

# Mount Nelson and Sandy Bay Neighbourhood Plan Discussion Paper

## 'ideas' for responses to the online survey

The Sandy BayMount Nelson Neighbourhood Discussion Paper prepared for Hobart City Council by the consulting firm, Urbis (<https://urbis.com.au>) has been released for public comment. Reference: <https://yoursay.hobartcity.com.au/mount-nelson-sandy-bay-neighbourhood-plan>

The public have been invited to provide feedback on the discussion paper. There are two ways to do this by:

- completing the [online survey](#)
- making a [written submission](#)

The online survey will provide the HCC with quantitative data which will be used to determine the level of support each idea presented in the discussion paper has.

Save UTAS encourage everyone to provide feedback through either the online survey or by making a written submission.

If completing the online survey, what is provided below are some suggested responses from Save UTAS, based on the position Save UTAS position of retaining the UTAS campus as a university and UTAS ceasing relocation into Hobart's CBD. Discussion Paper page references are provided. Respondents will obviously have their other ideas particular to their community area and Save UTAS encourage everyone to present their own ideas.

### How the survey is set out

The survey goes through each of the 'ideas' presented in the discussion paper and firstly asks how important the idea is to you on a graded scale. It then asks if you have any further suggestions for this idea. Please note: for some 'ideas' Save UTAS has not provided a response.

**Note: you don't have to provide a response to every idea.**

### THE ONLINE SURVEY

#### Idea 1: Enhance and protect areas of high biodiversity value. (Ref P46)

***How important is this idea to you?***

Very Important

***Do you have any suggestions to improve idea 1?***

The UTAS site has areas of high biodiversity that should be preserved both on the campus and in the reserve above the campus.

#### Idea 2: Create and urban environment that is leafy and green. (Ref P48)

***How important is this idea to you?***

Very Important

***Do you have any suggestions to improve idea 2?***

Leafy and green environments are very important in an educational setting. UTAS is a green campus with open connected spaces that enhance both learning and wellbeing. Students are able to step out of class and be in the bush within minutes. This could be further enhanced and promoted to current and prospective students. The UTAS bush to the water location is unique in Australia.

The preservation of the green corridors will enhance and improve this.

**Idea 3: Respond to climate change and environmental constraints, including flooding, bushfire and coastal hazards. (Ref P49)**

***How important is this idea to you?***

Very Important

***Do you have any suggestions to improve idea 3?***

Flooding, bushfires and coastal hazards are significant issues for the UTAS site. Considering the future potential for natural disasters related to any of these threats it is paramount, especially flooding. The lower site facing onto Sandy Bay Road is a floodplain, with a major flood event occurring as recently as 2018, and is precisely why the playing fields are where they are. This area is totally unsuitable for development. The upper campus is a bushfire risk. In the future modelling it shows that the area facing Sandy Bay Road will potentially be inundated under certain conditions due to a rise in sea levels.

There are also issues related to provision of services and the increase in heavy rain events and the impact of this on storm water and sewage. The existing services are under pressure already.

**Idea 4: Understand and celebrate connections to Country. (Ref P50)**

***How important is this idea to you?***

Very important.

***Do you have any suggestions to improve idea 4?***

This should already be part of council's focus.

**Idea 5: Strengthen the economic role of Mount Nelson and Sandy Bay and maintain the local convenience offer. (Ref P54)**

***How important is this idea to you?***

***Do you have any suggestions to improve idea 5?***

No need to focus on this – what is here is sufficient and the shopping strip provides what the community needs. The amenities around the shops could always be improved eg. disability access, seating, greening etc.

Louise Grimmer's article published in The Mercury, Wednesday 29 November 2023 article yesterday.

# Study helps sell retail precinct to customers

What makes a great shopping street? Australian shoppers have been consulted and told us what they want, writes Louise Grimmer

Local councils, chambers of commerce and marketing organisations are tasked with the juggling act of marketing shopping precincts as attractive for shoppers, as well as showcasing these areas as offering a range of other services and attractions to appeal to other types of visitors. In this regard, evaluating the recent changes that have taken place in retailing in cities and towns requires an understanding of the evolving function of retail within a city.

A city offering the full spectrum of retail experiences and services should result in a well-functioning retail system, and this includes both private and public factors. A private exchange function facilitates the efficient economic exchange of goods and services, and a public good function contributes to a number of different priorities including the sustainability of retail precincts, creating a unique sense of place, ensuring equity in accessibility to goods and services, supporting environmentally friendly and healthy lifestyles, and fostering social cohesion and community.

Local government, planners, place makers, economic development managers, trade associations and retailers work hard to design, improve and revitalise main streets to make

them attractive places for users, encourage footfall and increase economic activity in local areas. Despite the efforts that go into planning, maintaining and marketing local shopping areas, the people who use these places are often not consulted about what they actually want and need on their main street. Our research is the only Australian study to ask shoppers about the key elements, as well as the types of stores and services, they consider contribute to the ideal main street.

With the changing function of retailing, we sought to find out what was important for consumers for their ideal local shopping street (or 'main street'). We asked which shops and services they want, and which elements of local shopping places are important to them. Curiously, these questions are not usually posed to place users, yet the answers are essential if we are to design new, and improve existing, towns, suburbs and regional centres where we want



Retail expert Louise Grimmer

people to work, shop and socialise. We surveyed shoppers from around Australia. Our sample was representative of the Australian population in terms of gender, age, and location (urban versus regional, state/territory). In addition to questions about shops and services, and elements of main streets, we also tested respondent's levels of 'hedonic' and 'utilitarian' shopping orientation.

First, we asked our participants about which elements were most important for their 'ideal' main street. The top-10 most important elements in order of importance: cleanliness; safety and security; parking; walkability; services and amenities; retail mix; lack of graffiti and vandalism; wayfinding, signage and information; lighting and accessibility.

Then we asked them to rank 45 different shops and services in order of importance, with number one being the most important. The top-10 were pharmacy; restaurant/cafe; supermarket; coffee shop; specialty food store; clothing and footwear; post office; bank; department store and newsagent.

Overwhelmingly, a pharmacy was considered to be the most important store/service for an ideal main street. Across gender, age cohorts and locations, pharmacies were consistently number one (only ages



18-25 reported a pharmacy as number two). Similarly, four types of store/service – the post office, the bank, the department store and the newsagent – appeared in the top-10 most important stores/services, regardless of the demographics of the sample. Importantly, these four stores/services are disappearing from main streets. For example, thousands of bank branches have closed across Australia, while many post offices and newsagents are struggling with changes in consumer behaviour impacting their business models, and department stores continue to fall in and out of favour with the shopping public.

Finally, we tested our sample to determine differences in responses between 'hedonic' and 'utilitarian' shoppers. Hedonic shoppers love the art and activity of shopping, they gain a sense of euphoria and joy when shopping. They don't necessarily need to buy a lot or spend a lot of money (although many do), rather it is the entire shopping experience that appeals to these types of shoppers. In contrast, utilitarian shoppers view shopping as a chore or task to be tolerated, a means to an end. They find no particular joy in the activity and usually want to get in and out of shops or shopping areas as quickly and easily as possible.

While there were no stark differences between the types of shops and services considered important (and a pharmacy was still number one for both groups), when it came to place elements, hedonic

shoppers want a very different experience from utilitarian shoppers. Hedonic shoppers want events and activities; public art; history and culture; aesthetics; night-time economy; sustainability; seating and tables; greenery. For utilitarian shoppers, elements including wayfinding, signage and information; cleanliness; safety and security; the retail mix; lack of empty stores and walkability were in their top-10. Identifying these differences in requirements is useful when we consider our local shopping areas need to cater to different types of shoppers including hedonic and utilitarian, and those in-between. It can be a fine balancing act, but without retail research such as this study, we can't be sure we are catering



for everyone. Why is this research important? First, this is the only known study to ask Australian shoppers around the country which types of place elements are important to encourage visitation to shopping areas. Second, shoppers have not previously been asked which types of shops and services they think should be included on their 'ideal' main street. Finally, this information is vital if we are to ensure our local shopping areas are vibrant, sustainable places for people to access goods and services as well as social interaction and cohesion.

Our next study, to be undertaken in 2024, will look at modes of transportation, time and dollar spend for city shopping visits.

Armed with this knowledge, local and state governments, planners, developers and place marketers can improve existing sites and plan the very best new developments and make local shopping areas the very best they can be. This will encourage people to visit, spend time in pleasant and engaging places and support local economies and communities. And that's great for everyone.

If you would like a free copy of the summary report on this research project, please visit [www.shopology.com.au](http://www.shopology.com.au). Dr Louise Grimmer is a retail marketing expert from UTAS and writes the Retail Therapy column in the Mercury's Saturday magazine *TaxiWeekend*.

## Idea 6: Celebrate local historic heritage values. (Ref P56)

**How important is this idea to you?**

Very important

**Do you have any suggestions to improve idea 6?**

Despite the HCC narrow definition of heritage, the UTAS Sandy Bay Campus has historical and heritage significance to the community. The Arts Theatre and Christ College are listed on the heritage register. There are a multitude of architectural and natural features as well as equipment and structures that are historically and culturally important. What is important is beyond heritage. The mid-century architecture is on a par, if not better than ANU, which has been recognised for its architecture. The number of buildings of this area on one site is unique. Use of glass curtain walls for example.

The area around UTAS known as the golf links has historical significance with the style of housing and any additional buildings need to be sympathetic to this heritage.

## Idea 7: Identify opportunities to facilitate a diverse range of housing. (Ref P57)

**How important is this idea to you?**

**Do you have any suggestions to improve idea 7?**

Sandy Bay is already one of the most diversified and high-density suburbs in Tasmania. The optimum for the suburb has been achieved. There is no need for it to grow further given the impact growth will have on traffic and services.

Why is densification and population growth seen as a positive thing when services won't cope?  
Buildings over 3-4 storeys are out of character with the surrounding houses, particularly in the historical areas.

**Idea 8: Identify key redevelopment areas that have the capacity to accommodate growth. (Ref P58)**

***How important is this idea to you?***

Not important – Sandy Bay is already densely occupied and there is little capacity or need for growth.

***Do you have any suggestions to improve idea 8?***

***Opportunity 1 Upper Sandy Bay Activity Centre ie. Shopping precinct***

*To what level do you support this area being identified a key redevelopment opportunity?*

*Do you have any comments you would like to share about the key redevelopment?*

Already is OK, it is important to respect the surrounding environment. You cannot just put multi-storey housing anywhere.

***Opportunity 2 Lower Sandy Bay Activity Centre ie. Nutgrove-Long Beach area***

*To what level do you support this area being identified a key redevelopment opportunity?*

*Do you have any comments you would like to share about the key redevelopment opportunity 2?*

Needs to be sympathetic to the surrounds.

***Opportunity 3 Wrest Point Hotel and Casino area***

*To what level do you support this area being identified a key redevelopment opportunity?*

*Do you have any comments you would like to share about the key redevelopment opportunity 3?*

Needs to be sympathetic to surrounds.

***Opportunity 4 UTAS***

*To what level do you support this area being identified a key redevelopment opportunity?*

None

*Do you have any comments you would like to share about the key redevelopment opportunity 4 & 5?  
(is the UTAS Sandy Bay Campus lower ie. Below Churchill Ave. Opportunity 5 is the UTAS Sandy Bay  
Campus upper ie above Churchill Ave)*

Areas 4&5 are not development opportunities. The area is not zoned residential. It is not suitable for housing - flooding, bush fire, coastal sea level rise, infrastructure, transport. Multi-storey housing is not sympathetic to the surrounding area.

What areas and land packages are not included in this list of opportunities?

**Idea 9: Improve the waterfront for recreation to optimise spaces for public enjoyment.**

*How important is this idea to you?*

*Do you have any suggestions to improve idea 9?*

**Idea 10: Provide increased public access and recreation opportunities from the coast to Mount Nelson Lookout.**

*How important is this idea to you?*

*Do you have any suggestions to improve idea 10?*

**Idea 11: Celebrate the special places of Mount Nelson and Sandy Bay by improving the open space network.**

*How important is this idea to you?*

*Do you have any suggestions to improve idea 11?*

Making the most of UTAS site for walking, library, theatre, amphitheatre, sporting fields and other amenities. Appreciation of the green nature of the site and the unique trees and structures.

**Idea 12: Increase the sustainable travel choices in Mount Nelson and Sandy Bay.**

*How important is this idea to you?*

*Do you have any suggestions to improve idea 12?*

Better access to UTAS

Improve linkages to UTAS eg. ferry is an ideal feeder to UTAS from city and Bellerive, travel choices from Eastern shore

**Idea 13: Improve the walkability and pedestrian amenity across the study area.**

*How important is this idea to you?*

*Do you have any suggestions to improve idea 13?*

**Idea 14: Investigate road network and other improvements to prioritise public transport.**

*How important is this idea to you?*

*Do you have any suggestions to improve idea 14?*