



Waratah-Wynyard and Circular Head
Councils

Central Area Development Strategies Project Draft Master Plans and Strategies

January 2019

Executive summary

The Purpose

Waratah-Wynyard and Circular Head Councils initiated the Central Area Development Strategy (CADS) to provide them with a long term strategy, and comprehensive master plan and design framework to guide sustainable development and public and private investment in the towns of Somerset, Wynyard, Stanley and Smithton over a 25 year period. The Councils recognise that the framework will identify initiatives and interventions to impact the future economic development and employment growth, with a consequent positive impact upon the resident population and community sustainability. While much of the economic activity and employment occurs outside the towns, the Central Areas are critical to local retail and business activity and therefore a key focus and opportunity to stimulate the economy. While public investment in improving infrastructure and provision of services will assist, increasingly the Councils are required to do more with reduced budgets.

The Councils sought to find practical outcomes that can provide for a framework for driving economic development on public and private land, identifying where capital improvements in the public realm can assist in stimulating private investment and the economy more generally, and potentially enabling the rationalisation of council assets in the process.

Market Trends Assessment

A market assessment identified that there was potential shortfall of retail floor space in Somerset and Wynyard, and that with a declining population there was ample land zoned for residential development. However, with an ageing population there was a need for new forms of housing, potentially in or within close proximity of the Central Areas and related ease of access to retail, community and related services. In summary, the market assessment found that:

- Somerset had a deficit of approximately 3,550 m² of retail space, primarily in food, groceries and liquor categories. A potential latent demand for smaller, townhouse or unit style residential development was identified, in response to the ageing 'empty-nester' demographic. A number of project ideas and zoning interventions suggested during the course of the Study were tested and supported, including: adaptive reuse of the Veneer Mill; development of Langley Park for additional housing or a tourist complex, or combination of the two; and rationalisation of the General Business Zone.
- Wynyard was also identified as having a retail floor space shortfall. The market assessment expenditure could notionally support an additional 4,980 m², focussed in the non-food category (apparel, homewares, appliances and hardware). Catered for within the existing General Business Zone footprint was preferred, although some expansion of the Wynyard IGA outside this area was supported. A number of other development ideas or zoning interventions were tested and supported, including: an expansion of the Fonterra Plant; redevelopment of the former school site off Little Goldie Street; and introduction of an Urban Mixed Use Zone to support transition of use between the Central Area and the waterfront.

- Stanley is primarily a tourist town and retail activity is largely dependent on the success or otherwise of this sector. Cruise ship visitation was seen as a potential fillip for the local economy, and planned expansion of visitor accommodation supported.
- Smithton has a diversified economy with employment dominated by the key sectors of agriculture, forestry, fishing and manufacturing. Despite growth in these sectors Smithton has experienced a decline in population, with it having fewer residents now than in 2016. A key loss has been in the number of families with children. Smithton's retail and commercial footprint is comparatively extensive compared to other towns of a similar size and efforts to consolidate and differentiate between the core retailing precinct and the larger footprint required for bulky merchandise retailers and related services is supported.

Transport and Connectivity

The transport network was analysed with a view to identifying future projects that would enhance the attractiveness of the Central Areas, whether in the form of additional parking, permeability of the road and pedestrian network, or other traffic management improvements that could be made. A number of the project ideas were tested and recommendations made in relation to implementation of traffic or network upgrades and changes.

Community Engagement

Community engagement activities were undertaken in order to ensure relevant stakeholders were informed about the project and given opportunity to provide feedback. This involved a range of both direct and indirect communication, and included hosting a website, conducting walk and talk events, focus group sessions, one-on-one discussions with identified land owners, and meetings with the Steering Committee and respective Councils. Themes of community feedback included: built and natural environment; society and community; economic development; and regulatory and other impediments to investment. The Social Pinpoint web-based tool proved to be the most accessible to the community and provided opportunities to respond to or suggest project ideas. Of greatest interest to the community was the built and natural environment category, closely followed by social and community and regulatory matters. Economic development and investment ideas attracted very limited interest.

Strategic Intervention

Strategy development and master planning for the Central Areas of Somerset, Wynyrd, Stanley and Smithton have identified key projects that are intended as a guide to what is possible, and where public investment in infrastructure has the potential to stimulate private sector interest and economic activity. In some instances, it may be possible for Councils to provide incentives to encourage such investment, or by releasing public land to the market to support specific project ideas. Other projects are focussed on public domain improvements that improve liveability and attractiveness of the towns and thus assisting in retaining population, or attracting new residents to the North West.

Project Initiatives

A number of the project ideas can be staged in a way that private sector funds generated by the release of land for specific development projects can be used to provide necessary public infrastructure and amenities that will benefit the wider community. A number of the projects are seen as having a wider benefit and potentially of such significance that Commonwealth or State Government grant funding may be attracted. The potential for a pedestrian overpass linking Somerset Central Area to Langley Park and nearby foreshore, is one such project.

A number of specific projects are identified for each town. Zoning changes required to facilitate these projects, or to achieve other strategic outcomes, are identified and described. An implementation framework has been developed identifying each project or rezoning, a priority and timing ranking is provided, and likely sources of funding and responsibility for taking actions, are identified.

Table of contents

Executive summary	i
Purpose of this report	7
Scope and limitations	7
1. Background	8
1.1 Context	8
1.2 Project objectives	9
1.3 Inputs to the Study	9
2. Our process	11
2.1 Assessment process	11
3. Study areas	13
3.1 Study areas	13
3.2 Study areas key themes.....	18
4. Market analysis.....	19
4.1 Introduction.....	19
5. Traffic and parking.....	32
6. Community engagement	37
6.1 Stakeholder engagement.....	37
6.2 Engagement activities	37
6.3 Community feedback	39
6.4 Social Pinpoint feedback.....	44
7. Strategy Development.....	46
7.1 Master Planning – Project Initiatives.....	46

7.2	Project Concept Plans.....	46
7.3	Somerset Master Plan.....	47
7.4	Wynyard Master Plan.....	59
7.5	Stanley Master Plan.....	74
7.6	Smithton Master Plan.....	83
8.	Implementation Plans.....	98
8.1	Overview.....	98
8.2	General.....	98
9.	Acknowledgements.....	118

Table index

Table 1	Somerset community feedback.....	39
Table 2	Wynyard community feedback.....	40
Table 3	Stanley community feedback.....	41
Table 4	Smithton community feedback.....	42
Table 5	Master plans implementation framework and investment strategy.....	98

Figure index

Figure 1	Central Area Development Strategies Project Process.....	12
Figure 2	Overview of study area.....	13
Figure 3	Somerset study area and existing conditions.....	14

Figure 4	Wynyard study area and existing conditions	15
Figure 5	Stanley study area and existing conditions	16
Figure 6	Smithton study area and existing conditions	17
Figure 7	Study area key themes	18
Figure 8	Social Pinpoint - Wynyard area map.....	44

Appendices

Appendix A – Specific Site Development Opportunities

Appendix B – Market analysis

Appendix C – Traffic and Parking Assessments

Appendix D – Concept Plans for Somerset

Appendix E – Concept plans for Wynyard

Appendix F – Concept Plans for Stanley

Appendix G – Concept Plans for Smithton

Purpose of this report

This report has been prepared by GHD for Waratah-Wynyard and Circular Head Councils, and may only be used and relied upon by the councils for the purpose agreed between GHD and Waratah-Wynyard and Circular Head Councils as set out below.

Scope and limitations

GHD otherwise disclaims responsibility to any person other than the Waratah-Wynyard and Circular Head Councils arising in connection with this report. GHD also excludes implied warranties and conditions, to the extent legally permissible.

The services undertaken by GHD in connection with preparing this report were limited to those specifically detailed in the report and are subject to the scope limitations set out in the report.

The opinions, conclusions and any recommendations in this report are based on conditions encountered and information reviewed at the date of preparation of the report. GHD has no responsibility or obligation to update this report to account for events or changes occurring subsequent to the date that the report was prepared.

The opinions, conclusions and any recommendations in this report are based on assumptions made by GHD described in sections 1 – 7 of this report. GHD disclaims liability arising from any of the assumptions being incorrect.

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1. Background

1.1 Context

Waratah-Wynyard Council and Circular Head Council (the Councils) engaged GHD to help them develop a long-term strategy, comprehensive master plan, and design framework to guide sustainable development and public and private investment in the Somerset, Wynyard, Stanley and Smithton Central Areas over a 25-year period.

The broader Murchison Region has been experiencing a declining and ageing population. The *Sustainable Murchison 2040 Community Plan* indicates that population growth into the future would be dependent upon economic development and employment growth.

The retail precincts of Somerset, Wynyard, Stanley and Smithton are important hubs of economic and social activity, and play a role in ensuring community well-being and cohesion through the provision of access to consumer goods and services, and social interaction. It is important that these areas remain vibrant, functional and liveable, and the commercial and community spaces used support the economic and social infrastructure of the municipality.

However, it has been identified that these precincts lack a long-term comprehensive master plan and design framework to guide their sustainable development. Much can be done to improve their productivity and liveability through unlocking the commercial and residential potential of these areas, assessing current and future zoning needs, and improving transport and parking accessibility.

Prospects for retail activity are closely aligned to current and future population and related demographic characteristics, and the strength of the regional economy. The retail precincts are part of the broader sub-regional economy, primarily providing district and local services to urban and regional residents and business enterprises. However, the local

economy is facing significant challenges that impact the local retail and business sectors, particularly when compared state-wide and nationally, such as:

- An ageing population
- More people exiting the workforce than are entering
- Higher proportion of households that are welfare dependent
- Higher levels of longer term unemployment
- Lower workforce participation rates
- Relatively static population growth
- Higher proportion of micro-enterprises and family owned and operated businesses
- Local enterprises that have little discretionary/investment capital

Typical of many district service centres, the majority of activity occurs within normal business hours and a challenge for both councils is to find ways of increasing activity and demand for services after-hours. A trend to increasing residential development within town centres is evident elsewhere in Tasmania, and has resulted in more vibrant communities and demand for night-time cultural and recreational activities. There is currently little in the way of residential offerings in the Central Areas of Wynyard and Smithton, with marginally more in Somerset given its proximity to Burnie, and Stanley by virtue of catering for the visitor market. Potential Changes in the zoning mix could stimulate a greater mix of business and residential use and development, and cater for future growth in the longer 25 year project horizon. Parking infrastructure in and around the commercial areas is also a major determinant in the successful function of these Central Areas.

Long-term sustainability issues are forcing councils to provide a more targeted approach to improving infrastructure and service levels. This is similarly the case for other tiers of government, and there is increasing

pressure on councils to effectively 'do more with less'. This project is a demonstration of the need to review and manage assets and service delivery, balanced against the need for financial restraint and wise investment in physical and social infrastructure to encourage local development. Councils are therefore seeking practical outcomes that can provide a stimulus for encouraging economic development on private land, guide budgeting for capital improvements in the public realm and achieve the rationalisation of assets. This will require a greater focus on public and private partnerships.

1.2 Project objectives

The key objectives of the Central Area Development Strategies Project (CADS Project), identified by the Councils, are:

1.2.1 Improved productivity

This is to be achieved by:

- Better integration of land use and infrastructure
- Unlocking potential commercial and residential areas and sites within the study areas
- Improvements to the efficiency of infrastructure, including improvements to public transport and road networks
- Maintenance of design quality that reflects the significance of the Central Areas as a destination and activity centre

1.2.2 Improvements in liveability

This is to be achieved by:

- The facilitation of housing supply
- Improvements in accessibility and connectivity

- Provision of safe, efficient and integrated pedestrian flows through and within the Central Areas
- Provision of adequate onsite parking and managed vehicle access
- Provision of a safe and secure environment for all members of the community at all times of the day and night
- Support for community well-being

1.3 Inputs to the Study

Meeting the CADS Project objectives required input or assessment of a range of elements including:

- a) Market Analysis – in order to gain an understanding of current and future drivers of the economy and forecast demand for housing, retail, and commercial floor space. Property investment opportunities were tested against the market for verification of the viability of potential investments.
- b) Stakeholder Engagement – a key objective of the engagement program was to create inclusive forums that fostered and encouraged active and ongoing input, elicited feedback from property owners, captured the valuable local knowledge, and facilitated a sense of ownership of the project outcomes.
- c) Master Planning – guided by input from the Councils, community discussions and feedback, and assessment of site development opportunities, concept master plans were prepared demonstrating possible urban design outcomes of potential new investments within Somerset, Wynyard, Stanley and Smithton.
- d) Infrastructure Planning – assessment of infrastructure requirements associated with identified projects or sites, with a particular focus on traffic and parking issues and future opportunities to support growth and prosperity of the towns in the public and private sector.

- e) Strategic Planning – the ability of specific investment opportunities to be realised requires assessment of the suitability of current zoning and its underlying strategic framework.
- f) Guidance received from the CADS Project Steering Committee (Steering Committee).

The process followed in undertaking the CADS Study is outlined in the following section.

2. Our process

2.1 Assessment process

2.1.1 Input from Project Steering Committee

The project commenced with a review of key sites and potential opportunities identified by the respective councils and outlined by the Steering Committee. These areas were further refined in workshops with councillors and distilled into a 'key sites and opportunities' analysis. The process provided clear focus and direction for the more detailed assessments that followed.

2.1.2 Context analysis

Desktop reviews of relevant previous studies, site verification and existing condition assessments were undertaken in respect of the urban form, streetscape, land use, site zoning, traffic circulation and pedestrian connectivity. This process assisted in the confirmation of key selected sites and potential development opportunities. Key themes identified included the platform for economic development, improvement of the built environment, and building on existing social and community infrastructure.

2.1.3 Stakeholder engagement

A Stakeholder and Community Consultation Plan developed to manage communication and consultation activities was continually refined in response to community input received. The underpinning objectives were to:

- a) Ensure that relevant stakeholders were informed about the project and given opportunity to provide feedback.
- b) Provide stakeholders with an avenue for input in relation to their respective towns, and to ask questions or comment on the projects or opportunities identified.

- c) Ensure comments received were considered during development of the strategies and recommended actions.
- d) Engage with the private sector in relation to key sites identified and investment decisions needed to implement alternative futures or development outcomes.

2.1.4 Market review

Market analysis and forecasting demands of residential, retail and commercial floor space over the next 25 years was undertaken. This provided a factual basis for understanding the commercial realities associated with the investment and development of identified public and private opportunities. The *Sustainable Murchison 2040 Community Plan* has identified a number of key themes in terms of a response to economic opportunities. These included a restructuring of the economy to provide a greater focus on agriculture and tourism, capitalising on the rural-coastal lifestyle and affordable housing, encouraging young people and skilled workers to return to the region, climate change resilience and particular opportunities arising from climate change adaptation. The CADS Project will assist in guiding strategic and detailed initiatives to achieve these strategic objectives.

2.1.5 Master planning

Identification of five (5) development opportunities or urban design initiatives across both the public and private sectors in each of the Central Areas of Somerset, Wynyard and Smithton, and four (4) for Stanley, were to be identified for more detailed consideration. Each of the development opportunities or urban design initiatives is described in terms of the relevant current conditions, associated opportunities and constraints, and design-led change. Zoning changes to support or facilitate implementation of the design-led development opportunities are identified, and a strategic justification for the change provided.

2.1.6 Draft Implementation Framework and Investment Strategy

Preparation of an Implementation Framework and Investment Strategy capable of integrating with longer term strategies and current policy direction, policy documents, and actions of the Councils is a necessary and valuable tool for budgeting purposes. It also allows the identification of the relevant bodies to whom responsibility falls for each specific action.

2.1.7 Project overview

The process can be shown diagrammatically as follows in Figure 1:

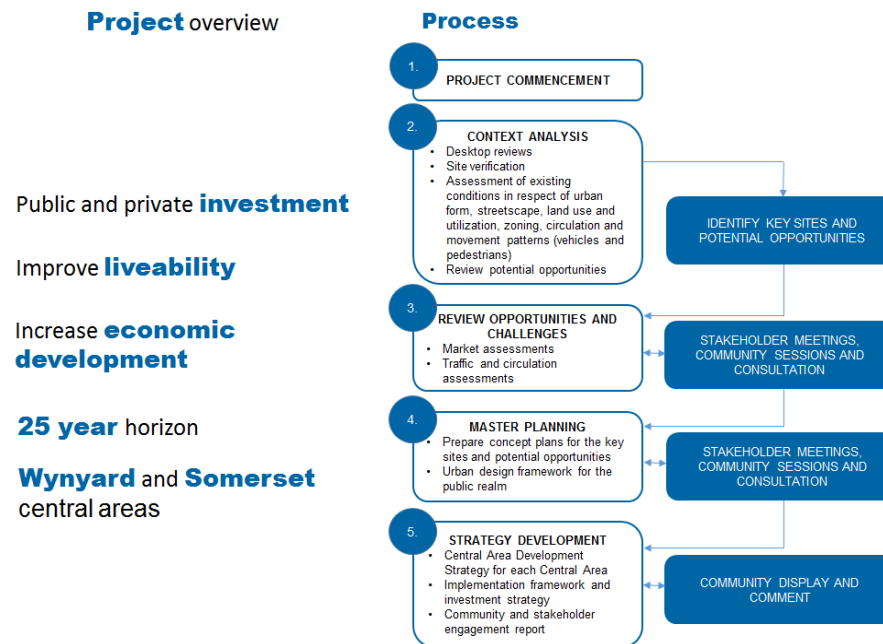


Figure 1 Central Area Development Strategies Project Process

3. Study areas

3.1 Study areas

The focus of the CADS Project are the North West towns of Somerset, Wynyard, Stanley and Smithton as identified in Figure 2. For each town a primary study area is identified, and shown below in Figures 3-6. The primary focus and therefore particular consideration is given to investment and development opportunities positioned within and near to these primary areas, whilst recognising that potential investments elsewhere that have capacity to support growth and economic development within these Central Areas are also considered.

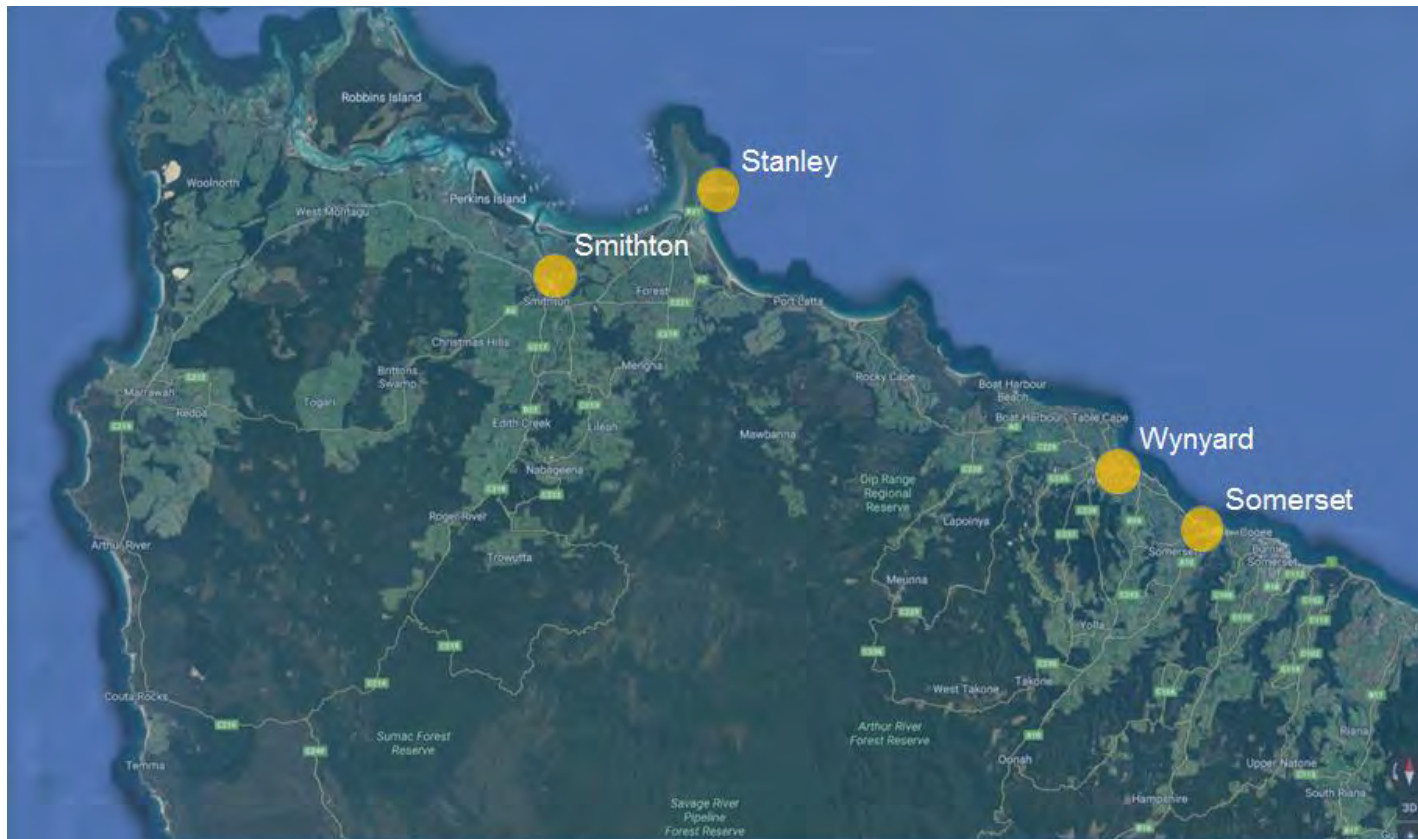


Figure 2 Overview of study area

3.1.1 Somerset

The Somerset study area is shown in Figure 3. It includes the foreshore, Somerset industrial park, the main retail and commercial precinct located in Wragg Street, with the Murchison Highway marking the study area eastern boundary. Somerset also supports pockets of commercial use and development scattered along Bass Highway, west of its intersection with Wragg Street. The Somerset Veneer Mill is a dominant presence adjacent to the Central Area occupying a significant footprint in relation to existing and future land use patterns within the main centre. The Cam River and associated open space and recreation areas, and to the north the Somerset beachfront and coastal foreshore, are recognised as key landscape and recreation assets.



Figure 3 Somerset study area and existing conditions

3.1.2 Wynyard

The Wynyard study area as shown in Figure 4 encompasses the Inglis River waterfront, its associated parks and gardens, the wharf precinct with associated boating infrastructure, and nearby commercial developments. Running centrally through the study area is the main retail and commercial strip focussed upon Goldie Street, together with a section of Inglis Street north of the intersection with Austin Street. Further west on Inglis Street an IGA supermarket and the Fonterra Milk and Cheese Factory have been included in the study area. Dodgin Street and the disused railway line mark the eastern and southern boundaries of the study area respectively, while Wynyard High School, Recreation Ground and Showgrounds define the western boundaries of the study area.



Figure 4 Wynyard study area and existing conditions

3.2 Study areas key themes

Initial workshops with the steering committee highlighted key themes for further investigation with respect to each of the Central Areas. Importantly, this input provided the consultant with direction and focus for the strategic analysis.

SOMERSET	WYNYARD	STANLEY	SMITHTON
Relocation of the Langley Park Recreation uses to the Somerset Primary School Recreation Precinct delivers a strategic site	Taking advantage of proximity to Inglis River and building on the Waterfront Master Plan	Church Street streetscape improvements	Duck River Waterfront development opportunities associated with Council ownership and leasehold of land, and site availability, if TasSeafoods were to relocate or close in the future
Connectivity of the school site and new recreation precinct to Central Area	Extent of zoning east along Goldie Street, and along Dodgin Street to be reviewed with a consolidation of commercial zoning within the CBD preferred	Vehicle access and parking in Central Area	Former Swimming Pool site (including car park) and adjacent ANZAC Park
Redevelopment of Langley Park requires connectivity improvements across the Bass Highway from Central Area	Potential for linking CBD to foreshore with a mixed use type zoning	Connectivity and open space	Pedestrian linkages in the Central Area
Council owned land behind Somerset IGA potential for establishing a public car park	Recognising car park development behind Goldie Street shopping strip, and encouraging greater use of the civic space	Waterfront zoning and development to achieve greater activation	Emmett Street streetscape improvements
Car parking improvements more generally in Somerset	Improving alfresco dining opportunities in Goldie Street, in conjunction with other streetscape improvements		Central car park and Council owned land through to Nelson Street for community focused use and development
Industrial zoning of Somerset Mill site to be reviewed	Support for expansion of the existing IGA Supermarket, including road changes to improve traffic and pedestrian safety		Extent of Business zoning, particularly along Gibson Street
Linkages to Cam River Reserve in support of ANZAC Park and Cam River Reserve draft Master Plans	Future use of the former school site (now the Wynyard Community Centre) given relocation of existing skate park plan		
	Support for the expansion of the Fonterra site (outside primary study area)		

Figure 7 Study area key themes

Importantly, for each of the Central Areas investigated specific initiatives were identified, the opportunities outlined, challenges highlighted, and likely stakeholder interest gauged. This included potential rezoning or scheme amendments necessary to facilitate specific initiatives.

A summary of the opportunities, challenges and stakeholders identified above is set out in Appendix A.

4. Market analysis

4.1 Introduction

In the consideration of likely future public and private investment in the Central Areas of Somerset, Wynyard, Stanley and Smithton, a forecast of market demand for housing, retail, commercial and hospitality floor space requirements is an essential trending element in formulating the 25-year long-term strategy. Choice Location Strategists were engaged to undertake the assessment of demand, including an analysis of current land zoning and floor space requirements in these towns to meet forecast needs. The full report is provided at Appendix B. A summary of the key findings is outlined below, together with related commentary in relation to planning strategy and opportunities for growth over the next 25 years.

4.1.1 Assessment by town

Somerset

Population

Total population in Somerset fell by 2% (72 people) between 2011 and 2016. The marked (29%) increase in population between the 2006 and 2001 census period is somewhat misleading, reflecting an extension or change in the suburb boundary to encompass part of the town's hinterland. This has compromised meaningful comparisons of total counts spanning this break in the data. The population is also ageing, with the median age rising from 43 in 2006 to 45 in 2016.

The number of single person households has risen sharply over time, such that this household type outnumbered couple families without children at the 2016 census. This contributed to a slight reduction in the average household size, from 2.4 to 2.3 persons between 2011 and 2016.

Detached dwellings are the prevalent form of housing stock, accounting for 90.7% of all occupied dwelling units at the latest census count. Given the town's mature age profile, there is a likely latent demand for smaller townhouse and unit-style accommodation for downsizing empty nesters.

Employment and industry

The population is of comparatively modest means, with median weekly household incomes of \$922, which is 16% below the Tasmanian median.

In 2016, the key industries for employment were health care and social assistance; retail trade; manufacturing and wholesaling. Between 2011 and 2016, employment growth was highest in healthcare and social assistance; agriculture; forestry and fishing; accommodation and foodservice; and manufacturing. A decline in employment was most common in the wholesale sector, construction, and "other services".

In the eight years to 2017, the number of locally registered businesses contracted while the local employment base expanded, indicating industry consolidation through the expansion of externally registered businesses. The contraction of businesses was most acute in manufacturing, professional, scientific and technical services, and wholesale traders. The number of businesses to increase in the area were in the transport, postal and warehousing; and the rental, hiring and real estate services industries.

Notable industries in Somerset include Gunns Veneer and CAT Rental Dealer William Adams. Gunns Veneer is one of only three production facilities in Australasia and is the largest producer of sliced veneers, and the world's largest producer of Eucalypt veneers. William Adams specialises in repairing, maintenance and modification of heavy machinery used for mining, forestry and agriculture.

Retail and commercial

Assessment of demand

An assessment by Choice Location Strategists of the existing level of retail floor space against the floor space supportable by available retail spending originating from within Somerset's Market Area, demonstrates that there is a shortfall of retail floor space. The Somerset Market Area encompasses Somerset and the surrounding rural hinterland for which it represents the closest and most convenient retail destination. The estimates of resident population (at June 2017) indicate that there is a Market Area population of approximately 5,500.

Average per capita retail expenditure has been estimated from the latest ABS Retail Trade data (year ending June 2018), adjusted for Market Area income variations from the Tasmanian mean. Turnover density (or sales per unit area of retail floor space) is derived from comparable market studies.

The assessment found that the spending power of Somerset's Market Area would support approximately 9,300 m² of retail floor space based on the nominated turnover densities. This is 3,550 m² more than Somerset's current active retail floor space. The shortfall was particularly pronounced in food, groceries and liquor, a deficit of 1,400 m², and non-food retail a deficit of 2,300 m². In the absence of this space, the trade Somerset would otherwise attract is lost to alternative destinations, most likely in neighbouring Burnie.

Assessment of key sites

A number of key sites in Somerset could potentially accommodate this existing retail floor space shortfall, however, it is also evident that other areas currently set aside for retail and commercial use and development warrant closer examination as to suitability of the zoning applied.

1. General Business Zone

Somerset's retail activity extends in a linear configuration generally along the southern side of Wragg Street, between George Street and Falmouth Street. It represents the larger of three precincts zoned General Business and is anchored by an IGA Xpress and IGA Everyday. Other retailers include a mix of butcher, bakery, cafes, homewares, newsagency and opportunity shop.

A smaller General Business satellite area occupies land adjacent to the Bass Highway, supporting highway-oriented services including service station and machinery-related sales. The land use profile and peripheral function of this area suggests an alternative Commercial Zone would be more appropriate. The Commercial Zone is intended to provide for large format retailing, service industries, storage and warehousing in a manner consistent with the activity centre hierarchy.

The General Business zoning also extends to incorporate two residential parcels located to the east side of Falmouth Street. Retaining these properties in the General Business Zone is not considered justified by the current usage pattern, nor is it in the interests of maintaining a core retail precinct that is more easily accessed, pedestrian friendly, and supported by car parking. Rezoning to General Residential as per neighbouring development to the immediate east, north and south is favoured.

2. General Industrial Zone – Simpson and Falmouth Street Frontages

On the north side of Simpson Street to the immediate south-east of the Veneer Mill site and immediately east of the car park (formerly part of the Veneer Mill site) are four contiguous parcels with an aggregate area of approximately 5,000 m² presently zoned General Industrial. The adjacent Veterinary practice fronting Falmouth Street is also zoned General Industrial, and a strong case exists to rezone

these titles to General Business to accommodate transition to retail and commercial uses contiguous with the town centre precinct.

The car park adjacent to the Veneer Mill should also be included in the General Business Zone consistent with the above properties and reflecting the adjacent zoning associated with the town centre. Plans by the current owner to develop a medical practice would be allowable under this zoning.

3. General Industrial Zone – Veneer Mill

Finally, the Veneer Mill site is a significant opportunity for Somerset. Situated to the immediate north-east of Somerset's main retail strip and on the southern side of the Bass Highway between Elizabeth and Falmouth Streets, the Veneer Mill site has an area of approximately 2.63 hectares and is currently zoned General Industrial. With extensive frontage to three roads, the site enjoys prominent exposure and presents a large contiguous area in a single holding that would potentially be attractive to large format highway-oriented uses, including hardware retailers, trade-suppliers or supermarket chains, if it were to become available.

Somerset presently lacks a full line supermarket with the nearest options being in Burnie. The market assessment highlights that the scale and depth of the town's present grocery offering limits its drawing power and appeal as a retail destination. A large format retailer would provide a major anchor for the Somerset retail precinct, enhancing its pull as a retail destination within the wider Burnie, Somerset area and hinterland. The retail market survey indicated that its Market Area spending would support an additional 1,400 m² of food, groceries and liquor floor space and 2,300 m² of non-food floor space in Somerset.

Rezoning to Commercial would be required to accommodate hardware and trade supplies, while a supermarket would require a General Business zoning.

The journey to work data indicates that the town already attracts a workforce from throughout the Burnie area who would potentially patronise an expanded retail offer.

However, while the market assessment suggests that the Veneer Mill site is well located to support a range of large format highway-oriented uses, from a town planning perspective care will need to be taken in relation to the potential adverse impact on the vitality of the Burnie CBD and associated disruption to the established retail hierarchy. The Cradle Coast Regional Land Use Strategy (CCRLUS) Planning Framework does not currently support large format retailing from this site.

In the event that the balance of the Veneer Mill site was to become available for redevelopment, the existing buildings are well suited for hosting a 'farmer market', small business incubator, restaurants, visitor attraction, whisky production, art and craft, or similar activities that enhance the visitor experience or provide a service to local residents. A Commercial zoning with some limitations on the uses allowed would be appropriate.

4. General Industrial Zone – Somerset Industrial Estate

The Somerset Industrial Estate is a 46.3 hectare area zoned General Industrial situated on the north-west edge of Somerset and extending inland from the Bass Highway. The estate abuts land zoned General Residential to the immediate east, Rural Living zoned land to the south, and Rural Resource zoned land to the south-west (occupied by Florico). The Little Company of Mary convent site abutting the site to the east is zoned Particular Purpose.

Actual industrial type activities are limited to an engineering workshop and automotive restorations. The remaining uses can best be described as more suited to those typically found in a Commercial Zone. These include a mix of service industries and highway-oriented larger format retail uses including camping, caravan and boat sales, a

hotel/tavern, agricultural equipment and steel supplier, and agricultural equipment supplies, to name a few.

The interior of the estate comprises undeveloped land that will require expansion of the existing reticulated water and sewer services at the developer's cost, and construction of an internal road network with access off McKays Road, or through the Convent land should it become available in the future.

Take-up of vacant industrial land in Somerset has been modest in recent years with only a single sale recorded over the ten years to mid-2018. This contrasts with 11 sales in Wynyard and 10 in Smithton during the corresponding period.

Residential accommodation

While there was a total increase of 36 dwellings in the area in the five years to 2016, the number of occupied dwellings decreased by 15, while the number of unoccupied dwellings increased by 51. The proportion of unoccupied dwellings in 2016 was 9.66% compared to 6.85% in 2011.

Based on a comparison of the total area, and the number of land parcels within each residential zone type, the report found that demand for residential space to the year 2041 would range between 10 ha under the low growth scenario to 28.2 ha in the high growth scenario.

The existing stock of residential zoned land can accommodate even the high growth scenario. However, due to the ageing "empty-nester" demographic there may be latent demand for smaller, townhouse style development, although the price of such housing would need to be competitive with established dwellings. Langley Park is identified as a site that could potentially support a medium-density housing development, or for retirement, living or aged care given the ageing population.

Visitor accommodation

The report noted that visitor accommodation may be accommodated in the General Residential, Low Density Residential, and Rural Living Zones. With comparatively modest occupancy and room rates in the tourism sector, there is limited justification for an expansion of regional visitor accommodation capacity. However, a unique, well-designed and proactively marketed accommodation product can generate its own demand, with the report citing an example such as the Royal Mail Hotel in regional Dunkeld, Victoria.

Langley Park has been identified as a site that could potentially support such a development given its proximity to the beach and town centre.

Conclusions and recommendations for Somerset

Located within Waratah-Wynyard municipality, the township of Somerset functions as a satellite of Burnie and draws its workforce from the wider Burnie urban area. The town's demography may be characterised as comparatively mature and ageing with comparatively modest means. Population growth has been negligible in recent years.

Given the town's mature age profile and current housing stock configurations, there is potentially a latent demand for smaller townhouses and units to accommodate downsizing empty nesters. For the convenience of its prospective residents, such housing should be located proximate to the town centre.

A survey of Somerset's retail for space provision identified a shortfall of approximately 3,550 m² based on available Market Area retail spending, with the deficit particularly pronounced in food, groceries and liquor (a deficit of approximately 1,400 m²) and non-food categories (2,300 m²).

A number of potential zone changes are required to facilitate desirable planning outcomes, including to accommodate identified redevelopment opportunities, and appropriate usage of land.

They include:

- The car parking area between the Veneer site and Wragg Street rezoned from General Industrial to General Business to accommodate a proposed medical practice and associated car parking.
- The residential properties fronting Simpson Street and Falmouth Street (to the north of the existing Veterinary Practice) to General Business is also favoured to accommodate a transition to retail and commercial uses, contiguous with the town centre.
- In the event that the Veneer Mill site were to become available for redevelopment, a Commercial Zone with some limitations on uses able to be established is recommended.
- Rezoning the two residential parcels on the eastern side of Falmouth Street from General Business to General Residential, to reflect adjoining residential uses and in recognition that these properties are not contiguous with, or an appropriate extension of, the core retail strip fronting Wragg Street.
- The General Business Zone applied to properties between Arthur Street and Raglan Street, and fronting Bass Highway be rezoned to the Commercial Zone to better reflect their catering for large format retailing and frontage to Bass Highway.
- Rezoning the Open Space Zone applied to Langley Park to General Residential to accommodate potential residential or tourism related uses (or a combination of the two) on a large flat site with proximity to the coast and linkages to the town centre.

Wynyard

Population

Population growth in Wynyard has averaged 0.7% annually between 1996 and 2016, rising from 4,509 to 5,168. In the ten years to 2016 the median age rose from 43 to 49 years, which is comparatively mature compared to the median age state-wide, which for the same period increased from 39 to 42.

The mature age profile is explained in part by a high proportion of single person households and families without children. Couples without children were the largest family grouping and second only to single person households as Wynyard's most prevalent household type.

Wynyard's expanding population has been accommodated by an expanding stock of dwellings. Expansion of the housing stock outpaced growth in household numbers, giving rise to a higher dwelling vacancy rate. Wynyard's housing stock is overwhelmingly comprised of detached houses. Semi-detached dwellings accounted for slightly over one in ten dwelling units.

Employment and industry

The number of businesses increased between 2009 and 2017 from 347 to 355, which was driven by an increase in non-employing entities (sole traders) and micro-businesses employing between 1 and 4 people. Sole traders account for over half of all Wynyard business enterprises, and the number of medium size enterprises employing up to 199 people declined over the period.

Enterprise numbers growth occurred in rental, hiring and real estate services; finance and insurance; and wholesale trade. Enterprise numbers declined in agriculture, forestry and fishing; "other services"; education and training; construction; and retail trade.

Employment rates in Wynyard grew by 13% in the five years to 2016, a comparatively robust outcome. It was strongest in administrative and support services; health care and social assistance; manufacturing; and retail. Manufacturing and retail are the town's strongest employing industries.

Commuting to work data indicates that the town functions as a sub-regional hub, with three quarters of the workforce commuting from up to 17 km away, which includes parts of Burnie.

Retail and commercial

Assessment of demand

Wynyard has a retail and commercial area of 12.8 hectares comprising 140 individual land parcels zoned for General Business. Wynyard's retail and commercial activity is focused predominantly on Goldie Street, extending as an approximately 300 metre long ribbon of activity between Hogg and Saunders Streets. A Woolworths supermarket is complemented by a range of specialty retail and services, including banking, anchor retail activity. National brands represented in the town include Woolworths, BWS, Repco and Commonwealth Bank. A high representation of thrift/opportunity shops in the main strip is symptomatic of modest occupier demand and low rentals.

Wynyard's town centre food, grocery and liquor offer is augmented by a satellite IGA Everyday situated 500 metres west of the edge of town centre on the south-east corner of Church and Inglis Street.

A survey conducted by Choice Location Strategists found that Wynyard town centre comprises approximately 14,100 m² of active retail floor space serving a Market Area with an estimated resident population of 11,270. The Market Area comprises Wynyard and surrounding hinterland, for which Wynyard town centre serves as the closest and most convenient retail destination.

Applying the same methodology as described previously, Wynyard's Market Area spent an estimated \$117 million in the financial year ending June 2018. Based on prevailing average turnover densities, this spending would support an approximate 19,080 m² of retail floor space, or 4,980 m² more than the existing active floor space surveyed by Choice Location Strategists in mid-2018. The shortfall in space was largely accommodated in the non-food sector (4,500 m²).

Assessment of key sites

The additional retail floor space could be accommodated within the footprint of the existing General Business zoned land, however, some adjustment to the boundaries of the existing zoned land is considered warranted as described below:

1. General Business Zone – west of Saunders Street

Land west of Saunders Street is presently occupied with a mix of service retail, professional services, and residential uses, which are more typically found in the Urban Mixed Use Zone rather than the General Business Zone. The Zone is intended to provide for a mix of residential, commercial, and community uses. The precinct has several under-utilised sites which could conceivably accommodate additional retail floor space.

The Urban Mixed Use Zone is not currently used in the Waratah-Wynyard Interim Planning Scheme, however, its use is anticipated by the CCRLUS Planning Framework. The objective for Business and Commercial Activity is to *"...promote increased mix of land use, including for housing, within accessible business centres to encourage viability and vitality"*.

The proposed Tasmanian Planning Scheme and associated drafting guidelines for preparation of Local Provisions Schedules provides guidance around its application. It states that the Urban Mixed Use Zone may be applied to urban areas where either a mix of uses exists

(e.g. residential, retail, commercial and community services) and there is a strategic intention to maintain this mix, or where there is a strategic intention to create a mix of uses.

It is evident that the area west of Saunders Street contains a mix of land uses. Strategically, a case can be made for re-orientation or expansion of the General Business zone to better link with the Inglis River foreshore. In that context it may be appropriate to limit the extent of General Business zoning by applying the Urban Mixed Use Zone to the identified properties.

2. General Business Zone – Moore Street and environs

The General Business Zone also extends to land situated north-east of the intersection of Moore and Dodgin Streets, and encompasses a mix of uses, including accommodation at the Wynyard Waterfront Motel and Wharf Hotel. This area is separated from the Goldie Street General Business zoning by a 200-metre strip of land zoned General Residential.

Realisation of the *Wynyard Waterfront Master Plan* will likely lead to further development interest in properties in the immediate vicinity, particularly those properties between the main shopping precinct and waterfront. Predominantly of older housing stock, the area is well located, has a northerly aspect and is ideally placed to provide the link between the Central Area and the river precinct.

3. General Residential Zone – IGA

Expansion of the existing IGA Everyday to cater for some of the identified shortfall of approximately 500 m² retail space for food and grocery is potentially constrained by its current General Residential zoning. The current owner has acquired two adjoining houses and is considering options for expansion of the existing small format supermarket. A rezoning to Local Business is considered more appropriate to accommodate the current use and its anticipated

expansion, while being consistent with the activity centre hierarchy. The Local Business zone is intended to provide for local area business needs.

4. Other opportunities

Choice Location Strategists were asked to assess a number of other potential development opportunities that were identified in early consultation with Council, and the following recommendations were made:

Fonterra Factory - expansion of Fonterra, the existing cheese-making plant in Inglis Street onto vacant land to the south-west side of the disused Western Railway Line, has been mooted both by Council and by owners of the site. Choice Location Strategists supports expansion of the plant.

Discussions held by the planning consultants with the Plant Manager revealed that increased production is forecast each year to the end of 2019 and additional warehousing will be required to accommodate this increased output. Fonterra contributes significantly to the local economy and land to the south over the existing disused rail reserve has been identified for potential (non-essential) low level warehousing. Any development of this area would require a change in zoning and consideration of impacts of any development on the amenity of nearby housing.

Former School Site (Little Goldie Street) – a comparatively lightly developed site now used as a Community Centre, its redevelopment for medium density housing is considered to have potential. Residential use is permitted above ground level under the current General Business zoning, while an Urban Mixed Use Zone if applied would allow for residential as permitted.

Council Depot Site – in the event that this site were to be vacated by Council, a change to Light Industrial or Urban Mixed Use is

recommended to take advantage of its proximity to the airport and transport links.

Residential accommodation

The ageing population coincides with lower occupancy rates for residential dwellings, with the number of unoccupied dwellings rising from 9.3% to 15.3% in the 20 years to 2016. The total number of occupied dwellings in 2016 was 2,162.

Demand for occupied dwellings over the next 25 years will range between 104 and 293 based on low and high growth scenarios respectively, which will require between 13.3 ha and 37.6 ha of residential zoned land. Wynyard has sufficient stock of appropriately zoned land to accommodate the potential uptake.

Visitor accommodation

Wynyard is a tourism hub with two thirds of visitors to the north-west passing through the town. In the year to March 2018 the town captured 6.2% of all nights stayed in the north-west. Tourism is trending positively, increasing by 11% over the previous 12 month period (ending in March 2018). The development of a world-class resort to the north of Wynyard has been granted a permit by Council and is anticipated to provide a major stimulus to the local economy (65,000 visits annually), generating 98 full time equivalent jobs, and \$11.3 m to GRP.

The additional employment opportunities and economic expansion supported by this development, and the additional visitors it attracts into Wynyard and the wider region, is likely to boost confidence and enterprise within the local economy. Moderate population growth could also be anticipated, and serve as a catalyst for further complementary services to support the resort.

However, this opportunity will only be realised by activation of the permit, which will have a 6-year life should the applicant seek extensions of time.

Conclusions and recommendations for Wynyard

Wynyard's population has increased consistently, albeit modestly, over the twenty years to 2016, averaging 0.7% per annum overall. Population increase has been accompanied by population ageing, with a median age rising to a comparatively mature 49 years.

Notwithstanding a high representation of thrift/opportunity shops in the main strip, indicative of modest occupier demand and low rentals, estimated Market Area expenditure could notionally support an additional 4,980 m² of retail floor space. This estimated shortfall is focussed in the non-food category (apparel, homewares, appliances and hardware). The additional retail floor space could be accommodated within the footprint of the existing General Business Zone, or Urban Mixed Use zone were this to be applied in the future.

A number of potential zone changes are required to facilitate identified redevelopment opportunities within Wynyard. They include:

- Refocussing Wynyard central shopping precinct by rezoning properties west of Saunders Street to Urban Mixed Use from General Business.
- Rezoning properties north of Hogg Street to Urban Mixed Use from General Residential, to provide opportunities to link the Goldie Street shopping precinct with the waterfront precinct and related community and recreation facilities and attractions.
- Rezoning of the IGA Everyday supermarket site and adjacent properties to facilitate expansion of the supermarket.
- Support expansion of Fonterra with appropriate zoning changes to facilitate expansion of the cheese-making operations.

5. Traffic and parking

A transport network analysis undertaken for each of the towns identified the road network hierarchy, key junctions, cycling and pedestrian networks, parking provision, projects for future consideration and associated recommendations. Appendix C includes the full network analysis assessment, with a summary of the key findings provided below:

5.1.1 Somerset

The existing road network within Somerset consists of a grid arrangement of local roads with several connections to the Bass Highway; such that the Highway forms an integral part of the local road network. There is opportunity to consolidate access points in order to improve efficiency of the Bass Highway through Somerset. The Somerset town centre is located at Wragg Street, which then connects to Falmouth Street to the south and Bass Highway to the north.

Wragg Street is the subject of the *Somerset CBD Redevelopment Project* currently being undertaken by Council, and involves a range of streetscaping and traffic calming measures including kerb realignment, adjustments to on-street car parking, alternative surface treatments and pedestrian movements.

With the exception of the signalised junction at Falmouth Street, all Bass Highway connections (including the Murchison Highway junction) are give-way controlled T-junctions. It is considered that there is the opportunity to consolidate Bass Highway accesses by reducing the number of intersections in order to both improve access to Somerset town centre and improve the efficiency of the Highway.

Of particular note is the intersection of Murchison Highway and Bass Highway and its use by heavy vehicles (up to B-Doubles). Significant

delays being experienced by these vehicles for turn-right manoeuvres (which require larger gaps in the traffic stream in order to turn) has resulted in heavy vehicle use of the local street network to access the Highway via the signalised junction at Falmouth Street. In addition to this, a number of other key junctions warrant further consideration.

There is a general lack of primary pedestrian and cycling routes connecting parts of Somerset, particularly along the Cam River. In addition, the Bass Highway is a significant barrier to pedestrian access between areas of Somerset south of the Highway, including the town centre and the Cam River Reserve, and north of the Highway, including the existing sports oval and the foreshore. Only one safe crossing point is provided at the signalised intersection of Falmouth Street and Bass Highway.

In response, a proposed priority pedestrian and cycling route along Simpson Street would link the school and newly developing sports complex to the town centre and the Cam River Reserve. In addition, a potential new Bass Highway pedestrian crossing using Elizabeth Street, and an underpass or similar on Cam River Reserve, would serve to provide unimpeded pedestrian and cycle movement along the length of the reserve.

A parking analysis has demonstrated that there is a significant deficiency of publicly accessible car parking compared to other towns of a similar size and configuration. The analysis has also demonstrated that the parking supply in Somerset town centre is skewed towards private parking. This is a risk for Council should this land be developed for other purposes, which given its zoning for commercial development, is easily achieved.

Assessment of key development opportunities was also undertaken, with the following noted:

Local connectivity

Provision of local connectivity in the form of a primary pedestrian and cycling route along Simpson Street is supported and would provide a much needed primary route linking residential areas, the Somerset town centre at Wragg Street and the Cam River Reserve.

Langley Park redevelopment

The potential redevelopment of Langley Park for a motel, multi-dwelling residential, open space or a combination of these forms of use and development has been identified. A potential pedestrian bridge located at the western edge of the site would provide a connection across the Bass Highway linking the site to Somerset Town Centre. In addition, potential traffic calming in front of the subject site on the Esplanade, which runs along the edge of the beach, would provide wider community benefits.

The primary vehicular access for the site would be via the Esplanade, which connects to Bass Highway via Falmouth Street together with traffic signals at its eastern end, and directly to the Highway at a give-way controlled junction at its western end. The proposed arrangements are considered appropriate.

IGA expansion

Council ownership of land behind the current IGA Supermarket provides opportunity for a new 60+ space car park. Much of this parking would be required to service potential expansion of the existing IGA should this opportunity be realised, or new developments fronting Wragg Street to the north of the current supermarket. Accessed from George Street, a new car park could also incorporate an additional entry off Wragg Street with the cooperation of the adjoining landowner.

Timber Veneer site

A future redevelopment of this 2.63 hectare site, should the opportunity arise, could fundamentally change traffic movement and access in the immediate area. The following design features should be made in the event that redevelopment of the site is possible:

- Direct access to and from the Bass Highway, either comprising a new access for development of the site, or alternatively a new connection to Bass Highway at Elizabeth Street (and potential rationalisation of other junctions with the Bass highway).
- Internal connectivity between Elizabeth Street and Falmouth Street should be provided through the site.
- Traffic calming within the site.
- The intersection of Elizabeth Street and Wragg Street may need to be upgraded to a roundabout in order to cater for the increased use of Elizabeth Street due to redevelopment of the site.
- A high level of pedestrian accessibility should be provided between the Somerset town centre, the Veneer Mill site, Langley Park and the foreshore.

Car parking

An under-supply of car parking, skewed towards its provision on private land, is a characteristic of Somerset. Loss of the available car parking by development of the land for other commercial uses, or as permitted under its General Business zoning, is an identified risk. A strong case can be made for council to purchase some of the private land currently used, and its conversion to public car parking, as a way to address the current shortfall of around 80 car parking spaces in close proximity to the Somerset town centre. Two potential sites identified during the CADS Project are suitable, and include the

gravel car park formerly part of the Veneer Mill site and fronting Wragg Street, and the car park area associated with the Somerset Hotel at the southern end of Wragg Street. Both would require negotiation with the existing landowners, and resurfaced to create more efficient, safe and usable public car parks.

5.1.2 Wynyard

The existing Wynyard Road network consists of a grid network of local streets accessed via a single arterial road comprised of the Old Bass Highway, Goldie Street and Inglis Street. Old Bass Highway connects to Bass Highway east of Wynyard and Inglis Street connects to the Bass Highway west of Wynyard. Several other road connections with the Bass Highway provide access to Wynyard from its rural hinterland. With the exception of the roundabout at Mount Hicks Road, all Bass Highway connections are give-way controlled junctions. These intersections are to be upgraded, modified or removed by the Department of State Growth as part of the Bass Highway-Wynyard Intersection Improvements Project.

Inglis Street (west of the Wynyard Town Centre) runs diagonal to the local street grid network, creating challenging intersections and junctions, for example adjacent to the existing IGA Supermarket. A review of this junction underpins recommended changes outlined below.

The pedestrian network is constrained by a relative lack of safe pedestrian crossing points. An example of this is the crossing at the Jackson Street roundabout where there is no pram ramp or pedestrian refuge island.

There are no dedicated cycling facilities, however, the roads within Wynyard are typically wide and provide a relatively safe cycling environment. A planned future shared path utilising the existing rail network is being considered, with links to the North West Coastal Pathway, which originates at Wynyard foreshore.

A number of other studies and their key findings should continue to be implemented, including:

- Bass Highway – Wynyard Intersection Improvements Project (DSG)
- Bass Highway Junction Upgrades Road Network Assessment Report (GHD 2017)
- The Wynyard Foreshore & Environs Master Plan and related traffic impacts of the Master Plan Wynyard Foreshore Master Plan Transport Impact Assessment Report (GHD 2017)

Wynyard has adequate parking supply compared to other similarly sized towns, however, additional parking should continue to be provided relative to specific development opportunities.

A number of specific project opportunities are explored in the assessment, including:

Fonterra site

Potential expansion of the Fonterra factory across the existing, decommissioned rail-line that runs along the southern boundary of the site has been assessed. The development proposed would be across the rail corridor into 2-8 Belton Street. The key impacts of the potential Fonterra expansion would see a severing of the rail corridor between Belton Street and the reserved road. The rail corridor is identified as a future shared path or cycleway, which would be required to bypass the Fonterra site via one of two alternative routes:

- Bypass via Frederick Street, Inglis Street and Wilkinson Street
- Short bypass via Belton Street and the reserved road

The relative advantages of the two were assessed, with the first listed being preferred. However, it is noted that there are potentially high costs associated with major new roadworks and removal/relocation of overhead power lines.

Wynyard IGA

Expansion of the existing IGA Supermarket has been identified as a possible project and in response, an opportunity to improve traffic and parking arrangements in the vicinity was considered to have merit. The existing IGA Supermarket is located at the intersection of Park Street, Inglis Street and Church Street. The location essentially comprises four give-way controlled T-junctions in close proximity, with Inglis Street forming the major road. Traffic operation at this location is complicated by other nearby uses generating significant traffic movements in proximity to the intersection of the above-mentioned roads, and an adjacent pedestrian crossing. The design options available are limited by these external influences, however, after consideration of a number of alternatives, a potential solution has been identified. This would involve realignment of Park Street and construction of a new public car park within the existing road reserve and incorporating the property 34 Inglis Street, owned by the developer. This arrangement would provide a total of 24 car parking spaces, an increase of 10 spaces compared to the existing arrangement. It would also allow for:

- A paved forecourt to improve the amenity at the IGA frontage
- Improved separation of Park Street and IGA car park accesses from the Church Street/Inglis Street junction
- Retention of the existing pedestrian refuge island and promoting safe line of travel
- Realignment of the driveway for 40 Park Street residence

Car parking and Connectivity

The existing supply of parking currently located on the site (around 60 spaces) should be retained as far as practicable, as the Wynyard town centre is almost wholly reliant on public parking with very little private parking provided. It is also desirable to provide public car parking in the south-eastern end of town to complement other parking

located to the west of the town centre. The existing pedestrian access between Dodgin Street and Little Goldie Street should be retained as part of any development of the site, and a new pedestrian link provided between the site and Jackson Street in order to maximise connectivity for this part of the town centre.

Mixed use potential between town centre and waterfront

The previously mentioned studies recommended a range of traffic calming improvements along Goldie Street, which should be implemented, together with additional safe crossing points if mixed-use development and strengthened linkages between the town centre and the foreshore is to be realised.

Expansion of retail activity

The central carpark accessed off Exhibition Link and serving the Woolworths Supermarket, adjoining Civic Buildings and nearby retail precinct on Goldie Street provides a redevelopment opportunity. The displacement of car parking could be accommodated within the development footprint and would be subject to further detailed design processes. The site is well connected to surrounding streets, with potential for additional links to Jackson Street subject to negotiation with private landowners.

5.1.3 Stanley

Wharf Road, Main Road and the Stanley Highway provide access to the Stanley township by connecting with the Bass Highway approximately 6.5 km to the east of Smithton. The Stanley Highway is part of the State road network and provides a key route for freight movements from the Stanley Wharf connecting with the wider State road network. This route has traditionally played a more significant role than currently is the case. A network of local roads services the Stanley Township which intersect with Main Road and Wharf Road at various give-way controlled junctions.

6. Community engagement

6.1 Stakeholder engagement

A Stakeholder and Community Consultation Plan was developed to manage communication and consultation activities. The underpinning objectives were to:

- Ensure that relevant stakeholders were informed about the project and given opportunity to provide feedback.
- Provide stakeholders with an avenue to provide input in relation to their respective towns, and to ask questions or comment on the projects or opportunities identified.
- Ensure comments received were considered during development of the strategies and recommended actions.
- Engage with the private sector in relation to key sites identified and investment decisions needed to implement alternative futures or development outcomes.

6.2 Engagement activities

Engagement activities during the consultation period involved a combination of direct and indirect contact with stakeholders. This ensured that:

- Stakeholders were aware of the project and opportunities for consultation and involvement.
- Stakeholders were given the opportunity to express their views through a number of different mediums.

Workshops with both Waratah-Wynyard and Circular Head Councillors were undertaken, and business-oriented focus group sessions have also been held relating to each Central Area.

One-on-one discussions with key property owners have also been undertaken in each Central Area, while a walk-and-talk session within each Central Area was also undertaken with a good level of participation experienced, and community engagement activities for each of the project tasks are outlined in detail below:

Activity/tool	Purpose and detail
Website	Council websites were utilised to convey information about the project and links to the Social Pinpoint project site. Feedback was also provided via the Council Facebook pages.
Four walk and talk events	The aim of these events was to provide an opportunity for community members to discuss aspects they liked about the opportunities and challenges and urban design improvements identified. These events also allowed the project team to elicit feedback on potential ideas being developed. Four of these events were held.
Business focus groups	<p>The focus group sessions had two main aims:</p> <ul style="list-style-type: none"> • To inform the business community about objectives of the project and outcomes. • To solicit feedback from the business community members that may help to inform and develop the documentation.
One-on-one discussions with identified landowners	These sessions investigated and tested potentially commercially sensitive ideas and ran through potential scenarios to understand the landowner's perspective.

Activity/tool	Purpose and detail
Local community focus group	<p>The focus group sessions had two main aims:</p> <ul style="list-style-type: none"> • To inform the community about objectives of the project and outcomes. • To solicit feedback from community members that may help to inform and develop the documentation. <p>As well as the general community, the Smithton community focus group focused on young people and used the youth program coordinators to actively seek input from them.</p>
Social Pinpoint	A Social Pinpoint project site was created and promoted on the Council websites to show the initiatives generated for each Central Area so that a wide cross section of the community could be reached, and their ideas and feedback gained.
Briefings	A series of briefings were held with elected members and Council staff.

6.3 Community feedback

A summary of community feedback received via briefings with elected members and staff, community sessions, walk and talks, Social Pinpoint, and Facebook for the project is presented in the tables below.

6.3.1 Somerset

Table 1 Somerset community feedback

Built and natural environment
<ul style="list-style-type: none">• Plaza space associated with Somerset Village Development – road pavement too narrow.• Improve pedestrian and cycling safety and connectivity generally and links with new recreation precinct adjacent to new primary school and Cam River.• Utilisation of hotel carpark for public parking.• Langley Park site - possible housing or hotel development, relocate facilities to new recreation precinct: Main Street upgrade.• Cam River as attractor – walk/pedestrian and cycle way.• Upgrade and/or encourage building owners to upgrade and/or visually improve building facades.• Capacity of bridge over Cam River – constraint to growth, safety issues too, study in progress, barrier of highway – crossover should be examined.

Economic development

- Future of the Veneer Timber Mill given strategic location and long-term nature of the CADS: Feedback – concern regarding the loss of a major employer and need to identify alternate site. Future use would require sufficient developer interest.
- Replicate Wivenhoe commercial hub.
- Partnerships with Education Department – community hall/facility, funding, grants, property improvements.
- Make the town more liveable – attractors, jobs.

Regulatory and other

- Review zoning on Main Street – opportunity to expand – mixed use.
- Suggest angle parking in Simpson Street between Wragg and Falmouth Streets.
- Consider changing parts of Lyons Street closest to the school to only allow parking on one side during school pick up times.

6.3.2 Wynyard

Table 2 Wynyard community feedback

Built and natural environment	Economic development
<ul style="list-style-type: none">• Pedestrian bridge across Inglis River - to linkages to waterfront and Fossil Bluff, coastal pathway, create a weir.• Consider making an environmental park along Camp Creek - habitat and breeding ground for wildlife.• Vibrancy in Main Street, footpath dining, beautification, awnings for weather protection, themed roundabouts with public art or plant themes, design with ageing population and rural members of community in mind.• A MONA type attraction, Table Cape development.• Improved public toilets.• Continuation of Camp Creek rehabilitation.	<ul style="list-style-type: none">• Infill development for under-utilised sections of Community Centre site.• Mix uses to develop area opposite waterfront on southern side of Goldie Street.• Investment in transport infrastructure.• Future of Burnie airport – China link.• Agribusiness, ecotourism.• Technologies, LED, energy efficiency, free Wi-Fi, renewable energy.
Social and community	Regulatory and other
<ul style="list-style-type: none">• Greater use of Civic Square space, busking stage, more shading, LED lighting, improved and more public services.• Open space – open gym – encourage young people into activities, links between recreation and sporting facilities.• Community garden.• The interpretive murals on the front of Woolworths should be commended. They are both visually appealing and informative.	<ul style="list-style-type: none">• Permit approvals challenges.• Medium density residential development. Naming, promoting and signage of roundabouts and area as "the Five Ways", similar to Fourways in Launceston, and Devonport, "I" site sign incorrectly placed.• Raised pedestrian crossings to slow traffic, improve pedestrian visibility and make the main streets more pedestrian-friendly.• More disabled parking spots near the rear of Woolworths entrance.• RV dump point at Council needs to be open longer hours (10 am is inconvenient for visitors).• Better support for Tulip Festival by retailers.

6.4 Social Pinpoint feedback

Social Pinpoint (<https://ghd-tasmania.mysocialpinpoint.com/waratahwynyardcircularheadcentralareaproject>) was used for the project to collect feedback from stakeholders and the community. Social pinpoint is an interactive mapping tool that allows participants to articulate their own ideas about potential projects, respond to suggestions or comments made by others, and to drag and drop new comments and ideas onto the area maps. An example of the Social Pinpoint interactive map is shown below in Figure 8.

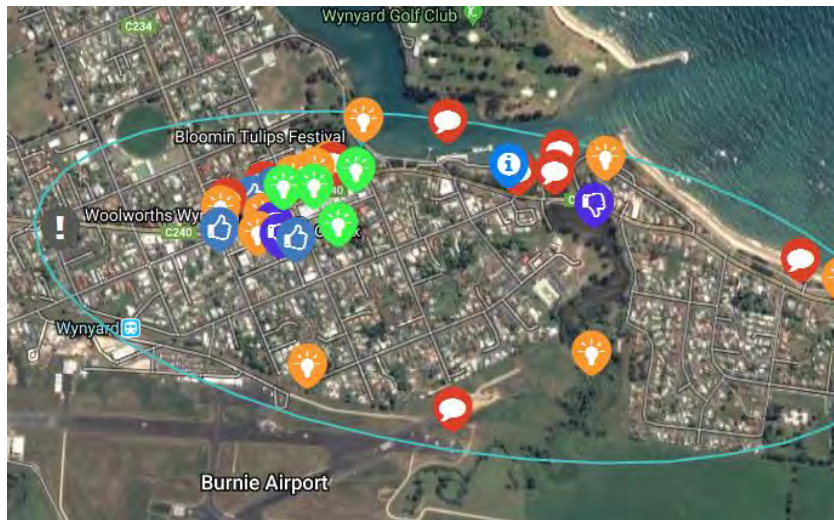
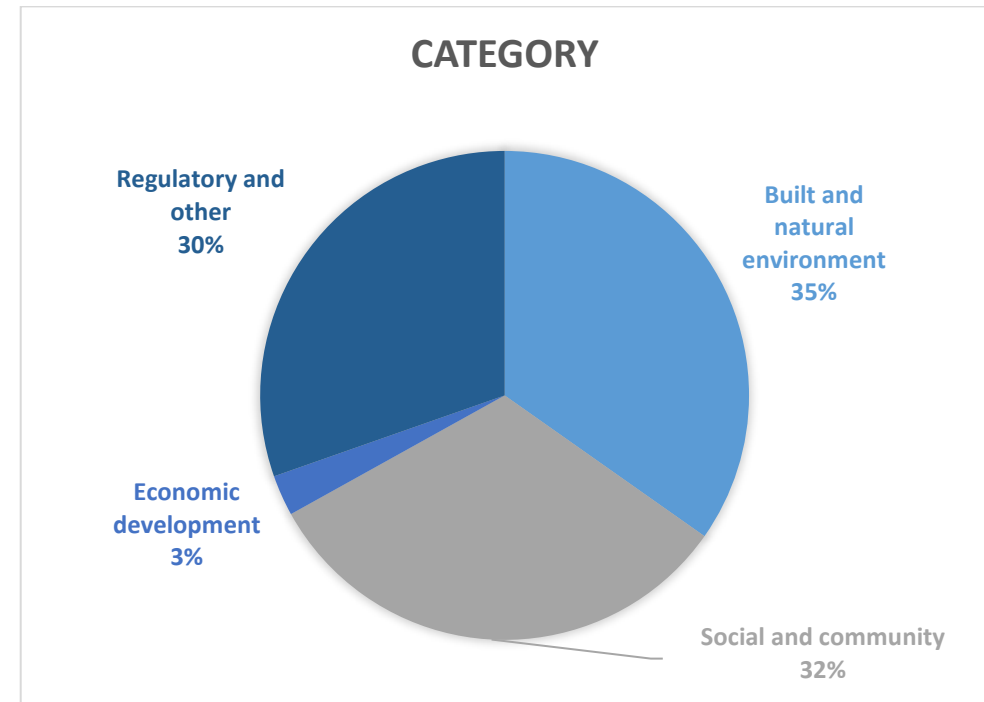


Figure 8 Social Pinpoint - Wynyard area map

With 625 total visits and 51 unique stakeholders identified, a number of key themes can be identified in the responses by category set out below:

Total visits	Unique stakeholders	Average time (min)	Comments
625	51	11:54	71



Of greatest concern for stakeholders is the quality of the **built and natural environment** in which they live, work and recreate in. Typical of the comments received were concerns expressed in relation to:

- Street upgrades
- Signage
- Upgrading of building facades and beautification efforts more generally
- Improved lighting
- More dining opportunities
- Parking and access

A close second, the **social and community** aspects concerns were raised in relation to topics as diverse as:

- Retention of youth in the area
- Activities for families
- Celebrating settlement of the area
- Greater support for Tulip Festival retailers
- An ageing community
- Community gardens

Concern for **over-regulation** was a theme observed, and comments in relation to:

- Infrastructure provision
- Planning controls
- Signage and wayfinding more generally

The **economic development** theme received the least comment and interest. A number of comments received suggested that making the towns more liveable will, in itself, attract more residents and jobs. Other themes explored included:

- Encouraging mixed use developments
- Promoting new technologies
- Improved transport links
- Winter retailing
- Promotion of festivals
- Tourism opportunities

7. Strategy Development

7.1 Master Planning – Project Initiatives

7.1.1 Overall Objective

The objectives of the CADS Project is to develop a long-term development strategy to guide public and private investment in the Central Areas of Somerset, Wynyard, Stanley and Smithton over the next 25 years. In commissioning this work, the Councils were mindful of the work undertaken in preparation of the *Sustainable Murchison 2040 Community Plan* and the key themes in terms of responding to economic opportunities identified in the plan, including:

- Restructuring of the economy from mining to agriculture and tourism.
- Population servicing opportunities as a residential destination (capitalising on the rural-coastal lifestyle and affordable housing).
- Human capital development – improving educational outcomes and encouraging young and skilled people to return.
- Climate change resilience and other opportunities arising from the utilisation of wind resources.

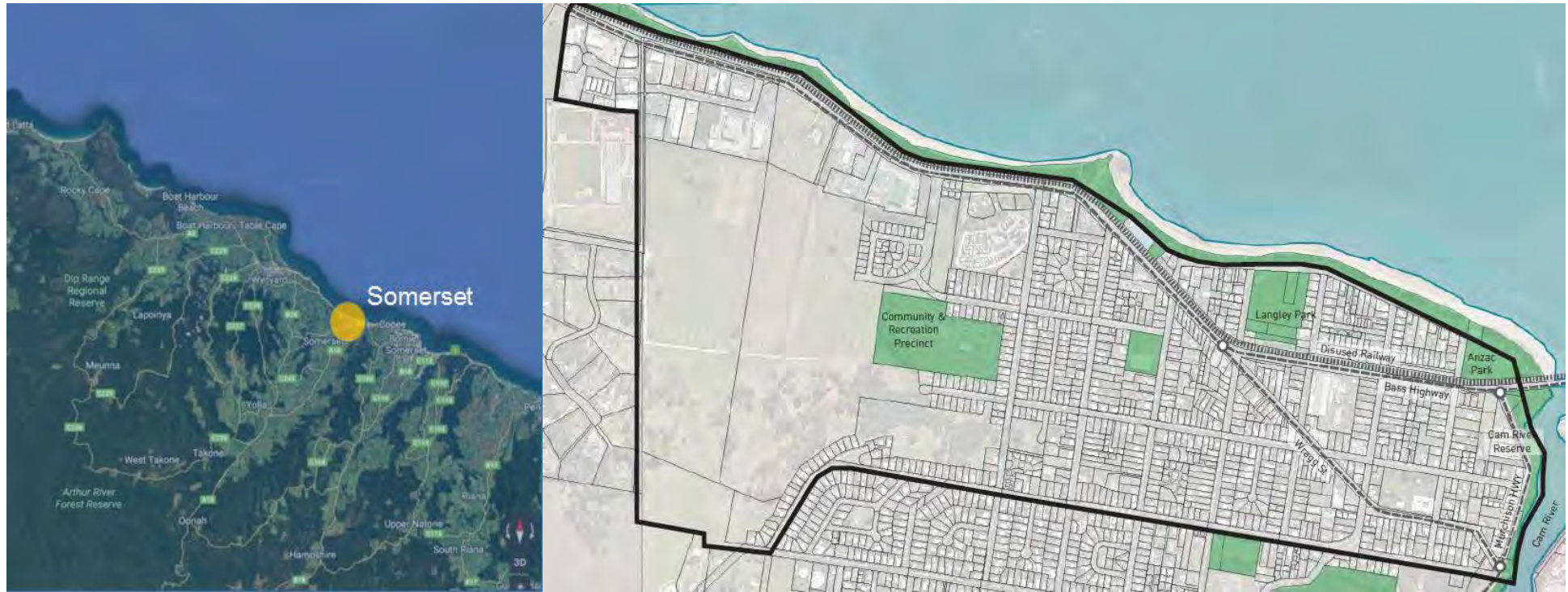
While a number of the aspirations above represent generational changes, other initiatives undertaken now or over the coming years will assist in the delivery of economic opportunities, jobs, community resilience, and attractiveness as a destination for new residents. Both the Circular Head and Waratah-Wynyard Councils are seeking to develop practical outcomes that can encourage co-ordinated and sustainable development, assist in budgeting for capital improvements in the public realm and enable a rationalisation of resources. Master planning for key sites within each of the towns, and a design framework to guide potential changes in each Central Area to improve liveability, and thus increase economic development, is seen as critical to the success of the project.

As highlighted in Appendix A, a number of potential projects and key sites were selected for further investigation. While these would be the subject of more detailed master planning, a range of other potential projects were identified during the consultations phase, either for further investigation, or inclusion in the overall development strategy.

7.2 Project Concept Plans

The following project concept plans will assist the Councils in their long-term strategy to guide sustainable development and public and private investment in the Central Areas of Somerset, Wynyard, Stanley and Smithton. As outlined in the project objectives, these plans and their framework will need to integrate with existing strategies and plans the Councils already have in place. The specific concept plans presented are intended as a guide to what is possible, and would require further detailed design and costings for budgeting purposes. Development identified on private land requires an investment commitment from the current or future owners in order to realise the opportunity. In some instances, it may be possible for the Councils to provide incentives to encourage such investments, or to look for opportunities to enter joint ventures or public-private partnerships in order to facilitate the vision, particularly where municipal budgets are increasingly under pressure.

7.3 Somerset Master Plan



Overview

Somerset township has a population of approximately 3,100. The CCRLUS describes Somerset as:

“Relatively self-sufficient in daily need and convenience services...not sufficiently diverse in function to be considered individual district centres...” The Strategy identifies Somerset as a Local Service Centre in the settlement framework. A Local Service Centre is described as:

“Local centres of varying population size and cater primarily to the immediate needs of the local community in housing, education, health, culture and entertainment, community support, personal services, and convenience retail options at a level which does not service a regional or sub-regional population.”

“Employment and business options are sized and oriented to the local population. This may involve economic activity dependent on a strategic or resource based need.”

This description of Somerset reflects the range of use and development observed. A key difference to some of the other North West local service centre towns listed is the diversity, strength, and regional/state-wide markets for some of the industries and businesses located in the town. These include Forico Nursery, Irrigation Tasmania, The Engineering Company, and Somerset Veneer Mill, to name a few. Proximity to the District Activity Centre of Burnie is likely a factor in the limited range of retail and other services provided in Somerset, however, proximity to the Bass Highway and its passing trade has benefited the town and businesses reliant on the demand for convenience shopping.

Council efforts to upgrade Wragg Street with footpath widening and pedestrian outstands, reorganising car parking spaces, landscaping and seating areas, will benefit residents and visitors to the town in coming years as these changes mature.

However, additional improvements could be made, and this is a primary focus for the master plan suggestions listed below. In summary, these include:

- Addressing the shortfall in public car parking associated with the Somerset town centre.
- Improving pedestrian and cycle movements throughout the town, particularly the links between the school and newly developing sports precinct on the western edge of town, through the town centre, to Cam River Reserve. The significant limitations caused by the Bass Highway to ease of movement between Somerset south of the Highway and the northern section of the town and foreshore also needs to be addressed.
- Development of Langley Park for a range of new uses following transfer of the current recreational functions to the new sports precinct. This site is flat, relatively unencumbered by buildings and other structures, has virtual coastal frontage with ease of access to a beach that is well developed, and a much used foreshore area.
- Potential expansion of retail shops along Wragg Street.
- Potential new access point to Somerset via a re-opened Elizabeth Street, off Bass Highway.
- Associated with the above, is the potential for redevelopment of the existing Somerset Veneer Mill given the 25-year project horizon.

This 2.63 ha+ site is significant for a number of reasons:

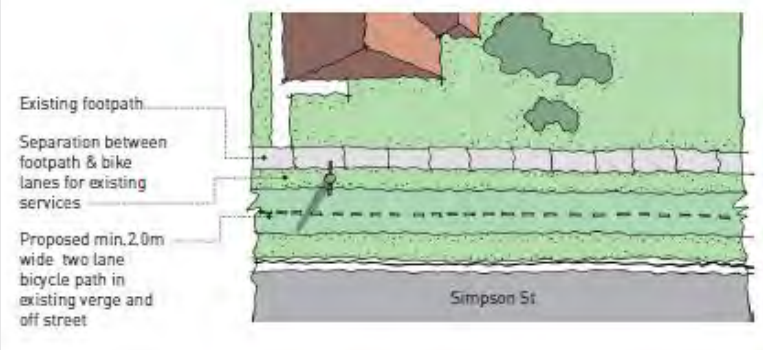

- It is a highly visible, high profile site with multiple frontages.
- The main building is of solid construction and well suited to adaptive reuse, including for a mixed use development, with the balance of buildings and structures relatively easily removed.

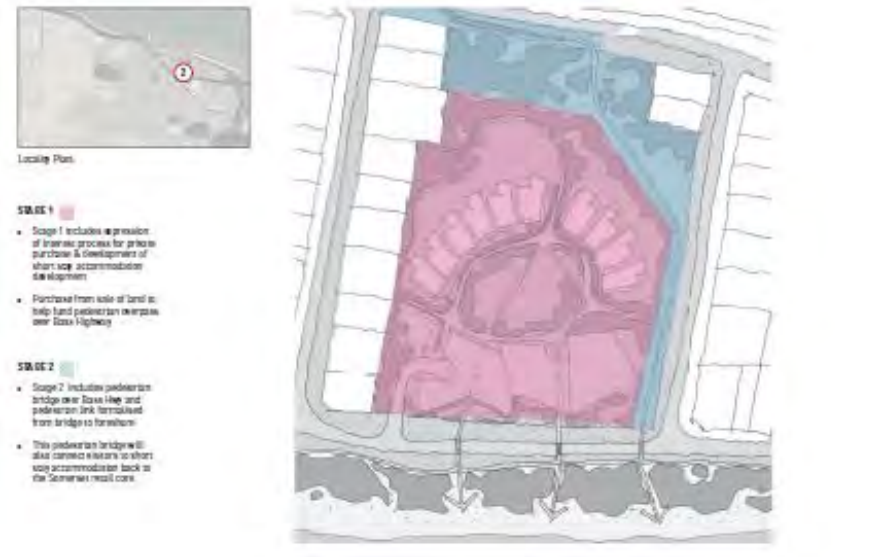

- Constraints to its redevelopment arising from long-term industrial use is understood to be limited.
 - Its proximity to the town centre, and opportunities to create a new main entry to Somerset using Elizabeth Street, is clearly evident and addresses a number of identified traffic movement issues.
 - In conjunction with a new street entry to Somerset is the opportunity to position a pedestrian overpass using the Elizabeth Street/Bells Parade alignment (north of Bass Highway), thus connecting the town centre, and redeveloped Veneer Mill site, to Langley Park redevelopment and the foreshore.
 - There is opportunity for existing businesses to take advantage of surplus land in order to expand or establish new businesses in Somerset.
 - While the Veneer Mill has operated on the site since the late 1940s, its operation is always going to be constrained by proximity of housing and therefore constraints on its operation, movement of heavy vehicles through the local road network, and the inevitable public and visitor perceptions associated with operating a large and at times noisy industrial use in the middle of Somerset.
 - Finally, for many of the reasons given above, the site is likely to have a 'higher and better use' to which it could be put, thus being attractive to developers.
- In addition to the above, there are a number of zoning interventions required, either to facilitate use and developments described, e.g. Langley Park, or to address existing issues. These include:
 - Extent of General Business zoning along Wragg Street.
 - Appropriateness of the Raglan-Arthur Street General Business zoned area.
 - Future of the General Industrial zoned area incorporating the Veneer Mill site and adjacent titles.
 - The existing General Industrial zoned land in the Somerset Industrial Park west of the town.
 - Zoning changes required to facilitate redevelopment of the Veneer Mill site, Langley Park, and public car parking.



Somerset Key Projects





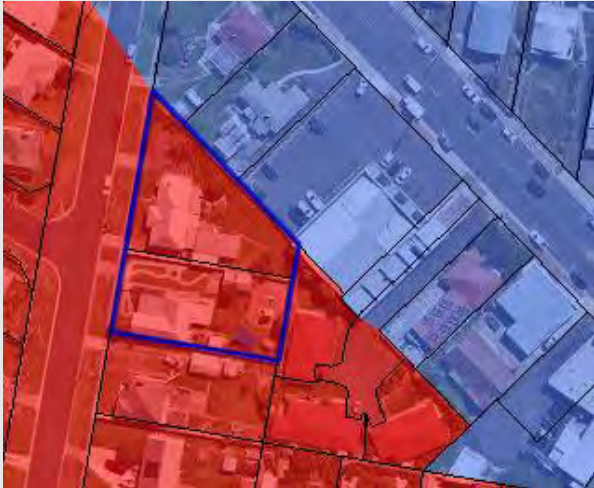
Project description	Rationale	Design initiative
1. Public car park	<p>The Somerset Traffic Assessment has identified a shortfall of approximately 80 car parking spaces in Somerset, with an existing skew towards parking provision on private land.</p> <p>The owners of the building adjacent to the public toilets on the corner of Wragg Street and Elizabeth Street have indicated an intention to develop a medical practice at some future point, using the existing building and an area adjacent for staff and patient parking. However, the balance area may be available for a public car park, subject to negotiation with Council for sale or lease.</p> <p>Similarly, the existing car park associated with the Somerset Hotel is in need of upgrade and resealing. Negotiations with the landowner is required in relation to sale or lease of parts of the existing car park.</p> <p>No zone change is required to implement these projects.</p>	<p>An aerial photograph of the town of Somerset. Red outlines highlight two specific car park areas. Labels with arrows point to these areas: 'Car Park 1' (top right) and 'Car Park 2' (bottom center). Street names are also labeled: 'Wragg Street' (top left), 'Falmouth Street' (top right), and 'Simpson Street' (middle right).</p> <p>Full size plan provided in Appendix D.</p>


Project description	Rationale	Design initiative
<p>2. Local connectivity</p>	<p>In recognition of poor pedestrian and cycle connectivity, a two-lane bicycle path is proposed linking the school and Cam River Reserve, using Simpson Street and connecting to the surrounding residential area and town centre. This would require formalising an all-weather pedestrian link through to Simpson Street from the school and nearby residential areas, provision of appropriate signage and bike parking, particularly in and around the town centre, and similarly at the Cam River Reserve, where it would link with existing trails.</p> <p>No zone change is required to implement this project.</p>	 <p>Existing footpath</p> <p>Separation between footpath & bike lanes for existing services</p> <p>Proposed min. 2.0m wide two lane bicycle path in existing verge and off street</p> <p>Simpson St</p> <p>Concept design of shared path. Full size plan provided in Appendix D.</p>
<p>3. Langley Park</p>	<p>Relocation of sporting functions from Langley Park to the new sports precinct presents Council with an opportunity to market a key site in Somerset for redevelopment. Suggestions have ranged from a hotel or tourist accommodation, medium density residential, retirement village or an aged care complex, through to retention of the open space. A market assessment of the viability of a hotel suggests that it may be marginal in the current prevailing market conditions. However, that could change given the study's 25-year horizon. Subdivision of the land to achieve the intended outcomes may be required. Given the demography of the area and the North West coast more generally, and being a flat site, an Aged Care provider may be interested in the site, most likely with a combination of independent living units through to a nursing home. Medium density residential use and development of this 2.7 hectare site is also an attractive option and would assist in generating additional activity and interest in the Somerset Central Area, particularly if improved pedestrian access across the Bass Highway is achieved.</p> <p>Zoning change required to implement this project.</p>	 <p>Locality Plan</p> <p>PRECEDENT IMAGES</p> <p>Discretion to allow for guest sheltered from prevailing winds</p> <p>Garden-facing townhouses for visitor accommodation</p> <p>Parking for hotel</p> <p>Pedestrian connection between beach and new hotel</p> <p>New pedestrian bridge over Bass Hwy</p> <p>Screening vegetation between new bridge and residential</p> <p>Strong pedestrian connection between beach and Somerset road</p> <p>New low-rise hotel complex with north-facing rooms over beach & sea</p> <p>Concept design - hotel fronting the esplanade, tourist accommodation, landscaped gardens and open space, with pedestrian overpass over Bass Highway</p> <p>Full size plan provided in Appendix D.</p>

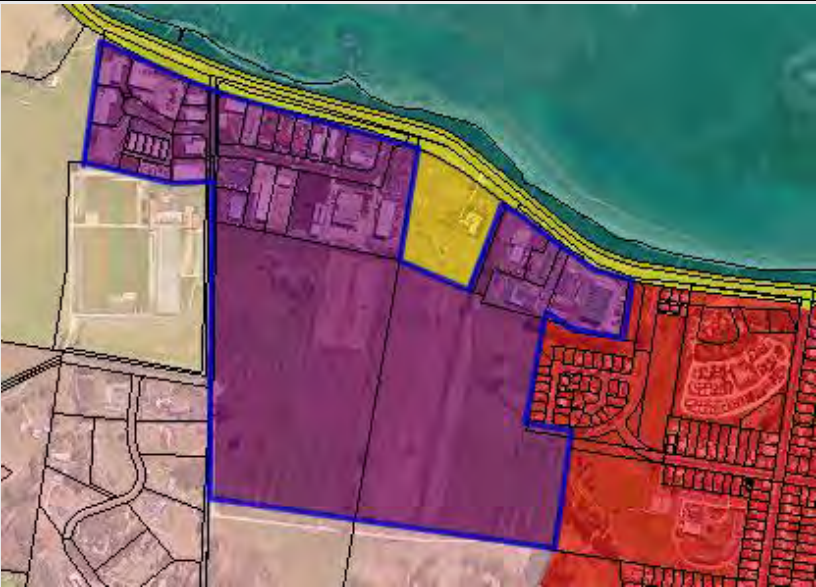
Project description	Rationale	Design initiative
<p>4. Langley Park – Suggested Staging</p>	<p>Funding of projects is an obstacle most developers face, and is no less of a challenge for Council. However, a redevelopment of Langley Park can be staged in such a way that funds generated by private investment can assist with provision of public infrastructure and amenities.</p> <p>Stage 1 (Pink Area) – A Council EOI process for private purchase and development of short stay tourist accommodation apartments and associated motel, supported by site development guidelines. This stage would include subdivision of the land and realisation of funds for investment in Stage 2.</p> <p>Stage 2 (Blue Area) – Pedestrian bridge over Bass Highway and associated landscaping and pedestrian links to foreshore, pedestrian bridge and Somerset retail core including redeveloped Veneer Mill site. Development of a pedestrian bridge may also attract State and Commonwealth Government funding, particularly in light of recommendations made in the Bass Highway Cooe to Somerset Study.</p>	 <p>Full size plan provided in Appendix D</p>
<p>5. Retail expansion</p>	<p>The Somerset IGA has recently completed a car park expansion following demolition of two adjacent houses. While the current landowner has indicated these are no intentions to further expand the business, and the market assessment has determined that Somerset is well served in terms of grocery offerings, the potential for expanded retail activity on this and adjacent sites is self-evident. Given the 25-year investment horizon, there is an opportunity to expand car parking by utilising the Council owned property at 4 George Street. This would necessitate additional property purchases to facilitate an expanded public car park. A market assessment of the project has suggested that retail development to the east of the IGA Supermarket is more likely in the short to medium term, involving an existing house and former bank site, which are already zoned appropriately.</p> <p>Zoning change required if commercial development is expanded into George Street.</p>	 <p>Full size plan provided in Appendix D.</p>

Project description	Rationale	Design initiative
<p>6. Road and pedestrian network</p>	<p>The Somerset Traffic Assessment has identified a number of potential changes in addition to those listed above. Intended to improve traffic safety and connectivity, they include;</p> <ul style="list-style-type: none"> • Consideration being given to consolidation of Bass Highway access points. • Upgrading intersection of Murchison Highway and Bass Highway. • New pedestrian overpass crossings of the Bass Highway. <p>A key benefit of the proposed pedestrian crossing over the Bass Highway is the ability to link potential developments on the Langley Park site as described above with a future redevelopment of the Veneer Mill site described below and adjacent Central Area. In addition, it provides a much safer link for residents more generally wishing to access the Central Area or the adjacent coastline.</p> <p>The suggested tourism and/or residential development on the Langley Park site has the potential to introduce a significant number of residents to Somerset, and for tourists, easier access to the shops and services of the Central Area. Similarly, any redevelopment of the Veneer Mill site will likely introduce a mix of uses that will be attractive for residents and visitors alike and avoiding the need to negotiate the busy Bass Highway.</p> <p>No zoning changes are required to facilitate these improvements.</p>	 <p>Figure 3 → Potential Bass Highway Access Consolidation Base imagery obtained from Google Street View © State of Tasmania</p> <p>Full size plan provided in Appendix D.</p>  <p>Figure 2 → Recommended Primary Pedestrian and Cycling Routes Base imagery obtained from Google Street View © State of Tasmania</p> <p>Full size plan provided in Appendix D.</p>


Project description	Rationale	Design initiative
<p>7. Veneer Mill</p>	<p>As identified above. The Veneer Mill site is strategically located and a potential long-term development opportunity that could fundamentally impact the structure and dynamic of the Somerset business hub. The existing factory building could potentially support an adaptive reuse project. An adjoining business has expressed interest in expanding their footprint utilising existing vacant and unused areas of the site fronting Falmouth Street. Importantly, redevelopment of the site would provide opportunity for a new access to the Bass Highway, and potential new main entry to Somerset town centre. Application of the General Business Zone is not without risk, with the potential to affect detrimentally the retail and commercial hierarchy established by the CCRLUS Planning Framework. An alternative would be application of a Particular Purpose Zone or Specific Area Plan to the site. This would require detailed analysis of potential new uses and developments in the context of the Scheme purpose and objectives, regional land use strategy, assessment in relation to traffic, environmental matters, built form and the like. In this way, scheme standards controlling performance of use and development specific to the location can be formulated. The format of an SAP in the proposed Tasmanian Planning Scheme allows for this more fine-grained planning to be included for a specific area identified by an overlay. While the underlying zoning may be for commercial uses, the SAP is able to modify this by including descriptions of what use and development is intended, the status of uses and related standards, built form or development standards, and the like.</p> <p>Recommendation</p> <p>A zone change and Specific Area Plan is required to support alternative use and development on the site.</p>	 <p>Full size plan provided in Appendix D.</p>


Zoning interventions	Strategic Rationale	Properties Impacted
<p>Wragg Street General Business – Southern end</p>	<p>The General Business Zone on Wragg Street extends to the east of Falmouth Street, incorporating land within the road reserve, and several houses on the southern side at its intersection with Falmouth Street. This zoning appears to be an anomaly, and extends the main shopping strip into a residential area. It is more appropriate to limit the extent of the business zoning to the core area, particularly in the context of future redevelopment opportunities closer to the Somerset Central Area should the Veneer Mill site become available.</p> <p>Recommendation</p> <p>Rezoning of the properties east of Falmouth Street from General Business Zone to General Residential Zone, including adjacent road reserve.</p>	 <p>Full size plan provided in Appendix D.</p>
<p>George Street</p>	<p>Expansion of retail development along Wragg Street to the north of the Somerset IGA provides opportunity to develop a new public car park to the rear of the shops, while providing a rear service access. While having some merit, expansion of the General Business Zone into a residential area is difficult to support strategically, particularly in the context of other options associated with long-term alternative uses of the Veneer Mill site. In addition, the study has identified two other potential public car-parking areas that are better located relative to the main shopping strip.</p> <p>Recommendation</p> <p>No change in zoning at this time.</p>	 <p>Full size plan provided in Appendix D.</p>

Zoning interventions	Strategic Rationale	Properties Impacted
<p>Area between Raglan Street & Arthur Street</p>	<p>The General Business zoning reflects the historic commercial usage of several of the properties, however, retention of this zoning compromises the consolidation of higher order retail functions to Wragg Street. The existing land use profile and peripheral function of these uses, which includes farm machinery sales and service, tractor sales and service, and a service station, suggests that a Commercial Zone is more appropriate. The Commercial Zone is intended to provide for large format retailing, service industries, storage and warehousing in a manner consistent with the activity retail hierarchy. This describes well the locational attributes and function of this area.</p> <p>Alternatively, the Bass Highway frontage would well suit a motel or other forms of visitor accommodation, uses that can be considered in the Commercial Zone.</p> <p>Consideration was given to rezoning the properties to the surrounding General Residential Zone, however, the site attributes that are attractive for continued commercial use are potential constraints to their development for residential use.</p> <p>Consultation with the land owners and consideration of a rezoning to a Commercial Zone is the preferred option.</p> <p>Recommendation</p> <p>Rezoning of the existing properties fronting Bass Highway between Raglan and Arthur Streets from General Business Zone to Commercial Zone.</p>	 <p>Full size plan provided in Appendix D.</p>

Zoning interventions	Strategic Rationale	Properties Impacted
Somerset Industrial Estate	<p>The Industrial Park on the western outskirts of Somerset represents an area of approximately 48 hectares of General Industrial zoned land. Of this, approximately 16 hectares has been developed. Uses range from engineering fabrication, warehousing, agricultural machinery, boat and caravan sales, steel shed fabrication and sales, irrigation equipment sales, second hand goods sales, mining equipment sales and repairs, trade sales warehousing, to highlight a few of the types of businesses that have developed and operate from the estate. In many respects the majority of these uses are 'light industrial' in nature, and not reflective of the General Industrial Zone purpose which is to "provide for manufacturing, processing, repair, storage and distribution of goods and materials where there may be impacts on neighbouring uses." The CCRLUS Planning Framework recognises the importance of designating land for industrial development that is adequately serviced, allows for clustering of like uses, is buffered against impacts from adjacent land use and intrusion by non-industrial use, and has good accessibility. Somerset Industrial Park has all of these attributes and is therefore considered a valuable asset that should be protected. The estate would benefit from preparation of a master plan or Specific Area Plan to help guide its development into the future. The TRANSlink Industrial Zone adjacent to Launceston Airport is an example of how a long-term strategy and master plan is used to leverage additional interest and investment in the local economy.</p> <p>https://www.rdatasmania.org.au/translink-industrial-precinct/</p> <p>Recommendation</p> <p>Consider preparation of a Specific Area Plan and underlying Master Plan for the Somerset Industrial Estate.</p>	

Full size plan provided in Appendix D.

Zoning interventions	Strategic Rationale	Properties Impacted
Langley Park	<p>With rationalisation of recreation assets in Somerset the opportunity to develop Langley Park for other higher order uses arises. This 2.7 hectare site is well located with virtual beach frontage and within walking distance to Somerset Central Area. Rezoning of the site would be required, with General Residential being the obvious zoning consistent with the surrounding area. This Zone provides ample scope to consider a range of residential types, including motel, visitor accommodation, aged care facility or retirement village, various forms of residential use, or a combination of these. Strategic justification for the change can be demonstrated based on the transfer of recreational uses currently undertaken at Langley Park to the new sports complex located adjacent to Somerset Primary School. Compensation for the loss of the Recreation Zone in this location is offset by additions elsewhere. Infrastructure services are available to the site, and there are no overlays or other constraints to its redevelopment.</p> <p>Recommendation</p> <p>Rezone Langley Park from Open Space Zone to General Residential Zone.</p>	 <p>Full size plan provided in Appendix D.</p>

Zoning interventions	Strategic Rationale	Properties Impacted
Veneer Mill and adjacent Properties	<p>In the event that the Veneer Mill site becomes available, a rezoning to Commercial and part General Business is considered the most appropriate choice. The site sits immediately adjacent to the existing town centre, and its redevelopment for new use and development provides the opportunity for an alternative access to the town centre to be considered. A pedestrian overpass linking the town centre with a redeveloped Langley Park and foreshore is also a possibility. Care will need to be taken to ensure that development of the site does not negatively impact the existing retail hierarchy, however, in large measure this is determined by the uses allowed for in the General Business and Commercial zones. Rezoning would require assessment of contamination risk, road network and traffic impacts, particularly access to the Bass Highway, in addition to the usual strategic justification and local area impacts.</p> <p>In the context of the above, and as identified in the Choice Locations assessment and forecast of demand report, and traffic assessment for Somerset, a number of properties fronting Wragg, Simpson and Falmouth Streets are recommended for rezoning from General Industrial to General Business (outlined in blue). The remainder of the Veneer Mill site, in the event that it becomes available in the future, should be rezoned from General Industrial to Commercial, overlain with a Specific Area Plan. Some restrictions in relation to the uses allowable are anticipated to ensure the existing retail hierarchy is not impacted detrimentally. Negotiations with the current land owner are encouraged.</p> <p>Recommendation</p> <ol style="list-style-type: none"> 1. Rezone the properties within the blue highlighted area from General Industrial Zone to General Business Zone. 2. Consider future rezoning of the Veneer Mill site from General Industrial Zone to Commercial Zone with a Specific Area Plan overlay. 	

Full size plan provided in Appendix D.

7.4 Wynyard Master Plan

Overview

Wynyard Township has a population of approximately 5,229. The CCRLUS describes Wynyard as one of a number of towns on the North West Coast that are:

“The centre for their respective municipal areas. Each serves a distinct geographic district with essential and some optional economic and community functions...” The Strategy identifies Wynyard as a District Activity Centre in the settlement framework.

A District Activity Centre is described as:

“These towns have a larger population base for a discrete part of the Region and provide services and facilities which meet needs of the local community and an immediate discrete hinterland and may also contain some activity which is of a regional scale. These towns offer a range of services in education, health, culture and entertainment, community support, personal service, and convenience and comparison retail options where sustainable service levels can be supported across a number of sites.”

“District centres are to offer a range of employment and business opportunities.”

The *Sustainable Murchison 2040 Community Plan* describes Wynyard as:

“Located to the north of the Airport, and south of the Inglis River and the coast. The established areas are within 3 km of the local business centre. To the South of the Airport, the settlement is bounded by the Bass Highway. Around the Airport, the land is zoned largely for general industrial and rural purposes, with additional industrial land potentially available further east of the airport. Minor residential development is also located north of the Inglis River. This land is in close proximity to the CBD, though access is limited to access points via Table Cape Road.”

Wynyard is the only location that may experience population growth, through intra-regional migration as well as migration from the rest of Australia, particularly older persons. A key point made is that since 2012, there has been more dwelling and subdivision development within the UCL (ABS Statistical Area – Urban Centre or Locality) than outside it. This suggests residents may prefer to live within established areas close to existing amenities. There are suitable sites within the UCL for infill development, potentially in and around the showgrounds, and the edges of the current settlement.

Council's efforts in promoting economic development opportunities or otherwise approving private investment initiatives speak to the importance of the town in the regional settlement hierarchy. These include:

- Master plan to guide upgrades and expansion of facilities and amenities at the Wharf and wider foreshore precinct.
- Successful operation of the Wynyard Visitor Information Centre and associated Wonders of Wynyard Exhibition Centre.
- Development of additional public car parking behind the Goldie Street retail strip.
- Growth in popularity of the annual Tulip Festival.
- Recent approval given to a \$70 m Table Cape Resort and Tourist Complex.
- Fonterra's announcements in relation to expansion of cheese making at their Wynyard plant.

In support of the CADS Project, a number of additional potential projects and zoning interventions have been identified. The key potential projects include:

- Facilitating expansion of the Fonterra Factory.
- Opportunities associated with an expansion of the Wynyard IGA, including addressing the existing unsafe road junction of Park Street/Inglis Street/Church Street.
- Streetscape improvements on Goldie Street to improve pedestrian and shopper amenity.

- Additional retail floor space on the central car park to the rear of the existing Woolworths Supermarket, and/or on part of the former school site off Little Goldie Street.
- Infill residential and/or mixed retail and residential use on part of the former school site off Little Goldie Street.
- Exploring expansion of the town centre providing stronger linkages to the Wharf with introduction of a new Urban Mixed Use Zone.
- Shared pedestrian-cycle bridge across the Inglis River.

In addition to the above, there are a number of zoning interventions required, either to facilitate use and developments described e.g. Wynyard IGA expansion, or to address existing issues. These include:

- Zoning in proximity to the Wynyard IGA.
- Review of General Business Zone west of Saunders St.
- Mixed Use Zone introduced between the existing General Business Zone and the waterfront.
- Review zoning south of Exhibition Link.
- Former school site redevelopment in Little Goldie Street.
- Council depot and waste transfer station.

Wynyard Key Projects

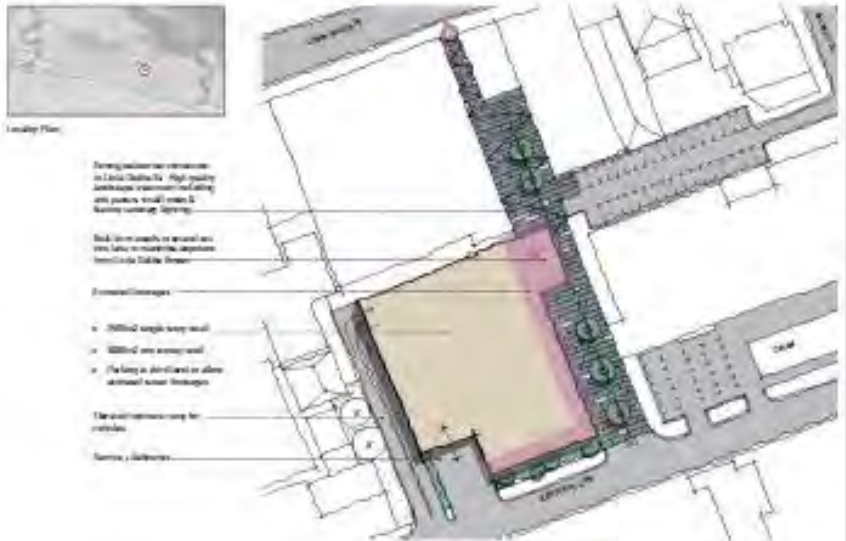



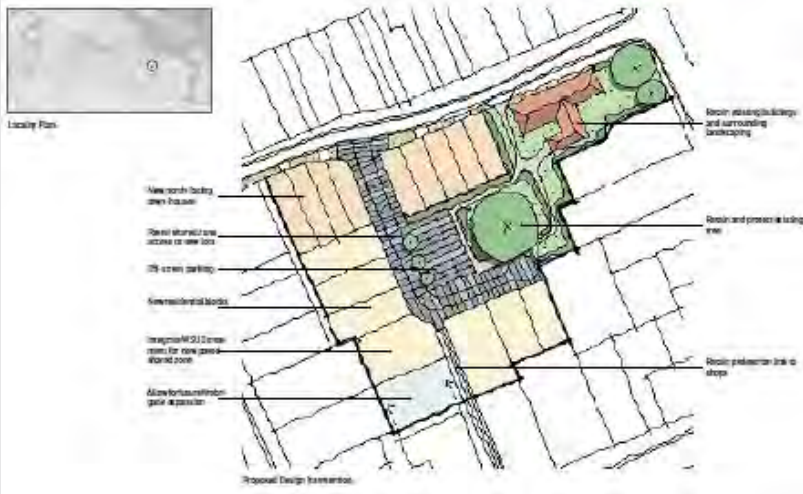
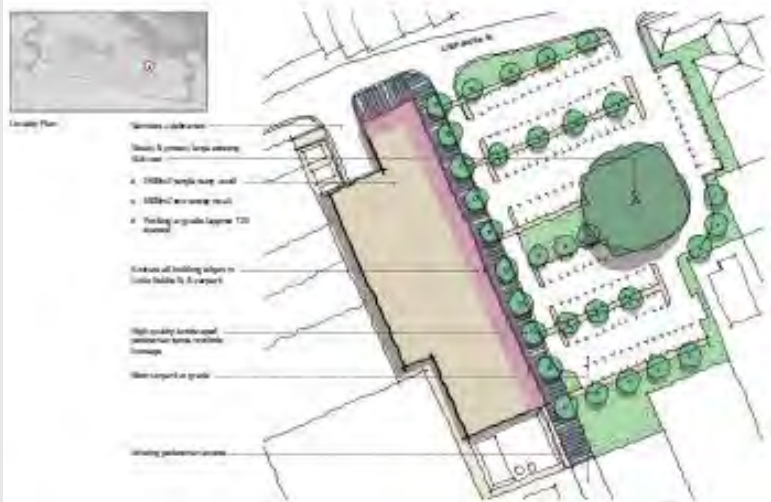
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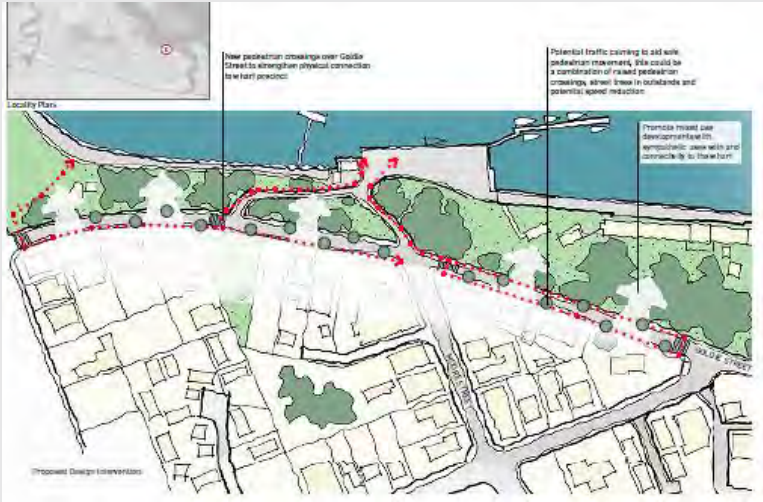
- 1 Fonterra expansion
- 2 Wynyard IGA supermarket
- 3 Wynyard streetscape
- 4 Former school site
- 5 Old Bass Highway


Project description	Rationale	Design initiative
1. Fonterra Expansion	<p>Potential expansion of the Fonterra Plant to facilitate increased cheese production has prompted consideration of options to develop land south of the TasRail disused rail reserve, fronting Belton Street. This area is already used for limited warehousing of product; however, it relies on potentially unsafe vehicular movements from the plant to the site using Belton Street. The alternative would provide an 'internal' movement across the decommissioned TasRail line. Given the importance of the Fonterra operations to the local economy, it is considered a project of importance and should be supported.</p> <p>A consequence of this is the need to re-route the proposed shared path/cycleway that has been planned, using the rail corridor. Bypassing of the Fonterra site can be achieved through a number of options, with GHD's Traffic Engineer preferring a Frederick Street, Inglis Street and Wilkinson Street route as shown in the plan opposite. However, there are a number of disadvantages to this option, not least of which is potentially greater cost.</p> <p>Zone change is required to implement these projects.</p>	<p>Potential development of industrial zoned land independent of Fonterra</p> <p>Decommissioned railway line</p> <p>Option 1: Shared path to re-route along Frederick St around Fonterra site and connect back to rail corridor</p> <p>Option 2: Shared path to re-route along Belton Street and back to rail corridor</p> <p>Potential vehicular access through rail reserve to provide for potential low level warehousing associated with Fonterra</p> <p>Full size plan provided in Appendix E.</p>

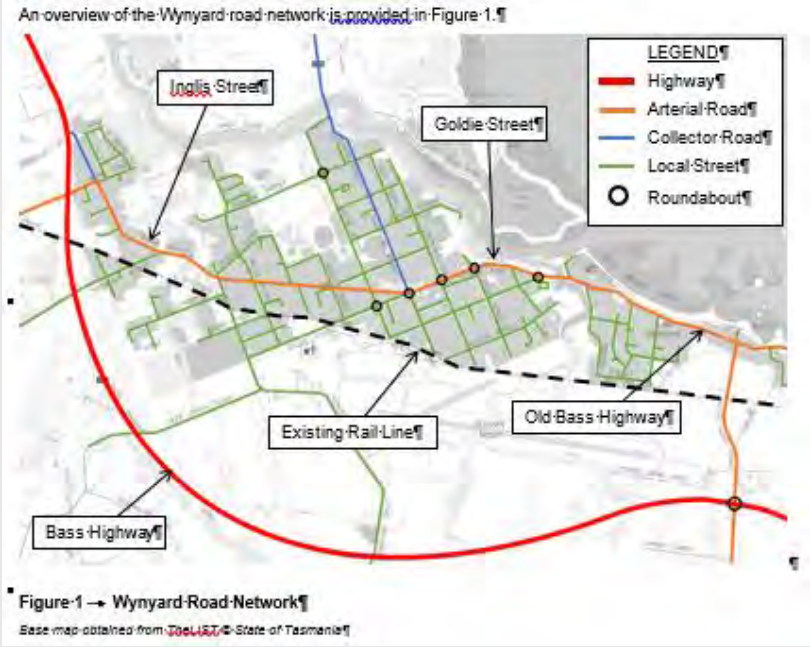
Project description	Rationale	Design initiative
<p>2. Wynyard IGA Supermarket</p>	<p>Potential expansion of the Wynyard IGA Supermarket has been suggested by the business owner and has provided an opportunity for Council to explore the other benefits that may be available in relation to upgrading an existing unsafe traffic and parking situation. As previously discussed, the Traffic Assessment for Wynyard noted the siting of the existing IGA Supermarket at the intersection of Park Street, Inglis Street and Church Street. This configuration gives rise to the operation of four give-way controlled T-junctions in close proximity, with Inglis Street forming the major road. GHD had previously investigated traffic flow at this location as part of the Church Street/Inglis Street Junction Assessment (GHD 2015). Options for improving traffic flow is further complicated by proximity of Wynyard High School and the traffic generated during school times, location of a nearby service station, and a pedestrian crossing adjacent to the supermarket. The proposed concept plan is appropriate from a traffic safety viewpoint. The plan provides:</p> <ul style="list-style-type: none"> • Paved forecourt and seating to improve amenity at IGA frontage. • Improved separation of Park Street and IGA car park accesses from Church Street/Inglis Street. • Relocation of the existing pedestrian refuge. • Realigned driveway for 40 Park Street. <p>Zone change is required to implement these projects.</p>	<div data-bbox="1361 124 1966 638"> </div> <p data-bbox="1487 651 1850 683">Above – Existing Arrangement</p> <div data-bbox="1361 691 1966 1220"> </div> <p data-bbox="1447 1233 1890 1265">Full size plan provided in Appendix E.</p>


Project description	Rationale	Design initiative
<p>3. Wynyard Central Car park – Retail Expansion</p>	<p>In light of the market assessment identifying a potential shortfall of retail space over the study period, development over the existing central car park behind the Woolworths Supermarket could be explored. A concept plan showing retention of car parking above ground floor shops has been prepared, however, the final configuration would be dependent on more detailed study and assessment in relation to:</p> <ul style="list-style-type: none"> • Likely mix of uses • Location of service/deliveries entry • Car parking ingress and egress • Visibility of the development from Goldie Street • Activation of additional pedestrian areas and or plaza • Name a few of the design elements that warrant further consideration <p>No zone change is required to implement this project.</p>	 <p>Full size plan provided in Appendix E.</p>
<p>4. Wynyard streetscape improvements</p>	<p>There is potential for further improvements to the streetscape amenity in Goldie Street. The primary purpose of the suggested works is to provide opportunity for further outdoor dining experiences, provision of awnings and shade, improve pedestrian permeability, and encourage additional landscaping and street trees in particular. The street would also benefit with a more direct pedestrian connection from Goldie Street shops to the Inglis River, and in relation to the grassy slopes of Gutteridge Gardens, additional provision of informal seating for outdoor concerts and the like. A new DDA compliant ramp to the waterfront would also be of benefit. During the ‘walk and talk’ session with the public, other ideas promoted included improving street lighting, particularly around the waterfront area, and roundabout design features such as themed landscaping, banners, lighting, to name a few ideas suggested.</p> <p>No zone change is required to implement this project.</p>	 <p>Full size plan provided in Appendix E.</p>


Project description	Rationale	Design initiative
<p>5. Former School Site – Option A Residential Use and Development</p>	<p>Relocation of the existing skate park to a new site, and development of a currently under used site provide an opportunity to redevelop the former school site off Little Goldie Street. The former school is being used for community initiatives, which would be retained. Development of medium density housing on the balance land has been suggested as a way to increase densities, take advantage of the close proximity to retail, medical and community facilities, and achieve greater accessibility to the waterfront. Encouraging residential infill development in close proximity to town centres is a trend across many Tasmanian urban areas, with apartment living now more common in urbanised locations. There is also scope to provide for an expansion of the fire brigade should consolidation on this site be seen as preferred to a move to a new facility.</p> <p>No zone change is required to implement this project.</p>	 <p>Full size plan provided in Appendix E.</p>
<p>6. Former School Site – Option B Commercial Use and Development</p>	<p>As identified, the market assessment has opportunities for additional retail floor space in Wynyard. An alternative to the residential in-fill development envisaged above is to provide additional retail floor area to the rear of the Goldie Street fronting shops. With access off Little Goldie Street, the concept plan envisages either a single or a two-floor building supported by an expanded car park. The car park would continue to cater for the Community Centre and Child and Health Clinic, and visitors to the Central Area more generally given the existing pedestrian linkages through to the main shopping strip on Goldie Street.</p> <p>It is possible that the site could support a mix of both, with residential uses located above shops and commercial uses on the ground floor. This fulfils the need for additional retail space over the forecast period, and the desire to provide for new forms of residential use in the Central Area.</p> <p>No zone change is required to implement this project.</p>	 <p>Full size plan provided in Appendix E.</p>



Project description	Rationale	Design initiative
<p>7. Old Bass Highway/ Goldie Street</p>	<p>A number of interventions along Old Bass Highway/Goldie Street adjacent and parallel to the waterfront would strengthen the physical connections to the wharf precinct. This is seen as particularly important in the context of the planned implementation of the Wharf Master Plan. The interventions improve ease of access and pedestrian safety with the introduction of traffic calming measures such as raised pedestrian crossings, street tree plantings incorporated into outstands, potential speed reduction and related signage. Consideration should be given to introducing a mixed-use area between the town centre and the wharf. This promotion of mixed-use developments sympathetic to activation of the wharf precinct is explored in more detail below under zoning interventions.</p> <p>No zone change is required to implement the streetscape improvements described, while introduction of an Urban Mixed Use Zone is required to encourage mixed-use development of the area.</p>	 <p>Full size plan provided in Appendix E.</p>



Project description	Rationale	Design initiative
<p>8. Shared pedestrian-cycle bridge over the Inglis River</p>	<p>A number of participants in the community engagement process identified a pedestrian bridge over the Inglis River as worthy of investigation. Considered previously, including during the Inglis River Foreshore Master Plan processes, funding such a structure was considered unaffordable. However, there are recent shared pedestrian-cycle bridge examples that have attracted Federal and State funding in response to funding applications and documented benefits to the community. They include across the North Esk River connecting Launceston City Centre with North Bank Recreation Precinct and Silos Hotel, and in Hobart where two shared bridges will link the Queens Domain with the Cenotaph and City Centre respectively. The development of a shared pedestrian-cycle bridge linking Wynyard Central Area to the northern side of the Inglis River foreshore would provide lasting community benefits in terms of:</p> <ul style="list-style-type: none"> • Further activation of the Inglis River foreshore • An attraction for tourists, visitors and residents shopping in the Central Area • A further link in the planned North West Coastal Pathway Plan • Further promoting the geo-heritage Fossil Bluff attraction <p>Option B would have no impact on Gutteridge Gardens performance space, has a shorter span and lower cost less, and for these reasons is preferred. Ability to negotiate boats under the pedestrian bridge would be a prerequisite of any detailed design.</p>	 <p>Full size plan provided in Appendix E.</p>


Project description	Rationale	Design initiative
<p>9. Traffic and Parking</p>	<p>The traffic and parking analysis assessed the above projects and made a number of specific suggestions in relation to each. These are outlined in detail in Appendix C. In addition, the assessment identified a number of recommended interventions in relation to traffic calming and junction changes as a way of improving pedestrian safety. These included:</p> <ul style="list-style-type: none"> • Traffic calming treatments along Inglis Street and Saunders Street (such as roundabouts at key junctions), to assist in managing vehicle speeds along these roads. • Consideration being given to the signalisation of the Goldie Street/Jackson Street junction as traffic volumes along Goldie Street increase. • Provision of additional refuge islands, or other pedestrian crossing treatments, on Goldie Street, and throughout the Wynyard town centre. <p>The traffic assessment also identified an adequate total parking supply compared to other towns against which a comparison was made, although noting that parking supply in Wynyard town centre is generally skewed towards public parking with several large car parks provided in close proximity to the town centre.</p>	 <p>An overview of the Wynyard road network is provided in Figure 1.</p> <p>LEGEND</p> <ul style="list-style-type: none"> Highway Arterial Road Collector Road Local Street Roundabout <p>Key locations labeled on the map include: Inglis Street, Goldie Street, Existing Rail Line, Old Bass Highway, Bass Highway, and Saunders Street.</p> <p>Figure 1 → Wynyard Road Network Base map obtained from TasLUST © State of Tasmania</p>

Zoning interventions	Strategic Rationale	Properties Impacted
Fonterra Potential Expansion	<p>The additional areas that could potentially support new warehousing is identified (blue outline). The existing General Residential zoning does not provide scope for consideration of additional warehousing. An expansion of the adjacent General Industrial zoning is problematic in view of the range of permitted and discretionary uses that could be considered under this zoning. However, the application of a Specific Area Plan to an expanded General Industrial zone would be one way to limit use and development on the site to ensure adverse impacts on adjoining residential properties did not occur.</p> <p>An alternative is to rezone the properties to the Light Industrial Zone, and while not used in the current Scheme, the provisions found in the Burnie Interim Planning Scheme could be replicated and applied to this site. Transport depot and storage type uses are permitted, however, importantly the zone includes use and development standards that assist to protect the amenity of nearby properties.</p> <p>Recommendation</p> <p>Rezone properties outlined in blue, south of the disused Western Railway Line, from General Residential Zone to Light Industrial Zone.</p>	

Zoning interventions	Strategic Rationale	Properties Impacted
IGA Supermarket Potential Expansion	<p>The zoning to facilitate expansion of the IGA supermarket and realignment of Park Street is dependent on a rezoning from the existing General Residential to Zone to General Business under the current Waratah-Wynyard Interim Planning Scheme 2013. However, with the proposed Tasmanian Planning Scheme likely to be introduced within 12 months, the Local Business Zone is considered a better fit. Not used in the existing Waratah-Wynyard Interim Planning Scheme, the zone intent and purpose is to cater for businesses and retail functions that serve a local area. The existing IGA supermarket provides a mix of convenience services of a type and scale to satisfy the daily requirements of the immediate population. In addition, the zone intends that the scale of buildings is controlled to minimise impacts on the residential nature of the area, while also encouraging activation of the street frontage, and offering elements of convenience to engage shoppers. The concept plan, found at Appendix E, shows the ability to provide seating and shopper amenities for customers.</p> <p>Recommendation</p> <p>Rezone subject properties from General Residential Zone to Local Business Zone.</p>	

Zoning interventions	Strategic Rationale	Properties Impacted
Extent of General Business zoning	<p>The extent of the General Business Zone west of Saunders Street/Goldie Street junction has been reviewed in the context of a potential connection of the Central Area with the Inglis River. The number and type of businesses and investments already established in the zone, and its proximity to the town centre, suggests that rezoning to Urban Mixed Use Zone should be considered. This section of the Central Area effectively works to ‘book-end’ the Central Area, and the uses are more commercially oriented businesses to the retail north of Saunders Street. An Urban Mixed Use Zone has the advantage of providing for a mix of residential, retail, community and commercial activities, while the General Business Zone focus is to provide for retail, administrative, professional, community and entertainment functions.</p> <p>Recommendation</p> <p>Rezone properties west of Saunders Street from General Business Zone to Urban Mixed Use Zone.</p>	
Saunders Street expansion of the General Business Zone	<p>The property at 24 Saunders Street has been approved for use as a Veterinary Practice, and follows from previous use for commercial purposes. It lies adjacent to a warehousing/trade centre, and the property is of a size to accommodate sufficient car parking. Its rezoning to General Business is recommended, during preparation of the Local Provisions Schedule component of the proposed Tasmanian Planning Scheme.</p> <p>Recommendation</p> <p>Rezone subject property from General Residential Zone to General Business Zone.</p>	

Zoning interventions	Strategic Rationale	Properties Impacted
Zoning South of Exhibition Link	<p>The General Business Zone extends to Dodgin Street south of Exhibition Link Road and includes seven (7) residential properties located at 41–53 Dodgin Street. In the context of a desire to better link the Wynyard Town Centre with the waterfront, the expansion of the General Business Zone to Dodgin Street is at odds with that strategy. However, it is noted that the majority of these properties already back onto commercial businesses. In relation to 41 Dodgin Street, the exit and parking associated with the Wynyard Tourist Information Centre and Wonders of Wynyard Exhibit runs the entire length of their side boundary further affecting its amenity. Dodgin Street is a natural boundary to further expansion of the zone and no change to the current zone boundaries is proposed.</p> <p>Recommendation</p> <p>No change to the existing zone boundary for properties fronting Dodgin Street.</p>	
Former School Site, Little Goldie Street	<p>The former School site is zoned General Business within which a wide range of uses can be considered, including the existing Community meeting and entertainment use. Introduction of residential use and development to the site is subject to a qualification that limits its consideration in the following terms: -“...if located on a floor above road or pedestrian level or at the rear of active frontage premises...”. This qualification will change with introduction of the proposed state-wide Tasmanian Planning Scheme, with residential use above ground floor permitted, and discretionary without qualification at ground level in the General Business Zone. Residential uses in this zone under the Tasmanian Planning Scheme are further supported by the Zone Purpose Statement which seeks “to encourage residential use if it supports the viability of the activity centre and an active street frontage is maintained.” There are various ways of maintaining active streets frontages while encouraging residential uses close to the town centre. The current General Business zoning should be retained.</p> <p>Recommendation</p> <p>No change to the current zoning of the subject property.</p>	

Zoning interventions	Strategic Rationale	Properties Impacted
Possible Urban Mixed Use Precinct	<p>A possible new Urban Mixed Use Zone has been suggested linking the General Business Zone, delineating Wynyard town centre, and the Wharf Precinct General Business Zone that extends to properties opposite on the south side of Old Bass Highway. The Urban Mixed Use Zone would facilitate a mix of residential and commercial uses to establish as a means of 'reorienting' the Town Centre more towards the Inglis River and Wharf Precinct, rather than to the west along Inglis Street. This strategy is not unlike the Devonport Living City Project that seeks to capitalise on the amenity and functionality of the Mersey River and environs. Similarly, the Wharf Master Plan, with its focus on improving the amenity and useability of the Inglis River foreshore, can be supported by creating stronger links between the town centre and the river. The Urban Mixed Use Zone allows for higher residential densities to establish, creates opportunities for a range of new commercial, retail and community uses, and of a scale such that they support and do not compromise the role of the adjacent town centre.</p> <p>Recommendation</p> <p>Rezone subject properties, identified within the blue outline, from General Residential Zone to Urban Mixed Use Zone.</p>	

Zoning interventions	Strategic Rationale	Properties Impacted
Council Depot and Waste Transfer Station Site	<p>A decision to relocate the Council Depot and Waste Transfer Station would provide opportunity for a redevelopment of this 1.8 hectare site. Ideally located in close proximity to Burnie Airport, with a long frontage to Goldie Street, and opposite the airport industrial estate, the site has potential for airport or transport related or dependant uses.</p> <p>During consultation processes, the potential for SES and Fire/Ambulance services to co-locate on a single site was raised. The Council depot site is ideally located for this purpose in terms of being centrally located, adjacent to the airport and with ease of access to the Bass Highway. Other 'transport' related uses that requires close proximity to road and air connections would also benefit from locating here.</p> <p>Abutting the General Residential Zone and in close proximity to houses, a change to General Industrial and the range of uses allowed is not recommended. Application of a Light Industrial or Commercial Zone would be preferable, reflecting the proximity to residential areas.</p> <p>Recommendation</p> <p>Rezone subject property from Utilities Zone to Light Industrial Zone.</p>	

8. Implementation Plans

8.1 Overview

The following section provides a preliminary implementation plan and recommendations in order to deliver the planned projects. The projects listed include those able to be undertaken within existing budgets, while others will only be realised by combining public and private investment. Another project category includes those that are clearly within the domain of the private sector investment and this report seeks to generate ideas for their future development. A number of the projects listed can be implemented in a short time frame, others longer, being dependent on private sector investment decisions.

The staging and priorities outlined in this section will require further consideration and coordination between the Council, State Government and the private sector. An option to be explored further is the establishment of a Commercial Investment Group to oversee, provide advice and actively seek development opportunities. The Group would provide the horsepower in progressing key private investment projects. The Group would also be responsible for negotiation in terms of the interface with government for funding support, or access to regional funding, identifying private developer opportunity or interest. Representation could be drawn from a number of sectors depending on organisational interest, skill set or industry connections. A champion or driver of the group could be identified outside the respective councils, for example the advocacy role played by the Independent Community Taskforce, Chaired by Royce Fairbrother, in their support of the Devonport Living City project.

Table 5 below contains the supporting implementation framework and investment strategy for each of the master plans.

8.2 General

Table 5 Master plans implementation framework and investment strategy

Somerset	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
1	Local connectivity projects	Improving the cycle and pedestrian connectivity in Somerset, particularly linking the School with the Cam River Reserve via the town centre. A two-lane cycle path on Simpson Street, together with appropriate bike parking near the town centre, and signage would assist in improving accessibility in	Medium		X		– Council budget processes	<ul style="list-style-type: none"> – Concept plans prepared – Public consultation undertaken – Identify reference group(s) and interested parties for collaboration 	– WWC

Somerset	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
		Somerset. Connections to the proposed North West Coastal Pathway should also be planned to encourage cyclists and others using the 110 km pathway to call in to Somerset.						<ul style="list-style-type: none"> – Potential external funding sources identified – Council budget allocations 	
2a	Langley Park Oval potential redevelopment	Relocation of sport activities to the new recreation precinct provides opportunity for the redevelopment of a prime waterfront site, for either tourism purposes, housing, recreation, or a combination of all three. Staging: Rezoning, EOI, sale and realisation of funds for public infrastructure, contribution to construction of Bass Highway overpass and associated landscaping.	High		X		– EOI to the private sector	<ul style="list-style-type: none"> – Consult facility users and other Key community advocates – Feasibility study to determine the market, size and type of development – EOI based on Feasibility Study – Engage a <i>Project champion</i> of influence – Preferred developer identified 	WWC Private Sector
2b	Langley Park potential rezoning	Rezoning to the surrounding General Residential Zone is a necessary component of attracting new investment to the site.	High	X			– Council consideration during preparation of Local Provisions Schedule ²	<ul style="list-style-type: none"> – Local Provisions Schedule and background reporting 	<ul style="list-style-type: none"> – WWC – Future Property Owner – Tasmanian Planning Commission

Somerset	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
3	IGA additional car parking	Potential to provide additional public car parking on land at the rear of the existing IGA new carpark. Council would be required to purchase additional land to facilitate development in accordance with the concept plan.	Low			X	– Council consider purchasing additional title at 1 George Street	– Review investment strategy and demand for public carparks in 3-5 years.	– WWC – Property Owner
4	Wragg Street additional public car parking	Opportunities to develop new public car parks in Wragg Street are identified, both located on private land. Joint venture development of the parking areas should be explored whereby Council leases a number of the parking spaces for public use. Alternatively offering rates relief in return for allocation of spaces for public use.	Medium		X		– Council negotiating to enter a JV, long term lease, or purchase to facilitate development – Council budget processes	– Prepare preliminary masterplan and enunciate drivers – Council approach to property owners – JV, lease, sale or other arrangement negotiated – Concept plans confirmed and costed	– WWC – Property Owner
5	Bass Highway potential intersection upgrades and pedestrian crossing	A range of traffic calming, junction upgrades and potential pedestrian overpass identified to improve connectivity and road safety (local road network only). While the pedestrian overpass has not been identified as a priority by the Department of State Growth in the recent Bass Highway Study, this could change over time should Langley Park	High		X		– Council budget processes. – DSG budget processes. – Federal grant funding. – Private sector funds realised from sale of	– Council discussions with DSG seeking a pedestrian overpass – Engage key community members to advocate – Approach local member to	– WWC – State Govt – Cmlth Govt

Somerset	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
		and the Somerset Mill sites be redeveloped as described.					Langley Park land.	champion the concept – Prepare schematic plan and costings – Grant funding sources identified – Lobbying during State and Federal Govt election cycles	
6a	Somerset Veneer Mill site potential redevelopment	The relocation of the existing Veneer Mill to an industrial park would improve the appearance and amenity of Somerset. Some site remediation works may be required. It is a key strategic site given its proximity to the Somerset Central Area, take-off site for a potential Bass Highway pedestrian overpass, and new entry to Somerset utilising the adjoining Elizabeth Street.	Medium		X		– Private sector interest tested by land owner and Council. – Council offer to purchase.	– Ongoing discussions with property owner – Encourage market evaluations and feasibility studies of alternative uses – Be proactive and prepare a site redevelopment plan based upon outcomes of feasibility study – Consider development incentives as part of a masterplanned and strategic approach	– Property Owner – WWC – EPA

Somerset	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
6b	Somerset Veneer Mill site potential rezoning	Replacement with a range of retail, business and community uses would require a rezoning of the site from General Industrial to General Business and Commercial, as an extension of the Somerset town centre.	High		X		– WWC	<ul style="list-style-type: none"> – Confirm property owner interest in seeking a rezoning – Change zoning during preparation of Local Provisions Schedules 	<ul style="list-style-type: none"> – WWC – Property Owner – Tasmanian Planning Commission
7	General Business Zone potential boundary change	<p>The General Business Zone east of the Wragg Street/Falmouth Street intersection identified as being an anomaly, and contrary to efforts to consolidate the town centre.</p> <p>Rezone three properties east of Wragg Street/Falmouth Street intersection from General Business to General Residential.</p>	High	X			– Council consideration during preparation of Local Provisions Schedule ²	<ul style="list-style-type: none"> – Confirm property owner interest in seeking a rezoning – Change zoning during preparation of Local Provisions Schedules 	<ul style="list-style-type: none"> – WWC – Property Owners – Tasmanian Planning Commission
8	Somerset Industrial Estate	<p>Significant areas of vacant industrial land remains east of McKays Road and to the south of existing developments. Servicing issues will need to be addressed during subdivision of the land; however, these are not anticipated to preclude development of the balance General Industrial Zoned land.</p> <p>The estate would benefit with preparation of a Specific Area</p>	Medium		X		<ul style="list-style-type: none"> – Property owner with Council support – Planning Scheme Amendment 	<ul style="list-style-type: none"> – Ongoing discussions with property owner – Provide examples of other Specific Area Plans for property owner consideration – Confirm property owner interest in seeking a rezoning 	<ul style="list-style-type: none"> – Property Owner and Council – Tasmanian Planning Commission

Somerset	Initiative	Description	Priority	Development timing ¹			Investment strategy	Trigger actions	Responsibility
			(L/M/H)	Short	Medium	Long			Who
		Plan and underlying master plan, initiated by the property owner.						<ul style="list-style-type: none"> – Consider incentive strategies to attract investment and marketing of the opportunities – Determine infrastructure capacity and necessary augmentation costs – Identify public/private investment grants as part of regional development funding initiatives 	

Wynyard	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
1a	Fonterra site potential expansion	Expansion for storage of product on land owned by Fonterra and accessed internally via a new crossing of the disused TasRail rail line easement.	Medium		X		– Property owner	<ul style="list-style-type: none"> – Ongoing discussions with property owner – Undertake gap analysis to identify likely issues and remedial actions – Consider communication strategy 	<ul style="list-style-type: none"> – Fonterra – WWC
1b	Fonterra site potential rezoning	A related Scheme amendment either in the form of an SAP or PPZ is required to enable consideration of a future Development Application.	Medium		X		– Planning Scheme Amendment	<ul style="list-style-type: none"> – Confirm property owner interest in seeking a rezoning – Change zoning during preparation of Local Provisions Schedules 	<ul style="list-style-type: none"> – WWC – Property Owner – Tasmanian Planning Commission
2a	Wynyard IGA potential expansion	Realignment of Park Street, and future expansion of supermarket.	Medium		X		– Property owner with Council support	<ul style="list-style-type: none"> – Ongoing discussions with property owner – Council review public works schedule to facilitate a public/private partnership approach 	<ul style="list-style-type: none"> – WWC – Property Owner

Wynyard	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
2b	Wynyard IGA potential rezoning	Expansion is dependent on a change in zoning, most likely to Local Business in the new Tasmanian Planning Scheme.	High	X			<ul style="list-style-type: none"> – Council consideration during preparation of Local Provisions Schedule² 	<ul style="list-style-type: none"> – Confirm property owner interest in seeking a rezoning – Change zoning during preparation of Local Provisions Schedules 	<ul style="list-style-type: none"> – WWC – Property Owner – Tasmanian Planning Commission
3	Goldie Streetscape Works	A range of streetscape improvements are suggested, ranging from paving to delineate trafficable areas, trees in existing outstands, private awnings and shade areas, private outdoor eating zones, connectivity to existing car parks, and the like.	Medium		X		<ul style="list-style-type: none"> – Council budget processes – Private investment 	<ul style="list-style-type: none"> – Establish a reference group to include key stakeholders to generate ownership and feedback – Concept plans prepared – Public feedback sought – Property owner discussions – Budget allocations over a number of years – Prepare an investment strategy identifying strategic grant funding 	<ul style="list-style-type: none"> – WWC – Property owners

Wynyard	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
4	Former school site redevelopment opportunities	Relocation of existing skate park provides opportunity to develop large area of vacant land adjacent to the existing Community Centre. Suggestions include medium density or affordable housing in fulfilment of the Affordable Housing Strategy, or expansion of the retail offering.	Med		X		<ul style="list-style-type: none"> – WWC – State Govt offering site to private sector, or a JV. 	<ul style="list-style-type: none"> – Ongoing discussions with Dept of Education to determine long term plan for site – Ongoing discussions with Communities Tasmania in relation to Affordable Housing – Determine whether partial sale or transfer of land is an option, and process moving forward – Explore potential for private investment and development based upon a model of mixed affordable housing 	<ul style="list-style-type: none"> – State Govt – WWC
5b	Better linking Wynyard Central Area with Inglis River waterfront	Encouraging activation of the area between Wynyard Central Area and the Inglis River waterfront in accordance with the Wynyard Waterfront Master Plan. Uses	Medium		X		<ul style="list-style-type: none"> – Property owners with Council support 	<ul style="list-style-type: none"> – Determine individual property owner interest in rezoning 	<ul style="list-style-type: none"> – WWC – Property Owners

Wynyard	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
		that encourage pedestrian movement focussing on the water front preferred.						– Identify preferred commercial use and likely private investor interest on the basis of continuing public/private investment models	
5b	Moore and Goldie Streets (Old Bass Highway) potential rezoning	Consideration given to introducing the Urban Mixed Use Zone between the Goldie Street General Business Zone and the Waterfront. Facilitating greater activity and orientation toward the waterfront, the Urban Mixed Use Zone also provides opportunities for higher density residential development.	High	X			– Council consideration during preparation of Local Provisions Schedule ²	– Potentially change zoning during preparation of Local Provisions Schedules	– WWC – Property Owners – Tasmanian Planning Commission
6	24 Saunders Street – potential rezoning.	Rezone property from General Residential to General Business to recognise approved use as a veterinarian clinic.	High	X			– Council consideration during preparation of Local Provisions Schedule ²	– Change zoning during preparation of Local Provisions Schedules	– WWC – Tasmanian Planning commission

Wynyard	Initiative	Description	Priority (L/M/H)	Development timing ¹			Investment strategy	Trigger actions	Responsibility Who
				Short	Medium	Long			
7	Central Car Park - Redevelopment	The existing car park to the rear of Woolworths Supermarket and Council Offices represents a large under-used site that could be developed for additional retail or commercial use, with existing and new car park located above ground level.	Medium			X	<ul style="list-style-type: none"> – Council – Private sector EOI process 	<ul style="list-style-type: none"> – Feasibility study to determine the market, size and type of development – EOI based on Feasibility Study – Preferred developer identified 	<ul style="list-style-type: none"> – WWC
8	Inglis River - Pedestrian Bridge	Pedestrian footbridge over the Inglis River linking the Central Area with walking trails, golf course precinct residences, and the coastal foreshore including Fossil Bluff.	Medium			X	<ul style="list-style-type: none"> – Council – State Govt Grant Funding – Cmlth Govt Grant Funding 	<ul style="list-style-type: none"> – Concept design prepared and costed – Grant funding sources identified – Lobbying during State and Cmlth Govt election cycles 	<ul style="list-style-type: none"> – WWC – State Govt


9. Acknowledgements


The master plans have been prepared in collaboration with the Steering Committee representing both Waratah-Wynyard and Circular Head Councils, stakeholders contacted directly and indirectly. They include those who participated in meetings and workshop sessions, others who responded to and agreed to be interviewed, the many residents who responded to and provided input to the online platform Social Pinpoint, participants in the 'walk and talk' sessions, and other submissions received by the respective councils prior to commencement of the project.

GHD would like to formally thank everyone who contributed ideas, suggestions for projects, or otherwise provided feedback.

Appendices

Appendix A – Specific Site Development Opportunities


Opportunity	Challenges	Stakeholders
<p>Connectivity throughout study area:</p> <ul style="list-style-type: none"> Somerset Village Redevelopment (\$2 m renewal along Wragg Street). Somerset Recreation and Community Precinct Master Plan (Draft OSSR, 2017-2027). Anzac Park and Cam River Reserve Master Plans (Draft OSSR, 2017-2027). <p>Improved connectivity from the Somerset Recreation and Community Precinct to the Central Area required</p> <ul style="list-style-type: none"> Potential to develop a linear connection along Simpson Street from the rear of the school (via a laneway) to the Central Area (hill between Raglan Street and Arthur Street providing view over town). Potential connectivity with the Somerset Sports Centre (identified in the draft OSSR to become a park). Further connectivity along Simpson Street from the Central Area to the Cam River. 	<ul style="list-style-type: none"> Funding and prioritising connectivity projects. Integrating with existing Master Plans 	<ul style="list-style-type: none"> Council Community School Business group generally
		

Opportunity	Challenges	Stakeholders
<p>A large flat site largely free of buildings and located directly behind and with direct access across the Esplanade to the beach.</p> <p>Connectivity over the highway and rail line (from Wragg Street commercial area) to a redeveloped Langley Park.</p>	<ul style="list-style-type: none"> • Pedestrian connection across the Bass Highway and SG approval a significant hurdle. • Cost of Over/Underpass, and who pays? • Community reaction to loss of open space. 	<ul style="list-style-type: none"> • Council • Department of State Growth • Community • Surrounding residents • Tasmanian Planning Commission
		


Opportunity	Challenges	Stakeholders
<p>Two adjoining properties to the west purchased and demolished by landowner for new car park.</p> <p>Council owns land to the rear (Somerset Puddleduck Play Centre, 4 George St) – potentially preferable to develop car park in this location (see comments below). Requires further acquisition as 4 George St does not directly adjoin IGA property.</p> <p>Commercial/business expansion at the IGA site provides scope for additional street front retail strengthening Wragg Street shopping strip.</p>	<ul style="list-style-type: none"> Landowner interest in further commercial development given construction of new car park and expenditure of significant funds. Adjoining landowner concerns with expansion of commercial into the residential zone. Financial viability and distance of public car park to other shops given its location on the northern edge of the shopping strip. 	<ul style="list-style-type: none"> Landowner (Westend Pty Ltd) Council Community Adjoining landowners (residential)



Somerset – Timber Veneer site

Opportunity	Challenges	Stakeholders
<p>Future of the Veneer Mill site given the CADS Project 25 year investment horizon.</p> <p>A large flat site with frontages to Bass Highway, Falmouth St and Elizabeth St.</p> <p>Site is centrally located, with potential for Elizabeth Street to be developed as new entry to Wragg Street commercial precinct.</p>	<ul style="list-style-type: none">• Landowner interest in considering alternative use and development of the site.• Current industrial zoning.• Removal of existing buildings and possible contamination issues.	<ul style="list-style-type: none">• Landowner (Somerset Veneers Pty Ltd)• Council• Community• Business group generally
		

Somerset – Car parking

Opportunity	Challenges	Stakeholders
<p>Car parking (eastern end of Central Area), consideration required as to whether these are required to accommodate parking demand in Somerset, and if they should transfer to public ownership.</p> <p>Car park adjoining (and owned by Veneer Mill) Central Area.</p> <p>Car park adjacent to (and owned by) Somerset Hotel.</p> <p>A perceived lack of public car parking in Somerset.</p>	<ul style="list-style-type: none">• Determining the car-parking shortfall.• Identifying preferred locations for car parking such that other development opportunities are not prevented.• Negotiating with private landowners for purchase or JV arrangements for upgrading of existing car parks or development of new sites.	<ul style="list-style-type: none">• Somerset Veneers• Somerset Hotel MRU Hotels Pty Ltd ? Melbourne based• Business group generally
		

Area along Bass Highway between Raglan Street and Arthur Street (zoned General Business).

- Council
- Landowners
- Community
- Tasmanian Planning Commission






Activation of area opposite Cam River Reserve along Murchison Highway.


Pop-ups.


Mixed use?


- Council
- Landowners
- Community
- Business group generally




<p>Rail reserve land (potential use?).</p> <p>Width of the corridor.</p>	<ul style="list-style-type: none"> • Council • TasRail • Community • Adjoining landowners 	
<p>Industrial zoning to the west of town.</p> <p>Vacant at rear of properties fronting Bass Highway.</p> <p>Proximity to sensitive uses.</p> <p>Over-supply if industrial land in North West.</p> <p>Review alternate zonings such as residential or mixed use.</p>	<ul style="list-style-type: none"> • Council • Businesses • Community • Adjoining landowners 	
<p>Industrial zoning to the west of town.</p> <p>Vacant at rear of properties fronting Bass Highway.</p> <p>Proximity to sensitive uses.</p> <p>Over-supply if industrial land in North West.</p> <p>Review alternate zonings such as residential or mixed use.</p>	<ul style="list-style-type: none"> • Council • Businesses • Community • Adjoining landowners 	


Opportunity	Challenges	Stakeholders
<p>Disused railway line divides the vacant area to the south identified for potential future expansion (re-routing rail corridor).</p> <p>Expansion of the Fonterra operations will have a significantly positive impact on the local economy.</p>	Approval of TasRail required.	<ul style="list-style-type: none"> • Fonterra • TasRail • Council • Community
		

Opportunity	Challenges	Stakeholders
<p>Expansion opportunity with supermarket performing a valuable role in retail hierarchy, particularly in support of sale of local farm produce.</p> <p>Unsafe Church St - Inglis St road junction.</p> <p>Opportunity to provide better parking.</p>	<p>Constraints imposed by road configuration.</p>	<ul style="list-style-type: none"> • Westend (Deryl Dowling) • Council • Community • Adjoining landowners (residential)
		

Opportunity	Challenges	Stakeholders
<p>Goldie Street between Hogg and Moore Streets (area facing wharf).</p> <p>Mixed use development opportunities.</p>	<ul style="list-style-type: none"> • Currently outside recognised Wynyard CBD. • Transition process to primarily residential to a mixed-use area. • Strategic justification for the change. 	<ul style="list-style-type: none"> • Council • Community • Business group generally • Landowners
		

Wynyard – Former School Site

Opportunity	Challenges	Stakeholders
<p>Contains Wynyard Community Centre.</p> <p>Skate Park relocation to East Wynyard foreshore freeing up parts of the site for redevelopment.</p> <p>Potential for higher density development.</p> <p>Potential expansion of the Fire and Ambulance Station (35 Dodgin Street) into this area, in conjunction with other community services (SES).</p>	<ul style="list-style-type: none"> • Site Education Department owned, with no current plans for its redevelopment. • Retention of the existing Community Centre, and protection of significant Plane tree (heritage listed). 	<ul style="list-style-type: none"> • Crown (owned) • Council (lease) • Community
		

Opportunity	Challenges	Stakeholders
<p>Connectivity throughout study area:</p> <ul style="list-style-type: none"> Wynyard Waterfront & Environs Masterplan (2015), funds in budget to complete wharf entrance, boardwalk (\$0.8 m), yacht club and surrounding (\$3 m), Camp Creek rehabilitation (\$0.6 m). Wynyard Car Park (Goldie Street), including public plaza space. Wynyard Recreation Precinct Master Plan (Draft OSSR, 2017-2027). Showgrounds (separate master planning exercise) – Relocation of agricultural clubs from here part of Frederick Street Reserve Master Plan (Draft OSSR, 2017-2027). Goldie Street - pedestrian crossings (especially near new car park), alfresco dining opportunities, wayfinding signage (toilets, parking, tourism information), paving treatments. Linkages to airport. 	<ul style="list-style-type: none"> Largely reliant on Council funding. Not directly related to individual development opportunities or new economic drivers. Notwithstanding above, improvements to connectivity and streetscape upgrades is likely to have a positive impact on investment sentiment and attractiveness for developers wishing to move to Wynyard or promote jobs. Promoting lifestyle benefits and long-term employment prospects a key challenge for Wynyard, indeed the North West Region more generally. 	<ul style="list-style-type: none"> Council Community Business group generally
		

CBD and surrounds.

Appropriateness of General Business Zone in western area along Goldie Street.

Potential to direct business zoning towards wharf precinct.

Introduce Mixed Use zoning for area facing wharf (Goldie Street between Hogg and Moore Streets).

Review former school site zoning in light of potential opportunities.

Review zoning of area between Exhibition Link and Dodgin Street zoned General Business. Council-owned property includes Wonders of Wynyard, Senior Citizens Club and early learning centre, and other land.

IGA Supermarket in light of potential opportunities.

- Council
- Community
- Landowners
- Tasmanian Planning Commission



Council Depot and Transfer Station (West Wynyard).

Appropriateness of zoning.

Co-location opportunities with emergency services.

- Council
- Community
- Adjoining landowners
- Tasmanian Planning Commission

Appendix B – Market analysis



choice location
STRATEGISTS



Central Areas Development Strategy

Prepared for Waratah Wynyard & Circular Head Councils



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Report Name	Central Areas Development Strategy
File Name	Central Areas Development Strategy 10 Sep 2018.docx
Document Date	10 September 2018

Disclaimer

This report was prepared by Robert Buckmaster, principal of *Choice Location Strategists* based on information derived from a variety of sources including the Australian Bureau of Statistics, GHD, Council reports available at the time of preparation. Whilst all care and diligence have been exercised in its preparation, Choice Location Strategists does not warrant the accuracy of the information contained within and accepts no liability for any loss or damage that may be suffered as a result of reliance on this information, whether or not there has been any error, omission or negligence on the part of Choice Location Strategists.

About Choice Location Strategists

Choice Location Strategists is a multi-disciplinary consulting practice offering services in property economics, site selection, retail analytics, planning, research and project feasibility across a broad spectrum of property asset classes throughout Australia. The firm's strength is derived from the extensive experience and expertise of its personnel, its methodological rigour and its total independence from competing interests. Choice Location Strategists works with the private sector, all levels of government and not for profit sector to provide bespoke, research-based strategic advice to help our clients realise their property objectives.



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EXECUTIVE SUMMARY

Choice Location Strategists has been engaged by GHD on behalf of Circular Head and Waratah Wynyard Councils to prepare an assessment and forecast of market demand for housing, retail, commercial and hospitality floorspace requirements for the next 25 years for the central areas of Wynyard, Somerset, Smithton and Stanley, together with an assessment of the suitability of current zoning in these urban centres to meet these forecast needs.

Somerset

Somerset is a township west of Burnie, Tasmania, Australia. Located within the Waratah-Wynyard council area, the township functions as a satellite of Burnie and draws its workforce from the wider Burnie urban area. The town's demography may be characterised as comparatively mature and ageing with comparatively modest means. Population growth has been negligible in recent years.

Given the town's mature age profile and current housing stock configuration there is potentially a latent demand for smaller townhouse and units to accommodate downsizing empty-nesters although any such development would need to be keenly priced to be competitive with established dwellings.

Projected housing demand to 2041 ranges from a net contraction under a low growth scenario to the take up of 28 hectares under a high growth scenario. This growth could readily be accommodated by the town's existing stock of appropriately zoned broad acre land.

Somerset's employment base expanded between the 2011 and 2016 censuses driven by growth in the health care and social assistance, agriculture, forestry and fishing, accommodation and food service and manufacturing sectors.

Somerset's retail activity extends in a linear configuration along the southern side (of Wragg Street anchored by an IGA Xpress and IGA Everyday.

The land use profile and peripheral function of a section of General Business zoned land fronting Bass Highway suggests an alternative zoning, ideally to *Commercial* would be more appropriate.

A survey of Somerset's retail floorspace provision identified a shortfall of approximately 3 550 m² based on available Market Area retail spending, with the deficit particularly pronounced in food, groceries and liquor (a deficit of approximately 1 400 m²) and non-food categories (2 300 m²).

The land use profile and peripheral function of a section of *General Business* zoned land fronting Bass Highway suggests an alternative zoning, ideally to *Commercial* would be more appropriate.

If it were to become available the existing improvements to the Veneer Mill site could potentially be adapted to accommodate alternative uses, including a full-scale supermarket or a farmers' market showcasing locally produced goods. The site affords higher exposure than the existing farmer's market which presently operates twice a month from the Wivenhoe Showgrounds. Such uses could be accommodated by a *Commercial zoning*.

However, given Somerset's negligible growth and comparatively modest means the business case for a new supermarket is not particularly compelling.



Rezoning of the car park site between the Veneer mill and the town centre to *General Business* is favoured to accommodate its proposed use as a medical practice. Likewise, the rezoning of the vet practice site on Falmouth Street and the neighbouring residential sites to *General Business* is also favoured to accommodate transition to retail and commercial uses in a contiguous town centre precinct.

Retention of *General Business* zoning for the three residential parcels located on the east side of Falmouth Street is not considered justified by current usage pattern and logistical considerations. Rezoning to *General Residential* as per neighbouring development to the immediate east, north and south is favoured.

Vacant land sales are an indicator of demand for new development. Apart from residential sites, raw land is comparatively rarely traded in Somerset. Over the decade to 30 June 2018 Land Information System Tasmania only recorded 53 sales of vacant land parcels in the town, including a single vacant industrial site.

Wynyard

While the North West region has historically underperformed Tasmania's other two tourism regions in average occupancy rates and average room takings, some exciting developments are afoot which are anticipated to improve its market share and yield. The development of a world-class resort and conference centre at Table Cape to the immediate north of Wynyard is anticipated to provide a major stimulus to the local economy attracting an estimated 65 000 visits annually and up to 21 000 delegates. The EIA supporting the proposal, which gained Council approval in July 2017, estimates that the complex will support 98 full time equivalent jobs in the Waratah-Wynyard economy and add \$11.3 million to gross regional product.

The hospitality sector is subject to strong seasonal fluctuations in both occupancy and average room yields. The February-March period is likely the only period when demand is potentially capacity-constrained. An industry challenge is to increase occupancy rates between April and December.

Visitation to Wynyard is trending positively. Wynyard attracted 101 871 visitors in the year ending March 2018 (latest available), an increase of 11% over the previous 12 month period and increase of 17% over the year to March 2015 according to figures collated by Tourism Tasmania.

Over two thirds (68.4%) of all visitors to Tasmania's North West region passed through Wynyard during the year to March 2018 and just under half (49.3%) stopped and looked around.

Wynyard's population has increased consistently, albeit modestly, over the twenty years to 2016 averaging 0.7% per annum overall. Population increase has been accompanied by population ageing, with a median age rising to a comparatively mature 49 years.

Employment within the Wynyard urban area expanded by a robust 13% or 217 positions to 1879 jobs over the five years to 2016, driven by growth in the administrative and support services, health care and social assistance, manufacturing and retail sectors.

Commuting to Work data indicates Wynyard serves as an important sub-regional employment destination attracting commuter flows from an extensive area, including as far as Burnie.

Wynyard has sufficient stock of appropriately zoned land to accommodate forecast future residential growth requirements under alternative growth scenarios.



Wynyard's retail and commercial activity is predominantly focused on Goldie Street extending as an approximately 300-metre-long ribbon of activity between Hogg and Saunders Streets. A high representation of thrift/opportunity shops in the main strip was noted which is symptomatic of modest occupier demand and low rentals.

Stanley

Stanley's retail activity is focused on Church Street south of its intersection with Fletcher and Marshall Streets. There is a small secondary cluster of catering and hospitality activity focused on Marine Park/Wharf Road area. Both clusters are zoned *Local Business* under the *Circular Head Interim Planning Scheme*.

As a leading tourism destination within North west Tasmania, retail demand is boosted by visitation and this has a marked bearing on tenancy mix. The town centre includes pronounced food catering orientation.

Stanley attracted 111 258 visitors in the year to March 2018 up 13.5% over the previous 12 months and 16.7% over year to March 2015. Stanley was visited by 22.8% of all visitors to Tasmania's North West region. A high proportion of visitors who stopped and looked around stayed overnight.

Cruise ship visitation presents an opportunity to grow visitation to the region and Stanley in particular. The Port of Stanley is Tasmania's deepest and has capacity to accommodate smaller cruise ships. Cruise visitors to Tasmania are expected to increase to over 300,000 visitors from 128 port calls during the 2017-18 period, up from 92 port calls during 2016-17.

A lack of appropriately zoned land to accommodate light industry and commercial activity in Stanley, identified by Circular Head Council could potentially be addressed by rezoning of ten contiguous parcels of *General Residential* zoned land situated between the *Local Business* Zone and the *Port and Marine Zone* to *Port and Marine Zone*. No commercial or industrial sites have sold in Stanley in the ten years to mid-2018.

Stanley's accommodation capacity is to be boosted by a 46-unit development on the town's southern approaches near West Inlet. The \$6.5 million development would be one of Stanley's largest developments for a number of years.

Smithton

Located 85 kilometres north-west of Burnie to which it is connected by the Bass Highway, Smithton is the administrative centre of the Circular Head Council and last significant population centre in the north west corner of Tasmania.

Smithton's employment base is broadly diversified with nine key industry sectors.

Alternative growth scenarios largely point to negligible to falling demand for housing in Smithton over the next ten and twenty-five years, even under the high growth scenario. By extension no net additional residential land is required.

The integration of Smithton's town centre would benefit from an intensification of retail and commercial activity along Smith Street between Emmett and Nelson Streets.

The quantum of *General Business* zoned land is considered excessive having regard to the zone intention, the existing land use pattern and Smithton's anticipated future needs over a 25 year forecast horizon. A contraction of the footprint of the zone to encompass the



commercial core focused on Emmett Street and rezoning the residual frame to *Commercial* is favoured.

Situated near the mid point to the Great Nature Trail touring route, Smithton is a launching point to the acclaimed Tarkine Wilderness Area. Smithton received 55 201 visitors in the year to March 2018 representing 11.3% of all visitors to Tasmania's North West. Smithton's share of visitors to Tasmania's North West has ranged from 11.3% to a high of 13.7% over the last four years.

Recent visitation trends have not been particularly encouraging for new investment in tourism infrastructure in Smithton: the number of guest nights stayed fell 48% from a high of 87 474 guest nights recorded in the year to March 2015 to 45 248 in the 12 months to March 2018.

Going forward a recent apparent stabilisation in the average length of stay and of Smithton's market share of the region's overall visitation, combined with a rising overall volumes of visitation to Tasmania is anticipated to reverse this recent weakness in guest demand.

Smithton would benefit from some marketing attention on destination place-making to increase its share of Great Nature Trail route and Tarkine area tourists, many of whom appear to either by-pass the town or fail to stop and look around.



CONTENTS

Disclaimer.....	3
About Choice Location Strategists.....	3
EXECUTIVE SUMMARY	5
CONTENTS	9
1. INTRODUCTION.....	11
1.1 Instructions.....	11
1.2 Study Areas.....	11
1.3 Report Structure	11
2. SOMERSET	12
2.1 Introduction.....	12
2.2 Demographic Profile.....	12
2.3 Existing Zone Settings, Somerset.....	14
2.4 Somerset Industry Profile	16
2.5 Somerset Residential Demand and Supply Assessment.....	18
2.6 Somerset's Retail/Commercial Activity	20
2.7 Somerset's Visitor Accommodation Assessment.....	25
2.8 Somerset Conclusions & Recommendations	27
3. WYNYARD.....	29
3.1 Introduction.....	29
3.2 Demographic Profile.....	29
3.3 Existing Wynyard Zone Settings	30
3.4 Wynyard Industry Profile.....	31
3.5 Wynyard Residential Demand and Supply Assessment	33
3.6 Wynyard Retail/Commercial Assessment	35
3.7 Wynyard Visitor Accommodation Assessment.....	41
3.8 Wynyard Conclusions & Recommendations.....	43
4. STANLEY	44
4.1 Introduction.....	44
4.2 Demographic Profile.....	44
4.3 Existing Zone Settings.....	46
4.4 Stanley Industry Profile.....	48
4.5 Stanley Residential Demand and Supply Assessment	48
4.6 Stanley Retail and Commercial Demand and Supply Assessment.....	50



4.7	<i>Stanley Visitor Accommodation Assessment</i>	<i>50</i>
4.8	<i>Stanley Conclusions & Recommendations.....</i>	<i>52</i>
5.	SMITHTON	54
5.1	<i>Demographic Profile.....</i>	<i>54</i>
5.2	<i>Smithton Existing Zone Settings</i>	<i>55</i>
5.3	<i>Smithton Industry Profile.....</i>	<i>57</i>
5.4	<i>Smithton Residential Demand and Supply Assessment</i>	<i>59</i>
5.5	<i>Smithton Retail and Commercial Assessment.....</i>	<i>60</i>
5.6	<i>Smithton Visitor Accommodation Assessment.....</i>	<i>62</i>
5.7	<i>Smithton Conclusions & Recommendations.....</i>	<i>64</i>



1. INTRODUCTION

1.1 Instructions

Choice Location Strategists has been engaged by GHD on behalf of Circular Head and Waratah Wynyard Councils to prepare an assessment and forecast of market demand for housing, retail, commercial and hospitality floorspace requirements for the next 25 years for the central areas of Wynyard, Somerset, Smithton and Stanley, together with an assessment of the suitability of current zoning in these urban centres to meet these forecast needs.

The assessment is informed by, among other things, the findings of the 2016 *Industrial Land Study of North West Tasmania* and *Sustainable Murchison Community Plan 2040* is to determine whether Industrial zoned land in Somerset is more appropriately rezoned to accommodate residential growth. The analysis provides a sound basis for long-term master-planning. Recommendations as to any amendments of the current zoning settings considered appropriate would flow from this analysis.

1.2 Study Areas

This report focuses on four study areas spread across the council areas of Waratah-Wynyard and Circular Head.

Located in the Cradle Coast region of North West Tasmania, Wynyard and Smithton are the administrative seats and service centres of their respective Council areas and Somerset is a township on the outskirts of Burnie providing for the daily needs of its local residents. Stanley is a smaller, tourist-oriented settlement.

1.3 Report Structure

This report examines the four study areas sequentially, moving westward, commencing with Somerset and Wynyard situated in the Waratah-Wynyard municipal area followed by Stanley and Smithton in Circular Head municipal area.

Within each study area the report will examine current zone settings and then turn attention to requirements for housing, retail/commercial and hospitality uses over the 25 year forecast horizon. For each study area the report will then move to an assessment of the adequacy of the current zone settings having regard to these findings, concluding with recommendations as changes. Opportunities presented by key sites will be discussed and assessed.

The report sections are as follows:

- Section 2 profiles Somerset
- Section 3 profiles Wynyard
- Section 4 profiles Stanley, and
- Section 5 profiles Smithton



2. SOMERSET

2.1 Introduction

Somerset is a township west of Burnie, Tasmania, Australia. Located within the Waratah-Wynyard council area, the township functions as a satellite of Burnie and is considered by the Australian Bureau of Statistics ('ABS') to form part of the wider Burnie-Somerset urban area. This contrasts with the other three centres which are each considered by the ABS to be discreet urban areas. For the purpose of this report Somerset is the state suburb of that name. It had a resident population of 3 903 at the 2016 census. It serves as a retail destination to a wider Market Area with an resident population estimated at 5 500 (mid-2017, ABS).

2.2 Demographic Profile

Table 2.1 provides a demographic profile of the suburb of Somerset over the twenty years to 2016 based on the past five censuses. Key points are as follows:

- The 2016 census recorded a resident population of 3903, a fall of 72 persons or 2% over the 2011-2016 intercensal period.
- The marked (29%) increase in population of the suburb between the censuses of 2006 and 2011 is somewhat misleading, reflecting an extension of the suburb boundaries to encompass part of the town's rural hinterland. This compromises meaningful comparisons of total counts spanning this break in the data.
- Somerset has a comparatively mature age profile and ageing demographic, with a median age of 43 years in 2006 rising to 45 years in 2016.
- It is a town of comparatively modest means: median weekly household income of \$922 is 16% below the Tasmanian median.
- While most households comprise families, the number of single person households has risen sharply over time such that this household type outnumbered couple families without children at the 2016 census. This contributed a slight reduction in the average household size, from 2.4 to 2.3 persons between 2011 and 2016.
- The 2016 census recorded a total of 1 728 dwelling units, up 36 over the intercensal period. The number of occupied dwellings fell by 15 units over the same period, boosting the vacancy rate from 6.9% to 9.7%.
- Detached dwellings are the prevalent form of housing stock, accounting for 90.7% of all occupied dwelling units at the latest census count. Some volatility in the reported number of flats and units overtime is evident and not readily explicable.
- Given the town's mature age profile, there is likely to be a latent demand for smaller townhouse and unit-style accommodation for downsizing empty-nesters.



Table 2.1: Demographic Profile of Somerset (suburb) over time.

Variable	1996	2001	2006	2011	2016
Census Count					
Somerset state suburb*	3 060	3 011	3 078	3 975	3 903
Increase over previous 5 years		- 49	67		- 72
Average annual increase (%)		-0.3%	0.4%		-0.4%
Burnie-Somerset	19 134	18 064	19 160	19 819	19 385
Somerset as % Burnie-Somerset			16.1%	20.1%	20.1%
Median Age			43	42	45
Median weekly household income					\$ 922
Variance from Tasmania					-16.2%
Families		849	847	1 095	1 030
Couple family without children		358	376	474	464
Couple family with children		350	320	406	370
Single parent family		134	142	203	189
Other		10	9	13	11
Single persons		360	402		496
Group households		14	28		34
Average no. of persons per household			2.3	2.4	2.3
Private dwellings		1 357	1 384	1 692	1 728
Interim change			27		36
Occupied private dwellings		1 236	1 283	1 576	1 561
Interim change			47	293	- 15
Unoccupied private dwellings		121	101	116	167
Dwelling occupancy rate %		91.1%	92.7%	93.1%	90.3%
Dwelling vacancy rate %		8.9%	7.3%	6.9%	9.7%
Dwelling Structure					
Separate house		1111	1136	1346	1 417
Semi-detached		86	40	54	106
Flat, unit or apartment		23	86	144	5
Other		16	21	32	32
Total		1 236	1 283	1 576	1 560

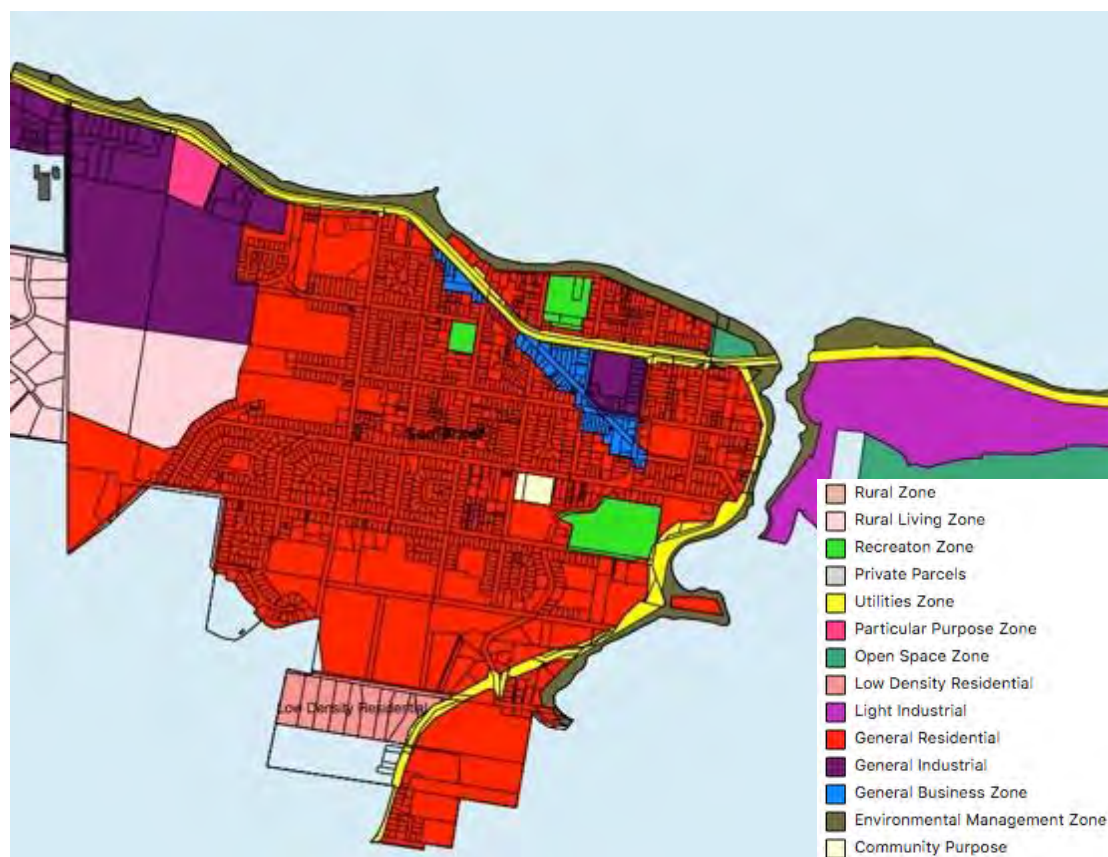
Sources: ABS Censuses of 1996, 2001, 2006, 2011 & 2016. Note a redefinition in the suburb boundaries between the 2006 and 2011 censuses to encompass some of the non-urban hinterland hinders direct comparisons immediately before and after these dates.



2.3 Existing Zone Settings, Somerset

Figure 2.1 provides a snap shot of current zone settings in Somerset. The suburb boundaries encompass 12 discreet land use zones with an aggregate area of 567 hectares.

Figure 2.1: Land Use Zones, Somerset



The Somerset urban area encompasses 567 hectares including 494 hectares of private or authority land. Other land largely comprises land used for road reservations. For the purposes of this analysis land occupied by road reservations is excluded. Land zoned for residential purposes, including general residential, low density residential and rural living accounts for half of all area of private and authority land.

Table 2.2: Land Area by Zone, Somerset suburban area (hectares)

Zone	Private Parcels	Authority Land	Sub-total	Other*	Total
General Residential	180.34	25.67	206.02	45.23	251.24
Low Density Residential	10.83		10.83	1.18	12.01
Rural Living	32.58		32.58	1.86	34.44
Community Purpose		1.32	1.32		1.32
Recreation		8.81	8.81	1.78	10.59
Open Space		1.16	1.16	0.22	1.37
General Business	4.99	0.07	5.06	1.26	6.33
General Industrial	69.37	0.30	69.67	2.52	72.20
Rural Resource	134.41	0.12	134.52	2.55	137.07
Utilities		19.87	19.87	13.45	33.32



Zone	Private Parcels	Authority Land	Sub-total	Other*	Total
Environmental Management		1.15	1.15		1.15
Particular Purpose	3.10		3.10	2.41	5.51
	435.63	58.47	494.10	72.45	566.55

Sources: *Waratah-Wynyard Interim Planning Scheme 2013, LIST.* 'Other land' generally reflects road reservations or areas of water. The sub-total of private parcels and authority land reflects useable land.

Table 2.3: Number of Land Parcels by Zone, Somerset suburban area

Zone	Private Parcels	Authority Land	Sub-total	Other	Total
General Residential	1 418	128	1 546	109	1 655
Low Density Residential	11		11	2	13
Rural Living	19		19	4	23
Community Purpose		2	2		2
Recreation		7	7	2	9
Open Space		1	1	1	2
General Business	59	1	60	7	67
General Industrial	46	3	49	8	57
Rural Resource	12	1	13	5	18
Utilities		3	3	71	74
Environmental Management		4	4		4
Particular Purpose	1		1	1	2
	1 566	150	1 716	210	1 926

Sources: *Waratah-Wynyard Interim Planning Scheme 2013, LIST*

Apart from residential sites, raw land is comparatively rarely traded in Somerset. Over the decade to 30 June 2018 Land Information System Tasmania recorded 53 sales of vacant land in Somerset (refer table 2.4), predominantly comprising residential and rural residential lots. The town witnessed no sales of englobo/broad hectare sites in the period and only one sale each of commercial and industrial development sites.

Table 2.4: Vacant land sales by land use classification: Somerset 1 July 2008-30 June 2018

Land use classification	No.
Residential	33
Commercial	1
Industrial	1
Englobo/Broad hectares	0
Rural Residential	18
Crown Lease	0
Total	53

Source: *Land Information System Tasmania (LIST)*



2.4 Somerset Industry Profile

This section profiles Somerset's business and industry drawing on the ABS Business Register¹ and census place of employment data. Comparisons between 2009 and 2017 business counts and the censuses of 2011 and 2016 are used to indicate recent trends over time. Worthy of note is the disparate direction of the trends between the two data sets: business count contracted whereas the quantum of locally based employment increased. The discrepancy may be reconciled by industry consolidation and takeovers of local businesses by entities registered outside Somerset.

Notable industries in Somerset include: Gunns Veneers and CAT Rental Dealer Williams Adams. Gunns Veneers is which is one of only three production facilities in Australasia and is the largest producer of sliced veneers and the world's largest producer of Eucalypt veneers. William Adams specialises in the repairing, maintenance and modifications of heavy machinery used for mining, forestry and agriculture.

2.4.1 Somerset's Business Count contracts between 2009 and 2017

Somerset recorded a 16% contraction in the number of businesses over the eight years to 2017 according to data from the ABS Business Register. The fall was most pronounced in medium size businesses employing between 20 and 199 employees, whose numbers declined 60% from 15 to 6 over the period. There were also declines in the number of enterprises employing between 5 and 19 staff and in non-employing entities (which includes sole traders). The only cohort to buck the trend was microbusinesses with between 1 and 4 staff, whose ranks increased by 4 entities over the period.

The contraction in Somerset's business count was most acute among manufacturing entities (down two thirds from 9 to 3 between 2009 and 2017), professional, scientific and technical services (down 60% from 15 to 6) and wholesale traders (down 56% from 9 to 4). Bucking the trend were enterprises in the transport, postal and warehousing sector, increasing from 3 to 7 and rental, hiring and real estate services enterprises, increasing from 12 to 18.

2.4.2 Somerset's employment expands over five years to 2016

Census place of employment data indicated that Somerset's employment base expanded by 12% from 898 to 1 008 local jobs between the 2011 and 2016 censuses.

Somerset's key industries (in terms of employment) are health care and social assistance (24% of the work force at time of the 2016 census), retail trade (13.5%), manufacturing (12.6%) and wholesaling (9.7%).

The most pronounced absolute employment increases over the 2011-2016 intercensal period were recorded in the health care and social assistance sector (gaining 67 jobs), agriculture, forestry and fishing (+35), accommodation and food service (+25) and manufacturing (+18).

The most pronounced job losses over the period were recorded in the wholesale sector (-43 jobs), construction (-17) and other services (-17).

¹ Most businesses in Australia need to obtain an Australian Business Number. These businesses are then included on the Australian Business Register (ABR). The ABS populates its internal business register, the Australian Bureau of Statistics Business Register (ABSBR) from this as well as from data supplied by the Australian Taxation Office.



Table 2.5: Count of Somerset Businesses by Number of Employees

	2009	2017	Change No.	%
Non-employing	104	90	-14	-13%
1-4	31	35	4	13%
5-19	135	125	-10	-7%
20-199	15	6	-9	-60%
200+	0	0		
Total	184	155	-29	-16%

Sources: Australian Bureau of Statistics Catalogue 8165, Australian Business Register

Table 2.6: Count of Somerset Businesses by Industry Sector 2009 & 2017

Industry Sector	2009	2017	Change 2009-2017 No.	%
Construction	41	32	-9	-22%
Agriculture, Forestry & Fishing	22	23	1	5%
Rental, Hiring & Real Estate Services	12	18	6	50%
Health Care & Social Assistance	18	16	-2	-11%
Retail Trade	22	14	-8	-36%
Other Services	10	8	-2	-20%
Accommodation & Food Services	6	7	1	17%
Other Sectors	53	37	-16	-30%
Total Business Count	184	155	-29	-16%

Sources: Australian Bureau of Statistics Catalogue 8165, Australian Business Register

Table 2.7: Employment by Industry Sector, Somerset 2011 & 2016

Industry Sector	2011	2016	Change No.	%
Health care & social assistance	175	242	67	38%
Retail Trade	137	136	- 1	-1%
Manufacturing	109	127	18	17%
Wholesale	141	98	- 43	-30%
Construction	92	75	- 17	-18%
Accommodation & food service	49	74	25	51%
Education & training	66	73	7	11%
Agriculture, forestry & fishing	18	53	35	194%
Other services	42	25	- 17	-40%
Professional, scientific & technical services	17	21	4	24%
Other Sectors	52	84	32	62%
Total	898	1 008	110	12%

Sources: ABS, 2011 and 2016 censuses (working population)

ABS *Commuting to Work* data from the 2016 census provides an indication of Somerset's worker catchment. It indicated the median distance travelled by people working in Somerset was 9 kilometres and 75% of Somerset workers originated within 11.24 kilometres which



essentially takes in much of Burnie urban area for which Somerset serves as a significant local employment base.

2.5 Somerset Residential Demand and Supply Assessment

The 2016 census counted 1 728 private dwellings in Somerset of which 1 561 were occupied. The total number of dwellings was up 36 over the previous census five years earlier but 15 fewer were occupied. Each occupied dwelling accommodated an average 2.3 persons. The average household size was marginally smaller than five years earlier (2.4 persons) on account of fewer couple and single parent families with children.

An assessment of longer-term trends in Somerset's dwelling stock is complicated by a redefinition of the suburb which occurred between 2006 and 2011 when parts of the rural hinterland were incorporated within the suburb boundaries making counts before and after those dates not directly comparable.

Somerset's housing is accommodated across three residential zones: *General Residential*, *Low Density Residential* and *Rural Living*, with General Residential accounting for 98% of Somerset's residential parcels and 83% of its residential area.

Under the provisions of the Waratah-Wynyard Interim Planning Scheme land zoned *General Residential* is intended to provide for residential use or development that accommodates a range of dwelling types where full infrastructure services are available or can be provided and to provide visitor accommodation and non-residential uses that primarily serve the local community and do not cause an unreasonable loss of amenity and which are compatible with residential character.

Low Density Residential zoned land is to provide for residential use and development in residential areas where there are infrastructure or environmental constraints that limit the density, location or form of development. It may also accommodate complementary non-residential uses and compatible visitor accommodation. Somerset has 10.83 hectares of land comprising 11 individual land parcels zoned *Low Density Residential*.

Rural Living zoned land is intended to provide for residential use or development in a rural setting where services are limited or existing natural and landscape values are to be retained. Compatible agricultural use and other uses and development that does not adversely impact on residential amenity nor cause an unreasonable loss of amenity may also be accommodated, including visitor accommodation. Somerset has 32.58 hectares comprising 19 individual land parcels zoned for this purpose.

Tables 2.8 and table 2.9 following respectively present Somerset's projected future demand for housing and residential land out to 2041 under alternative growth scenarios and its current supply of such land. Low, medium and high growth scenarios, together with trend growth are presented based on population projections prepared by the Tasmanian Government.

Under the low growth scenario, Somerset households are anticipated to require 15 fewer dwellings over the decade to 2026 and 187 fewer dwellings over the 25 years to 2041. Under the medium growth scenario, 84 additional dwellings would be required over the decade to 2026 and 134 over the quarter century to 2041. The high growth scenario projects demand for up to 93 additional dwellings over the decade to 2026 and 211 over the quarter century to 2041. The trend scenario indicates demand for an additional 30 homes in the decade to 2026 and 57 through to 2041.



These projections translate into the consumption of between 4 and 12.4 hectares of *General Residential* zoned land over the ten years to 2026 under the trend, medium and high growth scenarios and between 7.1 and 28.2 hectares through to 2041 under the trend, medium and high growth scenarios. The Low Growth scenarios envisages a net contraction in demand for land.

Table 2.9 quantifies Somerset's current stock of General Residential zoned broadacre land by parcel size. It indicates that all growth scenarios could be readily accommodated from Somerset's existing stock of appropriately zoned residential land.

Table 2.8: Projected Housing Demand to 2041 - Somerset

	2016	2021	2026	2041	2016-26	2016-41
Burnie-Somerset	19 385	19 680	19 792	20 130	407	745
Population Count						
Trend	3 903	3 955	3 977	4 045	74	142
Low Growth	3 903	3 895	3 865	3 716	- 38	- 187
Medium Growth	3 903	3 952	3 987	4 037	84	134
High Growth	3 903	4 022	4 135	4 431	232	528
Occupied Private Dwellings						
Trend	1 561	1 582	1 591	1 618	30	57
Low Growth	1 561	1 558	1 546	1 486	- 15	- 75
Medium Growth	1 561	1 581	1 595	1 615	34	54
High Growth	1 561	1 609	1 654	1 772	93	211
Residential Land Required (hectares)						
Trend		2.8	1.2	1.2	4.0	7.6
Low Growth		(0.5)	(1.6)	(2.5)	(2.0)	(10.0)
Medium Growth		2.6	1.9	1.1	4.5	7.1
High Growth		6.3	6.0	5.4	12.4	28.2

Source: *Choice Location Strategists, Tasmanian Government*

Table 2.9: Quantum of Broadacre General Residential zoned land in Somerset

	No. Parcels	Area (ha)
Site Area greater than 10 ha	0	0
Site Area between 5 & 9.99 ha	5	27.4
Site Area between 2 & 4.99 ha	7	21.2
Site Area between 1 & 1.99 ha	16	23.1
	28	71.7

Source: *Choice Location Strategists, Tasmanian Government*

Consistent with modest population growth, the volume of vacant land sales in Somerset has also been comparatively modest. Over the decade to 30 June 2018 the Land Information System of Tasmania ('the LIST') recorded 33 residential lot sales and a further 18 rural residential lot sales out of a total 53 vacant land sales for the period.



2.6 Somerset's Retail/Commercial Activity

Somerset's retail activity generally extends in a linear configuration along the southern side (of Wragg Street between George Street and Southern Cross Drive, anchored by an IGA Xpress and IGA Everyday. The town centre occupies land zoned *General Business*. Retailers include a mix of specialty food (butcher, bakery, cafes, homewares, news agency and opportunity shop).

Somerset has a net area (exclusive of road reservations) of 5 hectares zoned *General Business*. This land is alienated into 60 individual land parcels and split into two precincts zoned for *General Business*. The larger of the two precincts comprises the main retail and commercial area extending along Wragg Street while a smaller satellite area occupied by highway-oriented services including a service station and agricultural machinery-related sales is situated on Bass Highway to the north-west, separated from the town centre proper by residential development.

Under the Waratah-Wynyard Interim Planning Scheme, *General Business Zone* is intended to provide for business, retail, administrative, professional, community and entertainment functions within Tasmania's main suburban and rural centres. The scale and type of development should be consistent with the activity centre hierarchy. Residential and visitor accommodation supporting activity centre viability and active street fronts is to be encouraged.

The land use profile and peripheral function of the smaller of the two *General Business Zone* precincts suggests an alternative zoning, ideally to *Commercial Zone* would be more appropriate. The *Commercial Zone* is intended to provide for large format retailing, service industries, storage and warehousing in a manner consistent with the activity centre hierarchy.

The 2017 iteration of the Australian Business Register identified 39 'shop-front' occupying businesses in Somerset. From table 2.9 a remix in the composition of these businesses is evident over the eight years to 2017 with a reduction in the number of retail businesses substantially offset by gains in realtors and the like.

The closure of the CBA bank branch formerly located at 47 Wragg Street in the latter part of 2017 has left a vacancy yet to be backfilled.

Table 2.10: Somerset shop-front business count

Industry Sector	2009	2017	Change 2009-2017	
			No.	%
Retail Trade	22	14	-8	-36%
Accommodation & Food Services	6	7	1	17%
Rental, Hiring & Real Estate Services	12	18	6	50%
Sub-total Shopfront businesses	40	39	-1	-2%

Sources: Australian Bureau of Statistics Catalogue 8165, Australian Business Register

The town centre is surrounded on three sides by land zoned *General Residential*. Land to the immediate north east of the town centre is land zoned *General Industrial*.



Figure 2.2: Somerset Town Centre – General Business zone outlined in red, Veneer Mill site outlined in blue, Adjacent car park in pale blue, Residential parcels in yellow and Vet site in purple.



Source: Google Earth

The brief calls for an assessment of the adequacy of retail floorspace in the Study Areas. Table 2.11 compares Somerset's surveyed retail floorspace against a level of floorspace supportable by available retail spending originating from within Somerset's Market Area. The Somerset Market Area encompasses Somerset and the surrounding rural hinterland for which it represents the closest and most convenient retail destination. Latest available estimates of resident population (at June 2017) indicate a market area population of approximately 5 500.

Average per capita retail expenditure has been estimated from the latest ABS Retail Trade data (year ending June 2018), adjusted for market area income variations from the Tasmanian mean. Turnover density (or sales per unit area of retail floorspace) is derived from comparable market studies.

The composition of Somerset's retail floor space was determined from a field trip conducted in mid-2018. Floor area was estimated from recent aerial photography.

The assessment found that the spending power of Somerset's market area would support approximately 9 300 m² of retail floorspace based on the nominated turnover densities. This is 3 550 m² more than Somerset's current active retail floor space. The shortfall was particularly pronounced in food, groceries and liquor (a deficit of 1 400 m²) and non-food retail (a deficit of 2 300 m²). In the absence of this space, the trade it would otherwise attract is lost to alternative destinations, most likely in neighbouring Burnie.



Sub-section 2.7 identifies key sites in Somerset township which could potentially accommodate Somerset's existing retail floorspace shortfall.

Table 2.11: Somerset's Surveyed and Supportable Retail Floorspace

	Average Per Capita Expenditure	Available Annual Retail Expenditure (\$m)	Average Turnover Density (\$/m ²)
Food Groceries & Liquor	4 522	24.87	9 000
Food Catering	1 100	6.05	8 000
Non-Food	4 398	24.19	4 700
Services	320	1.76	3 100
		<u>56.86</u>	
<u>Population in Market Area</u>	5 500		
	Supportable (m ²)	Surveyed (m ²)	Surplus/ Deficit (m ²)
Food Groceries & Liquor	2 800	1 400	(1 400)
Food Catering	800	920	120
Non-Food	5 100	2 800	(2 300)
Services	600	630	30
<u>Retail Floorspace (m²)</u>	<u>9 300</u>	<u>5 750</u>	<u>(3 550)</u>

Sources: ABS Retail Trade Tasmania, year ending June 2018, ABS 2016 Census, ABS Estimated Resident Population, Choice Location Strategists

Food Catering includes cafes, restaurants and take away food outlets.

2.7 Somerset's Key Sites

Veneer Mill Site

Situated to the immediate north east of Somerset's main retail strip and on the southern side of Bass Highway between Elizabeth and Falmouth Streets, the Veneer Mill site has an area of approximately 2.63 hectares and is presently zoned *General Industry*. With extensive frontage to three roads, including 184 metres to Bass Highway, the principal route linking Burnie to Wynyard and beyond, the site enjoys prominent exposure and a large contiguous area in a single holding rendering it potentially attractive to larger format highway-oriented uses, including hardware retailers, trade suppliers or supermarket chains if it were to become available.

Somerset presently lacks a full line supermarket with the nearest options being in Burnie CBD. The limited scale and depth of the town's present grocery offer limits its drawing power and appeal as a retail destination. A large format retailer here would provide a major anchor for the Somerset retail precinct, enhancing its pull as a retail destination within the wider Burnie-Somerset urban area and hinterland. Our retail market survey indicated an additional 1 400 m² of food, groceries and liquor floorspace and 2 300 m² of non-food floorspace in the Somerset would be supported by its Market Area spending. Rezoning to *Commercial* would be required to accommodate hardware and trade supplies while a supermarket would require *General Business* zoning.

Somerset's journey to work data, cited earlier, indicates the township already attracts a workforce from throughout the Burnie urban area who would potentially patronise an expanded local retail offer during their working day.



Existing Veneer Mill site improvements occupy a footprint of approximately 7 700 m². The main building is a robust, high clearance single level brick structure which could potentially be adapted to accommodate alternative uses, such as a farmers' market showcasing locally produced goods. The site affords higher exposure than the existing farmer's market which presently operates twice a month from the Wivenhoe Showgrounds. Such uses could be accommodated by a *Commercial zoning*.

Car Park adjacent to Veneer Mill

The Car Park site adjacent to the Veneer mill (outlined in blue in figure 2.2) is an irregular shape lot with extensive (62 metre) frontage to Wagg Street and short frontage to Simpson Street. With a site area of approximately 2 848 m² it is also zoned General Industry. The site faces General Business zoned land across Wagg Street and is flanked by *General Business* zoned land to its immediate west.

It is understood that the owner of the land favours adaptive reuse of existing improvements as a medical practice, a use that while not consistent with current *General Industry* zone which would complement and be consistent with its town centre location. The rezoning of the site to *General Business* is favoured for its position immediately adjacent to the town centre. Commercial interest in the site is likely to be influenced by the redevelopment of the adjacent veneer mill site.

Adjacent Residential Properties

On the north side of Simpson to the immediate south east of the Veneer Mill site and immediate east of the Car Park (outlined in yellow in figure 2.2) are four contiguous parcels with an aggregate area of 2.63 hectares also presently zoned *General Industrial*.

The vet (outlined in Purple) is located on a 1 011 m² parcel facing Falmouth Street on land presently zoned *General Industrial*. The rezoning of this site and the neighbouring residential sites to *General Business* is also favoured to accommodate transition to retail and commercial uses in a contiguous town centre precinct.

East Side of Falmouth Street

Retention of General Business zoning for the three residential parcels located on the east side of Falmouth Street is not considered justified by current usage pattern and logistical considerations. Rezoning to General Residential as per neighbouring development to the immediate east, north and south is favoured.

Langley Park

Langley Park, a recreation reserve comprising a football oval situated between Somerset Beach and the Bass Highway north of the Somerset town centre is potentially available for redevelopment to alternative use under a plan to consolidate Somerset's ageing sport and community facilities in a new precinct next to the town's primary school. Council's Open Space and Recreation Plan proposes a \$3.44 million recreation precinct drawing together scattered sport and community facilities and centralising them next to the West Somerset primary school along Mackenzie Drive and Beaufort Street.

Given its proximity to the beach and town centre the flat, 3.0 hectare site is considered potentially attractive for visitor accommodation, aged care or medium-density housing and rezoning to either *Urban Mixed Use* or *General Residential* is recommended to support this transition.



Somerset Industrial Estate

The Somerset Industrial Estate is a 46.3 hectare area of *General Industrial* zoned land situated on the north-west edge of Somerset extending inland from the Bass Highway shaded purple in figures 2.3 below and 2.4 over page. The estate abuts General Residential zoned land to the immediate east, Rural Living zoned land to the south, Rural Resource zoned land to the south west (occupied by Gunns) and skirts the 3 hectare Little Company of Mary convent site (zoned *Particular Purpose*).

Existing development within the estate follows the south side of the Bass Highway, extending up to 200 metres inland and comprises a mix of service industry and highway-oriented larger format retail uses including camping, caravan and boat sales, a hotel/tavern, agricultural equipment and steel supplier (Metaland). Actual industrial activity within the zone is somewhat limited, including an engineering workshop and automotive restorations. The *Commercial zone*, which is intended to provide for large format retailing, service industries, storage and warehousing or *Light Industrial Zone*, intended to accommodate manufacturing, processing, repair, storage and distribution of goods and materials with minimal or manageable off-site amenity would arguably better reflect and fit this pattern of use and development than *General Industrial* zoning.

Figure 2.3: Aerial view of Somerset Industrial Estate showing existing usage patterns



Source: Google Earth, Choice Location Strategists

The interior of the estate comprises two large parcels of undeveloped land. The more westerly of these is presently landlocked while the eastern parcel fronts McKays Road. Both parcels are beyond the limits of the reticulated water supply area which limits near-term development prospects. Future development of this land would require subdivision and construction an internal road network with access from McKays Road and/or through the convent land.



It is anticipated that future development of this land would be of a similar light industrial/service industry character to that fronting Fairlands Drive.

Take up of vacant industrial land in Somerset has been modest in recent years with only a single sale recorded by the LIST over the ten years to mid-2018. This contrasts with 11 sales in Wynyard and 10 in Smithton during the corresponding period. Given this modest demonstrated demand, the current stock of *General Industrial* zoned land is considered adequate for the foreseeable future.

Figure 2.4: Close up of highway-oriented retail uses within Somerset Industrial Estate



Source: Google Earth, Choice Location Strategists

2.8 Somerset's Visitor Accommodation Assessment.

The ABS formerly collated and published localised visitor accommodation statistics quantifying the stock of visitor accommodation and its performance in terms of guest numbers, occupancy rate and room takings. Prior to its cessation in June 2016 the survey captured hotels, motels and resorts with 15 or more rooms and serviced apartment complexes with 15 or more units.

The survey recorded Somerset, Wynyard and Smithton as each having 2 visitor accommodation establishments of 15 or more rooms. Occupancy and room takings data for these was not published on account of small sample size to protect respondent confidentiality. Occupancy rates and room takings data was however published for the wider *North West Tasmania Tourist Region*, which encompasses Burnie, Devonport, Ulverstone, Latrobe and King Island. The region had 29 establishments with 15 or more rooms at June 2016 (averaging 35 rooms each).

The ABS discontinued its local area tourist accommodation data set several years ago but even before the dataset concluded very limited data was available for the study area towns on account of the small sample size in order to protect respondent confidentiality.

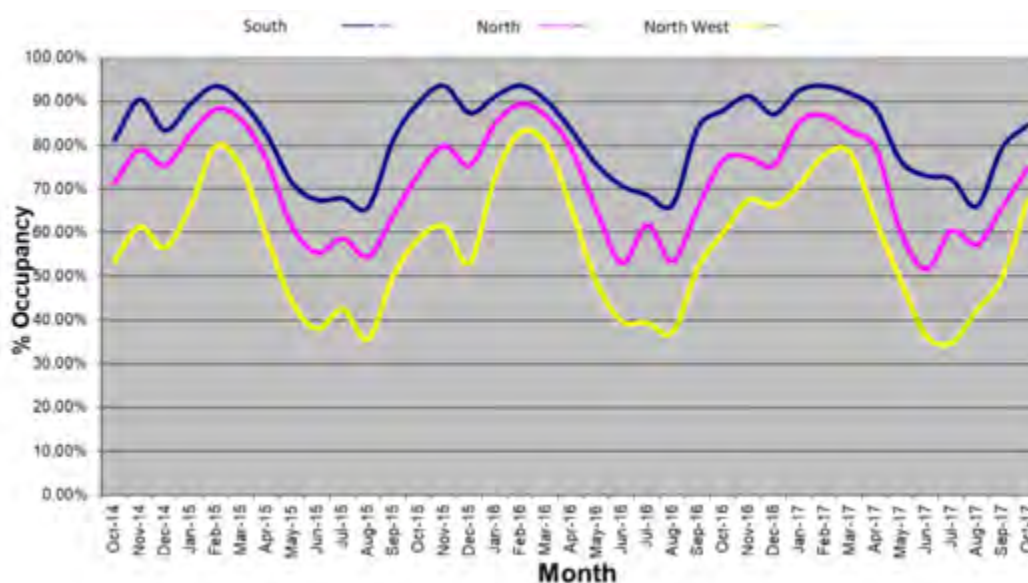
The Tasmanian Hospitality Association collates and publishes monthly hotel occupancy and room rate data at regional level with the latest available data being October 2017 (refer figure 3.3).



The North West region has historically underperformed Tasmania's other two tourism regions in average occupancy rates and average room takings. The South and North regions respectively include Tasmania's largest and second largest cities (Hobart and Launceston). Since October 2014 Occupancy rates in the North West region have ranged from a low of 34% in July 2017 to a peak of 84% in March 2016.

Strong seasonal fluctuations in both occupancy and average room yield is evident across all three regions, with pronounced winter troughs from June to August and peaks in February-March. The February-March period is likely the only period when demand is potentially capacity-constrained. The latest available data indicates an average regional room yield of approximately \$82 per night.

Figure 2.4: Tasmanian Hotel Occupancy by Tasmanian Tourism Region



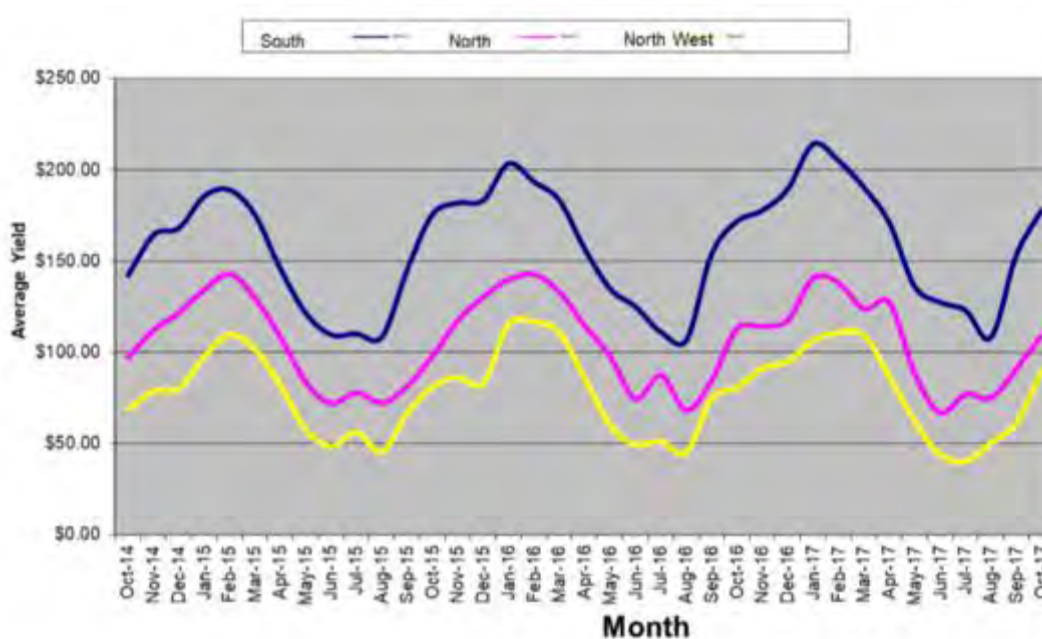
Source: Tasmanian Hospitality Association

These comparatively modest occupancy and room rates indicate limited justification for an expansion of regional visitor accommodation capacity from its mid-2016 base. That being said, unique, well-designed and pro-actively marketed accommodation product can generate its own demand as is indicated by examples such as the Royal Mail Hotel in Dunkeld, Victoria.

The Waratah-Wynyard Interim Planning Scheme provides that in addition to the General Business zone, visitor accommodation may be accommodated in a number of zones, including *General Residential*, *Low Density Residential* and *Rural Living* provided it is compatible with residential character.



Figure 2.5: Average Room Yield by Tasmanian Tourism Region



Source: Tasmanian Hospitality Association

2.9 Somerset Conclusions & Recommendations

Located within Waratah-Wynyard, the township of Somerset functions as a satellite of Burnie and draws its workforce from the wider Burnie urban area. The town's demography may be characterised as comparatively mature and ageing with comparatively modest means. Population growth has been negligible in recent years.

Historic trends in Somerset's population are complicated by a realignment of suburb boundaries which occurred between 2006 and 2011.

Given the town's mature age profile and current housing stock configuration there is potentially a latent demand for smaller townhouse and units to accommodate downsizing empty-nesters although any such development would need to be keenly priced to be competitive with established dwellings. For the convenience of its prospective residents such housing should be located proximate to the town centre.

Projected housing demand to 2041 ranges from a net contraction under a low growth scenario to the take up of 28 hectares under a high growth scenario. This growth could readily be accommodated by the town's existing stock of appropriately zoned broad acre land.

A survey of Somerset's retail floorspace provision identified a shortfall of approximately 3 550 m² based on available Market Area retail spending, with the deficit particularly pronounced in food, groceries and liquor (a deficit of approximately 1 400 m²) and non-food categories (2 300 m²).

The land use profile and peripheral function of a section of *General Business* zoned land fronting Bass Highway suggests an alternative zoning, ideally to *Commercial* would be more appropriate.

If it were to become available the existing improvements to the Veneer Mill site could potentially be adapted to accommodate alternative uses, including a full-scale supermarket or



a farmers' market showcasing locally produced goods. The site affords higher exposure than the existing farmer's market which presently operates twice a month from the Wivenhoe Showgrounds. Such uses could be accommodated by a *Commercial zoning*.

However, given Somerset's negligible growth and comparatively modest means the business case for a new supermarket is not particularly compelling.

Rezoning of the car park site between the Veneer mill and the town centre to General Business is favoured to accommodate its proposed use as a medical practice. Likewise, the rezoning of the vet practice site on Falmouth Street and the neighbouring residential sites to *General Business* is also favoured to accommodate transition to retail and commercial uses in a contiguous town centre precinct.

Retention of General Business zoning for the three residential parcels located on the east side of Falmouth Street is not considered justified by current usage pattern and logistical considerations. Rezoning to General Residential as per neighbouring development to the immediate east, north and south is favoured.

Given its proximity to the beach and town centre the flat, Langley Park is considered potentially attractive for visitor accommodation, aged care or medium-density housing and rezoning to either *Urban Mixed Use* or *General Residential* is recommended to support this transition.



3. WYNYARD

3.1 Introduction

Situated 17 kilometres west of Burnie, Wynyard serves as a regional hub for the surrounding rural areas and seat of Waratah-Wynyard Council. The Burnie Wynyard Airport located to the immediate south of Wynyard's central business district serves as a key regional gateway providing regular direct commercial flights to Melbourne, King Island and Launceston.

3.2 Wynyard Demographic Profile

Table 3.1 profiles the population of Wynyard urban area over the twenty years to 2016 based on the five yearly ABS censuses.

Wynyard's population has increased consistently, albeit modestly, over the twenty years to 2016, rising from 4 509 in 1996 to 5 168 in 2016. The average annual rate of increase ranged between 0.4% and 1.0% over the intercensal periods, averaging 0.7% overall.

Population increase has been accompanied by population ageing, with the median age rising years from 43 in 2006 to a comparatively mature 49 years in 2016. By way of comparison, the median age of Tasmanians increased from 39 to 42 over the same interval.

The mature age profile is explained in part by a high proportion of single person households and families without children. Couple families without children were the largest family grouping and second only to single person household as Wynyard's most prevalent household type.

Wynyard's expanding population has been accommodated by an expanding stock of dwellings. Expansion in the housing stock outpaced growth in household numbers giving rise to a higher dwelling vacancy rate. The total number of dwellings increased by 592 to 2 554 (or an average 30 units per annum) over the twenty years to 2016. Occupied dwellings (equivalent to household numbers), increased by 383 (or an average 19 per annum) over the same period.

Wynyard's housing stock overwhelmingly comprised detached houses. Semi-detached dwellings accounted for slightly over one in ten dwelling units.

Table 3.1: Demographic Profile of Wynyard urban area over time.

Variable	1996	2001	2006	2011	2016
Census Count	4 509	4 621	4 812	5 061	5 168
Change over previous 5 years		112	191	249	107
		0.5%	0.8%	1.0%	0.4%
Median Age			43	45	49
Median weekly household income					\$ 825
Variance from Tasmania					-25.0%
Families		1263	1316	1 397	1 383
Couple family without children		510	597	676	706
Couple family with children		488	453	468	429
Single parent family		256	263	252	251
Other		9	17	15	17
Single persons		591	633	659	751
Group households		27	44	38	35



Variable	1996	2001	2006	2011	2016
Average no. of persons per h ^o ld			2.3		2.2
Private dwellings	1 962	2 126	2 196	2 320	2 554
Interim change		164	70	124	234
Occupied private dwellings	1 779	1 934	2 025	2 152	2 162
Interim change		155	91	127	10
Unoccupied private dwellings	183	94	68	168	251
Dwelling occupancy rate %	90.7%	91.0%	92.2%	92.8%	84.7%
Dwelling vacancy rate %	9.3%	9.0%	7.8%	7.2%	15.3%
Dwelling Structure					
Separate house		1 488	1 605	1 702	1 911
Semi-detached		63	267	295	235
Flat, unit or apartment		339	131	87	6
Other		44	22	9	7
Total		1 934	2 025	2 093	2 159

Sources: ABS Censuses of 1996, 2001, 2006, 2011 & 2016

3.3 Existing Wynyard Zone Settings

Rural Resource and General Residential account for a majority of the land within the Wynyard town limits, followed by Utilities (encompassing the Airport).

Figure 3.1 shows the distribution of land use zoning around Wynyard Town Centre. The Town Centre flanks Goldie Street between Austin and Hogg Streets and is accommodated within land zoned for *General Business*. It extends half a block north of Goldie Street and between half and one block south. More *General Business* zoned land is situated north east of the intersection of Moore and Dodgin Street to the east of the Town Centre encompassing the Waterfront Wynyard Motel.

The two *General Business* zoned precincts are separated by a 200 metre strip of land zoned *General Residential*. Intervening development comprises a mix of land uses including accommodation (the Wharf Hotel) and churches.

Table 3.2: Land Area by Zone, Wynyard (hectares)

Zone	Private Parcels	Authority Land	Sub-total	Other*	Total
General Residential	285.57	38.96	324.54	63.49	388.03
Low Density Residential	2.09		2.09	-	2.09
Rural Living	22.76	2.32	25.08	0.81	25.89
Community Purpose		26.39	26.39	3.60	29.99
Recreation	46.76	52.36	99.11	3.68	102.79
Open Space		2.51	2.51	-	2.51
General Business	8.63	4.17	12.80	5.33	18.13
General Industrial	83.19	2.25	85.44	8.79	94.23
Rural Resource	448.97	36.35	485.32	15.39	500.71
Utilities	188.57	11.76	200.33	69.11	269.44
Environmental Management	4.33	34.82	39.14	5.21	44.36
Grand Total	1 090.86	211.90	1 302.76	175.41	1 478.17

Sources: Waratah-Wynyard Interim Planning Scheme 2013, LIST



Figure 3.1: Land Use Zoning, Wynyard

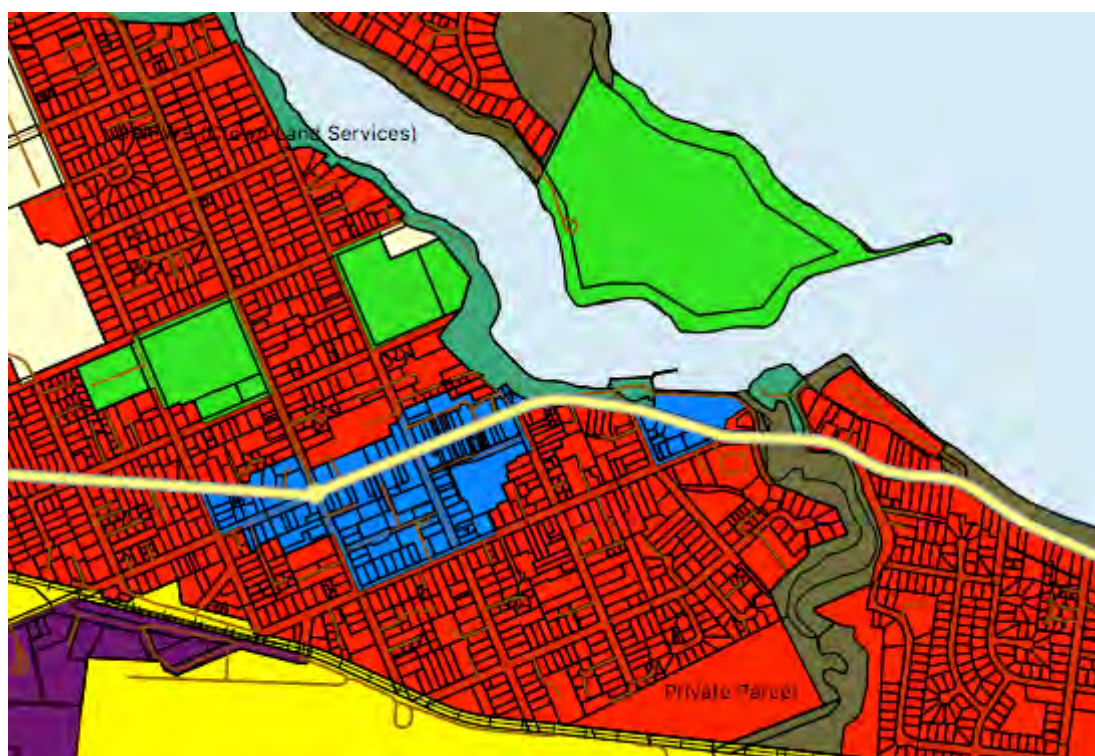


Table 3.3: Number of Land Parcels by Zone, Wynyard

Zone	Private Parcels	Authority Land	Sub-total	Other	Total
General Residential	2 315	213	2 528	180	2 708
Low Density Residential	10		10	0	10
Rural Living	13	1	14	2	16
Community Purpose		6	6	4	10
Recreation	2	11	13	3	16
Open Space		5	5	0	5
General Business	113	27	140	21	161
General Industrial	73	3	76	20	96
Rural Resource	57	3	60	11	71
Utilities	7	4	11	83	94
Environmental Management	3	16	19	12	31
Grand Total	2 593	289	2 882	336	3 218

Sources: Waratah-Wynyard Interim Planning Scheme 2013, LIST

3.4 Wynyard Industry Profile

The ABS Business Register recorded a modest increase in the number of businesses based in Wynyard between 2009 and 2017, from 347 to 355, driven by an increase in the number of non-employed entities and micro-businesses employing between 1 and 4 staff. Non-employed enterprises (sole traders²) accounted for over half of all Wynyard enterprises. A decline in the number of small and medium size enterprises (respectively employing between 5 and 19, and 2 and 199 staff) was recorded over the period.

² And self-managed superannuation funds.



Table 3.4: Count of Wynyard Businesses by number of Employees

	2009	2017	Change No.	%
Non employing	187	202	15	8%
1-4	80	89	9	11%
5-19	59	52	-7	-12%
20-199	21	12	-9	-43%
200+	0	0	0	
Total	347	355	8	2%

Sources: Australian Bureau of Statistics Catalogue 8165, Australian Business Register

Business sectors recording a net gain in the number of Wynyard-based enterprises over the eight year period included rental, hiring and real estate services (+14), finance and insurance (+12) and wholesale trade (+9).

Sectors losing enterprises over the period included agriculture, forestry and fishing (-16, to 56), other services (-8), education and training (-6 down to nil), construction (-5) and retail trade (-4).

Table 3.5: Count of Wynyard Businesses by Industry sector 2009 & 2017

	2009	2017	Change 2009-2017 No.	%
Construction	64	59	-5	-8%
Agriculture, Forestry & Fishing	72	56	-16	-22%
Rental, Hiring & Real Estate Services	21	35	14	67%
Professional, Scientific & Technical Services	26	25	-1	-4%
Retail Trade	28	24	-4	-14%
Accommodation & Food Services	18	23	5	28%
Transport, Postal & Warehousing	25	23	-2	-8%
Financial & Insurance Services	11	23	12	109%
Manufacturing	20	19	-1	-5%
Health Care & Social Assistance	6	12	6	100%
Other Sectors	56	47	-9	-16%
Total Business Count	347	346	-1	0%

Sources: Australian Bureau of Statistics Catalogue 8165, Australian Business Register



Table 3.6: Employment by Industry Sector, Wynyard 2011 & 2016

Industry Sector	2011	2016	Change	
			No.	%
Manufacturing	239	279	40	17%
Retail Trade	239	268	29	12%
Health care & social assistance	161	202	41	25%
Accommodation & food service	127	141	14	11%
Education & training	138	133	- 5	-4%
Public Administration & safety	97	97	0	0%
Construction	115	94	- 21	-18%
Agriculture, forestry & fishing	73	93	20	27%
Transport, postal & warehousing	65	80	15	23%
Other services	68	75	7	10%
Professional, scientific & technical services	58	74	16	28%
Wholesale	141	70	- 71	-50%
Administrative & support services	19	69	50	263%
Other Sectors	122	204	82	67%
Total	1 662	1 879	217	13%

Sources: ABS, 2011 and 2016 censuses (working population)

Wynyard's key industry sectors in terms of employment at 2016 census were manufacturing (14.8%), retail trade (14.3%), health care and social assistance (10.8%) , accommodation and food services (7.5%) and education and training (7.1%).

Employment within the Wynyard urban area expanded by a robust 13% or 217 positions to 1879 jobs over the five years to 2016 according to census working population data, driven by growth in the administrative and support services (+50 jobs), health care and social assistance (+41 jobs), manufacturing (+40 jobs) and retail sectors (+29 jobs).

The manufacturing sector consolidated its position as Wynyard's largest source of employment (279 jobs) narrowly ahead of an expanded retail sector (268 jobs) and followed in third place by health care and social assistance (202 jobs).

Significant job losses were recorded in the wholesale sector which lost half its workforce in the five years to 2016 as well as construction (-21). Smaller losses were recorded in rental, hiring and real estate services (-8) and education and training (-5).

Commuting to Work data from the 2016 census indicate that Wynyard serves as an important sub-regional employment destination attracting commuter flows from an extensive area. Half of its workforce travelled up to 8.6 kilometres to work in the town, extending to 17-kilometre range (including parts of Burnie) to capture three quarters of the Wynyard workforce.

3.5 Wynyard Residential Demand and Supply Assessment

Table 3.7 projects Wynyard's demand for housing to 2041 under trend, low, medium and high growth scenarios. The growth scenarios are informed by Tasmanian government projections rebased on the latest available census data.

The trend and high growth scenarios indicate demand for an additional 331 and 293 dwellings over the twenty-five year forecast horizon, translating into take up of 37.6- 42.5 hectares of land based on prevailing densities. The town has sufficient stock of appropriately zoned land to accommodate this take-up.



Table 3.7: Projected Housing Demand to 2041 - Wynyard

	2016	2021	2026	2041	2016-26	2016-41
Census Count						
Wynyard (UCL)	5 168					
Trend	5 168	5 290	5 530	5 960	362	792
Low Growth	5 168	5 157	5 118	4 920	- 50	- 248
Medium Growth	5 168	5 233	5 280	5 345	112	177
High Growth	5 168	5 326	5 475	5 867	307	699
Occupied Private Dwellings						
Trend	2 162	2 213	2 313	2 493	151	331
Low Growth	2 162	2 157	2 141	2 058	- 21	- 104
Medium Growth	2 162	2 189	2 209	2 236	47	74
High Growth	2 162	2 228	2 291	2 455	129	293
Residential Land Required						
Trend		6.6	12.9	8.6	19.4	42.5
Low Growth		(0.6)	(2.1)	(3.3)	(2.7)	(13.3)
Medium Growth		3.5	2.5	1.4	6.0	9.5
High Growth		8.5	8.0	7.2	16.5	37.6

Sources: *Tasmanian Government , Choice Location Strategists*

Table 3.8: Quantum of Broadacre General Residential zoned land in Wynyard

	No. Parcels	Area (ha)
Area greater than 10 ha	2	21.5
Area 5 - 9.99 ha	3	21.8
Area 2 - 4.99 ha	10	29.9
Area 1 - 1.99 ha	8	11.8
	23	85.0

Sources: *LIST, Choice Location Strategists*



3.6 Wynyard Retail/Commercial Assessment and key sites

Wynyard has an area of 12.8 hectares comprising 140 individual land parcels zoned for General Business. The main part is outlined in blue in figure 3.2 below and 3.3 overpage.

Figure 3.2 Wynyard Town Centre with General Business zone outlined in blue.



Source: Google Earth

Wynyard's retail and commercial activity is predominantly focused on Goldie Street extending in an approximately 300 metre long ribbon of activity between Hogg and Saunders Streets. Between Saunders and Jackson Streets retail activity was located on the south side of Goldie Street; between Jackson and Hogg Streets retail activity flanked both sides of Goldie Street.

The town centre is anchored by a Woolworths supermarket, complemented by a range of specialty retail and services, including banking. National brands represented in the town centre included Woolworths, BWS, Repco and Commonwealth Bank. A high representation of thrift/opportunity shops in the main strip was noted which is symptomatic of modest occupier demand and low rentals.

A survey conducted by Choice Location Strategists found that Wynyard town centre³ comprises approximately 14 100 m² of active retail floor space serving a Market Area with an estimated resident population of 11 270. The Market Area comprises Wynyard and surrounding hinterland for which Wynyard town centre serves as the closest and most convenient retail destination.

Applying the methodology described on page 21, Wynyard's Market Area spent an estimated \$117 million in financial year ending June 2018. Spending by category is itemised below in table 3.9. Based on prevailing average turnover densities, this spending would support

³ Aggregate town centre retail floor space includes the IGA Everyday on the south east corner of Church & Inglis Street.



approximately 19 080 m² of retail floorspace, or 4 980 m² more than the active existing retail floor surveyed by Choice Location Strategists in mid-2018. The shortfall in space was largely accommodated in the non-food sector (4 500 m²).

Table 3.9: Wynyard's Surveyed and Supportable Retail Floor space

	Average Per Capita Expenditure	Available Annual Retail Expenditure (\$m)	Average Turnover Density (\$/m ²)
Food Groceries & Liquor	4 538	51.14	9 000
Food Catering	1 104	12.44	8 000
Non-Food	4 420	49.82	4 700
Services	320	3.61	3 100
		<u>117.00</u>	
<u>Population in Market Area</u>	11 270		
<u>Retail Floorspace (m²)</u>	Supportable	Surveyed	Surplus/ Deficit
Food	5 680	4 900	(780)
Food Catering	1 600	2 100	500
Non-Food	10 600	6 100	(4 500)
Services	1 200	1 000	(200)
Supportable Retail Floorspace	<u>19 080</u>	<u>14 100</u>	<u>(4 980)</u>

Sources: ABS Retail Trade Tasmania, year ending June 2018, ABS 2016 Census, ABS Estimated Resident Population, Choice Location Strategists

Wynyard IGA Everyday

Wynyard's town centre Food, Grocery and Liquor offer is augmented by a satellite IGA Everyday situated 500 metres west of the edge of town centre on the south-east corner of Church and Inglis Street. The small format supermarket has a gross building area of approximately 909 m² across two buildings situated on either side of Park Street (shaded in blue below in figure 3.3). This store has been included in the surveyed retail floorspace.

It is understood that business controls two adjoining house sites with an aggregate area of 1341 m² earmarked for future expansion of store footprint. All four parcels are presently zoned *General Residential*. The *Local Business* zone is intended to provide for local area business needs in a manner consistent with the activity centre hierarchy and is considered a more appropriate zone setting to accommodate the current use and its anticipated expansion.

Figure 3.3: Existing Wynyard IGA in west Wynyard and proposed expansion



Source: Google Earth

Waterfront Master Plan and transition area.

The recently prepared *Wynyard Waterfront Master Plan* provides direction for the future development of the waterfront precinct north of Goldie Street. It intends to restore the connection between the town centre and its river, wharf and beachfront (refer figure 3.4 over page). The project includes upgraded and additional boardwalks along the river, play spaces, picnic areas, meeting places and an amphitheatre. Other elements include the demolition of the existing yacht club (15) and its replacement with a new Yacht Club (16).

On the south side of Goldie Street opposite the waterfront area between Hogg and Moore Streets is a 1.3-hectare section of predominantly older style standard density residential development zoned *General Residential*. It includes the two-level Wharf Hotel situated on the southwest corner of Hogg and Goldie Streets. As the waterfront masterplan is realised it is anticipated that this section will attract further development interest on account of its aspect and immediate proximity. The section separates the *General Business* zone of the Town Centre from a satellite *General Business* zoned parcel bounded by the Inglis River, Moore and Dodgin Streets.

This *General Business* outlier comprises predominantly low-rise residential development together with the Waterfront Hotel comprising a restaurant and accommodation on the Inglis River frontage and some low rise single level light-industrial style buildings in Moore Street. Intended for town centre uses, the current *General Business* zone is not considered the best fit for the current or anticipated uses. Rezoning of the transition area together with the General Business outlier to *Urban Mixed Use*, which is intended to provide for the integration of residential, retail, community services and commercial options in urban areas is supported. The Urban Mixed Use zones purpose of encouraging use and development at street level that generates activity and pedestrian movement through the area resonates with the activation of the adjoining waterfront area.



Figure 3.4: Wynyard Waterfront Master Plan



Source: Cumulus Studio

Figure 3.5: Area of Transition between Wynyard Town Centre and water front.



General Business Zoned Land West of Saunders Street

With the anticipated re-orientation of the town centre eastwards the future of the *General Business* zoned land west of Saunders Street has been called into question. This area is presently occupied by a mix of service retail, professional services and residential uses.

Rezoning to *Urban Mixed Use* is favoured to better fit and reflect its current and anticipated future uses. This zone is intended to provide for the integration of residential, retail, community services and commercial options in urban areas where it is appropriate to do so. A broad range of activities can occur in these areas to maintain the mix of residential, commercial and community uses. The precinct has several under-utilised sites which could conceivably accommodate retail floor space.



Figure 3.6 Aerial view of area west of Saunders Street, Wynyard; rezoning to Urban Mixed Use is favoured to better reflect current mix of uses.



Former School Site

The former school site (outlined in pink in figure 3.7) is now used as a Community Centre. Encompassing an area of approximately 1.2 hectares, the comparatively lightly developed site is considered to have redevelopment potential for medium density housing. Under the current *General Business* zone setting residential use is allowed above ground level and is a discretionary use at ground level. Rezoning to *Urban Mixed Use* which is intended to provide for the integration of residential, retail, community services and commercial options in urban areas is favoured.

Figure 3.7: Wynyard Town Centre: General Business zoned land outlined & shaded blue





Fonterra Expansion

It is understood that Fonterra favours expanding the footprint of its existing cheese-making plant in Inglis Street (depicted below in figure 3.8) onto vacant land on the south west side of the disused Western Railway Line. The intended expansion land is presently zoned *General Residential*. WynyarRezoning to *General Industrial* to facilitate the expansion is supported.

Figure 3.8 Aerial view of Fonterra plant & proposed expansion land



Council Depot Site

It is understood that the Waratah-Wynyard Council depot site near the Airport may become available for alternative use. The 1.78 hectare site bounded by Western Rail Line, Goldie Street and residential land is presented zoned *Utilities Zone*, which is intended to provide land for major utility installations and corridors and other compatible uses. The site abuts *General Residential* zoned land to its immediate west and north and faces *General Industrial* zoned land across Goldie Street.

Given an adequate supply of General Industrial zoned land in Wynyard, Goldie Street forming a logical zone boundary and the immediate proximity of residential development, rezoning to *General Residential* or *Urban Mixed Use* is favoured.

Figure 3.9: Council Depot Site outlined in yellow





3.7 Wynyard Visitor Accommodation Assessment

Visitation to Wynyard is trending positively and is anticipated to be significantly boosted by the development of a large resort complex recently approved at Table Cape on the town's northern outskirts.

Wynyard attracted 101 871 visitors in the year ending March 2018 (latest available), an increase of 11% over the previous 12-month period and increase of 17% over the year to March 2015 according to figures collated by Tourism Tasmania.

Over two thirds (68.4%) of all visitors to Tasmania's North West region passed through Wynyard during the year to March 2018 and just under half (49.3%) stopped and looked around.

The number of visitor nights stayed has fluctuated markedly over the last four years, ranging from a low of 60 583 in the year to March 2017 to a high of 96 892 in the latest 12 month period. The average number of nights stayed has ranged from 3.6 to 4.5.

Table 3.10: Trends in Visitation to Wynyard

	Year Ending March				
	2015	2016	2017	2018	2015-18
Passed through	28 839	24 356	35 715	36 774	28%
Visited	86 994	96 574	91 620	101 871	17%
Stopped & looked around	33 799	45 244	39 844	43 786	30%
Overnight Stays	24 356	16 974	17 002	21 311	-13%
Overnight stays as % visitors	28%	18%	19%	21%	-25%
Nights Stayed	95 262	68 170	60 583	96 892	2%
Average No. of Nights Stayed	3.9	4.0	3.6	4.5	15%

Source: Tourism Tasmania

In the year to March 2018 Wynyard accounted for 6.2% of all nights stayed in the North West Region. Its share has ranged from a low of 4.1% in the year to March 2017 to a high of 7.5% in the year to March 2015.

The final ABS visitor accommodation survey in mid-2016 listed Wynyard as having two visitor establishments comprising 15 or more rooms. These included the Wharf Hotel and Burnie Airport Hotel (formerly Waterfront Hotel), both on Goldie Street facing the Inglis River. Other accommodation offer includes the Leisure Ville Holiday Centre and Alexandra Bed & Breakfast.

In July 2017 the Waratah-Wynyard Council approved a luxury 50 room clifftop resort on Table Cape, five kilometres north of Wynyard town centre. The Table Cape Development will overlook one of northern Tasmania's most picturesque coastal regions and feature a conference centre with capacity for 150 people, smaller event space accommodating 80, a 250 seat farmers restaurant, fine dining for 120, lounge bar for 100, day spa and public green on the plateau of Table Cape.

According to the economic impact assessment ('EIA') accompanying the application, the development aspires to be an international destination attracting visitors from outside the region and targeting high end market segments not currently accommodated in the region. An



additional 19 700 visitor night capacity is forecast. The farmer's market restaurant is estimated to attract 65 000 visits annually and function facilities up to 21 000 delegates.

Figure 3.10: Artist Impression of approved Table Cape Resort development.



Source: Planning application to Waratah-Wynyard Council

Aspect Studios designed the complex to immerse the visitor into the natural landscape and capture the stunning natural beauty of the North West Coast. It is anticipated to serve as a drawcard to the north west in a similar manner to Hobart's MONA.

The project represents a major stimulus to the local economy both through construction and operational phases. The EIA estimates that the completed project will support 98 full time equivalent jobs in the Waratah-Wynyard economy and add \$11.3 million annually to Gross Regional Product.

The development has been approved on land zoned Rural Resource where accommodation, food services and meeting space are discretionary uses.



3.8 Wynyard Conclusions & Recommendations

Wynyard's population has increased consistently, albeit modestly, over the twenty years to 2016 averaging 0.7% per annum overall. Population increase has been accompanied by population ageing, with a median age rising to a comparatively mature 49 years.

Wynyard has sufficient stock of appropriately zoned land to accommodate forecast future residential growth requirements under alternative growth scenarios.

Wynyard's retail and commercial activity is predominantly focused on Goldie Street extending approximately 300 metre-long ribbon of activity between Hogg and Saunders Streets. A high representation of thrift/opportunity shops in the main strip was noted which is indicative of modest occupier demand and low rentals.

Visitation to Wynyard is trending positively. Wynyard attracted 101 871 visitors in the year ending March 2018 (latest available), an increase of 11% over the previous 12 month period and increase of 17% over the year to March 2015 according to figures collated by Tourism Tasmania.

The development of a world-class resort and conference centre at Table Cape to the immediate north of Wynyard in the near term is anticipated to provide a major stimulus to the local economy attracting an estimated 65 000 visits annually and up to 21 000 delegates. The EIA supporting the proposal, which gained Council approved in July 2017, estimates that the complex will support 98 full time equivalent jobs in the Waratah-Wynyard economy and add \$11.3 million to gross regional product.

The additional employment opportunities and economic expansion supported by this development and the additional visitors it attracts into Wynyard and the wider region is anticipated to boost confidence in the local economy and support the realisation of moderate population growth over the near to immediate term. It is likely to serve as a catalyst for further complementary services.



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Appendix C – Traffic and Parking Assessments



Memorandum

02 February 2018

To Alex Brownlie

Copy to

From Mark Petrusma

Tel 03 6332 5516

Subject Somerset Traffic Assessment

Job no. 32/18515

1 General

1.1 Transport Network Overview

An overview of the Somerset road network is provided in Figure 1.

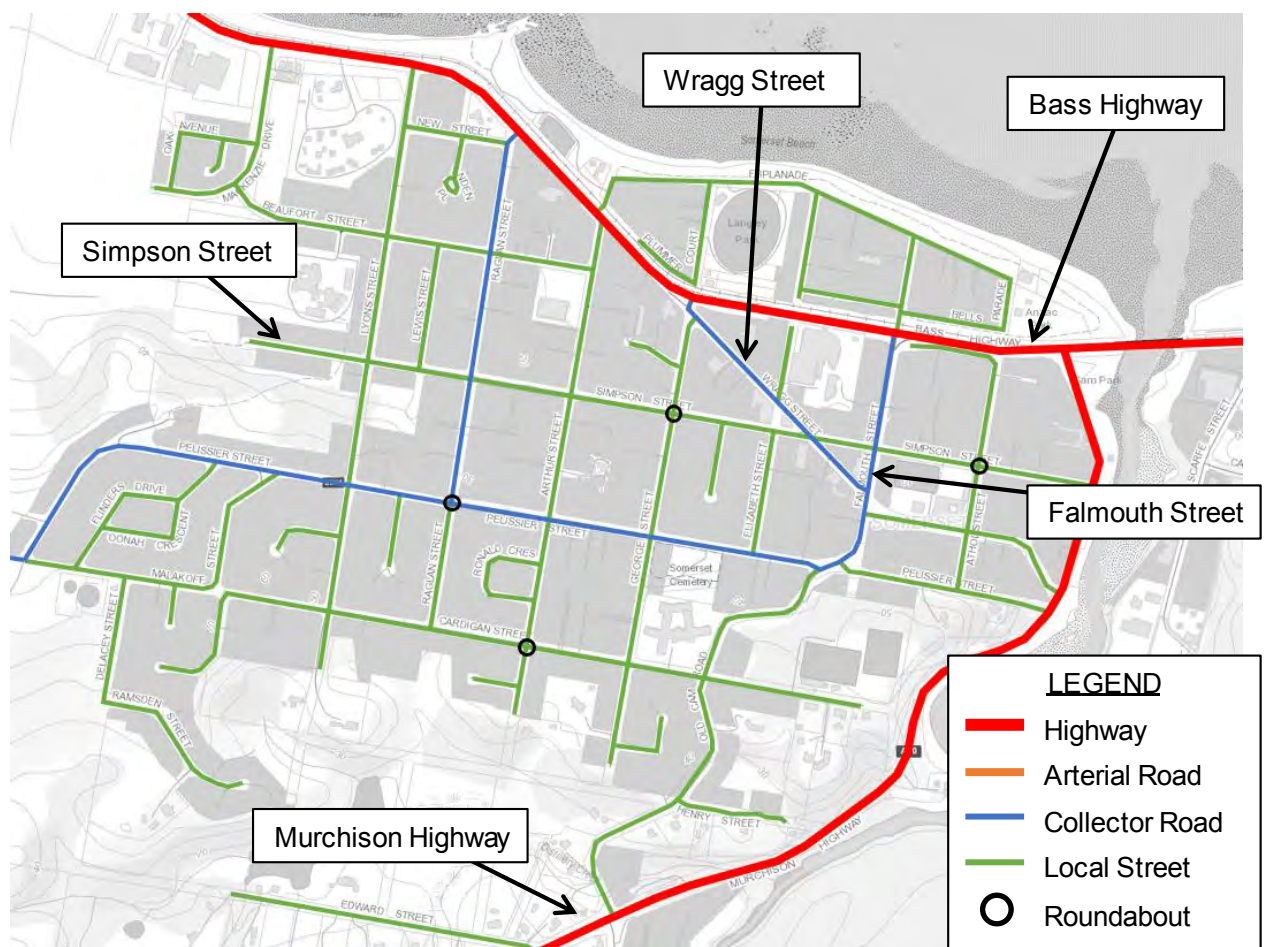


Figure 1 Somerset Road Network

Base map obtained from TheLIST © State of Tasmania

32/18515/22997

GHD

Level 8 180 Lonsdale Street Melbourne VIC 3000 Australia

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The existing Somerset Road network consists of a grid arrangement of local roads with several connections to the Bass Highway such that the Highway forms an integral part of the local road network. There is an opportunity to consolidate access points in order to improve the efficiency of the Bass Highway through Somerset.

The Somerset town centre is located at Wragg Street. Wragg Street connects to Bass Highway and Falmouth Street running at an angle to the normal grid network as shown in Figure 1. Wragg Street is the subject of the Somerset CBD Redevelopment Project currently being undertaken by Council. The Project involves a range of streetscaping and traffic calming measures including kerb realignment, adjustments to on-street car parking, alternative pavement surface treatments and pedestrian improvements.

1.2 Key Junctions

With the exception of the signalised junction at Falmouth Street, all Bass Highway connections (including the Murchison Highway junction) are give-way controlled T-junctions. Roundabouts are provided at a number of locations within the local street network.

There is an opportunity to consolidate Bass Highway access and reduce the number of intersections in order to both improve access to the Somerset Town Centre and improve the efficiency of the Highway.

The intersection of Murchison Highway and Bass Highway is give way controlled and there are often significant delays for right-turning vehicles out of Murchison Highway onto Bass Highway heading eastbound. This is particularly the case for heavy vehicles (up to B-Doubles) which require larger gaps in the traffic stream in order to turn. The long delays at this junction are causing heavy vehicles to use the local street network to access the Highway via the signalised junction at Falmouth Street in preference to the Murchison Highway route.

There is an opportunity to upgrade the intersection of Bass Highway and Murchison Highway in order to allow improved access for heavy vehicles so that they do not need to travel via Falmouth Street.

Other key junctions which require consideration are: Wragg Street / Bass Highway, Wragg Street / George Street, Wragg Street / Simpson Street and Wragg Street / Falmouth Street.

1.3 Cycling / Pedestrian Network

The pedestrian network consists primarily of street-side footpaths along most streets within the Somerset local road network. There are recreational walking trails along the Cam River (east of Somerset) and along the foreshore (north of Somerset).

There is a general lack of a primary pedestrian and cycling link connecting various parts of the Somerset cycling and pedestrian network. In addition, the Bass Highway is a significant barrier to pedestrian access between areas of Somerset south of the Highway, including the town centre and the Cam River reserve, and north of the Highway, including the existing sport oval site and the foreshore. Only one safe crossing point is provided at the signalised intersection of Falmouth Street and Bass Highway.

It would also be desirable to provide a convenient crossing point along the Elizabeth Street alignment, to provide improved access between the town centre and the waterfront.

It is recommended that priority pedestrian and cycling routes be developed as shown in Figure 2.

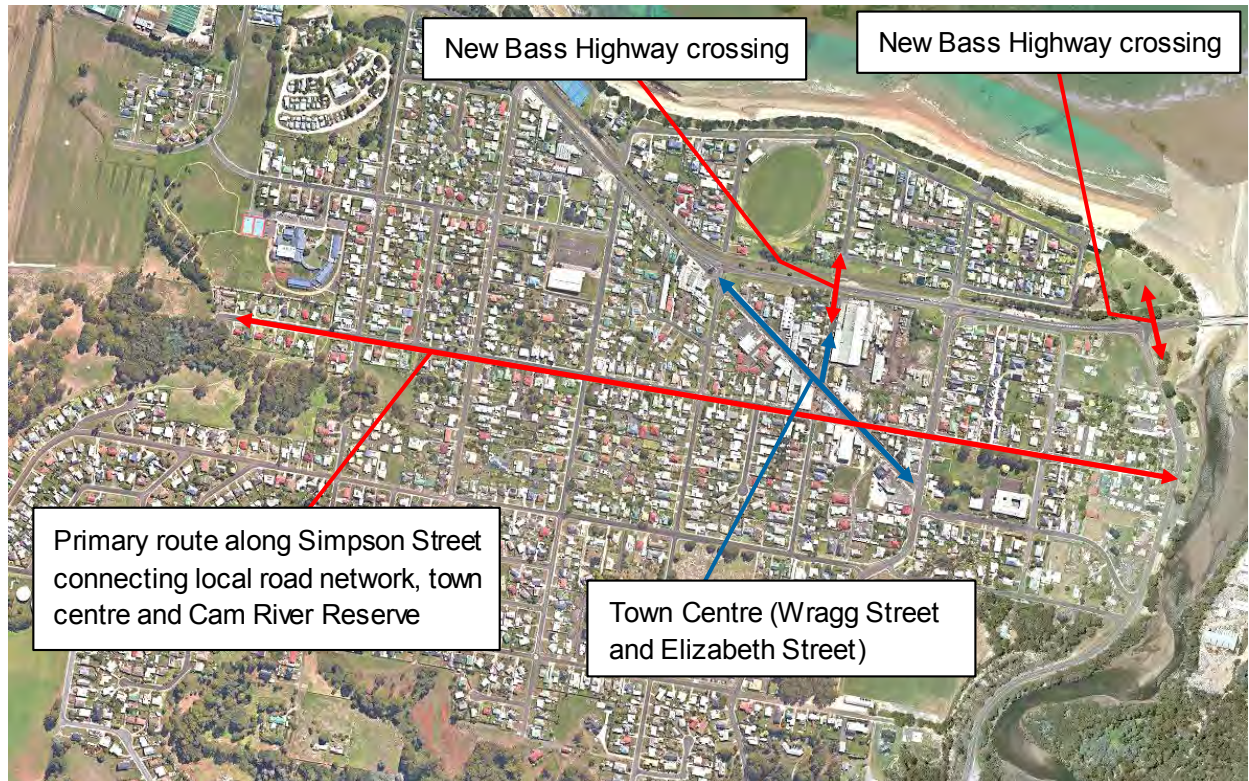


Figure 2 Recommended Primary Pedestrian and Cycling Routes

Base imagery obtained from TheLIST © State of Tasmania

1.4 Parking

The available parking supply within Somerset has been assessed against several other similar towns across northern Tasmania including Penguin, Latrobe, Bridport, Scottsdale, Wynyard and Smithton. The following process was used:

- Total population catchment of the town centre estimated based on Census Data
- Total area within 400-500 metre radius of the town centre zoned for Commercial or Business
- Total area within 400-500 metre radius of the town centre for Recreation
- Total public parking supply (including on-street and off-street parking) within 400-500 metre radius of the town centre
- Total private parking supply (large traffic generators only) within 400-500 metre radius of the town centre

The results are presented in Table 1. Note that these figures should be considered a very rough comparison only and should not be used for any other purpose other than this assessment.

Table 1 Town Centre Parking Benchmarks

Town	Population	Commercial/ Business	Recreation	Public Parking	Private Parking
Penguin	3,900	6.3 ha	8.1 ha	520 spaces	150 spaces
Latrobe	3,345	13.5 ha	1.4 ha	660 spaces	100 spaces
Bridport	1,710	3.5 ha	9.2 ha	405 spaces	40 spaces
Scottsdale	2,640	6.5 ha	1.0 ha	585 spaces	130 spaces
Somerset	3,900	7.6 ha	0 ha	475 spaces	140 spaces
Wynyard	5,050	14.7 ha	7.8 ha	878 spaces	60 spaces
Smithton	3,750	31.9 ha	11.0 ha	915 spaces	200 spaces

It is considered that Somerset has a deficiency of publicly accessible car parking compared with the other towns included in Table 1 by around 80 car parking spaces when benchmarked against other towns. It is further noted that, when compared to the other towns, the parking supply in the Somerset town centre is generally skewed towards private parking, with publicly accessible car parks on private land at 16B Wragg Street and 23-25 Wragg Street.

Based on the above, it is recommended that additional public parking should be provided in close proximity to the Somerset Town Centre to increase the available supply by around 80 additional car parking spaces.

1.5 Key Recommendations

The key recommendations arising from this review are as follows:

- Consideration should be given to the consolidation of Bass Highway access points, including potentially removing some intersections, in order to improve the efficiency of the Highway.
- Upgrade intersection of Murchison Highway and Bass Highway to improve access for heavy vehicles and to provide a high quality pedestrian crossing at this location.
- Provide a new Bass Highway pedestrian crossing along the Elizabeth Street alignment to improve access between the Town Centre and areas north of the Highway (including the existing sports oval site and waterfront).
- A primary pedestrian and cycling route should be developed along the Simpson Street alignment to link the local road network, Town Centre and Cam River reserve.
- Additional public car parking in the order of around 80 car parking spaces should be provided in close proximity to the Somerset Town Centre.

2 Specific Development Opportunities

2.1 Local Connectivity

The Development Strategy identifies the opportunity to provide local connectivity in the form of a primary pedestrian and cycling link along Simpson Street as shown in Figure 3. This project is supported as it would provide a much needed primary route linking residential areas, the Town Centre at Wragg Street and the Cam River reserve.

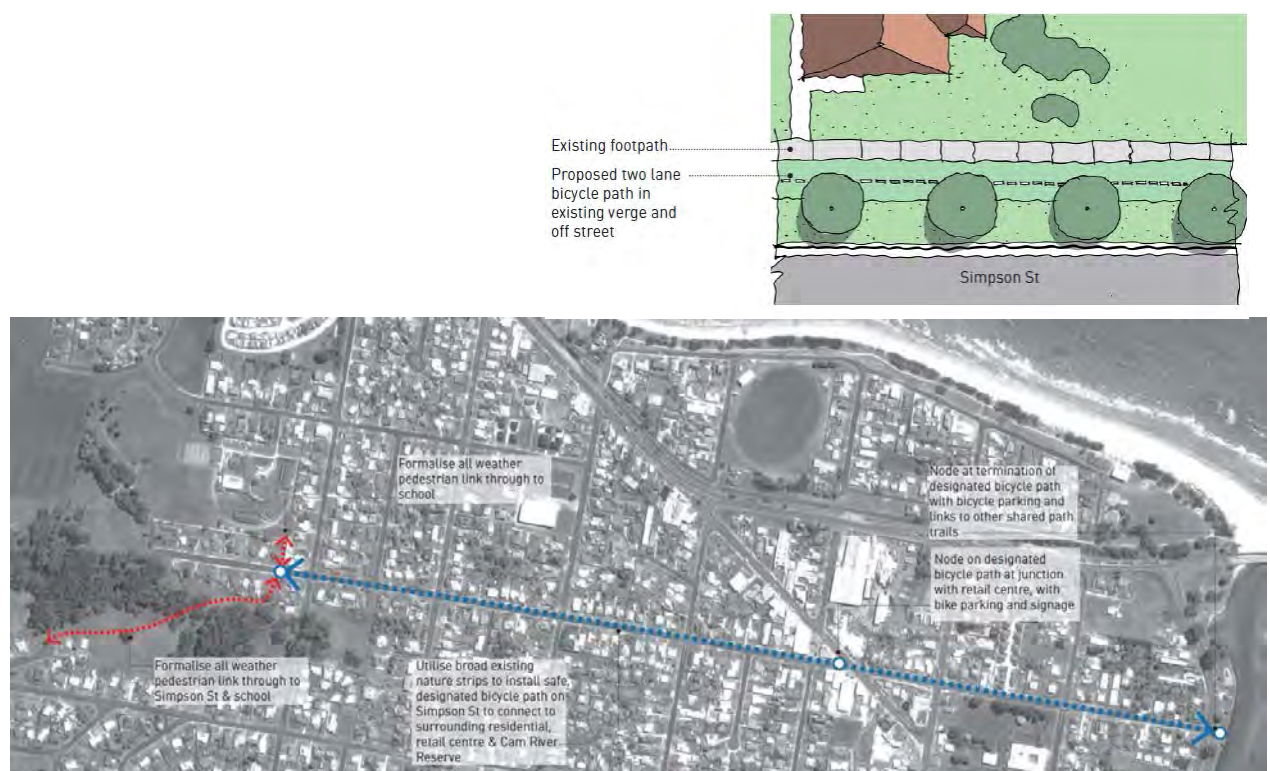


Figure 3 Site 1: Local Connectivity

Source: Central Areas Development Strategies Project Somerset, GHD, December 2017

2.2 Oval Redevelopment

The existing sports oval site is located north of the Somerset Town Centre and the Bass Highway. The site location is provided in Figure 4. The Development Strategy has identified redevelopment of this site for potential short-term accommodation and recreation uses.



Figure 4 Site Location – Existing Sports Oval

Base imagery obtained from TheLIST © State of Tasmania

The sports oval site is separated from the Somerset Town Centre by the Bass Highway, which forms a significant barrier to both pedestrian and vehicle movement as described in Section 1.3 of this memo. The Development Strategy (see Figure 5) identifies the need for a strong pedestrian connection across the Bass Highway in the form of a new pedestrian bridge located at the western edge of the site.

This bridge would connect to the northern end of Wragg Street, near its intersection with Bass Highway and would provide a strong pedestrian connection between the Somerset Town Centre, the oval redevelopment site and the beach.

In addition to the above, there is an opportunity to provide traffic calming on Esplanade, which runs along the edge of the beach. Esplanade has two long, straight sections resulting in a high potential for vehicle speeding at this location. The Development Strategy identifies three primary crossing points between

the oval site and the beach. It is recommended that these should be constructed as raised wombat crossings and additional speed humps should be provided at regular intervals along Esplanade east and west of the oval site.



Figure 5 Site 2: Oval Redevelopment

Source: Central Areas Development Strategies Project Somerset, GHD, December 2017

The primary vehicular access for the site would be via Esplanade. Esplanade connects to Bass Highway via Falmouth Street and traffic signals at its eastern end, and directly to the Highway at a give-way controlled junction at its western end. The current access arrangements are considered to be suitable for the proposed use identified in the Development Strategy.

2.3 IGA Redevelopment

The existing IGA supermarket is located at the northern end of Wragg Street. The supermarket has a private car park containing approximately 30 parking spaces. The Development Strategy identifies the opportunity for a significant expansion of the existing commercial facilities on the site including a large area for additional car parking. The site location and potential expansion are shown in Figure 6 and Figure 7.

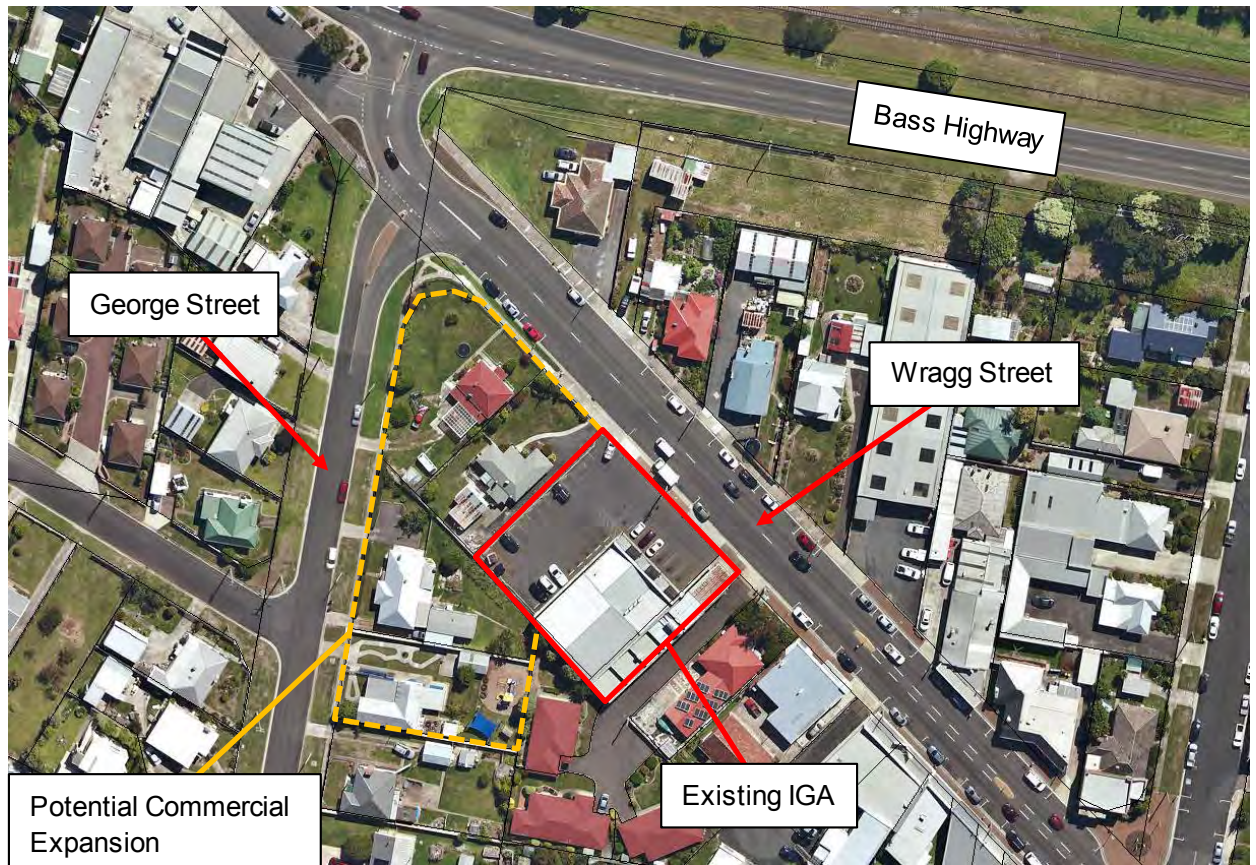


Figure 6 Site Location – Existing IGA

Base imagery obtained from TheLIST © State of Tasmania

The area identified for future expansion of commercial facilities includes 57 Wragg Street, 59 Wragg Street, 2 George Street and 4 George Street. Note that 4 George Street is currently owned by Council, however the other three properties are private residences.



Figure 7 Site 3: IGA Redevelopment

Source: Central Areas Development Strategies Project Somerset, GHD, December 2017

The redevelopment of the site as shown in Figure 7 would allow for up to around 60 car parking spaces to be provided to service the expanded facilities, thereby doubling the current supply. It is noted that this additional parking supply would not necessarily address the shortfall of public parking identified in Section 1.4 of this memorandum, rather the expanded supply would be required to service commercial development on this site.

Access to the expanded car park would be via George Street and Wragg Street. Given the proximity of the Wragg Street access point to the George Street junction, it is recommended that this be constructed as an entry only, with all exit via George Street. The laneway connecting between Wragg Street and the main car park should be restricted to one-way in the southbound direction.

2.4 Timber Veneer Site

The existing Timber Veneer Site is approximately 2.6 ha located immediately adjacent to the Somerset Town Centre with frontage onto Bass Highway, Elizabeth Street and Falmouth Street as shown in Figure 8.



Figure 8 Site Location – Timber Veneer Site

Base imagery obtained from TheLIST © State of Tasmania

The Development Strategy identifies this site for potential long-term development as an expansion to the current offerings of the Somerset Town Centre. Once this site is fully developed it is likely to result in major changes to traffic movement and access in the immediate area. The following considerations should be made in relation to the development of this site:

- Direct access to and from Bass Highway either comprising a new access for the development site, or alternatively providing a new connection to Bass Highway at Elizabeth Street.
- Internal connectivity between Elizabeth Street and Falmouth Street should be provided through the site.

- Traffic calming within the site.
- The intersection of Elizabeth Street and Wragg Street may need to be upgraded to a roundabout in order to cater for the increased use of Elizabeth Street due to the development of the site.
- A high level of pedestrian accessibility should be provided between the Town Centre, the Timber Veneer Site, The Oval Site and the foreshore.

The development of this site offers the opportunity for consolidation of Bass Highway access at Elizabeth Street and partial closure of intersections at Falmouth Street and Wragg Street. An example of a potential arrangement is provided in Figure 9.



Figure 9 Potential Bass Highway Access Consolidation

Base imagery obtained from TheLIST © State of Tasmania

2.5 Car Parking

There are two publicly accessible car parks located within private land at the southern end of Wragg Street as shown in Figure 10. Both sites currently contain informal car parking.



Figure 10 Site Location – Car Parks

Base imagery obtained from TheLIST © State of Tasmania

The development strategy has identified each of the two sites shown in Figure 10 for potential expansion and formalisation as public car parking. With reference to Section 1.4 of this report, Somerset has an overall parking supply that is generally skewed towards private parking and conversion of some private parking to public parking would improve the offering of public parking in the area.

Notwithstanding, there is a total shortfall of around 80 car parking spaces in close proximity to the Somerset Town Centre when benchmarked against other similar town centres (see Table 1). The proposed formalisation of existing parking is unlikely to meet the current deficiency and therefore it is recommended that additional, public parking be provided in proximity to the Town Centre. It is noted that the Timber Veneer Site (Section 2.4) is a potential location for public parking to be provided.

Regards

Mark Petrusma

Civil / Transport Engineer



Memorandum

14 November 2018

To Alex Brownlie

Copy to

From Mark Petrusma

Tel 03 6332 5516

Subject Wynyard Traffic Assessment

Job no. 32/18515

1 General

1.1 Transport Network Overview

An overview of the Wynyard road network is provided in Figure 1.

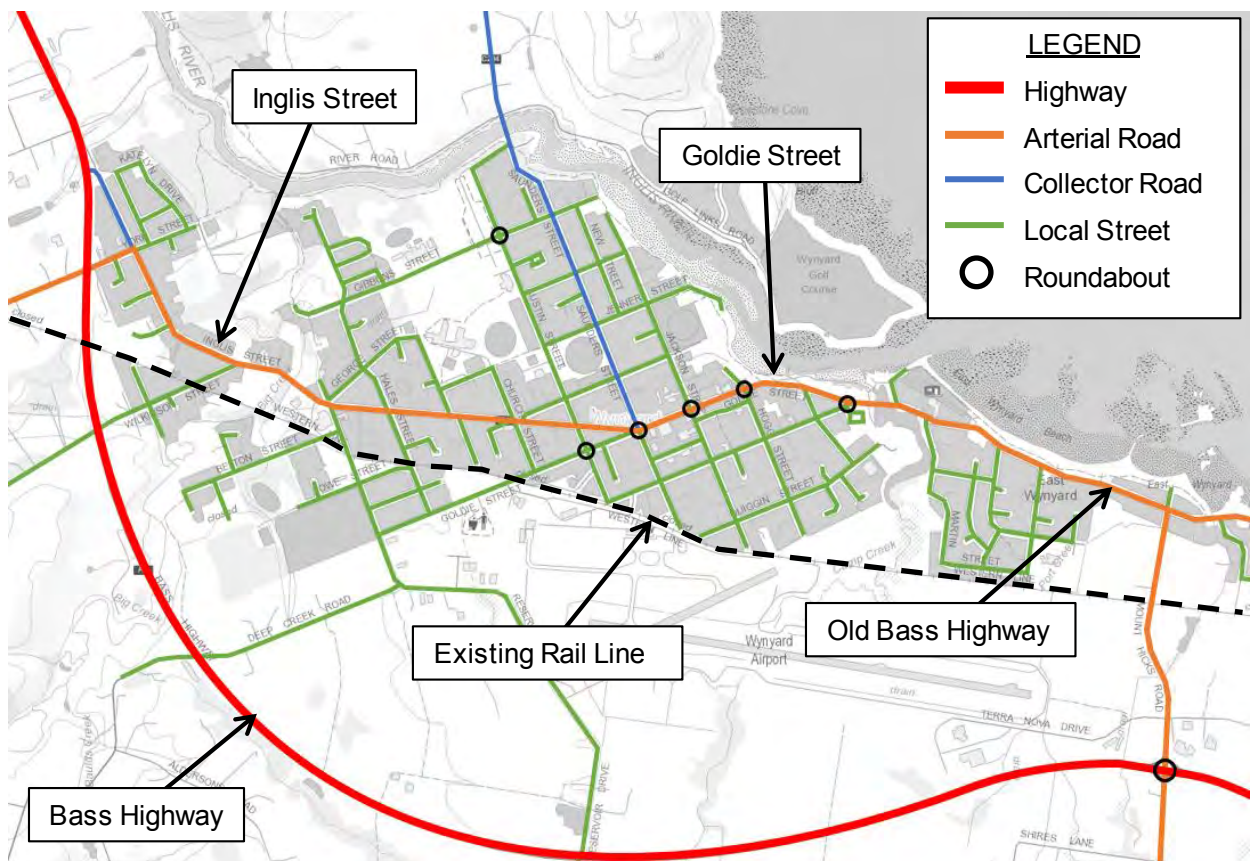


Figure 1 Wynyard Road Network

Base map obtained from TheLIST © State of Tasmania

32/18515/22992

GHD

Level 8 180 Lonsdale Street Melbourne VIC 3000 Australia

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The existing Wynyard Road network consists of a grid network of local streets accessed via a single, arterial road comprised of Old Bass Highway, Goldie Street and Inglis Street. Old Bass Highway connects to Bass Highway east of Wynyard and Inglis Street connects to Bass Highway west of Wynyard. There are several other highway connections providing access to Wynyard including Mount Hicks Road, Reservoir Drive, Deep Creek Road, Wilkinson Street and York Street.

With the exception of the roundabout at Mount Hicks Road, all Bass Highway connections are give-way controlled junctions. It is noted that many of these intersections are to be upgraded, modified or removed by the Department of State Growth as part of the Bass Highway – Wynyard Intersection Improvements Project (see Section 1.4 of this report).

Limited traffic calming is provided outside of the Wynyard Town Centre (Goldie Street). In particular, both Inglis Street and Saunders Street are long, straight urban roads with a traffic carrying function. Both streets have straights longer than 1 km with no obstructions to traffic flow and therefore may encourage speeding.

Provision of traffic calming treatments along Inglis Street and Saunders Street (such as roundabouts at key junctions) should be considered as part of this Development Strategy to assist in managing vehicle speeds along these roads.

1.2 Key Junctions

The vast majority of intersections within Wynyard are give-way controlled. Roundabouts are provided at a number of consecutive junctions along Goldie Street including at Dodgin Street, Hogg Street, Jackson Street, Saunders Street and Austin Street. In particular, the intersection of Goldie Street with Jackson Street can experience congestion during peak periods and can also be impacted by queuing at the signalised pedestrian crossing located immediately west of the junction.

Consideration should be given to the signalisation of the Goldie Street / Jackson Street junction as traffic volumes along Goldie Street increase.

Inglis Street (west of the Wynyard Town Centre) runs at an angle to the local street grid network. This arrangement has created a situation where three streets intersect at the junction of Inglis Street, Church Street and Park Street, adjacent to the existing IGA supermarket. A review of this junction is provided in Section 2.2 of this report.

1.3 Cycling / Pedestrian Network

The pedestrian network comprises footpaths adjacent to most streets within Wynyard. Goldie Street, between Hogg Street and Saunders Street, is considered to be the Wynyard Town Centre. Through this area, there are few safe pedestrian crossing points:

- Pedestrian refuge at Saunders Street roundabout
- Signalised pedestrian crossing west of Jackson Street roundabout
- Kerb outstands mid-way between Jackson Street and Hogg Street
- Pedestrian refuge at Hogg Street roundabout

In particular, there is approximately 220 metres separating safe crossing points at the traffic signals and kerb outstands listed above. Crossings at the Jackson Street roundabout are not considered safe as there are no pram ramps or pedestrian refuge islands present.

Provision of additional refuge islands and /or kerb outstands on Goldie Street, through the Wynyard Town Centre, should be considered as part of this Development Strategy. Signalisation of the Goldie Street / Jackson Street junction would also provide a safe pedestrian crossing point at this location.

There are no dedicated cycling facilities, however the roads within Wynyard are typically wide and provide a safe cycling environment. Within the town centre, existing roundabouts and parking activity create a calmed traffic environment.

The existing rail corridor has been identified as a future shared path, however it bypasses the Wynyard Town Centre. This Development Strategy should consider high quality pedestrian and cycle links along Goldie Street and Jackson Street to connect the rail corridor to the Wynyard Town Centre, and the North West Coastal Pathway which originates at Wynyard Foreshore.

1.4 Future Considerations

The Bass Highway – Wynyard Intersection Improvements Project is currently being undertaken by the Department of State Growth. This Project will include the following modifications to existing Bass Highway intersections:

- Reservoir Drive Junction realignment and channelised turn lanes
- Deep Creek Road Junction realignment
- Wilkinson Street Close Wilkinson Street and construct new cul-de-sac
- York Street New roundabout
- Inglis Street Convert to left-in/left-out only

The impacts of the above changes on the local, Wynyard road network were assessed in detail by GHD in September 2017. The assessment can be found in the *Bass Highway Wynyard Junction Upgrades Road Network Assessment* report (GHD, 2017). The key findings of the report were as follows:

- *“Daily traffic flows on York Street, between Inglis Street and Bass Highway, are anticipated to increase by around 1,700 vehicles per day, and up to 90 vehicles per hour, with the majority of the increase in the westbound direction (towards Bass Highway).*
- *Due to safety issues introduced by changed traffic flows at the York Street / Inglis Street junction, it is recommended that consideration be given to a roundabout at this location to assist with right turn movements, through movements and traffic calming.*
- *A number of directional signage changes are required to direct drivers to Bass Highway via the new preferred route of York Street.*
- *Temporary traffic management signage may also be required to inform road users of the changed traffic conditions.”*

The Wynyard Foreshore & Environs Master Plan is currently being implemented by Waratah-Wynyard Council. The Master Plan includes a number of traffic management and pedestrian treatments including the following:

- New public car park at the existing Stubbs Hardware site at 11 Goldie Street, Wynyard with approximately 100 car parking spaces and access via Jackson Street and Hogg Street (Esplanade).
- Pedestrian crossing on Hogg Street (north of Goldie Street).
- Upgrade car parking and access arrangements at Wynyard Wharf.
- Raised pedestrian crossing on Goldie Street adjacent to Moore Street.
- New Yacht Club and car parking upgrades at Camp Creek.

The broad traffic impacts of the Master Plan were investigated by GHD in July 2017. The assessment can be found in the *Wynyard Foreshore Master Plan Transport Impact Assessment* report (GHD, 2017). The key findings of the report were as follows:

- *“The additional car parking areas that will be created through the implementation [of the Development Strategy] are expected to attract an additional 65 vehicles per hour on a typical peak day.*
 - *The majority of this additional traffic will be parking in the new car park to be developed on the existing Stubbs Hardware site.*
- *There is considered sufficient capacity in the local road network, and the wider area, to accommodate the extra peak traffic generation of the Development Strategy.*
- *It is recommended that the Wharf Zone car park western access be upgraded with a design capable of accommodating the swept path of design vehicles up to the 14.5-metre long rigid bus (Austroads 2013) and allowing vehicles to pass on the driveway.*
- *It is recommended that the existing Motel entry driveway be retained and no right turn lane is considered to be required based on anticipated delays and queuing.*
- *It is recommended that a clear priority system be provided at the one-lane slow point located at the boat ramp access driveway (Yacht Club).*
- *It is recommended that a turning facility be provided at the end of the expanded Yacht Club car park to allow vehicles to turn and exit the site in a forward direction.”*

1.5 Parking

The available parking supply within Wynyard has been assessed against several other similar towns across northern Tasmania including Penguin, Latrobe, Bridport, Scottsdale, Somerset and Smithton. The following process was used:

- Total population catchment of the town centre estimated based on Census Data
- Total area within 400-500 metre radius of the town centre zoned for Commercial or Business
- Total area within 400-500 metre radius of the town centre for Recreation
- Total public parking supply (including on-street and off-street parking) within 400-500 metre radius of the town centre

- Total private parking supply (large traffic generators only) within 400-500 metre radius of the town centre

The results are presented in Table 1. Note that these figures should be considered a very rough comparison only and should not be used for any other purpose other than this assessment.

Table 1 Town Centre Parking Benchmarks

Town	Population	Commercial/ Business	Recreation	Public Parking	Private Parking
Penguin	3,900	6.3 ha	8.1 ha	520 spaces	150 spaces
Latrobe	3,345	13.5 ha	1.4 ha	660 spaces	100 spaces
Bridport	1,710	3.5 ha	9.2 ha	405 spaces	40 spaces
Scottsdale	2,640	6.5 ha	1.0 ha	585 spaces	130 spaces
Somerset	3,900	7.6 ha	0 ha	475 spaces	140 spaces
Wynyard	5,050	14.7 ha	7.8 ha	878 spaces	60 spaces
Smithton	3,750	31.9 ha	11.0 ha	915 spaces	200 spaces

It is considered that Wynyard has an adequate total parking supply compared with the other towns included in Table 1, with an excess of around 50 car parking spaces. It is noted that, when compared to the other towns, the parking supply in the Wynyard town centre is generally skewed towards public parking with several large public car parks provided in close proximity to the town centre. The planned public car park at 11 Goldie Street (see Section 1.5) will further increase the public parking supply by around 100 car parking spaces.

Based on the above findings, the aggregate car parking supply within the Wynyard town centre is considered generally sufficient to cater for the needs of the town.

Notwithstanding, it may be appropriate to provide additional car parking adequate to meet the needs of specific development opportunities included in this Development Strategy. These development opportunities are investigated in Section 2 of this report.

1.6 Key Recommendations

The key recommendations arising from this review are as follows:

- Provision of traffic calming treatments along Inglis Street and Saunders Street (such as roundabouts at key junctions) should be considered as part of this Development Strategy to assist in managing vehicle speeds along these roads.
- Consideration should be given to the signalisation of the Goldie Street / Jackson Street junction as traffic volumes along Goldie Street increase.

- Provision of additional refuge islands, or other pedestrian crossing treatments, on Goldie Street, through the Wynyard Town Centre, should be considered as part of this Development Strategy. Signalisation of the Goldie Street / Jackson Street junction would also provide a safe pedestrian crossing point at this location.

2 Specific Development Opportunities

2.1 Fonterra Site: Possible Expansion

The existing Fonterra site is located at 86-92 Inglis Street, Wynyard. The adjacent site at 96 Inglis Street is also zoned industrial. The existing, decommissioned rail line runs along the southern boundary of both of these two sites. The Development Strategy identifies the Fonterra site for a potential expansion across the rail corridor into 2-8 Belton Street as shown in Figure 1.

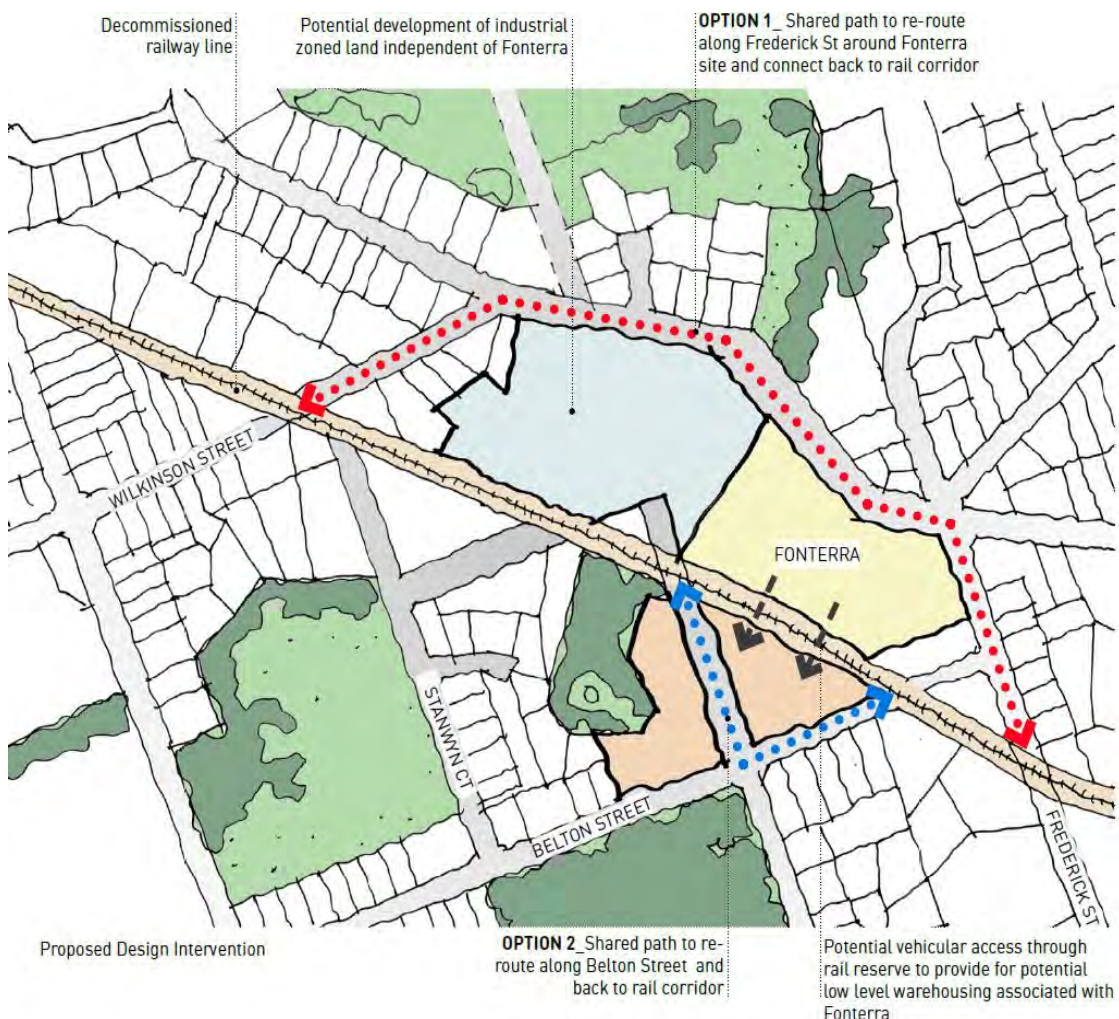


Figure 2 Site 1: Fonterra Site

Source: Central Areas Development Strategies Project Wynyard, GHD, December 2017

The key impact of the potential Fonterra expansion would be the severing of the rail corridor between Belton Street and the reserved road as shown. The rail corridor is identified as a future shared path or cycleway which would be required to bypass the Fonterra site via one of two alternative routes:

- Bypass via Frederick Street, Inglis Street and Wilkinson Street
- Short bypass via Belton Street and the reserved road

The relative advantages and disadvantages of these options has been assessed in the following table.

Table 2

Option	Advantages	Disadvantages
Option 1 – Frederick Street, Inglis Street and Wilkinson Street	<p>Also allows expansion of adjacent site at 96 Inglis Street</p> <p>Potential for enhanced link with Wynyard town centre via Inglis Street</p>	<p>Approximately 800 metres new, roadside shared path required to connect back to rail corridor</p> <p>Inglis Street is a high volume road creating greater risk for users of shared path</p> <p>May require removal/ relocation of overhead power lines along Inglis Street and/ or Wilkinson Street</p> <p>May require narrowing of existing road on Inglis Street to allow shared path within available reserve space</p> <p>May require widening of existing bridge over Big Creek</p> <p>Crossfall alongside Wilkinson Street may create additional difficulties with shared path</p>
Option 2 – Belton Street and reserved road	<p>Belton Street is a no-through road carrying very low traffic volumes resulting in lower risk for users of shared path</p> <p>Maximises use of existing rail corridor</p>	<p>Requires new bridge along alignment of existing rail bridge</p> <p>Maintains severance of other sites by rail corridor</p>

Based on the findings of this review, Option 1 via Frederick Street, Inglis Street and Wilkinson Street would provide a better strategic outcome overall, by allowing further expansion of the adjacent site (at 96 Inglis Street) and potential improved linkages to the Wynyard Town Centre. However, there are a number of design issues that would need to be resolved at potentially high cost including major roadworks and removal/relocation of overhead power lines.

2.2 IGA: Planned Expansion

The existing IGA supermarket is located at the intersection of Park Street, Inglis Street and Church Street. This location essentially comprises four give-way controlled T-junctions in close proximity, with Inglis Street forming the major road. The existing site is shown in Figure 3.



Figure 3 Site Location – IGA Supermarket

Base imagery obtained from TheLIST © State of Tasmania

Traffic operation at this location is further complicated by:

- Wynyard High School on Church Street to the north generating a high number of movements during the school peak periods, including buses
- Existing IGA Supermarket with on-street parking and regular G-Turn manoeuvres back onto Inglis Street
- Existing service station on the corner of Park Street and Inglis Street, with access on both roads
- Pedestrian crossing on Inglis Street on the west side of the Church Street junction.

The above issues limit the effectiveness of practical treatments that can be implemented.

GHD investigated 14 potential options to manage traffic flow at this location as part of the *Church Street / Inglis Street Junction Assessment* (GHD, 2015). At that time, the following options were considered suitable for further investigation:

- *Improve Traffic Routing*
 - *Provide new link to connect Jenner Street to West Jenner Street*
 - *Convert Church Street (north) to one-way travelling northbound*
 - *Relocate existing Wynyard High School access to Cotton or West Jenner Street*
 - *Implement bus restrictions on Church Street*
- *Intersection Upgrades*
 - *Install a roundabout at the junction with unconventional design*
 - *Provide kerb outstands at the existing Inglis Street pedestrian crossing*
- *Other*
 - *Expand the school speed limit zone to include Cotton Street and part of Inglis Street*

This Development Strategy has identified a potential future expansion of the existing IGA supermarket to the south (12 Church Street) and west (38 Park Street). It is likely that this will increase the parking demand in this location to the point where the minimal amount of on-street parking currently available will no longer be sufficient. A potential solution has been identified involving realignment of Park Street and construction of a new, public car park within the existing road reserve and incorporating the property at 34 Inglis Street as shown in Figure 4.

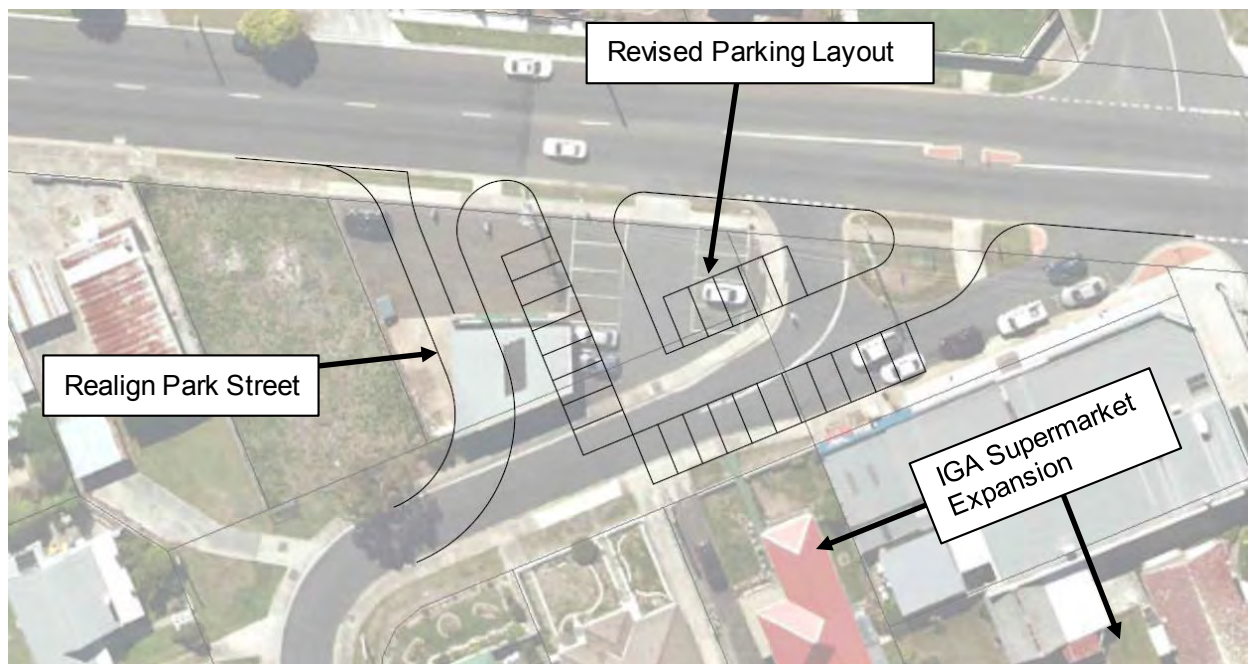


Figure 4 Site 2: Potential Car Park Layout

Base imagery obtained from TheLIST © State of Tasmania

The potential car park layout as shown in Figure 4 has a total of 24 car parking spaces, representing an increase by 10 spaces (in total) compared to the existing layout. In addition, the option would have the following general impacts:

- Opportunity for paved seating forecourt to improve amenity at IGA frontage
- Provide improved separation of Park Street and IGA car park accesses from the Church Street / Inglis Street junction
- Requires relocation of existing pedestrian refuge island
- Requires realignment of driveway for 40 Park Street residence

It is noted that there may also be the opportunity to further increase the supply of car parking in this location by utilising the vacant block at 36 Inglis Street for the realigned Park Street junction, thereby further increasing separation and allowing for additional space to be used for car parking.

2.3 Wynyard Streetscape: Possible Improvements

Streetscaping improvements have been identified in the Development Strategy for Goldie Street, between Hogg Street and Saunders Street (see Figure 5).

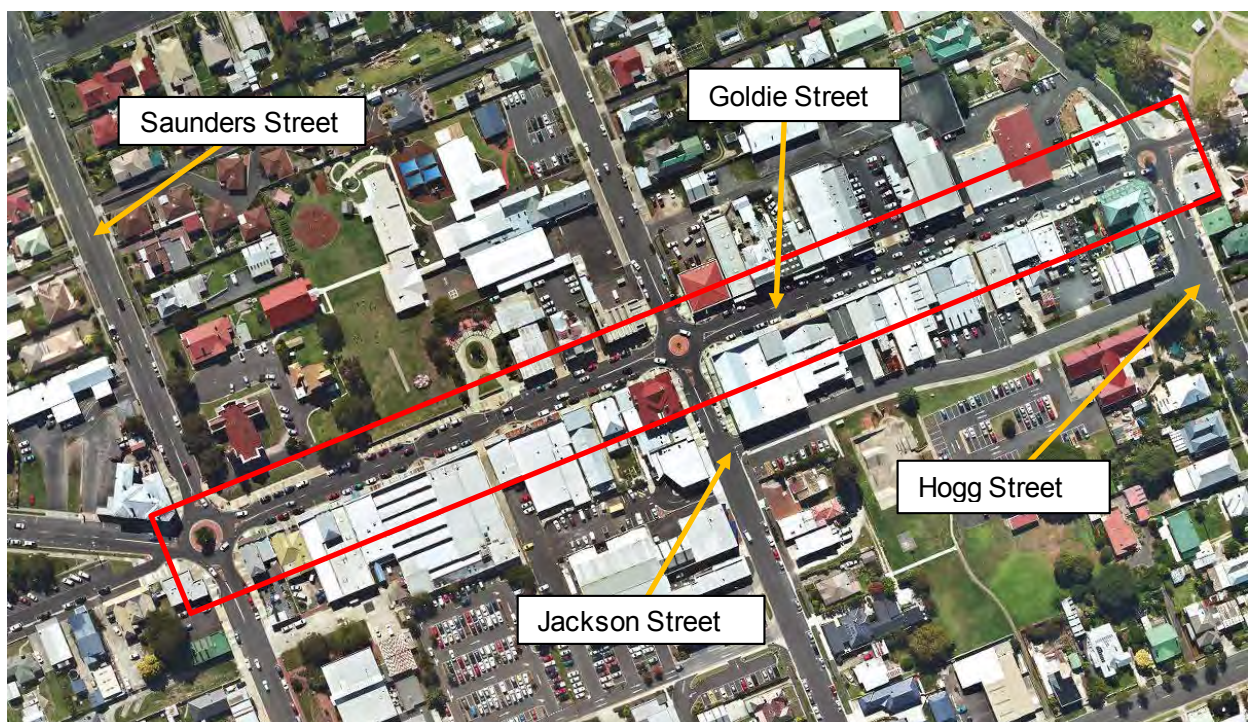


Figure 5 Site 3: Goldie Street (Hogg Street to Saunders Street)

Base imagery obtained from TheLIST © State of Tasmania

The primary goal is to improve amenity for users of the Wynyard Town Centre including:

- Widened footpaths with outdoor dining opportunities

- Street trees and other landscaping
- Awnings and shade
- Crossings and improved permeability
- Improved connection to the waterfront

Sections 1.3 and 1.4 of this report have recommended that the Development Strategy consider:

- *Additional pedestrian crossing opportunities of Goldie Street within the Wynyard town centre in the form of pedestrian refuges and/or kerb outstands*
- *Future signalisation of the Jackson Street junction*

It is noted that the *Wynyard Foreshore Master Plan* currently being implemented by Council includes enhanced connectivity between the town centre and the waterfront precinct including a pedestrian crossing on Hogg Street and improved ramp to waterfront walking trail.

2.4 Former School Site: Infill Development Potential

The former school site is located at Little Goldie Street, south of the Wynyard Town Centre, as shown in Figure 6 below.



Figure 6 Former School Site Location

Base imagery obtained from TheLIST © State of Tasmania

The Development Strategy identifies the potential for residential infill development on the site in the form of town houses and new residential blocks. Access would be via a new cul-de-sac connecting to Little Goldie Street as presented in Figure 7.

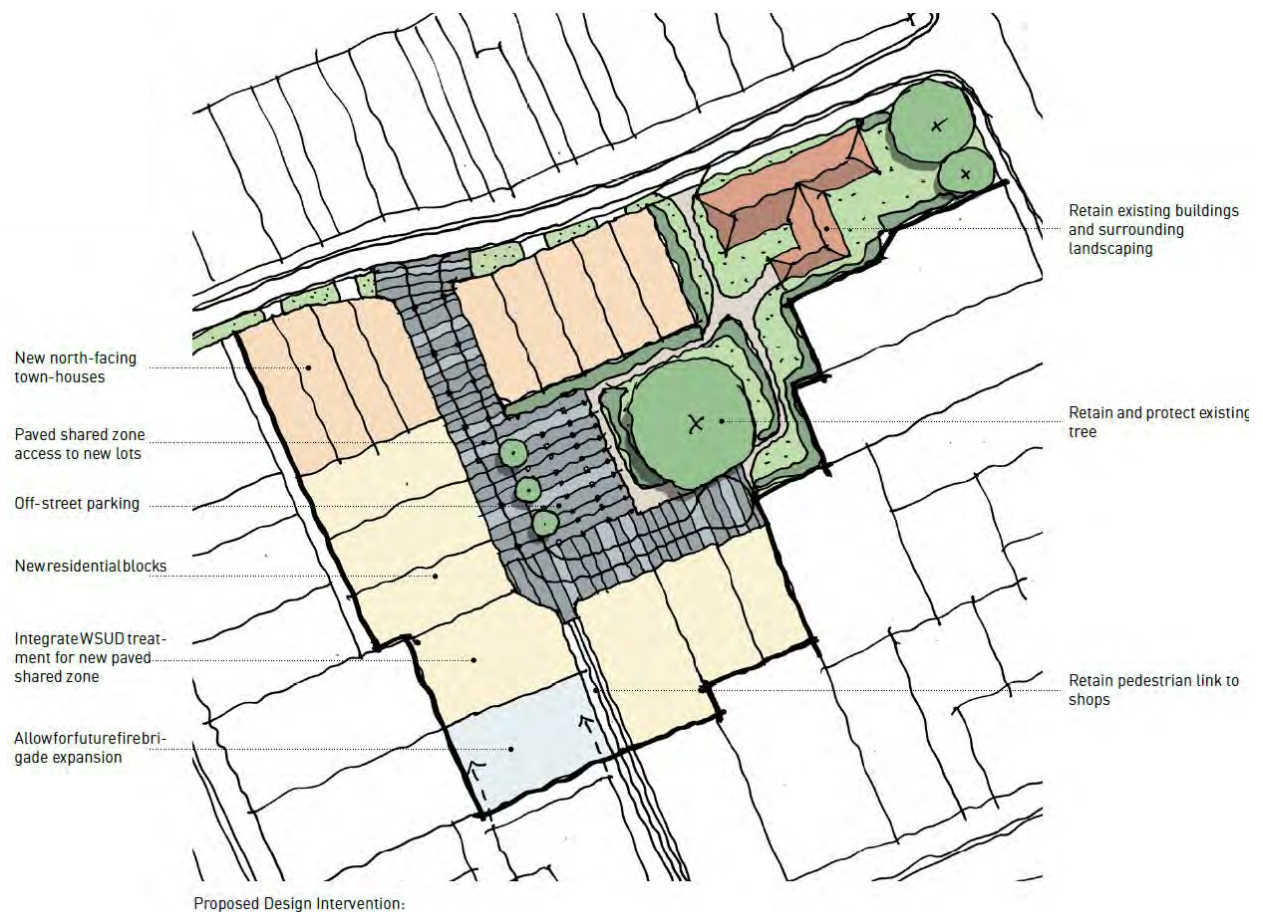


Figure 7 Site 4: Potential Residential Infill Development

Source: Central Areas Development Strategies Project Wynyard, GHD, December 2017

The existing supply of parking currently located on the site (around 60 spaces) should be retained as far as practicable given that Wynyard is almost wholly reliant on public parking within the town centre to cater for the demand as very little private parking is provided. Furthermore, it is desirable to ensure that a supply of public parking is available for land uses located at the south-eastern end of the town centre.

The existing pedestrian access between Dodgin Street and Little Goldie Street should be retained as part of the development of the site. In addition, it is recommended that a new pedestrian link be provided between the site and Jackson Street in order to maximise connectivity for this part of the town centre.

2.5 Opposite Waterfront: Mixed Use Potential

The Development Strategy identifies Goldie Street, between Hogg Street and Dodgin Street, for mixed use development and improved connectivity with the Waterfront precinct as shown in Figure 8.



Figure 8 Site 5: Mixed Use Potential

Source: Central Areas Development Strategies Project Wynyard, GHD, December 2017

The *Wynyard Foreshore Master Plan* (Cumulus Studios, 2017) and the *Wynyard Foreshore Master Plan Transport Impact Assessment* (GHD, 2017) identify a range of traffic calming improvements along this section of Goldie Street including:

- New roundabout at Goldie Street / Dodgin Street (already constructed)
- Partial severance of Moore Street
- New wombat crossing on Goldie Street, west of Moore Street
- Reduced speed limit

Increased development along the southern side of Goldie Street may warrant additional safe crossing points as identified in the Development Strategy (Figure 8).

Regards

Mark Petrusma

Civil / Transport Engineer

Appendix D – Concept Plans for Somerset



CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT SOMERSET

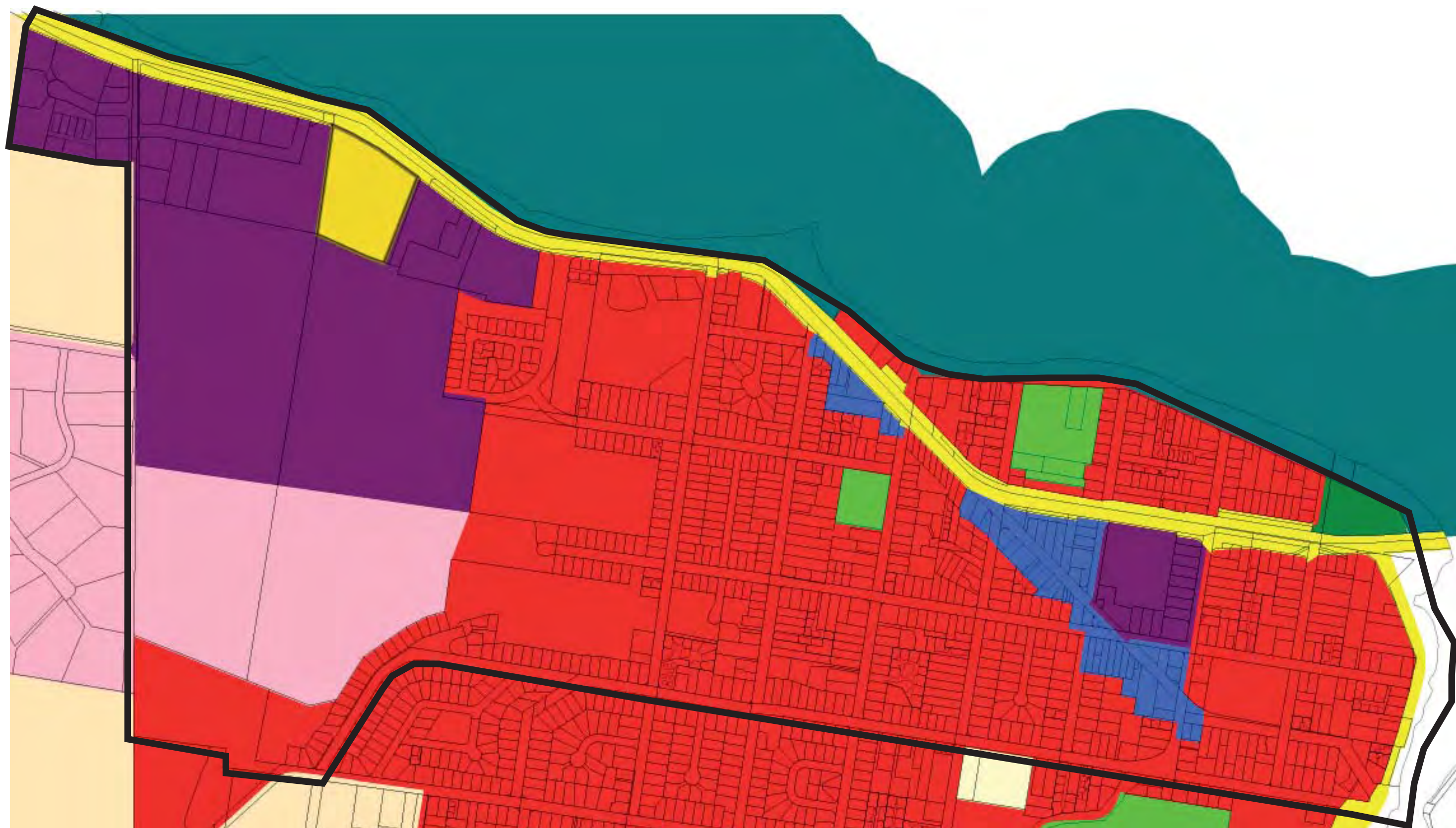
Prepared for
Waratah-Wynyard City Council

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JANUARY 2019

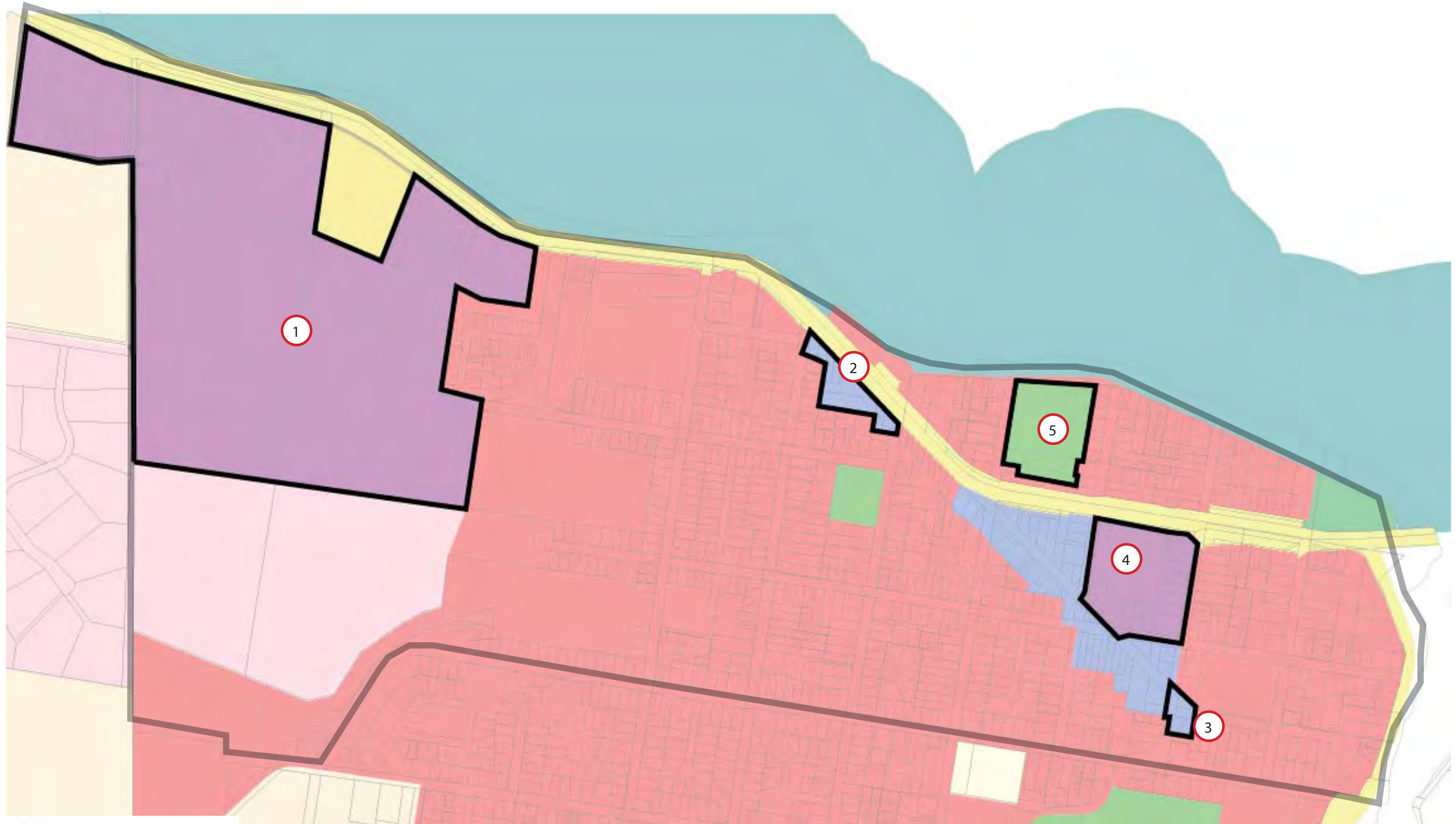




LEGEND

■ General Residential	■ Recreation	■ General Industrial	■ Environmental Manager
■ Rural Living	■ Open Space	■ Rural Resource	■ Utilities
■ Community Purpose	■ General Business	■ Particular Purpose	





LEGEND

■ General Residential	■ Community Purpose	■ General Industrial
■ Rural Living	■ Recreation	■ Rural Resource
	■ Open Space	■ Utilities
	■ General Business	■ Environmental Management

① Review Industrial zoning west of Somerset

② Raglan-Arthur Street General Business zoned area

③ Wragg Street General Business zoned area

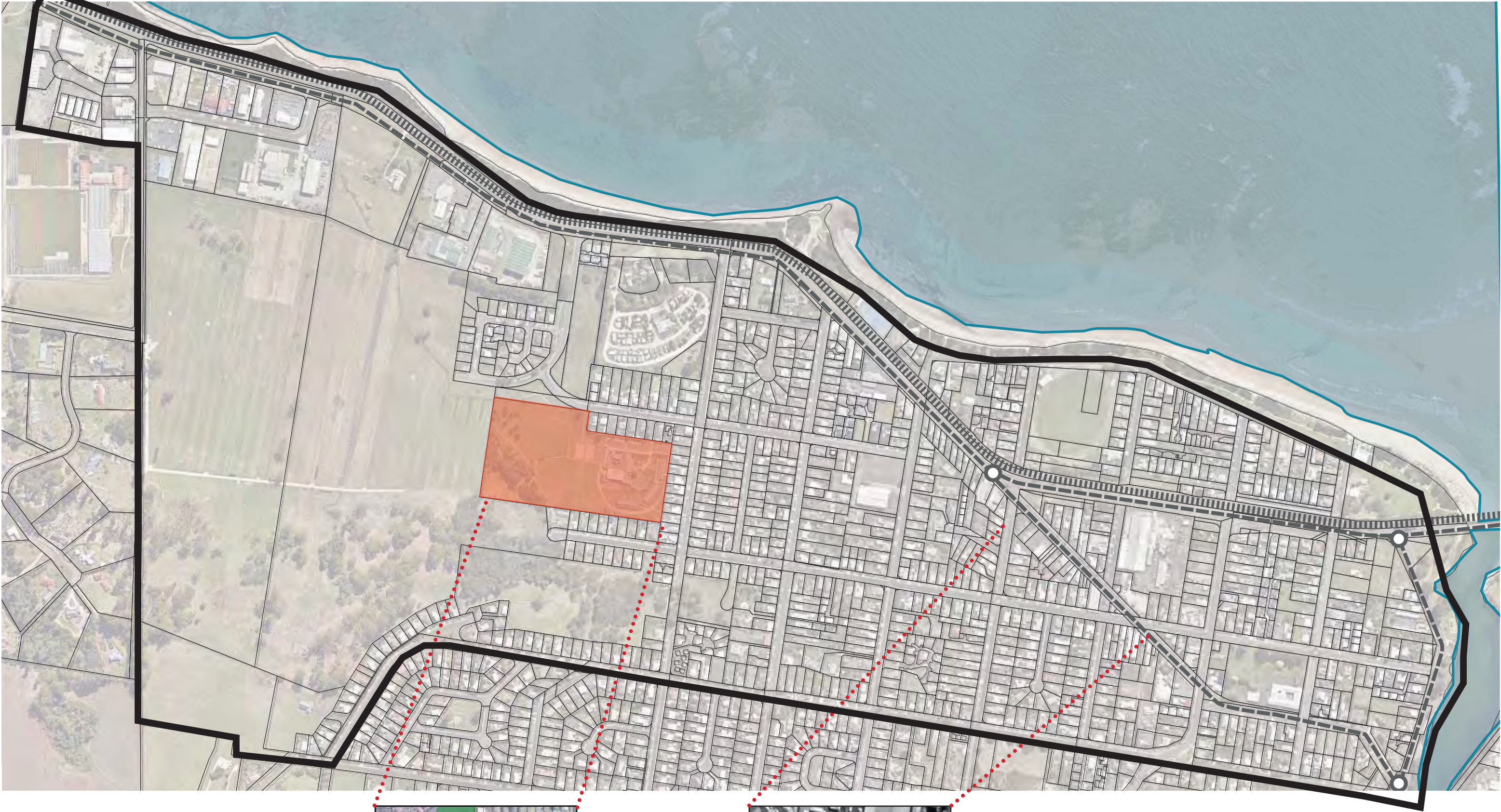
④ Timber Veneer Mill site opportunities

③ Langleigh Park Recreation Zone to General Residential review

PROPOSED LAND USE ZONING INTERVENTIONS

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Somerset
Recreational
Community Precinct

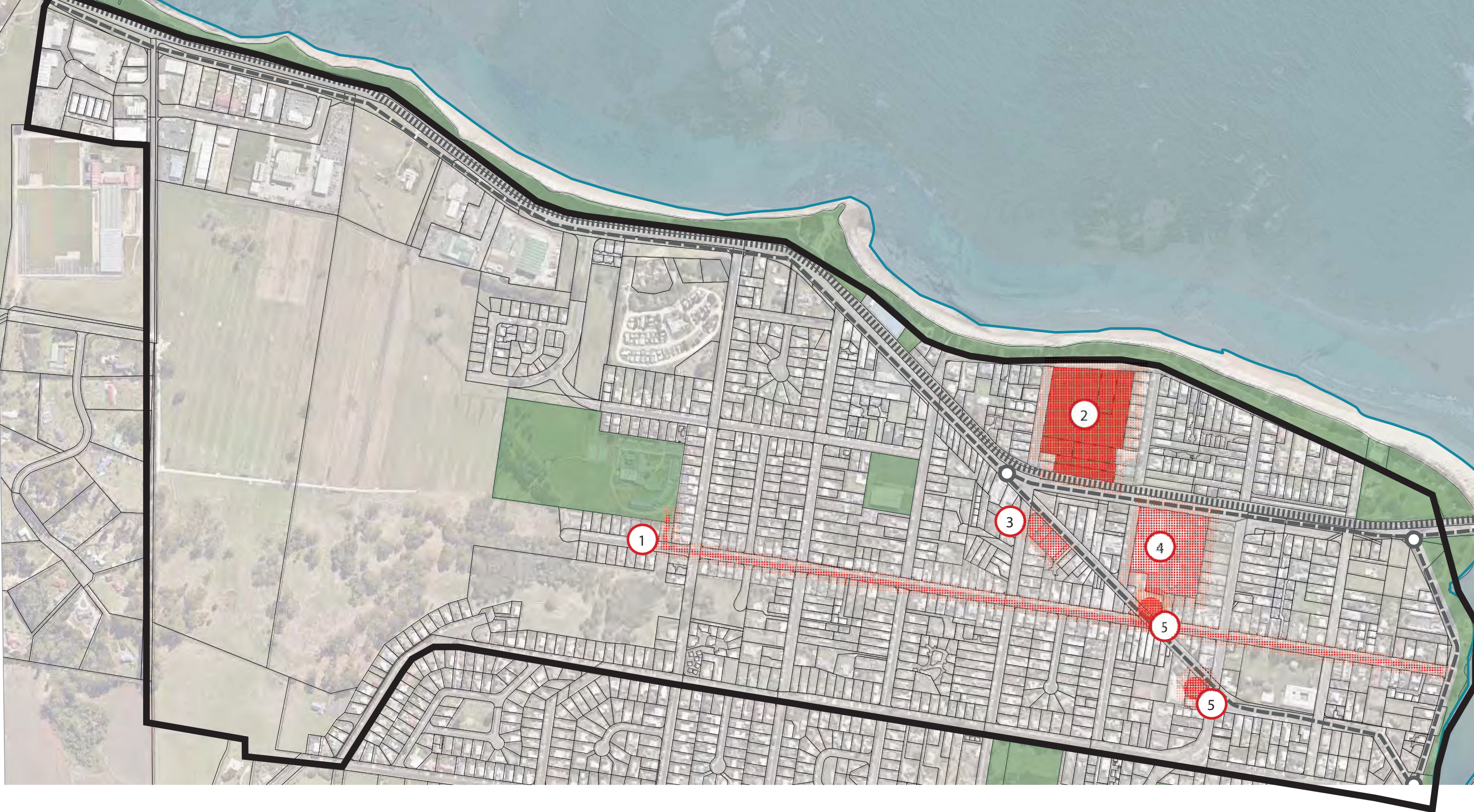


Somerset Village
Redevelopment

APPROVED DEVELOPMENTS

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





1

Local connectivity:
Improved pedestrian & cyclist trails



2

Langley Park
Redevelopment:
Possible townhouse and/or hotel in close proximity to beach



3

Somerset IGA:
Possible commercial expansion



4

Timber veneer site:
Long term future strategic site



5

Car parking:
Formalise off street parking

PROPOSED INTERVENTIONS

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT

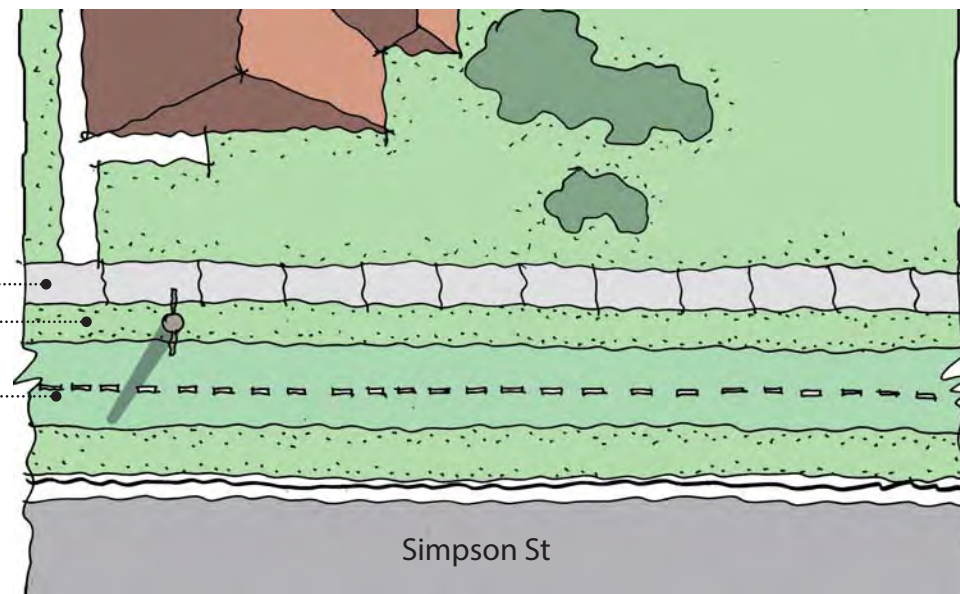




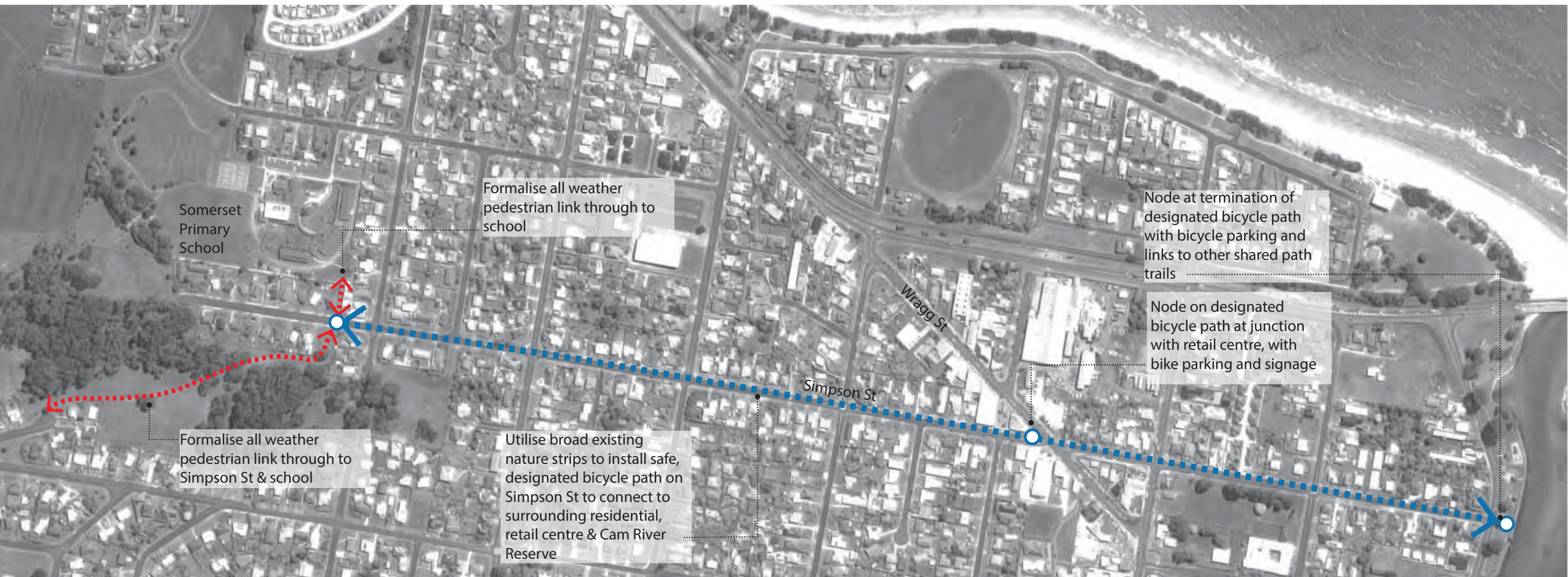
Existing footpath

Separation between footpath & bike lanes for existing services

Proposed min. 2.0m wide two lane bicycle path in existing verge and off street



Separated two way bike lane



Somerset Primary School

Formalise all weather pedestrian link through to school

Formalise all weather pedestrian link through to Simpson St & school

Utilise broad existing nature strips to install safe, designated bicycle path on Simpson St to connect to surrounding residential, retail centre & Cam River Reserve

Node at termination of designated bicycle path with bicycle parking and links to other shared path trails

Node on designated bicycle path at junction with retail centre, with bike parking and signage

PROPOSED INTERVENTIONS - SITE 1: LOCAL CONNECTIVITY

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT



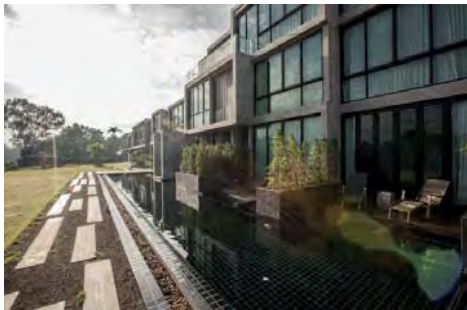


Locality Plan:

PRECEDENT IMAGES



Garden facing townhouses



Garden facing townhouses



Low-rise hotel complex with ocean views

New low-rise hotel complex with north facing rooms towards beach view

Strong pedestrian connection between beach and Somerset retail

New pedestrian bridge over Bass HWY



Pedestrian connection between beach and new hotel

Parking for hotel

Recreation facilities for guests sheltered from prevailing winds

Garden-facing townhouses for short term accommodation

Screening vegetation between proposed new bridge and residential area





Locality Plan:

STAGE 1

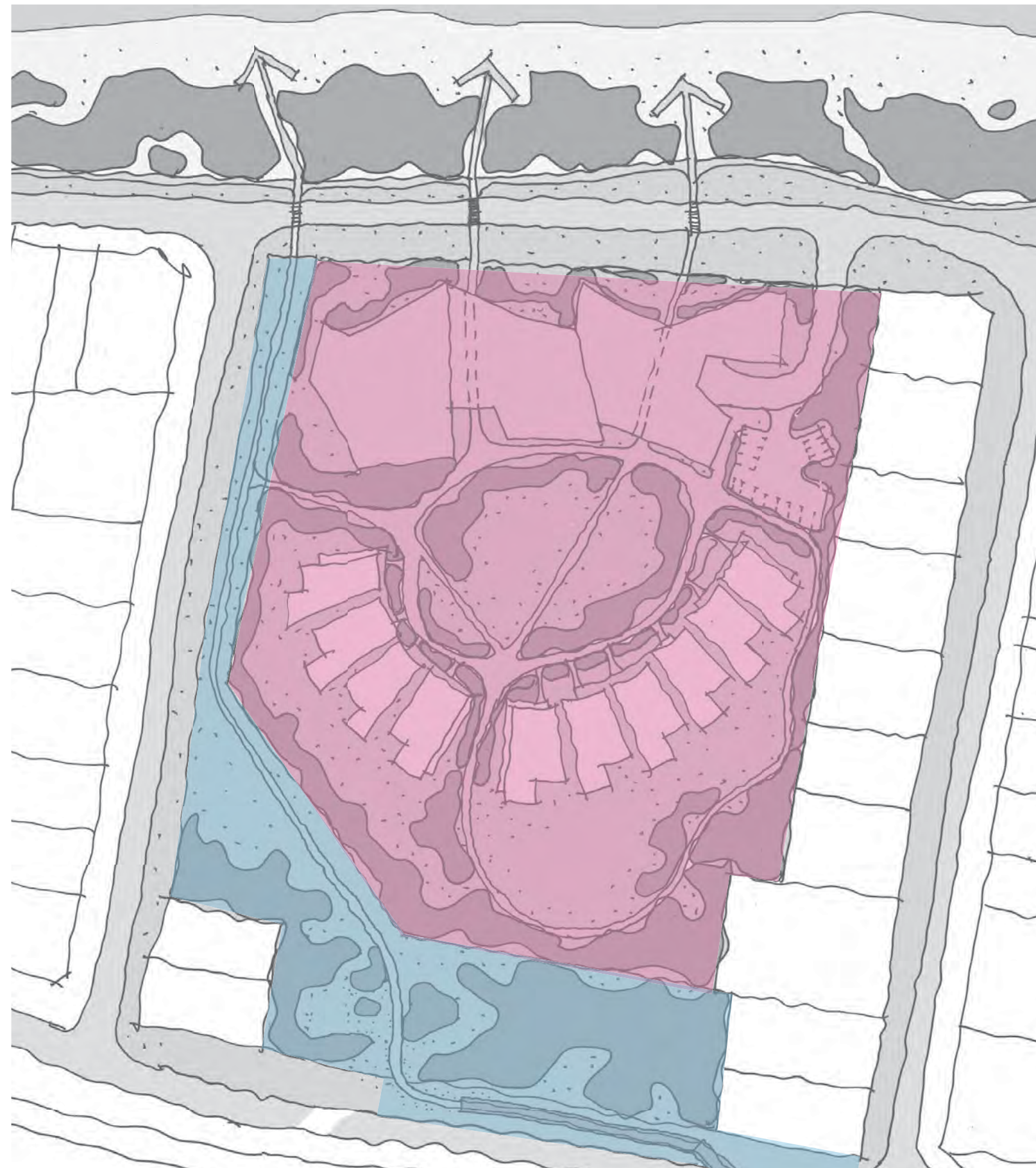


- Stage 1 includes expression of interest process for private purchase & development of short stay accommodation development
- Purchase from sale may assist to fund pedestrian overpass over Bass Highway

STAGE 2



- Stage 2 includes pedestrian bridge over Bass Hwy and pedestrian link formalised from bridge to foreshore
- This pedestrian bridge will also connect visitors at proposed short stay accommodation with the Somerset retail core



POTENTIAL STAGING- SITE 2: OVAL REDEVELOPMENT

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Locality Plan:

Car parking near main frontage to aid legibility for visitors & wrap around to the rear of potential commercial expansion

Landscape treatment to buffer new car park

New main car park to rear of commercial expansion- with service entry



Potential upgrade to streetscape in front of commercial expansion

Potential expansion of IGA





Locality Plan:

Potential Site Uses



Business incubator hub



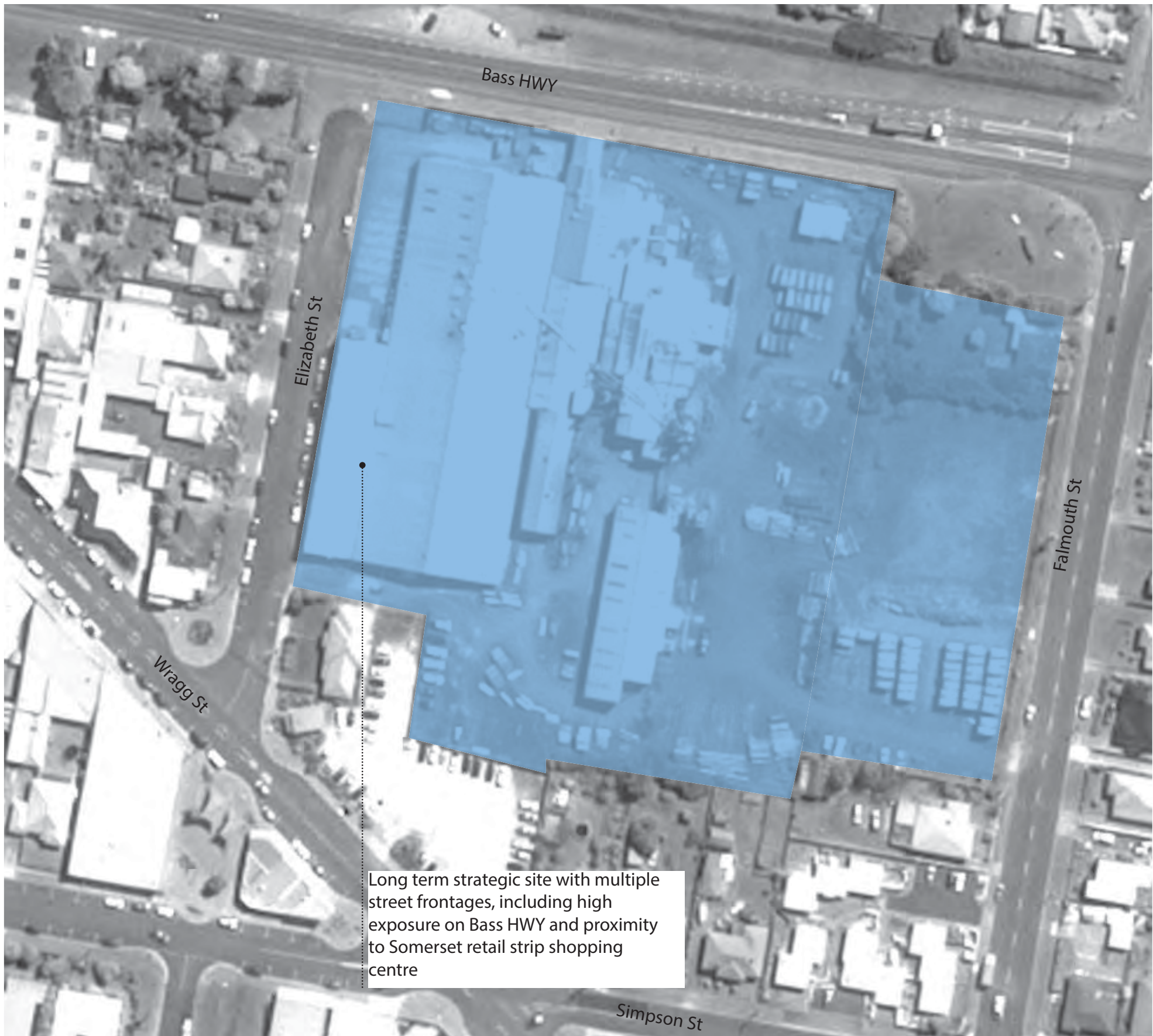
Function centre



Indoor market



Local business collective space





Pedestrian connection between potential oval redevelopment, foreshore and Somerset retail hub

Universal access ramp to both sides

Pedestrian bridge over Bass HWY

New left-in and left-out intersection access to Elizabeth Street increased permeability to Timber Veneer site

Create good pedestrian permeability through developed Timber Veneer site

Adaptive re-use for long term strategic site with multiple street frontages, including high exposure on Bass HWY and pedestrian links to potential oval redevelopment

Potential requirement for a roundabout in this location if Elizabeth street is opened up to Bass HWY



PROPOSED INTERVENTIONS - SITE 4: TIMBER VENEER SITE

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Locality Plan:

PRECEDENT IMAGES



Potential WSUD opportunities for any new car park developments



Car parking with level of amenity to match new streetscape works

Potential for site to be formalised as a public car park with a frontage integrated into the current streetscape upgrade works in Wragg St

Potential provision of additional public parking





Appendix E – Concept plans for Wynyard



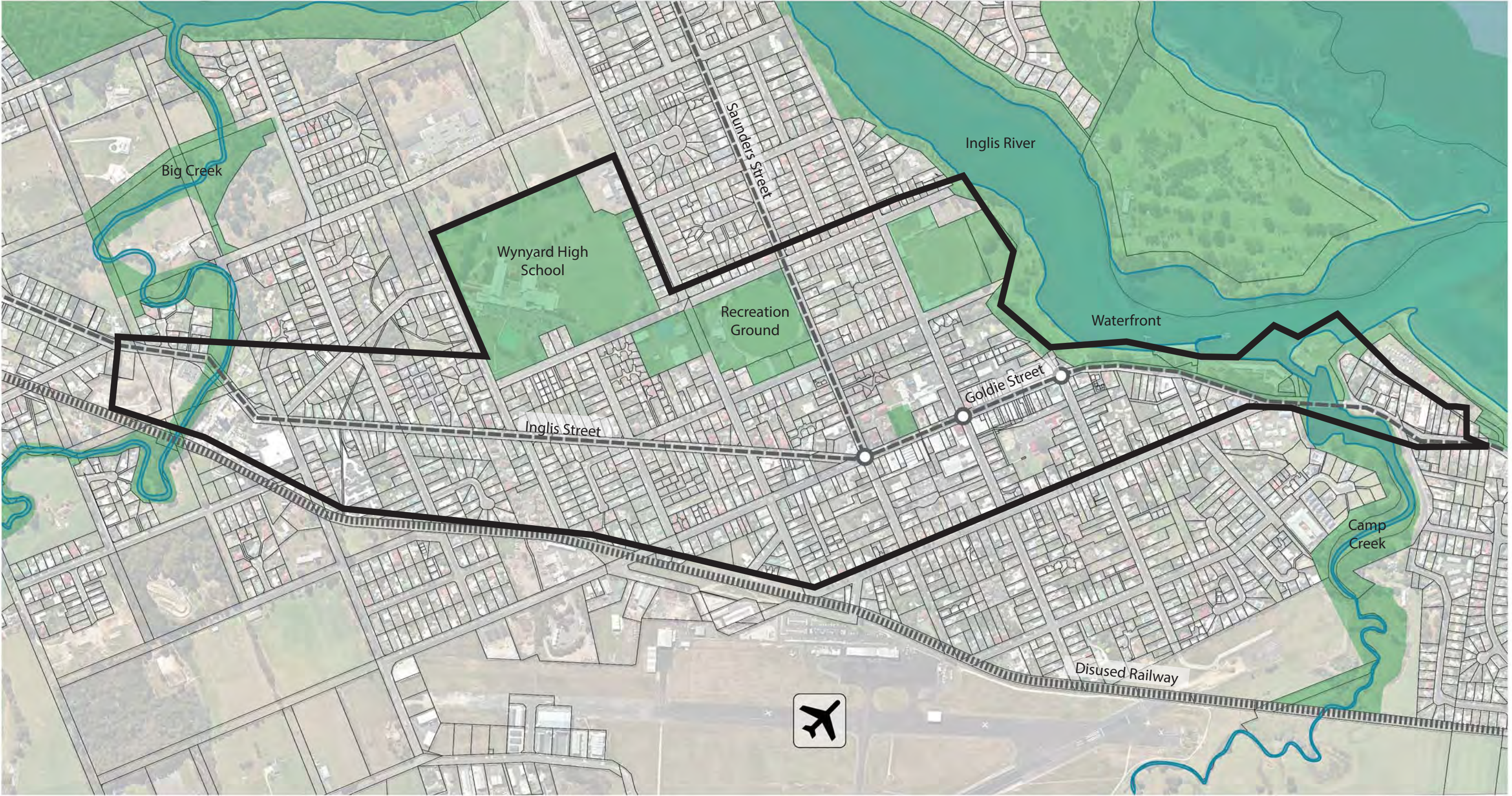
CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT WYNYARD

Prepared for
Waratah-Wynyard City Council

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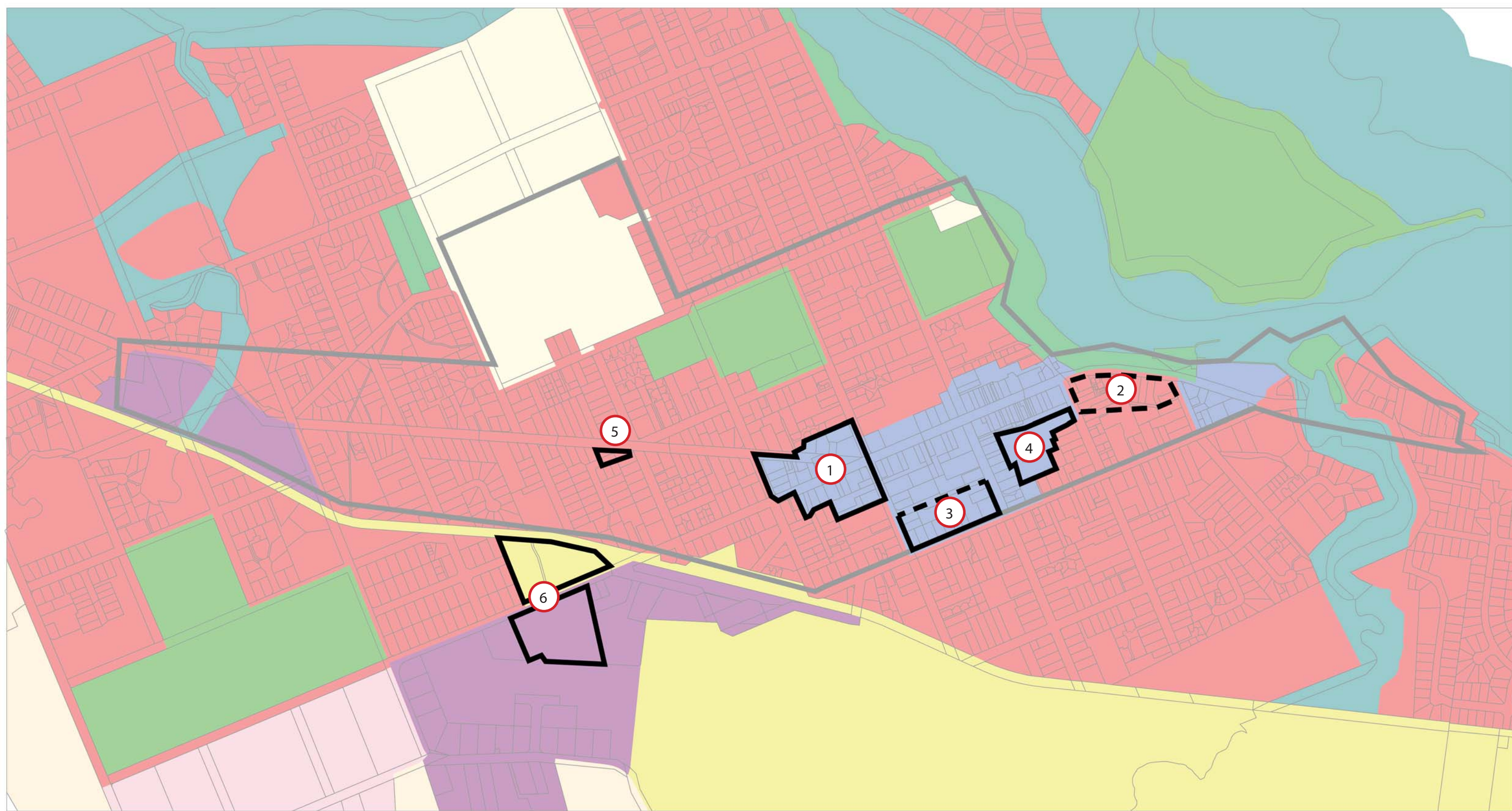
JANUARY 2019





- LEGEND
- | | | |
|---|--|--|
| ■ General Residential | ■ Recreation | ■ General Industrial |
| ■ Rural Living | ■ Open Space | ■ Rural Resource |
| ■ Community Purpose | ■ General Business | ■ Utilities |
| | ■ General Industrial | ■ Environmental Management |





LEGEND

Study Area

General Residential

Rural Living

Community Purpose

Recreation

Open Space

General Business

General Industrial

Rural Resource

Utilities

Environmental Management

1 Review General Business to west of Saunders Street

2 Possibility of mixed-use zoning facing waterfront

3 Review area south of Exhibition link with residential uses

4 Former school site development opportunities

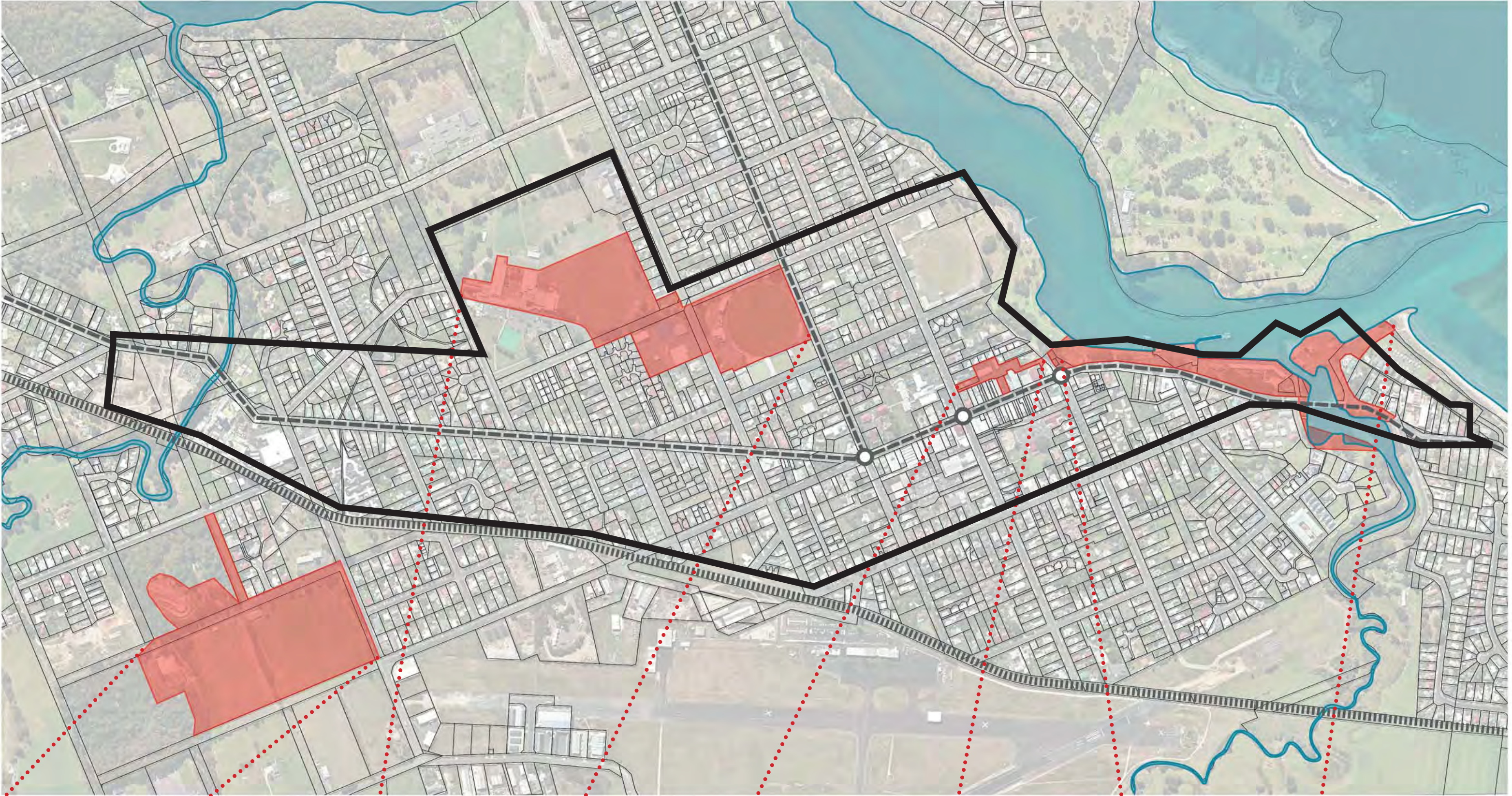
5 Wynyard IGA

6 Council depot and waste transfer station

PROPOSED LAND USE ZONING INTERVENTIONS

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Frederick Street Reserve



Wynyard Recreation Ground Precinct

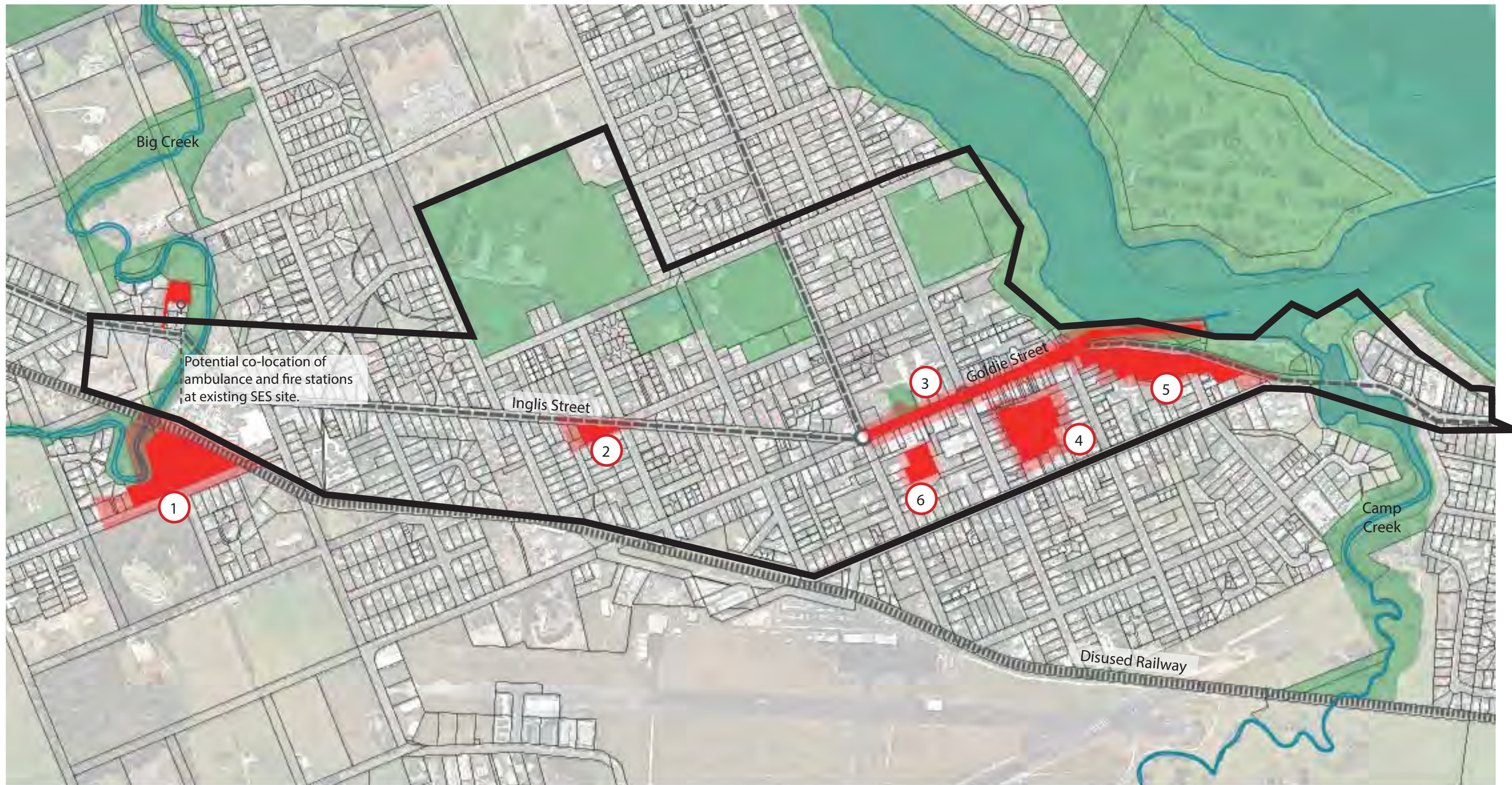


Goldie Street Plaza and car park



Waterfront Upgrade





1

Fonterra Site: Possible expansion



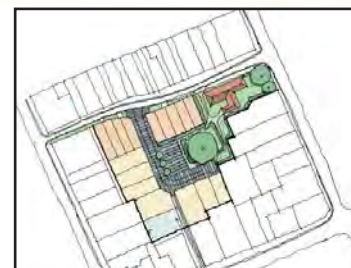
2

IGA: Planned expansion



3

Goldie St Complex: Possible improvements



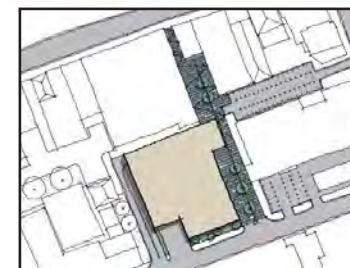
4

Former School Site: Infill development potential



5

Opposite Waterfront: Mixed use potential



6

Central Car park: Retail expansion

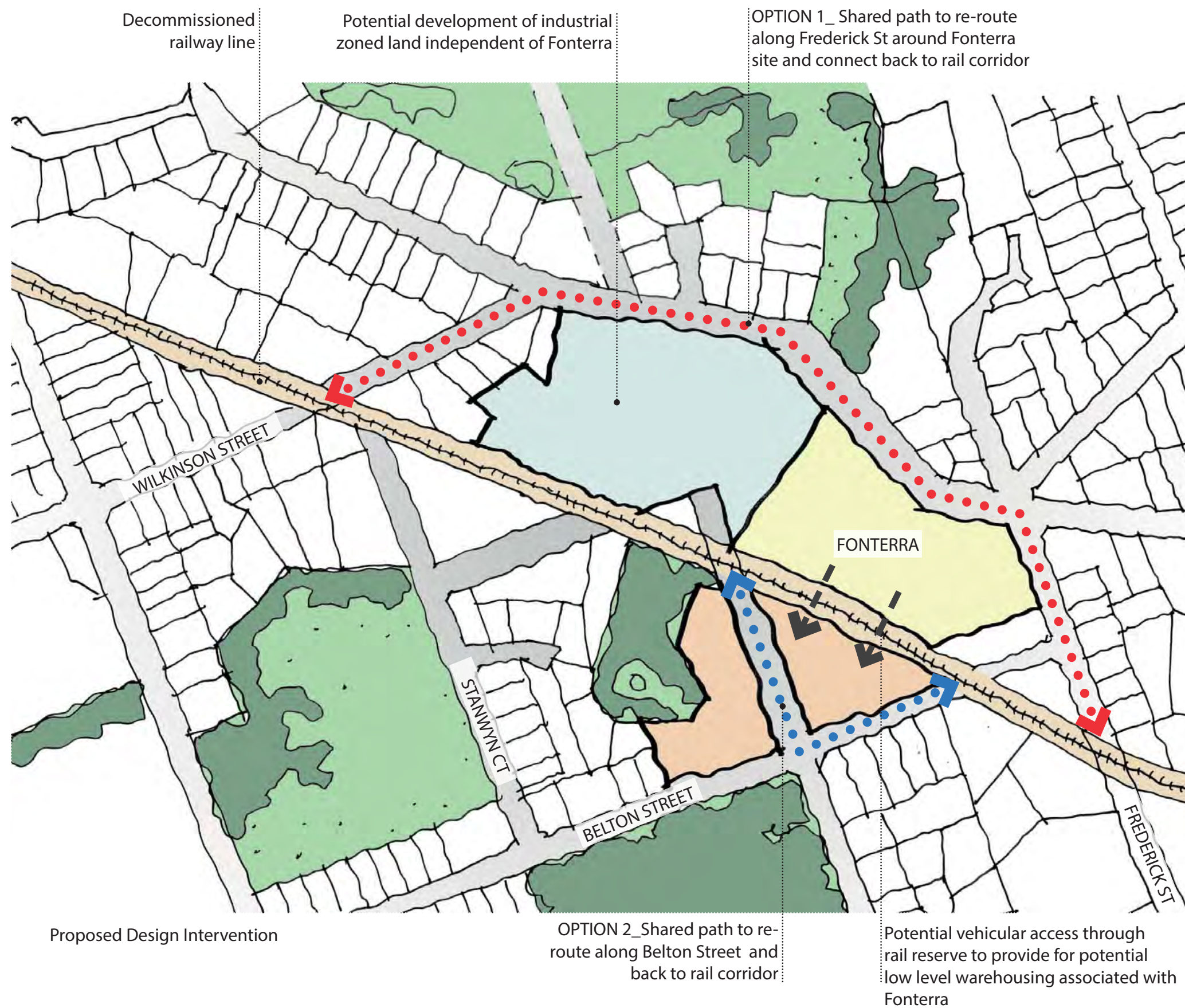
PROPOSED INTERVENTIONS

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Locality Plan:



PROPOSED INTERVENTIONS - SITE 1: FONTERRA SITE

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Designated shared path

Potential to line new shared path with small shade trees to improve amenity along path

Widen existing footpath to become a shared, off road bicycle/ pedestrian path. Minimum 2.5m wide

Branding for new rail trail path to be inset into new shared path for wayfinding



Existing Road Condition

PROPOSED INTERVENTIONS - SITE 1: FONTERRA SITE

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT

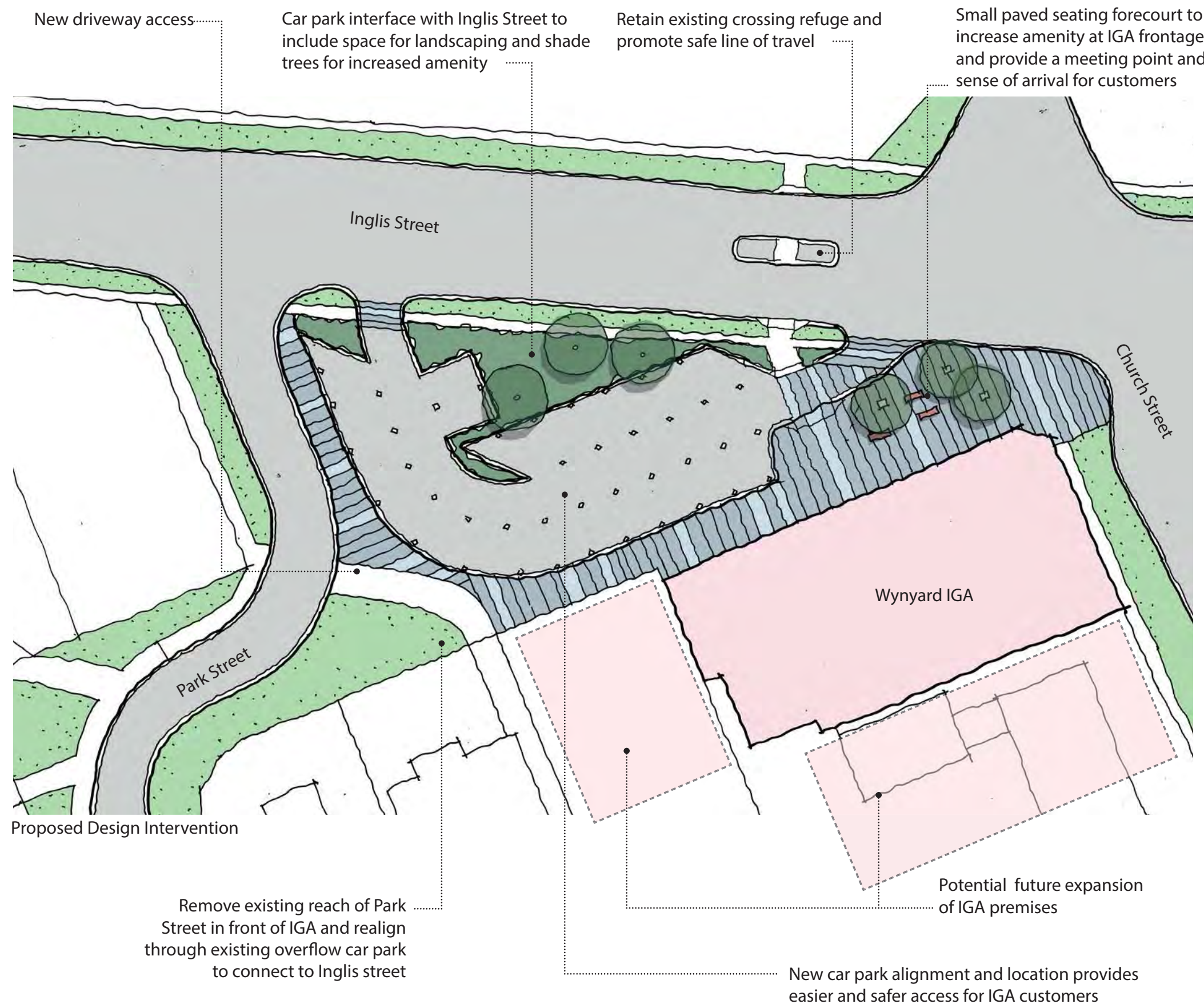




Locality Plan:



Existing Condition:



PROPOSED INTERVENTIONS - SITE 2: WYNYARD IGA SITE

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Example of shaded seating outside local shops



Existing IGA Road Access & Parking Condition





Locality Plan:

Paving size 1 to delineate trafficable area

Paving size 2 used to delineate outdoor eating zone

Goldie Streetscape general investigations:

- Awnings and shade
- Crossings and permeability
- Street trees and hardy understorey planting

Potential long term strategy for streetscape - refer inset



Proposed Design Intervention:

PROPOSED INTERVENTIONS - SITE 3: GOLDIE ST COMPLEX

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT



PRECEDENT IMAGES



Lawn amphitheatre



Paving pattern to help delineate street functions



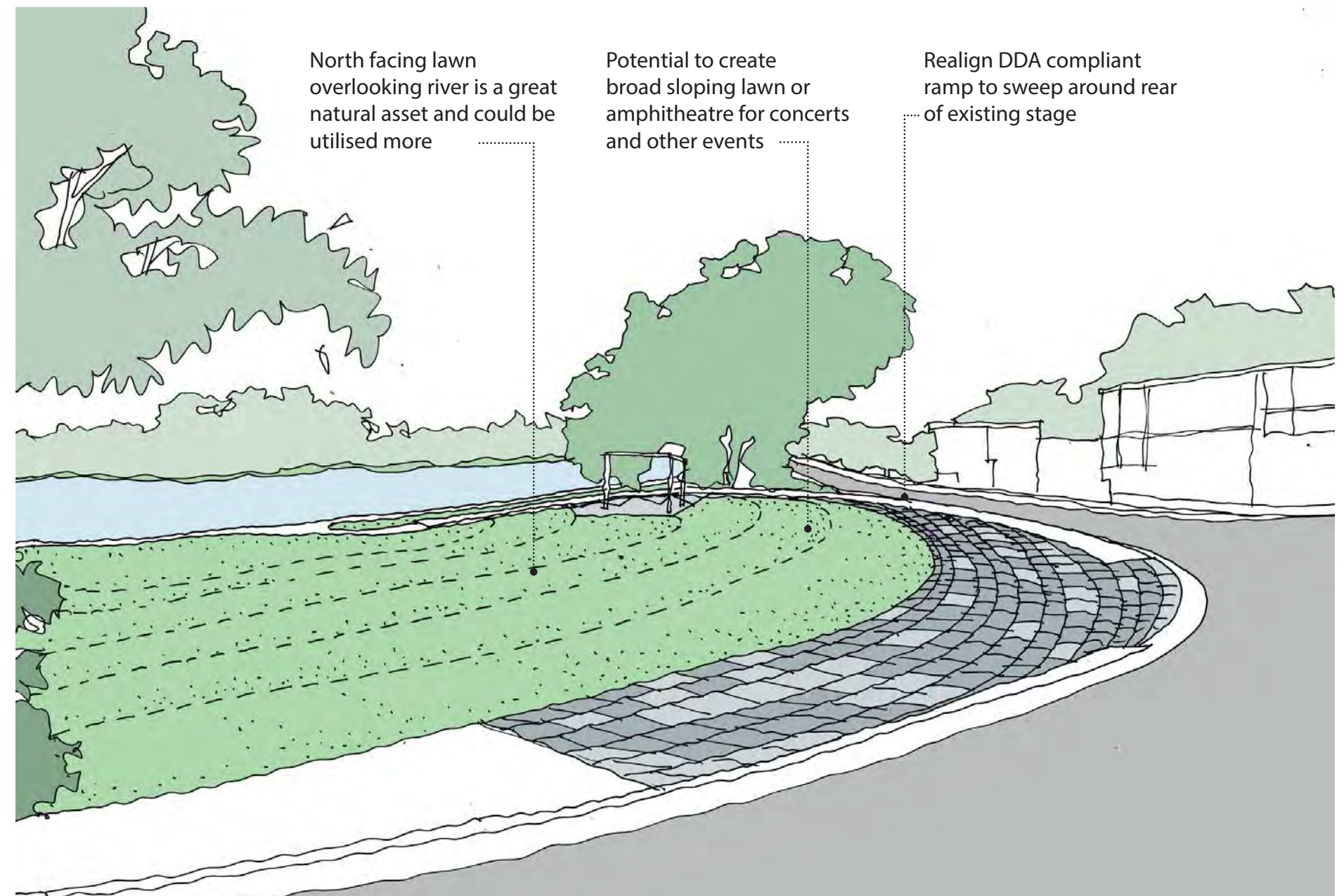
Street trees in WSUD outstands



Street pavement dining



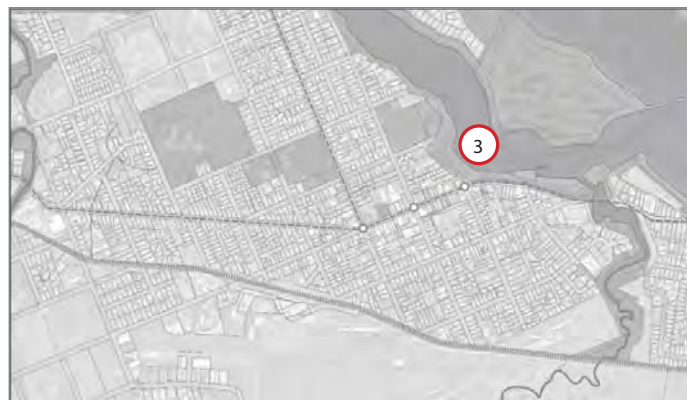
Existing Goldie St condition



PROPOSED INTERVENTIONS - SITE 3: GOLDIE ST COMPLEX

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Locality Plan:

Option A

Advantages

- Strong, direct connection with Goldie Street shopping precinct - more easily enabling synergy between tourist activities and the retail precinct
- Ability to act as gantry for audio and visual equipment for potential events on sloping lawn near Goldie & Hogg Streets intersection

Disadvantages

- Relatively long span incurring greater costs

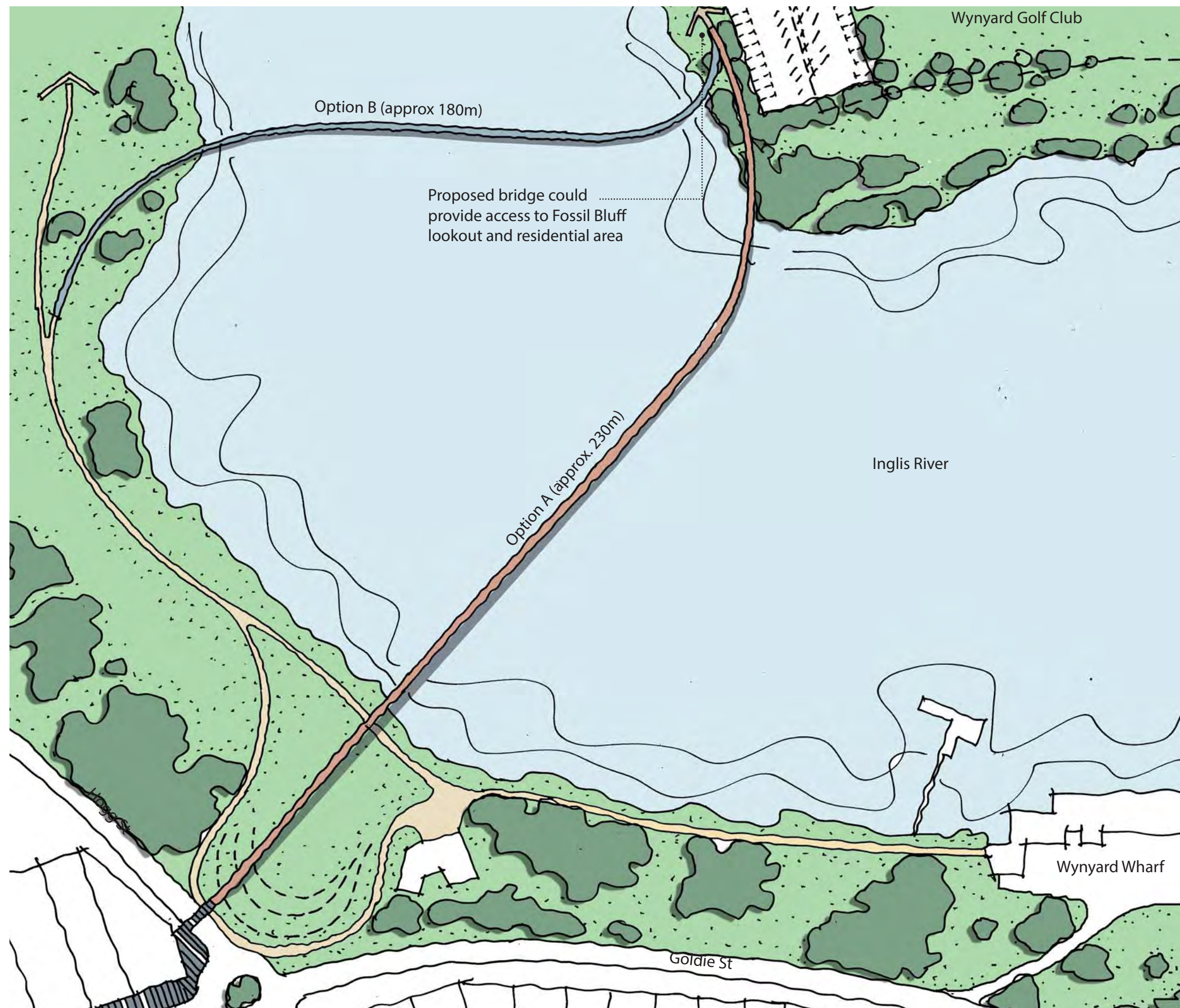
Option B

Advantages

- Span shorter by approximately 50m, lower construction costs than Option A
- Connects to existing shared use path along river edge
- Bridge profile is exposed in full elevation from end of Goldie Street view, looking north

Disadvantages

- Further away from the Goldie Street retail precinct



PROPOSED INTERVENTIONS - SITE 3: GOLDIE ST COMPLEX

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Locality Plan:

- New north-facing town houses
- Paved shared zone access to new lots
- Off-street parking
- New residential blocks
- Integrate WSUD treatment for new paved shared zone
- Allow for future fire brigade expansion



- Retain existing buildings and surrounding landscaping
- Retain and protect existing tree
- Retain pedestrian link to shops

Proposed Design Intervention:





Sketch of Paved Shared Zone and Parking



Shared surface parking surrounded by housing in Battery Point , Hobart



Shared surface parking surrounded by new housing in Kensington Banks Melbourne



Locality Plan:

Services and deliveries.....

Retain & protect large existing
Oak tree

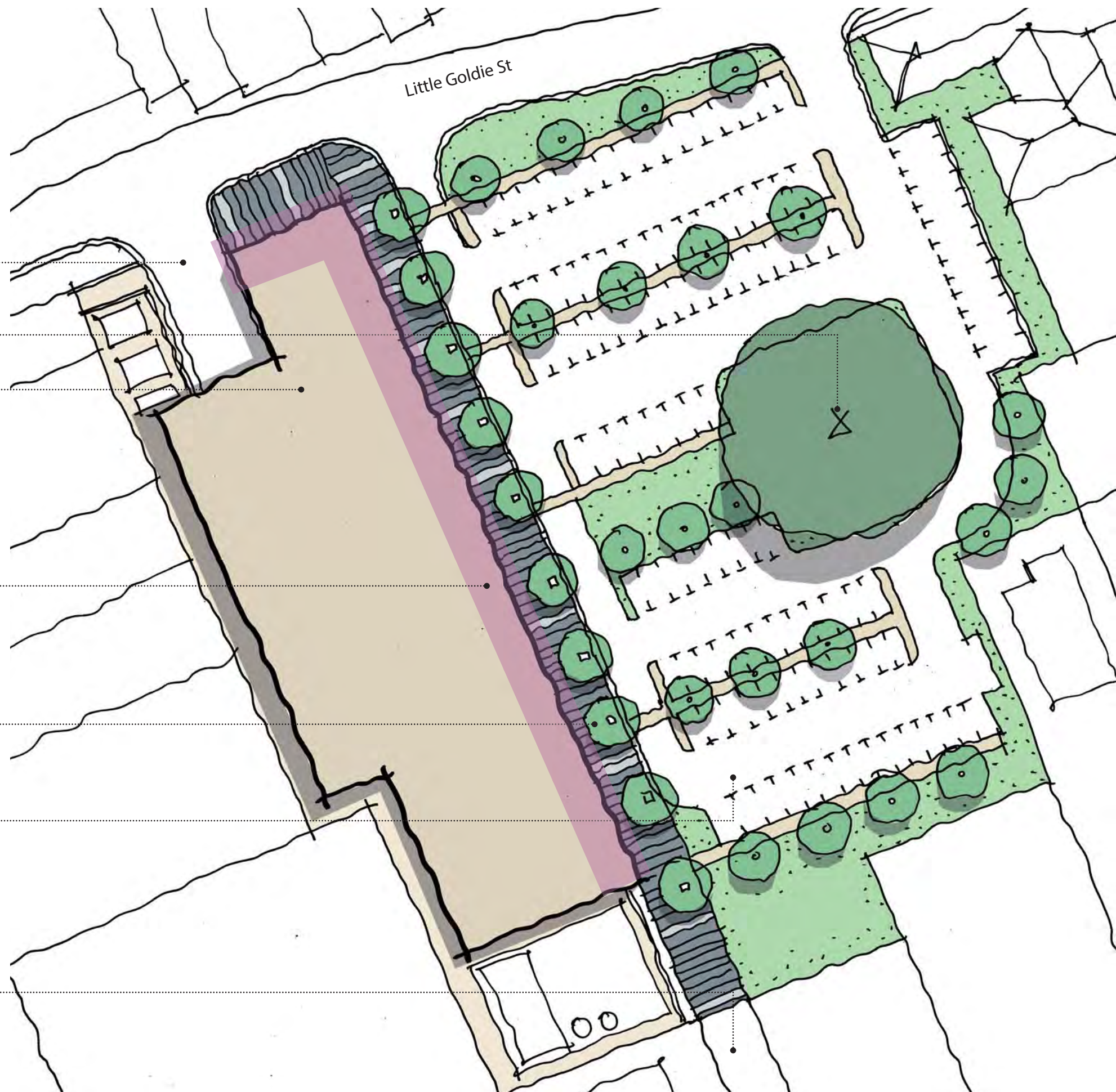
- 2400m2 single story retail
- 4800m2 two storey retail
- Parking at grade (approx. 120 spaces)

Activate all building edges to Little
Goldie St and car park

High quality landscaped
pedestrian spine to whole
frontage

New car park at grade

Existing pedestrian access



PROPOSED INTERVENTIONS - SITE 4: FORMER SCHOOL SITE

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Locality Plan:



Mixed use development with river views



Potential traffic calming & stronger pedestrian crossings across road



Proposed Design Intervention:

PROPOSED INTERVENTIONS - SITE 5: OLD BASS HWY

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





Locality Plan:

Strong pedestrian connection to Goldie and Jackson Streets. High quality landscape treatment including unit pavers, small trees & feature catenary lighting

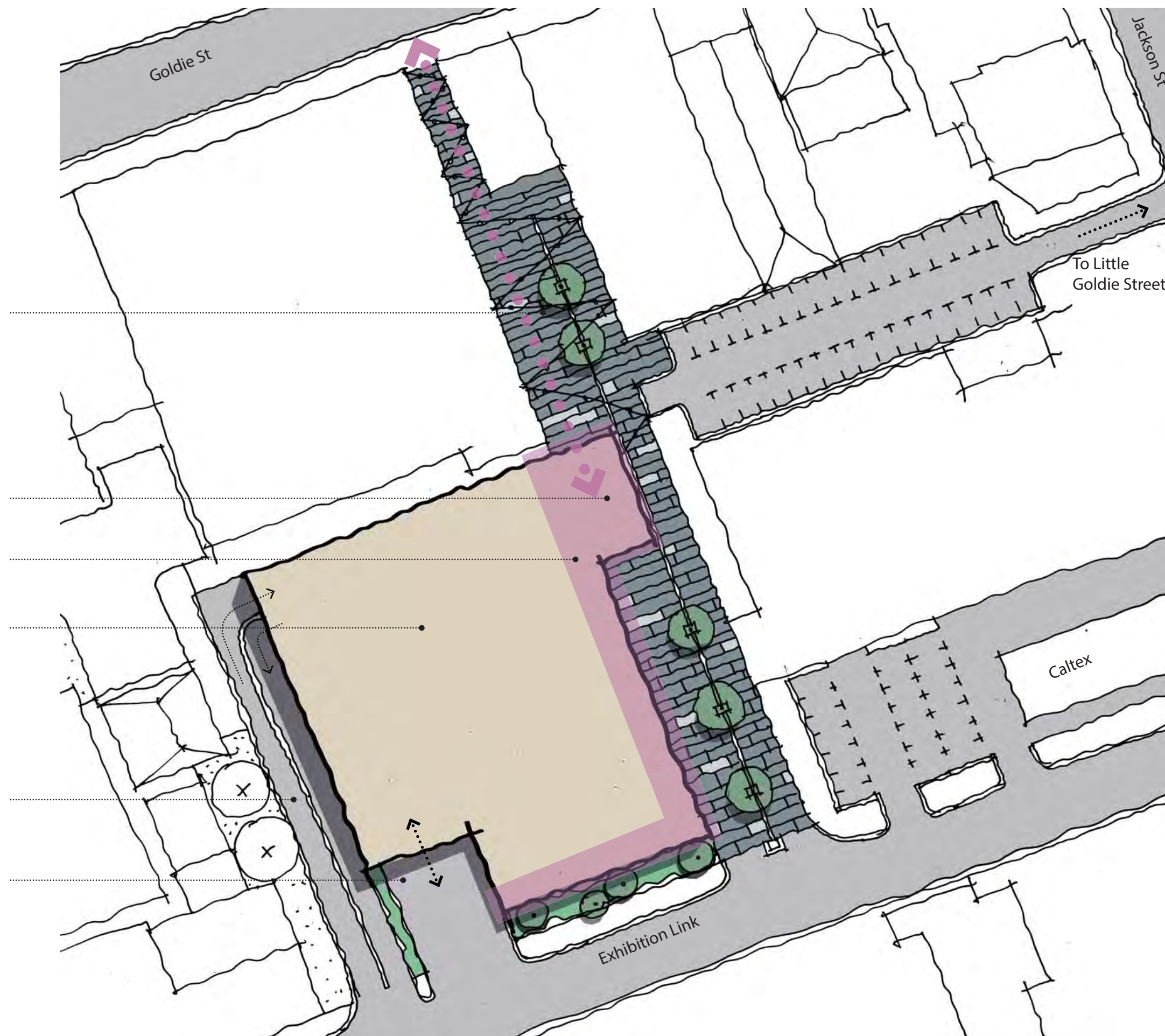
Built form needs to extend out into lane to maximise exposure from Goldie Street and footpath

Activated frontages

- 2400m² single story retail
- 4800m² two storey retail
- Parking at third level to allow activated street frontages

Elevated concrete ramp for vehicles

Service and deliveries



PROPOSED INTERVENTIONS - SITE 6: RETAIL EXPANSION

CENTRAL AREAS DEVELOPMENT STRATEGIES PROJECT





WILDLIFE PARK: Leverage off motoring tourists requiring rest and meal stops. Point of difference could be that it is also a sanctuary for local injured wildlife



CATCH & COOK: Leverage off local fishing charters/industry and growing interest in 'hands on' food experiences. Catch your meal and be shown the best way to prepare it for a meal back on dry land



SPA RETREAT: Leverage off proximity to airport - fly in, hop into courtesy bus and short drive to Spa Retreat with north facing views over Bass Strait

ADVENTURE PARK: Leverage off motoring tourists requiring rest and meal stops. Ensure activities are not water/ summer based but enjoyable all year round



FRESH IS BEST: Leverage off existing docks and fishing industry to establish small fish and chip/seafood eatery hub



GOLF: Leverage off golf courses of national significance in the region and become part of a golf trail.





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Strategies_Alex_10_01_19.docx

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