

Mac Point Draft Precinct Plan Consultation Summary

Consultation Summary

The Macquarie Point Development Corporation invited stakeholders and the community to share their ideas to support the development of the Mac Point Draft Precinct Plan.

Consultation was undertaken between June and September 2023, and included:

- **Public consultation** –open for submissions between 3 June 2023 and 13 August 2023, with contributions made via:
 - an online survey on the Mac Point website
 - free-form written submissions received via email or in hard copy.

Both the survey and written submissions received are available¹ on our website at www.macpoint.com/precinctplan

- **Meetings and engagement with stakeholders** – these included:
 - meetings with a variety of interested local individuals, and community, industry and government representatives and groups
 - a tour of five stadia to consider how they operate and link with the spaces around them.

The stadia visited were: Blundstone Arena (Bellerive), Adelaide Oval, Kardinia Park (Geelong), Heritage Bank stadium (Carrara stadium) and Marvel stadium (Docklands), which occurred during July 2023.

Discussions with stakeholders continued through to September 2023.

- **Engagement with the creative sector** –Inkhorn Projects were appointed to seek input from individuals and organisations in the creative sector.

This sector was targeted to improve our understanding of the existing facilities and needs of the local creative community. In particular, this engagement provided an opportunity to identify gaps in the facilities currently available, that could potentially inform the redevelopment of Mac Point.

Feedback is summarised in Inkhorn Project's report, which is also available at www.macpoint.com/precinctplan

The key themes that emerged from this collective feedback are outlined below, building on each of the three focus areas noted above, starting with public consultation.

¹ This does not include the 9 responses where the authors asked that their submission not be published.

Public consultation

Public consultation started on Saturday, 3 June 2023 and continued through to Sunday, 13 August 2023. The consultation was shared widely to provide interested people and organisations with the opportunity to have input during the 10-week period. This included via:

- Social media platforms and digital advertising
- Advertisements in local regional papers
- Digital displays in shopping centres around the state
- TV advertisements.

In total, 2149 written submissions were received (this does not include 134 blank survey submissions). Excluding the 9 confidential submissions², 2140 populated and shareable submissions are now available on the Mac Point website. These comprise:

- 1808 populated submissions
- 279 submissions were made via a third-party website using a template response with supporting comments
- 53 other written submissions.

Key themes from the written submissions and surveys are summarised below.

Connection with the site's past

- The opportunity to create a space to acknowledge, share, listen and celebrate Tasmanian Aboriginal people and their culture, heritage and community, was strongly supported in most submissions.
- There was a mixture of views in relation to the Truth and Reconciliation Park and its co-location with a multipurpose stadium; with some writers of the view that they can co-exist and benefit each other, and others that were strongly of the view they cannot.
- The history of the site, including its industrial past and role in supporting the development of early Hobart, was also noted in number of submissions.
- Feedback related to the site's history generally encouraged developing the area in a way that shares, reflects and is sympathetic to that history.

Key projects

- There was support for the key projects set out in the current masterplan, particularly the Truth and Reconciliation Park and opportunities to celebrate our role as a Gateway to the Antarctic and Southern Ocean, including through dedicated spaces and events.

² these comprise: 8 survey responses and 1 written response where the author asked for their submission not be published

- Concerns around the impact of built form close to the Cenotaph area were noted in a number of submissions. These saw the impact as both negative, indicating concern about impacts on the view lines; and positive, with a number of writers seeing development as an opportunity to highlight and bring people to the Cenotaph.
- There was a mixture of views on the inclusion of housing on the site, both passionately for and against, and also views on the types³ of housing that should be included, from social and affordable to private residential. Predominately, housing in some form was supported.

Experiences and activities on site

- Survey respondents were asked for their thoughts on examples of spaces that demonstrate good outcomes for the community, which could be considered when developing Mac Point.
 - The examples raised included Federation Square, Barangaroo, Adelaide Oval, Sidney Myer Music Bowl, Eden, Docklands, and local examples like Salamanca.
 - New Zealand was a common reference point for examples of where cultural spaces had been well developed and implemented.
- There was strong support to create spaces and facilities for events and for these to be scalable to cater for small to large numbers of patrons.
- The opportunity to be a place to share and celebrate the Arts and history was noted in a number of submissions, including the potential for outdoor and public art.
- The inclusion of open, green, parkland and well landscaped spaces were strongly encouraged. This included accessible spaces and places of interest, including for children.
- Experiences could be enhanced by being inclusive, easy to move around, and supported by wayfinding. They should have good lighting, be clean, accessible in design and function, and could be supported by free-Wi-Fi. The installation of security cameras was highlighted as another measure that would make people feel safe.
- The importance of creating a destination and iconic space was highlighted regularly.
- These were similarities across responses regarding the existing uses of the site and Regatta Point, which included:
 - Visiting Mac Point for festivals, concerts, workshops and events, visiting Red Square and interim activities such as COVID clinic testing and related services, car parking; and to transit through the site.

³ Social housing refers to rental housing that is subsidised by government. Affordable housing is measured as a comparison between the cost (rent or price) of housing compared to market rates or a person's income.

- Visiting Regatta Point for the Royal Hobart Regatta, to access the Cenotaph, for performances and music events, fishing and boating (noting there are existing jetties and small vessel ramp in the area) and picnics.

Activating a multipurpose stadium and surrounding spaces for events

- In regard to a multipurpose stadium, there was predominately support for the development.
- However, it is important to note that there were also strong views from some writers who indicated that they do not support the development of a stadium on site. These generally cited concerns around the height and budget.
- The importance of the 'multipurpose' aspect of the stadium was strongly emphasised, in terms of sporting codes, artist and performances, events and activation more broadly.
- The opportunity to attract new acts, events, and festivals, particularly in off-peak times, were highlighted and encouraged.

Movement in, around and through of the site

- The importance of the walkability of the site was a common theme, including supporting linkages to the CBD, Cenotaph, Queens Domain and through to the Royal Tasmanian Botanical Gardens and Regatta Point.
- There was a strong interest in seeing good passenger transport services in place to support access to the site, particularly on event days. These include enthusiasm about an expansion of the ferry network, electric-powered public transport, walkways, event day bus services, and some submissions highlighted an ambition to see alternative modes offered including water taxis, trams (including trackless) and rail.
- While concerns about the need for new or onsite carparking was highlighted in some submissions, there was a predominate focus on wanting access to efficient and accessible public transport options, particularly on event days.

Development and activation considerations

- Sustainability of the precinct was highlighted as an important feature for a number of responders. This included the use of renewable energy sources, good water and waste management and recycling, minimising packaging, and low-carbon transport options (such as active and electric scooters and bikes, with supporting charging facilities).
- The site should be an expression of the Tasmanian brand, including showcasing local products and produce, and feeling like it is a Tasmanian space and experience. Specific comments in this regard suggested a causal and authentic feel, that encouraged visitors, but was not too 'touristy'.
- In terms of other development opportunities on site, the feedback highlighted an interest in:
 - A multi-sport hall of fame and sporting connections in the community

- Hospitality including cafes, bars and pubs, restaurants, craft breweries, distilleries and temporary pop-up events such as markets
- Accommodation for visitors
- The opportunity for evening events and night-time activation and markets, including to support local artists
- Antarctic-related businesses and activations
- Creative and art sector spaces and enterprises
- Fitness and health, and sporting facilities and spaces
- Tasmanian Aboriginal enterprises
- Connection to education, training and employment pathways, including TasTAFE (and vocational opportunities) and the adjacent University of Tasmania facilities and schools
- Community organisations and not-for-profits.

Submissions that did not support the proposed approach to development

- It is important to note there were a number of concerns raised in some responses. In addition to the above notes on sight lines and impacts of the built form near the Cenotaph, other concerns raised include:
 - The ability to deliver the desired number of events on site
 - The costs of the planned investment in the site and concerns around existing housing and health services
 - The risk of delivering within estimated budgets and ongoing operational costs
 - The impact on the capacity to deliver the Truth and Reconciliation Park
 - Impact and additional load on the transport network.

Engagement with stakeholders

During the development of the draft Precinct Plan there were also discussions with over 50 individuals and organisations including service providers, neighbouring hoteliers, sporting codes, Tasmanian Aboriginal people, Antarctic and Housing related organisations, organisations that can inform accessibility needs, returned service organisations, local government, the creative sector, industry, stadium owners and managers, and agencies.

There was similar feedback to the themes from the public consultation, with the following additions.

Connection with the site's past

- It was clear from early conversations with members of the Tasmanian Aboriginal community that there is a need for a fresh conversation with the community around the delivery of a culturally-informed space at Mac Point, before proceeding with a Truth and Reconciliation specific concept.

Key projects

- Interaction with the Cenotaph, and exploring opportunities to minimise sight lines and soften visual impacts, was emphasised in engagement, particularly with returned services organisations.

Experiences and activities on site

- Wayfinding that mixes digital opportunities with analogue systems and the use of symbols to support all levels of literacy and languages with support accessibility.
- The management of event sound and lighting will be important and we should seek to minimise impact on the surrounding uses.
- The importance of complementing rather than competing with existing local precincts was noted.

Activating a multipurpose stadium and surrounding spaces for events

- The importance of the 'multipurpose' aspect of the stadium was strongly emphasised, both for sporting codes (including rectangular field), artist and performances (including the need for supporting staging, lights, and equipment) events and activation more broadly.
- Opportunities for good design to support circulation, safe places to queue, and activated outside spaces were noted.
- Sensory-informed spaces and facilities, and built form that considers all forms of mobility, and function-based features such as pet-friendly spaces for assistance animals, will support accessibility for all ages and abilities.
- Good interim and permanent activation of the areas around the stadium will support use of the space, and on event days will enhance the experience and also help stagger the arrival and exit of patrons.

Movement in, around and through the site

- There were some instances where it had been assumed Evans Street would not remain open. Confirming this was not the case was welcomed and noted as important to support current activities in the local area.

Development and activation considerations

- The external street-side built-form looking onto Evans Street should consider, and seek to complement, the existing style and support outward-facing activation of the streetscape.
- Engagement with the construction sector would be valuable to inform delivery models, as well as managing sequencing and timing to support activation.
- Outward facing and integrated spaces, clear governance, the ability to activate the spaces around the stadium, connections to the surrounding areas and city, and building in a range of experiences and services over time, were key observations to support the activation of the stadium and precinct more broadly.

Engagement with the creative sector

To understand the potential opportunities to complement and explore gaps in the current local creative sector's facilities and offerings, Inkhorn Projects were appointed to help seek input. Around 50 individuals and organisations were engaged with. A copy of the full report is available at www.macpoint.com/precinct plan.

Among the ideas offered, this engagement highlighted to opportunity to potentially integrate maker spaces as part of the development of Mac Point. The engagement suggested this could be created as part of a mixed-use area alongside complementary uses, which could:

- Be integrated with a mix of retail and hospitality spaces
- Support an opportunity for a night-time economy to complement and add to the existing hospitality and retail offerings in Hobart
- Support year-round activation of the precinct.

These could include providing facilities and spaces to support a cultural precinct – a place to gather, make and share – such as:

- Flexible hospitality spaces that can transition from day-time cafes to evening bars, providing spaces to meet and collaborate.
- Adaptable spaces for various creative disciplines to support co-location and provide making spaces that are currently limited in Hobart for local and visiting artists.
- Utilising civic spaces and integrating a mixture of community and commercial spaces.
- Creating bookable maker spaces that are fit for purpose for the creative sector. Including a suitably sized space with a sprung floor that can be used to support rehearsals and practice for performances, and could present an opportunity to address a current gap for performers in accessing suitable spaces Monday-Friday.
- Interactive and innovative technologies and digital screens, including local digital content and opportunities for e-sports events and digital innovation.