

# Launceston Industrial Strategy

## 2009–2029

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To ensure Launceston has a co-ordinated supply of industrial land providing a choice of location to service the Launceston regional centre and to establish Launceston as the industrial centre of choice for new and emerging high technology and research and development industries.

Launceston City Council  
February 2010

**LAUNCESTON**  
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## Foreword

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On behalf of Launceston City Council I am pleased to present the Launceston Industrial Strategy 2009-2029. It has been created through community discussion of future land use and development in Launceston. Council employed GHD (a private consultancy) to carry out an audit of our industrial land. While GHD's work laid the foundations for the strategy, it is also derived from the community's Launceston Vision 2020 and Towards a New Land Use Strategy and Planning Scheme – An Issues Paper for Community Discussion. The strategy will help us achieve the goals of Launceston Vision 2020, and will inform the forthcoming land use strategy and planning scheme.

The Industrial Strategy will enable an attractive range of opportunities for industrial development that will meet the needs of our community and will respect our environmental responsibilities. The strategy will lead to consistent planning outcomes which will serve to enhance the quality of Launceston's industrial land and the fabric of our city. It will also improve on our growing reputation as a desirable place for businesses to locate.

I want to thank the people whose responses through the consultation process have enabled our professional planning staff to produce a strategy that reflects the strong views and passions which are the trademark of our community. I would also like to thank GHD whose initial work was essential. Over the next 20 years, Council will be working with the community, developers and other stakeholders to crystallise the aims of the policies contained within our Industrial Strategy.

Mayor Albert Van Zetten

Launceston City Council

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This document has been developed jointly by GHD Pty Ltd and Launceston City Council Planning Staff and other representatives of Council, as a key input to the preparation of a preferred Industrial Land Strategy and new Launceston Planning Scheme.



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# Vision and guiding principles

## Vision

To ensure Launceston has a co-ordinated supply of industrial land providing a choice of location to service the Launceston regional centre and to establish Launceston as the industrial centre of choice for new and emerging high technology and research and development industries.

## Planning principles

- Deliver industrial development that provides employment opportunities and goods and services for communities, contributes to sustainable economic development, and respects environmental values.
- Capitalise on existing strengths and provide for appropriate emerging opportunities, rather than providing for unrealistic perceptions of demand or subsidising uncompetitive operations that would result in a broader public cost.
- Recognise the private sector as the main driver for industrial development and engage it as a partner along with regional partners, government agencies and regulatory bodies, in order to collaboratively guide industrial development in appropriate directions.
- Ensure that the strategy is fully integrated with and supports other Council strategies and policies, in order to achieve common and complementary objectives.

## Objectives

- Cater for Launceston's interests and complement rather than compete with the industrial strategies of our regional partners, in order to deliver the most appropriate industrial developments in the most appropriate places and by utilising resources in the most sustainable way.
- Capitalise on existing strengths and capabilities by clearly identifying existing industrial sites, including brownfield sites, for development; by identifying appropriate new land for industrial use in a way that is tailored to a realistic interpretation of demand; and by rationalising the spatial distribution of industrial development.
- Develop relevant partnerships that collaboratively guide industrial development in appropriate directions within the context of the fluctuating supply of and demand for industrial land, and new and emerging patterns of development.
- Integrate with and support Council's land use, residential, infrastructure and economic strategies and other relevant strategies and policies.

## Implementation

- Create opportunities through the planning scheme and by identifying and prioritising areas within supporting policies and guidance.
- Develop partnerships in order to collaboratively guide industrial development in appropriate directions.
- Coordinate activities in a collaborative way that enables this strategy along with complementary strategies and policies to deliver the most appropriate industrial developments, in the most appropriate places and by utilising resources in the most sustainable way.

# Introduction

This document sets out the strategic directions for industrial development in the Launceston municipality for the next 20 years. It has been developed as part of a review of the Launceston Planning Scheme (1996).

The strategy will guide decision making and where necessary, provide strategic guidance to amendments to the planning scheme.

The strategy is underpinned by state government regulation of industrial development. In particular, the Tasmanian Planning Commission's requirement for new planning schemes across the state. This framework provides for three industrial zones: Light Industrial, Industrial and Strategic Industrial, and Mixed Use.

The industrial strategy is informed by Council research, discussions with neighbouring municipalities, and a review of relevant reports including:

- Business and urban development typologies in strategic land use planning and economic development, Alex Hrelja, Australian Planner Vol 45. no.1 (2008)
- Launceston City Council Industrial Strategy, GHD's Stage 2 Report (December 2007)
- Launceston City Council Industrial Strategy, GHD's Stage 1 Report (March 2007)
- Towards a New Land Use Strategy and Planning Scheme for Launceston (2007)
- Promoting Sound Principles in Planning for Economic Development, Sasha Lennon, Urbecon (2007)
- Launceston Vision 2020 (2006)
- Invermay Flood Study (2005)
- Launceston City Council Economic Development Strategy (2005)
- Tasmanian Industry Development Plan (2005)
- Economic Development Plan for Northern Tasmania (2002)
- Profile of Northern Tasmania's Core Industry Sectors (2002)
- Review of Industrial Land Strategy (2000)
- Launceston City Council policy papers for the Launceston Planning Scheme (1996)
- Tamar Region Master Planning Authority Policy Manual (1990)
- REDI Plan – Analysis of Regional Economic Development.

The strategy is also based on historical, existing and projected patterns of industrial development in both this municipality and the wider northern region. It reflects community values including a demand for employment opportunities, goods and services, and economic and environmental sustainability.

## Why does Launceston need an industrial strategy?

Industrial development is a fundamental aspect of land use planning. All planning schemes should provide sufficient opportunity for anticipated future development. Planning schemes should aim

to provide choice and diversity in both location and industrial uses to meet the expectations of the community and industry.

There are a number of specific reasons for Launceston City Council to develop an industrial strategy to guide its planning scheme. The reasons are as follows:

**i) To comply with state legislation:** Council has an obligation under the state *Land Use Planning and Approvals Act 1993* to advance sustainable development. Avoiding and mitigating environmental impacts, and minimising any negative impacts of industrial uses are key elements in achieving sustainable development. The planning scheme must also complement the state government's Industry Development Plan (2005).

**ii) To achieve strategic goals for the city:** The location and design of industry should be in keeping with the objectives of Launceston Vision 2020. In particular, those of developing the social and economic environment, achieving environmental sustainability, conserving the natural environment, managing the character of the built environment and improving the strength of local communities.

Creating opportunities for new industrial development also assists the Launceston economy and creates employment in the city.



**iii) To maintain viable industrial development:** Oversupply of industrial opportunities can impair economic returns for developers by fragmenting demand. Undersupply can put the cost of industrial sites out of reach of the developer and inhibit economic growth. An industrial strategy that seeks to actively manage supply is fundamental to the sustainability of industrial development.

**iv) To achieve community benefits:** The identification and zoning of appropriate areas for particular types of industrial uses will result in the retention of a strong industrial base. By facilitating appropriate industrial and economic development, the strategy will contribute to business success, wealth creation, skills development and jobs growth in the municipality, along with the provision of the goods and services demanded by the community.

Council can help reduce public dependency on car transport to access services by coordinating industrial development and ensuring opportunities for integration and strategic location. The design and location of industrial development also impacts on the perceived character of Launceston as a 'clean, green' city.

## Planning principles

Given the basis of and the reasons for the strategy a clear set of planning principles can be

defined, in order to clarify the objectives. These principles also inform the strategy's vision and help to develop the implementation strategies that are designed to make the vision a reality.

Council's planning principles for the industrial strategy are to:

- Deliver industrial development that provides employment opportunities and goods and services for communities, contributes to sustainable economic development, and respects environmental values.
- Capitalise on existing strengths and provide for appropriate emerging opportunities, rather than providing for unrealistic perceptions of demand or subsidising uncompetitive operations that would result in a broader public cost.
- Recognise the private sector as the main driver for industrial development and engage it as a partner along with regional partners, government agencies and regulatory bodies, in order to collaboratively guide industrial development in appropriate directions.
- Ensure that the strategy is fully integrated with and supports other Council strategies and policies, in order to achieve common and complementary objectives.

### **What tools are available to Council?**

Council has a number of tools for implementing an industrial strategy. Council can:

- Determine how much land will be zoned for industry across the city.
- Determine the spatial distribution of this land.
- Set standards and guidelines for the design, layout, appearance and energy efficiency of individual buildings, subdivisions and new industrial developments.
- Create specific policies and guidelines for individual areas of the city.
- Create opportunities for new and emerging industries and encourage development in particular locations.
- Develop partnerships with the development industry and other service providers to achieve strategic goals.
- Promote desired strategic outcomes by providing information and demonstrating the associated benefits.

This strategy is therefore intended to extend beyond a purely regulatory approach to industrial planning. Council will be proactive and show leadership in order to achieve the principles of the strategy.

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## Locations for new industrial development

The desirable characteristics for the location of future industrial development<sup>1</sup>:

- **Location:** Sites adjoining or in close proximity to existing or future residential areas or other sensitive land uses including schools, hospitals, child care centres and community services are likely to be restricted in their type of development and future use of the land.
- **Accessibility:** The road and rail network need to provide good access to sites. Frontage to the Council arterial road network and easy access to the State highway system is favoured and the avoidance of using residential streets for access. Available access to the rail network is desirable for industries relying on the movement of bulky goods and or distribution or movement of a high number of containers to ports.
- **Capacity for future expansion:** Consideration is given for the ability of each sub precinct to provide for the expansion of existing industries or to provide for new development taking into account lot sizes, vacant land, buffer areas and surrounding land uses. Provision of infrastructure and their capacity is also a major issue to be considered.
- **General standard of appearance:** The standard of landscaping, streetscape and general appearance of an industrial precinct is an important factor contributing to the general amenity of a precinct particularly at the urban/rural interface and bordering retail and commercial areas. In many cases it has an important influence on investment and upgrading, and expansion of industrial activities.
- **Physical characteristics:** The physical characteristics including slope, drainage, flood prone and rock and soil type are important factors in determining land suitability and can place major limitations and costs on development for industry.

In order for new industrial development to be appropriately located the sites should:

- Have satisfactory connections to reticulated water and sewer systems.
- Have satisfactory transport links.
- Have access to gas pipelines (where appropriate).
- Minimise impacts on the amenity of surrounding areas.
- Consolidate uses to make more efficient use of infrastructure.

## Categories of industrial development<sup>2</sup>

There are three different types of industrial categories:

**Manufacturing:** Goods are produced for domestic and export sales in a competitive global market. Some firms use hazardous or offensive processes that require buffer distances from more sensitive uses. Modern manufacturing is generally undertaken in new facilities that are often very similar to some commercial uses. Manufacturing uses can include traditional uses like concrete batching plants as well as other newer hi-tech industries.

<sup>1</sup> These characteristics were identified in the GHD Stage 1 Report.

<sup>2</sup> Alex Hrelja, Australian Planner Vol 45. no.1, 2008.

**Logistics:** Involves the storage, packaging and distribution of goods from production to end users. These activities are mainly carried out in warehouses, but can also be found within intermodal transport nodes and shipping container parks. This kind of development is generally catered for at sites with good transport links, often at the periphery of urban centres.

**Service Industry:** Businesses such as mechanical repairs, trade supplies and other similar uses fall within this category. Items are fixed and serviced within small factories and depots on smaller sites within reach of a market area. These types of uses are largely located within inner-city industrial locations.



## **Council's role within the region**

Launceston City Council is committed to the development of a regional plan and a regional land use strategy for northern Tasmania, the outcome of which will be a coordinated regional approach to land use management.

As the economic hub of the northern region, and with an established supply of serviced industrial land, Launceston has the potential to expand this supply and is advantageously placed to attract future industrial development. While Council will act in Launceston's best interests, it must also pay regard to the interests of the region by avoiding duplication or the oversupply of industrial land. Oversupply of industrial land would threaten the viability of and fracture provision for industry in other parts of the region. This would not be cost-effective or efficient in terms of infrastructure provision and would result in a burden on communities.

Councils must work towards the best regional balance in the supply of industrial land in order to sustain and enhance the economic performance of the region and to best meet the employment needs of local communities. This means that Launceston's industrial strategy should complement rather than compete with the strategies of its neighbours.

This should be achieved in a way that results in the efficient use of resources and respects the environment. The current global economic downturn and the impacts of global warming combine to demand that this can only be achieved by managing resources carefully and efficiently.

This calls for a strategic approach to planning for, and facilitating and managing industrial development. It also means that Council has to target the most appropriate development in the most appropriate places, and has to utilise resources in the most sustainable way.

By channelling demand into identified areas in cooperation with landowners and developers, Council can ensure that the take-up of industrial land is efficient and that resources are managed effectively.



Such a strategic approach to planning for industrial development presents an opportunity for Launceston City Council to make important decisions to sustain the local and the regional economy. In this context it is important that Council provides strong leadership within its own municipality, and also within the region.

## **Expectations**

Because the City of Launceston is the strongest economic player in the region, the actions of Council have reverberations beyond its municipal boundaries. Launceston's regional partners, including the various councils, the State Government, and Northern Tasmania Development expect Council to show leadership in decisions on land use, and to ensure that its own decisions complement rather than compete with the interests of its regional partners.

An industrial strategy for Launceston that serves the interests of the city and complements the northern region's industrial requirements will provide a big step towards delivering a sustainable, dynamic, growing and competitive regional economy. It will also inspire confidence in the regional planning process, the aim of which will be to ensure that our communities enjoy a high quality of living and that our environment is safeguarded.

## **Changing patterns of industrial development**

The next 20 years will be period of transition for much of Launceston's existing industrial base. Driven by new trends in and visions for economic development, Council will be able to take advantage of the city's regional economic position. It is expected that 'new and emerging' industries including high technology (high-tech) and research and development industries, will progressively increase in importance with reduced demand remaining for heavy industry or manufacturing. There is an established move towards providing for more general and light industries, including new and innovative technologies. The service industry will continue to play a major role within the city.

Launceston has a number of post-secondary education and training institutions including the University of Tasmania and the Maritime College. It also has an established technology park. This capability to provide quality training 'where and as needed' has contributed to Launceston's capacity for highly skilled labour, an essential condition for attracting new and emerging industries.

There are, in addition, significant changes in work and business practices, including the move towards cleaner industries, and the need to reduce conflicting land uses, particularly within inner city areas.





## **Managing and facilitating changing patterns of industrial development**

Council is expected to continue to steer Launceston away from heavier forms of industry and manufacturing. Launceston's role as the economic hub of the region with a plentiful supply of high quality sites and access to a skilled labour force would determine that its industrial strategy should focus on the development of new and emerging industries.

High-tech industries capable of generating new forms of investment and employment have not been encouraged by the pre-existing 'industrial zoning' approach to planning. To encourage and foster new forms of industry and to attract industrial players, it may be appropriate for Launceston City Council to become directly involved in land acquisition and servicing.

There is also a need for Council to facilitate the relocation and rationalisation of inappropriately located industries within inner city areas.

As the city has grown, some industrial uses have become problematic in terms of impact on adjacent areas, including conflict with residential uses. This has resulted in a need to ensure that, as opportunities arise, such industrial uses are relocated or, if the land becomes vacant or derelict, the sites committed to more appropriate uses.

Council is not in a position to demand the relocation of inappropriately located industrial uses, and such rationalisation is a long-term vision. However, Council can re-zone land in identified 'transition' areas, and provide incentives for industries to relocate to new high quality industrial sites.

## **Supply and demand of industrial land**

As already noted, Launceston has a duty to make available sufficient industrial land to meet demand and support the local economy, but also needs to be mindful of the supply and availability of industrial sites throughout the broader region.

Oversupply through multiple competing sites within Launceston would fracture not only the local supply, but also that of the wider region, reducing the effectiveness and the viability of established sites. At the time of writing there sites most vulnerable to oversupply would be the industrial zones at Lilydale Road, George Town Road, Connector Park and the Devereaux site at Hobart Road.

Based on an understanding of supply and demand for industry and existing and emerging patterns of development, collaborative partnerships can be formed to identify, enable and encourage clusters of industrial development. Council can ensure better use of existing resources and infrastructure in order that the city and the wider region become more economically competitive and sustainable.

## Development and uptake of industrial land

The development and uptake of industrial land is often slow and occurs over a long period. It has been suggested by GHD (Stage 1 Report) that were a standard 'generated growth'<sup>3</sup> approach to be taken in its industrial strategy, Council would need to ensure sufficient industrial zoned land to cater for growth of around 3% per year over the next two decades.<sup>4</sup>

Forecasting what the private sector may require for various forms of industrial activity over the next 20 years is intrinsically complex, and long-term estimates could be significantly unreliable.

Part 2 of this document examines factors influencing predictions of demand. It considers the availability of industrial and other land in Launceston, recent patterns of take-up, and expectations for future demand, and suggests that there will be sufficient land available for industrial uses in the short to mid terms (up to 10 years). It also demonstrates that, as part of the review of the planning scheme, Council will also need to identify land for the future relocation of established industrial uses, and to satisfy potential long-term demand (10–20 years).

## The process of identifying and zoning land for industry

There is a need to prioritise existing precincts that are already zoned for industrial uses or other similar uses and where there may be significant amounts of vacant or derelict land, before identifying new land for industrial uses. This would enable Council to take stock of the existing capacity for industrial development before channelling resources into the development of new sites.

## A framework for the strategy

The industrial strategy should cater for Launceston's interests and complement rather than compete with the industry needs of its regional partners. In doing so, and in order to accommodate projections of demand, the strategy should:

- Prioritise the review of established supply of industrial land within Launceston and within the region to use up the existing vacant land first.
- Prioritise the development of underutilised sites within the city.
- Prioritise the development of derelict sites over greenfield sites.
- Identify new industrial land in appropriate places.
- Identify areas of the city where industrial uses are no longer desirable and seek to facilitate change to more profitable and aesthetically pleasing forms of development.
- Monitor the availability of industrial land through an annual survey of existing sites.

3 Generated growth is a form of growth dependent upon market forces, following state GDP and state population demand pressures, with no local / state government intervention.

4 GHD's Stage 1 Report does not state clearly what form a 3% growth rate will take. It is not clear whether it would be the amount of land required to accommodate industrial uses or economic growth or industry in general.

## Summary of key influences:

**Locations for new industrial development:** desirable characteristics: related location, accessibility, capacity for future expansion, general standard of appearance and physical characteristics.

**Categories of industrial development:** manufacturing, logistics and service industry.

**Council's role within the region:** region's economic driver with a leading role in the regional planning process.

**Expectations:** enable communities to enjoy a high standard of living, ensure sustainable economic development and respect environmental values.

**Changing patterns of industrial development:** focus on new and emerging industries in high-tech and research and development, the relocation and rationalisation of inappropriately located industries and the continued provision of high standard industrial areas.

**Managing and facilitating changing patterns of industrial development:** direct Council involvement in land acquisition, and encouragement of industrial players, to foster new high-tech industries capable of generating new forms of investment and employment.

**Supply and demand of industrial land:** avoid oversupply of industrial land that would fracture and devalue the existing supply within Launceston and throughout the wider region.

**Development and uptake of industrial land:** avoid making long-term predictions which are characteristically unreliable.

**The process of identifying and zoning land for industry:** before zoning new land for industrial development, examine areas already zoned for industrial and similar uses, including those with significant amounts of vacant or derelict land, and prioritise them for future development.

## A framework for the strategy:

- Review the established supply of industrial land.
- Prioritise the development of underutilised sites within the city.
- Prioritise the development of derelict sites over greenfield sites.
- Identify new industrial land in appropriate places.
- Identify areas of the city where industrial uses are no longer desirable.

## Predicting demand

For the purposes of the strategy it is considered that measuring the amount of land is the most relevant way to assess a 3% growth rate. In order to work out what a 3% growth rate means in terms of land, it is necessary to calculate the total area of land identified for industrial use Council for the GHD Stage 1 report. This is with the exception of Lilydale.<sup>5</sup>

The total area of land identified for industrial uses, and located in Industrial, Particular Use and Commercial zones, is estimated at approximately 562ha, of which over 184ha is currently vacant.

Table 1 shows the area that would be required for industrial uses, additional to the currently available 562ha, assuming a 3% per annum growth over the next 20 years.

Year	Additional area (ha) (to nearest whole ha)
1	17
5	90
10	193
15	314
20	453

**Table 1. Industrial land required assuming 3% per annum growth over 20 years**

Were Council to accept the projections contained in Table 1, one conclusion would be that the currently available 184ha of vacant industrial land would be sufficient for up to approximately 10 years.

However, the 3% per annum growth projection is a crude mechanism which might not be particularly reliable and there are a number of factors that have to be considered to better understand the shifting nature of supply of and demand for industrial land.

The factors that influence supply and demand include:

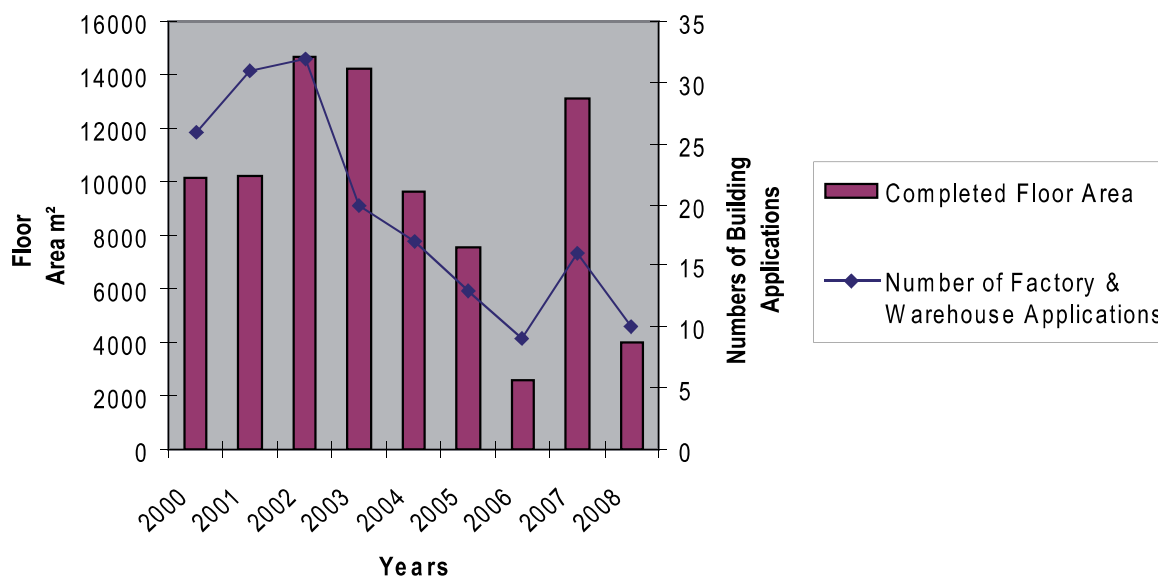
1. Recent take-up of industrial land.
2. The existing supply of land available for industrial use within the municipality.
3. The existing supply of land available for industrial use within the region.
4. The impact of the economic climate.
5. Advances in technology.
6. The need to increase the viability of industrial land.
7. Access and transport

<sup>5</sup> Lilydale is separate from the City of Launceston. Due to this separation and the rural character of Lilydale, it is expected that the land currently zoned for industrial types of uses there will provide for the town's future needs without impacting on the City of Launceston's needs.

These factors are discussed further below.

## 1. Recent take-up of industrial land

While Council has had no system for accurately tracking the take-up of industrial land, it has been possible to analyse building completions for factories and warehouses.<sup>6</sup> Table 2 below shows factories and warehouses completed or under construction between 2000 and 2008. It shows the floor area in m<sup>2</sup> per year and the number of applications being acted upon each year.



**Table 2 – Factories and warehouses completed or under construction between 2000 and 2008**

Table 2 shows that there was approximately 86,137m<sup>2</sup> (approximately 8.6ha) of new factory and warehouse floor area created or under construction involving 174 building applications over 9 years. The graph shows a distinct downward trend in the number of applications being completed and initiated. It also shows a more general trend for the creation of less floor area.

It is difficult to identify the reason for distinct downwards trend in the number of applications being acted upon. The fall in demand for factories and warehouses may be because the level of development has reached the levels required by the community, or because there is an oversupply of quality industrial sites within Launceston and in the wider region for example at the airport. The trend could also point towards a general slowdown in industrial growth due to economic conditions. The same factors may explain why some of the existing high quality sites remain underutilised, in particular the Devereaux site and Connector Park.

The information in Table 2 indicates that there is a fluctuation in the take-up of industrial land that provides for factories and warehouses, in terms of floor area. This take-up is not comprehensive because it does not include other land associated with new buildings or land used for commercial uses. However, it is very noticeable that 8.65ha in 9 years is far removed from a 3% growth rate over 10 years, which would provide for 193ha as shown in Table 1 above. In fact, it is considerably less than the 17ha of industrial land that a 3% growth rate would provide for in the first year alone.

<sup>6</sup> The analysis only includes completions where there was a recognised increase in the footprint of an existing building or where a new building was constructed. The information in Table 2 does not take into account other land required for external storage, landscaping, car parking and access. Nor does it take into account land used for commercial uses.

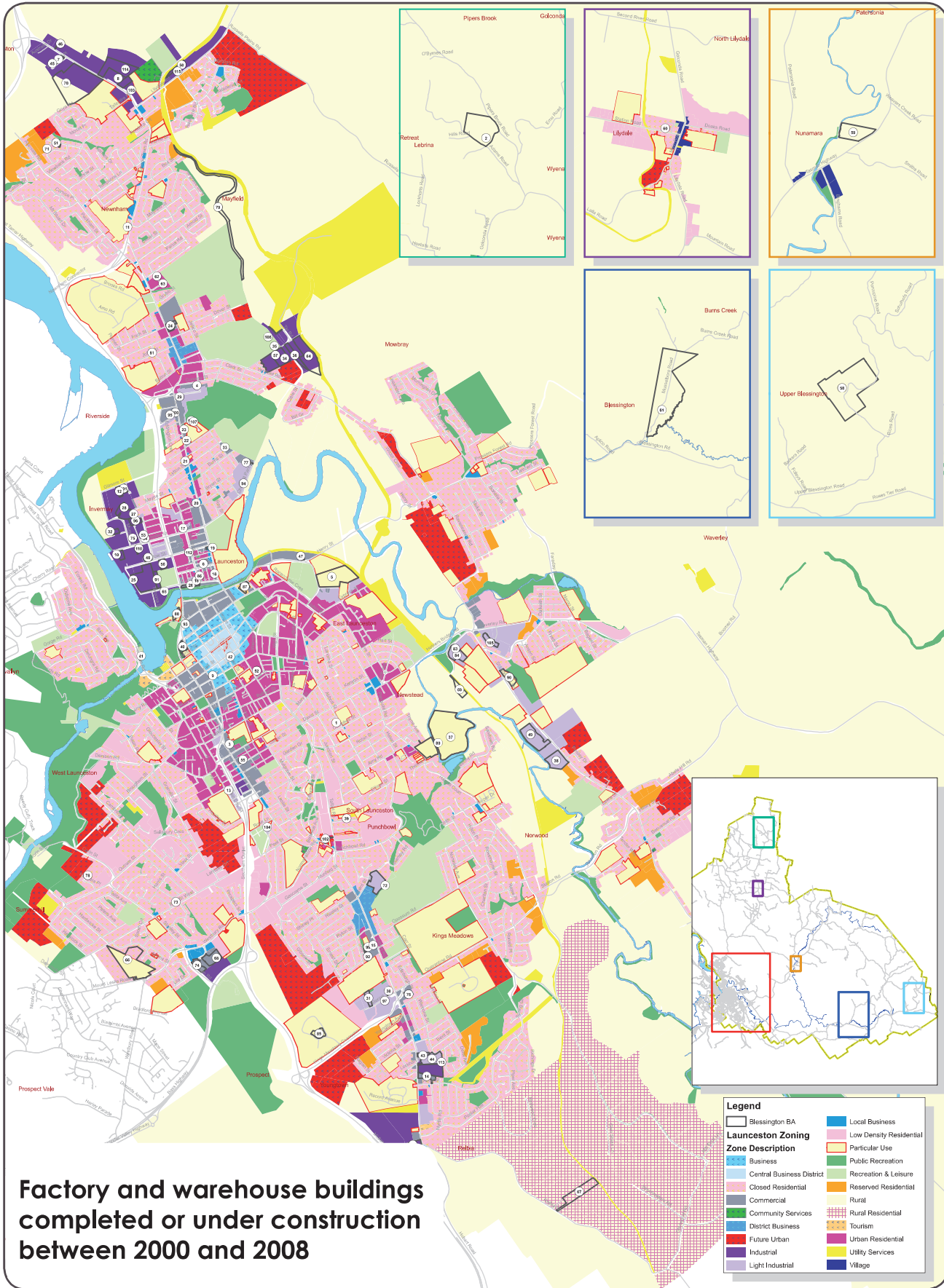


Figure a): Factory and warehouse buildings completed or under construction between 2000 and 2008.

The map in Figure a) shows the spatial distribution of 111 of the 174 factory and warehouse developments that have been completed or started between 2000 and 2008.<sup>7</sup> It shows that most of the developments have occurred in areas already zoned for industry or other similar uses. This indicates that Council's existing strategy to locate industrial development in these areas is working to some extent.

To summarise the historical take-up of industrial land in terms of the number of developments, the amount of new floor area and the spatial distribution of this kind of development, it seems reasonable to state that:

- There is a downward trend in the number of applications being completed and initiated.
- There is a fluctuation in the amount of floor area being developed.
- The factory and warehouse developments are generally located in the areas set aside for such development.

## 2. Existing supply of industrial land in Launceston

As stated above approximately 562ha is identified by Council for industrial use, of which an estimated 184ha is currently vacant. There are also a number of derelict sites, the exact land area of which has not yet been determined.

The total amount of potential land available for industrial development might however prove to be less than this, given the desire to relocate some inappropriately located industrial uses. Most such need derives from conflicts with residential uses, in areas such as Wellington Street and South Launceston.<sup>8</sup>



Table 3 below shows the areas containing land identified for industrial development that are most likely to see some relocation of industrial uses. Precincts 3, 6 and 8 and Sub-precinct 4.1 are considered to contain most of the inappropriately located existing uses. The table also shows that only 20.3ha out of 184ha of vacant land is in areas where most of the inappropriately located uses can be found.

<sup>7</sup> Not all of the records could be easily identified and mapped, largely due to title changes and incomplete records. However, it has been possible to review these records annually. From this review it can be said that the majority of the unmapped records are located in areas already identified for industrial type uses.

<sup>8</sup> See Launceston Residential Strategy 2009 – 2029



	Total site area (ha)	Vacant land (ha)
Precinct 3 – Invermay	89.5	7.0
Sub-precinct 4.1 – William Street area	17.7	0.7
Precinct 6 – Wellington Street areas	42.3	5.1
Precinct 8 – South Launceston excluding the Devereaux Site and Connector Park	39.3	7.5
Total area		<b>20.3</b>

**Table 3 – Land availability in areas of inappropriately located industrial uses**

Closer examination is required to identify the uses that can be relocated and the land that would be made available in these areas.

From the recent survey it is worth noting that the vast majority of existing industrial buildings and sites are operational. This can be considered particularly so in the areas with good access to the arterial road network, including George Town Road, Rocherlea, Lilydale Road, St Leonards, Killafaddy, Waverley Road, Youngtown South, Glen Dhu and Prospect.

In order to identify existing land for future development, Council should determine the amount of suitable vacant and derelict industrial land. To do this effectively, there is a need to determine exactly which operational uses need to be relocated away from the inner city areas (Table 3). An annual survey of such land would provide a good basis for understanding the supply and demand of industrial land within the city.

Derelict sites are sometimes perceived as a barrier to development and can increase demand for the development of greenfield sites. However, Council should adopt a policy for the redevelopment of derelict sites because this makes best use of resources including infrastructure and services.

### **3. Existing supply of industrial land in the surrounding region**

Planners from the Northern Midlands, Meander Valley and West Tamar municipalities have indicated that their councils have tailored supply of industrial land to: i) cater for their own demands; ii) take advantage of existing infrastructure, and iii) generally complement, rather than compete with Launceston.

The most notable industrial sites are the Northern Midlands' TRANSlink site and Meander Valley's Westbury Trans Central site. Both of these sites provide transport and distribution hubs.

The most significant is the TRANSlink site, which has the advantage of good access to arterial and state road networks, the rail network and Launceston Airport. The site is not yet used to capacity, but has at least 10 years supply. It is also important to note that the Northern Midlands Council is considering opportunities to expand this site and/or look for another similar site. Whether Northern Midlands chooses to go down either of these routes remains undetermined and it seems likely that changes in demand for this kind of use will influence future decisions.

The site at Westbury also has good access to state and arterial road networks, along with an established gas pipeline. This site is fairly newly established and has considerable scope for development in the mid to long term.

The proximity to Launceston of the TRANSLink site – with its advantageous location and regional significance, and the additional development of the Westbury site, suggest that there is adequate land within the region to cater for the current needs of the transport and distribution sectors.

#### **4. Current and future economic climate**

It is difficult to gauge exactly how the economic climate will impact on the supply and demand of industrial land within Launceston and throughout the region. However, it seems reasonable to expect that the current global downturn will slow the demand for industrial land, and lessen any pressure to find new land for industrial uses. It also means that careful consideration needs to be given to the way resources are allocated to facilitate industrial development.

Launceston needs to play to its strengths by first ensuring that all existing industrial sites fulfil their potential to accommodate development. New land zoned for industry should take advantage of location and infrastructure and there is a need for Council to consider how new land may provide the municipality with revenue. Launceston must ensure that insufficient land supply does not become a barrier to recovery. This suggests a more strategic approach is necessary for identification of sites and their sequencing onto the market.

#### **5. Advances in technology**

Where once large buildings and large sites were required to facilitate industrial development, new technologies frequently demand less floor space and less land. They can also often be located in non traditional industrial location, for example upper floors of building in the CBD, or in disused suburban shops.

The requirements of emerging industries dictate that a more flexible assessment process should be implemented to focus on the impacts of a industry not purely on traditional zone based separation of use.

Launceston's new industrial strategy should see the city develop as Tasmania's centre of choice for new and emerging technologies, and reduce the city's demand for and dependence on traditional industries.

#### **6. The need to increase the viability of industrial land**

An oversupply of industrial land would be detrimental to the economic wellbeing of the city and the region. Increasing the allocation of vacant serviced land when there is no demonstrated demand would result in the expansion of infrastructure and a cost burden to the community. For example, the oversupply of land for transport and distribution hubs would fracture the demand for such uses and result in the supply of serviced lots that would remain empty or underused. This would be an unacceptable waste of resources, particularly during an economic downturn. It also does not create an attractive investment environment for potential investors.

Council should increase the viability of industrial development by tailoring its industrial strategy to focus rather than fracture demand.

#### **7. Access and transport**

Launceston's road network is structured on a hierarchical basis comprised of arterial, collector and local roads. The arterial roads allow vehicles to move between regions on generally high capacity roads. The arterial network is maintained by the State Government Department of Infrastructure, Energy and Resources (DIER) and Council.

DIER is the group responsible for connecting roads between Launceston and other parts of the state. Council is responsible for all roads within its boundaries except for:

- Private roads.
- Forestry roads.

While there may be some transport constraints, the precinct audits in GHD's Stage 1 Report examined the access issues of all the industrial sites. This strategy only identifies and discusses the most relevant industrial sites with the most scope to accommodate industrial development.

## Accommodating new industrial development within existing zones

The precincts described below outline the locations for new industrial development within existing industrial or similar zones. The audits of the sites provide much of the basic information about the sites under consideration. Council has further examined the most suitable sites for potential development.

### 1. Precinct 1 – George Town Road, Rocherlea and Lilydale Road

According to Council's latest information there is 26.4ha of vacant land within this precinct and the site survey identified two derelict sites. The land is identified in Figure 1 below. Most of the land available for development here can be found along the north side of Lilydale Road. However, there are also a number of sites available along Georgetown Road. This industrial precinct should be prioritised for industrial uses because of the availability of land with good access to the arterial road network. Any new development would also be able to achieve a fairly good degree of separation from residential areas. This precinct could be expanded by zoning the Rocherlea Primary School site for industry. The school site is discussed further below in location 7. It is expected that much of the 26.4ha of vacant land here could be made available for development.

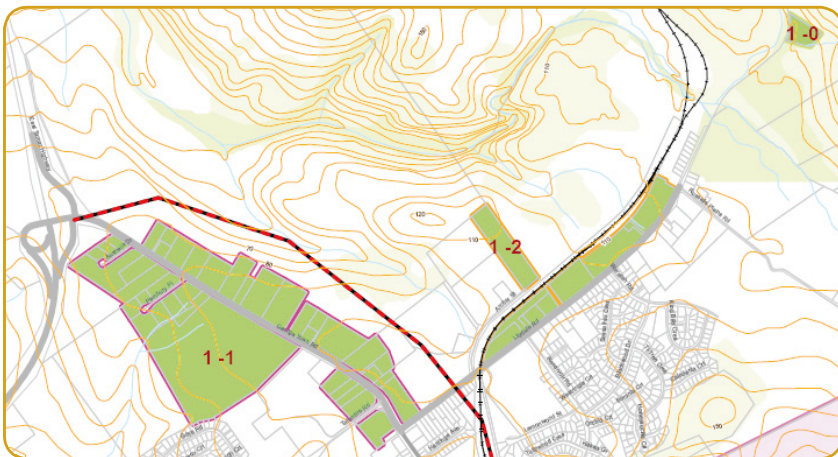


Figure 1 Precinct 1 – George Town Road, Rocherlea and Lilydale Road

### 2. Precinct 5 – Killafaddy, St Leonards, Waverley Road and Gunns Board Mill site

This area includes Sub-precincts 5.1, 5.2 and 5.3 and shown in Figure 2 below. The industrial areas achieve fairly good access to the arterial road network via St Leonards Road. However, the route involves movement through some residential areas. One likely route is via Johnson Road, Station Road and Quarantine Road, in order to get to the Kings Meadows connector for example. Despite this, the area industrial precinct currently operates effectively.

The following points can be made about Precinct 5:

- Council records indicate that there is 43ha of vacant land within Precinct 5.
- There are two significant derelict sites. Both sites are owned by Gunns Pty Ltd, approximately 25ha at the Gunns Board Mill site (north-east of St Leonards Road) and an 11ha site at Killafaddy.
  - It may be possible to rezone the Gunns Board Mill site to residential, which would fit better with the adjacent land uses.
  - The smaller Gunns site is part of a larger area of land at Killafaddy that should be zoned industrial. This includes the Council-owned stockyards.
- If the Gunns Board Mill site is not included, then there is 18ha of vacant land in Precinct 5.
- Approval has been granted to rezone 4.4ha of land in Sub-precinct 5.2 to residential. This rezoning, along with existing nearby residential development and the topography of the area seem likely to constrain the area's capacity for further industrial development.

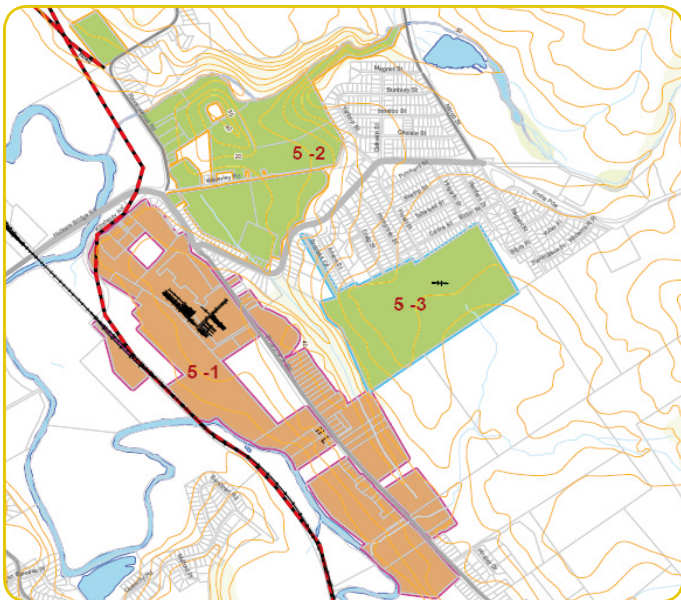


Figure 2 – Precinct 5 Killafaddy, St Leonards, Waverley Road and Gunns Board Mill Site

### 3. Sub Precinct 7.1 – Prospect (Trotters Lane and Oakden Road)

Figure 3 below shows Sub-precinct 7.1, which totals approximately 9.7ha. There is currently an estimated 2.8ha of vacant land here. However, the owners/occupiers, Statewide Independent Wholesalers Ltd, have recently been granted approval to relocate to the TRANSlink site. If this proposal is followed through, it would free up the majority of Sub-precinct 7.1 for industrial development. Existing access to the site is constrained and the construction of a new access ramp from the Bass Highway would allow for the future development of an existing site, possibly for a local service industry or distributor.

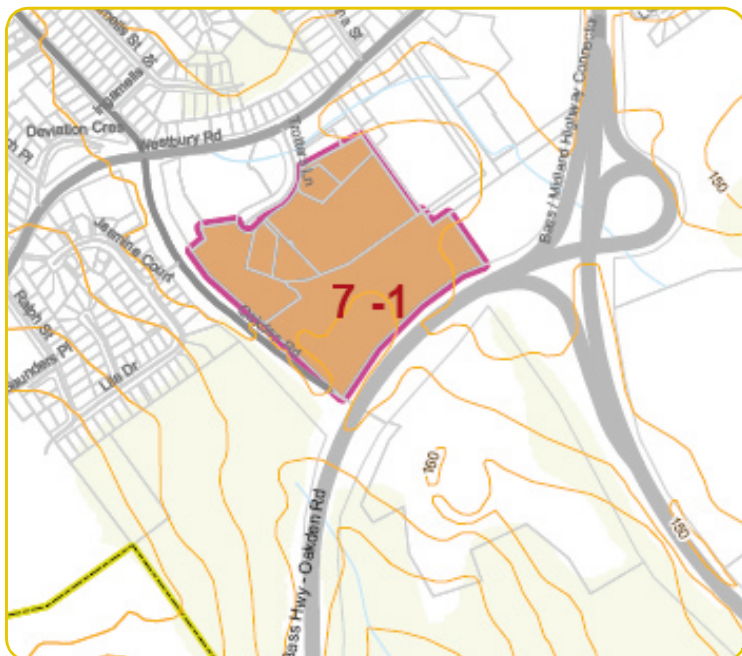


Figure 3 – Sub Precinct 7.1 Prospect (Trotters Lane and Oakden Road)

#### 4. Sub-precinct 8.1 – Youngtown South including the Devereaux Site

This sub precinct is shown in Figure 4 and has around 10ha of vacant land including one derelict site. Most of the vacant land is on the Devereaux site, which is accessed via Charbooday Drive.

This is one of Launceston’s best sites in terms of its location and access to the arterial road network and state highways. This site should be prioritised to accommodate new industry because of the amount of vacant land within it. The area cannot be expanded due to physical constraints.

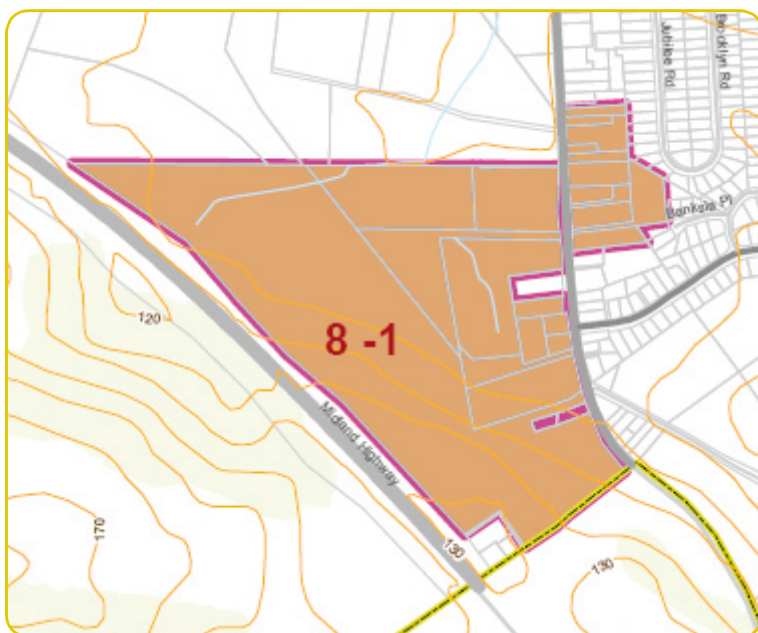


Figure 4 – Youngtown South including the Devereaux Site

## 5. Sub Precinct 8.4 – Connector Park

The Connector Park precinct is a prime location for new industry and currently has the most scope for accommodating new industrial development. This site, shown on Figure 5 below, must also be prioritised for new industrial development.

The site has been purposely designed for industrial uses and Council records indicate that approximately 18ha of the total area of 24.6 are vacant. There are no derelict sites here and only five lots have been developed, with approval granted for the development of one further lot.

The site was developed as a transport and distribution estate. It was approved with a very narrow range of allowable uses. It is suggested that this be reviewed with a view to allowing more flexibility for a broader range of industry to locate. The site has no scope for expansion, due to the arterial road network and the need to remain buffered from residential areas.



Figure 5 – Precinct 8.4 Connector Park

## 6. Precinct 10 – Technopark

The Technopark site (shown in the aerial photograph at Figure 6 below) is ideally suited for low impact research and technology based industrial activity. The site is comprised of 32ha, some of which has been developed, with an estimated 19ha of vacant land. The existing development could be easily converted to high technology research and development uses.

The site is owned by the State Government. There is a large area of vacant and adjoining land to the south of Technopark, which is currently zoned for Public Recreation. This land could possibly cater for future expansion.



Figure 6 – Precinct 10 Technopark

## 7. Rocherlea Primary School

This site of approximately 6ha (shown in the aerial photograph at Figure 7 is located to the north of Lilydale Road and is within the vicinity of the Precinct 1, between Sub-precincts 1.1 and 1.2 (Figure a).

The Department of Education has announced its intention to relocate Rocherlea Primary School to the Brooks High School site and to dispose of the primary school site. Irrespective of who purchases the site, this decision represents a good opportunity to rezone it to industrial.

The site has all the locational advantages of Precinct 1 and rezoning it would have the effect of expanding Sub-precinct 1.1. Rezoning would require an upgrading of the wastewater treatment system, but this should be achievable.

The land to the east of the school site is currently used for community services, and there is a sports oval further to the east. As both currently adjoin industrial uses they would be no further compromised by a rezoning of the school site to industrial.

The site is a high profile site, it is flat and has a parkland setting. It may lend itself to an range of development types including a 'business park' or similar. This may be particularly attractive given its relative proximity to the university.



Figure 7 – Rocherlea Primary School site

## 8. Remount Road

The existing industrial zone at Remount Road (shown as Sub-precinct 2.4 in Figure 9) has very little scope for infill development. It has an overall area of approximately 24ha, with only some 4ha of vacant land. Further expansion is limited by access constraints at this time.

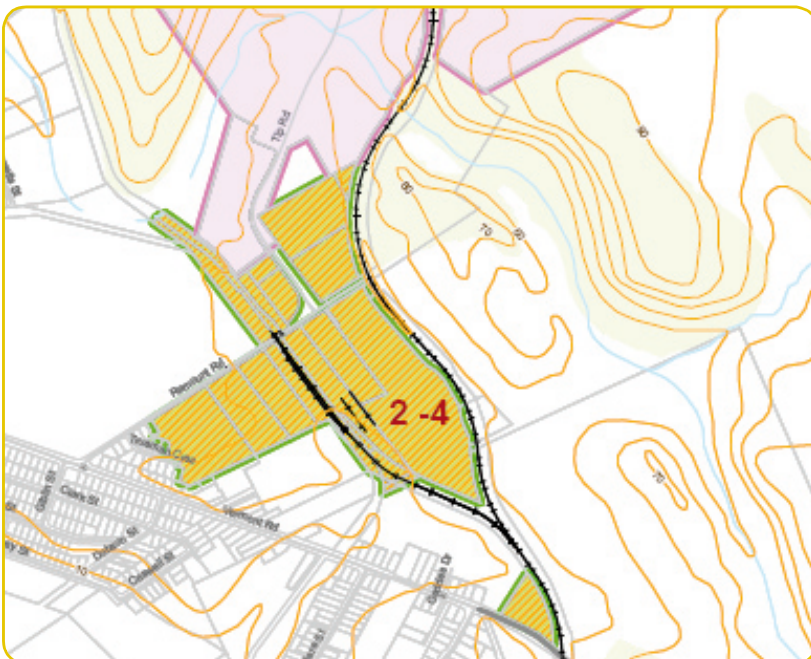


Figure 9 - Remount Road



Council owns land to the north of Sub-precinct 2.1 and industrial development could be located here without impacting on residential areas and without having an adverse impact on the environment. If this area was expanded it would provide accommodation for industrial development in the long-term, while providing Council with a long-term and valuable source of revenue from rates.

Council considers there is at least one option for better access to the area. Options could be explored for access from Lilydale Road through Russell Plains Farm (Council owned). Until access issues are addressed there is limited potential for any more infill development.

## 9. Other Sites

There is a good quality industrial site at Sub-precinct 2.2 – White City, but there is only 0.1ha of vacant land here and the current scope for this site to accommodate further development is limited. However, there are still some opportunities available and there are likely to be more in the future as a businesses change hands. This site should also be prioritised for development as and when appropriate opportunities arise.

Sub-precinct 2.3 is on the east side of Invermay Road, north of the Mowbray shopping area. It is comprised of around 8.5ha of land currently zoned for commercial uses. There is no vacant land here and little scope for industrial development. This is due to the proximity of residential areas, and because some of the land is to be redeveloped for high-density residential uses (Mowbray Links). The land here should be zoned for residential or commercial uses.

Precinct 3 is comprised of four Sub-precincts within the Invermay and Inveresk areas of the city. Within these Sub-precincts there is approximately 75ha of land identified for industrial uses. There is currently around 7ha of vacant land within these sites. Given their inner-city locations, these areas of the city are best suited for the service industry.

There is little scope for other infill development within the other precincts and Sub-precincts, which were identified by Council for the GHD reports.

With regard to industrial land at Lilydale, most of the land currently zoned for industrial uses can continue to be zoned in this way. This will be reflected in the provisions of the future planning scheme.



# Locations for industrial development (by category of uses) in currently zoned areas

Table 4 below shows the scope for the three categories of industrial development to be accommodated within existing and new industrial locations within Launceston.

Precinct/Sub-precinct - vacant land	Industrial category
George Town Road & Lilydale Road – 26.4ha	Primarily logistics and service industry; some scope for manufacturing
Killafaddy, St Leonards & Waverley (not including Gunns Board Mill site) – 18ha	Primarily logistics and service industry; some scope for manufacturing
Connector Park, Devereaux site and Prospect – 30.8ha	Manufacturing and logistics
Invermay & Inveresk – 7ha	Service industry
Technopark – 19ha	Manufacturing (high-tech)
New site at Rocherlea Primary School	Primarily logistics and service industry; some scope for manufacturing

**Table 4 – Locations for industrial development within Launceston (by category)**

The table above demonstrates that there is enough scope to accommodate manufacturing uses in the short term at George Town Road and Lilydale Road and at the Devereaux site and Connector Park. High-tech uses can be accommodated within Technopark. There is also more scope for accommodating longer term demand for manufacturing uses within the proposed new sites at Rocherlea Primary School and St Leonards.

There is plenty of scope to accommodate the logistics type of development within the city. While both the Devereaux site and Connector Park are most notably able to accommodate this type of development in the short to mid terms, the same can be said for the sites at George Town Road and Lilydale Road, Killafaddy, St Leonards and Waverley. The proposed new sites can also accommodate this type of development in the mid to long terms.

The service industry can be accommodated within most of the established industrial areas of the city as well as within the proposed new areas. There is enough scope for infill development in the short to mid terms within Inveresk and Invermay, George Town Road & Lilydale Road, Killafaddy, St Leonards, and Waverley. The turnover of service industry uses within existing inner city sites (e.g. White City) and the proposed new areas at Rocherlea and St Leonards were likely to provide for longer term demand.

# Summary

## Supply and demand of land for new industrial development

### Supply

- There is 184ha land within existing industrial areas, although all of this land may not be suitable for industrial development.
- At least 20.3ha of this vacant land is in inner city areas, where new industrial development may be inappropriate.
- There is 79.2ha of vacant land available at the best established industrial locations. Most of this land is likely to be suitable, except for a small portion of land at Waverley. Another 6.9ha may become available in the short-term at Prospect.
- It should be possible to zone 6ha at Rocherlea Primary School.
- There may be an opportunity to expand the Remount Road site to the north, thereby capitalising on Council-owned assets.

### Demand

- It is expected that demand will continue to shift from heavy industry and manufacturing towards more general and light industrial uses and new technologies.
- Due to the proximity of the TRANSlink and Westbury sites there is no short to mid term demand for another transport and distribution hub within the city or the region.
- A (modelled) 3% growth rate would require 193ha for new industrial development. However, impacts of other factors make it extremely unlikely that there will be such a level of demand.
- The period 2000–08 saw a downward trend in the numbers of factory and warehouse buildings completed or under construction. The area of land taken up, as indicated by total new floor area, was far less than a (modelled) 3% growth rate would have demanded.

## Conclusions

- There is enough scope for existing sites to accommodate manufacturing, logistics and service industry uses in the short to mid terms.
- There is enough scope for all three categories to be accommodated in the mid to long terms if the proposed new sites are rezoned for industry.
- Technopark is likely to provide for most of Launceston's demand for new technologies.
- Subject to improved access, the Prospect site may be able to provide for a new transport and distribution hub in the mid to long-term.
- If an acceptable access solution can be found, then the Remount Road site could be expanded to the north.
- Supply of and demand for industrial land at Lilydale can continue to be accommodated in much the same way as it is now.
- Council should closely monitor land availability and patterns of supply and demand.

# An Industrial Strategy for Launceston

## **Vision statement**

Given the existing and expected change in patterns of industrial development and the need to take advantage of Launceston's strengths, the vision statement for the industrial strategy is as follows:

*To ensure Launceston has a co-ordinated supply of industrial land providing a choice of location to service the Launceston regional centre and to establish Launceston as the industrial centre of choice for new and emerging high technology and research and development industries.*

## **Objectives of the strategy**

The industrial strategy will:

- Cater for Launceston's interests and complement rather than compete with the industrial strategies of our regional partners, in order to deliver the most appropriate industrial developments in the most appropriate places and by utilising resources in the most sustainable way.
- Capitalise on existing strengths and capabilities by clearly identifying existing industrial sites, including brownfield sites, for development; by identifying appropriate new land for industrial use in a way that is tailored to a realistic interpretation of demand; and by rationalising the spatial distribution of industrial development.
- Develop relevant partnerships that collaboratively guide industrial development in appropriate directions within the context of the fluctuating supply of and demand for industrial land and new and emerging patterns of development.
- Integrate with and support Council's land use, residential, infrastructure and economic strategies and other relevant strategies and policies.

## **Policies for industrial development**

Considering the issues outlined in earlier sections of this document Council can establish policies for the types and locations of industrial development to be encouraged in Launceston over the coming decades.

The four policies are described below. They are designed to generate the best socially, environmentally and economically desirable outcomes, and should be used by Council to inform strategic choices. The policies will encourage, create and facilitate the most appropriate industrial developments in the most appropriate places while utilising resources in the most sustainable way.

**Industrial Policy 1 – Council will encourage industrial development on established, high quality, serviced, vacant industrial sites by prioritising such sites for appropriate new development in the short to mid-term.**

Such sites are located next to complementary uses with good access to the arterial road network, state highways, rail network and other infrastructure. They have the capacity to accommodate new industrial development and/or the scope for further expansion. They also have a good standard of appearance and are reasonably flat with suitable rock and soil types.

Table 5 below shows the precincts and sub-precincts that have most scope to accommodate further industrial development. These areas along with other existing areas (with less vacant land) will be prioritised for development by Council.

Precinct / Sub-precincts	Site area (ha)	Vacant land (ha)
1 – George Town Road, Rocherlea and Lilydale Road	61.4	26.4
5 – Killafaddy St Leonards, Waverley Road (not including Gunns Board Mill site)	70	18
8.1 – Young Town South (Devereaux site)	35	10
8.4 Connector Park	24.6	18
10 – Technopark	32	19

**Table 5 – Precincts and Sub-precincts best placed to accommodate new industrial development.**

<b>Industrial Policy 1</b>
<b>Intent</b>
Council will encourage industrial development on established, high quality, serviced, vacant industrial sites by prioritising such sites for appropriate new development in the short to mid-term.
<b>Planning responses</b>
<ul style="list-style-type: none"> <li>• Council will prioritise existing areas for new industrial development in the short to mid-term at George Town Road, Rocherlea and Lilydale Road, White City, Killafaddy, St Leonards, Waverley, Prospect, Young Town South (Devereaux site), Connector Park and Technopark.</li> <li>• The objective of creating opportunities for new industrial development in appropriate existing vacant sites will not be compromised by the redevelopment of industrial sites in inappropriate inner-city locations or by the development of inappropriate greenfield sites.</li> <li>• Council will monitor the availability of established sites and maintain a register of sites suitable for new industrial development.</li> </ul>

## Complementary measures

- Council will develop partnerships and work with landowners, industry and developers to communicate policy objectives and to collaboratively steer industrial development in desirable directions.

## **Industrial Policy 2 – Council will identify and zone appropriate new, high quality sites with good access to infrastructure and services, to accommodate demand for industry that cannot be accommodated within existing industrial areas in the mid-term to long-term.**

Appropriately located greenfield (new) sites are those situated next to complementary uses with good access to the arterial road network, state highways, rail network and other infrastructure. They have the capacity to accommodate new industrial development and/or have scope for further expansion. They also have a good standard of appearance and are reasonably flat with suitable rock and soil types. Any new industrial sites should only be developed where the new industry cannot be suitably accommodated within the existing areas identified in Industrial Policies 1 and 2.

Research into the historical take-up and existing supply of industrial land in Launceston and the wider region has determined that the identification of new industrial site on greenfield sites is only required to ensure that appropriate land is available in the mid and long-term.

The rezoning of land at the Rocherlea Primary School site would provide a good opportunity to satisfy mid to long-term demand for industrial development.

Subject to resolving the access issues, Council's own land near the Remount Road industrial site provides the best solution for the city's long-term demand for industry and for the relocation of inappropriately located existing uses.

## Industrial Policy 2

### Intent

Council will identify and zone appropriate new, high quality sites with good access to infrastructure and services, to accommodate demand for industry that cannot be accommodated within existing industrial areas in the mid to long-term.

### Planning responses

- Council will expand the Lilydale Road industrial area by rezoning the Rocherlea Primary School site for new industrial uses in the mid-term.
- Council will zone land located to the north-east of St Leonards Road and the south-east of Gunns Board Mill site for general and light industrial uses, in order to provide supply in the mid to long-term.

## Complementary measures

- Council will continue to investigate ways to resolve access issues in order to expand the Remount Road industrial area. If appropriate, the site should be expanded by rezoning adjacent Council-owned land.

**Industrial Policy 3 – Council will identify areas of transition and encourage the relocation of inappropriately located industrial uses in inner-city areas by rezoning appropriate areas and advising on relocation opportunities within Launceston and throughout the wider area. This is a long term aspirational objective.**

In addition to conflict with neighbours, some industrial uses located near residential or other sensitive uses may experience difficulties with access and servicing arrangements, and be unsuitable to the environment in which they are located (e.g. the topography might not be optimal for their use).

It may be possible to rezone some areas of transition for mixed uses (e.g. residential and commercial). Council can also develop partnerships with landowners and developers, in order to collaboratively identify relocation opportunities.

Areas of transition should be rezoned to accommodate more appropriate uses. This would require a site-by-site analysis to identify which areas would benefit most from rezoning in this way.

The general inner-city areas potentially suited to higher density residential and other uses can be seen in Figure 11 below.





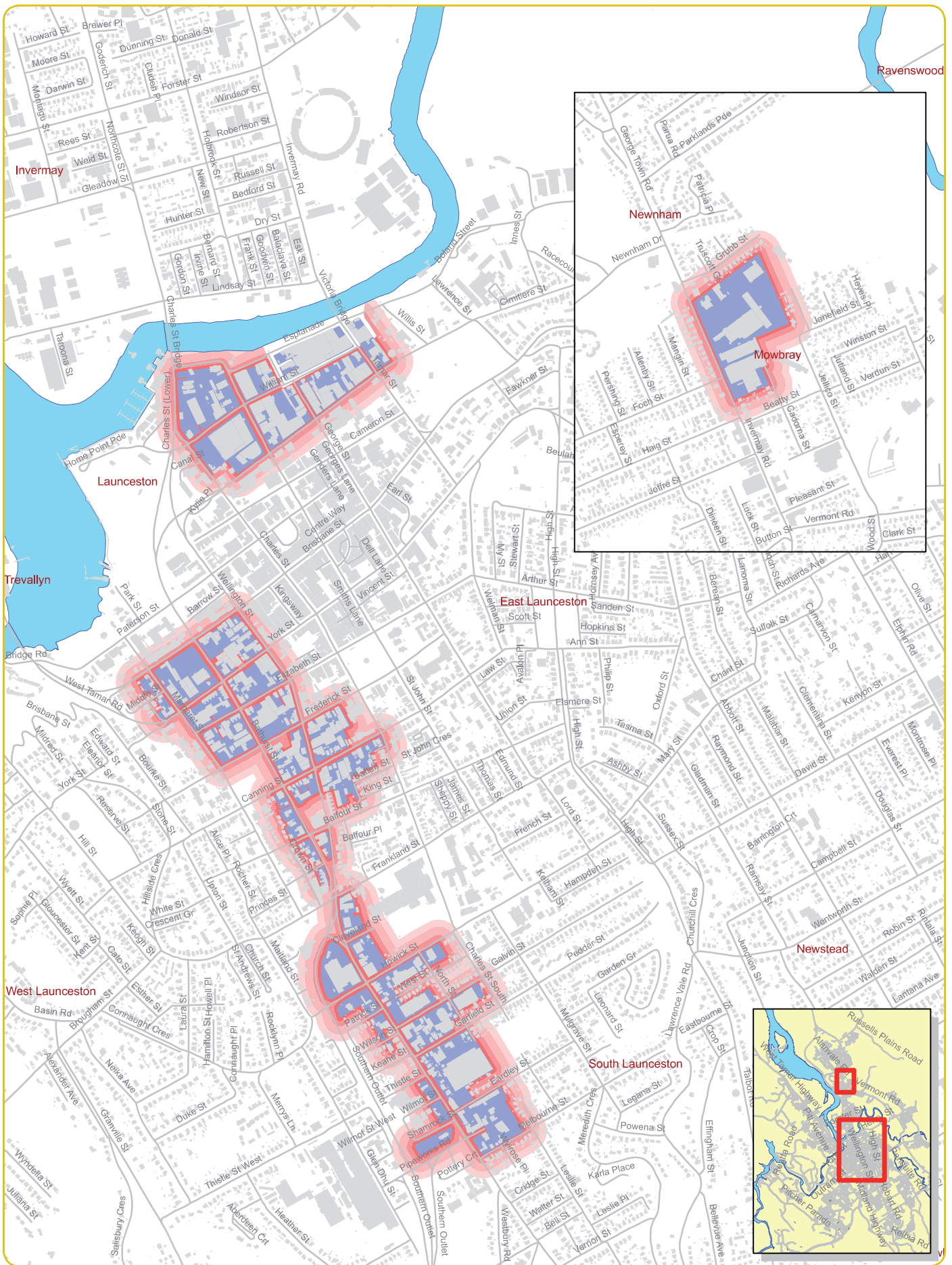
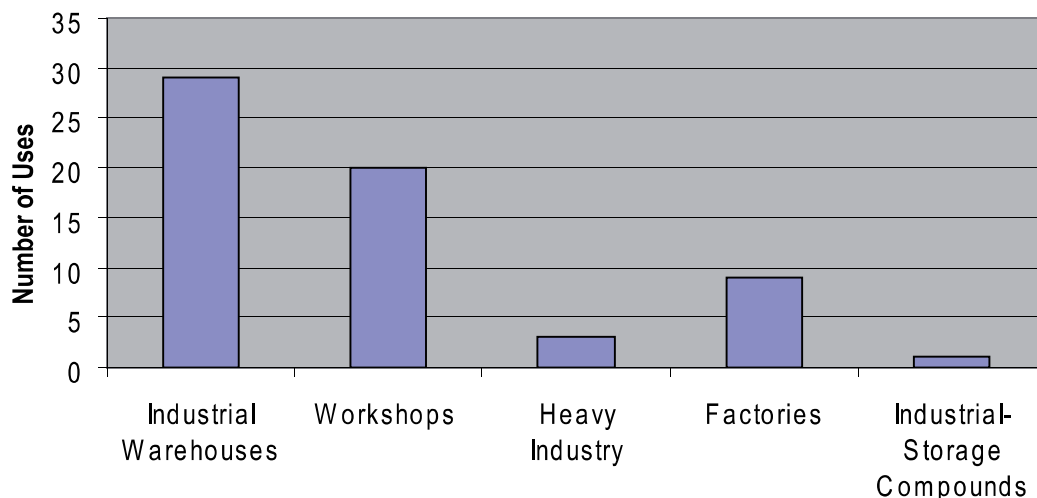


Figure 11: Areas potentially suited for transition

A closer look at the areas potentially suited for transition indicate that there are 62 sites that need to be examined more closely, in order to evaluate whether they are suitable for rezoning. The sites include industrial warehouses, workshops, heavy industry, factories and industrial storage compounds. Table 6 below shows the numbers of individual sites.



**Table 6: Potentially inappropriately located uses in transitional areas**

### Industrial Policy 3

#### Intent

Council will identify areas of transition and encourage the relocation of inappropriately located industrial uses in inner-city areas by rezoning appropriate areas and advising on relocation opportunities within Launceston and throughout the wider area. This is a long term aspirational objective.

#### Planning responses

- Development control provisions will support the relocation of inappropriately located industrial development by rezoning such areas for more appropriate uses such as commercial and residential.
- Within identified areas of transition, development control provisions shall prohibit the redevelopment of brownfield sites for industrial uses. Redevelopment for appropriate alternative uses (e.g. residential and/or commercial) shall be encouraged.
- The Strategic Planning section will carry out an annual vacant and derelict land survey that monitors and updates land availability, in order to identify opportunities for the relocation of inappropriately located industrial development and to identify when such developments have become vacant or derelict.

#### Complementary measures

- Council will develop partnerships with landowners and industry to communicate the policy objectives, proffer advice and facilitate the relocation of inappropriately located industrial development as and when such opportunities arise.

## **Industrial Policy 4 – Council will encourage the redevelopment of established, high quality, serviced, brownfied sites by prioritising such sites for appropriate new development in the short-term, mid-term and long-term.**

Brownfield (used) sites are located in established industrial or similar zones throughout the city. They have good locations in terms of adjacent uses, access, and topography, and with Council's support can be redeveloped and become assets to the city. Brownfield development will be preferred over greenfield development where circumstances allow.

The redevelopment of brownfield sites can have enormous social, economic and environmental benefits for Launceston. This kind of development can provide jobs close to established patterns of industrial development and homes, while making best use of existing infrastructure and services. Once appropriate sites have been identified Council can, in conjunction with relevant partners, proffer advice on the best way to redevelop the sites. This would help overcome concerns that developers may have with particular brownfield sites. Choosing the redevelopment of brownfield sites over approvals for greenfield sites is simply good housekeeping.

Within areas of transition, where Council is seeking to create opportunities for new residential development it is not appropriate for the redevelopment of brownfield sites for industrial uses. Redevelopment for residential or commercial purposes is more appropriate.

There is a definite need for Council to monitor more closely the availability of derelict sites. This need can be easily resolved by carrying out annual surveys.

### **Industrial Policy 4**

#### **Intent**

Council will encourage the redevelopment of established, high quality, serviced, brownfied sites by prioritising such sites for appropriate new development in the short-term, mid-term and long-term.

#### **Planning responses**

- Development control provisions will support the redevelopment of brownfield sites within existing and appropriate high quality industrial locations throughout the city as and when opportunities arise.
- Within identified areas of transition, development control provisions shall prohibit the redevelopment of brownfield sites for industrial uses. Redevelopment for appropriate alternative uses (e.g. residential and/or commercial) shall be encouraged.
- The Strategic Planning section will carry out an annual vacant and derelict land survey in order to monitor and update land availability, in order to identify opportunity for brownfield redevelopment.

#### **Complementary measures**

- Council will develop partnerships with landowners and industry to communicate the policy objectives, proffer advice and facilitate the redevelopment of identified brownfield sites for appropriate uses.

## Summary of policy directions

These industrial policies are designed as an aspirational guide. It is not suggested that all new industrial development can be accommodated on brownfield sites, but the policies nonetheless make clear Council preferences.

It is recognised that Council must continue to provide choice for industry to maintain a competition and to provide for the diversity of industrial demand.

The demands of the local and regional economies and the inherent dangers of oversupply engender a shift to more sustainable industrial policies and practices. This shift is reflected in the Council's commitment to sustainable development, as contained in a number of Council policies and as set out in the *Land Use Planning and Approvals Act 1993*. Any aspirations to create new land for industry need to be considered very carefully by Council.

Areas of transition are the least suitable sites for new industrial development. New proposals can be resisted by rezoning the land for more appropriate uses.

The strategy intends to manage the availability of a range of choices while creating particular development opportunities consistent within Council's hierarchy of preferred locations.

The focus of the strategy is therefore on creating and encouraging the uptake of opportunities in accordance with the industrial policies.

Council's approach should be one of stewardship of the city on behalf of present and future residents and visitors. It should leave a legacy of good industrial development, preventing new development that would be inconsistent with the community's expressed vision for the city.

To achieve this Council needs to be more than just a reactive regulator. It needs to demonstrate leadership in the community and a commitment to achieving better, more sustainable industrial development. Elected Aldermen and Council staff need to develop the understanding and skills necessary to achieve the objectives of the strategy.

Experience also suggests that creating a planning scheme and zoning land and then 'waiting for development to happen' will not achieve Council goals. This section suggests that through a focus on creating opportunities, developing partnerships and coordinating activity Council can best achieve the goals of the strategy.

### Creating opportunities

It has often been the experience in Launceston that demonstrably good development can be frustrated by the planning scheme and regulatory processes. Because of its age our current planning scheme is to some degree disconnected from the community's vision for the city as expressed in Vision 2020. It was written substantially as a guide for assessment of development, and can be inflexible and overly prescriptive.

More importantly it contains little in the way of vision. There are no statements of goals and aspirations for particular areas of the city, how they should develop, or their preferred uses. Rather it focuses on detail and puts great weight on compliance. Some sites may not be developed to their full potential because of landowner/developer concerns about the planning scheme and what Council may or may not approve.

If planning for new industrial development is predominantly reactive it is unlikely that the objectives of the strategy will ever be achieved. Relying on happy coincidences between the visions of a landowner/developer and those of Council and the community is not likely to pay dividends. By identifying key sites and setting up parameters for development Council and landowners/developers can create considerably more certainty of outcome, and potentially more successful projects.

Developing a register of key industrial development opportunities is proposed, in order to identify and prioritise a register of key sites, including brownfield sites, for new development.

#### Creating opportunities

#### Key issues

Council will ensure that the objectives of this industrial strategy are communicated to the community, landowners and the development industry. Council will identify development opportunities that are consistent with Council's strategic goals and provide the mechanisms to market these opportunities.

## Planning responses

- The provisions of the planning scheme will be designed appropriately to facilitate the objectives of the industrial strategy.
- The Strategic Planning section will develop a register of key industrial development opportunities in order to identify and prioritise a register of key sites, including brownfield sites, for new development.

## Complementary measures

Council will:

- identify areas for the rezoning and relocation of inappropriately located industrial developments
- identify development sites consistent with the objectives of the industrial strategy
- assist in identifying appropriate forms of development for individual sites to maximise their fit with Council's strategic goals
- facilitate workshops that will provide appropriate training for elected Aldermen and Council employees to develop the necessary understanding and skills, to deliver the objectives of the strategy.

## Developing partnerships

Council must achieve the best possible development for the city through dialogue and cooperation with and between the key stakeholders. We will continue to provide professional planning advice to prospective developers prior to the formal submission of a planning application. It is critical that environmental, infrastructure and planning issues are identified by Council's planning officers prior to the lodging of applications. This will help us speed up the development process, discourage unacceptable proposals, avoid problems associated with unqualified advice and provide developers and the community with clarity.

Key stakeholders Council will engage with include:

- Industry, developers and landowners.
- Other regulatory bodies such as the Tasmanian Planning Commission.
- Groups and organisations with an interest in the built environment and business and industry, for example the Tasmanian Chamber of Commerce and Industry.
- Government agencies including the Department of Economic Development and community service providers.
- Other key institutions such as the University of Tasmania.

The objective is a cooperative approach to development that is consistent with Council's strategic objectives, viable and feasible for developers, and in the interests of the community and all key stakeholders.

Council can act as broker between key stakeholders and can play a significant role in developing partnerships. Council has considerable expertise and access to external resources to support

these processes. As well as working towards the best possible community outcomes Council can also anticipate and mitigate areas of potential conflict.

Council will engage in the development of key industrial sites, determining development parameters and the appropriate mixes of uses, in order to ensure that outcomes match objectives. This will allow Council to demonstrate great leadership and to play a more positive role, have a greater influence, and better fulfil its own objectives in serving the best interests of the municipality and the wider region.

### Developing partnerships

#### Key issues

Owners of key sites and the relevant regulatory bodies are particularly important. Through early discussions Council can maximise the opportunities for achieving its strategic goals, reduce the possibility for conflict and improve the efficiency of the development assessment process.

#### Planning responses

Feedback from partners will help to maintain and update a register of key industrial development sites.

Council will ensure that only qualified planning officers provide pre-application advice for development proposals.

#### Complementary measures

Council will identify key sites and engage key stakeholders and other relevant partners, concentrating knowledge and expertise, in order to collaboratively guide industrial development in appropriate directions.

## Coordinating activities

A major goal of this strategy is to promote development towards Council's stated vision for Launceston. Success requires consistency with and coordination between all other Council strategies.

Coordination of infrastructure and capital works can assist, for example by ensuring the provision of access to roads and other infrastructure and services for new industrial land.

In keeping with the trend towards high quality and 'cleaner, greener' industry, cultural programs can be coordinated to create opportunities for art in public spaces and private developments.

The relocation of inappropriate industrial uses from inner-city areas will help fulfil our goal of having vibrant urban centres. Such improvement can be achieved through Council partnership with landowners and developers, and strategic marketing of new development opportunities.

A realistic awareness of demand for industry and a good understanding of existing and emerging patterns of development will allow Council, through collaborative partnerships to identify, enable and encourage clusters of industrial development that will make better use of existing resources and infrastructure, and prove more economically competitive.

Coordination of Council planning regulations and complementary activities will generate synergies and act as a catalyst for successful development.

## Coordinating activities

### Key Issues

Council recognises that to achieve its strategic goals it will need to ensure that planning scheme goals, capital spending, and social and economic programs are aligned with and are supportive of each other.

Council will utilise partnerships, to provide a clear focus for implementing strategic objectives by providing expertise with regard to emerging patterns of development and opportunities for consolidation, rationalisation and growth.

By coordinating activities in this way Council can use a combination of planning regulations and supporting policies to ensure that the most appropriate industrial developments are located in the most appropriate places while utilising resources in the most sustainable way.



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