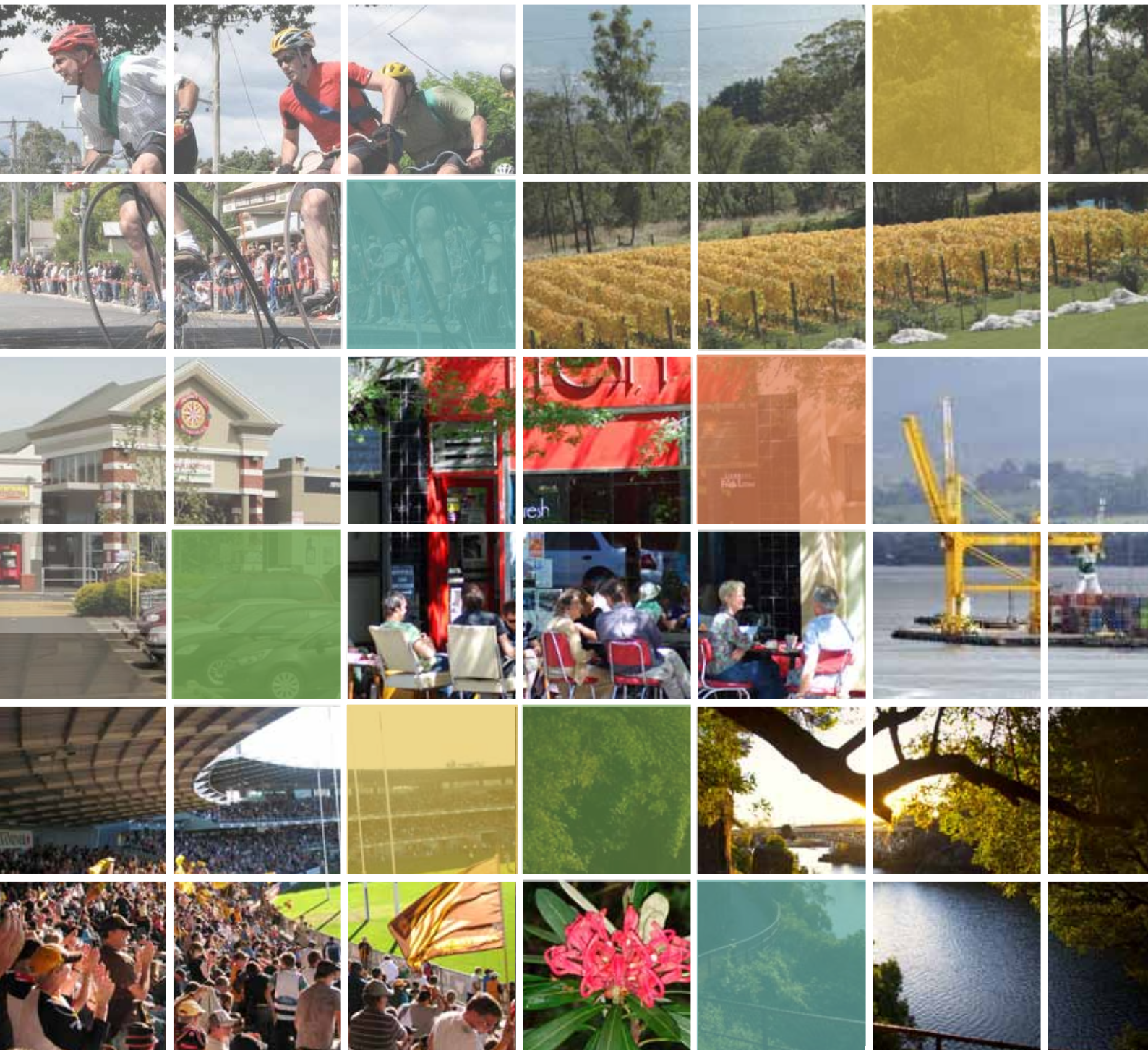


# GREATER LAUNCESTON PLAN

# Summary Report

## July 2014



**LAUNCESTON**  
**CITY COUNCIL**



Meander Valley Council



Project Reference: 12-104



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## Acknowledgements

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- Dr Jeff Wolinski - Renaissance Planning
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  - Social Issues, Health and Education
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The contribution of NRM North in the preparation of the environmental projects in the Greater Launceston Plan is acknowledged.

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### NRM North

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# Acronyms

Acronym	Term
APAC	Australian Pacific Airports Corporation
ABS	Australian Bureau of Statistics
CBD	Central Business District
CRC	Cooperative Research Centre
DCAC	Demographic Change and Advisory Council
DEDT	Department of Education Tasmania (State)
DEDTA	Department of Economic Development, Tourism and the Arts (State)
DHA	Department of Health and Aging (Commonwealth)
DHHS	Department of Health and Human Services (State)
DIAC	Department of Immigration and Citizenship (Commonwealth)
DIER	Department of Infrastructure, Energy and Resources (State)
DIT	Department of Infrastructure and Transport (Commonwealth)
DLA	David Lock & Associates
DPIPWE	Department of Primary Industries, Parks, Water and Environment (State)
ERP	Estimated Resident Population
GLMPTP	Greater Launceston Metropolitan Passenger Transport Plan
GLP	Greater Launceston Plan
GTC	George Town Council
GSP	Gross State Product
LCA	Launceston Central Area
LCC	Launceston City Council
LCoC	Launceston Chamber of Commerce
LCR	Launceston Connector Route
LGH	Launceston General Hospital
LRP	Land Release Plan
MVC	Meander Valley Council
NAMT	National Automobile Museum of Tasmania
NBN	National Broadband Network
NMC	Northern Midlands Council
NTD	Northern Tasmania Development
PMG	Project Management Group
PSA	Planning Scheme Amendment
RDA	Regional Development Australia
RFP	Regional Framework Plan
RLUS	Regional Land Use Strategy
RSP	Regional Shared Pathway
TasWater	Tasmanian Water and Sewerage Corporation
TEER	Tamar Estuary and Esk Rivers
TNT	Tourism Northern Tasmania
TPC	Tasmanian Planning Commission
UTAS	University of Tasmania
WTC	West Tamar Council

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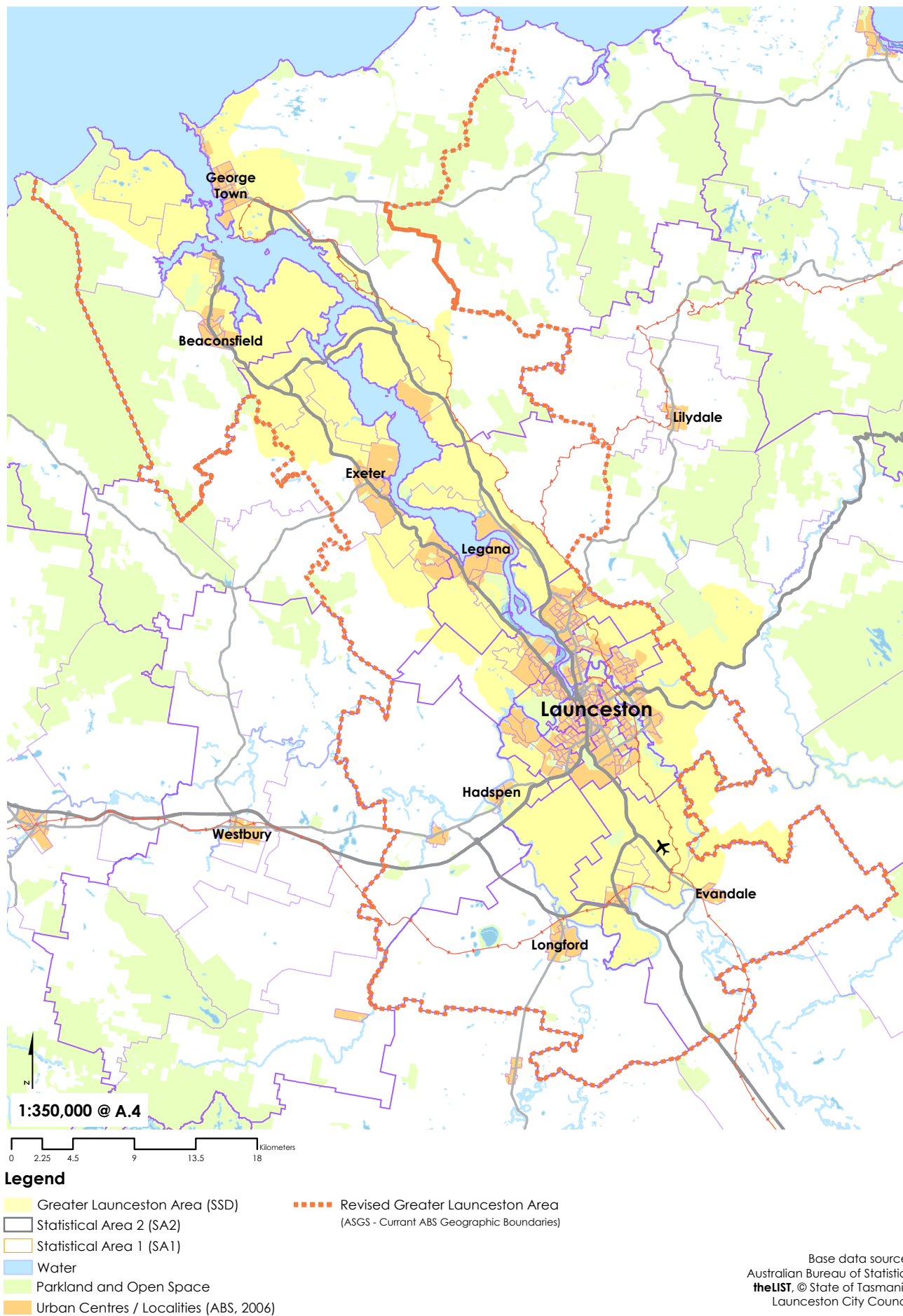


A low-angle photograph of a classical building, likely a government or institutional structure, featuring large white columns and arched windows. The perspective is looking up, emphasizing the height and grandeur of the architecture. The lighting is soft, creating a sense of depth and shadow.

1

# **Overview Greater Launceston Plan**

Figure 1.1: Greater Launceston Area Study Area: Boundary Adjustments



The Greater Launceston Plan is a community vision and evidence-based framework for the sustainable development of Launceston and suburbs and localities over the next twenty years and beyond.

## Preface

Launceston is a major regional city located on the Tamar River at its confluence with the North Esk and South Esk Rivers, some 45 kilometres south of Bass Strait. The greater Launceston area has a current population of approximately 107,000 people (2011 estimated resident population). It serves the North Tasmania region (143,000 people, 2011 ERP) and is a major point of entry for visitors to the state.

The Greater Launceston Plan (GLP) is a major strategic project to develop a unified and holistic approach to coordinate the long term planning and management of the City and broader greater urban area. The project was initiated by the City of Launceston through the Liveable Cities Program administered through the Commonwealth Department of Infrastructure and Transport and embraces the City of Launceston together with the municipalities of George Town, Meander Valley, Northern Midlands and West Tamar.

The primary study area for the project is the greater Launceston statistical sub-division as defined by the Australian Bureau of Statistics at the 2006 Census (Refer Figure 1.1).

Two reference areas are defined for the project:

- the Launceston region which comprises the municipal areas of the above Councils (Refer Figure 1.1);
- the North Tasmania region which comprises the local government areas of the Launceston region together with the municipalities of Break O'Day, Dorset and Flinders.

## Introduction to the Greater Launceston Plan

The GLP is a community vision and evidence-based framework for the sustainable development of Launceston and its suburbs and localities over the next 20 years and beyond.

The course charted by the Greater Launceston Plan is for a compact, highly accessible green city with robust sustainable communities and a vibrant diverse inner city core. Key priorities and directions include:

- a major focus on a metropolitan parks and pathways system;
- compact growth areas with a strong focus on developing balanced communities;
- regeneration of the inner city underpinned by major new projects;
- transport corridors and broadly based urban revitalisation;
- new economic drivers through multi-purpose regional nodes;
- investment strategies for the region's major gateways.

The GLP comprises several key components:

- a vision and strategic pathway for the preferred future of greater Launceston;
- a policy framework to achieve the vision;
- metropolitan structure principles which set out the logic and rationale for the physical structuring, planning and development of the greater Launceston area;
- a strategic framework plan which provides an overarching physical framework to guide the development of the greater urban area over the next 20 years and beyond;
- an implementation framework to provide guidance on the staging, monitoring and progressive implementation of the GLP;
- an important part of the implementation framework is the identification of key projects. These are planning, development and investment initiatives identified to be of district or regional significance. The key projects are being developed to support the timely implementation of the GLP and to facilitate new major sources of sustainable investment for the city and region.

The GLP is focussed on achieving sustainable long term outcomes for the community. These are built on a unified vision and consistent policy framework.



## What does the GLP seek to achieve?

The GLP is directed to achieve several major outcomes for the participating Councils and broader communities that they represent:

- to engage the community to articulate their vision and preferred futures for the greater Launceston area;
- to provide a unified vision and consistent policy framework to support prosperity and sustainable development for existing and future communities in the greater Launceston area;
- to develop a comprehensive evidence base and supporting analysis to best position the strategy and optimise the region's opportunities and resources;
- to provide an overarching metropolitan regional framework, consistent with the Regional Land Use Strategy (RLUS) for the Northern Tasmanian region, to coordinate planning and development in the municipalities that together make up the greater Launceston area;
- to provide a regional view of development priorities within the greater Launceston area;
- to identify key projects to be undertaken by the participating Councils which will act as a focus for new investment and sustainable development opportunities in the greater Launceston area;
- to provide a consistent framework for emerging and future investment projects, strategic advocacy;
- to provide an integrated planning document to guide future development in the greater Launceston area.



## How the Plan was developed?

The management of the preparation of the GLP is being coordinated by the office of the General Manager of Launceston City Council. The principal steering group for the study is the Project Management Group (PMG) under the chairmanship of Alderman Tony Peck (Launceston City Council). All major stages by each of the consultant teams are required to be presented to the PMG.

The PMG comprises membership from the following bodies:

- George Town Council
- Launceston City Council;
- Meander Valley Council;
- Northern Midlands Council;
- West Tamar Council
- Tasmanian Planning Commission;
- Department of Infrastructure, Energy and Resources (DIER);
- Northern Tasmania Development (NTD);
- Launceston Chamber of Commerce;
- Cityprom;
- Regional Development Australia (Tasmania);
- Department of Development, Tourism and the Arts (DEDTA);
- University of Tasmania (UTAS);
- Social Inclusion Commission;
- TasWater;
- Hydro Tasmania (corresponding member);
- NRM North (corresponding member).

The preparation of the GLP was undertaken in four interrelated stages. These were:

- Stage 1: Visioning and Background Studies;
- Stage 2: Precinct Plans and Draft GLP Development;
- Stage 3: Council and community consultations;
- Stage 4: Strategy Resolution.

Following in-principle adoption of the draft Plan it is recommended that the participating Councils undertake a joint review of the GLP and resolve an agreed implementation framework to adopt and implement the GLP (refer Section 7).

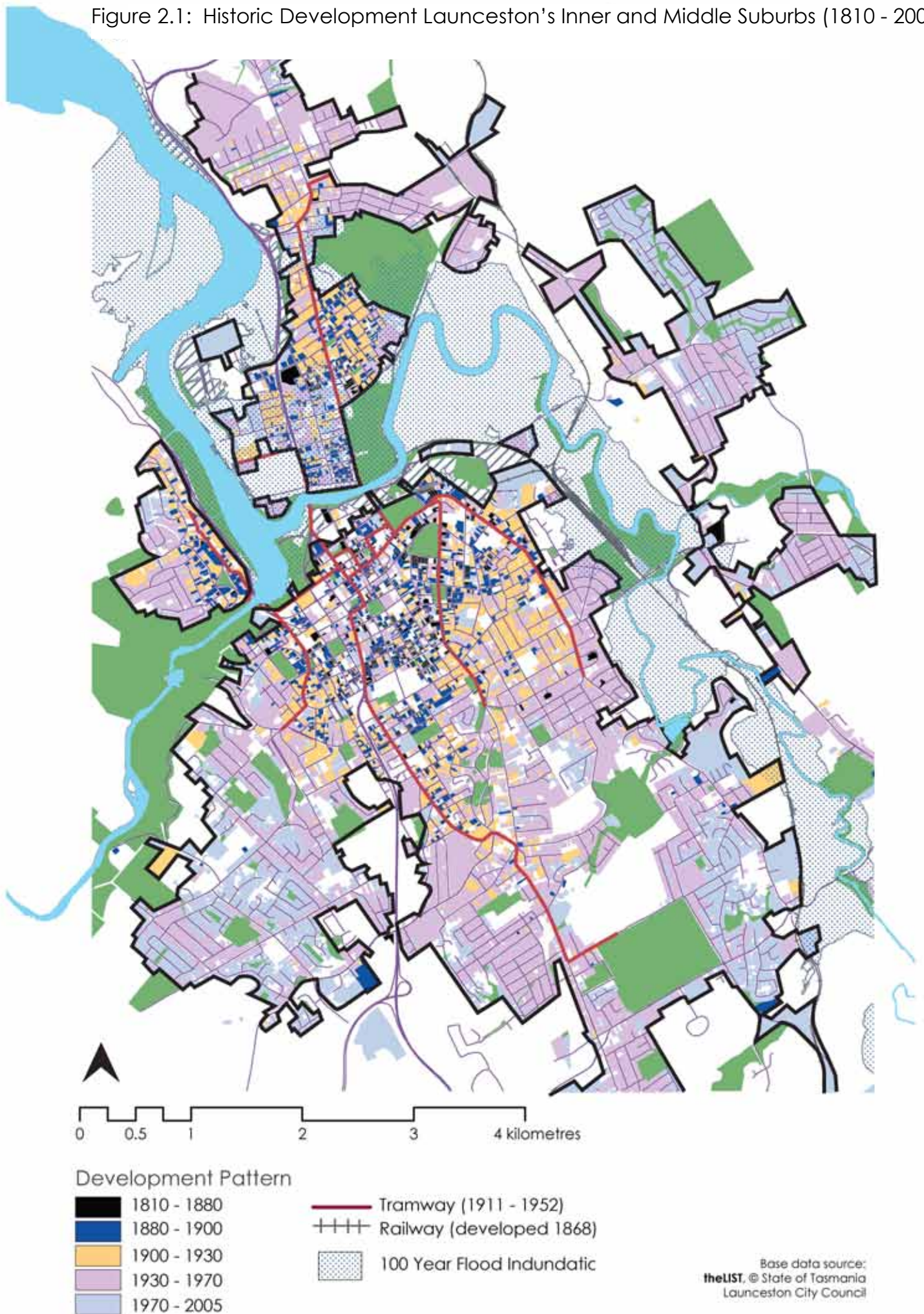




# 2

## **Policy and Vision Framework**

Figure 2.1: Historic Development Launceston's Inner and Middle Suburbs (1810 - 2005)



The city's economy and future prosperity is in large part underpinned by its regional services role.

## Context

The policy and vision framework is the key directional statement for the Greater Launceston Plan. It encompasses:

- strategic context
- vision statement
- supporting community values
- policy framework

## Strategic Significance

### Regional Role

Launceston is the key regional city for northern Tasmania. The greater city area has an estimated resident population of approximately 107,000 people (2011 ERP). It provides a wide range of services to this region that encompasses:

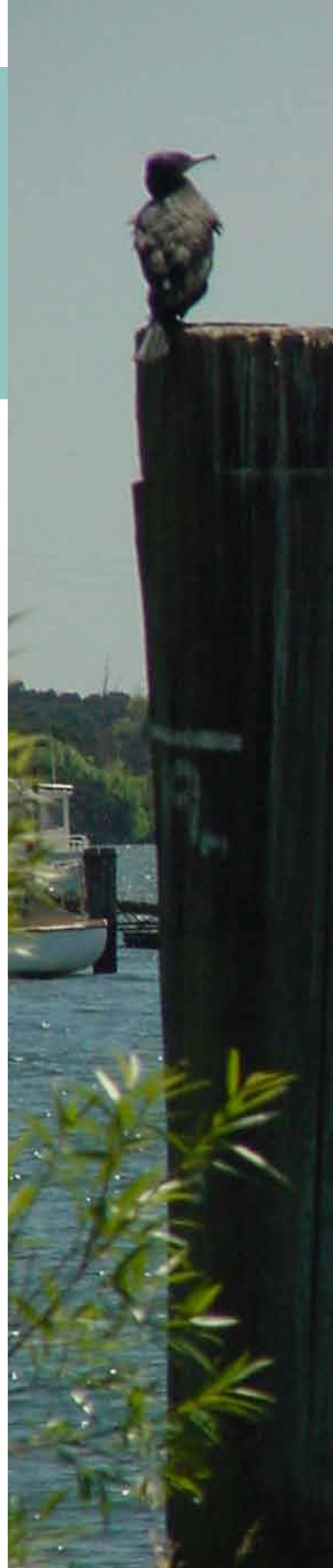
- retailing (including bulky goods and automotive retailing);
- commercial services;
- professional services;
- government administration;
- legal services and justice;
- health and community services;
- entertainment and the arts;
- higher education;
- regional sporting facilities;
- hospitality and tourism;
- transport and distribution.

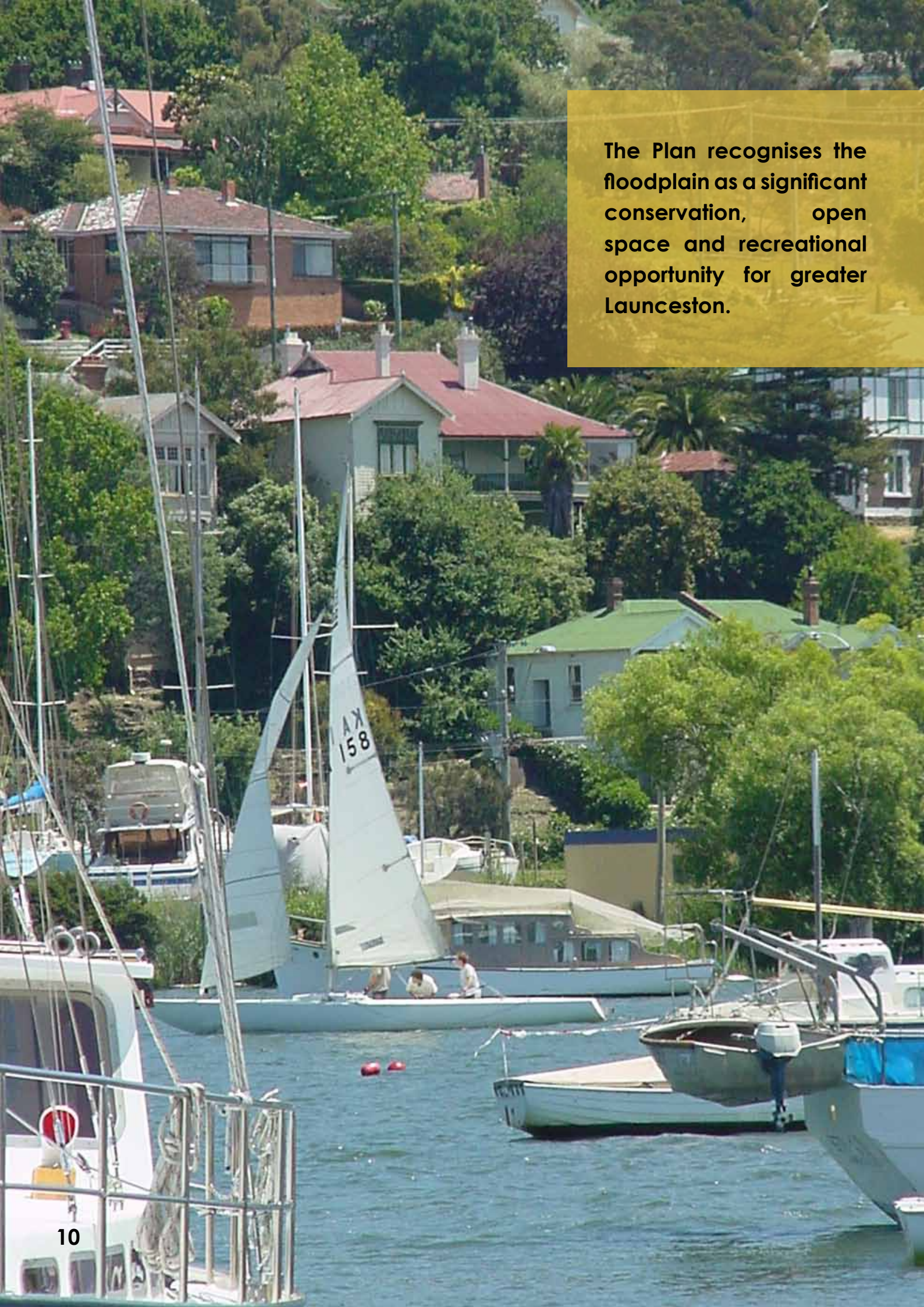
### Place Setting

The city is located on the Tamar River at the confluence of its tributaries, the South and North Esk Rivers, some 45 kilometres south of Bass Strait. The valley setting of the city is volcanic and glacial in origin with a deeply incised flood plain edged by steep ridges and hilly terrain. The river is tidal and parts of the suburbs of Inveresk and Invermay are below high tide level. As a consequence, there are limited areas of Launceston that have issues of drainage and periodic flooding. There are also landslip issues along the Tamar Valley arising from the physiography of the region.

The valley setting of the city and urban area and the presence of a thermal inversion which is problematic during winter months have led to issues of air borne pollution largely attributable to wood fired house heating. The significant decline in the proportion of households using wood heaters has considerably reduced the incidence of air borne pollution in the winter months.

The central city is located on the south bank of the North Esk River with a broad parkland edge that extends around the Tamar River to Cataract Gorge and the South Esk River, a major tourism attraction. Most of the urban area is situated well above the 1-in-200 year flood level on elevated ground. The resultant form of the city, indicates that the urban area has developed a modified linear form along a series of corridors separated by significant open space areas along the river valleys (Refer Figure 2.1). This characteristic form provides unique opportunities to provision the city and wider urban area with high levels of pedestrian and cycle access to existing and future open space and recreational areas (Refer Figure 2.1).



A scenic view of a coastal town with houses on a hillside overlooking a harbor filled with sailboats. The houses are built on a steep, green hillside, with some having red roofs and others with green roofs. The harbor is filled with several sailboats, including a prominent white sailboat with the number '158' on its sail. The water is a deep blue, and the sky is clear. The overall scene is peaceful and picturesque.

The Plan recognises the floodplain as a significant conservation, open space and recreational opportunity for greater Launceston.



## National and State Significance

### Key elements of national and state significance

- Launceston is a recognised historic city of national significance with an extensive central area with its largely intact heritage environment;
- it is the third oldest city in Australia after Sydney and Hobart;
- Launceston is the gateway to the north Tasmania region which in 2011 had a population (ERP) of approximately 143,270 persons or 28 per cent of the state's population and approximately 25 per cent of Tasmania's gross state product (2012, REMPLAN);
- city and region served by a major regional airport and Launceston is an integral part of the principal air route network for south eastern Australia;
- the region contains the largest industrial area in the state serviced by a deep water port at Bell Bay and accessed by national and regional roads and the state electricity grid.

## Historic Development

### Important aspects of the historic development of greater Launceston have significantly influenced the Plan

- the historic development of urban Launceston largely respected the constraints of the floodplain;
- the sensibility of the historic pattern is an important legacy for the Greater Launceston Plan (GLP) for the regional consolidation of open space linking the city, suburbs and outer localities;
- the long history of development in the inner city area produced one of the most extensive and near intact Victorian era central cities in Australia;
- the GLP recognises the unique character of the CBD and wider Launceston Central Area (LCA) and this is reflected in the principles of the Plan;
- the long period of European settlement by Australian standards, together with extensive periods of relatively low growth have resulted in a high concentration of retail and commercial development in the CBD and LCA;
- the pre-eminent regional role and central place focus of the LCA is well understood and recognised by the Plan as a critical resource of state significance;
- the history of greater Launceston clearly demonstrates the close inter-relationship between land use and transport infrastructure;
- the GLP seeks to modify the historic pattern of urban development and to consolidate the future growth of the urban area through infill development and the planned development of selected growth corridors.



## Building Strategic Advantage

The strategic advantage of Launceston and the North Tasmania region are derived from its climatic, cultural, physiographic and regional endowments. Greater Launceston's strategic advantages are built around several inter-related themes. These encompass:

### Natural Environment

- physical setting and environment;
- temperate marine climate, water resources and soils;
- nature and natural products.

### History, Culture and Lifestyle

- heritage and history;
- amenity, liveability and lifestyle opportunities;
- strong sense of community and place.

### Connections

- compact and connected region;
- proximity and connection to the Australian heartland.

### Economy

- role of key precincts and assets, include:
  - CBD and wider LCA;
  - historic Inveresk precinct;
  - industrial district and port of Bell Bay;
  - Launceston airport;
  - district centres of Kings Meadows and Mowbray;
  - university campus at Newnham and Inveresk;
  - hotels, casino and tourism attractions;
  - Launceston General Hospital (LGH).
- craftsmanship and creativity;
- regional city role of Launceston with an extensive array of services;
- extensive network of small and medium businesses;
- increasing significance of education, health services, tourism and business services.

Building strategic advantage is concerned with raising the region's standing and competitiveness through the consolidation of broadly based, well recognised and long established structural advantages for Launceston and its region.





## Challenges for the Plan

A number of important challenges for the GLP encompass:

- governance;
- social issues;
- economic issues;
- environmental issues;
- urban structure and development;
- regional transport and infrastructure.

### Governance

Key governance challenges include:

- the need to achieve a unity of purpose and to identify key regional priorities that transcend the five municipal jurisdictions in the greater Launceston area;
- the need to provide a consistent approach in the management of planning and development;
- the importance of optimising scarce resources to maximise regional benefit;
- the need to provide a unified approach for regional advocacy to maximise long term benefits for greater Launceston and the wider region.

### Social Issues

Key challenges for the greater Launceston and the wider region include:

- age selective out-migration and the ageing of the population;
- significant underperformance of the region and state in education and training levels;
- the need to address social inclusion and equity;
- access to affordable housing, social support and equitable access to services;
- increasing concerns in relation to diet and preventative health issues;
- the need to promote healthy living and lifestyles through education and public awareness programs linked to sporting, recreation and exercise programs.

### Economic Issues

Key challenges include:

- the role and future of Bell Bay;
- building on the important role of private enterprise and small/medium business;
- decline of the forestry industry;
- optimising agricultural development and irrigation potentials;
- building on service industry strengths;
- managing the Bass Strait impediment;
- optimising investment opportunities: critical support role of local and State Government.



## 2.5 Vision Statement

Sustainable prosperity for greater Launceston will be achieved by consolidating and building nationally and internationally recognised strategic advantages for the region through a focus on creativity and innovation, maintaining exceptional environmental and liveability qualities and ensuring a diverse, connected and inclusive region.

### Environmental Issues

Key challenges include:

- the need for ongoing education and public awareness programs to build understandings and support of the importance of environmental management and maintenance of biodiversity values;
- the need to encourage the development of products, processes and practices that best contribute to sustainable development and living;
- management of the Tamar Estuary and Esk Rivers;
- management of urban salinity;
- natural heritage and biodiversity management.

### Urban Structure and Development

Key challenges include:

- the need to ensure a compact city for future citizens;
- the need to foster infill development in high access public transport corridors;
- facilitation of pedestrian and cycle access linking the central city to the suburbs and localities of greater Launceston via key open space corridors;
- provision of a coherent metropolitan structure with a social focus;
- ensuring future new growth areas are developed within a consistent framework through corridor planning based on holistic urban and community planning principles.

### Regional Transport Linkages

Key challenges include:

- providing an access and transport vision for the region;
- developing strategic planning principles and guidelines;
- facilitating a comprehensive review of the state of transport infrastructure;
- forecasting regional access and transport needs;
- developing a future transport plan that best meets the needs of the greater city and the North Tasmania region;
- identification of key transport investment priorities;
- delivering an effective implementation program for transport infrastructure and services investment.

# Policy Framework

The policy framework was developed from the vision and supporting values and reflects key policy directions in the Regional Land Use Strategy (RLUS) for Northern Tasmania (September 2011) and supporting national, state, regional and municipal policy documents. It provides the overarching directions for the development of the Greater Launceston Plan.

## Governance

Governance refers to the effectiveness and consistency of the elected leadership and executive management of the member Councils that make up the greater Launceston area. Key areas of governance include:

- organisational structure;
- decision making and resource allocation;
- relationship with constituents and stakeholders;
- relationship with other levels of government.

## Key Directions

Encourage regional partnership and leadership to pursue a common vision and strategic pathway that will optimise sustainable regional prosperity for the greater Launceston area.

Provide an agreed process to co-ordinate and manage implementation of the Greater Launceston Plan (GLP).

This will be achieved by:

- an acknowledged unity of purpose by the Councils of the greater Launceston area to implement the community based vision for its sustainable development through the Greater Launceston Plan;
- commitment to quality and consistent regional leadership supported by informed and responsive management;
- commitment to leadership through sustained engagement and communication with the community and stakeholders;
- development of a clear understanding of strategic priorities by the Councils and community of greater Launceston in partnership with the state of Tasmania and Commonwealth Government through their respective agencies;
- building a coalition of community and stakeholder understanding and support for the vision and key initiatives proposed by the Greater Launceston Plan.

## Creativity and Innovation

Creativity is concerned with the facilitation of new ideas and concepts. Innovation is concerned with introducing change and adding value to creative ideas and concepts through product or process development. Almost all human advancement has been through creativity and innovation. All innovation involves risk and all risks include the possibility of failure.

## Key Directions

Encourage and facilitate creativity and innovation in all aspects of the daily life and business of greater Launceston and its relationship with the wider region.

Identify and pursue regional and district projects that advance creativity and innovation as part of the GLP. This will be achieved by:

- pursuance of excellence in public administration through creativity and innovation in work practices, community and stakeholder engagement;
- planning support and development facilitation that maximises opportunities for new and ongoing private sector investment;
- fostering of creativity and innovation through partnerships between the tertiary education sector and industry;
- provision of physical and online environments to foster and facilitate creativity and innovation;
- providing opportunities to facilitate creativity and innovation in community life, health, education and business enterprise development;
- celebrating creativity and innovation through regional events in the life of the community.

## Liveability and Amenity

Liveability refers to “the way the urban environment supports the quality of life and wellbeing of communities. Quality of life and wellbeing encompasses mental and physical health, happiness and life satisfaction for individuals and supportive social relationships and communities.” (refer “Our Cities, Our Future”: A National Urban Policy for a productive sustainable and liveable future, Department of Infrastructure and Transport, 2011, Chapter 5).

“Cities considered to have a high degree of liveability tend to have a high level of, and widespread accessibility to amenity. Amenity includes features such as open and green space, educational, social, cultural and recreational values.” (refer State of Australian Cities, Infrastructure Australia, Major Cities Unit, 2010, Chapter 6).

### Key Directions

Support initiatives that build improvements to sustainable liveability and amenity that contribute to the health and wellbeing of the community.

Monitor and measure selected indicators of liveability and amenity. Key elements include:

- protection and sustainable management of the exceptional environmental qualities in the greater Launceston area and wider region;
- respect for the significant heritage and cultural environment in the planning and urban design of the central area, suburbs and rural localities;
- importance of planning for cohesive and resilient communities and to ensure a safe and accessible environment;
- access to a diversity of secure employment opportunities;
- provision of high quality accessible health care services;
- improved pedestrian and cycle access to public open space and recreation and to places of work, education and activity centres;
- socially inclusive and cohesive communities;
- effective and accessible public transport;
- a diverse and aesthetically pleasing built environment that reflects a city's history and culture.

## Connected and Networked Region

Planning for greater Launceston as a connected and networked region encompasses three types of connectivity:

- digital technology;
- social networking and connectivity;
- transport connectivity.

### Key Directions

Encourage and foster the development of world's best practice in information and digital technology in greater Launceston and the wider region to create business and employment opportunities for new services and product development.

Encourage and facilitate the development of connected communities and social networks to achieve cohesive, interactive, creative and resilient communities.

Support the long term planning and development for the effective and efficient movement of people, goods and services within and beyond greater Launceston including connections to other regions in the state of Tasmania, the interstate market and overseas.

Key elements of building greater Launceston as a connected and networked region include:

- maximising opportunities provided by the development of the National Broadband Network (NBN) system for industry sectors, households and government;
- fostering communities of interest to empower stakeholders and local communities to build commitment, active engagement, interest and support for co-operative actions and strategies;
- ensuring that the existing and future regional road and rail networks function as efficiently as practicable in the movement of freight and vehicles within and beyond the greater Launceston area;
- supporting an effective public transport network that provides equitable access within the greater Launceston area;
- providing a supportive and proactive environment for new and ongoing private sector investment through planning and development facilitation;
- facilitating the planning and development of pedestrian and cycle networks that provide universal access across the greater Launceston area linking the central area and suburbs to key destinations, parks and recreation areas and to the schools, communities and residential areas of the greater city;
- planning for the gateways of the region as inter-modal transport hubs for the efficient movement of people and goods by air and sea (Launceston Airport and Port of Bell Bay).

## Building Diversity

There are three types of diversity:

- social and demographic diversity;
- diversity in ideas which may reflect social and demographic diversity;
- economic diversity which refers to business structure, industry sectors and output characteristics.

A key factor of modern development is the role of economic and demographic diversity to maximise opportunities for creativity and a broadening of investment.

"Regional economic growth is powered by creative people, who prefer places that are diverse, tolerant and open to new ideas. Diversity increases the odds that a place will attract different types of creative people with different skill sets and ideas ... Greater and more diverse concentrations of creative capital lead to higher rates of innovation, high technology, business formation, job generation and economic growth."

(Florida, 2002, The Rise of the Creative Class)

## Key Directions

Several important initiatives need to be undertaken to improve diversity in the region encompassing:

- planning support and development facilitation that maximises opportunities for new and ongoing private sector investment;
- the need to market the Launceston region to facilitate increased migration to the region;
- facilitation of funding opportunities for individuals and business start-ups to develop their ideas with professional business and marketing support;
- investigation of opportunities to develop complementary skills and enterprises that:
  - build on the region's leading growth and output sectors;
  - diversify the industrial base at Bell Bay;
- provide opportunities for new emerging industries in the region;
- ensure that the planning of the growth areas provides opportunities for housing and demographic diversity.

## Social Inclusion and Equity

"A socially inclusive society is defined as one where all people feel valued, their differences are respected, and their basic needs are met so they can live in dignity. Social exclusion is the process of being shut out from the social, economic, political and cultural systems which contribute to the integration of a person into the community" (Cappo 2002) [<http://www.health.vic.gov.au>].

## Key Directions

At the core of promoting inclusive communities is the importance of "shifting from a deficit to an assets model for people and places" (Adams, 2009). In other words socially inclusive communities will view individuals, families and communities through the lens of their inherent potentials or strengths, rather than deficits. David Adams (2009) has outlined a number of strategies and actions to adopt in order to strengthen social inclusiveness. These encompassed:

- access to the basics,
- accessible services,
- diversity and skills training,
- building supportive networks,
- social enterprises,
- volunteering,
- building local capacity,
- digital inclusion,
- planning and liveability,
- governance.

## Environmental Sustainability

Environmental sustainability refers to decision making and management made in the interests of protecting the natural world, optimally to ensure no degradation of natural systems so that human and other needs can be met into the long term future.

### Key Directions

- engage the community and stakeholders to ensure a high level of understanding of environmental issues and implications for settlement policy, energy and water use, and lifestyle behaviour patterns, and to build a coalition of support for responsible environmental management and practice.
- work with all levels of government and the community to sustain and effectively manage the Tamar Estuary and Esk rivers.
- Investigate urban salinity issues in the greater Launceston area and wider Tamar-Esk rivers catchment area, and provide advice to Councils on potential options and on a co-ordinated preferred strategy.
- protect and manage biodiversity, remnant vegetation and high value habitat areas.
- facilitate a review by the member Councils of the greater Launceston area of environmental planning guidelines for urban development to ensure consistently high environmental standards and a high amenity approach is achieved for future development. The review should take full account of community needs and aspirations, environmental best practice and the needs and constraints of the development industry.
- undertake a review by the member Councils for the greater Launceston area of current procurement practices and facilitate an innovation and development strategy to jointly direct future purchases that foster low carbon emissions technology and maximise opportunities for local innovation, investment and employment.

## Land Use, Transport and Infrastructure

Land use, transport and infrastructure policy refers to the development of directions for the co-ordinated planning and development of existing and future patterns of land use, transport and supporting infrastructure.

### Key Directions

- provide for a co-ordinated approach in metropolitan and regional planning to ensure the co-ordinated development of land use-transport and supporting infrastructure in order to optimise the effectiveness of available resources for future infrastructure and development.
- ensure that land use-transport and supporting infrastructure planning are directed to best achieve a compact, liveable and accessible city structure.
- ensure that long term planning for metropolitan and regional development protects historic character, liveability and amenity by minimising through traffic in the central area and established inner and middle suburbs.
- ensure that long term planning for metropolitan and regional development maintains flexibility and optimises opportunities to best support sustainable economic growth and development.

## Economic Development

Economic development is a fundamental underpinning of sustainable societies and encompasses the production, exchange and consumption of goods and services, the changing pattern of employment and business enterprises, employment and vocational training and skills development together with innovation, product and process development. It also encompasses the changing pattern of investment in urban and regional development.

### Key Directions

- maximise regional advantage and competitiveness by focusing on strategic development and investment that builds on the greater city's strengths and opportunities.
- support planning and investment decisions that optimise greater Launceston's regional role and attraction.
- provide a framework for future investment and development within a co-ordinated physical framework.
- support the ongoing development of key services that best promote regional growth and exports and economic and employment diversity.
- support ongoing investment and the longer term consolidation and advancement of the region's gateways.
- support opportunities for new regional employment and logistics development co-located with existing and future regional arterial routes. Facilitate migration to promote population growth in greater Launceston.

Indicator measures were prepared to measure future performance for the greater city across a range of areas encompassing the regional community, economy and environment.



## Measuring Success

In the visioning study prepared for the GLP by Geografia (December 2012), a set of indicators was prepared against which outcomes of the GLP could be measured. The indicators represent specific future targets in a range of performance areas across the regional community, economy and environment. The range of indicators encompasses the following areas.

### Population, Demography and Migration

- total population levels;
- proportion of young families (families with children aged 0-4 years);
- proportion of 15-19 year olds leaving the state;
- number of tertiary students;
- annual refugee intake.

### Economy

- level of unemployment;
- total number of jobs;
- economic diversity index;
- number of agricultural and forestry jobs;
- number of manufacturing jobs;
- number of retail jobs;
- proportion of people working from home;
- average weekly earnings as a per cent of the national average;
- the proportion of employed population in secure work;
- under-employment rate;
- business confidence in the local economy.

### Natural Environment

- air quality - days on which particles standards are exceeded;
- measure of selected waterways: measure of biological impairment;
- greenhouse gas emissions (tonnes per capita per annum);
- residential electricity use (kilowatt hours per household).

### Transport Services

- public transport - average annual bus trips per capita;
- daily travel: proportion of people using bicycles for transport;
- daily travel: proportion of people using motor vehicles for transport.



### Housing

- average annual new dwellings;
- cumulative housing demand to 2031;
- proportion of new dwellings that are separate houses;
- affordable housing: price to income ratio;
- public housing waiting times.

### Community, Culture and Identity

- cultural venue visitations per capita per annum;
- participation in cultural activities;
- arts and recreational services jobs;
- community use of schools - hours per annum per school;
- proportion of people who feel safe at home at night;
- proportion of people reliant on welfare;
- volunteering participation;
- local Government community participation.

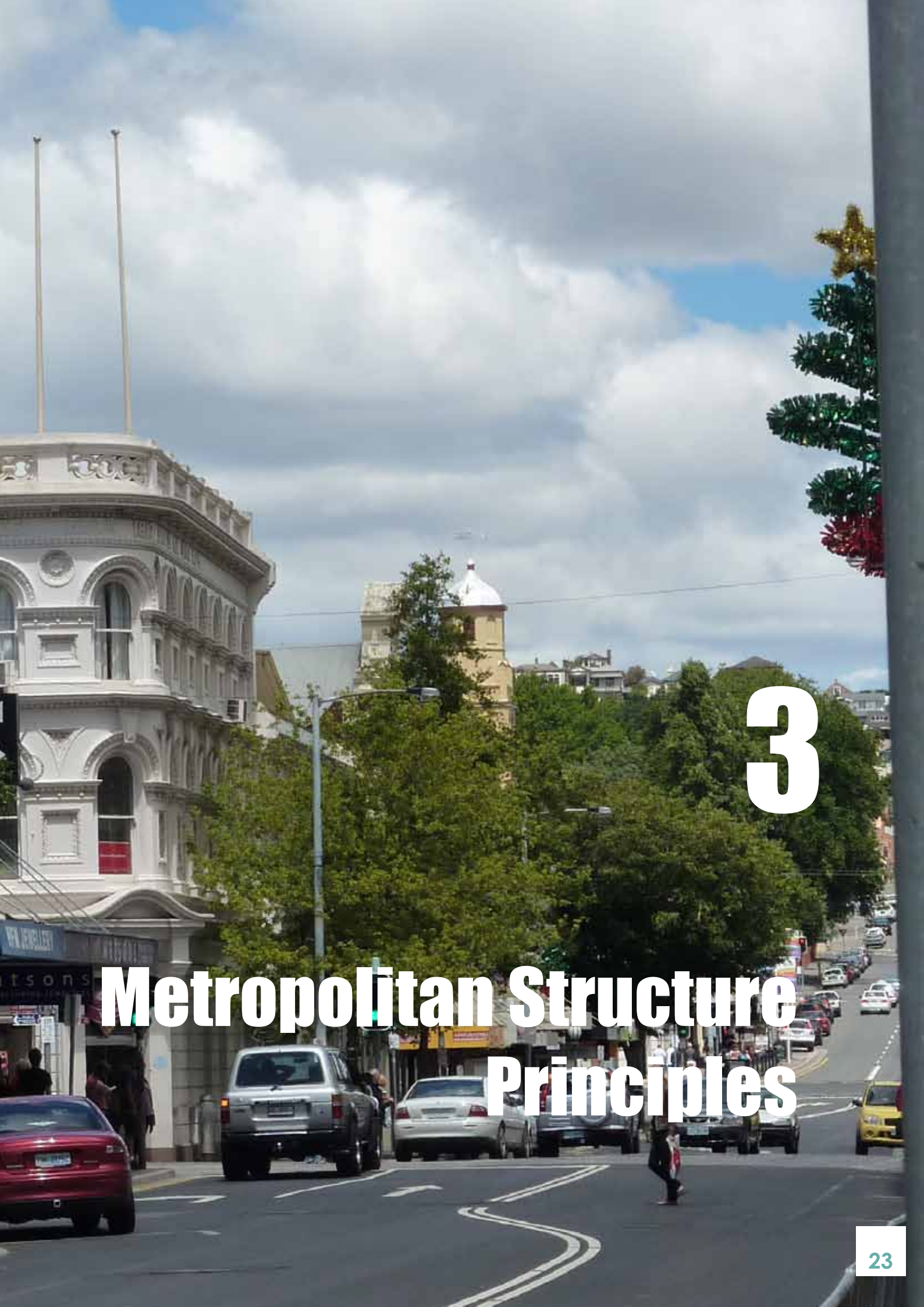
### Health and Wellbeing

- number of GPs per 100,000 people;
- people who do insufficient physical activity;
- percentage of persons who smoke;
- proportion of people who are obese (18 years plus);
- public hospital waiting times for elective surgery;
- proportion of population in very good or excellent health;
- SEIFA index.

### Education

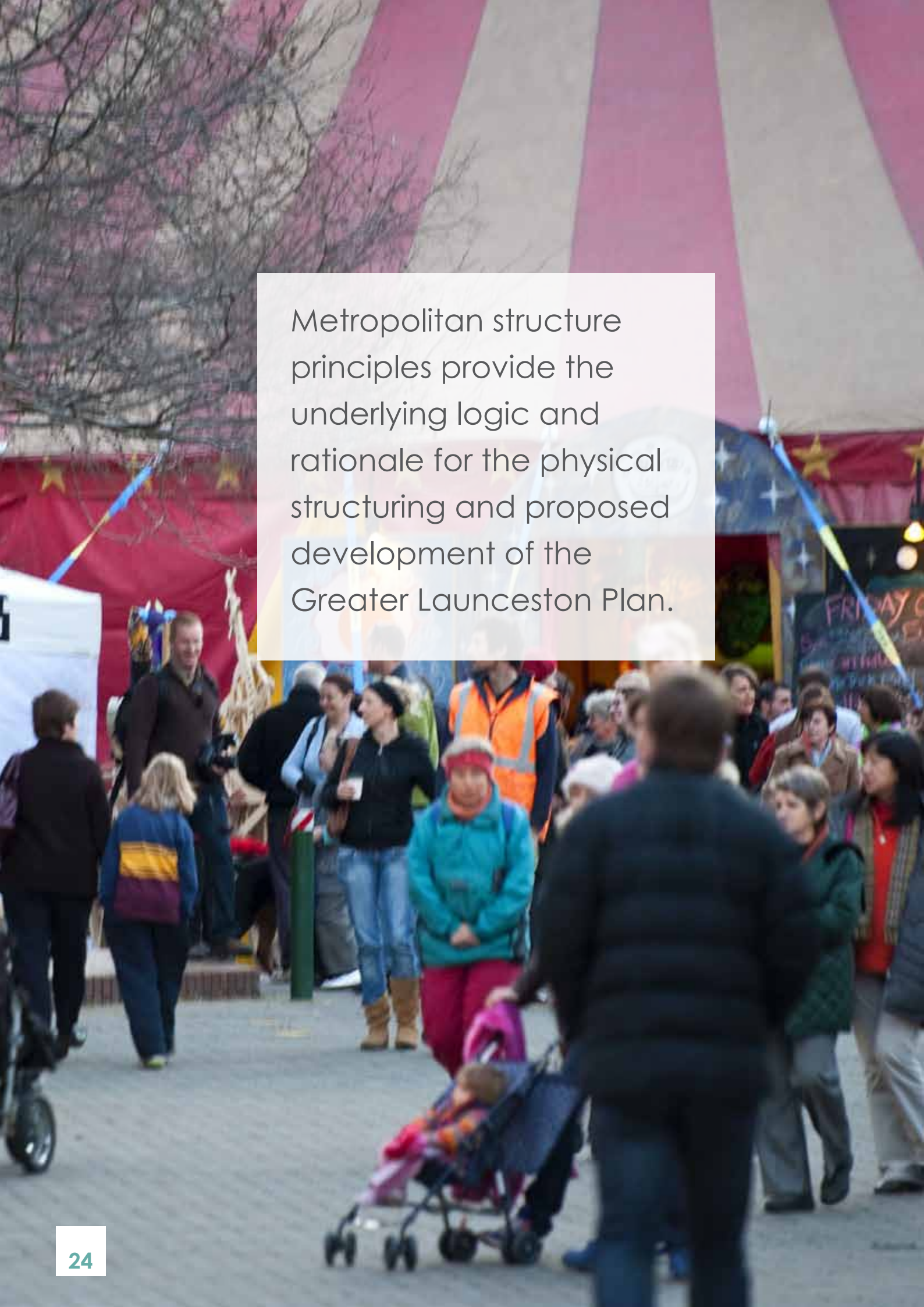
- proportion of the population with entry level skills (Certificate 111 +);
- proportion of teachers with indigenous study training;
- year 10 to 12 retention rates;
- reading - year 5 students at or above the national minimum standard;
- numeracy - year 5 students at or above the national minimum standard;
- participation in post secondary education;
- number of research and development jobs.





3

# Metropolitan Structure Principles



Metropolitan structure principles provide the underlying logic and rationale for the physical structuring and proposed development of the Greater Launceston Plan.

## Principle 1: Effective Provisioning of Land Requirements

Effective strategic planning for greater Launceston requires the assessment and provisioning of the range of land requirements and preferred land use - transport relationships over the next twenty years and beyond.



## Principle 2: Urban Consolidation

The efficient functioning, servicing and future development of greater Launceston will be optimised through its urban consolidation.



## Principle 3: Central City Focus

The future prosperity, social development and liveability of greater Launceston is significantly related to the effective functioning, planning and development of the Launceston central area. Recognition of the central place role of the Launceston central area is an integral and unifying element of the Greater Launceston Plan.



## Principle 4: Accessible Robust Communities

The planning and development of residential areas as integral components of balanced accessible communities rather than as isolated housing estates will maximise a range of accessibility, place, social, economic, health and wellbeing benefits for the metropolitan community.



## Principle 5: Structured Metropolitan Development

The strategic development of greater Launceston will be facilitated through the articulation of its urban form and structure to maximise the effectiveness and economic, environmental, amenity, access, social, health and wellbeing benefits of the key elements provided in the GLP including:

- public transport;
- regional access;
- open space, pedestrian and cycle access;
- the Launceston central area;
- activity centres, employment and community precincts;
- existing and future residential precincts.



## Principle 6: Open Space and Shared Pathways

The amenity and appeal of greater Launceston is significantly dependent on the quality, safety and accessibility of its parks, gardens and reserves. The development of a regional parks and shared pathways network is a major initiative of the GLP directed to improve the health and wellbeing of the community.



## Principle 7: Activity Centres

Effective service provisioning, public access and community benefits will be optimised through a hierarchical system of activity centres planned to cater for the range of discretionary and convenience, goods and services requirements of the metropolitan and wider regional communities.



## Principle 8: Regional Nodes and Employment Areas

The economic prosperity and social vitality of greater Launceston and the broader region will be significantly facilitated through the development of regional nodes and a diversity of employment areas.



## Principle 9: Gateways and Inter- Regional Access

Regional prosperity, trade and development are critically dependent on high capacity efficient gateways that provide links to the Australian and international markets.



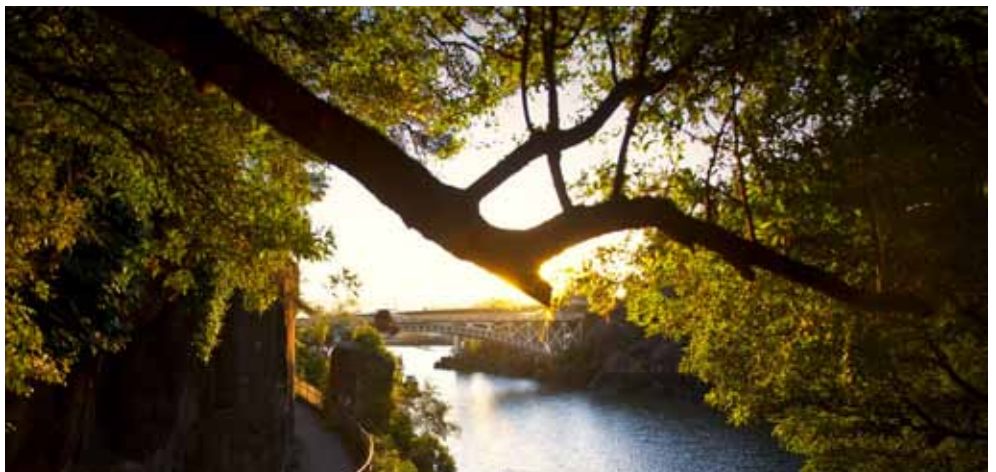
## Principle 10: Strategic Foresight

Strategic planning needs to ensure a long term pathway for the effective and efficient consolidation of the urban area and identify strategic areas and resources that need to be protected to maintain opportunities for the integrity of the strategy to be maintained into the future.



## Principle 11: Resource Conservation

Long term sustainability and ultimately quality of life for existing and future communities of the region is greatly enhanced through the conserving of natural resources and areas of high agricultural value.

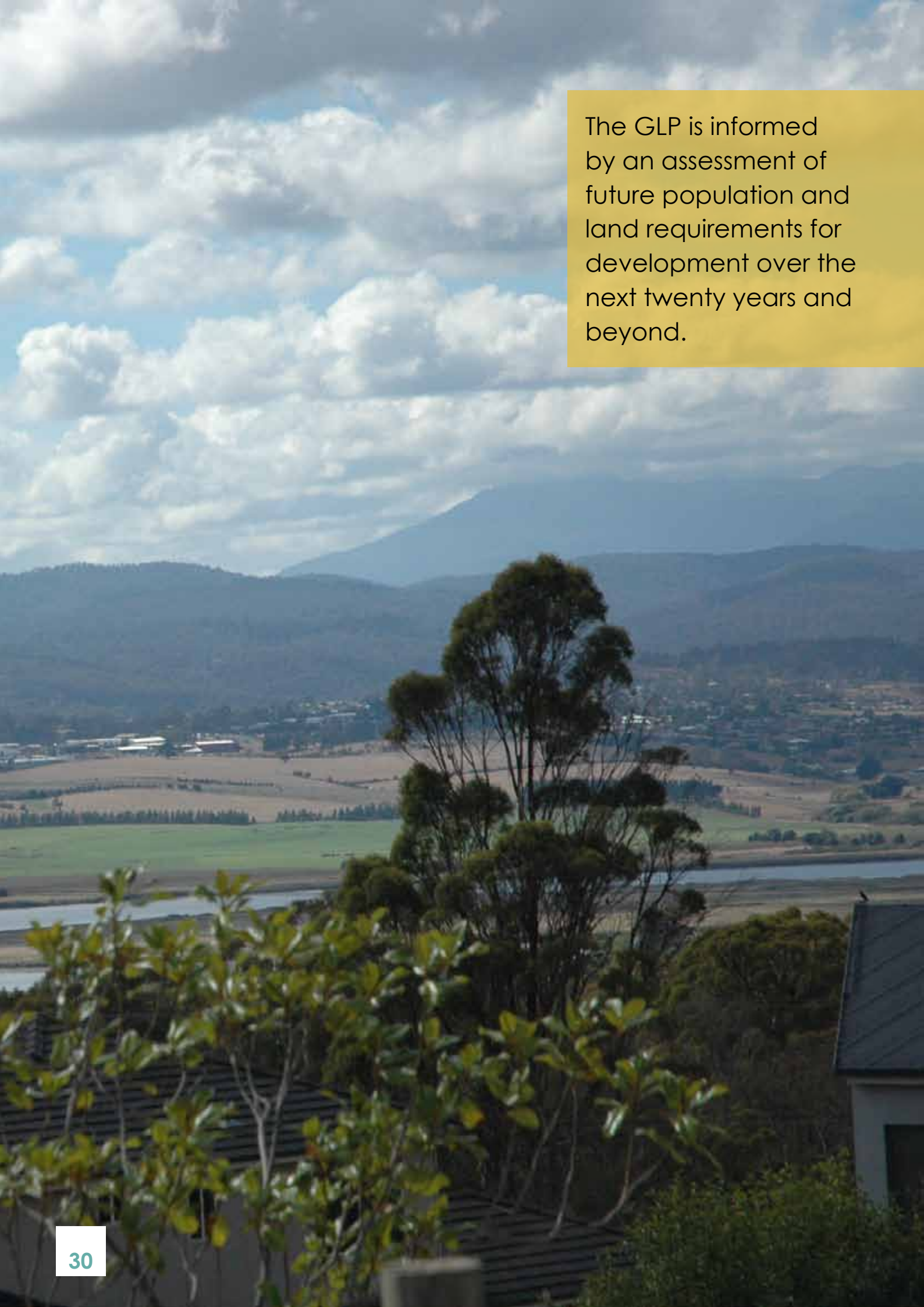






# 4

## **Land Provision Requirements 2013-2021-2036**



The GLP is informed by an assessment of future population and land requirements for development over the next twenty years and beyond.



## Determinants of Urban Land Requirements for the GLP

An important component of the GLP comprises the assessment of urban land requirements. Analyses undertaken directly for the Plan and drawn from associated studies have identified the likely range of land demands for a broad diversity of activities including:

- residential land requirements, and related open space, education, community and retail-commercial facilities;
- district and regional level retailing, bulky goods and commercial land requirements;
- industrial logistics and transport land requirements;
- allowance for other/special uses for a metropolitan population.

Land provision requirements for future development reflect a number of factors including:

- ongoing and likely future population growth;
- changing demographic structure of the population;
- household and housing growth forecasts;
- patterns and densities of future residential development;
- economic development patterns and the changing structure of industry and employment;
- existing stocks of vacant urban land and effective capacity of the land to be utilised.

## Population Forecasts (2011-2021-2036)

Population forecasts for the strategy are drawn from three sources:

- economic output - population forecasting model developed by Geografia (refer Greater Launceston Plan: Resource Analysis, November 2012, prepared by Geografia, refer also Geografia Scenario Planner, 2012);
- residential development - population forecasting model by Renaissance Planning (December 2012 - May 2013);
- cohort population forecasting model prepared by the Demographic Change and Advisory Council (DCAC, 2008).

The forecasts have all been standardised to the 2011 estimated resident population (ERP) for the greater Launceston area and the component local government areas that form the greater Launceston area. The Geografia and DCAC forecasts were also extended from 2031 - 2036 to provide a comparable set of forecasts.

It will be noted that the forecasts represent quite different methodologies and assumptions. Nonetheless the forecasts taken together provide broadly consistent projections of likely future population trends in the greater Launceston area.

These population projections provided the basis for the assessment of household and residential land requirements.

The resultant population growth rates for the average of the three models are as follows:

- for the period 2011-2021: 0.56 per cent per annum;
- for the period 2021-2036: 0.54 per cent per annum;
- for the entire period 2011-2036: 0.55 per cent per annum.

By comparison, over the thirty year period 1981 - 2011 population growth in the greater Launceston area was approximately 0.71 per cent per annum and 0.60 per cent per annum in the ten year period 2001 - 2011.

The average of three models show a medium range forecast project for the greater Launceston area as follows:

- 107,750 persons in 2011;
- 114,380 persons by 2021;
- 124,050 persons by 2036.



## Supporting Considerations in the Assessment of Urban Land

In addition to population demand there are several factors that are influential in determining future urban land requirements for the GLP:

### Changing Demographic Structure of the Population

Key factors include:

- ageing of the population and significant growth of the population aged over 60 years;
- ongoing age-selective out-migration (with consequential effects on the young adult and family forming age groups);
- ongoing falls in household size and growth in single parent families and single person households.

### Patterns and Densities of Future Residential Development

The analysis of development change over the past 30 years indicates that approximately two-thirds of residential land developed in this period was in low density and rural residential development.

The GLP, through its policy framework and supporting physical plans recommends an approach for a more compact city through infill development and a higher proportion of new residential development in standard densities in planned growth corridors.

### Economic Development Patterns and the Changing Structure of Industry and Employment

Key factors include:

- likely ongoing growth of business services in the Launceston economy;
- a forecast marginal decline of manufacturing in both employment and output terms;
- a forecast general industrial land oversupply, but a need for selected niche employment and industry nodes;
- moderate long term demand for retail, bulky goods and commercial office floorspace. This will translate to a marginal additional land requirement.

## Residential Analysis Modelling

Residential demand modelling was undertaken for the greater Launceston area through the development of a residential development-population forecast model prepared by Renaissance Planning.

The model provides forecasts of dwelling stock and land requirements, related to future population growth over the periods 2011-2021 and 2021-2036.

## Overview of Land Requirements (2013-2021-2036)

Research undertaken for the GLP found that the total amount of urban land likely to be required is approximately 1,980 hectares for all purposes over the 23 year period 2013-2036. The major components of future urban land requirements are as follows:

- residential land (includes conventional and low density): 1,800 hectares (approximately 91 per cent of urban land requirements);
- industrial and employment land, together with regional multi purpose sites: 150 hectares (approximately 8 per cent of total urban land requirements);
- land for retail and commercial purposes: 20 hectares (approximately 1 per cent of total urban land requirements);
- other land requirements: 10 hectares (approximately 0.5 per cent of total urban land requirements).



## Residential Land Requirements (2013-2021-2036)

Residential demand land assessments were undertaken by Renaissance Planning for the GLP. The assessments were undertaken by component municipal area and forecasts of land requirements were prepared for two planning periods: 2013-2021 and 2021-2036.

The major components of residential land demand were as follows:

- 2013-2021: approximately 4,680 lots. It will be noted that:
  - this is comprised largely (about 90 per cent) of conventional density lots and the balance of low density lots;
  - the assessed demand includes the establishment of a seven year rolling reserve (in addition to the actual demand requirements).
- 2021-2036: approximately 7,530 lots. It will be noted that:
  - this is comprised almost entirely (95 per cent) of conventional density lots;
  - the assessed demand includes the maintenance of a seven year rolling reserve and minor adjustments to the reserve.

The overall forecast residential land requirements for the entire period 2013 - 2036 for the greater city area is approximately 12,210 lots. The forecasts requirements by component municipal area are as follows (the forecasts include a seven year rolling reserve):

- City of Launceston (inner and Part B): 4,810 lots;
- George Town (part A): 780 lots;
- Meander Valley (part A): 1,370 lots;
- Northern Midlands (part A): 1,720 lots;
- West Tamar (part A): 3,530 lots

## Industrial, Employment and Multi-Purpose Site Requirements (2013-2036)

The Industrial Land Study for Northern Tasmania (2013) indicated that industrial land is in general oversupply across the northern Tasmanian region and in a number of districts in the greater Launceston area. On this basis the GLP and its physical framework plan, the Regional Framework Plan (RFP), do not propose wide ranging additions to industrial land stocks throughout greater Launceston.

Nevertheless there are specific or localised needs that will need to be addressed, including:

- where demand in localised areas is likely to exceed current supply;
- relocation of activities of existing industrial areas to new regional sites;
- land supply flexibility to pursue opportunities for new mixed use regional nodes;
- flexibility to consolidate the Translink precinct at western junction;
- the need to accommodate new industrial demands in the south-west corridor.

On the basis of these considerations the GLP and supporting physical plans have allowed opportunities for new types of developments, as indicated above.





# 5

## **Regional Framework Plan**



## Introducing the Regional Framework Plan

The Regional Framework Plan (RFP) sets out a Strategy for proposed urban development access in the greater Launceston area over the next 20 years and beyond. The RFP and supporting physical plans set out:

- the overall extent of the urban area (current and preferred future);
- major activity types (including residential areas, activity centres, industrial and employment areas, open space and other areas);
- CBD/LCA and inner northern precincts, together with the supporting hierarchy for activity centres and employment areas;
- network of major open spaces and proposed regional shared pathway system;
- inter-regional and interstate gateways (the airport and port of Bell Bay);
- main road network (existing and future);
- principal public transport corridors and priority residential consolidation areas;
- supporting residential consolidation areas;
- urban growth corridors and supporting growth areas.



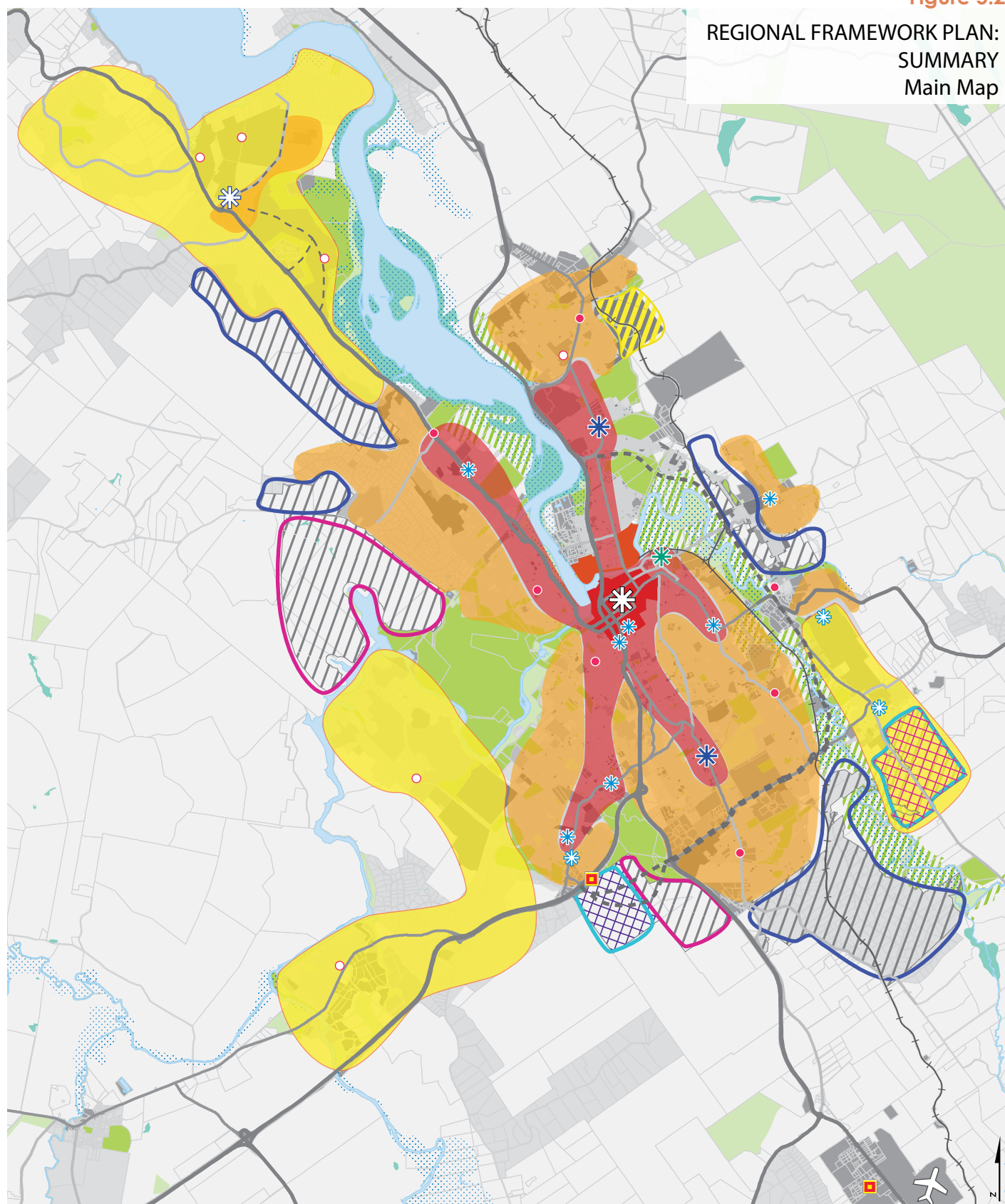
## Regional Framework Plan at a Glance

Key initiatives of the Regional Framework Plan include:

- **a revitalised and more diverse inner city and CBD to be achieved through (refer Figures 5.2, 5.4 and 5.6):**
  - City Heart project focused on activity and urban design improvements;
  - projects for continued improvements and investment in the riverfront areas adjoining the CBD, Inveresk and North Bank
  - for a diversity of uses including inner city living, education, tourism and commercial activities;
  - planned network of pedestrian and cycle pathways linking the suburbs and localities of greater Launceston to the central city.
- **priority urban consolidation areas centred on public transport corridors (refer Figures 5.2, 5.3, 5.8 and 5.9):**
  - priority areas for infill urban development;
  - integrated access and land use planning in the central area and the principal public transport corridors.
- **activity centres and employment areas (refer Figures 5.2 and 5.5):**
  - clearly articulated hierarchy of activity centres and employment areas;
  - responsive framework to reflect residential growth areas;
  - opportunities for new multi-purpose regional precincts to service the south-west corridor and airport precinct;
- **broadly based revitalisation of the city's northern suburbs (refer Figure 6.6):**
  - comprehensive, broadly based strategy encompassing social and physical planning with economic and housing initiatives, activity centres and public transport planning.
- **a regional network of parks and shared pathways (refer Figure 5.4):**
  - establishment of a regional shared pathways initiative linking the city's major parks and reserves to key destinations and attractions in the suburbs and localities. The project will provide a unique attraction for Launceston and the greater city area for residents and visitors.
- **integrated planning of urban growth areas (refer Figure 5.8):**
  - planned consolidation of three growth corridors (Legana Riverside, South West and Waverley St Leonards) through Corridor Strategy Plans;
  - planning of the growth areas as integrated communities with a focus on amenity, housing diversity and public access to broadly based activity centres, parks, recreation areas, schools and community facilities.
- **regional gateways (refer Figure 5.2):**
  - economic and strategic planning for the region's major trade and visitor gateways: the Launceston airport and Bell Bay precincts.
- **Launceston Connector Route (LCR) (refer Figures 5.2 and 5.3):**
  - framework for the staged development of an arterial route linking four national and state highways that converge on Launceston: city building infrastructure with a range of benefits.
- **multi-purpose strategic nodes (refer Figures 5.2, 5.3 and 5.5):**
  - creation of high access strategic nodes for a range of regional level of activities linked to the development of the LCR and other improved access routes.

Figure 5.2

REGIONAL FRAMEWORK PLAN:  
SUMMARY  
Main Map



**Active Reserves**

- Launceston Central Area
- North Bank / Inveresk
- Priority Consolidation Areas
- Supporting Consolidation Areas

**New Growth Areas**

- Growth Corridors
- Supporting Growth Areas

**Other**

- Review Area
- Strategic Reserve Investigation Area



- Priority Investigation Area - Residential
- Priority Investigation Area - Employment

**Existing Transport Network**

- National / State Highway
- Major Arterial Road
- Railway

**Proposed Transport Network**

- Proposed Arterial Road Upgrade
- Proposed New Arterial Road
- Proposed New District Collector Road
- Potential Longer Term Road Link

**Land Use**

- Low Density Residential / Rural Living
- Other Urban
- Other
- Water Body
- Wetlands
- Flood Plains
- Forest and Conservation
- Parks and Open Space
- Proposed Open Space

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Base data source:  
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Launceston City Council, Meander Valley  
Council, Northern Midlands Council, West  
Tamar Council & George Town Council

**Note:** Refer to Figure 5.5 for Activity Centre Hierarchy

REGIONAL FRAMEWORK PLAN:  
SUMMARY  
George Town & Bell Bay



REGIONAL FRAMEWORK PLAN:  
SUMMARY  
Northern Townships

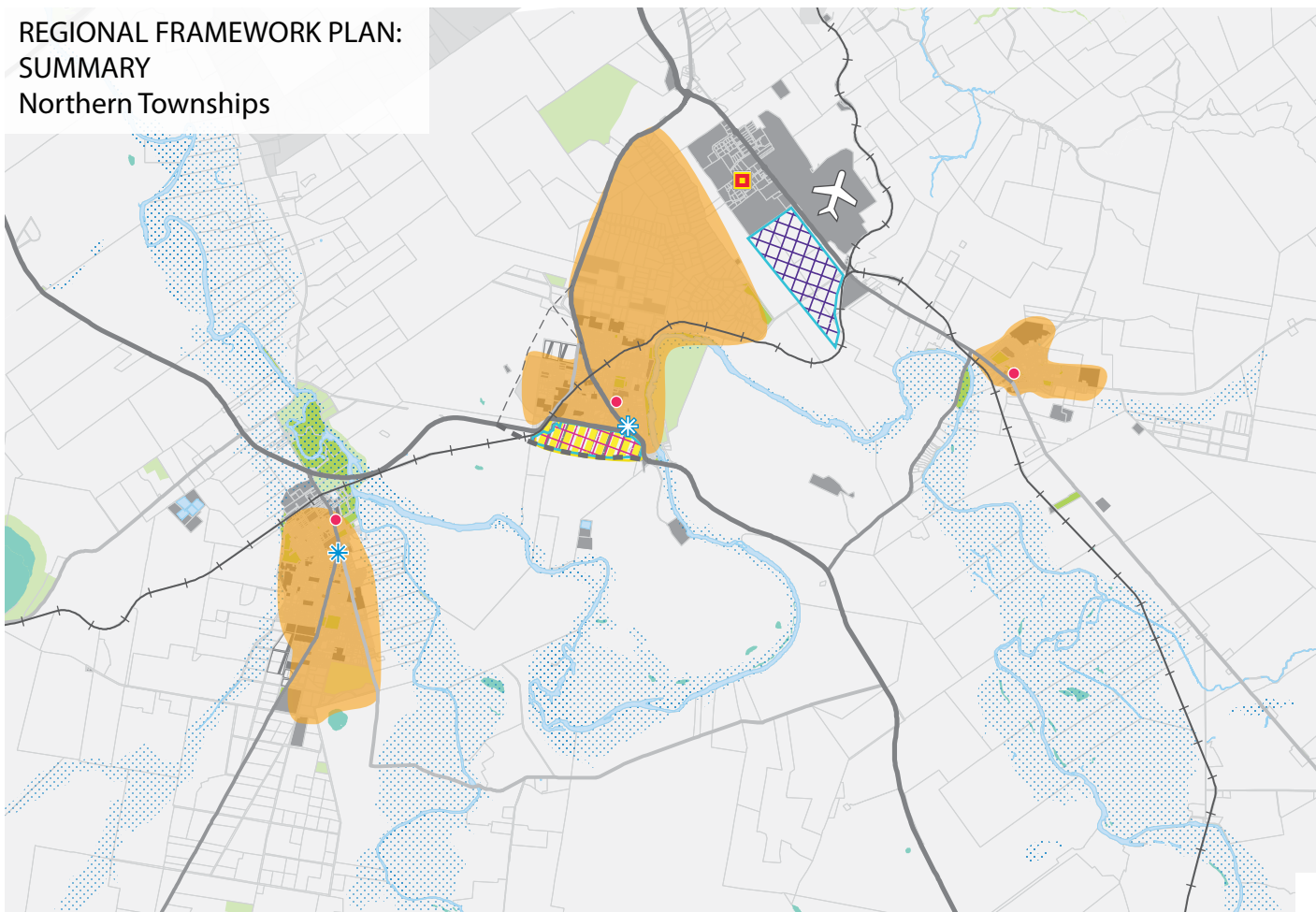
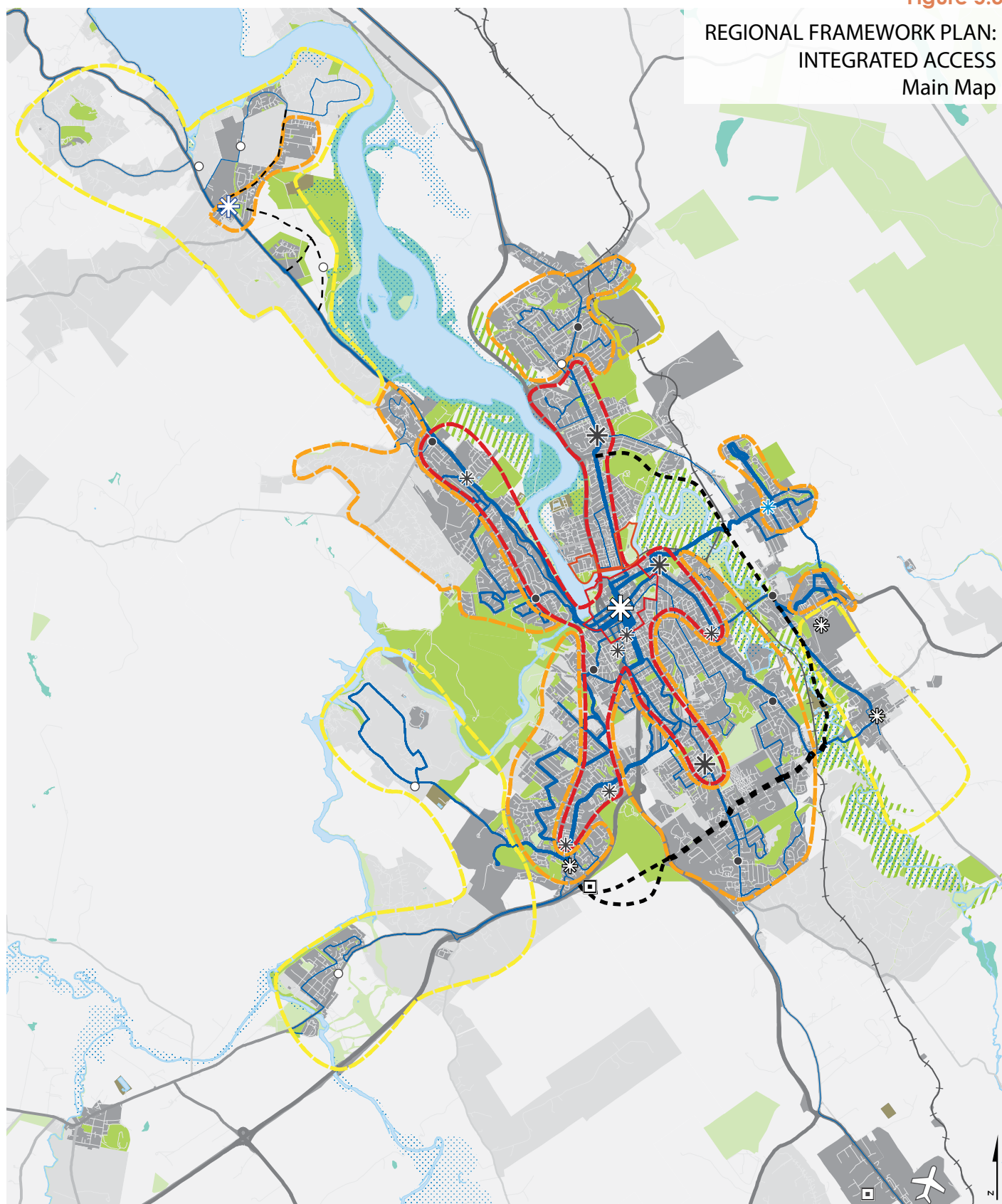


Figure 5.3

REGIONAL FRAMEWORK PLAN:  
INTEGRATED ACCESS  
Main Map



Existing Transport Network

- National / State Highway
- Major Arterial Road
- Arterial Road
- Feeder
- Access Road
- Railway

- Forest and Conservation
- Parks and Open Space
- Proposed Open Space

Proposed Transport Network

- Proposed Arterial Road Upgrade
- Proposed New Arterial Road
- Proposed New District Collector Road
- Potential Longer Term Road Link

Bus Network (no. bus routes)

- 1
- 2
- 3
- 4
- 5 and over

Residential Consolidation Areas

- Launceston Central Area
- North Bank / Inveresk
- Priority Consolidation Areas
- Supporting Consolidation Areas

New Growth Areas

- Growth Corridors
- Supporting Growth Areas

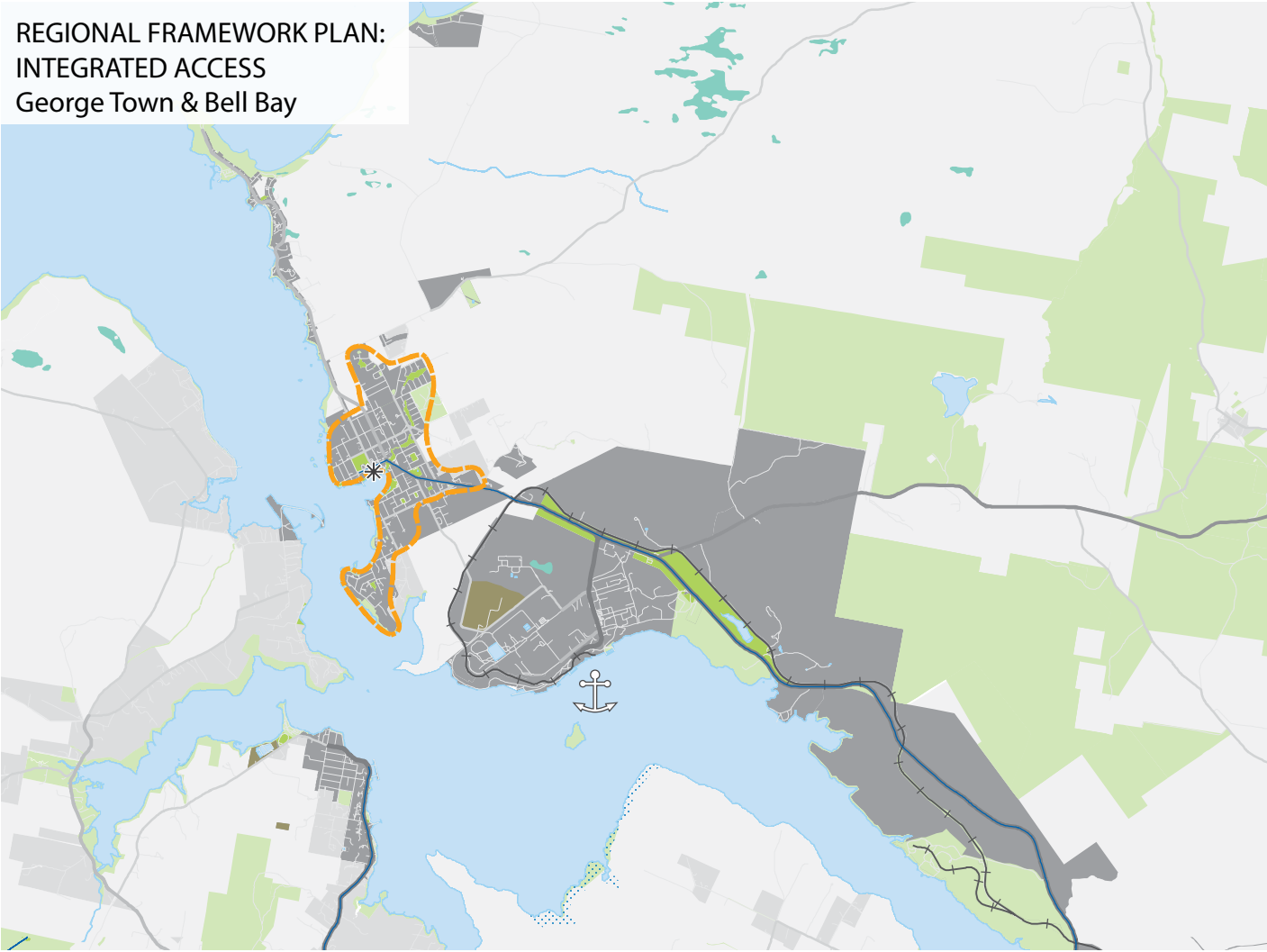
- Water Body
- Wetlands
- Flood Plains

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REGIONAL FRAMEWORK PLAN:  
INTEGRATED ACCESS  
George Town & Bell Bay



REGIONAL FRAMEWORK PLAN:  
INTEGRATED ACCESS  
Northern Townships

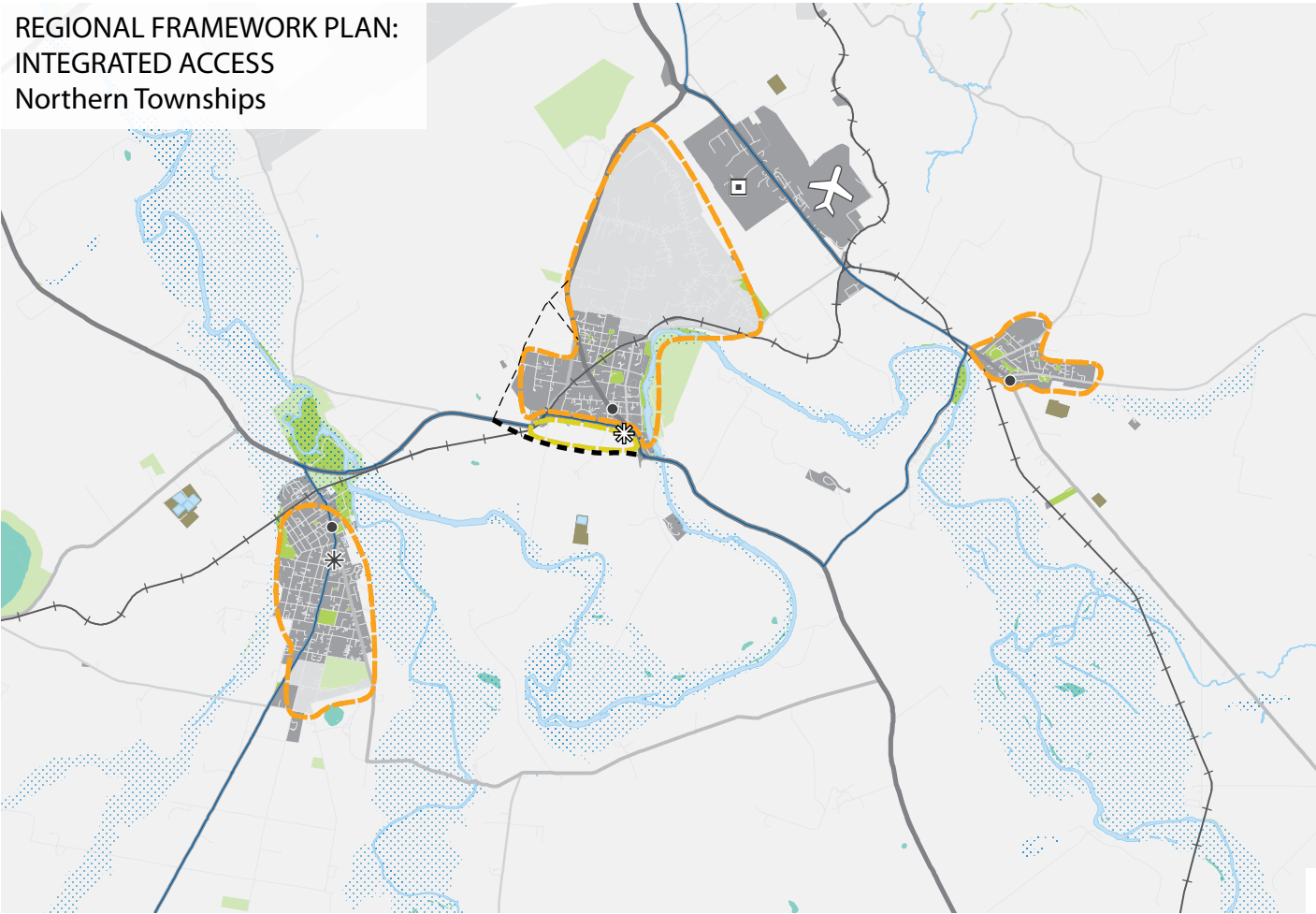
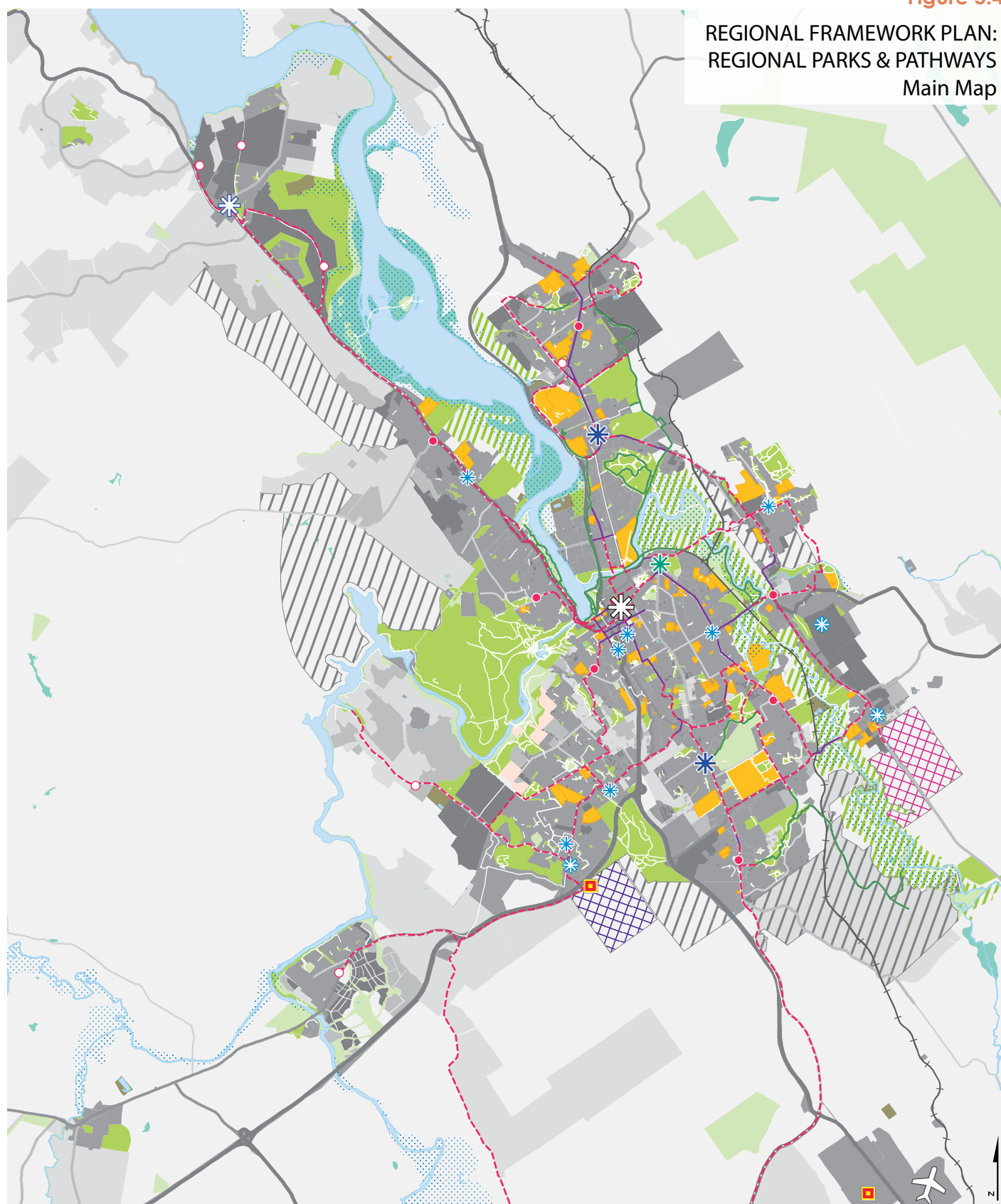


Figure 5.4

REGIONAL FRAMEWORK PLAN:  
REGIONAL PARKS & PATHWAYS  
Main Map



**Pedestrian and Cycle Network**

- Off-Road Trail
- On Road Bike Lanes
- - - Proposed Bike Route
- Walking path
- Forest and Conservation
- Parks and Open Space
- Proposed Open Space
- Water Body
- Wetlands
- Food Plains

**Activity Centre Hierarchy**

- Launceston Central Area
- Urban District Centre (Existing)
- Urban District Centre (Future)
- Launceston (Kmart) Plaza
- Suburban Activity Centre (Existing)
- Suburban Activity Centre (Future)
- Rural District Centre
- Local Centre (Existing)
- Local Centre (Future)
- Future Regional Employment Node

**Land Use**

- Education, Health and Community
- Low Density Residential / Rural Living
- Other Urban
- Sewerage Treatment Plant
- Other

**Potential Future Residential Development**

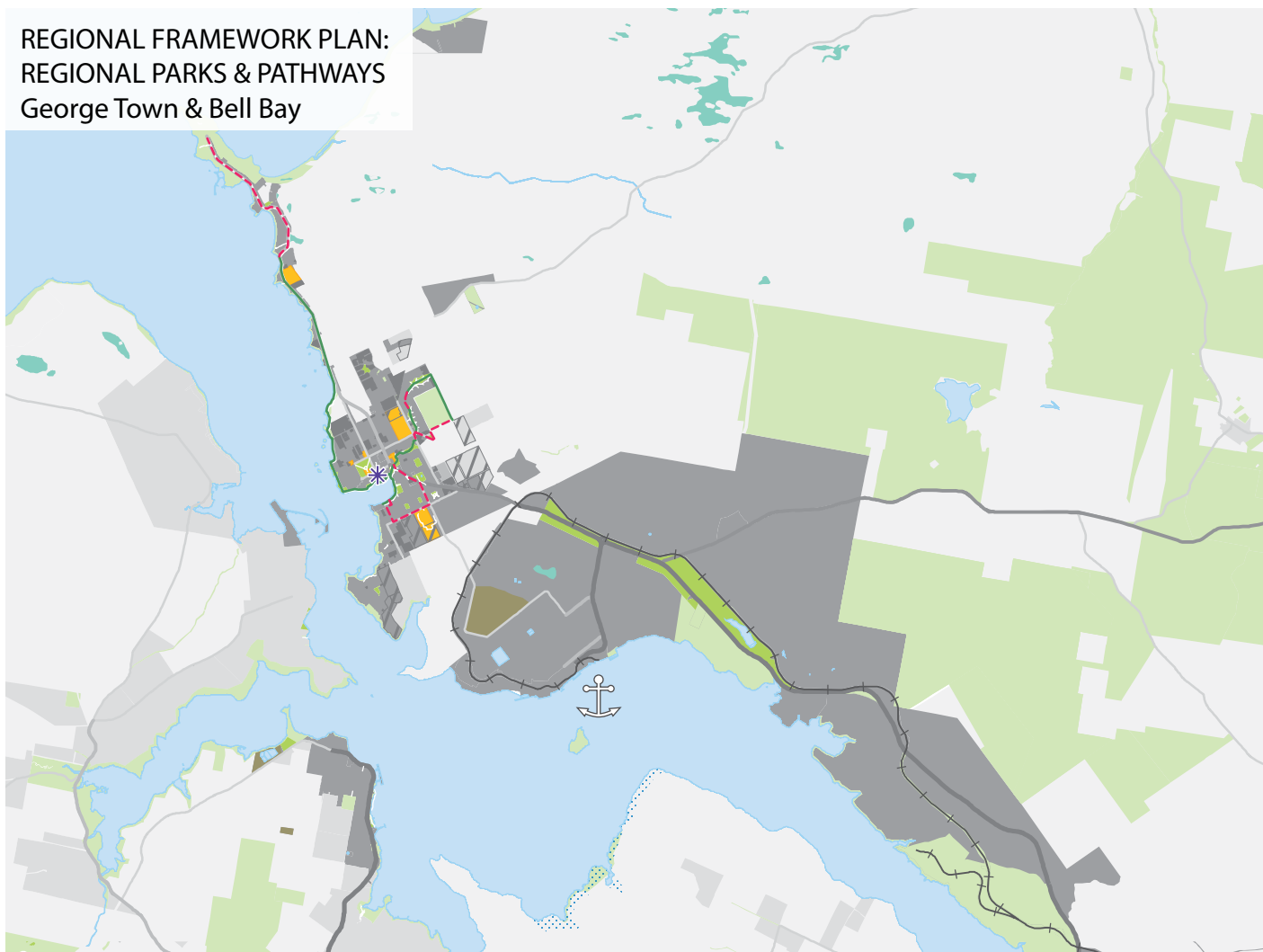
- General Residential
- Low Density Residential
- Strategic Reserve / Review Area
- Priority Investigation Area - Residential
- Priority Investigation Area - Employment

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1:110,000 @ A.4



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Tamar Council & George Town Council

REGIONAL FRAMEWORK PLAN:  
REGIONAL PARKS & PATHWAYS  
George Town & Bell Bay



REGIONAL FRAMEWORK PLAN:  
REGIONAL PARKS & PATHWAYS  
Northern Townships

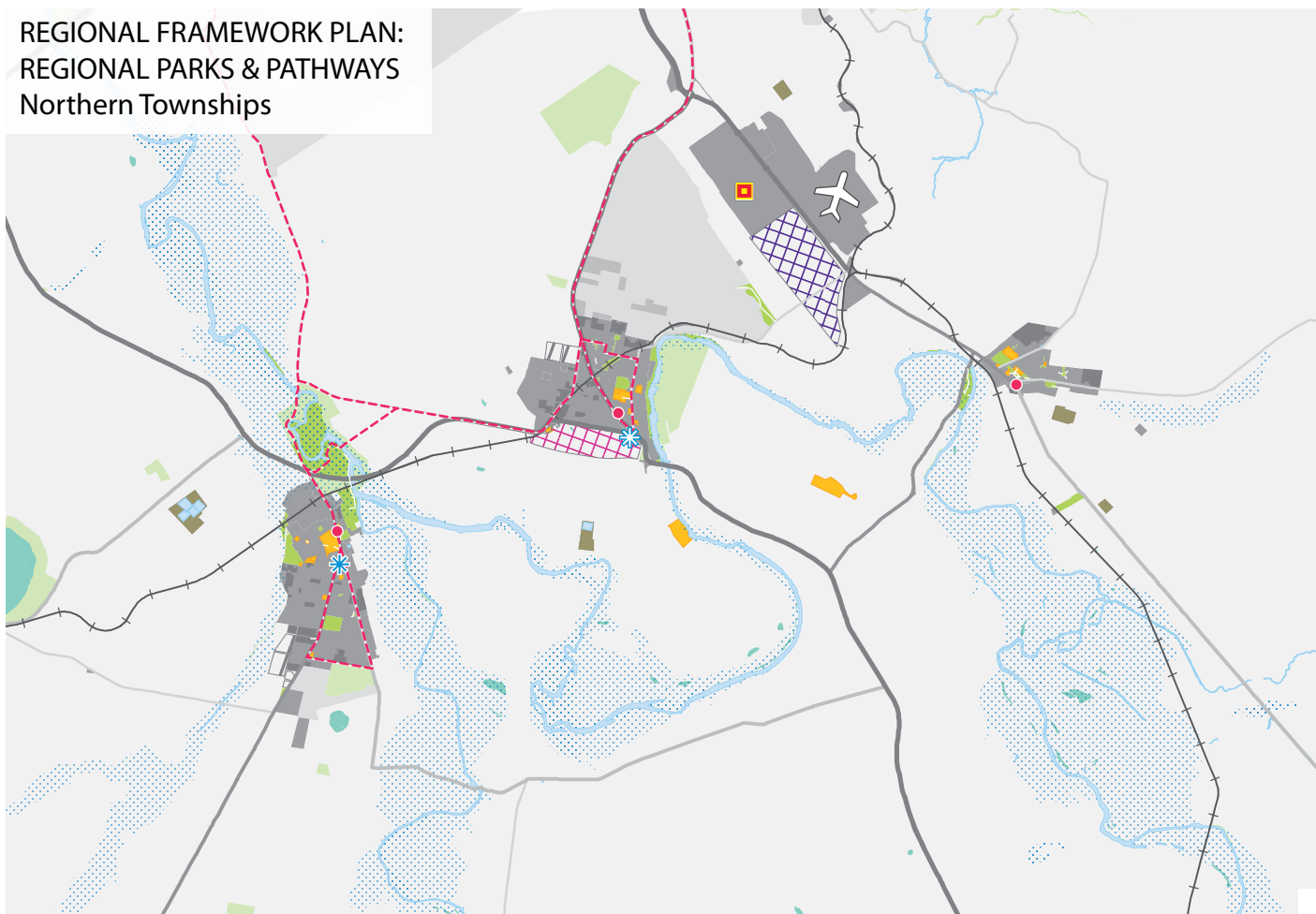
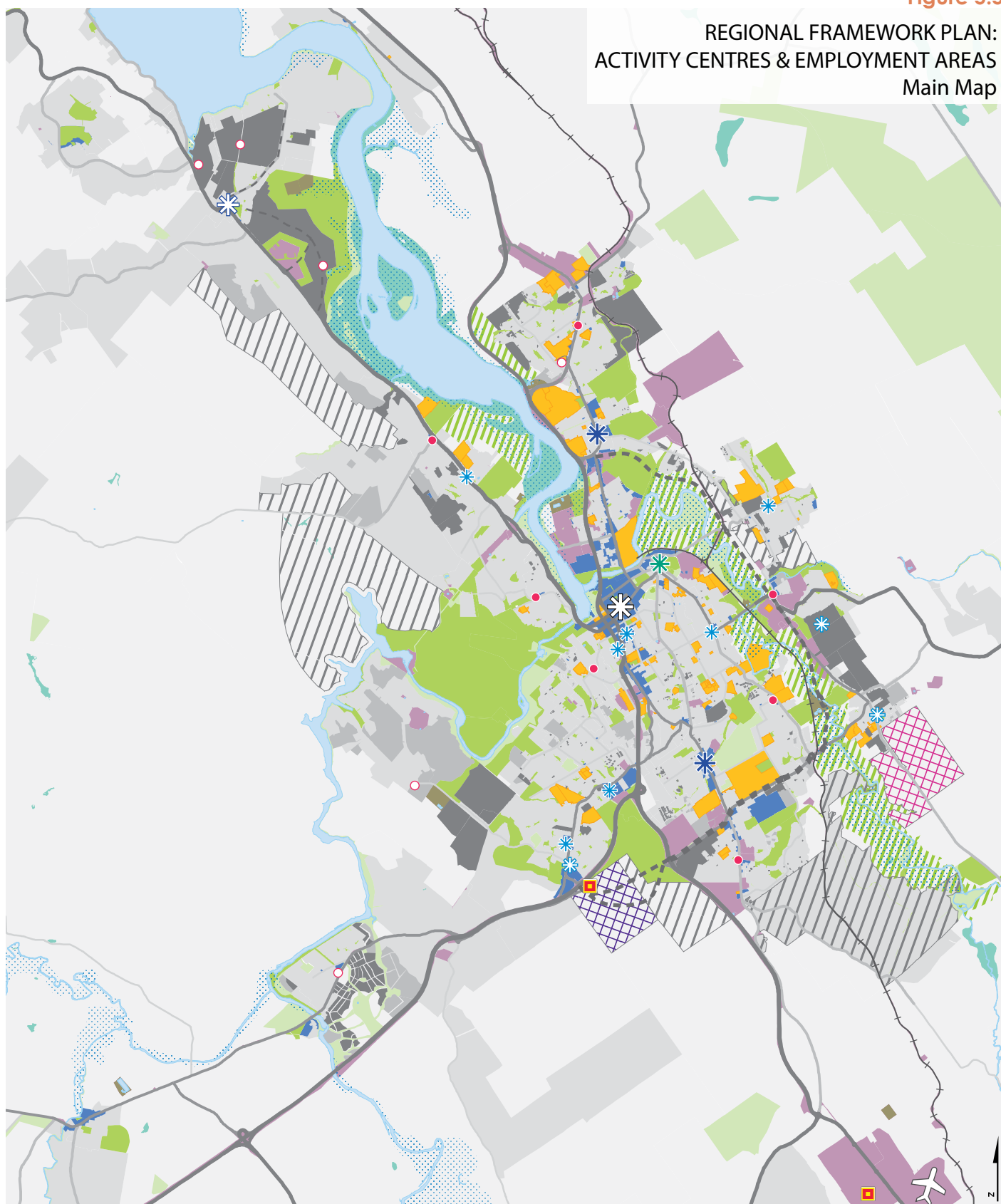


Figure 5.5

# REGIONAL FRAMEWORK PLAN: ACTIVITY CENTRES & EMPLOYMENT AREAS Main Map



## Activity Centre Hierarchy

- Launceston Central Area
- Urban District Centre (Existing)
- Urban District Centre (Future)
- Launceston (Kmart) Plaza
- Suburban Activity Centre (Existing)
- Suburban Activity Centre (Future)
- Rural District Centre
- Local Centre (Existing)
- Local Centre (Future)
- Future Regional Employment Node

## Potential Future Residential Development

- General Residential
- Low Density Residential
- Strategic Reserve / Review Area
- Priority Investigation Area - Residential
- Priority Investigation Area - Employment

## Land Use

- Residential
- Education, Health and Community
- Business, Commercial and Tourism
- Industrial / Utilities
- Sewerage Treatment Plant
- Other

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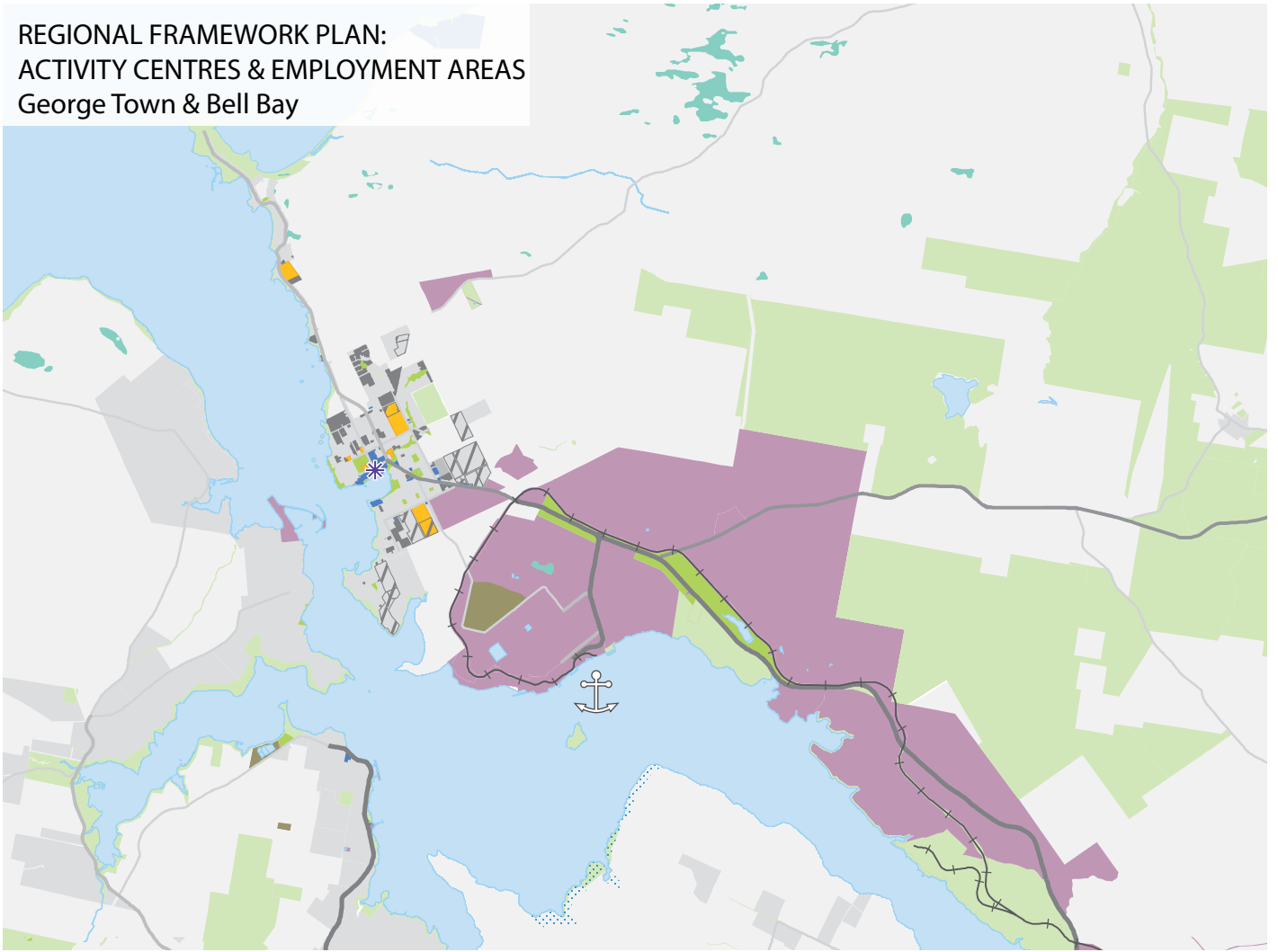
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Tamar Council & George Town Council

Note: Refer to Figure 5.5  
for Activity Centre Hierarchy



REGIONAL FRAMEWORK PLAN:  
ACTIVITY CENTRES & EMPLOYMENT AREAS  
George Town & Bell Bay



REGIONAL FRAMEWORK PLAN:  
ACTIVITY CENTRES & EMPLOYMENT AREAS  
Northern Townships

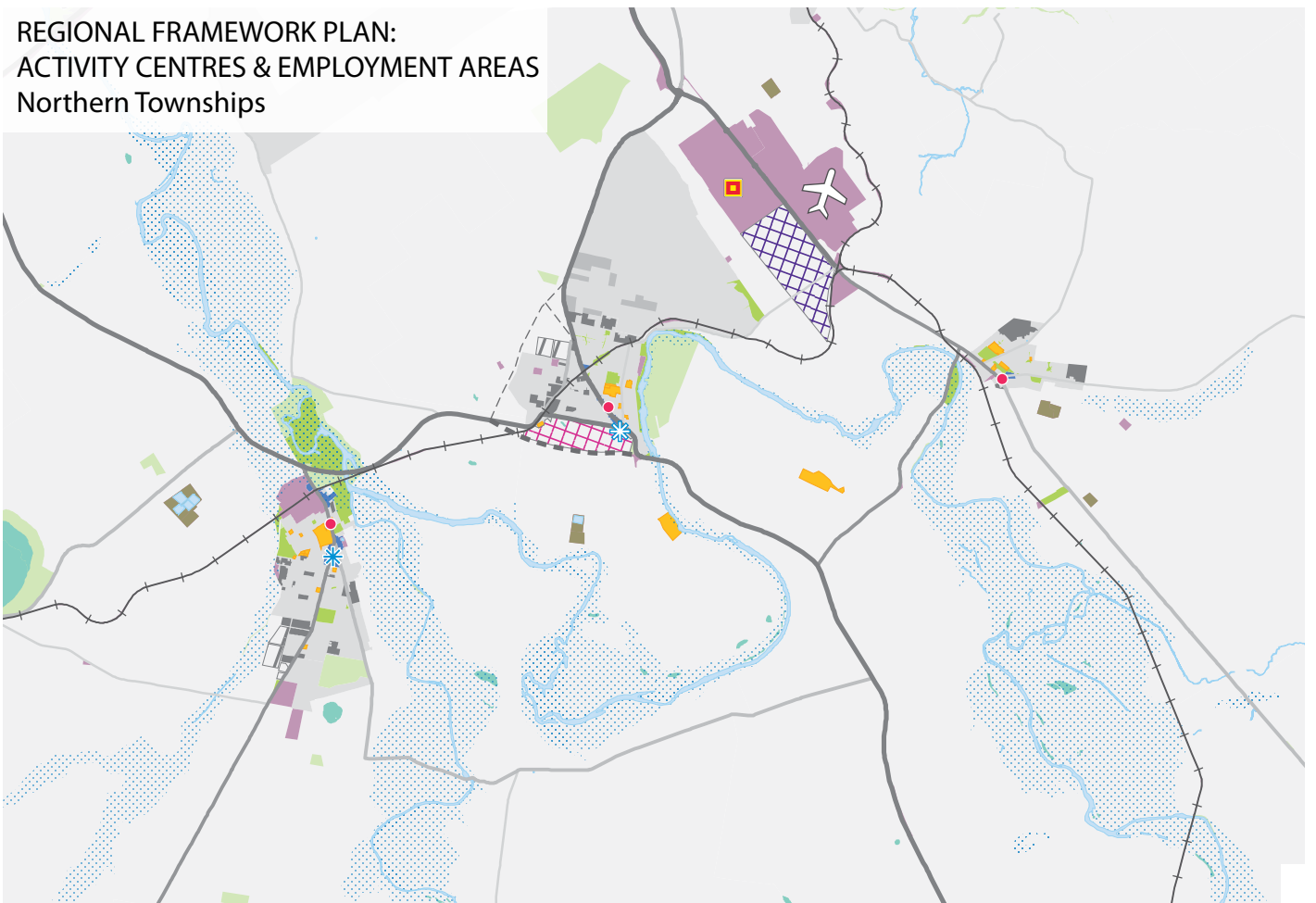
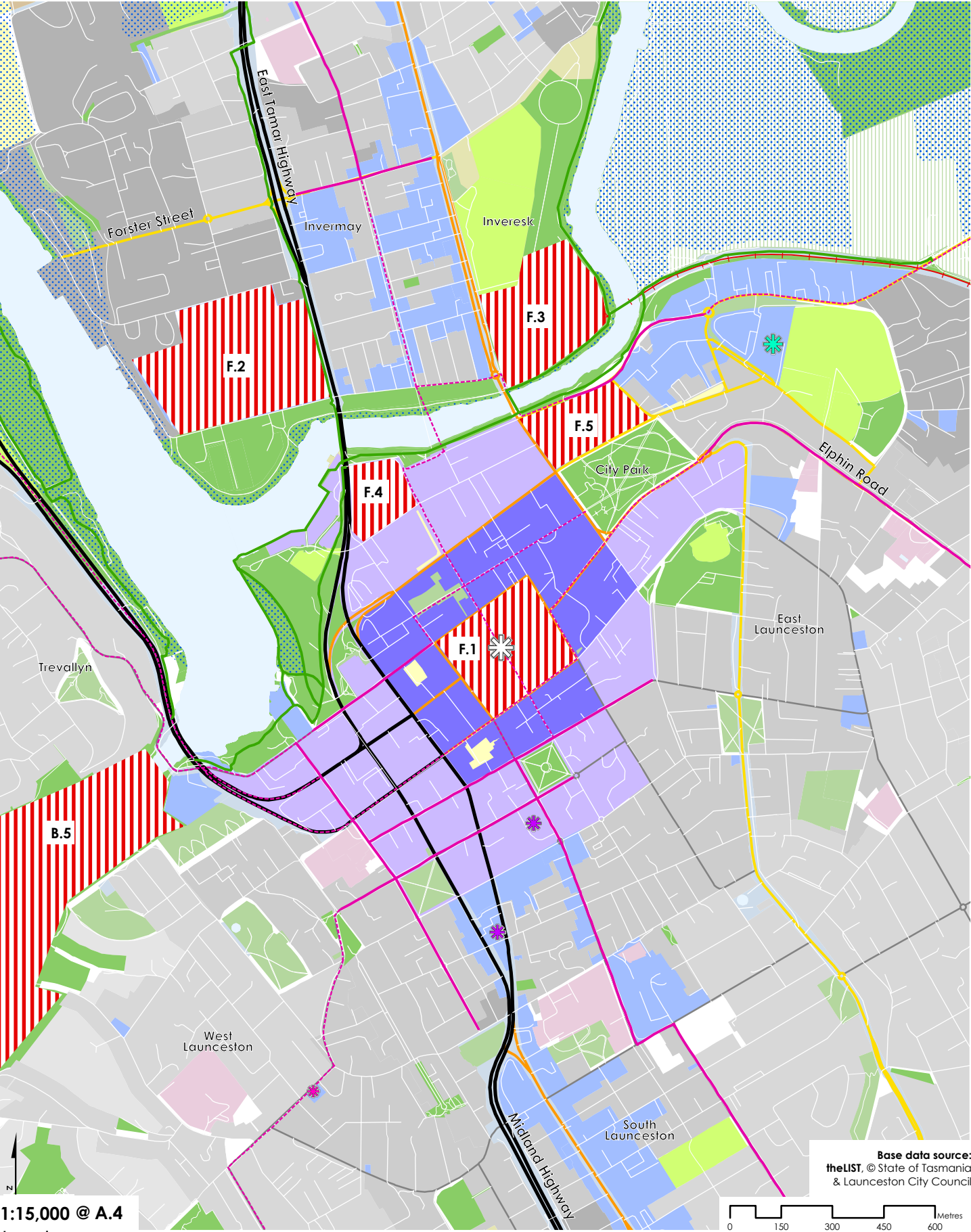


Figure 5.6: Regional Framework Plan: Inner City Area



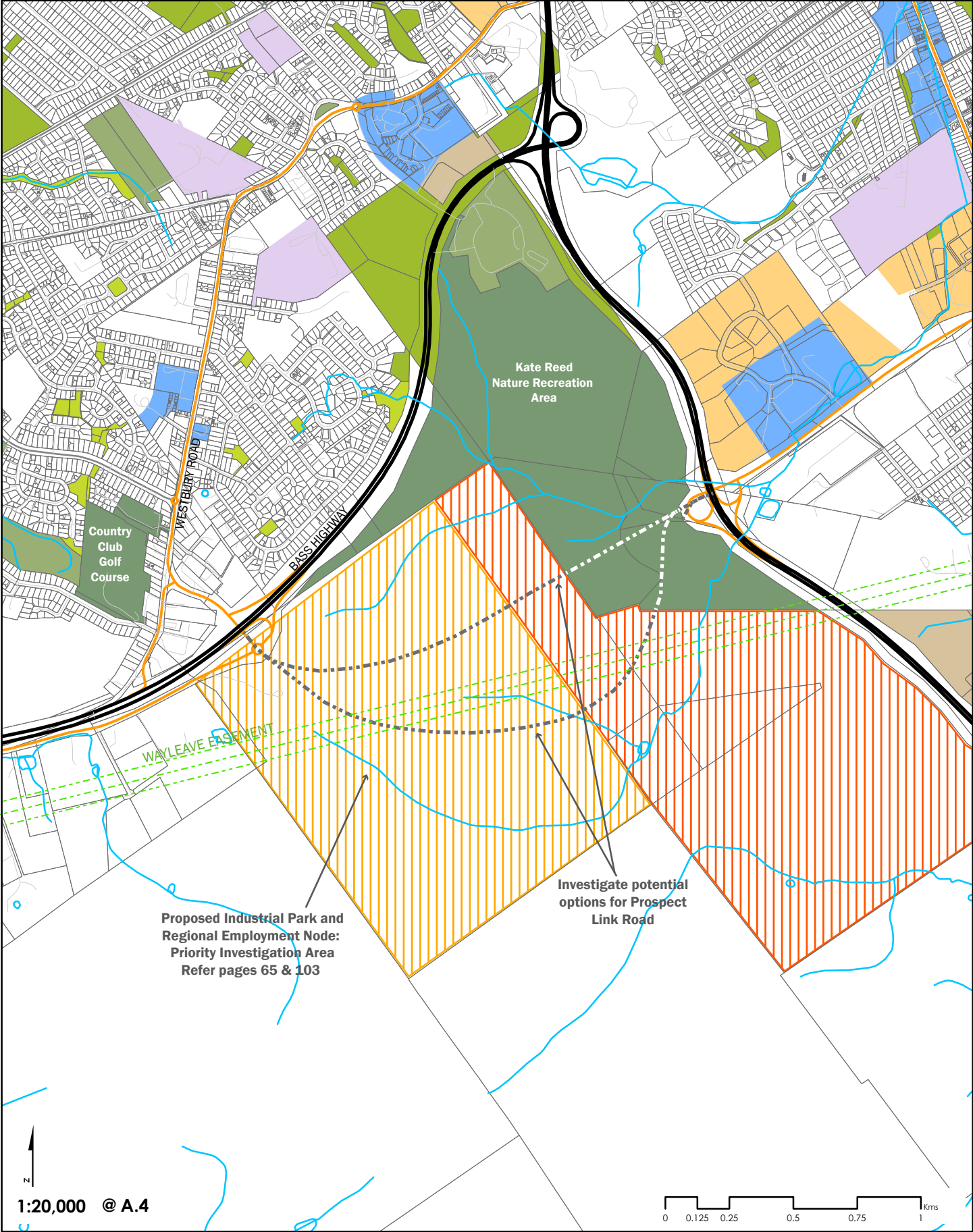
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**Legend**

<p><b>Activity Centre Hierarchy</b></p> <ul style="list-style-type: none"> <li>Launceston Central Business District</li> <li>District Centre</li> <li>Launceston (Kmart) Plaza</li> <li>Suburban Activity Centre</li> <li>Rural District Centre</li> <li>Neighbourhood Stores</li> <li>Urban Activity Centre</li> <li>Centre</li> <li>Regional Employment Node</li> </ul>	<p><b>Pedestrian and Cycle Network</b></p> <ul style="list-style-type: none"> <li>Off-Road Trail</li> <li>On Road Bike Lanes</li> <li>Proposed New District Collector Road</li> <li>Walking &amp; Bike Trails</li> </ul> <p><b>Proposed Transport Network</b></p> <ul style="list-style-type: none"> <li>Proposed Arterial Road Upgrade</li> <li>Proposed New Arterial Road</li> <li>Proposed New District Collector Road</li> <li>Potential Longer Term Road Link</li> </ul>	<p><b>Transport Network</b></p> <ul style="list-style-type: none"> <li>National / State Highway</li> <li>Major Arterial Road</li> <li>Arterial Road</li> <li>Feeder</li> <li>Railway</li> </ul> <p><b>Parkland and Open Space</b></p> <ul style="list-style-type: none"> <li>Forest and Conservation</li> <li>Parks and Open Space</li> <li>Recreation</li> <li>Utilities and Special Use</li> <li>Proposed Open Space</li> </ul>	<p><b>Water</b></p> <ul style="list-style-type: none"> <li>Water Body</li> <li>Wetlands</li> <li>Flood Plains</li> </ul> <p><b>Land Uses</b></p> <ul style="list-style-type: none"> <li>Commercial Use</li> <li>Education and Health</li> <li>Particular Purpose</li> <li>Industrial Use</li> <li>Utilities</li> <li>Sewerage Treatment Plant</li> <li>Inner Residential</li> <li>General Residential</li> </ul>	<ul style="list-style-type: none"> <li>Supporting CBD</li> <li>Launceston Central Area Balance</li> <li>Inner City Projects</li> </ul> <p>F.1: Launceston City Heart: CBD Revitalisation Project F.2: North Bank Precinct F.3: Inveresk Precinct F.4: Charles Square Southbank F.5: Willis Street Precinct B.5: Cataract Gorge Facilities Project</p>
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Figure 5.7: Regional Employment Node: Proposed Investigation Area

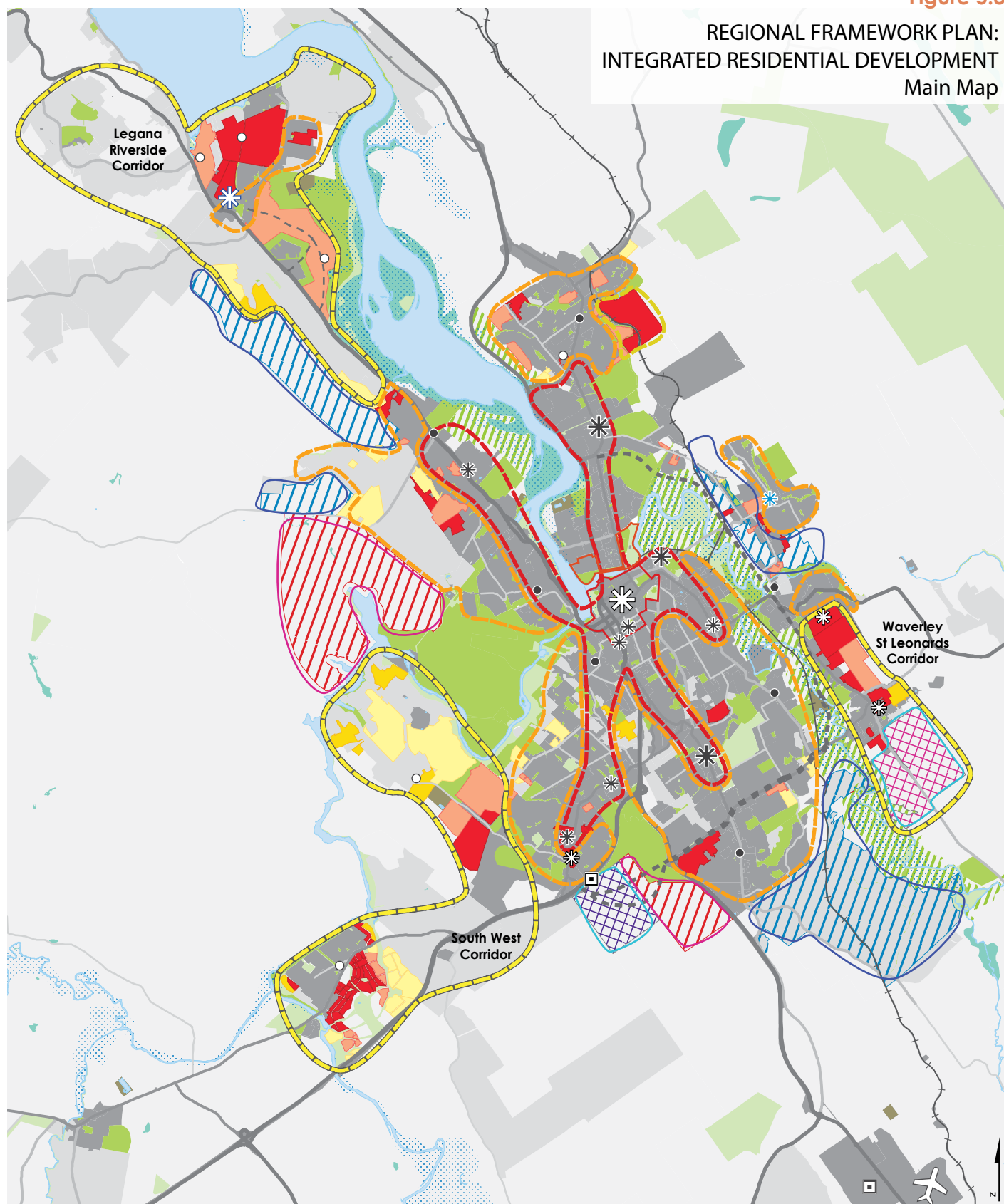


Legend

hydline	<b>Proposed Transport Network</b>	<b>Hydro</b>	<b>Zone</b>	Strategic Reserve (post 2036 development)
<b>Transport Network</b>	Proposed Arterial Road Options	Water Body	Inner Residential	Priority Investigation Area
National / State Highway	Cadastre	Wetlands	General Residential	
Major Arterial Road	Contours	<b>Parkland and Open Space</b>	Village	
Arterial Road	Education and Health	Forest and Conservation	Low Density Residential	
Feeder	Commercial Use	Parks and Open Space	Rural Living	
Access Road	Utilities	Recreation	General Industrial Zones	
Railway		Utilities and Special Use	Light Industrial GLA	

Figure 5.8

REGIONAL FRAMEWORK PLAN:  
INTEGRATED RESIDENTIAL DEVELOPMENT  
Main Map



**Active Reserves**

- General Residential (2013 - 2021)
- General Residential (2021 - 2036)
- Low Density Residential (2013 - 2021)
- Low Density Residential (2021 - 2036)
- Strategic Reserve (post 2036 development)
- Review Area
- Priority Investigation Area - Residential
- Priority Investigation Area - Employment

**Residential Consolidation Areas**

- Launceston Central Area
- Inveresk / North Bank
- Priority Consolidation Areas
- Supporting Consolidation Areas

**New Growth Areas**

- Growth Corridors
- Supporting Growth Areas
- Water Body
- Wetlands
- Flood Plains

**Land Use**

- Low Density Residential / Rural Living
- Other Urban
- Sewerage Treatment Plant
- Other

0 0.5 1 2 3 4km

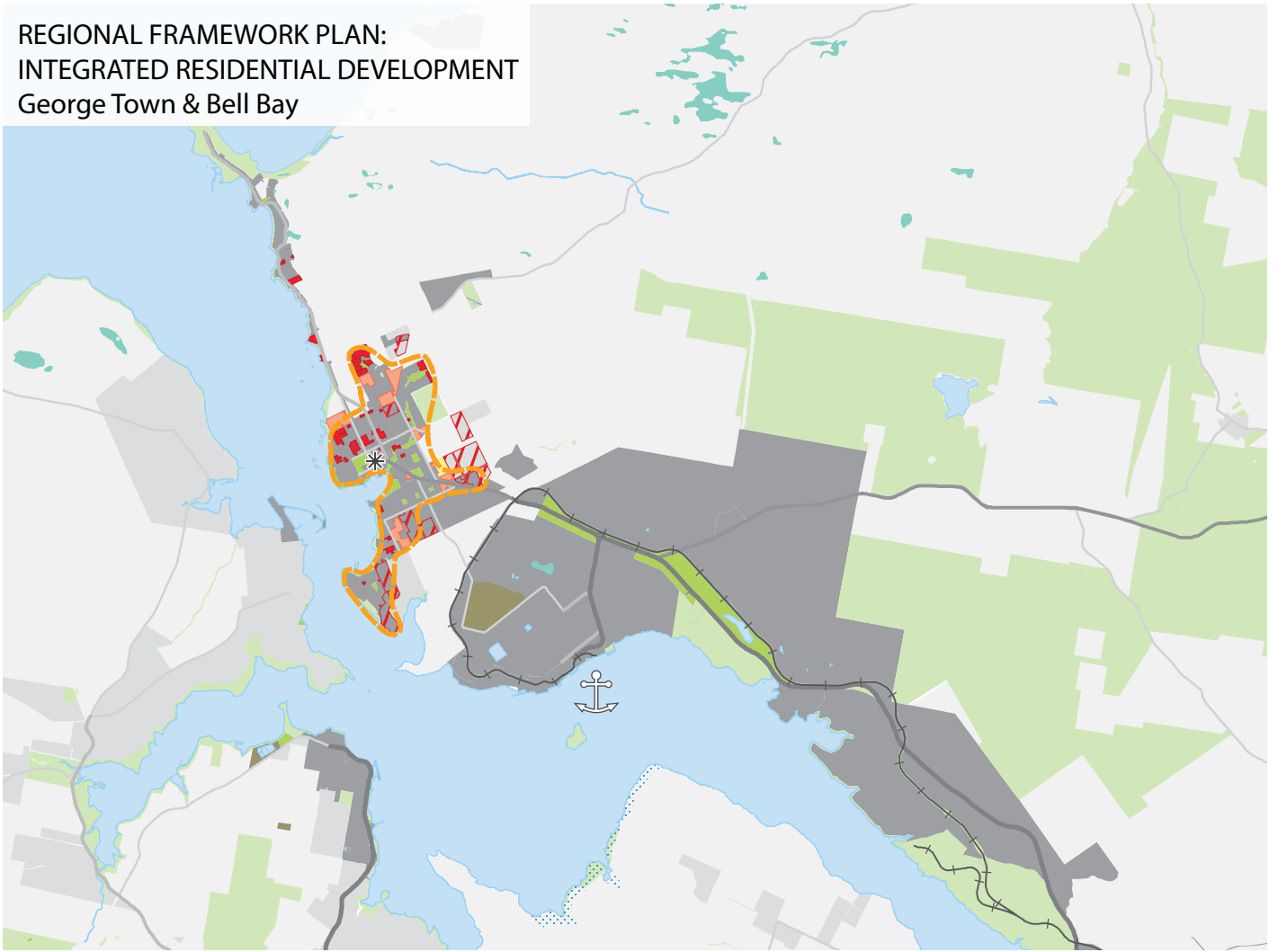
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**Note:** Refer to Figure 5.9  
for infill opportunities in  
the City of Launceston



**Base data source:**  
theLIST, © State of Tasmania  
Launceston City Council, Meander Valley  
Council, Northern Midlands Council, West  
Tamar Council & George Town Council

REGIONAL FRAMEWORK PLAN:  
INTEGRATED RESIDENTIAL DEVELOPMENT  
George Town & Bell Bay



REGIONAL FRAMEWORK PLAN:  
INTEGRATED RESIDENTIAL DEVELOPMENT  
Northern Townships

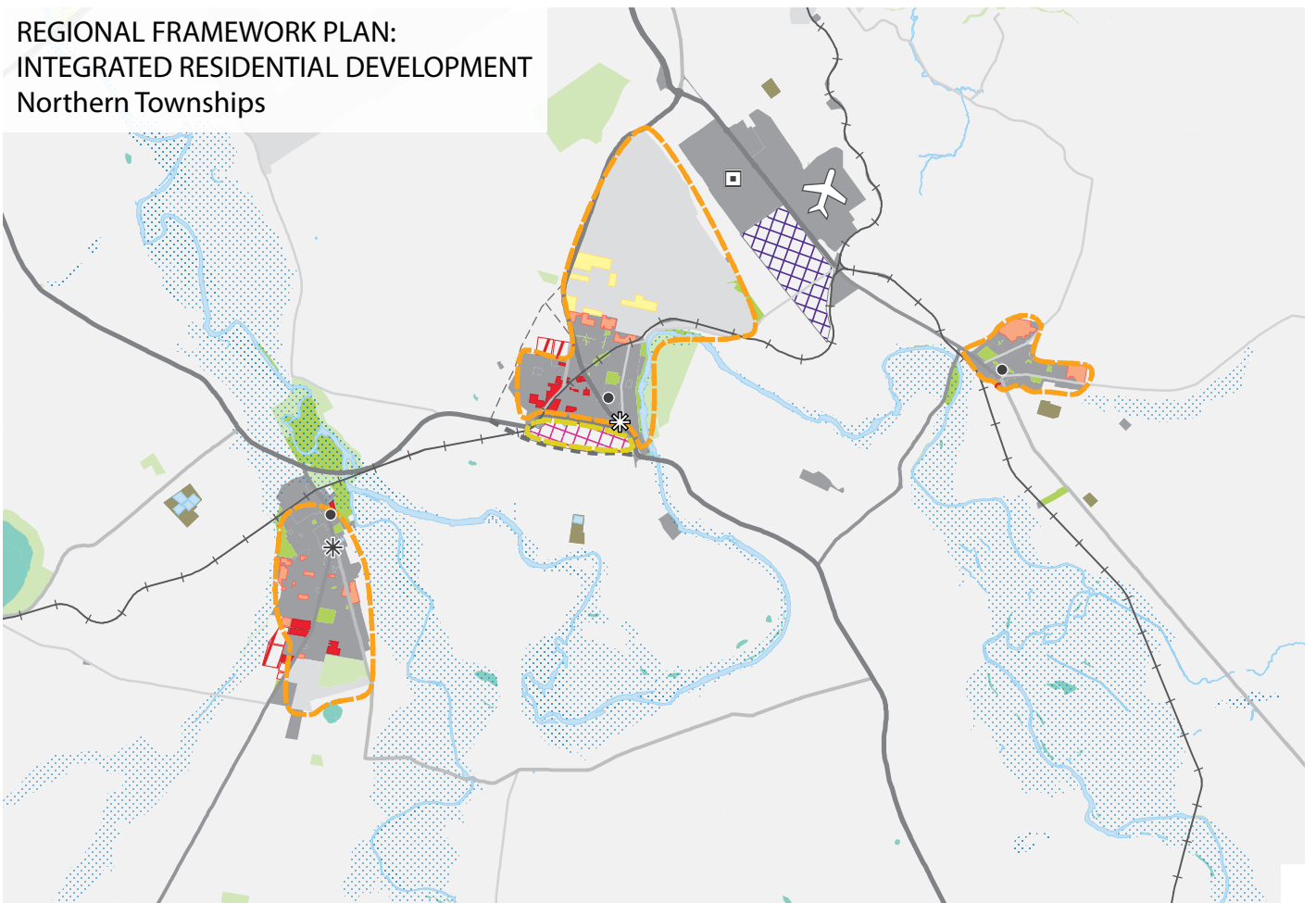
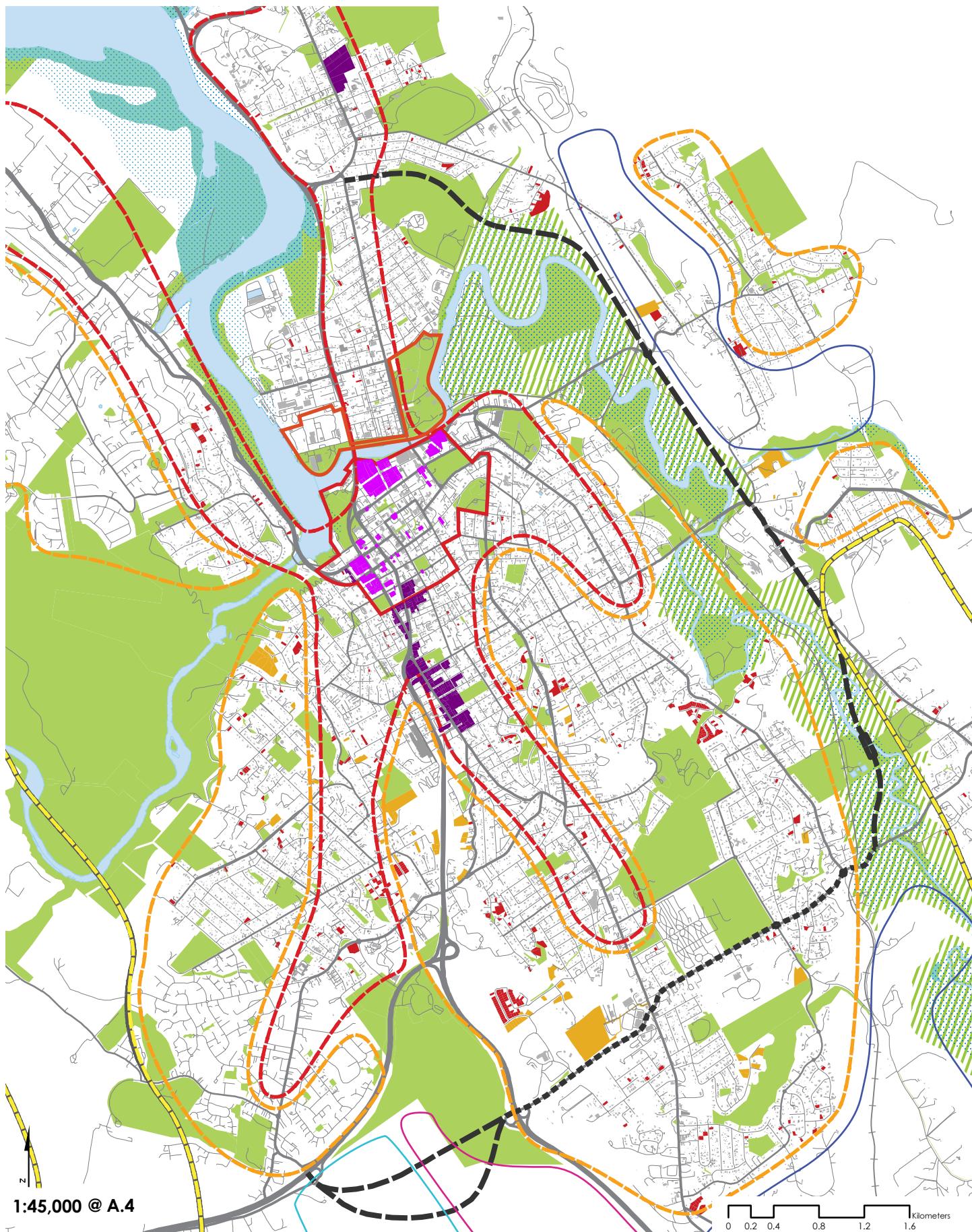


Figure 5.9: Potential Infill Development Areas in Launceston



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## Legend

### Potential Infill Sites

- Launceston Residential Strategy 2009 -2029
- Launceston Central Area Development Strategy

### Significant Infill Sites (Launceston only)

- Inner and General Residential
- Density Residential
- 50 dings

### Residential Development Corridors

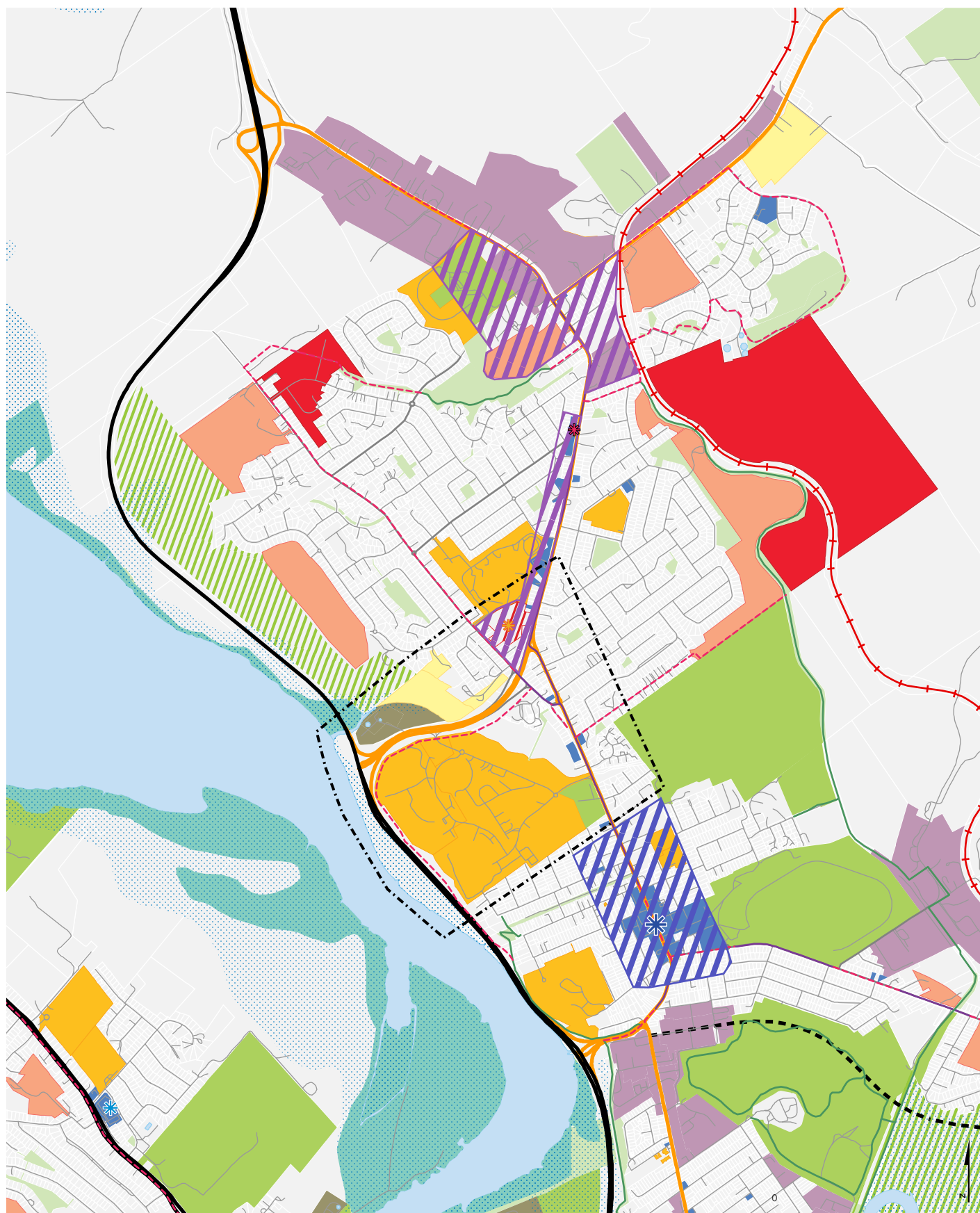
- Launceston Central Area
- Inveresk / North Bank
- Priority Consolidation Areas
- Supporting Consolidation Areas
- Growth Corridors
- Supporting Growth Areas

- Water Body
- Wetlands
- Flood Plains
- Parks and Open Space
- Proposed Open Space



Base data source:  
theLIST, © State of Tasmania  
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Council, Northern Midlands Council, West  
Tamar Council & George Town Council

Figure 6.6: Northern Suburbs Context Map



#### Legend

--- Newnham Campus: Community Plan Study Area

Urban District Centre Revitalisation

Urban Village / Mixed Use

#### Pedestrian and Cycle Network

Off-Road Trail

On Road Bike Lanes

Proposed Bike Route

Education, Health and Community

Business, Commercial and Tourism

Industrial / Utilities

Sewerage Treatment Plant

#### Potential Future Development

General Residential (2013 - 2021)

General Residential (2021 - 2036)

Low Density Residential (2021 - 2036)

Cadastre

Forest and Conservation

Parks and Open Space

Proposed Open Space

Water Body

Wetlands

Flood Plains

0.25 0.5 0.75 1km

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Base data source:  
theLIST, © State of Tasmania  
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Council, Northern Midlands Council, West  
Tamar Council & George Town Council

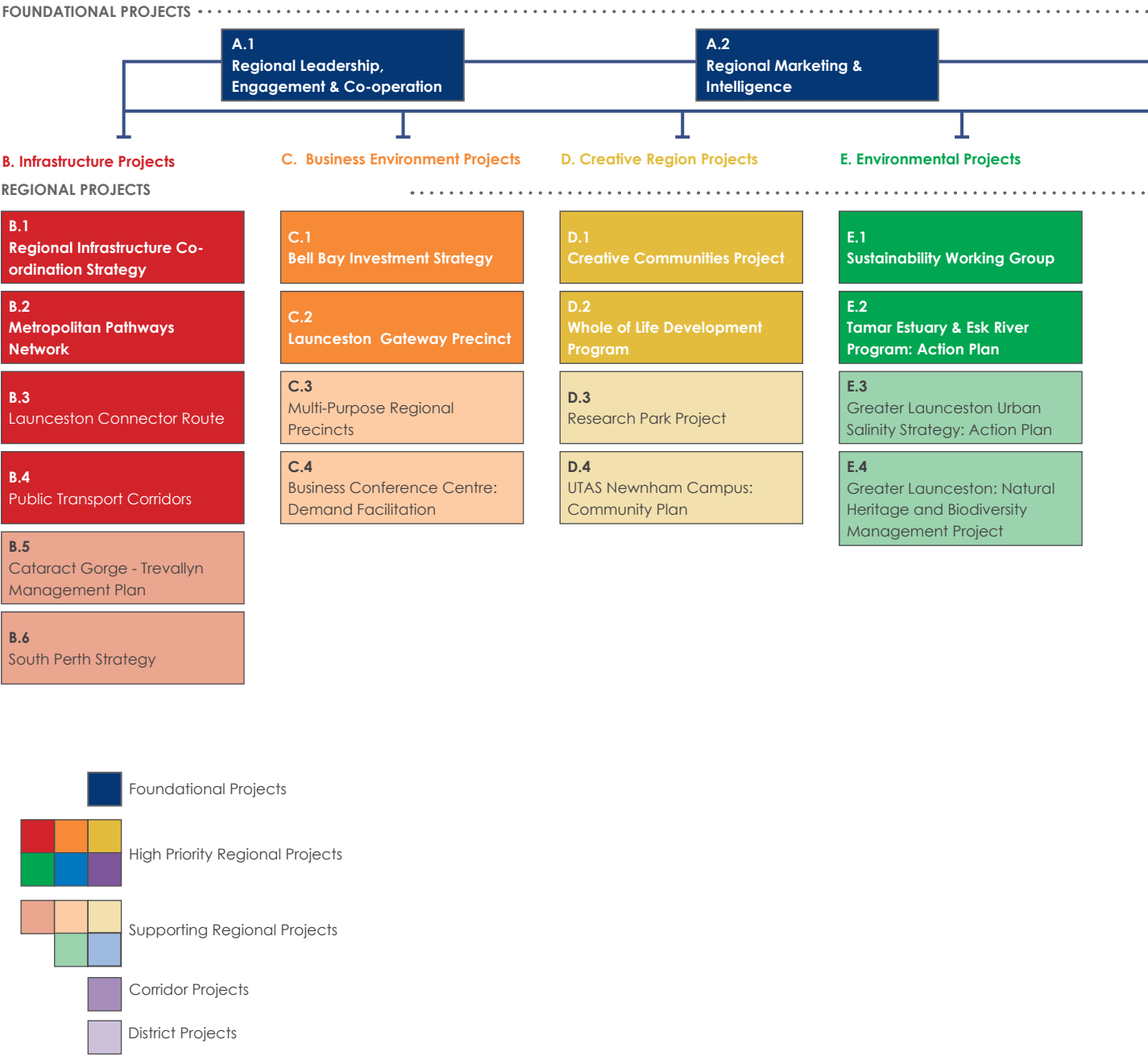


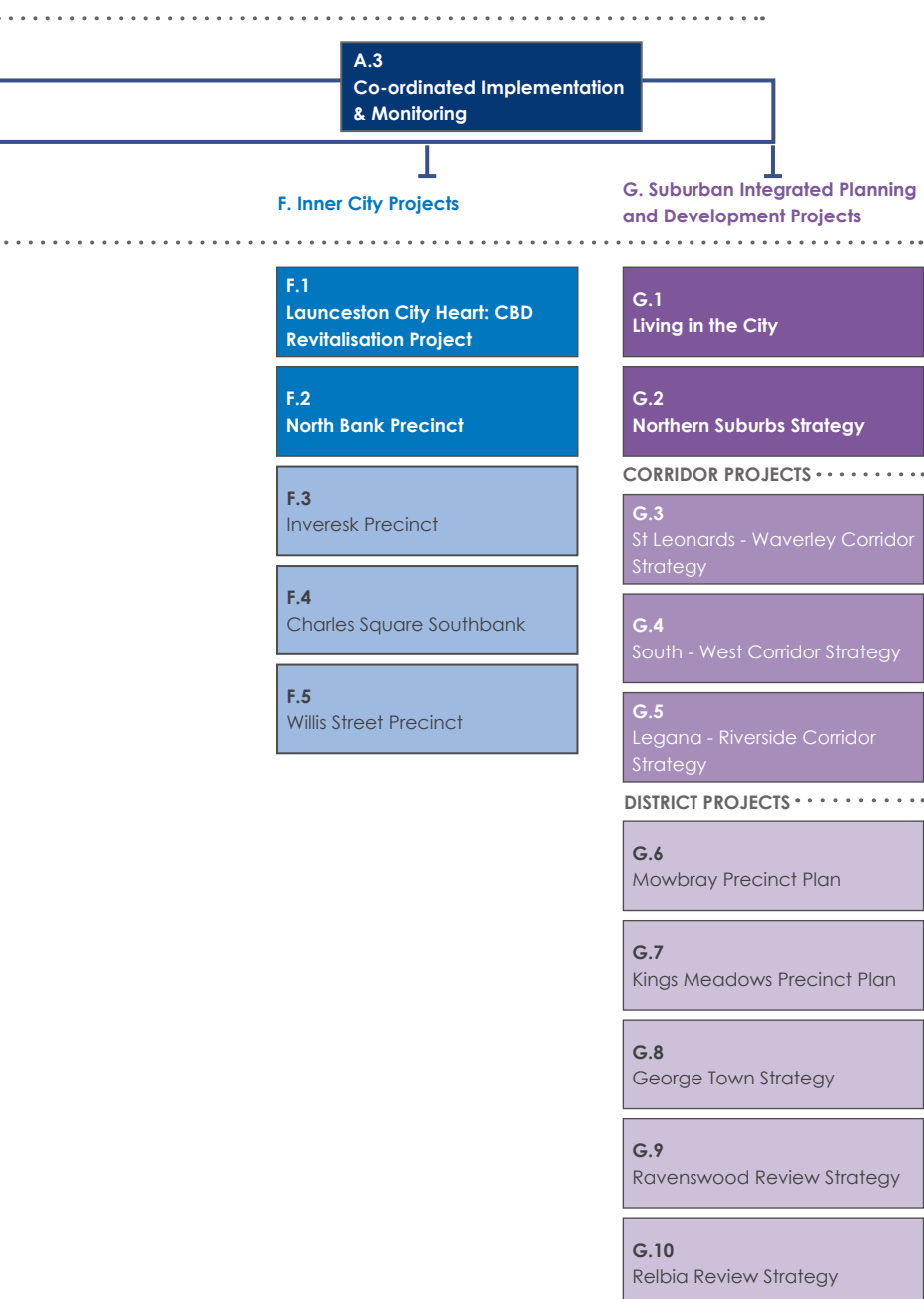


# **6 Projects Framework**



Figure 6.1: Projects Framework





A set of projects are proposed by the GLP, as Council and/or agency initiatives.

These provide the basic building blocks for implementation of the GLP.



## Projects Framework

A framework of projects is proposed to drive the implementation of the GLP.

The projects comprise joint initiatives for the participating Councils, together with initiatives to be led by state agencies and projects for individual Councils.

Detailed project profiles were developed in terms of the following considerations:

- major elements;
- regional significance and contribution;
- recommended initial actions;
- project responsibilities;
- success factors;
- benefits and relative costs.

The projects are envisaged as the basic building blocks of the GLP. The primary purpose of the projects is to focus Council and agency resources on key actions to implement the GLP. The projects are directed to:

- achieve the most efficient and productive use of available resources that best establish programs or initiatives in a timely and focused manner;
- provide opportunities to attract and promote supporting initiatives and activities and leverage new investment;
- encourage a consistent approach in the assessment, refinement and development of projects.

## Foundational Projects

In the Greater Launceston Plan the achievement of effective governance to implement the Plan is accorded the highest priority through a set of inter-related projects. The initiatives are recommended as foundational projects as it is considered that they underpin the likely success and effective implementation of the broader strategy. They comprise the following projects:

- **A.1: Regional Leadership, Engagement and Co-operation**

The project establishes a framework for the member Councils of the Greater Launceston Plan (GLP) to work together and implement the Plan.

- **A.2: Regional Marketing and Intelligence**

The project proposes an active and ongoing high level marketing program informed by up-to-date regional and industry profiles outlining investment and development prospects.

- **A.3: Co-ordinated Implementation and Monitoring**

The project develops and implements an agreed and co-ordinated approach to the staged implementation of the GLP by the member Councils in liaison with the state of Tasmania through its key agencies.



## High Priority Regional Projects

A group of 14 projects were identified as being of high priority for the successful and effective implementation of the GLP. These encompass the following :

- **Infrastructure Projects**

- **Project B.1 : Regional Infrastructure Co- Ordination Strategy**

Proposed strategy to co-ordinate the planned development of the growth areas with the long term strategic planning and provisioning of sewerage infrastructure for the greater Launceston area.

- **Project B.2 : Metropolitan Pathways Network**

The is a major regional initiative that will involve all of the member Councils to significantly improve universal access for pedestrians and cyclists across the existing and future urban area with links to the suburbs and outer localities.

- **Project B.3 : Launceston Connector Route**

A proposed alternative arterial access route around the Launceston Central Area (LCA) and inner suburbs connecting the East Tamar, Tasman, Midland and Bass Highways.

- **Project B.4: Public Transport Corridors**

The project focuses on adding community amenity and value to established public transport corridors. Key elements may include:

- all weather bus stops and amenities at selected locations;
- associated urban design, safety and lighting improvements;
- facilitation of high density living and mixed use development along the corridors, particularly in the vicinity of established major facilities and activity centres.

- **Business Environment Projects**

- **Project C.1 : Bell Bay Investment Strategy**

Phased economic investment and development strategy to build on existing assessments and planning to facilitate long term improvements to the port and industrial area at Bell Bay.

- **Project C.2 : Launceston Gateway Precinct**

Planned integrated consolidation of the Launceston Airport and the Translink industrial precinct to serve as a major gateway for passengers and freight and a key logistics precinct for Tasmania.



- **Creative Region Projects**

- **Project D.1 : Creative Communities Project**

The Creative Communities initiative is a broadly based project designed to improve community support, understanding and participation in a wide range of creative activities.

The project is directed to improve community participation and reduce social isolation. It will also provide significant opportunities to foster and advance creativity across a broad range of interest areas in the community. The project encompasses three inter-related initiatives:

- creative schools program;
- creative interest groups to encourage participation in creative pastimes and leisure with a focus on the working age population;
- creative renewal groups with a particular focus on the retired and elderly populations.

- **Project D.2 : Whole of Life Development Program**

The project is designed to inform, assist and support residents of all ages, improve their mental and physical health and wellbeing through a lifestyle and preventative health care program.

- **Environmental Projects**

- **Project E.1 : Sustainability Working Group**

The Sustainability Working Group project is directed to facilitate investment and development in environmental product development and processes, local investment and employment through the co-ordinated utilisation of procurement policies by the member Councils.

- **Project E.2: Tamar Estuary and Esk River Program : Action Plan**

A co-ordinated and collaborative program bringing together industry, local government and state agencies and the community to improve management of the Tamar and Esk River systems and the community's understanding of the importance of maintaining natural values and a healthy river system.

- **Inner City Projects**

- **Project F.1 : Launceston City Heart : CBD Revitalisation Project**

A set of inter-related initiatives planned to improve living, tourism, recreational and employment opportunities within a robust heritage and environmental framework.

- **Project F.2 : North Bank Project**

An important initiative to revitalise the Tamar/North Esk riverfront area at Invermay. The project will provide an important new park, tourism, commercial and recreation precinct with significantly improved pedestrian and cycle access.

- **Suburban Integrated Planning and Development Projects**

- **Project G.1 : Living in the City**

An initiative to promote new housing development on sites in the established suburbs. An important part of the project will be the facilitation of a broader diversity of housing and accommodation types to better meet changing demographic and lifestyle needs. The project will be directed to encourage creative architectural and garden design and innovations that support energy conservation.

- **Project G.2 : Northern Suburbs Strategy**

Comprehensive broadly based strategy encompassing social and physical planning with economic and housing initiatives, a multi-purpose urban village and public transport planning.



## Supporting Regional Projects

A group of 11 projects were identified, comprising important supporting regional projects that should be implemented subject to the allocation of resources for the foundational and high priority regional projects.

These encompassed the following :

- **Infrastructure Projects**

- **Project B.5 : Cataract Gorge - Trevallyn Management Plan**

Proposed comprehensive community and stakeholder review of facilities and usage patterns of Cataract Gorge. The project is directed to identify long term requirements that best meet the needs of the community and visitors and provide guidance for the sustainable management of the Gorge for future generations.

- **Project B.6 : South Perth Strategy**

Proposed new arterial road link to connect the Midland Highway west of the Perth Bridge at the South Esk River to Illawarra Road west of the main (railway) line, south of Drummond Street. The project is proposed to be undertaken in concert with the implementation of the South Perth Strategy (refer Project G.9).

- **Business Environment Projects**

- **Project C.3 : Multi- Purpose Precincts**

Proposed high visibility multi-purpose regional precincts to support opportunities for new and consolidated activities. The precincts are proposed to facilitate the relocation of space extensive activities from the central area and provide a broader diversity of commercial and trade development opportunities.

- **Project C.4 : Business Conference Centre : Demand Facilitation**

The project is directed to consolidate and develop the conference centre market in Launceston and its region by:

- facilitating improvements in marketing and closer relationships with local organisations and companies to generate convention events;
- working with existing facilities and suppliers to improve their capacity for convention events;
- developing a strategy for the cost effective improvement of existing convention and meeting facilities with an emphasis on attracting additional private investment into the sector;
- building closer ties between the conventions market and the cultural development and life of the city.

- **Creative Region Projects**

- **Project D.3 : Research Park Project**

Co-ordinated and master plan research park focused on the application of new technology and utilising co-operative research centres (CRCs) to pursue product and service development that best advances greater Launceston and its region.

- **Project D.4 : UTAS : Newnham Campus: Community Plan**

Concept, regional and business case for a technical campus to be developed in greater Launceston as part of the University of Tasmania (UTAS). The project has the potential to deliver a transformational contribution to Launceston and its region



- **Environmental Projects**

- **E.3: Greater Launceston Urban Salinity Strategy: Action Plan**

- A collaborative research and environmental planning project to assess, plan and manage and mitigate salinity risk in the Tamar and Esk river catchment area.

- **E.4: Greater Launceston: Natural Heritage and Biodiversity Management Project**

- A co-ordinated research and environmental planning project to conserve and enhance biodiversity values in the greater Launceston and Tamar-Esk river catchment areas.

- **Inner City Revitalisation Projects**

- **Project F.3 : Inveresk Precinct**

- Ongoing master planning and development of the precinct as one of greater Launceston's key cultural, educational and tourism precincts. The project encompasses a set of inter-related initiatives planned to provide student accommodation, tourism, recreational and employment opportunities within a robust heritage and environmental framework.

- **Project F.4 : Charles Square Southbank**

- A concept plan and proposed investigation assessment and feasibility for the long term revitalisation of the riverfront area east of Charles Street Bridge. Potential for a mixed use redevelopment with opportunities for tourism, residential living and commercial development.

- **Project F.5 : Willis Street Precinct**

- Proposed new residential precinct focused on the Willis Street area, between City Park and the North Esk river.

## Corridor Projects

A group of three corridor projects have recommended to be undertaken to facilitate the co-ordinated planning of the major growth areas. It is envisaged that these projects will be led by the relevant member Councils in co-ordination with DIER and other relevant agencies. Outcomes of these projects are required to inform several projects particularly projects A.1 - A.3 and projects B.1 - B.4. The projects are :

- **Project G.3 : St Leonards – Waverley Corridor Strategy**

- Integrated physical development strategy for the longer term consolidation of the St Leonards area and progressive development of a new major growth area in the City of Launceston.

- **Project G.4 : South - West Corridor Strategy**

- Integrated physical planning strategy for the medium and longer term development of the South - West Corridor encompassing the suburbs of Prospect Vale and Blackstone Heights and the peri-urban settlements of Travellers Rest and Hadspen in the Meander Valley municipality.

- **Project G.5 : Legana – Riverside Corridor Strategy**

- Integrated physical planning strategy for the medium and longer term development of the Legana - Riverside corridor located in the West Tamar municipality.



## District Projects

A group of five supporting district projects were identified to be undertaken by the relevant member Councils to assist in the implementation of the GLP. The projects comprised the following:

- **Project G.6 : Mowbray Precinct Plan**

Integrated precinct plan to optimise activity centre and living opportunities at Mowbray and improve its district centre role as the regional focus for the northern suburbs.

- **Project G.7 : Kings Meadows Precinct Plan**

Integrated precinct plan to optimise activity centre and living opportunities at Kings Meadows and improve its district centre role as the regional focus for the southern suburbs.

- **Project G.8 : George Town Strategy**

Co-ordinating physical development strategy for the long term consolidation of the George Town township.

- **Project G.9 : Ravenswood Review Strategy**

The project is focused on a major review of potential residential development land in the Ravenswood area. The project is directed to support a robust more broadly based community with greater participation of the market in housing development and a broader diversity of housing and lifestyle opportunities.

- **Project G.10 : Relbia Review Strategy.**

Potential project to facilitate restructuring of part of the existing rural residential area of Relbia as a high amenity diversified density residential area and village. The project seeks to canvass community views of the overall benefits and costs of restructuring part of the Relbia rural residential area to provide:

- a broader diversity of lifestyle living opportunities;
- a village environment and living opportunities;
- a range of accessible amenities and facilities for current and future residents.





# Implementation Framework

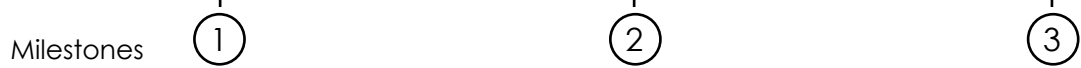
## Implementation Objectives

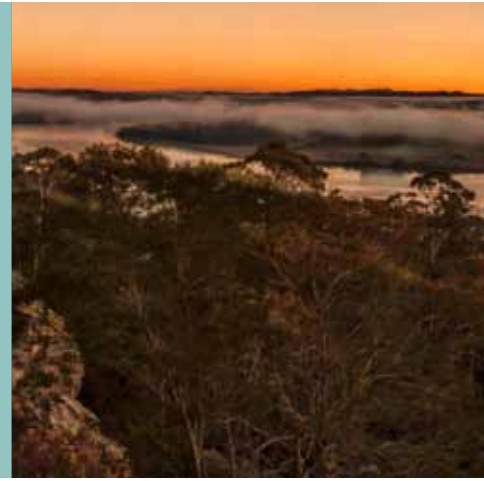
The implementation framework for the GLP seeks to meet the following objectives:

- ensure that the purpose and application of the GLP is consistent with established processes and procedures set out in the Land Use Planning Approvals Act (1993);
- demonstrate the effectiveness of undertaking strategic land use planning on a regional basis by:
  - planning for efficient and effective use of land;
  - identifying the economic, social and environmental benefits from taking a regional strategic approach to land use planning;
  - indicating how the Plan will provide a more effective basis for infrastructure provision in the region;
  - providing for sustainable development in the region.
- ensure that strategic planning is evidence based and drawn from an assessment of economic, environmental resource management, conservation and social factors within the region;
- provide a regional strategy and design outcomes to guide land use development in the region.

The implementation framework sets out a draft schedule for the review, finalisation and adoption of the GLP, together with the required amendments to the RLUS. A three stage process is recommended (refer Figure 7A) encompassing:

- Figure 7A:  
Implementation Framework:  
Summary of Draft Implementation Schedule**





## Principles for Project Implementation

A set of principles have been prepared to guide the implementation of regional and district projects. These encompass:

### Strategic Basis for Projects

Each proposed project should be underpinned by a clear statement of the strategic case and rationale for its development.

### Investment Potential

Each project should be assessed in terms of the potential that it offers to attract/generate direct and subsequent private sector investment.

### Project Champions and Political Support

Projects should only proceed on the basis that they have project champions and a coalition of political support.

### Managerial Support

All potential projects should be understood at a fundamental level and supported by officers in the relevant Councils or agencies charged with its implementation.

### Clear Definition and Effects Assessment

The proposed project should be clearly defined in terms of:

- its objectives, intended scope, program of development and implementation;
- relevance to community and stakeholder values, aspirations and priorities;
- likely benefits, costs and risks.

### Community and Stakeholder Engagement

Ensure that the community and relevant stakeholders are effectively engaged in the scoping, development and review of the project.

### Resourced Implementation Program

Ensure that each project to be implemented has a clear statement of budget requirements for defined implementation stages/outcomes, and there are identified resources to enable the project to be effectively undertaken.

### Clear Basis for Control and Review

Ensure that there is an agreed structure and process for the management, effective implementation and review of each project to be undertaken.



## Implementation Schedule for Projects

### Project Implementation Stages

In order to provide for the effective and efficient management of projects a standardised set of implementation stages was prepared for all of the projects. Each project would be required to meet performance requirements in each of the standardised stages. These are as follows:

**Stage 1: Scoping / Terms of Reference**

- Scoping of the project and preparation of terms of reference.

**Stage 2: Initial Review Phase**

- Review and resolution of terms of reference for the project.

**Stage 3: Outline/Preliminary Project Development**

- Preliminary planning and assessment of the project to clarify potential costs, risks and benefits likely to be generated and associated public risks and net costs;
- Identification of a project development structure that optimises opportunities for private sector co-investment and participation.

**Stage 4: Statutory Implementation**

- Development of a framework and schedule to facilitate required statutory planning approvals for the project.

**Stage 5: Project Development**

- Full planning, detailed impact assessments and project development.

**Stage 6: Project Resolution**

- Comprehensive stakeholder and community review of the draft development project;
- Project modifications required by the detailed reviews.

**Stage 7: Project Implementation**

- Structured and phased progressive implementation of the project.

**Stage 8: Project Evaluation**

- Monitoring and assessment of the performance of the project during the operational phase.

**Stage 9: Ongoing Development**

- Planned and assessed further development as required.

### Implementation Schedule

A draft implementation schedule was prepared for the regional and district projects. It provides indicative timing for each of the projects in terms of the standard project implementation stages. The draft schedule also provides an indicative timetable for meeting key performance milestones as follows:

- **milestone 1:** September 2014: completion of the initial scoping and review of the foundational and high priority projects;
- **milestone 2:** March 2015: completion of scoping and initial review of supporting projects;
- **milestone 3:** August 2015: completion of preliminary project development for most projects;
- **milestone 4:** July 2016: completion of statutory preparation for most projects;
- **milestone 5:** August 2017: statutory approvals for most projects;
- **milestone 6:** August 2018: project resolution for most projects;
- **milestones 7, 8 and 9:** August 2019 - August 2021: active project implementation phase for parts of most projects;
- **milestones 9, 10 and 11:** August 2021 - August 2021: envisaged completion of first stages of most projects and commencement of project evaluation and ongoing implementation stages.

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