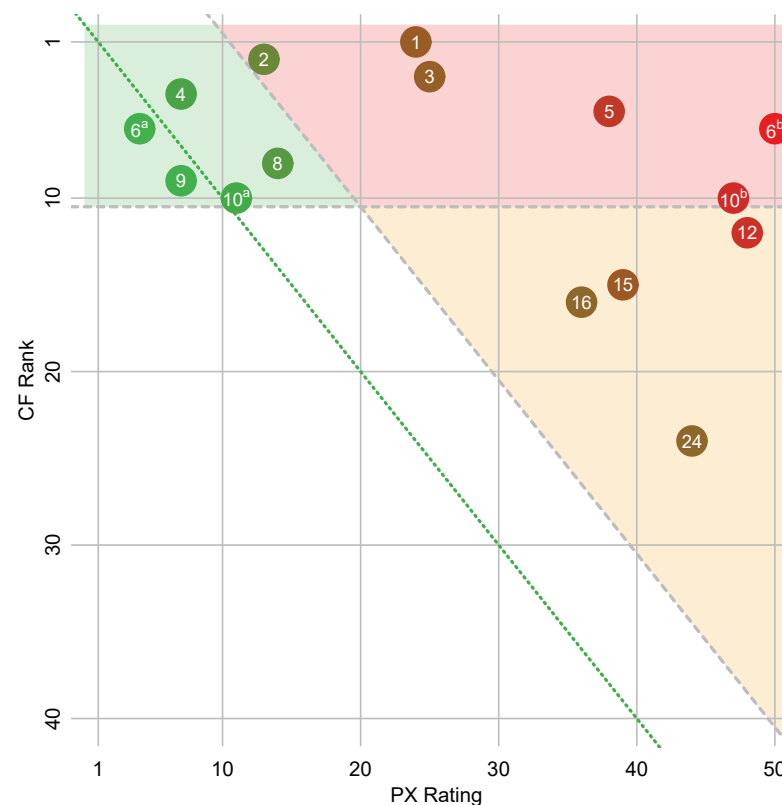
These tables and graph illustrate your town centre strengths, improvement priorities and considerations.

**STRENGTHS** should be celebrated and protected.

**PRIORITIES** identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

**CONSIDERATIONS** identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
9	Car accessibility and parking
6a	General condition of vegetation, street trees and other planting
10a	Walking paths that connect to other places
4	Sense of safety (for all ages, genders, day/night etc.)
8	Vegetation and natural elements (street trees, planting, water etc.)



### LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking! (PX=CF+10)
- ..... Equal CF rank and PX Score (PX=CF)

CF	IMPROVEMENT PRIORITIES
6b	Things to do in the evening (shopping, dining, entertainment etc.)
10b	Evidence of public events happening here (markets, street entertainers etc.)
5	Maintenance of public spaces and street furniture
1	Cleanliness of public space
3	Ease of walking around (including crossing the street, moving between destinations)
2	Elements of the natural environment (views, vegetation, topography, water etc.)

CF	FOR CONSIDERATION
12	Outdoor restaurant, cafe and/or bar seating
15	Public art, community art, water or light feature
16	Quality of public space (footpaths and public spaces)
24	Spaces suitable for specific activities (play, entertainment, exercise etc.)

FOR MORE INFORMATION  
PLEASE CONTACT PLACE SCORE

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