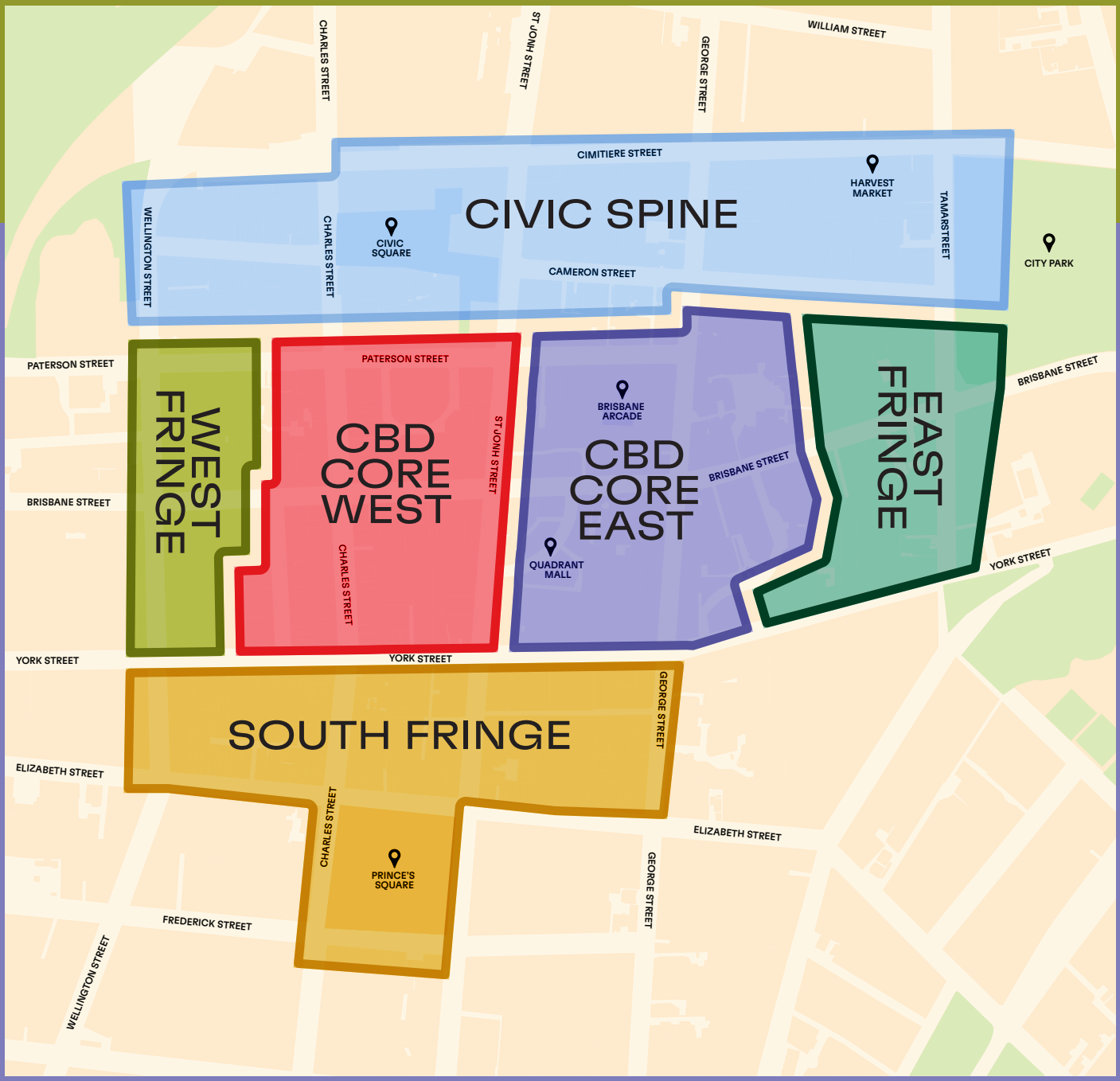
LAUNCESTON CITY HEART PLACE PLAN

The vision for the Launceston City Heart Place Plan is to make central Launceston the premier business, retail and lifestyle hub of Northern Tasmania and to cement the city's reputation as the most liveable regional centre in Australia.



City of LAUNCESTON

launceston.tas.gov.au/Launceston-City-Heart-Project



CIVIC SPINE

Existing character The Civic Spine is Launceston's heritage corridor, linking Royal Park, Civic Square, and City Park with wide, quiet streets and historic government and legal buildings sitting between the city centre and riverfront.

The vision A vibrant, green boulevard forming part of a cultural trail linking major attractions. With low traffic, it can host markets, events, and outdoor dining, creating a lively, people-friendly space.



WEST FRINGE

Existing character The western gateway to the City Heart, West Fringe has a striking mix of heritage and mid-century architecture. Cinemas, multicultural dining, and day to night convenience options give the area a dynamic character.

The vision The West Fringe becomes the centre for a new inner-city neighbourhood. With active shopfronts, entertainment, and reuse of heritage buildings, the area reflects both its urban character and diverse community.



CBD CORE WEST

Existing character Centred around Brisbane Street Mall, the energetic heart of Launceston is home to major retail outlets and national brands. The mall and nearby streets are lively and social, while Kingsway offers specialty stores in a relaxed environment.

The vision This area thrives as the city's retail hub and a pedestrian-friendly zone linking Civic Square with the main shopping streets. Cafés, public arcades and outdoor spaces provide a safe and inclusive environment for all ages.



CBD CORE EAST

Existing character Centred on the Princess Theatre, this area features a vibrant mix of heritage architecture, dining options and boutique retailers. Hidden laneways, courtyards, and arcades create a unique, human-scale character.

The vision A leafy, walkable precinct with day-to-night activity. The character of the Avenue extends to the Princess Theatre. George Street is enhanced as an 'eat street' with street trees and outdoor dining terraces.



EAST FRINGE

Existing character Nestled between East Launceston and the city, the East Fringe combines retail and specialised health services with restaurants and local icon the Oak Hotel.

The vision By day, the East Fringe supports health, retail uses and links to City Park and Design Tasmania with shade and public seating. At night, it offers a vibrant mix of dining and entertainment in a safe, accessible environment.



SOUTH FRINGE

Existing character The South Fringe offers an eclectic mix of retail, dining, services and housing. Set among heritage buildings, it has a distinctive, alternative character and is home to a growing creative community.

The vision A diverse mix of visitors contributes to an inviting atmosphere for walking, shopping, eating and socialising. At its centre, Princes Square offers a calm, green retreat, with new housing nearby helping to activate the area.