
11.2. PSA-LLP0035 - 3-7 George Street, Launceston - Section 37 Amendment - Partial rezoning from 'Particular Purpose Zone - Boags Brewery' to Urban Mixed Use

FILE NO: PSA-LLP0035

AUTHOR: Dileep Karna (Town Planner)

APPROVER: Chelsea van Riet (Executive Leader Community Assets and Design)

DECISION STATEMENT:

To decide whether to reject or agree to initiate and exhibit proposed Amendment PSA-LLP0035 to the Launceston Local Provisions Schedule at 3-7 George Street, Launceston pursuant to the *Land Use Planning and Approvals Act 1993*.

PLANNING APPLICATION INFORMATION:

Applicant: Planning Ahead Tasmania
Area of the Site: 3-7 George Street, Launceston (CT 169239/1)
Existing Zones: Urban Mixed Use Zone and 'Particular Purpose Zone - Boags Brewery'
Existing Use: Bulky Goods Sales and vacant commercial buildings
Receipt Date: 27 August 2025

RELEVANT LEGISLATION:

Land Use Planning and Approvals Act 1993

RECOMMENDATION:

That Council, pursuant to:

1. sections 37 and 38 of the *Land Use Planning and Approvals Act 1993*, agrees to, and initiates scheme amendment PSA-LLP0035 to the Launceston Local Provisions schedule to:
 - i. rezone the north-eastern portion of land from 'Particular Purpose Zone - Boags Brewery' to Urban Mixed Use.
 - ii. amend figures LAU-P7.1 and LAU-P7.2.2 within LAU-P7.0 'Particular Purpose Zone - Boags Brewery'
2. section 40F of the *Land Use Planning and Approvals Act 1993*, certifies Draft Amendment PSA-LLP0035 identified in Attachment 1.
3. sections 40G and 40H of the *Land Use Planning and Approvals Act 1993*, determines the period for public exhibition be 28 days.

TASMANIAN PLANNING SCHEME - LAUNCESTON LOCAL PROVISIONS SCHEDULE
Amendment PSA-LLP0035

Rezone the north-eastern portion of 3-7 George Street, Launceston (CT 169239/1) from 'Particular Purpose Zone - Boags Brewery' to Urban Mixed Use Zone

Amend the Tasmanian Local Provisions Schedule maps as below

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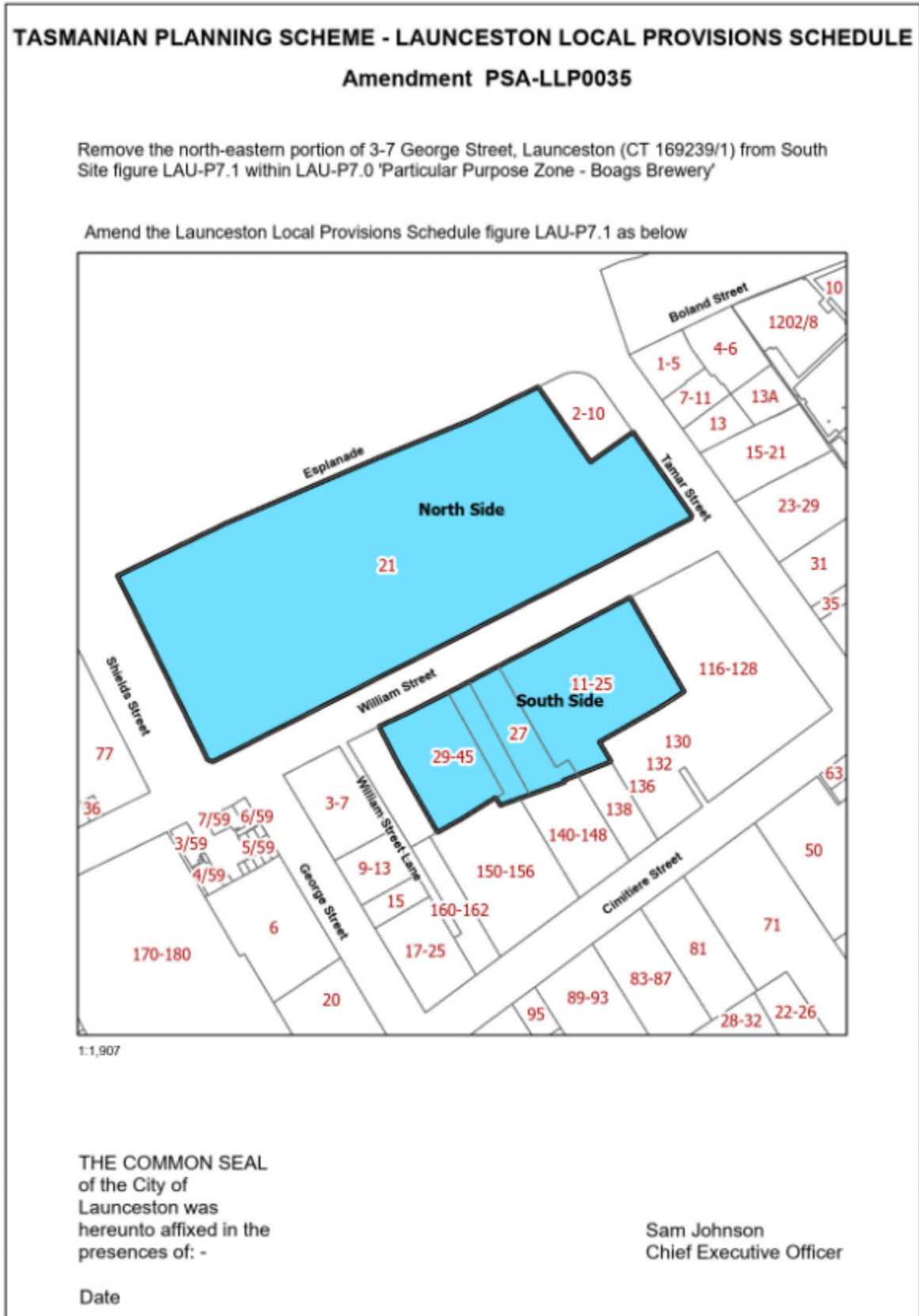
13.0 Urban Mixed Use Zone

THE COMMON SEAL
of the City of
Launceston was
hereunto affixed in the
presences of: -

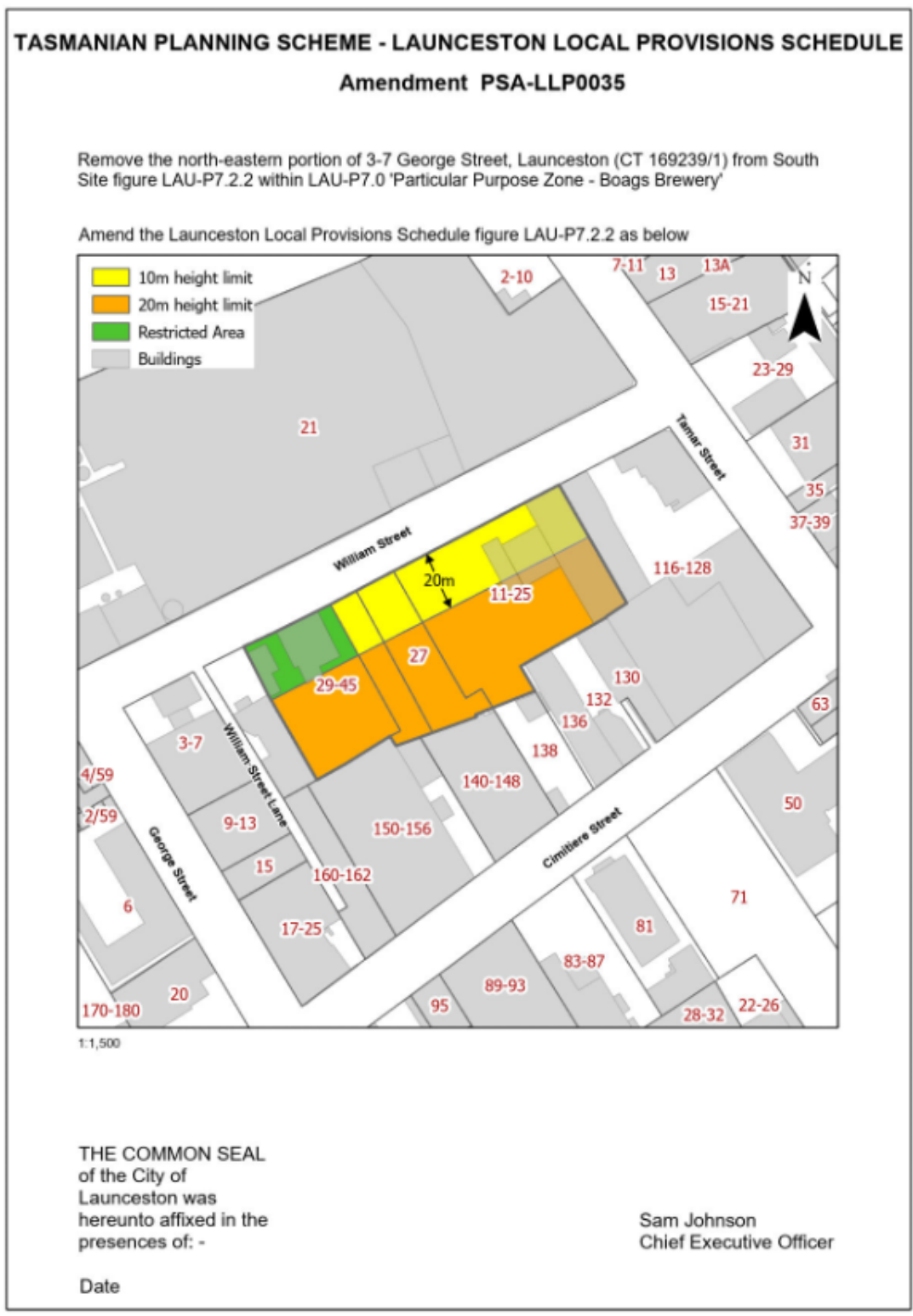
Date

Sam Johnson
Chief Executive Officer

Instrument 1 - Rezoning



Instrument 2 - Amendment to Figure LAU-P7.1 of the 'Particular Purpose Zone - Boags Brewery'



Instrument 3 - Amendment to Figure LAU-P7.2.2 of the 'Particular Purpose Zone - Boags Brewery'

Note: The attached figure has been prepared based on the current figure in LAU-P7.2.2, with the exception of a small section in the northeast portion of the 11–25 William Street buildings, which has been amended to reflect an accurate 20 m setback from the William

Street frontage. Consequently, there is a minor adjustment to the indicative location of the buildings. No other changes have been made to the restricted areas.

REPORT: APPLICATION FOR PLANNING SCHEME AMENDMENT

1. EXECUTIVE SUMMARY

Planning Ahead Tasmania has lodged an application under section 37 of the Land Use Planning and Approvals Act 1993 to rezone a portion of land at 3–7 George Street (CT 169239/1) from 'Particular Purpose Zone – Boags Brewery' to the Urban Mixed Use Zone. The area proposed to be rezoned is approximately 714sqm. In addition to the rezoning, the amendment also requires consequential updates to Figures LAU-P7.1 and LAU-P7.2.2 of the Particular Purpose Zone – Boags Brewery to reflect the change.

1.1 Planning History:

Historically, the site was zoned Commercial under the Launceston Planning Scheme 1996 and Urban Mixed Use under the Launceston Planning Scheme 2012, while the adjoining property at 21 Shields Street was zoned 'Particular Purpose Zone – Boags Brewery'. Under the Launceston Interim Planning Scheme 2015, both the subject site and adjoining Boags Brewery properties were included within the Particular Purpose Zone – Boags Brewery (PPZ).

A decision under DA0102/2020 and PSA-LIPS0062 rezoned the western part of the land to Urban Mixed Use Zone to enable bulky goods sales for the occupiers of Tullochs Auctions, who historically operated from the site under a month-by-month lease arrangement. The rezoning was necessary due to the limited range of permissible use classes under the PPZ, particularly the exclusion of bulky goods sales and sought to reinforce the spatial hierarchy of the surrounding Urban Mixed Use Zone while accommodating the approved development.

During the earlier rezoning process, the northern portion of the site remained under the ownership of Boags Brewery and was used for storage purposes. At that time, it was still required for brewery operations and therefore retained within the Particular Purpose Zone.

1.2 Current Site Conditions:

The subject site comprises a single title divided by William Street Lane. The western portion of the site contains a large warehouse-type building, formerly used by *Tullochs Auctions* as a bulky goods sales area of approximately 1300sqm over two levels. There are also two conjoined two-storey townhouses, with a combined floor area of approximately 300sqm over two levels, which are currently unoccupied.

The eastern portion of the site contains a storage warehouse of approximately 550 sqm, located on the part of the land proposed to be rezoned. William Street Lane dissects the site, and the remainder of the land proposed for rezoning, towards William Street, is utilised for private access and parking.

The site (CT 169239/1) is no longer utilised by Boags for storage or by Tullochs Auctions and is currently unoccupied. The land has been sold by Boags and is now owned by Mark Alan French.

2. Rationale for Supporting the Amendment:

2.1 Purpose of the Amendment

The purpose of the amendment is to modify the zoning of the subject site to maximise its development potential, particularly the northeastern portion of CT 169239/1. The site comprises two parcels of land within a single Certificate of Title, separated by William Street Lane, which provides access to the subject site and to adjoining rear properties.

The site has a total area of 1789sqm, of which approximately 1075sqm is currently zoned Urban Mixed Use, with the balance zoned 'Particular Purpose Zone – Boags Brewery'. This split zoning creates inconsistencies in the application of planning provisions. In particular, the Particular Purpose Zone limits or prohibits a range of uses that would otherwise be permissible in the Urban Mixed Use Zone. These restrictions constrain opportunities for future development, both on the subject land and in conjunction with adjoining land and prevent the landowner from fully utilising existing infrastructure and capitalising on the site's historic context and character.

The proposed rezoning will resolve this inconsistency by applying a single zone across the site. This will provide greater flexibility in allowable uses, ensure consistency with the adjoining Urban Mixed Use Zone, and facilitate more efficient and integrated development outcomes.

2.2 Why the northeastern portion was not included in the previous rezoning application?

During the earlier rezoning process, the eastern portion of the site remained under the ownership of Boags Brewery and was used for storage purposes. At that time, it was still required for brewery operations and therefore retained within the Particular Purpose Zone. Since then, Boags has divested this land, deeming it surplus to operational requirements. The purpose of the current PPZ is to support the functional needs of the brewery; however, with the site no longer required for that purpose, the ongoing application of the PPZ to the eastern portion is neither relevant nor strategically appropriate. Rezoning the land to Urban Mixed Use Zone will resolve the split-zone issue across the title and reinforce the spatial hierarchy of the surrounding Urban Mixed Use Zone, maximising opportunities for future redevelopment in line with the applicable standards of the Tasmanian Planning Scheme.

2.3 Why the Urban Mixed Use Zone is Preferred?

The Urban Mixed Use Zone provides for a wide range of commercial, business, community and residential uses that enhance the vitality of urban centres. Rezoning the site to this zone aligns with the Scheme's intent to encourage mixed-use outcomes in well-located urban areas.

The amendment will:

- Enable redevelopment opportunities appropriate to the Principal Activity Centre;
- Provide a clearer and more consistent planning framework; and
- Improve certainty for landowners, developers and the community.

This approach supports the efficient reuse of underutilised land, encourages investment, and contributes to the strategic consolidation of the Launceston Principal Activity Centre.

No alternative zoning was considered appropriate. The land is surplus to the operational requirements of the Boags Brewery and is privately owned. The Urban Mixed Use Zone is the most suitable zoning as mixed-use activity is the dominant and intended land use in the immediate surrounding area.

3. NEXT STEPS

If the proposed planning scheme amendment is agreed to, the next steps in the process are as follows:

- The proposed amendment will be exhibited for 28 days
- The proposed amendment will be brought back to a Council meeting if representations are received or major modifications are required. In response to any representations, the Planning Authority could also recommend that the Tasmanian Planning Commission (TPC) does not approve the amendment.
- The TPC will assess and decide whether to approve the amendment, approve the amendment with modifications or reject the amendment.

If the amendment is refused, a person may not make another change that is substantially the same within 2 years of the decision, unless there are changes to the scheme or the regional strategy, to the satisfaction of the TPC.

4. Subject site and Surrounding Uses

The subject site is located at 3–7 George Street, Launceston and comprises two parcels contained within a single title, CT 169239/1, with a total area of approximately 1,789sqm. The site is semi-irregular in shape and occupies a prominent corner position at George Street and William Street, with the portion subject to this amendment located on the northern side of William Street Lane.

4.1 Zoning and Overlays:

The following zones and overlays currently apply to the site:

- Aerial map of the site
- Urban Mixed Use Zone and 'Particular Purpose Zone – Boags Brewery'
- Parking and Sustainable Transport Code (Parking Precinct Plan)
- Local Historic Heritage Code
- Tasmanian Heritage Register
- Safeguarding of Airports Code (Airport Obstacle Limitation Area)
- LAU-P7.0 Particular Purpose Zone – Boags Brewery



Figure 1: Subject site (Source: SAM Mapping)



Figure 2: Subject site and existing zoning (Source: SAM Mapping)



Figure 3: Parking and Sustainable Transport Code - Parking Precinct Plan (Source: SAM Mapping)



Figure 4: Local Historic Heritage Code - Local heritage place (Source: SAM Mapping)



Figure 5: Tasmanian Heritage Register (Source: SAM Mapping)



Figure 6: LAU-P7.0 Particular Purpose Zone - Boags Brewery (Source: SAM Mapping)

4.2 Surrounding context:

The site adjoins the Urban Mixed Use Zone to the west and south, and the 'Particular Purpose Zone - Boags Brewery' to the north and east. The surrounding locality supports a diverse mix of land uses including the brewery, food services, offices, vehicle parking, and community meeting spaces.

5. STRATEGIC OUTCOMES

5.1 Strategies

The following is a discussion of how the proposal is consistent with the regional land use strategy and any applicable regional areas as required for amendments to the Local Provisions Schedule (LPS) of section 34 (2) (c) of the *Land Use Planning and Approvals Act 1993 (LUPAA)*.

5.1.1 Regional Strategy

The Northern Tasmanian Regional Land Use Strategy (NTRLUS) was originally declared by the Minister for Planning in accordance with the relevant provisions of LUPAA on 27 October 2011. The current version was amended on 23 June 2021 and provides a framework for the sustainable use and development of land within the region.

The NTRLUS is a strategic regional plan for the eight council areas in the north and north-east of Tasmania. It has a 20-year time horizon to 2032 for integrated infrastructure, land use development and transport planning, and is underpinned by economic development, social and environmental strategies. It defines three land use categories to direct the allocation of all land in the region:

- Urban Growth Areas
- Rural Areas
- Natural Environment Areas

This site falls within the Urban Growth Area.

The detailed assessment against the relevant principles, policies, and actions of the NTRLUS is provided in **Attachment 2** to this report.

5.1.2 City of Launceston Strategic Plan 2025-2035

The City of Launceston Strategic Plan 2025-2035 (LSP) is prepared under the Local Government Act 1993 (Tas). The detailed assessment against the principles and goals of the LSP is provided in **Attachment 2** to this report.

5.1.3 State Policies

A detailed assessment against the relevant state policies is provided in Attachment 2 to this report.

5.2 Statutory Considerations

5.2.1 Section 32 - Land Use Planning and Approvals Act 1993

Section 32 of LUPAA provides for the contents of a Local Provisions Schedules (LPS), and Section 34 outlines the LPS Criteria.

Attachment 2 provides detailed assessment of the amendment against the requirements of these provisions. The amendment is considered to satisfy all the listed considerations and meet the LPS Criteria.

5.2.2 Tasmanian Heritage Council (THC)

The application was referred to THC, who advised that this amendment does not require heritage referral as it does not contain heritage works or development.

5.2. Section 56S - Water and Sewerage Industry Act 2008

The application was referred to TasWater under section 17 of the *Land Use Planning and Approvals Regulations 2004*. TasWater has issued its Submission to Planning Authority Notice (TWDA 2025/01057-LCC) dated 4/09/2025, with no objection to the draft amendment.

5.2.4 Landowner Consent

The land is owned by Mark Alan French, and consent was provided on 26/08/2025 by the Trustee of The George Street Unit Trust.

6. CONCLUSION

The proposed planning scheme amendment seeks to change the zoning of a portion of land from 'Particular Purpose Zone - Boags Brewery' to Urban Mixed Use Zone. For the above reasons, it is assessed that the proposed planning scheme amendment is consistent with the objectives and other requirements of the *Land Use Planning and Approvals Acts 1993*, the intent of the *Tasmanian Planning Scheme - Launceston* and is consistent with the Northern Tasmanian Regional Land Use Strategy and State Policies.

RISK IMPLICATIONS:

Not considered relevant to this report.

ECONOMIC, ENVIRONMENTAL AND SOCIAL IMPACT:

The Tasmanian Planning Scheme contains provisions intended to implement the objectives of the Resource Management Planning System. The application has been assessed using these provisions and as such, the economic, environmental, and social impacts have been considered.

STRATEGIC DOCUMENT REFERENCE:

Land Use Planning and Approvals Act 1993

BUDGET AND FINANCIAL IMPLICATIONS:

Not considered relevant to this report.

DISCLOSURE OF INTERESTS:

The Author and General Manager have no interests to declare in this matter.

ATTACHMENTS:

1. PSA-LLP0035 Attachment 1 Map & Figure [11.2.1 - 3 pages]
2. PSA-LLP0035 Attachment 2 - Strategic Assessment [11.2.2 - 14 pages]
3. Tas Water - Submission to Planning Authority Notice [11.2.3 - 2 pages]
4. PSA-LLP0035 - Application Documents [11.2.4 - 39 pages]

TASMANIAN PLANNING SCHEME - LAUNCESTON LOCAL PROVISIONS SCHEDULE
Amendment PSA-LLP0035

Rezone the north-eastern portion of 3-7 George Street, Launceston (CT 169239/1)
from 'Particular Purpose Zone - Boags Brewery' to Urban Mixed Use Zone

Amend the Tasmanian Local Provisions Schedule maps as below



1:500

13.0 Urban Mixed Use Zone

THE COMMON SEAL
of the City of
Launceston was
hereunto affixed in the
presences of: -

Sam Johnson
Chief Executive Officer

Date

**TASMANIAN PLANNING SCHEME - LAUNCESTON LOCAL PROVISIONS SCHEDULE
Amendment PSA-LLP0035**

Remove the north-eastern portion of 3-7 George Street, Launceston (CT 169239/1) from South Site figure LAU-P7.1 within LAU-P7.0 'Particular Purpose Zone - Boags Brewery'

Amend the Launceston Local Provisions Schedule figure LAU-P7.1 as below



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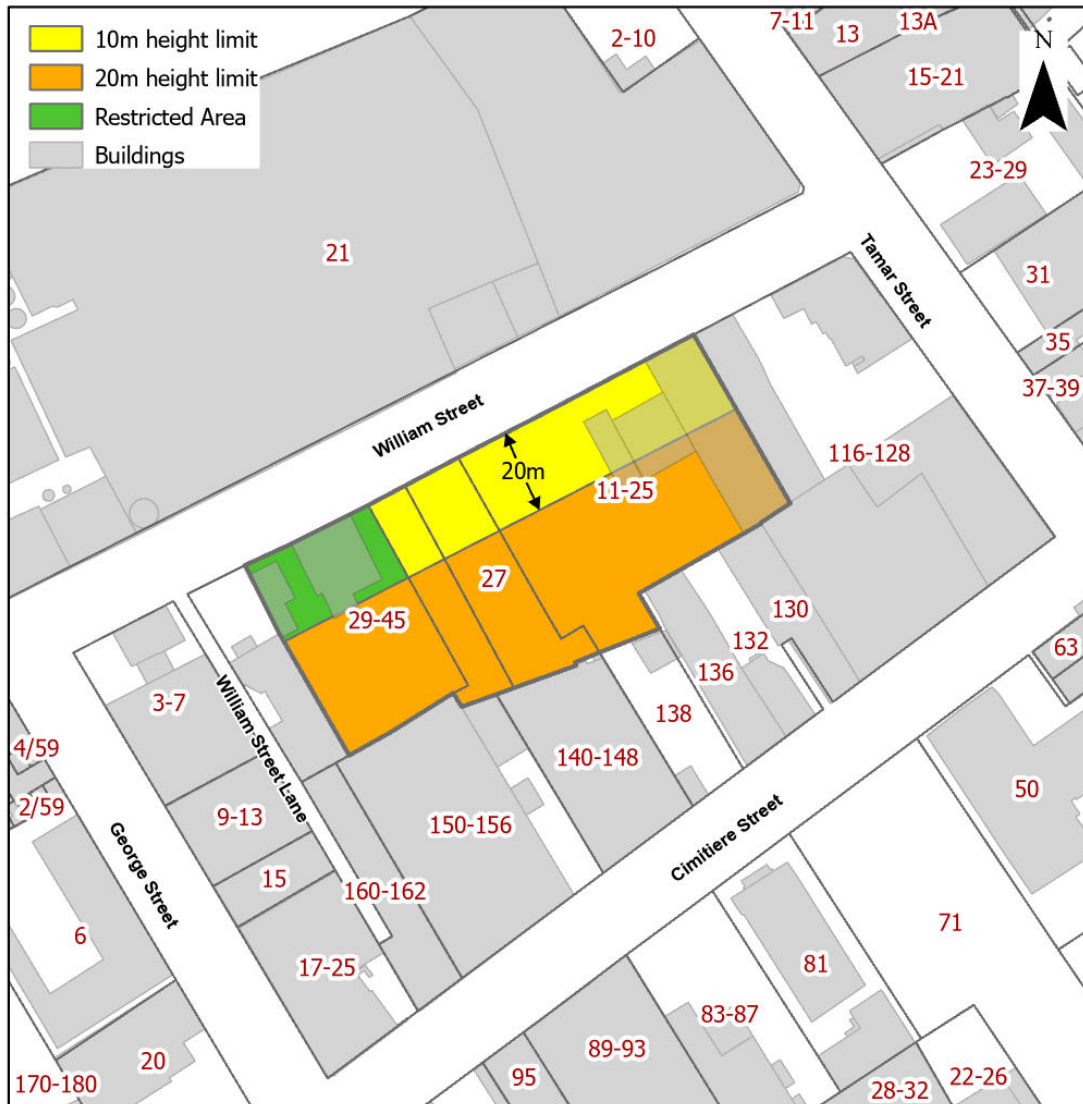
Date

Sam Johnson
Chief Executive Officer

**TASMANIAN PLANNING SCHEME - LAUNCESTON LOCAL PROVISIONS SCHEDULE
Amendment PSA-LLP0035**

Remove the north-eastern portion of 3-7 George Street, Launceston (CT 169239/1) from South Site figure LAU-P7.2.2 within LAU-P7.0 'Particular Purpose Zone - Boags Brewery'

Amend the Launceston Local Provisions Schedule figure LAU-P7.2.2 as below



1:1,500

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ATTACHMENT 2

Strategic Assessment - Response to Requirements for Local Provisions Schedule under LUPAA

Section 34(2) of LUPAA requires a relevant planning instrument to meet all of the following criteria:

(a) contains all the provisions that the SPPs specify must be contained in an LPS; and

The proposed rezoning from 'Particular Purpose Zone – Boags Brewery' to Urban Mixed Use Zone does not alter the State Planning Provisions (SPPs) but applies a zone from the suite of zones available under the SPPs.

(b) is in accordance with section 32; and

This section identifies the technical aspects of an LPS such as inclusion of zone maps and overlays, and what additional local provisions can be included if permitted to do so under the State Planning Provisions (SPPs), to add to or override the SPPs.

The proposed Amendment is for rezoning of land in the Launceston municipal area, as identified in the instrument of certification which has been prepared in accordance with section 32 of LUPAA.

(a) must specify the municipal area to which its provisions apply; and

(b) must contain a provision that the SPPs require to be included in an LPS; and

(c) must contain a map, an overlay, a list, or another provision, that provides for the spatial application of the SPPs to land, if required to do so by the SPPs; and

(d) may, subject to this Act, contain any provision in relation to the municipal area that may, under section 11 or 12, be included in the Tasmanian Planning Scheme; and

(e) may contain a map, an overlay, a list, or another provision, that provides for the spatial application of the SPPs to particular land; and

(f) must not contain a provision that is inconsistent with a provision of section 11 or 12; and

(g) may designate land as being reserved for public purposes; and

(h) may, if permitted to do so by the SPPs, provide for the detail of the SPPs in respect of, or the application of the SPPs to, a particular place or matter; and

(i) may, if permitted to do so by the SPPs, override a provision of the SPPs; and

(j) may, if permitted to do so by the SPPs, modify, in relation to a part of the municipal area, the application of a provision of the SPPs; and

(k) may, subject to this Act, include any other provision that –

(i) is not a provision of the SPPs or inconsistent with a provision of the SPPs; and

(ii) is permitted by the SPPs to be included in an LPS; and

(l) must not contain a provision that the SPPs specify must not be contained in an LPS.

The rezoning is within the Launceston municipality. The change will result in the provisions of the Urban Mixed Use zone being applying to future assessments. It will include updated zoning mapping for the property and changes to the current Particular Purpose Zone figures. The provisions are consistent with the SPPs and meet the requirements of section 32(2).

(c) furthers the objectives set out in Schedule 1; and

Assessment of the amendment against the Schedule 1 objectives is provided in the following table.

Part 1 Objectives	Planning Assessment
(a) <i>to promote the sustainable development of natural and physical resources and the maintenance of ecological processes and genetic diversity; and</i>	The subject site is located within a developed urban area with limited natural values.
(b) <i>to provide for the fair, orderly and sustainable use and development of air, land and water; and</i>	The rezoning will not affect the existing fair, orderly, or sustainable use and development of air, land, or water.
(c) <i>to encourage public involvement in resource management and planning; and</i>	The public will have the opportunity to comment on the proposal during the statutory exhibition period of four weeks. Written representations may be lodged during this period, which will be considered by the Planning Authority and referred to the Tasmanian Planning Commission (TPC). If representations are received, the TPC may hold a public hearing to consider the matters raised.
(d) <i>to facilitate economic development in accordance with the objectives set out in paragraphs (a), (b) and (c); and</i>	The rezoning of the site will increase opportunities for mixed-use development, particularly in conjunction with the existing Urban Mixed Use zoned portion of the site.
(e) <i>to promote the sharing of responsibility for resource management and planning between the different spheres of Government, the community and industry in the State</i>	The amendment process represents a shared responsibility between State and local government, the community, and industry, in accordance with the requirements of the Act.
Part 2 Objectives	Planning Assessment
(a) <i>to require sound strategic planning and co-ordinated action by State and local government; and</i>	The amendment will have no significant strategic impact and is consistent with established local and regional planning strategies.
(b) <i>to establish a system of planning instruments to be the principal way of setting objectives, policies and controls for the use, development and protection of land; and</i>	The Act provides the process for making and amending planning instruments, including the Planning Scheme, in accordance with this objective. The proposed amendment

	seeks to modify the zone map to apply the Urban Mixed Use Zone to part of the site. It will not affect the overlays that apply to the land. The established State Planning Provisions (SPPs) for the Urban Mixed Use Zone and the applicable code provisions will continue to apply to future use and development at the site.
(c) <i>to ensure that the effects on the environment are considered and provide for explicit consideration of social and economic effects when decisions are made about the use and development of land; and</i>	Matters relating to the future use and development of land are required to be considered in accordance with the applicable provisions in the Planning Scheme as part of the assessment of permit applications.
(d) <i>to require land use and development planning and policy to be easily integrated with environmental, social, economic, conservation and resource management policies at State, regional and municipal levels; and</i>	The proposed amendment is considered consistent with the State, regional and municipal levels, which broadly seek to achieve sustainable development with environmental, social, economic, conservation and resource management.
(e) <i>to provide for the consolidation of approvals for land use or development and related matters, and to co-ordinate planning approvals with related approvals; and</i>	The amendment does not involve any immediate use or development but seeks to apply the Urban Mixed Use Zone to resolve the existing split-zoning. Any future use and/or development will be subject to the applicable standards and permit process under the Planning Scheme.
(f) <i>to promote the health and wellbeing of all Tasmanians and visitors to Tasmania by ensuring a pleasant, efficient and safe environment for working, living and recreation; and</i>	The proposed amendment is considered consistent with this objective, as it will require to be considered in accordance with the applicable provisions in the Planning Scheme.
(g) <i>to conserve those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value; and</i>	The site is listed under both the Local Historic Heritage Code and the Tasmanian Heritage Register. The amendment does not propose any works, and therefore no heritage approval is required at this stage. The application was referred to the Tasmanian Heritage Council, which confirmed that no submission is required as no works are proposed.

(h) <i>to protect public infrastructure and other assets and enable the orderly provision and co-ordination of public utilities and other facilities for the benefit of the community; and</i>	The amendment will not impact public infrastructure or assets.
(i) <i>to provide a planning framework which fully considers land capability.</i>	The site is located within a developed urban area, and land capability is not a relevant consideration for this amendment.

(d) is consistent with each State policy; and

The state policies are listed below, noting that none are applicable for the assessment of this amendment.

State Policy	Planning Assessment
State Policy on the Protection of Agricultural Land 2009	The policy only applies to rural land, and the subject site is located outside the rural area.
State Policy on Water Quality Management 1997	The subject site is not located within the Waterway and Coastal Protection Areas, so an assessment is not required.
State Policy on State Coastal Policy 1996	The subject site is located approximately 140m from the high-water mark and is not within the coastal zone. However, as it is situated in a developed urban area, the proposal will not have any significant impact on coastal values. Stormwater management for the site will continue to be undertaken in accordance with the Urban Drainage Act 2013.
National Environment Protection Measures	The subject sites have historical alerts for contaminated land associated with the Bottling Works at the Esk Brewery. However, this activity is not listed in Table C14.2 of the Potentially Contaminated Land Code of the Tasmanian Planning Scheme.

(da) satisfies the relevant criteria in relation to the TPPs; and

The Tasmanian Planning policies have not been implemented.

(e) as far as practicable, is consistent with the regional land use strategy, if any, for the regional area in which is situated the land to which the relevant planning instrument relates; and

The applicable regional land use strategy for Launceston is the Northern Tasmanian Regional Land Use Strategy. The detailed assessment against the relevant principles, policies, and actions of the NTRLUS are provided below:

REGIONAL ACTIVITY CENTRE NETWORK POLICY

<i>Specific Policies and Actions</i>		<i>Planning Assessment</i>
<i>Policy</i>	<i>Action</i>	
Regional Activity Centre Network		
RAC-P1 <i>Maintain and consolidate the Regional Activity Centres Network so future urban development consolidates and reinforces the spatial hierarchy of existing centres. This will be achieved through the reuse and redevelopment of existing buildings and land to integrate a mix of land uses including the coordinated provision</i>	RAC-A1 <i>Integrate the Regional Activity Centres Network into government policy and strategies (including strategic plans, corporate plans, planning schemes and capital works programs).</i> RAC-A2 <i>Zoning and land use planning provisions are to minimise potential for decentralisation of functions outside of the Regional Activity Centres Network</i>	The site is located within the Launceston Central Area as depicted in Map D.1, the Principal Activity Centre. The proposed amendment seeks to modify the zoning of the subject site to maximise its development potential by extending the Urban Mixed Use Zone to the northern portion of the site. This approach consolidates and reinforces the spatial hierarchy of the existing centre by applying the zoning across the two parcels of land under a single title. The coordinated application of the Urban Mixed Use Zone supports a mix of compatible land uses and

<p><i>of residential development, retail, commercial, business, administration, social and community facilities, public and active transport provision and associated infrastructure.</i></p>	<p><i>and reinforce the spatial hierarchy, role and function of centres.</i></p>	<p>ensures that future development contributes to the role and function of the Regional Activity Centre.</p>
<p>RAC-P2 <i>Reinforce the role of the Launceston Principal Activity Centre as the primary focus for administration, government, business, commercial, cultural, high order retail goods (including bulk goods locations/ precincts) recreational, arts and tourism activity for the region.</i></p>	<p>RAC-A3 <i>Reinforce the role of Launceston City as the region's Principal Activity Centre (PAC) and provide for it to be sustained and strengthened through the preparation of a master plan that:</i></p> <ul style="list-style-type: none"> • <i>Maintains and consolidates regional significant retail attractions and amenities by facilitating and encouraging new investment;</i> • <i>Supports regional level retail investment in the CBD and inner city areas;</i> • <i>Complements the other higher order regional activity centres; and</i> • <i>Facilitates the consolidation of bulky goods precincts within the City and the Greater Launceston Urban Area.</i> 	<p>The subject site is located within the area identified as the Launceston Principal Activity Centre on Map D1 of the NTRLUS. The site comprises two parcels of land, with the southern portion already zoned Urban Mixed Use. The proposed amendment extends the Urban Mixed Use Zone to include the northern portion under the single title, maximising the development potential of the site under consistent zoning provisions. This coordinated zoning supports the consolidation of land uses within the Principal Activity Centre, contributing to its role as the primary focus for administration, business, commercial, cultural, high order retail goods (including bulk goods locations/ precincts) recreational, arts and tourism activity, while having minimal impact on the wider regional activity network.</p>

<p>RAC-P5 <i>Provide safe and amenable access to Activity Centres, for all members of the community, by supporting active transport opportunities that encourage people to walk, cycle and use public transport.</i></p>	<p>RAC-A6 <i>Support the improved use of public transport and alternative modes of transport, pedestrian amenity and urban environments in a coordinated and consistent manner between the higher order activity centres.</i></p>	<p>The proposed partial rezoning of the site will provide access to public transport and alternative modes of travel, including pedestrian and cycling opportunities. The site's location within the Principal Activity Centre allows convenient connection to existing public transport routes and the shared public parking areas, supporting pedestrian amenity and active transport.</p>
<p>RAC-P10 <i>Provide for a range of land uses to be incorporated into activity centres appropriate to their role and function within the Activity Centres Hierarchy.</i></p>	<p>RAC-A13 <i>Focus higher density residential and mixed-use development in and around regional activity centres and public transport nodes and corridors.</i></p> <p>RAC-A14 <i>Planning scheme controls concerned with land use, built form and residential density should reflect the Regional Activity Centres Network</i></p>	<p>The proposed amendment will extend the Urban Mixed Use Zone to the northern portion of the subject site, consolidating the zoning across the single title. This coordinated zoning encourages higher-density residential and mixed-use development within the Launceston Principal Activity Centre, consistent with its role and function in the Regional Activity Centres Hierarchy. The amendment supports more efficient use of well-located urban land, optimises proximity to public transport and existing services, and provides flexibility for a range of complementary land uses.</p>
<p>RAC-P14 <i>Investigate capital improvements works to improve pedestrian safety and access to activity centres and precincts.</i></p>	<p>RAC-A17 <i>Enhance the experience of activity centres and encourage people to linger beyond that required for their retail needs through the provision of:</i></p>	<p>The subject site is located within a strategically important area adjoining the Launceston CBD. Rezoning the land to the Urban Mixed Use Zone provides an appropriate planning mechanism under the existing legislative framework to guide future development. This approach:</p>

<p><i>Progressively implement capital works improvements to the region's activity centres.</i></p> <p>RAC-P15 <i>Coordinate joint agreements on the range of future needs for community, social and recreation facilities and amenities with relevant providers and state agencies.</i></p> <p>RAC-P16 <i>Coordinate joint agreements with relevant providers and state agencies on the most effective spatial distribution of future social facilities and services to the community. In this context:</i></p> <ul style="list-style-type: none"> <i>Consider the co-location of facilities and services within the activity centre network; and</i> 	<ul style="list-style-type: none"> <i>A good quality public realm including provision for a public open space focus (i.e. a town square) for community events and social networking; and</i> <i>Entertainment, dining and indoor recreational opportunities.</i> <p>RAC-A18 <i>For strategically important sites, introduce a planning mechanism through the existing legislative framework to allow quality of design for sites primarily in the Launceston CBD where the Council and/or the community recognises the need for a finer grain control in order to secure the desired beneficial outcome.</i></p> <p>RAC-A19 <i>Investigate strategies to deliver a coordinated approach to the delivery of key facilities and services to the community consistent</i></p>	<ul style="list-style-type: none"> <i>Provides greater flexibility in allowable uses, enabling development that complements surrounding Urban Mixed Use-zoned land;</i> <i>Ensures integration and consistency with adjoining land, maximising the site's development potential; and</i> <p><i>By consolidating the Urban Mixed Use Zone across the site, the amendment also supports a coordinated approach to the delivery of key facilities and services within the Principal Activity Centre.</i></p>
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<ul style="list-style-type: none"> • <i>Develop a policy framework and guidelines for social community services and facilities appropriate to activity centres as part of the overall planning and development of those centres and precincts.</i> 		
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REGIONAL INFRASTRUCTURE NETWORK POLICY

Specific Policies and Actions		Planning Assessment
Policy	Action	
Regional Infrastructure Network		
<p>RIN-P6 <i>Facilitate and encourage active modes of transport through land use planning.</i></p>	<p>RIN-A17 <i>Planning schemes are to require that use and development proposals which attract high numbers of people include provision for bicycle parking facilities in parking requirements, where appropriate.</i></p>	<p>Any future use and development of the subject site will comply with the applicable standards of the Planning Scheme, taking into account its location within the Launceston CBD. The site is also located within the mapped Parking Precinct Plan under the Parking and Sustainable Transport Code of the Tasmanian Planning Scheme. The proposed rezoning, together with the adjoining existing Urban Mixed Use-zoned land to the west, will rely on</p>

		the existing provisions for parking and bicycle facilities.
RIN-P7 <i>Facilitate an efficient and convenient public transport system through land use planning.</i>	RIN-A24 <i>With reference to the Regional Framework Plan Maps D.1, D.2 and D.3 identify higher density residential areas, mixed-use development and new commercial areas to support greater access and use of public transport services, particularly in areas that have higher frequency services.</i>	The proposed rezoning to the Urban Mixed Use Zone aligns with RIN-A24 by enabling higher-density, mixed-use development in a strategically located area of the Launceston CBD. Future development on the site will support enhanced access to and use of existing public transport services, consistent with the Regional Framework Plan, and help to reduce reliance on private vehicles.

SOCIAL INFRASTRUCTURE AND COMMUNITY POLICY

Specific Policies and Actions		Planning Assessment
Policy	Action	
Cultural Heritage		
CH-P01 <i>Recognise, retain and protect cultural heritage values in the region for their character, culture, sense of place, contribution to our understanding of history.</i>	CH-A02 <i>Planning schemes are to require an assessment of impacts on heritage-listed places, precincts and landscapes.</i> CH-A03 <i>Provide for the protection of identified significant cultural heritage and archaeological sites.</i>	<p>The site is listed under both the Local Historic Heritage Code and the Tasmanian Heritage Register. The proposed amendment does not include any works, and therefore no heritage approval is required at this stage. The application was referred to the Tasmanian Heritage Council, which confirmed that no submission is necessary as no development or works are proposed.</p> <p>Any future development on the site must comply with the relevant provisions of the Local Historic Heritage Code (if applicable) and be assessed by</p>

		the Tasmanian Heritage Council as required by the Historic Cultural Heritage Act 1995.
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(f) has regard to the strategic plan, prepared under section 66 of the Local Government Act 1993 (Tas), that applies in relation to the land to which the relevant planning instrument relates; and

The City of Launceston Strategic Plan 2025-2035 (LSP) is prepared under the Local Government Act 1993 (Tas). The assessment of the application has had regard to the LSP and is generally consistent with the principles and goals:

Goal 1.2 Launceston’s economy is resilient and sustainable, with significant growth in its gross regional product (GRP) through a diverse economic base supported by a skilled workforce, enabling business environment, and facilitation of investment opportunities.		
Economic Development Objectives	Economic Development Actions	Planning Assessment
<p>Objective 1.2(a) <i>Capitalise on our competitive advantages by focusing on key sectors including food and agricultural innovation, research & development, advanced manufacturing, healthcare and circular economy initiatives.</i></p>	<ul style="list-style-type: none"> • <i>Develop innovation districts and tech hubs focused on maritime, digital technology, medical/health, and green energy sectors.</i> • <i>Advocate for a regional intermodal hub to</i> 	<p>The proposed amendment supports Goal 1.2 by facilitating the redevelopment of underutilised land within the Launceston Principal Activity Centre. It enables more efficient use of strategically located urban land and encourages a diverse mix of complementary commercial, residential, and innovation-focused activities. By consolidating the Urban Mixed Use Zone across the site, the amendment creates opportunities for investment.</p>

	<i>improve supply chain efficiencies.</i>	
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(g) as far as practicable, is consistent with and co-ordinated with any LPSs that apply to municipal areas that are adjacent to the municipal area to which the relevant planning instrument relates; and

The adjacent municipal areas adopted the Tasmanian Planning Scheme. However, the proposed Amendment to the LPS will not impact the adjacent municipal areas.

(h) has regard to the safety requirements set out in the standards prescribed under the Gas Safety Act 2019.

The gas pipeline is available in proximity to the site. However, the Gas Pipelines Act 2019 is not applicable to the rezoning application as it does not involve any development.

Guideline No. 1

Guideline No. 1 Local Provisions Schedule: zone and code application was issued by the Tasmanian Planning Commission under Section 8A of LUPAA with the approval of the Minister for Planning and Local Government in June 2018 and sets out the application guidelines for the State Planning Provisions.

Urban Mixed Use Zone	
Zone Application Guidelines	Planning Response
<p>UMUZ 1 <i>The Urban Mixed Use Zone should be applied to land within urban settlements:</i></p>	<p>The rezoning meets (a). Applying the Urban Mixed Use Zone will provide a consistent application of zone provisions across the subject land, which is currently split by William Street Lane. This enables redevelopment opportunities appropriate to the Principal Activity Centre, provides a clearer and more</p>

<p>(a) which have an existing mix of uses, where no particular use dominates, and there is a strategic intention to maintain a mix of uses; or</p> <p>(b) where there is a strategic intention to create an area with a mix of uses where no particular use dominates.</p>	<p>consistent planning framework, and improves certainty for landowners, and developers.</p>
<p>UMUZ 2 The Urban Mixed Use Zone may be applied to urban areas:</p> <p>(a) along high frequency public transport corridors or key transport hubs such as bus interchanges; or</p> <p>(b) areas intended for commercial, retail and residential activity with good access to high frequency public transport services.</p>	<p>The rezoning meets (b). The proposed rezoning enables higher-density, mixed-use development in a strategically located area of the Launceston CBD. Future development will support enhanced access to existing public transport services, consistent with the Regional Framework Plan (Map D1 of the NTRLUS), and will encourage reduced reliance on private vehicles.</p>
<p>UMUZ 3 The Urban Mixed Use Zone should not be applied to:</p> <p>(a) commercial strips where commercial and retail activity is intended as the dominant activity (see business zones);</p> <p>(b) residential areas where residential use is intended as the dominant use (see residential zones); or</p> <p>(c) smaller rural settlements (see Village Zone).</p>	<p>The subject site is located within the Launceston CBD, adjoining existing Urban Mixed Use-zoned land to the west, south, and southeast. Applying the Urban Mixed Use Zone will provide greater flexibility in allowable uses, ensure consistency with adjoining zones, and facilitate more efficient and integrated development outcomes, as mixed-use activity is the dominant intent in this area.</p>



Submission to Planning Authority Notice

Application details

Council Planning Permit No.	PSA-LLP0035
Council notice date	4/09/2025
TasWater Reference No.	TWDA 2025/01057-LCC
Date of response	8/09/2025
TasWater Contact	David Boyle
Phone No.	0436 629 652

Response issued to

Council name	CITY OF LAUNCESTON
Contact details	Planning.Admin@launceston.tas.gov.au
Development details	
Address	3-7 GEORGE ST, LAUNCESTON
Property ID (PID)	3402611
Description of development	Planning Scheme Amendment - Partial Rezoning from 'Particular Purpose Zone - Boags Brewery' to Urban Mixed Use

Schedule of drawings/documents

Prepared by	Drawing/document No.	Revision No.	Issue date
Planning Ahead Tasmania	Planning Submission Report		August 2025

Conditions

Pursuant to the *Water and Sewerage Industry Act 2008* (TAS) Section 56S(2) TasWater makes the following submission(s):

1. TasWater does not object to the draft amendment to planning scheme and has no formal comments for the Tasmanian Planning Commission in relation to this matter and does not require to be notified of nor attend any subsequent hearings.
Advice only to be used when outside serviced land.

Advice

General

For information on TasWater development standards, please visit

<https://www.taswater.com.au/building-and-development/technical-standards>

For application forms please visit

<https://www.taswater.com.au/building-and-development/development-application-form>

Declaration

The drawings/documents and conditions stated above constitute TasWater's Submission to Planning Authority Notice.

Tasmanian Water & Sewerage Corporation Pty Ltd
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Page 1 of 2





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PLANNING SUBMISSION – APPLICATION FOR AMENDMENT TO THE
LAUNCESTON LOCAL PROVISIONS SCHEDULE (SECTION 37(1) APPLICATION)

3-7 George Street, Launceston

August 2025

Document Set ID: 5274046
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PLANNING SUBMISSION

Section 37(1) Application – 3-7 George Street, Launceston

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1 Introduction

Planning Ahead Tasmania has been engaged by The George Street Unit Trust (the landowner) to prepare an application for a proposed draft amendment to the Local Provisions Schedule ('the LPS') of the *Tasmanian Planning Scheme – Launceston* ('the Planning Scheme'). The application is made in accordance with Section 37(1) of the *Land Use Planning and Approvals Act 1993* (the LUPA Act).

The proposed amendment seeks to create uniformity in the zoning applicable to land at 3-7 George Street, Launceston – Folio of the Register (F/R) 169239/1. The land is currently subject to part zoning within the Urban Mixed Use Zone and part zoning within the Particular Purpose Zone- Boags Brewery under the Planning Scheme. The proposed amendment seeks to change the zoning of that portion of F/R 169239/1 that is currently identified within the Particular Purpose Zone- Boags Brewery (the 'Boags Brewery Zone'), into the Urban Mixed Use Zone. In advancing the proposed amendment, the entire area of F/R 169239/1 will become identified within the Urban Mixed Use Zone. No development is proposed as part of this application.

This planning submission forms the basis of the application and has been prepared having regard to the relevant requirements and objectives set out in the LUPA Act and relevant strategic planning documents, including:

- Northern Tasmania Regional Land Use Strategy (2021);
- Tasmanian State Policies; and
- City of Launceston Strategic Plan (2025-2035).

The proposed amendment is considered to be in accordance with Section 34(2) of the LUPA Act.

APPLICATION OVERVIEW	
DESCRIPTION OF PROJECT:	Modifying the Launceston LPS zone maps to identify the whole of F/R 169239/1 within the Urban Mixed Use Zone.
PROPERTY ADDRESS:	3-7 George Street, Launceston
TITLE INFORMATION:	Folio of the Register 169239/1
PROPERTY ID:	1865823
LAND AREA:	1789 sq/m
LEGISLATIVE INSTRUMENT:	<i>Land Use Planning and Approvals Act 1993</i>
PLANNING INSTRUMENT:	Tasmanian Planning Scheme - Launceston
PLANNING AUTHORITY:	City of Launceston
CURRENT ZONE(S):	Urban Mixed Use Particular Purpose Zone – Boags Brewery (South Site)
APPLICABLE CODE(S):	Parking and Sustainable Transport (Parking Precinct Plan) Local Historic Heritage (Local Heritage Place)
SPECIFIC AREA PLAN(S)	N/A

2 Site and Surrounds

2.1 Subject Site

2.1.1 Location

The land subject to the application is identified at 3-7 George Street, Launceston (Folio of the Register 169239/1). The land is a split-spatial, split-zoned parcel with an estimated total area of 1789 sq/m (see figure 1). It comprises two rectangular-shaped portions measuring 1015 sq/m and 714 sq/m each, which are situated adjacent to the west and east of a narrow laneway (William Street Lane), respectively.



Figure 1: Aerial image identifying location and spatial proportions of F/R 169239/1 (Source: LISTmap).

The subject land is provided with frontage to both George Street and William Street, each of which are Council maintained roadways.

The 'eastern' portion of the subject land (714 sq/m) is the land that is the subject of this application (see figure 2).

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Figure 2: Image illustrating portion of F/R 169239/1 specific to proposed amendment (Source: LISTmap).

2.1.2 Existing Development

Development occupies the entirety of both portions of the subject land.

The southwestern portion of F/R 169239/1 (westward of William Street Lane) is occupied by 'Tullochs Building' – a historic, two-storey warehouse building that prominently fronts onto George Street and comprises a total floor area of approximately 1300 sq/m over both levels. Until recently, the building was being utilised for warehouse / showroom purposes by Tullochs Auctions (categorised under the Bulky Goods Sales use class).

The northwestern portion of F/R 169239/1 (westward of William Street Lane) is occupied by two historic, two-storey conjoined townhouses (and ancillary carport / lean-to structure and hardstand areas), comprising a total floor area of approximately 300 sq/m (over both levels). Both townhouses are currently unoccupied.

The eastern portion of F/R 169239/1 (the area eastward of William Street Lane) is occupied by an existing storage warehouse, comprising a total floor area of approximately 550 sq/m. The remainder of the area is comprised of hardstand utilised for private car parking purposes.

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2.1.3 Title Information

The subject land is comprised in Folio of the Register 169239/1. The registered owner is The George Street Unit Trust.

A Right of Way easement is registered on the title. It benefits part of the title, burdening land marked William Street Lane on Plan 169239. An adhesion order (dated 22 April 2015) under Section 110 of the *Local Government (Building and Miscellaneous Provisions) Act 1993* is also registered on the title.

2.2 Zoning and Overlays

The portion of F/R 169239/1 subject to this application was formerly identified within the Commercial Zone under the former Launceston Planning Scheme 1996. Under draft iterations of the former Launceston Interim Planning Scheme 2012, it is noted that the subject land was initially proposed to be included within the Urban Mixed Use Zone. However, following submissions to Council in relation to the proposed zoning by Boags Brewery (which at the time was exploring potential expansion opportunities), the land now contained in F/R 169239/1 instead came to be included within the 'Particular Purpose Zone 7 – Boags Brewery' of the endorsed iteration of the Launceston Interim Planning Scheme.

During 2020, an application for rezoning (and development) of the portion of F/R 169239/1 situated west of William Street Lane, from Particular Purpose Zone 7 – Boags Brewery to Urban Mixed Use Zone, was made to Council. The rezoning (and development) application was ultimately approved by the Tasmanian Planning Commission on 2 March 2022, at which time the Urban Mixed Use zoning to that part of F/R 169239/1 became effective.

The Tasmanian Planning Scheme – Launceston became effective on 14 September 2022. Under the Planning Scheme, the 'western' portion of F/R 169239/1 is identified within the Urban Mixed Use Zone, while the 'eastern' portion is contemporarily identified within the Particular Purpose Zone – Boags Brewery (see figure 3).

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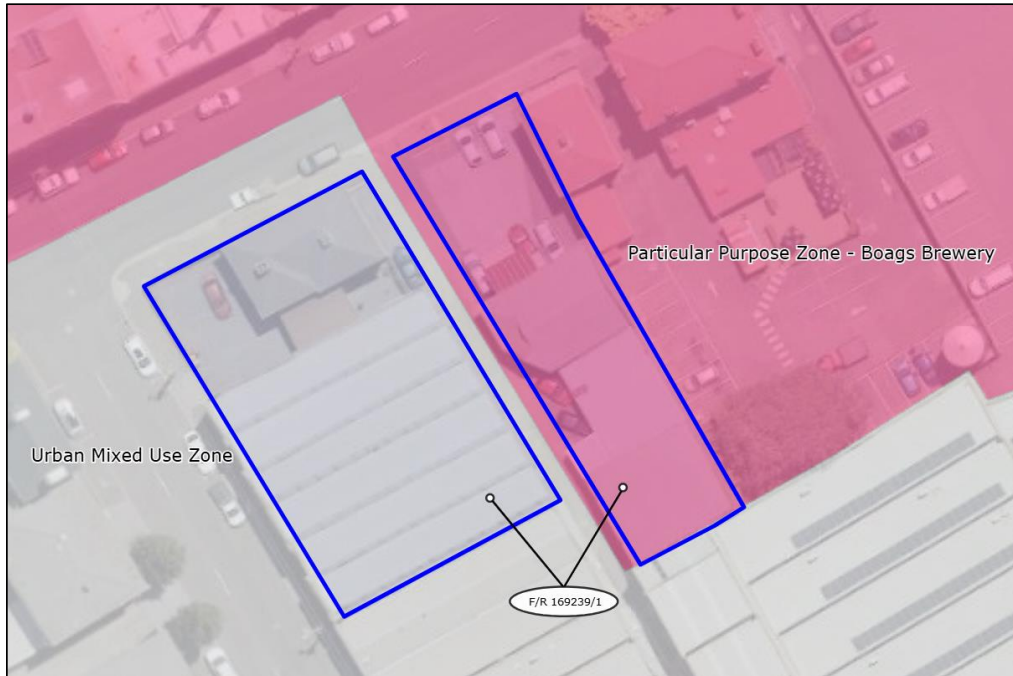


Figure 3: Zone configuration of spatial proportions of F/R 169239/1 (Source: LISTmap).

The Planning Scheme overlay maps identify the whole of F/R 169239/1 being (i) within a Parking Precinct Plan (pursuant to provisions of the Parking and Sustainable Transport Code) and (ii) a Local Heritage Place (pursuant to provisions of the Local Historical Heritage Code).

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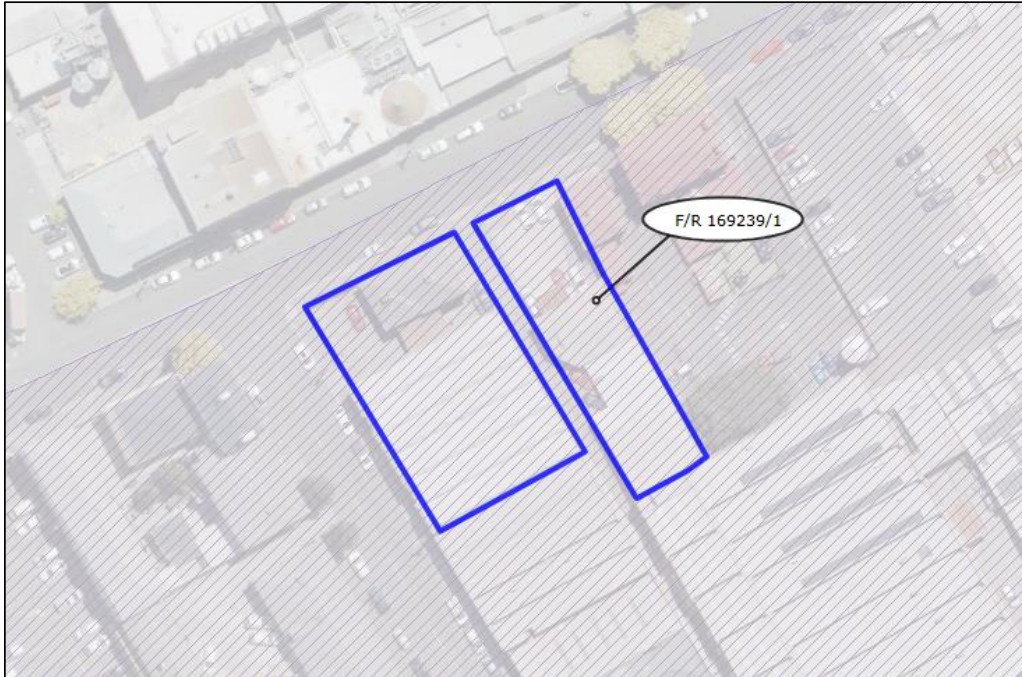


Figure 4: Parking Precinct Plan overlay (hatched) and relationship to subject land and surrounds (Source: LISTmap).



Figure 5: Local Heritage Places overlay (green) and application to the subject land (Source: LISTmap).

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2.3 Site Characteristics

2.3.1 Land Use History

Land identified within F/R 169239/1 has enjoyed a rich history of commercial and residential activity within the tapestry of the Launceston CBD. A brief chronology of physical development upon the land is provided in the below:

- During sometime from 1823 to 1832, the site was first developed with the Globe Hotel, situated at the corner of George and William Street.
- From as early as 1835 a butcher's shop (and other small shops) were situated across the site.
- Several houses, cottages, and small-scale commercial buildings were present on the site during the mid-nineteenth century.
- In 1868, larger-scale commercial activity commenced on the site with the establishment of the Newey seedsmen, hay and corn dealers, occupying two buildings facing George Street. These buildings may have been constructed much earlier—possibly converted from earlier houses and/or commercial buildings.
- The Globe Hotel building may have survived until around 1870, but it is unclear when it ceased trading as a hotel (possibly as early as the mid-1830s).
- In 1881 Newey extended the premises at 3-7 George Street to the rear (assumed to be William Street Lane) in 1881.
- In 1882 the terraced residences (conjoined townhouses) that front on to William Street were built.
- By around 1900, the Newey operation was bought out by Broomby and Dent (also seed merchants), who substantially renovated the premises in 1906-07, adding the current façade to what is nowadays referred to as the 'Tullochs Building'. The storage shed situated on the eastern portion of F/R 169239/1 is also believed to have been erected approximately during this period.
- Broomby and Dent moved their seed operations to Charles Street in the mid-1920s, and in 1924 the Reliance Worsted Mills were established and operated from within the Tullochs Building.
- In 1938, Reliance Worsted Mills was disbanded and 3-7 George Street was purchased by Irvine and McEachern Pty. Ltd. (liquor merchants) and used as a warehouse.
- In 1980, Tullochs Auctions (general auctioneers) commenced operating in 3-7 George Street (the Tullochs Building).
- The terraced residences (conjoined townhouses) that front on to William Street have been unoccupied for several decades and are in very original condition.

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2.3.2 Land Capability

Due to its urban setting and location, the subject land is identified as Class 'E' under Tasmania's Land Capability Classification System.

2.3.3 Topography and Drainage

The subject land is flat and possesses no observable slope. Elevation of the site is estimated at 4-5m AHD. Drainage from the site is directed into the public stormwater system in William Street.

2.3.4 Natural Values and Hazards

Natural Values

The subject land is not identified within a waterway and coastal protection area, future coastal refugia area, or priority vegetation area within the Planning Scheme maps. The land is situated within an urban setting and is entirely developed with existing structures and hardstand.

Scenic Values

The subject land is not subject to a scenic protection area overlay or scenic road corridor overlay within the Planning Scheme maps.

Bushfire Hazard

The subject land is not identified within the bushfire-prone area overlay within the Planning Scheme maps.

Landslide Risk

The subject land is not identified within a landslip hazard area overlay within the Planning Scheme maps.

Flood Hazard

The subject land is not identified within a flood-prone area overlay within the Planning Scheme maps.

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2.3.5 Heritage Values

The subject land possesses buildings that are listed under both (i) the Local Historic Heritage Code of the Planning Scheme and (ii) the Tasmanian Heritage Register.

Under LAU-Table C6.1 (Local Heritage Places) of the Local Historic Heritage Code, the entire title area of F/R 169239/1 is listed at reference no. LAU-C6.1.733. The description of the listing is: *“Commercial Building ‘Tulloch’s’ (former Irvine and McEachern, Reliance Worsted Mills)”*.

Under the Tasmanian Heritage Register, the Tulloch’s Building and the Conjoined Townhouses are listed respectively under ID no. 4247 and 4701. The description of the listing for the Tulloch’s Building is: *“an elaborate example of Federation ‘warehouse’ style architecture. The facade is divided into units which are characterised by arched doors and segmental arched windows. The building has an unusual, complicated parapet”*. The description of the listing for the Conjoined Townhouses is *“it is a pair of conjoined townhouses with a hipped roof, and shallow boxed eaves. There are moulded architraves with some detailing and vermiculated keystones around the windows, as well as above two arched doorways”*.

The local and State heritage listings identified upon the subject are each located upon the area of F/R 169239/1 situated westward of William Street Lane – within the portion of the title currently identified within the Urban Mixed Use Zone. The area of F/R 169239/1 situated eastward of William Street Lane – including the existing storage shed – is not listed under either (i) the Local Historic Heritage Code of the Planning Scheme or (ii) the Tasmanian Heritage Register.

2.4 Surrounding Area

2.4.1 Adjacent Land

As noted, the portion of F/R 169239/1 subject to the proposed zoning change via this application is adjoined to the immediate west by William Street Lane. To the west of this laneway resides the ‘balance’ of F/R 169239/1, which as noted accommodates the Tullochs Building and two conjoined townhouses (both of which are currently unoccupied). Further to the west of these premises (on the opposite side of George Street) are located various business and professional service activities, including offices for the NDIS. To the south of these premises are located the law firm offices of Douglas & Collins.

To the immediate south of the portion of F/R 169239/1 subject to the proposed zoning change via this application are buildings utilised for retail and place of assembly purposes. To the immediate east of F/R 169239/1 is land utilised for tourism purposes incidental to the Boags Brewery operations, while to the north (on the opposite side of William Street) is located the processing plant area of Boags Brewery.

Land to the immediate west and south of the portion of F/R 169239/1 subject to the proposed zoning change via this application is identified within the Urban Mixed Use Zone, while land to the immediate east and north is identified within the Boags Brewery Zone.

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2.5 Infrastructure and Services

2.5.1 Road Network

George Street and William Street are each local roads administered by City of Launceston. The portion of F/R 169239/1 subject to the proposed zoning change via this application is provided with direct frontage onto William Street.

A minor laneway (William Street Lane) intersects F/R 169239/1 through its centre; though it is noted this is not a roadway maintained by a public road authority.

2.5.2 Reticulated Services

Water Supply

The portion of F/R 169239/1 subject to the proposed zoning change via this application is provided with an existing reticulated water connection.

Sewerage

The portion of F/R 169239/1 subject to the proposed zoning change via this application is provided with an existing reticulated sewer connection.

Stormwater

The portion of F/R 169239/1 subject to the proposed zoning change via this application is provided with an existing reticulated stormwater connection.

Electricity

The portion of F/R 169239/1 subject to the proposed zoning change via this application is provided with an existing electricity connection.

3 The Amendment

3.1 Proposed Amendment

The proposed draft amendment to the Local Provisions Schedule of the Tamsnaian Planning Scheme – Launceston seeks to change the zoning of the portion of F/R 169239/1 that is currently identified within the ‘Particular Purpose Zone – Boags Brewery’ into the ‘Urban Mixed Use Zone’ within the Planning Scheme zone maps. The proposed amendment will provide uniformity in zoning to the entirety of F/R 169239/1.

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3.2 Rationale for the Proposed Amendment

Under the Planning Scheme, the ‘western’ portion of F/R 169239/1 is identified within the Urban Mixed Use Zone, while the ‘eastern’ portion is currently identified within the Boags Brewery Zone.

The general purpose of the Boags Brewery Zone is to provide for (i) the continued operation of the Boags Brewery and (ii) complementary uses and developments that support, supply or facilitate the operation of the Boags Brewery, including hospitality and tourism-related use or development. Local area objectives also apply within the zone – with F/R 169239/1 being subject to those objectives identified for the ‘South Site’ of the zone.

Local area objectives for the South Site (of the Boags Brewery Zone) comprise the following:

- (a) *to provide for expansion and support of complementary activities to the brewery operations on the North Site and to provide for uses, including warehousing, storage, distribution, administration, tourism, hospitality, retail, museum, offices or other associated facilities;*
- (b) *that buildings fronting the street have legible entries and regular window patterns and that each building is freestanding and right;*
- (c) *that future development along William Street:*
 - (i) *respects the existing building forms and settings by maintaining the spaces and laneways surrounding the buildings; and*
 - (ii) *continues the arrangement of the domestic scale at the street frontage, and the preservation of the spaces and laneways between the buildings*
- (d) *that laneways will accommodate visitor interpretation and engagement experiences as well as entry points to future developments located in the centre of the block;*
- (e) *that there is greater capacity for development on the South Site due to much of the internal space being used as service yards and warehousing;*
- (f) *to recognise the southern site as predominantly commercial in nature with a more domestic scale and character in comparison to the north site; and*
- (g) *to accommodate remnants of the nineteenth century street pattern are evident by the inn (now known as the City Park Grand Hotel) on the corner of William and Tamar Streets and the old Tamar Hotel.*

Permissible uses provided in the Boags Brewery Zone comprise the following:

Use Class	Qualification
No Permit Required	
Natural and Cultural Values Management	
Passive Recreation	
Permitted	
Manufacturing and Processing	If associated with a brewery.
Resource Processing	If for a brewery.

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Tourist Operation	
Utilities	If for minor utilities.
Discretionary	
Community Meeting and Entertainment	
Hotel Industry	
Utilities	If not listed as Permitted.
Prohibited	
All other uses	

The portion of F/R 169239/1 currently zoned Boags Brewery Zone has historically been used as a storage warehouse in support of Boags Brewery operations. However, Boags has since divested this land, implicitly deeming it surplus to its operational requirements. Given that the zone was specifically created to support the functional needs and branding of the brewery, its continued application to land no longer owned or required by Boags is neither contextually relevant nor strategically appropriate. The zone’s bespoke, brewery-centric framework now acts as a constraint, limiting the site's development potential and diminishing its economic viability. In this context, the retention of the Boags Brewery Zone is redundant and contrary to the principles of a performance-based planning scheme, which aims to support the adaptive re-use of underutilised land in a manner that responds to evolving land use needs and ownership patterns.

As noted earlier, the ‘balance’ portion of F/R 169239/1 situated to the west of William Street Lane is identified within the Urban Mixed Use Zone. The general purpose of the Urban Mixed Use Zone is to provide for (i) a mix of residential, retail, community services and commercial activities in urban locations and (ii) a diverse range of use or development that are of a type and scale that support and do not compromise or distort the role of surrounding activity centres in the activity centre hierarchy.

Permissible uses provided in the Urban Mixed Use Zone comprise the following:

Use Class	Qualification
No Permit Required	
Natural and Cultural Values Management	
Passive Recreation	
Residential	If for home-based business.
Utilities	If for minor utilities.
Permitted	
Bulky Goods Sales	
Business and Professional Services	
Community Meeting and Entertainment	
Food Services	

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General Retail and Hire	
Hotel Industry	
Research and Development	
Residential	If: (a) located above ground floor level (excluding pedestrian or vehicular access) or to the rear of a premises; and (b) not listed as No Permit Required.
Service Industry	If not for motor repairs or panel beating.
Tourist Operation	
Visitor Accommodation	If: (a) not a camping and caravan park or overnight camping area; and (b) located above ground floor level (excluding pedestrian or vehicular access) or to the rear of a premises.
Discretionary	
Custodial Facility	If for a remand centre.
Educational and Occasional Care	
Emergency Services	
Hospital Services	
Manufacturing and Processing	If for alterations or extensions to existing Manufacturing and Processing.
Residential	If not listed as No Permit Required or Permitted.
Resource Processing	If for food or beverage production.
Sports and Recreation	
Storage	
Transport Depot and Distribution	If for public transport facilities.
Utilities	If not listed as No Permit Required.
Vehicle Fuel Sales and Service	
Vehicle Parking	
Visitor Accommodation	If:

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	(a) not a camping and caravan park or overnight camping area; and (b) not listed as Permitted.
Prohibited	
All other uses	

Rezoning the portion of F/R 169239/1 currently zoned Particular Purpose Zone – Boags Brewery into the Urban Mixed Use Zone will harmonise the zoning across the entire title (F/R 169239/1), thereby aligning it with adjacent properties to the west and south, which are already within the Urban Mixed Use Zone. This will eliminate a zoning anomaly, enhance clarity in the application of planning provisions, and support cohesive precinct planning outcomes. The Urban Mixed Use Zone offers a broader range of permissible uses, including Food Services, General Retail and Hire, Visitor Accommodation, and Business and Professional Services, all of which are either prohibited or severely restricted under the Boags Brewery Zone. This flexibility supports adaptive re-use, fine-grain commercial activity, and precinct vitality — whereas the existing Boags Brewery Zone provisions inhibit such outcomes. Application of the Urban Mixed Use Zone will support entrepreneurial re-use/re-development of the site; supporting developers to capitalise on existing infrastructure and the historic context and character of the site and its surrounds, nestled within a high-profile CBD location.

4 Planning Assessment – Proposed Draft Amendment

4.1 Relevant Requirements of the LUPA Act

The proposed draft amendment is required to be assessed against the Local Provisions Schedule (the LPS) criteria set out in Section 34(2) of the *Land Use Planning and Approvals Act 1993* (the LUPA Act), which is provided in the below:

- “(2) The LPS criteria to be met by a relevant planning instrument are that the instrument –
- (a) contains all the provisions that the SPPs specify must be contained in an LPS; and
 - (b) is in accordance with section 32; and
 - (c) furthers the objectives set out in Schedule 1; and
 - (d) is consistent with each State policy; and
 - (da) satisfies the relevant criteria in relation to the TPPs; and
 - (e) as far as practicable, is consistent with the regional land use strategy, if any, for the regional area in which is situated the land to which the relevant planning instrument relates; and
 - (f) has regard to the strategic plan, prepared under section 66 of the *Local Government Act 1993*, that applies in relation to the land to which the relevant planning instrument relates; and

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- (g) as far as practicable, is consistent with and co-ordinated with any LPSs that apply to municipal areas that are adjacent to the municipal area to which the relevant planning instrument relates; and
- (h) has regard to the safety requirements set out in the standards prescribed under the *Gas Safety Act 2019*.”

The following sections provide a consideration of each of these matters.

4.1.2 Section 34(2)(a) – LPS Requirements

The State Planning Provisions (SPPs) specify the requirements for drafting an LPS. The proposed amendment has been drafted in a manner consistent with the existing LPS. It therefore complies with the requirement in Section 34(2)(a) of the Act.

4.1.3 Section 34(2)(b) – Contents of an LPS

Section 32 of the LUPA Act specifies the requirements relating to the contents of an LPS. The proposed amendment will be limited to modifying the spatial application of zone mapping as it applies to the part of F/R 169239/1 that is situated eastward of William Street Lane. This area, as elaborated, is currently identified within a Particular Purpose Zone (the Boags Brewery Zone). Modifying the zone maps for this part of F/R 169239/1 into the Urban Mixed Use Zone will provide uniformity in zoning configuration for the whole of F/R 169239/1; providing for a spatial application of zone mapping to the site of a zone that is expressly provided for under the SPPs. The modification therefore brings the land into greater conformity with the provisions of the SPPs and is accordance with Section 32 of the LUPA Act.

4.1.4 Section 34(2)(c) – Objectives in Schedule 1 of the LUPA Act

Objectives stipulated under Schedule 1 of the LUPA Act are as follows:

Part 1 – Objectives of the Resource Management and Planning System of Tasmania		
Paragraph	Objective	Response
(a)	<i>To promote the sustainable development of natural and physical resources and the maintenance of ecological processes and genetic diversity.</i>	The subject land is situated within an urban setting and is entirely developed with existing structures and hardstand. The proposed amendment will diminish or impact upon the maintenance of ecological processes and genetic diversity.
(b)	<i>To provide for the fair, orderly and sustainable use and development of air, land and water.</i>	The proposed amendment will provide for fair, orderly and sustainable use and development. There are no significant ecological, hydrological or

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		cultural values identified upon the land subject to proposed rezoning.
(c)	<i>To encourage public involvement in resource management and planning.</i>	In consideration of the proposed amendment, the process provided under Part 3B of the LUPA Act encourages public participation and comment through the public exhibition of the application, subsequent to the planning authority decision upon the application. Relevant agencies, State Service Agencies and State authorities will also be notified of the proposed amendment at the discretion of the planning authority.
(d)	<i>To facilitate economic development in accordance with the objectives set out in paragraphs (a), (b) and (c).</i>	The proposed amendment facilitates economic development in accordance with the objectives set out in paragraphs (a), (b) and (c) above by enabling appropriate and compatible rezoning of land that will facilitate opportunity for a superior range of permissible uses of the land, including Food Services, General Retail and Hire, Visitor Accommodation, and Business and Professional Services, all of which are either prohibited or severely restricted under the existing Boags Brewery Zone. This flexibility supports adaptive re-use, fine-grain commercial activity and precinct vitality.
(e)	<i>To promote the sharing of responsibility for resource management and planning between the different spheres of Government, the community and industry in the State.</i>	The proposed amendment furthers this objective by progressing appropriate rezoning of land in accordance with the statutory provisions of the LUPA Act. The process provided under Part 3B of the LUPA Act necessarily promotes sharing of responsibility for resource management and planning. Community involvement will be encouraged by the public exhibition of the application. Local government involvement is enshrined within the provisions of the LUPA Act and its role of planning authority in relation to the processing and consideration of the application. Industry involvement will be promoted via expansion of use and development opportunities for the subject land precipitated by the zoning change. State government involvement will be promoted via notification of the proposed amendment to relevant agencies, State Service Agencies and State authorities by the planning authority, and ultimately through the statutory obligations of the Tasmanian Planning Commission

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		in the processing and consideration of the application.
Part 2 – Objectives of the Planning Process Established by this Act		
Paragraph	Objective	Response
(a)	<i>To require sound strategic planning and co-ordinated action by State and local government.</i>	The proposed amendment furthers this objective by virtue of being consistent with relevant regional policies and policy actions identified within the Northern Tasmania Regional Land Use Strategy (2021).
(b)	<i>To establish a system of planning instruments to be the principal way of setting objectives, policies and controls for the use, development and protection of land.</i>	The proposed amendment seeks to rezone the portion of F/R 169239/1 currently zoned Boags Brewery Zone into the Urban Mixed Use Zone, providing uniformity in zoning configuration of the whole parcel. Subject to being rezoned, use and development of the subject land would be subject to relevant provisions of the Planning Scheme.
(c)	<i>To ensure that the effects on the environment are considered and provide for explicit consideration of social and economic effects when decisions are made about the use and development of land.</i>	<p>The proposed amendment will provide a contemporary planning framework that better facilitates integrated consideration of environmental, social and economic factors in future land use decisions.</p> <p>The land is located within an urban environment, is already fully developed with existing buildings and hardstand areas, and is not subject to any significant natural values, environmental hazards, or ecological constraints. The application of the Urban Mixed Use Zone – unlike the bespoke Particular Purpose Zone – ensures that any future development or change of use will be subject to the standard performance-based provisions of the Planning Scheme, which include clear pathways for assessing potential environmental impacts associated with traffic and amenity. Moreover, the Urban Mixed Use Zone supports a more diverse range of permissible uses – including residential, retail, food services, visitor accommodation and community activities – than the existing zone, which is narrowly tied to the historical operations of Boags. This broader land use potential encourages adaptive reuse, local entrepreneurship, and activation of underutilised built assets, thereby contributing positively to the social vibrancy and economic resilience of the Launceston CBD.</p>

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		By aligning the zoning with contemporary planning objectives and removing outdated constraints, the amendment enables a future-focused, performance-based approach that explicitly requires the assessment of environmental, social, and economic effects when decisions are made about the use and development of the land.
(d)	<i>To require land use and development planning and policy to be easily integrated with environmental, social, economic, conservation and resource management policies at State, regional and municipal levels.</i>	<p>The proposed amendment will enable future land use and development decisions to be guided by the standardised provisions of the Tasmanian Planning Scheme, which are designed to integrate seamlessly with environmental, social, economic and resource management policies at State, regional and municipal levels.</p> <p>Unlike the Particular Purpose Zone – which was crafted for a specialised land-use context – the Urban Mixed Use Zone operates within the broader strategic framework of the Planning Scheme and aligns with policy directions set out in the <i>Northern Tasmania Regional Land Use Strategy, City of Launceston Strategic Plan</i>, and applicable State Policies. Its application will allow for consistent policy interpretation, streamlined statutory assessment, and balanced decision-making that reflects current planning objectives, including sustainability, adaptive reuse, and economic activation.</p> <p>By embedding the land within a widely applied zone that supports a range of compatible uses and is underpinned by standard development controls and policy linkages, the rezoning ensures that future planning outcomes will be well-integrated across all levels of government and responsive to evolving community needs and resource management priorities.</p>
(e)	<i>To provide for the consolidation of approvals for land use or development and related matters, and to co-ordinate planning approvals with related approvals.</i>	<p>The proposed amendment will streamline the statutory planning framework applying to the site by aligning it entirely within a single, standardised zone under the Tasmanian Planning Scheme. This consolidation eliminates the complexities and limitations associated with the bespoke Boags Brewery Zone, which contains narrow use allowances and unique provisions tied to the former owner’s operational model.</p> <p>By applying the Urban Mixed Use Zone consistently across the whole title, future land use or</p>

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		<p>development proposals can be assessed under a single zone with clearly defined use and development standards. This not only reduces administrative burden for proponents and the planning authority but also facilitates the coordination of planning approvals with related approvals under other regulatory frameworks, such as building, heritage, and environmental legislation. As a result, the rezoning promotes an efficient and integrated approvals process that supports timely, well-coordinated development outcomes.</p>
(f)	<p><i>To promote the health and wellbeing of all Tasmanians and visitors to Tasmania by ensuring a pleasant, efficient and safe environment for working, living and recreation.</i></p>	<p>The proposed amendment will promote the health and wellbeing of Tasmanians and visitors by enabling a broader range of uses that contribute to a vibrant, walkable, and activated urban environment. The Urban Mixed Use Zone supports land uses such as food services, visitor accommodation, community facilities, and residential development – all of which can enhance social interaction, improve access to local services, and activate underutilised buildings.</p> <p>In contrast to the restrictive and essentially outdated provisions of the Boags Brewery Zone, which limit the site’s capacity to adapt to contemporary community needs, the Urban Mixed Use Zone provides a flexible framework that encourages high-quality redevelopment and adaptive reuse. This will help foster a safer and more attractive public environment, support active transport options, and contribute to the revitalisation of the CBD. In doing so, the rezoning supports a more inclusive, accessible, and enjoyable environment for working, living, and recreation.</p>
(g)	<p><i>To conserve those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value.</i></p>	<p>The proposed amendment will better support the conservation and adaptive reuse of buildings and places of architectural and historical significance. The site contains heritage-listed structures, including the historic Tullochs Building, which is listed on the Tasmanian Heritage Register and contributes meaningfully to Launceston’s cultural identity.</p> <p>The Urban Mixed Use Zone provides greater flexibility for compatible uses—such as food services, visitor accommodation, and boutique retail—that are well-suited to activating heritage buildings without compromising their fabric or</p>

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		significance. In contrast, the current Particular Purpose Zone offers limited permitted uses, reducing the feasibility of reinvestment and restoration. By enabling economically viable and context-sensitive reuse opportunities, the proposed rezoning supports ongoing maintenance, relevance and public appreciation of these heritage assets, ensuring their conservation into the future.
(h)	<i>To protect public infrastructure and other assets and enable the orderly provision and co-ordination of public utilities and other facilities for the benefit of the community.</i>	<p>The proposed amendment will support the protection of existing public infrastructure and promote the orderly provision and coordination of utilities and services. The site is already well-serviced by reticulated water, sewerage, stormwater, electricity, and public road infrastructure, all of which are readily compatible with the intended range of uses permitted under the Urban Mixed Use Zone.</p> <p>By applying a standardised zoning framework that aligns with surrounding properties and infrastructure networks, the amendment enables a more coordinated approach to future development and service delivery. This avoids the inefficiencies and limitations associated with the bespoke Boags Brewery Zone, which is designed around a single industrial user. The proposed rezoning will facilitate redevelopment that makes efficient use of existing infrastructure, reduces the need for costly upgrades, and supports broader urban consolidation goals for the benefit of the community.</p>
(i)	<i>To provide a planning framework which fully considers land capability.</i>	The proposed amendment applies to land within an existing and long-established urban area of Launceston. The subject land and its surrounds are not agricultural land; and hence land capability will not be affected by the proposed rezoning.

4.1.5 Section 34(2)(d) – State Policies

State Coastal Policy 1996

The State Coastal Policy came into operation on 10 October 1996. The Policy applies to the coastal zone, which includes all State waters and land within 1 km from the High-Water Mark. The subject land is located within 1 km of the coastal zone, and the Policy applies.

The following three main principles guide the outcomes of the Policy:

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1. Natural and cultural values of the coast shall be protected.
2. The coast shall be used and developed in a sustainable manner.
3. Integrated management and protection of the coastal zone is a shared responsibility.

The proposed amendment to zoning of the subject land will not act to deter or diminish outcomes that align with the principles of the Policy. The proposed amendment is therefore consistent with the provisions of the Policy.

State Policy on Water Quality Management 1997

The State Policy on Water Quality Management came into operation on 27 September 1997. The Policy aims to achieve the sustainable management of Tasmania's surface water and groundwater resources by protecting or enhancing their qualities while allowing for sustainable development. The Policy applies to all surface waters, including coastal waters, and groundwaters, other than privately owned waters that are not accessible to the public and are not connected to, or flow directly into, waters that are accessible to the public or waters in any tank or cistern.

Clause 31.5 of the Policy requires that a planning scheme must require land use and development to be consistent with the physical capability of the land so that the potential for erosion and subsequent water quality degradation is minimised.

The proposed amendment to zoning of the subject land will not act to deter or diminish the satisfactory management of water quality for future use and/or development upon the land, and in a manner that aligns with the objectives of the Policy. The proposed amendment is therefore consistent with the provisions of the Policy.

State Policy on the Protection of Agricultural Land 2009

The purpose of the State Policy is to conserve and protect agricultural land so that it remains available for the sustainable development of agriculture, recognising the particular importance of prime agricultural land. The objectives of the Policy are to enable the sustainable development of agriculture by minimising:

- (b) conflict with or interference from other land uses; and
- (c) non-agricultural use or development on agricultural land that precludes the return of that land to agricultural use.

The Policy defines 'agricultural land' as meaning all land that is in agricultural use or has the potential for agricultural use, that has not been zoned or developed for another use or would not be unduly restricted for agricultural use by its size, shape and proximity to adjoining non-agricultural uses. The subject land is located within the urban area of Launceston and thus, requirements of the Policy do not pertain to the land.

National Environment Protection Measures

Pursuant to Section 12A of the *State Policies and Projects Act 1993*, a National Environment Protection Measure (NEPM) is taken to be a State Policy. Measures that have been adopted as Tasmanian State Policies relate to the following:

- Air Toxins;

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- Ambient Air Quality;
- Assessment of Site Contamination;
- Diesel Vehicle Emissions;
- Movement of Controlled Waste Between States and Territories;
- National Pollutant Inventory; and
- Used Packaging Materials.

The subject land has no apparent land use history that indicates contamination. NEPMs therefore relate to matters that are not affected by the proposed amendment.

4.1.6 Section 34(2)(da) – Tasmanian Planning Policies

There are no TPPs currently in effect. The requirement in Section 34(2)(da) therefore does not apply.

4.1.7 Section 34(2)(e) – Northern Tasmania Regional Land Use Strategy

The current Regional Land Use Strategy of Northern Tasmania (NTRLUS) was declared by the Minister for Planning, pursuant to Section 5A of the LUPA Act, on 23 June 2021.

Regional planning policies and policy actions relevant to consideration of the proposed amendment are reproduced and appraised in the below table:

Policy	Action	Response
<p>RAC-P1</p> <p><i>Maintain and consolidate the Regional Activity Centres Network so future urban development consolidates and reinforces the spatial hierarchy of existing centres. This will be achieved through the reuse and redevelopment of existing buildings and land to integrate a mix of land uses including the coordinated provision of residential development, retail, commercial, business, administration, social and community facilities, public and active transport</i></p>	<p>RAC-A1</p> <p><i>Integrate the Regional Activity Centres Network into government policy and strategies (including strategic plans, corporate plans, planning schemes and capital works programs).</i></p> <p>RAC-A2</p> <p><i>Zoning and land use planning provisions are to minimise potential for decentralisation of functions outside of the Regional Activity Centres Network and reinforce the spatial hierarchy, role and function of centres.</i></p>	<p>The proposed amendment will reinforce and consolidate Launceston's role as a Principal Activity Centre within the Northern Tasmania Regional Activity Centres Network. The Urban Mixed Use Zone encourages the coordinated provision of residential, commercial, retail, and community uses – creating the conditions for active, vibrant, and economically resilient centres. This aligns strongly with the strategic objective of focusing future growth within existing urban footprints to avoid decentralisation of key services and functions.</p> <p>Rezoning the site from the outdated and operationally redundant application of the Boags Brewery Zone will enable adaptive reuse of heritage infrastructure, reinvestment in underutilised urban land, and</p>

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<p><i>provision and associated infrastructure.</i></p>		<p>activation of a well-connected site that already benefits from public infrastructure, active transport links, and access to community services. By facilitating mixed-use redevelopment in the heart of the CBD, the amendment supports a compact urban form and provides opportunities for improved hospitality, business and tourism opportunities without fragmenting the retail and service hierarchy established by the Regional Activity Centres Network.</p> <p>Moreover, integrating the Urban Mixed Use Zone across the full title ensures that future land use and development proposals are assessed under a standardised, performance-based planning framework that is directly aligned with government policies at the State, regional and municipal levels. This helps streamline decision-making, infrastructure planning, and investment certainty.</p> <p>By removing a single-user, purpose-built zone and replacing it with a strategically aligned mixed-use zone, the amendment not only strengthens Launceston’s CBD as a regional hub but also ensures alignment with broader policy objectives aimed at promoting compact, efficient, and liveable urban centres.</p>
<p>RAC-P2</p> <p><i>Reinforce the role of the Launceston Principal Activity Centre as the primary focus for administration, government, business, commercial, cultural, high order retail goods (including bulk goods locations / precincts) recreational, arts and tourism activity for the region.</i></p>	<p>RAC-A3</p> <p><i>Reinforce the role of Launceston City as the region’s Principal Activity Centre (PAC) and provide for it to be sustained and strengthened through the preparation of a master plan that:</i></p> <ul style="list-style-type: none"> <i>• Maintains and consolidates regional significant retail attractions and amenities</i> 	<p>The proposed amendment will reinforce the role of the Launceston Principal Activity Centre as the regional hub for administration, business, retail, culture, and tourism. Located within the heart of the CBD and already partially within the Urban Mixed Use Zone, the subject site is strategically positioned to support a diversity of high-order activities consistent with Launceston’s position at the top of the Northern Tasmania Regional Activity Centres Network.</p>

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	<p><i>by facilitating and encouraging new investment;</i></p> <ul style="list-style-type: none"> • <i>Supports regional level retail investment in the CBD and inner city areas;</i> • <i>Complements the other higher order regional activity centres; and</i> • <i>Facilitates the consolidation of bulky goods precincts within the City and the Greater Launceston Urban Area.</i> 	<p>Unlike the bespoke Boags Brewery Zone, which restricts land use to brewery-related and associated operations, the Urban Mixed Use Zone enables a broader and more flexible range of permitted uses including commercial offices, business and professional services, retail and bulky goods sales, food services, hotel and visitor accommodation, and community and cultural activities. These land uses directly support the consolidation of high-value activity in the core of the city and encourage activation of existing underutilised buildings such as the heritage-listed Tullochs Building.</p> <p>Importantly, the rezoning also promotes complementary development that contributes to the vibrancy and diversity of the CBD – facilitating tourism infrastructure, housing choice, employment-generating uses, and arts-related activities. This aligns with strategic objectives of the NTRLUS, which identifies Launceston as the region’s premier centre for government, commerce, and culture.</p> <p>By creating a cohesive planning framework across the site and supporting investment in mixed-use development, the amendment reinforces the role and function of Launceston’s Principal Activity Centre and helps ensure that key regional services and functions remain concentrated in the urban core.</p>
<p>RAC-P5</p> <p><i>Provide safe and amenable access to Activity Centres, for all members of the community, by supporting active transport opportunities that encourage people to walk,</i></p>	<p>RAC-A6</p> <p><i>Support the improved use of public transport and alternative modes of transport, pedestrian amenity and urban environments in a coordinated and consistent manner</i></p>	<p>The proposed amendment will enhance opportunities for safe and inclusive access to the Launceston Principal Activity Centre by supporting active transport and public transit use. The site is located within the walkable core of the CBD, adjacent to well-connected pedestrian networks, designated bicycle routes, and in close</p>

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<p><i>cycle and use public transport.</i></p>	<p><i>between the higher order activity centre.</i></p>	<p>proximity to public transport services and stops.</p> <p>Rezoning to the Urban Mixed Use Zone allows for a greater diversity of land uses that contribute to a vibrant, mixed-use precinct with continuous street-level activity. This supports the creation of a safe and amenable public realm, where a mix of day and evening uses encourages passive surveillance, walkability and street vitality.</p> <p>By enabling adaptive reuse of existing buildings and promoting infill development in a location already serviced by reticulated infrastructure, the amendment reduces the need for private vehicle dependence and encourages sustainable transport choices. The planning framework of the Urban Mixed Use Zone also allows for integration of end-of-trip facilities and design standards that support walking and cycling.</p> <p>Transitioning to the Urban Mixed Use Zone ensures that future development aligns with regional objectives to improve transport efficiency, reduce emissions, and provide equitable access for all members of the community.</p>
<p>RAC-P10</p> <p><i>Provide for a range of land uses to be incorporated into activity centres appropriate to their role and function within the Activity Centres Hierarchy</i></p>	<p>RAC-A13</p> <p><i>Focus higher density residential and mixed-use development in and around regional activity centres and public transport nodes and corridors.</i></p>	<p>The proposed amendment will directly support the objectives of the Activity Centres Hierarchy by enabling a wider range of land uses appropriate to the role and function of the Launceston Principal Activity Centre.</p> <p>The Urban Mixed Use Zone allows for a flexible mix of residential, commercial, retail, business, hospitality, and visitor accommodation uses, which are consistent with the strategic intent of reinforcing Launceston as the region’s highest-order centre. These uses encourage integration of services and amenities within a compact and accessible urban footprint, enhancing</p>

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		<p>convenience, economic viability, and activity diversity.</p> <p>Furthermore, the rezoning promotes the efficient use of underutilised urban land by facilitating mixed-use development in a location well connected to public transport services and established pedestrian and cycling networks. This aligns with regional and municipal planning strategies that encourage urban consolidation around major activity centres and transit nodes, in order to reduce urban sprawl, support sustainable transport choices, and enhance liveability.</p> <p>The proposed Urban Mixed Use zoning provides a future-focused planning framework that supports diverse land use integration within the Principal Activity Centre, advancing the objectives of the NTRLUS.</p>
<p>RAC-P13 <i>Support effective access to a hierarchy of social facilities and amenities.</i></p>	<p>RAC-A16 <i>Have regard to the location of activity centres relative to existing or proposed principal public transport corridors in the consideration of planning scheme amendments, including rezoning proposals, as appropriate.</i></p>	<p>The proposed amendment will support more effective access to a hierarchy of social facilities and amenities by facilitating a diverse mix of land uses within the Launceston Principal Activity Centre. The site is centrally located within walking distance of key civic, cultural, recreational, retail, health and education services, reinforcing Launceston’s role as the region’s pre-eminent hub for social and economic activity.</p> <p>By enabling the redevelopment and adaptive reuse of the site for a broader range of residential, commercial and community-based uses, the Urban Mixed Use Zone strengthens the integration of housing and services in a highly accessible urban environment. This promotes inclusivity and convenience, particularly for those who rely on walking, cycling or public transport.</p> <p>The rezoning also reflects appropriate consideration of the site’s proximity to</p>

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		<p>principal public transport corridors and major bus routes servicing the Launceston CBD. The subject land lies within a well-established public transport network, which provides frequent connections to surrounding suburbs and regional destinations. Rezoning to a standardised, mixed-use zone in this location aligns with regional planning directives that seek to concentrate development along existing transit corridors, ensuring efficient infrastructure use and reducing reliance on private vehicles.</p> <p>Together, these factors demonstrate that the rezoning will improve access to services, strengthen urban consolidation outcomes, and align with strategic policies supporting transit-oriented development and a well-functioning activity centre network.</p>
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4.1.8 Section 34(2)(f) – City of Launceston Strategic Plan

The City of Launceston Strategic Plan 2025-2035 is prepared in accordance with the requirements of Part 7, Division 2 of the *Local Government Act 1993*. It details Council’s vision, goals, objectives and actions over the coming 10 years. Goals and objectives of the Strategic Plan that are relevant to consideration of the proposed amendment are reproduced and appraised in the below table:

Goal	Objective	Response
<p>Goal 1.2 <i>Launceston’s economy is resilient and sustainable, with significant growth in its gross regional product (GRP) through a diverse economic base supported by a skilled workforce, enabling business environment, and facilitation of investment opportunities.</i></p>	<p>Objective 1.2(a) <i>Capitalise on our competitive advantages by focusing on key sectors including food and agricultural innovation, research & development, advanced manufacturing, healthcare and circular economy initiatives.</i></p> <p>Objective 1.2(b)</p>	<p>The proposed amendment will support the City of Launceston’s vision for a resilient and sustainable economy by unlocking a high-profile, underutilised inner-city site for flexible and productive re-use. The Urban Mixed Use Zone provides a planning framework that supports a diverse economic base, encouraging commercial, hospitality, health, tourism, and residential uses to co-locate within the Launceston Principal Activity Centre, thereby increasing activity, employment and investment.</p>

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	<p><i>Position Launceston as a business-friendly city that attracts & nurtures entrepreneurs, startups, and microbusinesses.</i></p>	<p>By enabling adaptive reuse of historic infrastructure and encouraging small-scale businesses, the rezoning fosters a business-friendly environment that appeals to entrepreneurs, start-ups and microbusinesses, who are often drawn to well-located, character-rich spaces with flexible land use controls. This approach complements Launceston’s strategic goal of positioning itself as a city that nurtures innovation and local enterprise.</p> <p>The rezoning offers a forward-looking planning response that facilitates investment, supports strategic sectoral growth, and contributes to increasing Launceston’s Gross Regional Product (GRP) by promoting mixed-use development aligned with the city’s competitive strengths.</p>
<p>Goal 1.3. <i>Launceston’s attractive employment opportunities, enviable lifestyle and our reputation as a forward-thinking city make it the destination of choice for professionals, entrepreneurs and innovators.</i></p>	<p>Objective 1.3(a) <i>Position Launceston as a national testbed for urban innovation (e.g., pilot smart city projects, future mobility solutions, and climate-adaptive urbanism).</i></p> <p>Objective 1.3(b) <i>Attract and retain young professionals (25 - 34 year-olds) to Launceston.</i></p> <p>Objective 1.3(c) <i>Establish Launceston as a national leader in sustainability through our achievements in circular economy innovation and reducing greenhouse gas emissions.</i></p>	<p>The proposed amendment will contribute toward supporting City of Launceston’s strategic vision as a progressive, liveable, and innovative regional centre. By enabling a broader mix of commercial, hospitality and community uses within the Launceston Principal Activity Centre, the rezoning will activate underutilised historic infrastructure and unlock new spaces for employment, enterprise, and urban living, appealing to professionals, entrepreneurs and innovators seeking a high-quality lifestyle in a connected city environment.</p> <p>The Urban Mixed Use Zone provides the flexibility needed to accommodate pilot projects and innovation-driven enterprises, aligning with Launceston’s ambition to become a national testbed for smart city initiatives, future mobility concepts, and climate-adaptive urbanism. The site’s central location, proximity to transport, and adaptive building stock make it ideal for hosting agile, forward-thinking</p>

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		<p>ventures that bridge the gap between liveability and productivity.</p> <p>The opportunity to establish creative workspaces, co-located accommodation, retail and cultural uses also enhances Launceston’s appeal to the 25-34 year-old demographic, who are often drawn to compact, vibrant, and authentic urban environments. By supporting such activity, the rezoning contributes directly to Launceston’s broader strategy to attract and retain young professionals, diversify the local workforce, and build long-term economic resilience.</p> <p>The potential enabled by the Urban Mixed Use Zone being applied to the land allows for the application of sustainable design principles, circular economy practices, and low-emission transport infrastructure, aligning with the city’s positioning as a national leader in sustainability. In this way, the rezoning offers a future-focused planning response that helps Launceston grow not only as a place to live and work, but as a benchmark for innovation, sustainability, and urban excellence.</p>
<p>Goal 2.2</p> <p><i>Launceston’s transport system connects communities, reduces car dependency in activity centres and corridors, and promotes active transportation options.</i></p>	<p>Objective 2.2(c)</p> <p><i>Develop a safe, pleasant and connected walking and active transportation network that is integrated with the transport system, across Launceston’s urban footprint.</i></p>	<p>The proposed amendment will help advance the City of Launceston’s transport objectives by supporting a land use pattern that reduces car dependency, encourages active transport, and reinforces the accessibility of the Launceston Principal Activity Centre.</p> <p>The site’s strategic CBD location places it within walking and cycling distance of key services, employment hubs, public spaces, and transport routes. Rezoning to the Urban Mixed Use Zone enables a mix of residential, commercial, and visitor accommodation uses in close proximity to public transport and active transport infrastructure, thereby</p>

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		<p>supporting a shift away from car-reliant travel modes and toward sustainable, walkable lifestyles. In contrast, the existing Boags Brewery Zone limits the site’s activation and restricts its contribution to broader transport and accessibility goals.</p> <p>The Urban Mixed Use Zone also facilitates development outcomes that are compatible with a safe, pleasant and connected pedestrian environment, including the potential for ground-floor activation, street-facing entries, and public realm improvements. These features contribute to urban legibility, walkability and passive surveillance, enhancing the quality and safety of the active transport network throughout Launceston’s urban footprint.</p> <p>By promoting a compact, mixed-use space within the regional centre, the rezoning directly supports integration between land use and transport planning, ensuring that future utility of the site contributes to a connected, multimodal transport system that reflects the City of Launceston’s commitment to sustainability, accessibility, and inclusive mobility.</p>
<p>Goal 2.3. <i>Launceston’s community is connected to our Aboriginal and built heritage, while growing a city of the future.</i></p>	<p>Objective 2.3(b) <i>Ensure that significant heritage elements are respected while addressing the future housing, commerce and recreational needs of the community.</i></p> <p>Objective 2.3(c) <i>Implement planning guidelines (particularly within the CBD) to encourage adaptive reuse of heritage buildings, and</i></p>	<p>The proposed amendment will promote a planning outcome that allows the city to honour its built heritage while embracing contemporary growth and development. The site includes notable heritage elements which reflect Launceston’s industrial past and contribute to the city’s architectural identity and cultural continuity.</p> <p>By enabling a broader range of uses through the Urban Mixed Use Zone, the rezoning facilitates adaptive reuse of the subject land in a manner that respects its historical value while making it economically viable and functionally relevant for future</p>

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	<p><i>infill development that promotes our city's built heritage character.</i></p>	<p>generations. This directly supports the City of Launceston's goal to grow a city of the future that remains connected to its heritage fabric through thoughtful integration of the old and new.</p> <p>Importantly, the Urban Mixed Use Zone provides a framework that supports infill development and flexible land use, helping to meet the city's evolving commercial and recreational needs without compromising heritage significance. This includes provisions that align with the planning guidelines and heritage overlays in the CBD, which encourage context-sensitive development that complements the scale, materiality, and urban form of historic buildings.</p>
<p>Goal 3.3</p> <p><i>As northern Tasmania's cultural and commercial centre, Launceston's historic city heart is buzzing with activity throughout the day and into the night.</i></p>	<p>Objective 3.3(a)</p> <p><i>Intensify baseline activity in the city centre by facilitating an increase in inner-city living and working.</i></p> <p>Objective 3.3(b)</p> <p><i>Implement bold initiatives that increase nighttime activity, optimise dwell time, maximise appeal to locals and visitors, and add to the City's vibrancy and safety.</i></p>	<p>The proposed amendment will directly contribute to the vitality and vibrancy of Launceston's historic city heart, reinforcing its role as northern Tasmania's cultural and commercial centre. By enabling a broader and more flexible mix of uses including residential, commercial, hospitality, and visitor accommodation, the rezoning supports a city centre that is active, welcoming, and economically resilient from morning into the evening.</p> <p>The Urban Mixed Use Zone encourages higher-density inner-city living and working, supporting population growth within walking distance of shops, workplaces, public spaces and cultural venues. This intensification of baseline activity helps activate the city throughout the day, increases casual surveillance, and builds a stronger foundation for public and private investment in the CBD.</p> <p>Importantly, the rezoning also unlocks potential for night-time economy uses – such as restaurants, bars, boutique accommodation and entertainment –</p>

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		<p>which are typically prohibited or restricted under the existing Boags Brewery Zone. By enabling this transformation, the rezoning enhances dwell time, urban appeal, and local engagement, contributing to a safer, more vibrant city centre that is attractive to locals, visitors, and future residents alike.</p> <p>Through adaptive site reuse and integration of complementary uses, the rezoning creates the conditions for a bustling, diverse and activated urban environment, aligned with Launceston’s broader strategic vision for a dynamic and liveable regional capital.</p>
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4.1.9 Section 34(2)(g) – Adjacent Local Government Areas

Section 34(2)(g) of the LUPA Act requires the amendment, as far as practicable, to be consistent and coordinated with any LPS applying to adjacent local government areas. The proposed amendment will not be incompatible with LPSs of municipal areas adjacent to City of Launceston.

4.1.10 Section 34(2)(h) – *Gas Safety Act 2019*

Section 34(2)(h) requires the amendment to have regard to the safety requirements set out in the standards prescribed under the *Gas Safety Act 2019*. The proposed amendment will not act to interfere with or affect the attainment of these requirements.

5 Conclusion

The proposed rezoning of the ‘eastern’ portion of 3–7 George Street, Launceston from the Particular Purpose Zone – Boags Brewery into the Urban Mixed Use Zone represents a logical and strategic improvement to the zoning configuration of both the site and its immediate surrounds. The amendment will eliminate a bespoke, outdated zoning configuration of the subject land that no longer reflects the ownership, operational needs, or strategic potential of the land, following its divestment by Boags Brewery.

Applying the Urban Mixed Use Zone will bring the entire site into alignment with the zoning of adjoining properties to the west and south, creating a more cohesive and contemporary planning framework within the Launceston Principal Activity Centre. This zoning integration supports land use consistency, streamlines assessment processes, and facilitates mixed-use development that aligns with city-wide strategic objectives for urban consolidation, heritage reuse, and economic diversification.

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By removing unnecessary planning constraints and enabling a broader range of uses, the rezoning encourages vibrant, adaptive, and sustainable development outcomes. It also enhances the site's ability to contribute positively to the activation, amenity, and economic vitality of Launceston's CBD, delivering enduring benefits to the local community and the broader region.

The application demonstrates that the proposed amendment furthers the objectives of the *Land Use Planning and Approvals Act 1993* and is consistent with the following:

- Northern Tasmania Regional Land Use Strategy (2021);
- Tasmanian State Policies; and
- City of Launceston Strategic Plan (2025-2035).

The proposed amendment is therefore considered to be in accordance with the Local Provisions Schedule criteria provided at Section 34(2) of the LUPA Act.

TASMANIAN PLANNING SCHEME – LAUNCESTON

Proposed Amendment

Rezone part of the land at 3-7 George Street, Launceston (Title reference 169239/1) from Particular Purpose Zone – Boags Brewery to Urban Mixed Use Zone, as described below.

Amend the Launceston Local Provisions Schedule zone maps as below:



Zoning:  Urban Mixed Use Zone

Form No. 1

Owners' consent

Requests for amendments of a planning scheme or Local Provisions Schedule and applications for combined permits require owners' consent. This form must be completed if the person making the request is not the owner, or the sole owner.

The person making the request must clearly demonstrate that all owners have consented.

Please read the notes below to assist with filling in this form.

1. Request made by:

Name(s):

Planning Ahead Tasmania

Email address

rwillis@planningaheadtas.com

Contact number:

0480 518 568

2. Site address:

Address:

3-7 George Street LAUNCESTON

Property identifier (folio of the Register for all lots, PIDs, or affected lot numbers on a strata plan):

Folio of the Register 169239/1
PID 1865823

3. Consent of registered land owner(s):

Every owner, joint or part owner of the land to which the application relates must sign this form (or a separate letter signed by each owner is to be attached).

Consent to this request for a draft amendment/and combined permit application is given by:

Registered owner :

Property identifier (folio of the Register for all lots, PIDs, or affected lot numbers on a strata plan):

Position (if applicable):

Signature: Date:

Registered owner (please print):

Property identifier (folio of the Register for all lots, PIDs, or affected lot numbers on a strata plan):

Position (if applicable):

Signature: Date:

Registered owner



Property identifier (folio of the Register for all lots, PIDs, or affected lot numbers on a strata plan):

Position (if applicable):

Signature: Date:

NOTES:

a. When is owners' consent required?

Owners' consent is required for:

- amendments to an interim planning scheme or to a Local Provisions Schedule¹; or
- combined permits and amendments².

Owners' consent must be provided before the planning authority determines to initiate, certify or prepare the amendment.

b. Who can sign as owner?

Where an owner is a natural person they must generally sign the owner's consent form personally.

Where an owner is not a natural person then the signatory must be a person with legal authority to sign, for example company director or company secretary.

If the person is acting on behalf of the owner under a legal authority, then they must identify their position, for example trustee or under a power of attorney. Documentary evidence of that authority must also be given, such as a full copy of the relevant Trust Deed, Power of Attorney, Grant of Probate; Grant of Letters of Administration; Delegation etc.

Please attach additional pages or separate written authority as required.

c. Strata title lots

Permission must be provided for any affected lot owner and for common property for land under a strata title under the *Strata Titles Act 1998*. For common property, permission can be provided in one of the following ways:

- a letter affixed with the body corporate's common seal, witnessed by at least two members of the body corporate (unless there is only one member, in which case the seal must be witnessed by that member) and which cites the date on which the body corporate or its committee of management met and resolved to give its consent to the application; or,
- the consent of each owner of each lot on the strata plan.

d. Companies

If the land is owned by a company the form is to be signed by a person with authority in accordance with the *Corporations Act 2001 (Cwth)*.

e. Associations

If the land is owned by an incorporated association the form is to be signed by a person with authority in accordance with the rules of the association.

f. Council or the Crown

If the land is owned by a council or the Crown then form is to be signed by a person authorised by the relevant council or, for Crown land, by the Minister responsible for the Crown land, or a duly authorised delegate.

The name and positions of those signing must be provided.

Effective Date: September 2021

¹ under section 33(1) of the former provisions of the *Land Use Planning and Approvals Act 1993* or section 37 of the current provisions.

² under section 43A of the former provisions or section 40T of the current provisions of the Act