

Project: Brighton Town Centre Local Area Plan
Final Report

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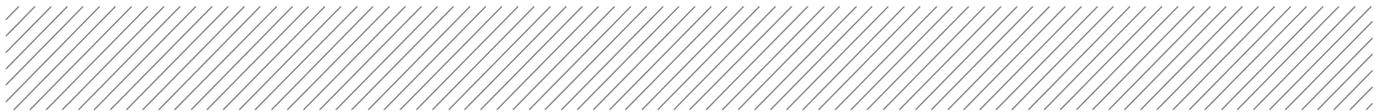


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1 Introduction

1.1 Overview

Aurecon in association with *Inspiring Place* and *Matters More Consulting* was commissioned by Brighton Council in June 2012 to prepare the Brighton Town Centre Local Area Plan. The purpose of the project is to prepare a master plan for the central area of the Brighton Township which will recognise opportunities within the township and ensure that they are realised in a co-ordinated and cohesive fashion. The preparation of the Brighton Town Centre Local Area Plan is a direct outcome of a recommendation with the *Brighton Structure Plan* (2012).

This report supports and accompanies the Brighton Town Centre Local Area Plan. Its purpose is to identify core issues emerging from investigations and stakeholder and community consultation during the early phases of the project, and present and analyse the options, presenting a preferred option and action and implementation plan for final Council consideration.

1.2 The Project

1.2.1 Objectives

The objectives of the Brighton Town Centre Local Area Plan are:

- To develop a clear framework for the future use and development of the township centre.
- To consolidate the township centre and identify a suitable mix and location of land uses.
- To facilitate sustainable commercial growth and consolidate and manage industrial land uses within the township.
- To improve access and movement within the study area for vehicles, pedestrians and cyclists.
- To facilitate urban design and townscape improvements including gateway treatments, wayfinding, landscaping, pedestrian accessibility and streetscape improvements.
- To ensure the design and location of future built form improves township character.

The Brighton Town Centre Local Area Plan seeks to provide guidance to Council, landowners (including Government Agencies), stakeholders and investors in terms of the preferred future land development outcomes within the study area. This accompanying report will establish a set of short, medium and long term recommendations and implementation actions where possible.

All recommendations provided in the plan will be realistic and achievable. The Local Area Plan report will be an outcome focused document.



1.3 Key Stakeholders

At the inception stage of the project a list of key stakeholders was collated and considered. The list comprises government departments, service authorities, community interest groups, business and industry representatives and other relevant members of the Brighton community.

The identified key stakeholders have been contacted to discuss key issues and to obtain knowledge in relation to their area of interest. The focus of consultation is to obtain the professional expertise of Council officers and agencies and the local knowledge of key stakeholders and residents in gathering information on relevant matters and in developing our key issues.

Key stakeholders include:

- Department of Infrastructure, Energy and Resources
- Department of Education
- Brighton Primary School
- Development consultants for Brighton Council
- Tasmanian Heritage Council
- Health providers
- Metro (bus service)

In addition, the Project Steering Committee includes members from the following organisations:

- Brighton Council
- Department of Economic Development
- Tasmanian Planning Commission
- Southern Water

Given the importance of the project to the future use and development of the township, the community is considered to be an imperative stakeholder and was consulted with early in the project. The community was also invited to provide comment and feedback on the draft Local Area Plan during the public exhibition period which ran for four weeks during September 2012.

A total of 23 submissions were received during the public exhibition period. Aurecon has had regard to these submissions in the finalisation of this report.

2 Study Area

2.1 Brighton and Regional Context

The township of Brighton is located at the north-western edge of the Hobart metropolitan area, approximately 27km from the Hobart CBD. The township is situated in a semi-rural locality, being largely surrounded by rural and rural living land uses and physically separated from the urban area of Hobart. The historic village of Pontville is located directly north of the township, and the outer-Hobart suburb of Bridgewater is located approximately 3.5km to the South. The Midland Highway runs through the township and forms the main commercial strip.

The township has a population of approximately 3495¹, and this is expected to increase over the next 20 years, potentially at a rate of approximately 2.1% per year.

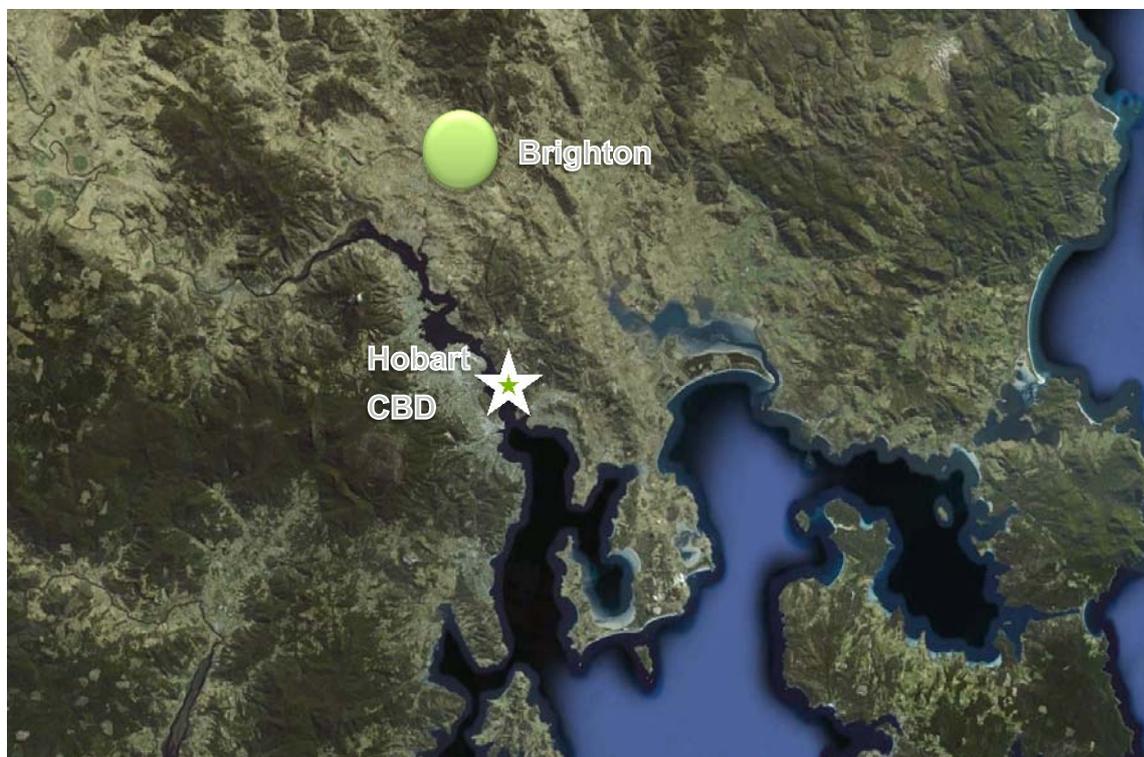


Figure 1 | Brighton Regional Context

¹ [Australian Bureau of Statistics. "Brighton \(State Suburb\)". 2011 Census QuickStats. Retrieved 27 August 2012](#)



Commercial

The key commercial development in Brighton is primarily within the southern end of the township and is present on both sides of the Midland Highway with disjointed connectivity between shopping areas. The commercial development comprises primarily small retail businesses including an IGA supermarket, takeaway food stores, service stations, a small hardware store and a limited number of specialty shops. Car parking areas associated with the retail development is poorly laid out.

Housing

The township primarily comprises low density and rural living residential dwellings, with minimal occurrences of medium density housing. The subdivision patterns for both residential and rural living areas are predominantly cul-de-sac formations which have resulted in poor connectivity between many streets and areas. Housing within Brighton is predominantly in private ownership.

Industrial

The township is supported by a number of industries, including a major horse racing training facility within the western area of the town and the expanding Brighton Industrial Estate. The Brighton Transport Hub is currently under development and will result in a significant increase in industrial employment opportunities within close proximity to the township. Light industrial uses are present at the southern end of the township, although not in a formalised area.

Education

Brighton Primary School is located at 17 Downie Street and is a large school with current enrolment numbers of approximately 670 students. Discussions have been held previously (c 2007) regarding the potential development of a middle school within the township as part of the Jordan River Learning Federation. This was not viewed favourably by the community, as a high school was preferred. The Department of Education also own the School Farm on the Midland Highway, a working farm which is used for educating 'at risk' youth.

Brighton Bypass

The Midland Highway is Tasmania's primary north-south transport corridor. The Brighton Bypass will provide traffic relief to the towns of Brighton and Pontville and improve connections to the developing Brighton Industrial Estate and Brighton Transport Hub, residential and retail centres in Brighton and to the historic settlement of Pontville.

The bypass will provide a new dual carriageway highway between the East Derwent Highway at Bridgewater and the existing Midland Highway north of Pontville. The existing Midland Highway will have ownership transferred to Brighton Council by the end of 2012.

2.2 Study Area Extent

The study area comprises land to the east and west of the Midland Highway throughout the Brighton Township. The study area was originally identified within the Brighton Structure Plan (2012), and extends from the former army site and adjacent rural living land in the north, through to the Brighton Bypass in the south. The study area has since been refined and is shown in Figure 2 below.

The study area incorporates a number of key areas within the township which present significant opportunities for the Brighton Town Centre Local Area Plan. Key areas include:

- Former Army Site
- School Farm
- Highway Services Precinct – proposed area
- Greenfield Development Precinct
- Commercial Town Centre

2.3 Key Areas



Former Army Site

A large parcel of land which has been subdivided for residential development. There will be an area of open space located centrally on the site with frontage to Midland Highway. The site has a rich history and a number of heritage buildings have been retained centrally on the site. There is a development pressure to provide commercial uses on the site nearby to the Midland Highway.



Location

Midland Highway (JVP20, adjacent Jordan Downs Drive)

Land Parcel

Approximately 35ha

Services

Serviceable for residential



School Farm

The “Summerville” School Farm is located on the eastern side of the Midland Highway. The farm is “essentially for disadvantage youth and operates by using agriculture as a catalyst for educations, social and recreational activities”². The farm has a rich community heritage.

Location

67 Midland Highway

Land Parcel

Approximately 10.5ha

² “Summerville Jordan River Learning Federation School Farm, June 2012: *Whole Farm Plan*



Commercial Town Centre

The commercial centre of Brighton is generally contained between Elderslie Rd and Downie St. There are two key clusters of shops – the first around the Bakery on the western side of the Midland Highway and the second around the IGA and post office on the eastern side. There is a large vacant land parcel between Andrew St and the Post Office. The southern portion of the town centre generally comprises light industrial development. Beautification works have begun near the bakery in accordance with the Streetscape Plan.

Location

Extends from Elderslie Rd to Downie St

Length

Approximately 650m



Highway Services Precinct

Interest has been expressed in developing a portion of the land at 510 Midland Highway for the purposes of a highway services precinct. The site is adjacent the Brighton Bypass and the heritage site "The Lodge".

Location

510 Midland Highway

Land Parcel

Approximately 5ha



Greenfield Development Precinct

Location

South of Elderslie Rd / William St

The land directly south of the Brighton Township has been nominated as a Greenfield Development Precinct "Brighton South" by the Southern Tasmania Regional Land Use Strategy (STRLUS). The area to the west of the Midland Highway is largely vacant, however there is very low density residential housing to the east. The STRLUS envisages that this area will be developed at a minimum density of 15 dwellings per hectare. The development of this site will be subject to a future Development Plan / Structure Plan



3 Project Drivers & Pressures

3.1 Planning Framework

The Tasmanian Planning System operates using a series of State, Regional and Local planning policies, strategies and tools. The township of Brighton sits within a hierarchy within the Greater Hobart area and is expected to develop in accordance with the envisaged regional level framework. The Brighton Town Centre Local Area Plan will be implemented through the Tasmanian Planning System using available tools within the system. The policies, strategies and tools which are of particular relevance to this project are identified below.

3.1.1 State and Regional Planning Policy

Draft Hobart Capital City Plan 2011-2040

The Hobart Capital City Plan (H.30) aims to develop a coherent strategic approach to the future evolution of the City of Hobart. Brighton is located at the northern edge of the Greater Hobart area and has been included as part of the study area for the H.30 Plan.

The H.30 Plan aims to link land use strategies (primarily developed within the Southern Tasmanian Regional Land Use Strategy) with infrastructure provision to facilitate future growth and ensure the smooth implementation of a cohesive planning system within the Greater Hobart area.

The Draft Hobart Capital City Plan identifies that the predicted distribution of growth in the Greater Hobart Region is expected to occur in the Greenfield areas of Kingston, Clarence and Brighton and these areas should plan for growth accordingly.

Southern Tasmania Regional Land Use Strategy

Retail / Commercial Development

The town of Brighton is identified as a rural services centre in the Southern Tasmania Regional Land Use Strategy 2010 – 2035 (refer page 74). Chapter 18: *Activity Centres* provides an activity centres hierarchy for Southern Tasmania. In this hierarchy, the primary hub for Tasmania is Hobart – the Primary Activity Centre, following by three Principal Activity Centres, namely Central Glenorchy, Rosny Park and Kingston. Bridgewater and Moonah are Major Activity Centres, and Rural Services Centres is the level below Major Activity Centres. Smaller centres are Minor or Neighbourhood Centres, and Local Strips.

The role of a rural services centre is:

To provide predominantly non-urban communities with a range of goods and services to meet their daily and weekly needs. Trips to larger Primary and Principal Activity Centres only required occasionally.

The objective for a rural services centre in terms of commercial offer including retail is as follows:

Should offer at least one major or a combination of independent supermarkets and a range of specialty shops. Local or district level commercial office space servicing the community. May include district offices of government functions if strong correlation to features of the surrounding locations.

In terms of employment, a rural services centre ideally is seen to:

Include a mix of retail and office based employment servicing the local area or having limited office space requirements.

Apart from retail and commercial functions, a rural services centre also needs to provide and plan for provision of government services and community infrastructure as follows:

Should offer a range of health and cultural facilities required to support rural community; District Health Centre, Service Tasmania outlet, Community Centre/Community Hall. Education facilities should be provided (at least Primary and Secondary School). Should be the centre of Local Government services within the relevant LGA.

The STRLUS also indicates that a rural services centre need to include some entertainment in the form of a hotel(s), restaurants and dining facilities, local sporting facilities and clubs, and provide access to higher order centres with a local bus service, although it is realised that the service frequency may be low.

A comparison of the description of the role, retail and commercial provision, and community infrastructure provision that is envisaged in a rural services centre and is currently provided in Brighton highlights the current gaps in provision.

| Brighton – Rural Services Centre Role | | | |
|--|--|---|--|
| Category | As Per STRLUS | Actual | Gap |
| Role | Pre-dominantly non-urban community with goods and services to meet daily and weekly needs. | Local goods and services provision is below the level envisaged in STRLUS | Significant number of trips to Bridgewater and further afield on a weekly basis to meet daily and weekly needs |
| Commercial including retail | Offer at least one major or combination of independent supermarket and a range of specialty shops. | Small independent supermarket. Limited provision of specialty shops. Limited provision of office space. | A second independent supermarket or a larger major supermarket. Specialty shops. |

Brighton – Rural Services Centre Role

| Category | As Per STRLUS | Actual | Gap |
|--|--|--|---|
| | Local or district level office space. | | Office space. |
| Government services & Community Infrastructure | Range of health and cultural facilities required to support rural communities. Primary & Secondary Schools. Centre of LGA services. State Gvm't district offices. | One medical clinic, but second clinic planned. No community hall. School Farm and Primary School. Entertainment is at the hotel/motel gaming venue. | Community hall. Cultural facilities. Secondary School. |
| Employment | A mix of retail and office based employment servicing the local area or having limited office space requirements. | Mainly retail and government services employment (education) and health care. | Some retail employment; currently limited retail floorspace provision. Office based employment, very limited provision of office space. Some health care and education services employment. |

Table 1 | Brighton – Rural Services Centre Role

The review of the current provision in Brighton against the planned provision according to the Activity Centre Hierarchy indicates that there are significant gaps. This shows that Brighton's designation as a rural services centre is aspirational, and significant effort is required to ensure the gaps in provision are met.

However, with the close proximity of Bridgewater/Gagebrook and the location of local government offices and government district offices in Bridgewater/Gagebrook, it is unlikely that Brighton will reach the full potential as a rural service centre. In time, and with increased residential development, it is likely that Brighton evolves as an oversized neighbourhood centre with the focus on retail and commercial services providing daily and weekly needs, office based employment for local needs, restaurant and dining facilities serving a local catchment and with improved local community facilities.

The STRLUS does not include guidance regarding typical retail floorspace provision in a Rural Service Centre or a Neighbourhood Centre. In a Victorian context, a Neighbourhood Centre is typically divided into large neighbourhood centres with some 7,000m² to 15,000m² or small centres with 3,000m² to 5,000m² of retail floorspace provision. For centres between these sizes, the range of goods and other services usually determine whether it would be characterised as a large or small neighbourhood centre. The relatively generous amount of floorspace in the Victorian centres is a result of many centres having been developed in more recent times where floorspace provision for say a pharmacy, supermarket, or hardware store have been more generous than in the past.

Residential Development

In relation to residential growth, the STRLUS speculates that future growth within the Greater Hobart Area requires a detailed approach because of the size and extent of growth pressures and the influence that metropolitan growth has on the economic, social and environmental health of the whole region. Consequently the STRLUS advocates for a 50/50 ratio of residential Greenfield to infill scenario with a minimum net residential density of 15 dwellings per hectare on residential zoned land.

The STRLUS identifies a large area of land in Brighton South (South of Elderslie and William Street) as a Greenfield Development Precinct (referred to as 'Brighton South'). A large portion of this land is currently occupied by rural living allotments, which will provide a constraint to the future development



of the land. There is however still a significant area of undeveloped land within the identified precinct, primarily to the western end. It is not envisaged that the precinct will be developed in the short-term; however its inclusion within the Local Area Plan will ensure that future development of the land occurs in a co-ordinated manner.

Joint Land Use Planning Initiative – Land Use Strategy

The Joint Land Use Planning Initiative (Land Use Strategy) was produced as a joint venture between the municipalities of Brighton, Central Highlands, Derwent Valley and Southern Midlands. The strategy promotes and supports sustained growth and development for the municipalities and communities across the four partner municipalities.

Of particular relevance to the Brighton Local Area Plan, the Land Use Strategy envisages:

“The Midland Highway in the existing commercial area of Brighton will become a traditional main street with the completion of the Brighton Bypass....Future retail expansion shall be focused within 200 metres of the intersection of Andrew Street and the Midland Highway, with retention of large sites (1-3 ha) for a new large scale comprehensive retail development. The retail and highway business expansion along the Midland Highway shall be limited to Downie Road as the northern edge and Elderslie Road at the southern edge.”

The incorporation of commercial development on a portion of the former army site is at odds with the above vision. However, given the vast changes that are occurring in the township and the scale of development occurring at the former army site, there is a need to further investigate the potential for the inclusion of non-residential land uses at the former army site during the Local Area Plan study.

It should be noted that at the time of the preparation of the Joint Land Use Planning Initiative *Land Use Strategy* the population projections for the municipality predicted minimal future growth. These predictions have since been revised and significant growth is forecast for the area.

3.1.2 Local Planning Policy

Brighton Structure Plan

The Brighton Structure Plan builds on the work undertaken in the Southern Tasmanian Regional Land Use Strategy and the Joint Land Use Planning Initiative Land Use Strategy. It provides a number of recommendations for future development within Brighton and has been prepared in accordance with projected population predictions to accommodate future growth. The key recommendations relevant to the project include:

- The development potential of the land at Brighton South will be constrained by existing rural living properties; however there will be approximately 50 hectares of land available for Greenfield and infill development. The report identifies that there are infill opportunities for an additional 350-450 dwellings within the Brighton Township.
- An alternative farm property on the outskirts of town should be sought for the school farm in Brighton. This will free up the currently underutilised site for coordinated infill development to occur, including part of the site for educational uses.
- Rezone land in the commercial areas of Brighton as mixed use to respond to potential changes in the composition of businesses following the construction of the bypass.
- Investigate the rezoning of land at the southern end of the Brighton Township to Light Industrial Zone (LIZ) to legitimise the existing land uses.

- Provide additional land for civic and healthcare purposes in Brighton's mixed use and/or expansion areas.
- Develop urban design outcomes for Brighton, including precincts, principles, guidelines and rules.

The Brighton Structure Plan recommends the development of a Brighton Local Area Plan to enable a more targeted study into the town centre, and to provide clear guidance for the future development of the township. The plan will address the viability of commercial development on a portion of the former army site, the future use and rezoning of the Greenfield development site to the south of Brighton, the coordination of existing commercial development, and the future development of key infill sites within Brighton.

Brighton Streetscape Plan (Pontville to Elderslie Road)

The Brighton Streetscape Plan was prepared by *Inspiring Place* and is a response to the changes that will occur within the township due to the Brighton Bypass (due to open 2012). The Brighton Bypass will significantly reduce intrastate and high-speed traffic through the township of Brighton thereby allowing the potential for a more intimate, local community main street to be developed.

The vision for the streetscape plan is that:

Brighton will be a place where people feel proud to live and work; a place that builds business, connects community and that enhances the local environment.

The project recommendations addressed a number of key issues including township character, pedestrian movements, vehicle movements and parking, landscape character/planting and streetscape furniture. The main concepts illustrated in the Streetscape Plan are:

- Road widths, turning lanes and intersection radii are reduced;
- A 3m wide continuous shared cycle/pedestrian path is shown on the western side of the main street and a 15m wide footpath on the eastern side. Existing paths are linked into new sections and resurfaced where necessary; and
- Tree and understory plantings and a consistent palette of furniture and pavement treatments provide a safer people-friendly environment.

Brighton Planning Scheme 2000

The Brighton Planning Scheme is used to achieve sustainable use and development of resources and to guide and control development within the municipality.

Relevant objectives within the planning scheme include:

- To encourage infill within the existing townships and suburbs as a consolidation of services and to provide definable communities with strong interconnectivity.
- To encourage and facilitate the development of appropriate centres commensurate with their identified role to serve the needs of the existing and future population of Brighton.
- To provide a range of industrial lots and configurations to meet expected demand.
- To encourage the development of new and expanded industries on existing zoned industrial land.
- To maximise community access to recreation facilities.
- To deliver the best environmental practices within existing and new developments.

The study area currently comprises the Residential, Commercial, Recreation, Rural Residential and Rural Zones.

All Planning Schemes within Tasmania are shifting to a standardised format in 2012. It is therefore also important that the Local Area Plan considers, and is compatible with, the proposed planning scheme format.



The Brighton Town Centre Local Area Plan may recommend some land rezoning as part of the implementation strategy. These recommendations will be consistent with the revised planning scheme format and zone types.

Brighton Municipal Area Open Space Plan (2012)

Inspiring Place has recently prepared an Open Space Strategy for the Brighton municipality which includes a number of open space and urban enhancement principles which will be of relevance to the Brighton Local Area Plan. This includes, amongst other principles, achieving more efficient and safer linkages between open space and community facilities using the network of existing trails, open spaces, footpaths and road reserves, including on-road cycle lanes along main roads to facilitate commuting to work places.

Within the Brighton Town Centre Local Area Plan study area there are a number of open space areas and opportunities identified. These include:

- An existing park to the north of Eucalypt Crescent (adjacent the former Army site) which is suitable for passive activities and requires minor upgrade works (i.e. additional tree planting).
- The existing 'rest stop' adjacent the Midland Highway (south of Butler Street) is recommended to be maintained as its current use, with toilets, picnic and parking.
- There is a small vacant lot of land on the eastern side of the Midland Highway (between William and Andrew Streets) to be further investigated in terms of use and tenure.
- A shared path should be continued along the Midland Highway.
- The development of a community park with play facilities should be investigated on the eastern side of town following residential subdivision given the existing gap in the provision of park and play facilities.
- Safer and more efficient linkages should be achieved between open space and community facilities, including on-road cycle lanes along main roads to facilitate community to work places.

3.2 Development Pressures

The township of Brighton is facing numerous residential and non-residential development pressures. The town contains numerous under-developed and vacant sites in central locations, and significant local population growth makes the town attractive to investors.

The opening of the Brighton Bypass (scheduled for late 2012) represents a significant opportunity for the township to capitalise on the benefits of no longer having a highway traversing the township, however if development is undertaken in an ad-hoc manner the opportunity to create a cohesive town centre with a village feel may be lost. A broad summary of the issues and pressures facing the town are shown in Figure 4.

3.2.1 Town Centre – Retail Pressures

Brighton's town centre provides a small number of shops along Midland Highway in proximity to three petrol stations. These shops provide convenience goods and limited supermarket shopping and service local residents and passing traffic along the Midland Highway. In particular, the petrol stations target passing traffic as Brighton is the last convenient opportunity to refuel prior to leaving the suburbs around Hobart. There are plans for one of these petrol stations to relocate to a Midland Highway location adjoining the bypass to continue to service passing traffic.

For residents, major supermarket shopping and shopping for higher order goods entails a trip to Bridgewater or elsewhere outside the Brighton municipality.

There are two smaller shopping centres in the town centre, both more than 20 years old and providing mainly smaller tenancies. The Midland Highway Centre is anchored by a Value Plus Supermarket &

Newsagency (IGA brand). The supermarket is small and with a limited range. Furthermore, the centre has limited car parking provision and part of the centre's forecourt is occupied by two petrol bowsers (Caltex brand). The other centre, Brighton Central Shopping Complex, is located immediately south of a large BP petrol station, which, anecdotally, is one of the busiest petrol stations in Tasmania. This centre is comprised of two rows of shops, one along the Midland Highway and a second row behind with car parking in-between in a forecourt. The centre is anchored by a small hardware store, Brighton Hardware and is comprised of a mix of retail including two hairdressers, real estate agent, Chinese restaurant and curtain shop. Some of the front shops have customer entry both to the Highway and to the car park behind them.

Developments of a more recent nature include a bakery and café adjacent to and south of Brighton Central and a large drive through bottle shop. There are plans to increase retail and office floorspace provision on this site, which is also occupied by a hotel motel with gaming facilities.

A floorspace audit was undertaken in July and August 2012. Table 2 details the amount of retail and non-retail floorspace provided in Brighton by retail category.

| Brighton Retail Floorspace | | | |
|-------------------------------------|--|--|----------------------------|
| Retail Category | Shops | Retail Floorspace m² | Retail Floorspace % |
| Food | Value Plus Supermarket & Newsagency Brighton Quality Meats Café Fish & Chips Take Away Bottle Shop Lolly shop | 1981m ² | 72% |
| Non-Food | Trackit Curtains Pharmacy Post Office | 511m ² | 19% |
| Services | Real estate Hairdresser x 2 Nail salon | 193m ² | 7% |
| Vacant | One vacant shop | 50m ² | 2% |
| Total | Retail floorspace | 2745 m² | 100% |
| Non-retail category | Other floorspace in retail area | Other Floorspace m² | |
| Community | Medical Clinic | 360 m ² | |
| Petrol Sales | Service Stations x 3 | - | |
| Business Services/ Entertainment | Pub with accommodation, meals, gaming machines | - | |

Table 2 | Brighton – Rural Services Centre Role

Source: Matters More

In addition to retail, the centre provides limited business services, entertainment and community facilities. A family health clinic is located adjacent to the Midlands Highway Shopping Centre, while there is a hotel/motel with recent addition of accommodation and entertainment facilities bookending the retail on the west side of Midland Highway. Such business service, entertainment and community



facilities are important as they can generate synergies with the other retail and non-retail functions of the centre.

A major medical clinic with consulting rooms is planned for a site on the west side of Midland Highway north of Bedford Street. The consulting rooms will provide the opportunity for visiting physiotherapists, osteopaths, and chiropractors to provide their services to Brighton residents in a local setting.

Aerial mapping indicates that there is approximately 7ha of land that is currently zoned for commercial purposes.

3.2.2 Brighton Transport Hub

Developer interests are keen to see additional development occur in Brighton township to meet the anticipated demand that would flow from the development of the Transport Hub. In regard to retail, the STRLUS background report (P.7) anticipates that:

- There will be continued residential growth which will provide jobs for tradespersons and labourers; and
- Retail may initially decrease, and then increase again as the Bypass and Hub may cause Brighton's scope for commercial activity to decrease due to a change in focus to the Hub and fewer vehicle movements through town, with a later increase through population growth.

These trends are taken into account in the development of the STRLUS in which it is recommended that Green Point in Bridgewater is to be promoted as the main commercial/retail area in the municipality, and the Cove Hill is to be promoted as the secondary commercial/retail area, and is to be rezoned to mixed use (commercial and industrial) zone in recognition of the existing presence of both of these kinds of activities. The zoning of this area is to provide for big box retail. The STRLUS background report provides clear guidance on the Brighton Industrial Estate highway services precinct; that the interchange provides "the opportunity to establish a new commercial area which provides for petrol stations and other highway services with other uses being restricted to ensure inappropriate commercial uses are not established."(p7).

3.3 Transport Drivers

The Brighton Bypass project will upgrade the Midland Highway and bypass the towns of Brighton and Pontville. It is anticipated that this project will improve connections to the developing Brighton Industrial Estate and future Brighton Transport Hub, residential and retail centre's in Brighton and to the historic settlement of Pontville.

The Bypass project should lead to a reduction in freight and through traffic in Brighton Town. This will lead to reduced conflict between the through traffic function of the Highway and the local access requirements of Brighton Town. As such, the reduction in traffic through Brighton Town provides a unique opportunity to reclaim the high street for local retail, civic and transport functions.

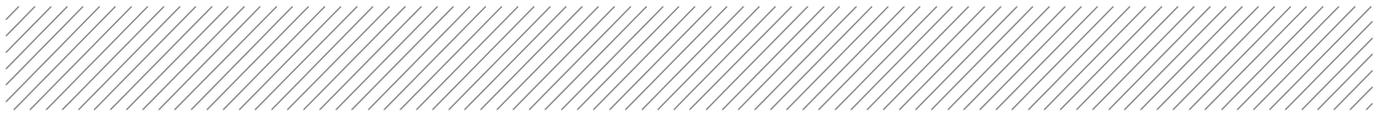
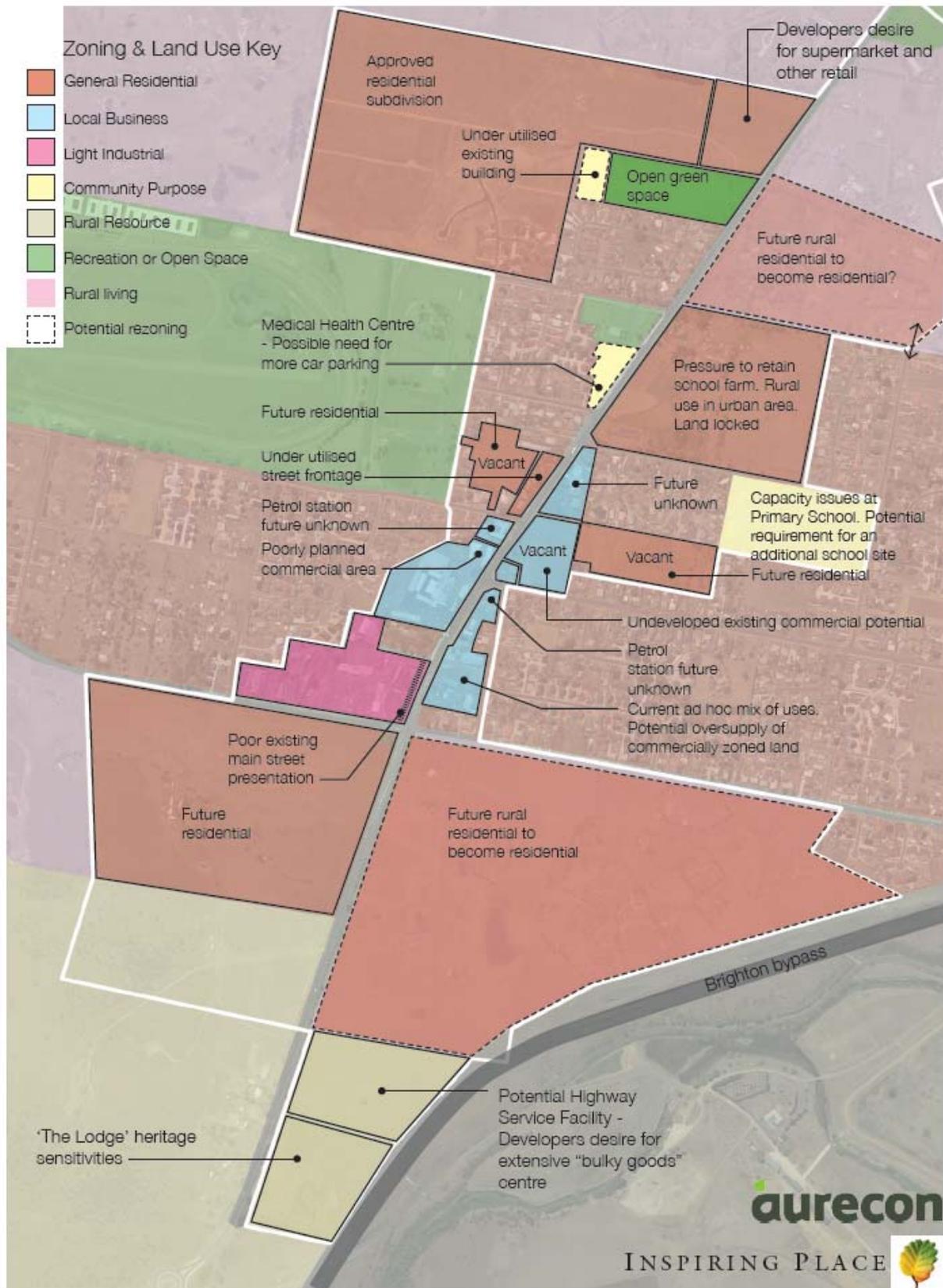


Figure 4 | Movement Networks



North ↑
 1:10000@A4
 1ha

Brighton Town Centre Local Area Plan ISSUES

Figure 5 | Issues and Pressures facing Brighton Township



4 Data & Trends

4.1 Population Trends

The wider municipality of Brighton has been experiencing some of the highest rates of population growth in the State. The township of Brighton is no exception, and has been experiencing high levels of growth over recent years. The township has a current population of approximately 3,495 people, and has been growing at a rate of approximately 2.2% over the last five years. This represents an increase of 350 people in the township since 2006.

In 2008 the Demographic Change Advisory Committee prepared a series of population projections which indicated that there would continue to be a high level of population growth within the Brighton municipality to 2031. The DCAC report states that:

“Under the medium series projections, Brighton is expected to be the fastest growing LGA [in Tasmania] from 2006 to 2031, with a projected growth rate of 2.1% compared to the State average of 0.6%.”

Under the medium population growth series, Brighton (municipality) is forecast to have a total population of 24,599 by 2032. The township of Brighton will receive a share of this growth, and has been growing at a slightly faster rate (percentage) than the municipality as a whole. If the projected growth rate of 2.1% is applied to the township of Brighton, it can be expected that a population of approximately 5,300 will reside in the township in 2032. If the growth rate which has been experienced in Brighton Township over the past five years (approximately 2.2%) continues, the township can expect a population of approximately 5400 residents in 2032. This will represent an approximate 55% increase in population between the years of 2012 and 2032.

4.2 Retail Location Principles

STRLUS Background Report No.11: *Activity Centre Analysis* provides a discussion of major retail and commercial trends and how these are in evidence in Southern Tasmania. The discussion also provides some background on the function of activity centres, the uses that contribute to the vibrancy of an activity centre and therefore provides guidance in regards to location of retail in connection with activity centres.

The report states that communities identify strongly with activity centres, and that centres are not just utilised as a place to obtain goods and services. Activity centres are also a place that functions as a community meeting place, a place of education, provides access to health care and medicines, provides an opportunity to socialise and be entertained, and to be inspired. Initially the early building

blocks of a centre are likely to have originated in a natural meeting location – natural meeting places include major cross roads, where there is a concentration of community facilities such as schools, church(es), a community hall, and/or market place. Therefore, an activity centre needs to be well planned to ensure that the centre will continue to provide the full range functions and not be diluted as the central location for social interaction, entertainment, and economy of number of ‘trips’ to obtain goods and services of the community it serves.

From the discussion in STRLUS a series of location principles have been developed for the location of retail in the development of a smaller centre, including a rural service centre such as Brighton.

| Location Principles for Retail Development | |
|---|--|
| Centre of Trade Area: | Within the trade area that a centre services, the retail premises need to be located where there is the greatest amount of people who are likely to require their goods and services. A centre would have evolved where there is a natural meeting place for the community; this location depends on the location and distribution of other centres in the region as every shopper will travel to where it is most convenient and cost effective for them to shop. |
| Visibility: | Good visibility of the retail offer to major roads and transport routes is important to facilitate wayfinding and to inform residents in the area of the retail offer that is available. Even within a centre, shops will change location to increase their exposure to traffic and this exposure is particularly important for cafés, bakeries, gift shops, book shops and other shops that rely on impulse or convenience purchases for a large share of their trade. |
| Convenience: | In a small centre, retail should be located in proximity to community functions such as education facilities, health care facilities, library, sports facilities etc. to enable shoppers to undertake multi-purpose trips and to share common infrastructure such as public transport access, car parking, street lighting and public facilities. Co-location benefits are a significant contributor to the success of retail development and will contribute to the health and vibrancy of a centre, encouraging people to remain longer and generating more activity. |
| Walkable: | Providing a centre that is walkable will encourage people to remain in the centre longer and to visit a greater number of shops than they originally planned. This increases the exposure retailers’ offer to people in the trade area and generates synergies in terms of capturing the spending locally. A walkable centre is also very important to ensure that the centre is accessible for a broad range of people, including younger age groups and senior citizens without access to a car. A walkable centre improves the sustainability of the centre in that it reduces the total number of trips that a household is required to undertake for shopping, work, school and other purposes. |
| Safety: | It is important that the centre is a safe location to attract people and to service its community. It needs to be well lit at night, free of crime and violence, welcoming to all ages and abilities. A safe location encourages more vulnerable people to visit and shop in the centre, further increasing its vibrancy. |
| Amenity: | Retail premises need to be located where there is good amenity. Good amenity covers a broad range of aspects but includes shelter from precipitation and wind, shade (awnings or shade trees), lighting, public seating and places to purchase coffee & drinks, acceptable noise level and acceptable views. For a place to have good amenity it also needs to be clean, have rubbish bins and provide access to public toilet facilities. |

Table 3 | Location Principles for Retail Development



The discussion in the STRLUS background report also highlights the evolution of retailing, including the evolution of supermarkets, the emergence of the planned shopping centre and the fall and rise of the traditional strip centre.

Supermarkets

With regard to supermarkets, there are three main types: the majors, convenience supermarkets, and boutique supermarkets. The majors are Coles and Woolworths that typically provide a large mainline supermarket that incorporates a range of specialty shops/services within its footprint including butcher, bakery, green grocer, liquor sales, ATM, newsagency, and more recently petrol sales. To counterbalance these large supermarkets, a number of small express supermarket operators have emerged such as those located at petrol stations. These express supermarkets provide a limited range of goods for daily needs such as milk, bread, and convenience foods. Furthermore, a line of boutique supermarkets have emerged, such as Hill Street Grocer, Foodstores and Lipscombe Larder that focuses on higher quality produce, and provides a broad range of goods that suit a time-poor discerning shopper in a convenient location. These boutique supermarkets stock higher quality brands, focus on local produce and brands, and include prepared deli items such as salads, dressed meats, and sauces to reduce meal preparation time for their time-poor patrons.

Planned Shopping Centres

Planned neighbourhood shopping centres are described as being smaller purpose designed centres, usually up to 10,000m². Typically they contain a supermarket and/or discount department store and around a dozen specialty shops. They are focused on providing a high degree of accessibility and convenience for the daily/weekly shopper, and do not include any office based employment. These centres are typically in one ownership, and provide a generic quality of floorspace within the centre.

Traditional Strip Centre

While planned centres have had a significant impact on vibrancy of traditional strip centres, this trend is changing, possibly due to the lack of diversity in the planned neighbourhood centres. One of the advantages of strip centres over a planned centre is a much greater range of rents and a lower rental base generally, plus an open air, smaller scale environment with more customer recognition. Strip centres also offer low cost opportunities along the fringes as incubators for new businesses, something not available in the controlled space of a planned neighbourhood centre. Furthermore, traditional strip centres are already located at or near the greatest hub of activity where they benefit from significant traffic. However, for traditional strip centres the challenge is to control or reduce dispersion, mitigate poor amenity as a result of heavy road traffic, manage investment to keep the areas 'fresh' and manage gaps in the range of products. A strong business association that facilitates cooperation amongst land owners in a traditional strip centre can assist with managing the centre to increase vibrancy and encourage new investment.

For Brighton, with its existing traditional strip centre that has developed in a relatively dispersed manner, the main challenge will be to increase investment in the existing precinct to strengthen this existing centre. Another option is to encourage new investment in a planned neighbourhood centre away from the current hub of activity. However, this will effectively mean that the existing centre will be weakened or even abandoned, with no further investment in upgrade of the areas. This option is not recommended as it would reduce diversity of retail spaces, and disperse activity within Brighton to another node thereby increasing car dependency, decreasing sustainability and reducing the benefits of leveraging existing investment in infrastructure, car parking, public transport, street scaping etc.

4.3 Demand for retail floorspace

The role of Brighton in the region's retail hierarchy is as a rural service centre. The role of a rural service centre, like a neighbourhood centre, is to provide for the day-to-day and convenience needs of

residents in the rural municipality and suburbs where day-to-day needs are not served by a major activity centre.

Brighton's trade area catchment for providing day-to-day and convenience needs includes the townships of Brighton and Pontville as well as the rural areas to the north, east and west. The current population in this area is estimated at approximately 4,800.

The current retail floorspace in Brighton township is estimated at 2,745m². This means that there is approximately 0.57m² of retail floorspace per person in the local trade area catchment. This provision is in line with expectations in terms of the amount of retail floorspace per person that is provided in a local centre. As a general guideline, retail spending per person supports approximately 1.1m² of total retail floorspace per person, of which approximately half is supported in the local area in local shops in neighbourhood centres and rural service centres. The low vacancy rate for shops in Brighton township indicates that currently supply does not exceed demand. As the area's population grows, it will be possible to increase the supply of retail floorspace. There are also some gaps in the range of goods and services supplied, which provides the opportunity to change the mix of shops, possibly through the redevelopment of one of the existing centres and the addition of a boutique supermarket within the existing centre.

As discussed in section 4.1 Population Trends, the population in Brighton municipality has been growing at around 2% pa which is significantly higher rate than average in Tasmania. Population in Brighton township has been growing at 2.2% from 2006 to 2011, a growth rate that is likely to continue with the current development focus on Brighton.

Growth in the trade area catchment will be a combination of the growth rate in the township and growth in the surrounding rural areas, and is therefore likely to be lower than is experienced in the township. Table 4 below provides population forecasts and retail floorspace demand forecasts for the Brighton rural service centre.

| Brighton Trade Area and Floorspace 2011 to 2032 | | | | |
|---|---------------------------|---------------------------|---------------------------|------------------------------|
| Category | 2011 | 2021 | 2032 | Increase 2011 to 2032 |
| Trade Area Population Growth at 2.2% in township and 2.1% in remainder | 4,800 | 5,950 | 7,530 | 2,730 |
| Supported retail floorspace in local centre at 0.57m ² per person. | 2,745m² | 3,390m² | 4,294m² | 1,549m² |

Table 4 | Brighton Trade Area and Floorspace 2011 to 2032

Source: Matters More

It is estimated that the local trade area catchment would support additional 1,550m² of retail floorspace by 2032. The type of shops that this is likely to be taken up by include a boutique supermarket, florist, photo processing and frame shop, gift shop, second hand goods shop, antique shop and restaurant and take away food shops.



5 Stakeholder Engagement

5.1 Agency Engagement

Several agencies have been engaged through the process and will continue to be engaged through to the finalisation of the Brighton Town Centre Local Area Plan. A brief summary of the key points discussed to date follows.

Department of Education

The Department of Education holds land within Brighton including Brighton Primary School and the School Farm. The Department is currently undertaking a demographics study within the region to assess the future schooling needs and is unable to make formal comment about what these may be in the Brighton Township until the study is complete.

The Department of Education is also unable to make comment on the future of the School Farm site given that they are unsure of their future requirements within the township and that no formal requests for investigation into the potential for relocation of this facility have been made.

Department of Infrastructure, Energy and Resources

The Department of Infrastructure, Energy and Resources provided comment on the suitability of the proposed location of a potential Highway Services Precinct and general comments on the study area.

The proposed site at 510 Midland Highway had not been considered as part of an earlier DIER study into suitable locations for a Highway Services Precinct, and would not be as suitable for the purpose as a number of other sites from a traffic management perspective. However, DIER did not rule out the site as a potential location subject to a number of conditions. These would include that there would be no north bound off-ramp from the Brighton Bypass and that all seven councils which are signatories to the Midland Highway Partnership Agreement agree to its construction.

DIER confirmed that the portion of the Midland Highway which traverses the study area is likely to be handed over to Brighton Council by the end of 2012.

Tasmanian Planning Commission

The Tasmanian Planning Commission provided high level advice on the preparation of the Brighton Town Centre Local Area Plan and the hierarchy of the project within broader Hobart. The Tasmanian Planning Commission commented that although the project is not a high priority within the broader Hobart context, it will have important local benefit.

The township of Brighton is identified as a rural service centre within the regional hierarchy and the Local Area Plan should reflect appropriate development for a township of this level.

The current planning reforms will impact upon the implementation of the local area plan, and the commission provided high level advice as to the use of the new planning scheme layouts.



Southern Water

Southern Water confirmed that a number of upgrade works are being undertaken in the Brighton Township, including an additional reservoir tank and an upgrade to the sewerage pumping station at Andrew Street in order to accommodate projected growth at the former army site and on the western side of the township.

Southern Water would prefer if development in the Greenfield Development Precinct were sequenced in accordance with their preferred infrastructure layout as this would result in reduced costs. Southern Water did not foresee any major issues with servicing the concepts being discussed as part of the Brighton Town Centre Local Area Plan.

Heritage Tasmania

Heritage Tasmania provided feedback on the heritage sites within the township. Heritage Tasmania was particularly concerned about the potential impact of the Highway Services Precinct on the adjacent State Heritage site 'The Lodge'. The Brighton Army Barracks and School Farm site are not on official heritage lists however may have local heritage significance. Heritage Tasmania recommended that a heritage study be undertaken for the township.

Brighton Council Engineering

Brighton council's engineering department confirmed that car parking is a key issue within the township. Council has a number of plans relating to traffic calming which will be implemented when the portion of the Midland Highway which traverses the township is handed in to Council's ownership. This includes the provision of a roundabout at the intersection of Midland Hwy/ Jordan Downs Drive / entrance to the former Army Site. There is the potential for subdivisions within the Greenfield Development Precinct to have direct access onto the Midland Highway following the return of this road to local status.

5.2 Community & Stakeholder Workshops

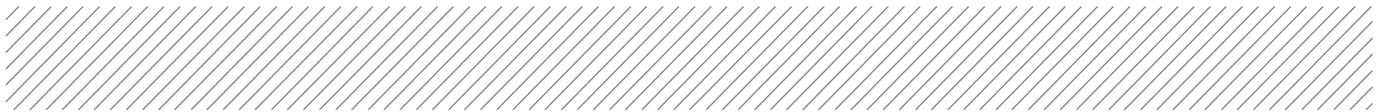
Two community and stakeholder engagement workshops were held at Brighton Primary School on Thursday 9th August. Approximately 29 people attended the first session (4:30pm), and 45 people attended the second session (6:30pm).

The two workshops were run in an identical manner. Each session commenced with a brief presentation by Aurecon which highlighted the objectives of the project, the extent of the study area, the key sites within the study area and an outline of some of the constraints which had been noted to date. Attendees were then asked to break into smaller groups (approximately 4-8 participants) and asked to participate in undertaking an analysis of the strengths, weaknesses, opportunities and threats (SWOT analysis) within the study area. This was a written / visual exercise undertaken on aerial imagery of the study area which was collected by the consultant team at the end of the session. A representative from each group was asked to present back to the wider group with examples of two strengths, weaknesses, opportunities and constraints which were discussed within their groups.

Individual feedback forms were also provided to allow attendees to provide additional comments.

At the completion of the workshops, Aurecon collated the comments which were provided both during the group exercise (written and verbal) and on the individual feedback forms to produce one SWOT analysis representative of the community views.

The comprehensive SWOT analysis and meeting minutes from the Consultation Workshops are included in Appendix B.



5.3 Public Exhibition

The community was provided further opportunity to provide comment on this report and the associated Draft Brighton Town Centre Local Area Plan during the public exhibition period, which ran from 6th September 2012 through to 4th October 2012. A total of 23 submissions were received during the public exhibition period, and the issues raised have been considered in the report update.

6 Sustainable Planning Principles

6.1 Approach

The Sustainable Planning Principles developed from this report are intended to be used as a guide in determining the future of Brighton, and will be used in subsequent sections to assess the local area plan options. A review of appropriate literature at the State, Regional and Local levels conducted within this chapter and outcomes from key stakeholder interviews and community have formed the basis for the development of these principles.

6.2 Sustainable Planning Concepts

The fundamental sustainable planning concepts identified for the Brighton community are presented in Figure 5 and form the basis for and the development of the detailed sustainable planning principles. The concepts are to:

- **Manage growth** – Appropriate management of the type, rate and location of future growth to achieve efficient urban forms and development patterns.
- **Sense of Place** – Create a town centre which has a central identity.
- **Enhance Environmental Outcomes** – Managing the environmental consequences of new development both in terms of land use, resource allocation and consequential impacts.
- **Integrate Social Change** – Balancing the requirements of population growth to the provision of services to meet Brighton’s unique community demographic will be important considerations in determining the future of the community.



Figure 6 | Sustainable Planning Concepts

6.2.1 Sustainable Planning Principles

The Sustainable Planning Principles are proposed as the basic building blocks for the future growth and development of Brighton.

In order to understand the purpose and context of the principles it is important to note the following:

- Each principle is of equal weighting.
- A principle is a basic assumption describing fundamental policy or direction.
- The principles may overlap and should not be read or used individually.
- The principles describe preferred outcomes to be achieved.
- They do not stipulate or pre-suppose how that outcome should be achieved.
- How the principles/outcomes are achieved will flow from subsequent levels of analysis.

Manage Growth

| | |
|---------------------|--|
| Principle 1: | Provide for compact urban forms with intensification in township core. |
| Principle 2: | Provide for the orderly development and effective management of change. |
| Principle 3: | Improve utilisation of land within existing low density rural living areas. |
| Principle 4: | Provide for a range of housing types including medium density housing in areas close to existing services |
| Principle 5: | Positively manage changes to the Brighton town centre as a result of the construction of the Bypass. |
| Principle 6: | Provide sufficient land to accommodate needs in relation to commercial and industrial uses and education and social infrastructure in line with projected population growth. |
| Principle 7: | Locate land uses in relation to each other so as to minimise travel and to encourage usage of other forms of transport aside from the private car. |
| Principle 8: | Improve connectivity and accessibility for and between all modes of transport, including active and public transport. |
| Principle 9: | Ensure there are not conflicts between uses within and between residential, commercial, industrial and rural areas. |

Sense of Place

| | |
|---------------------|---|
| Principle 1: | Build future retail and community facilities on the core of existing communities so as to build a sense of place. |
| Principle 2: | Discourage standalone “big box” retailing and service centres. |
| Principle 3: | Encourage use and development that creates successfully gateway and entry treatments to the township. |
| Principle 4: | Promote high quality urban design of buildings, streetscapes and public spaces. |



Enhance Environmental Outcomes

- | | |
|---------------------|--|
| Principle 1: | Recognise and enhance the essential contributions of biodiversity, habitat protection, and character to the Brighton environment in the planning, management and development of public and private land. |
| Principle 2: | Provide appropriate buffers between conflicting uses and at the edge of townships areas to distinguish urban and rural/rural living uses. |

Integrate Social Change

- | | |
|---------------------|---|
| Principle 1: | Plan the growth of Brighton to meet forecast demographic changes. |
| Principle 2: | Encourage healthy lifestyles through the provision of recreation opportunities. |
| Principle 3: | Recognise the importance of Brighton's heritage assets to the community's identity. |
| Principle 4: | Promote positive interaction in the community. |
| Principle 5: | Ensure Brighton residents have access to the community, health and education, and ensure that service capacity matches population growth. |



7 Strategic Options

7.1 Strategic Options

Following on from community and stakeholder consultation and analysis by the project team, four strategic options have been developed for the Brighton Town Centre Local Area Plan for the purpose of analysis and discussion. This chapter presents these options along with a preliminary discussion on each.

7.1.1 The ‘Givens’

The strategic options have been developed after extensive consultation with stakeholders and the community. A number of consistent themes resulted from the consultation and align with good town planning principles. These themes have become ‘givens’ within the strategic options, featuring in all of the scenarios.

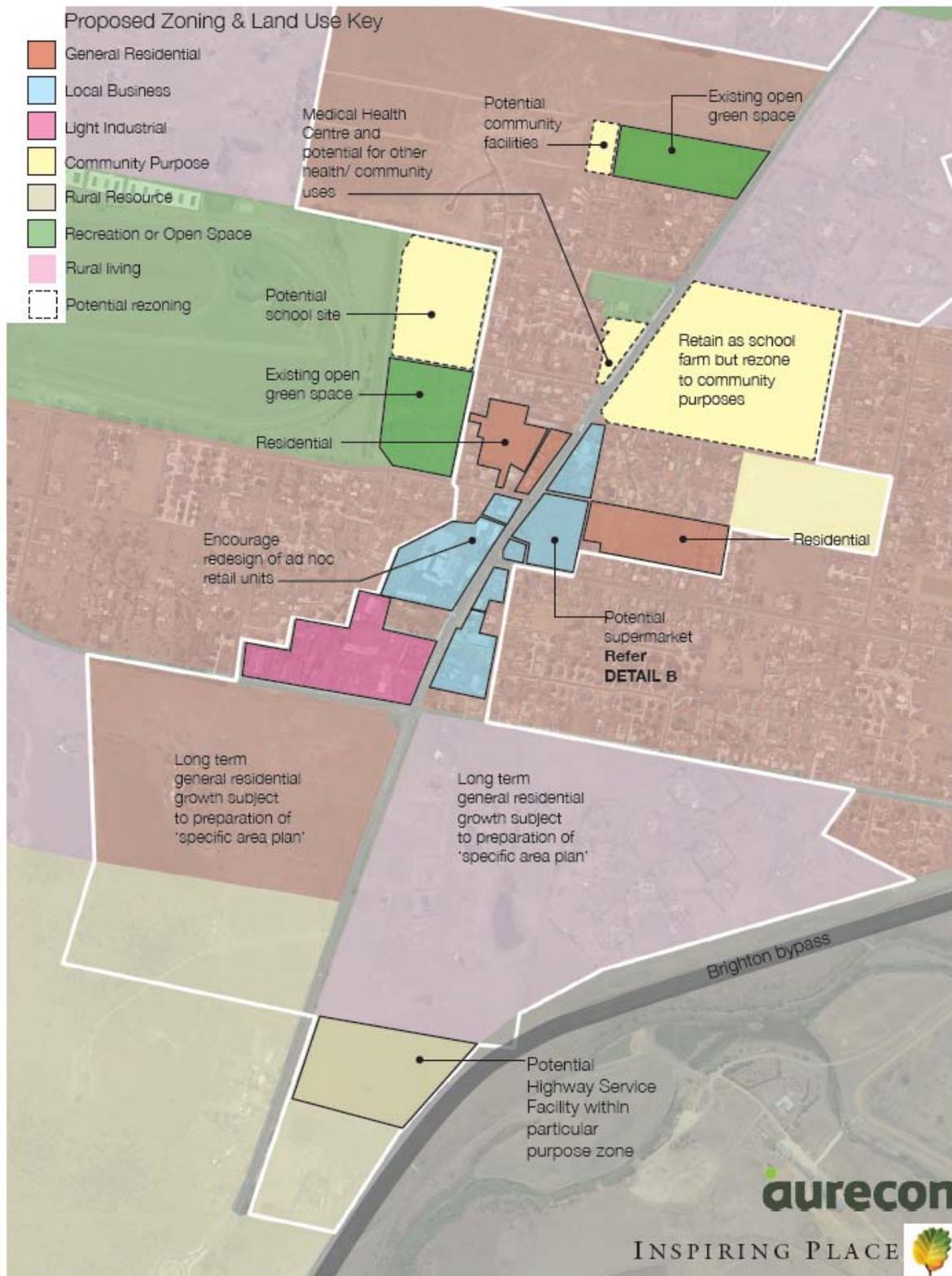
These “givens” include:

- The wetlands at the School Farm site will remain as an important stormwater, visual and community space asset.
- A portion of the site at 510 Midlands Highway will be designated for development as a Highway Services Precinct. Both stakeholder and community consultation has indicated that this is both technically feasible and generally desirable. The development of the site should be subject to conditions relating to visual amenity, heritage impacts and transport safety / analysis.
- The light industrial land uses at the southern end of the township will be zoned for infill light industrial development and be subject to design controls incorporating frontage treatments.
- The site of the existing IGA and surrounding businesses will remain zoned for commercial purposes.
- The existing commercial area directly north of the bakery will remain commercially zoned. It is desirable for this area to be redesigned to be a more cohesive layout.
- The Greenfield Development Precinct will be residential and its future growth pattern will be subject to a Specific Area Plan.
- The former army site will be developed for residential subdivision with a central area of open space and community uses in the remaining army camp buildings.

7.2 Options and Discussions

The Strategic Options are presented below followed by a brief discussion of the merits of each option.

7.2.1 Option 1 – Retain Existing with Minor Changes



North ↑
1:10000@A4
1ha

Brighton Town Centre Local Area Plan OPTION 1- Retain existing with minor changes



Key features: Option 1

Option 1 represents minimal change to the township from its current form.

The key changes include:

- The provision for a Highway Service Facility at a portion of the land at 510 Midland Hwy.
- The vacant commercial land between Andrew St and the Post Office to be the site of a potential future supermarket.
- School farm to be rezoned to reflect its current use.
- A potential site for a future school nominated to the west of the township.

Analysis: Option 1

Manage Growth

Future residential growth will occur within the existing residentially zoned infill sites to the east and west of the Midland Highway, and also within the Greenfield Development Precinct to the south of the township (long term). The opportunity for the development of an aged care facility should be progressed at one of the two infill sites in close proximity to the commercial town centre.

The site for a potential school has been identified to the west of the township to cater for future growth. The suitability or otherwise of this site will need to be assessed by the Department of Education if the need for a new school is established in their demographics study (currently being undertaken). Road upgrades will be required to the west of the township to cater for the increased school traffic.

Sense of Place

Option 1 will have the least impact on the existing township character of the four options. The development of a supermarket at the vacant commercial land and a redevelopment of the existing commercial area to the west of Midland Highway, combined with the implementation of the Streetscape Plan will have an overall beneficial effect on the township, however the option fails to capitalise on the opportunity to create a strong town centre. A small community park could be located centrally if the BP relocates out of town.

The retention of the school farm will continue to give the town a 'rural' character.

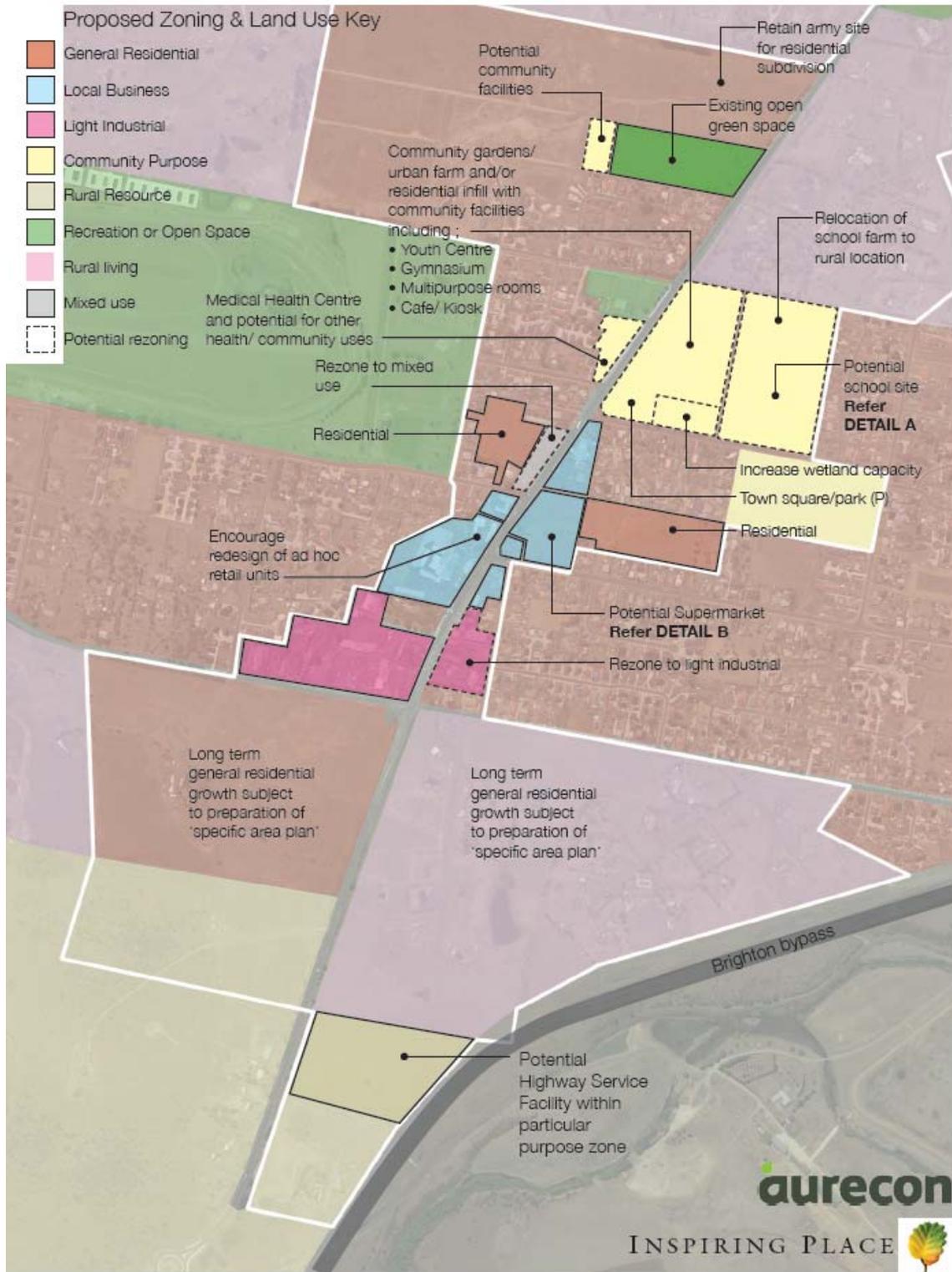
Environmental Objectives

The retention of the school farm in the town centre reflects the strong attachment felt by a number of members of the community in relation to this facility. It does however create a land-use conflict, with rural land uses occurring on a site which is land locked by residential development. This land-use conflict is likely to intensify as densities within the township increase.

Integrate Social Change

This option fails to deliver the community and recreation opportunities represented by the Options 2, 3 and 4, largely due to the lack of available land. The retention of the School Farm recognises the social and educational advantages of this asset to a part of the community; however its retention will result in the lost opportunity to provide comprehensive community facilities in a central location within the township.

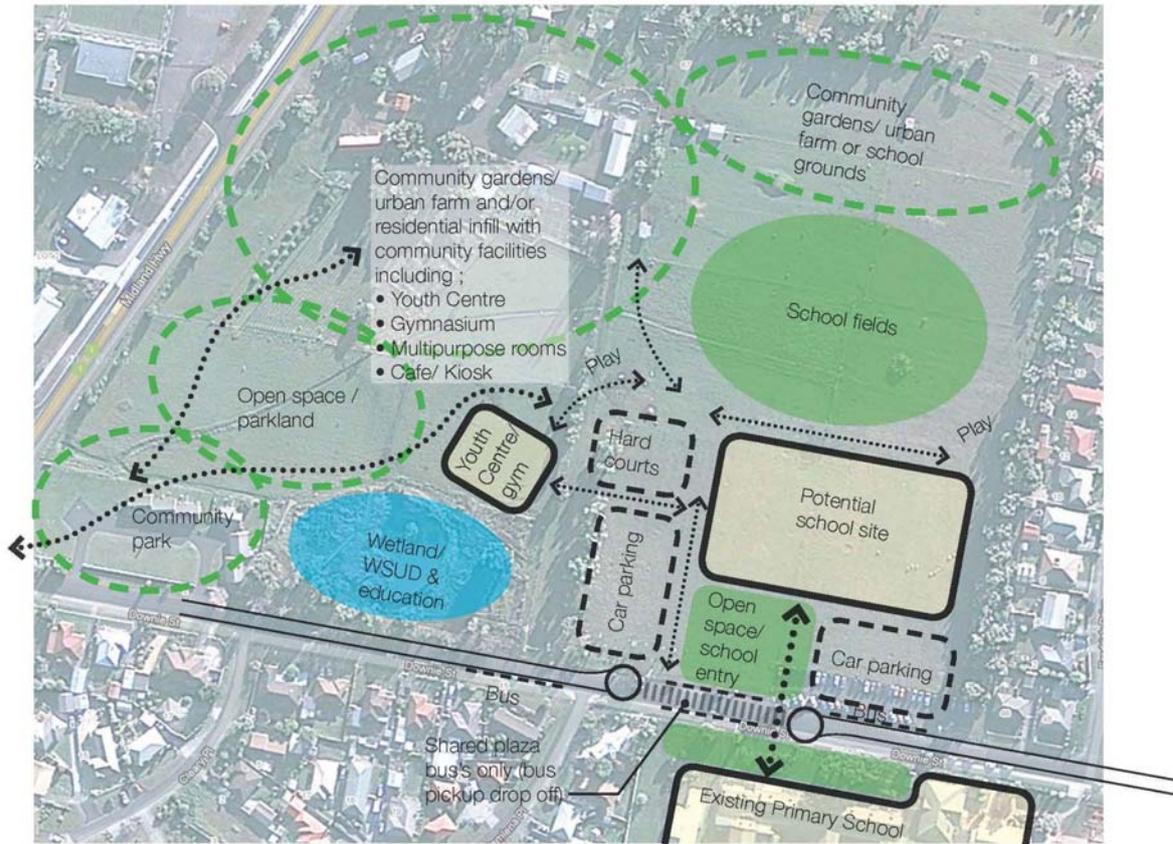
7.2.2 Option 2 – Preferred Directions



North ↑
1:10000@A4
1ha

Brighton Town Centre Local Area Plan OPTION 2 - Preferred Directions

Community Gardens / Urban Farm / School Site
 Potential site plan of functional relationships



INSPIRING PLACE 

North ↑
 1:2500@A4

Brighton Town Centre Local Area Plan
 DETAIL - A

Commercial Infill - Supermarket Option

Potential site plan of functional relationships



INSPIRING PLACE 

North ↑
1:2500@A4

Brighton Town Centre Local Area Plan
DETAIL - B



Key features: Option 2

Option 2 capitalises on the substantial quantities of undeveloped land within the town centre to promote the planning principles.

The key changes include:

- The vacant commercial land between Andrew St and the post office to be the site of a potential future supermarket.
- The relocation of the School Farm to an improved out-of-town location, with the rear portion of the site designated for the future development for a school, and the front portion to be redeveloped for a range of community uses potentially including an urban farm (for both educational, social and environmental benefits), a youth centre, gymnasium, multipurpose rooms and a café/kiosk. These uses will link with a town square adjacent the wetlands.
- The provision for a Highway Service Facility at 510 Midland Hwy.
- A portion of the commercial land at the southern end of the township (eastern side) to be rezoned as light industrial to reflect the range of businesses already operating
- Rezone the residential infill sites in closest proximity to the commercial land uses as inner residential to promote sympathetic infill.
- Rezone the strip of houses between Racecourse Rd and Bedford St to Mixed Use Zone in order to promote a gradual shift to consultant / office based businesses (i.e. chiropractors, dentists).

Manage Growth

Key growth areas will include the residential infill sites and the Greenfield Development Precinct. Should an urban farm / community gardens not be viable, it may be possible to use a portion of the school farm site for carefully sited, high quality housing. This option provides appropriate levels of commercial and light industrial land for future growth and also caters for logical future expansion of educational land uses adjacent the existing primary school. The rezoning of the Midland Highway fronting housing between Racecourse Rd and Bedford St will result in a consistent town centre and will allow for uses which are currently under-represented within the township to set up over time. In particular, it will be beneficial for health related uses to set up in proximity to the proposed health clinic.

Sense of Place

A sense of place will be created through the consolidation of commercial uses into a central township area and the enhancement of community facilities and open space in a location in close proximity to the commercial heart of the town.

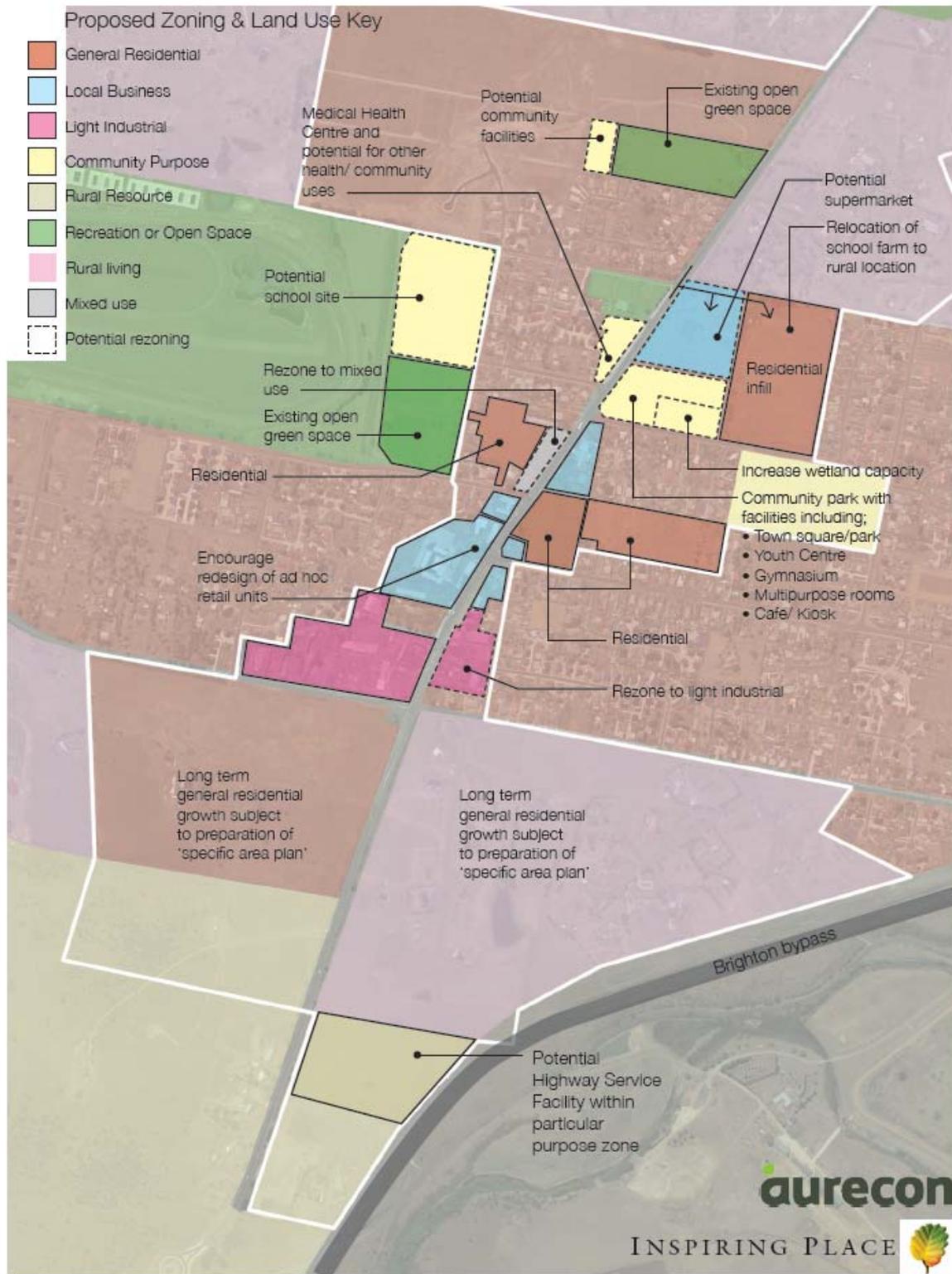
Environmental Outcomes

The proposed layout will result in a township which is highly accessible by pedestrians and cyclists with a high level of walkability. The commercial heart of the town will be located centrally to both existing and future residential development. The relocation of the school farm to a more suitable rural location will remove the land use conflict which presently exists between the agricultural and residential land uses, whilst the retention of an urban farm will allow the history of the site to continue.

Integrate Social Change

The relocation of the school farm creates the opportunity for an extensive community area which will be highly accessible to all. A portion of the site should be retained for an urban farm / community garden which can link into parklands. A youth centre or gymnasium should be encouraged to promote physical activity and recreational opportunities in close proximity to the educational precinct.

7.2.3 Option 3



Brighton Town Centre Local Area Plan OPTION 3



Key features: Option 3

Option 3 provides considerable land for future residential development and represents a more linear town centre.

The key changes include:

- The vacant commercial land between Andrew St and the Post Office to become residential infill.
- The relocation of the School Farm to an improved location, with the rear portion of the site designated for residential infill development, the north-western portion for a potential new supermarket site and the south-western portion for a community park linking into the wetlands and incorporating a range of community uses such as a youth centre or gymnasium.
- The provision for a Highway Service Facility at a portion of the land at 510 Midland Hwy.
- A portion of the commercial land at the southern end of the township (eastern side) to be rezoned as light industrial to reflect the range of businesses already operating.
- Rezone the residential infill sites in closest proximity to the commercial land uses in order to promote sympathetic infill.
- Rezone the strip of houses between Racecourse Rd and Bedford St to Mixed Use Zone in order to promote a gradual shift to consultant / office based businesses (i.e. chiropractors).
- A potential site for a future middle school nominated to the west of the township.

Analysis: Option 3

Manage Growth

This option provides for significant residential infill development in the heart of the township. Commercial growth will be somewhat scattered throughout the township, with a supermarket at the northern-most portion of the school farm site. As with Option 2, the rezoning of the residential properties between Racecourse Rd and Bedford St to commercial uses will allow for a gradual transition in use and provide opportunities for health related uses (i.e. dentists) to locate in proximity to the proposed health care centre. The back-zoning of the commercial land between Andrew St and the Post Office to Inner Residential Zone will prevent an over-supply of commercial land in the township.

Sense of Place

The separation distance between the proposed supermarket site and the existing commercial development will result in an entrenchment of the current ad-hoc development style along Midland Highway. The existing commercial development at the southern end of the township is less likely to benefit from flow-on benefits (i.e. pedestrian traffic) of a nearby supermarket than if it was centrally located. However, the incorporation of a town square, along with the implementation of the Streetscape Plan will assist in creating a sense of place.

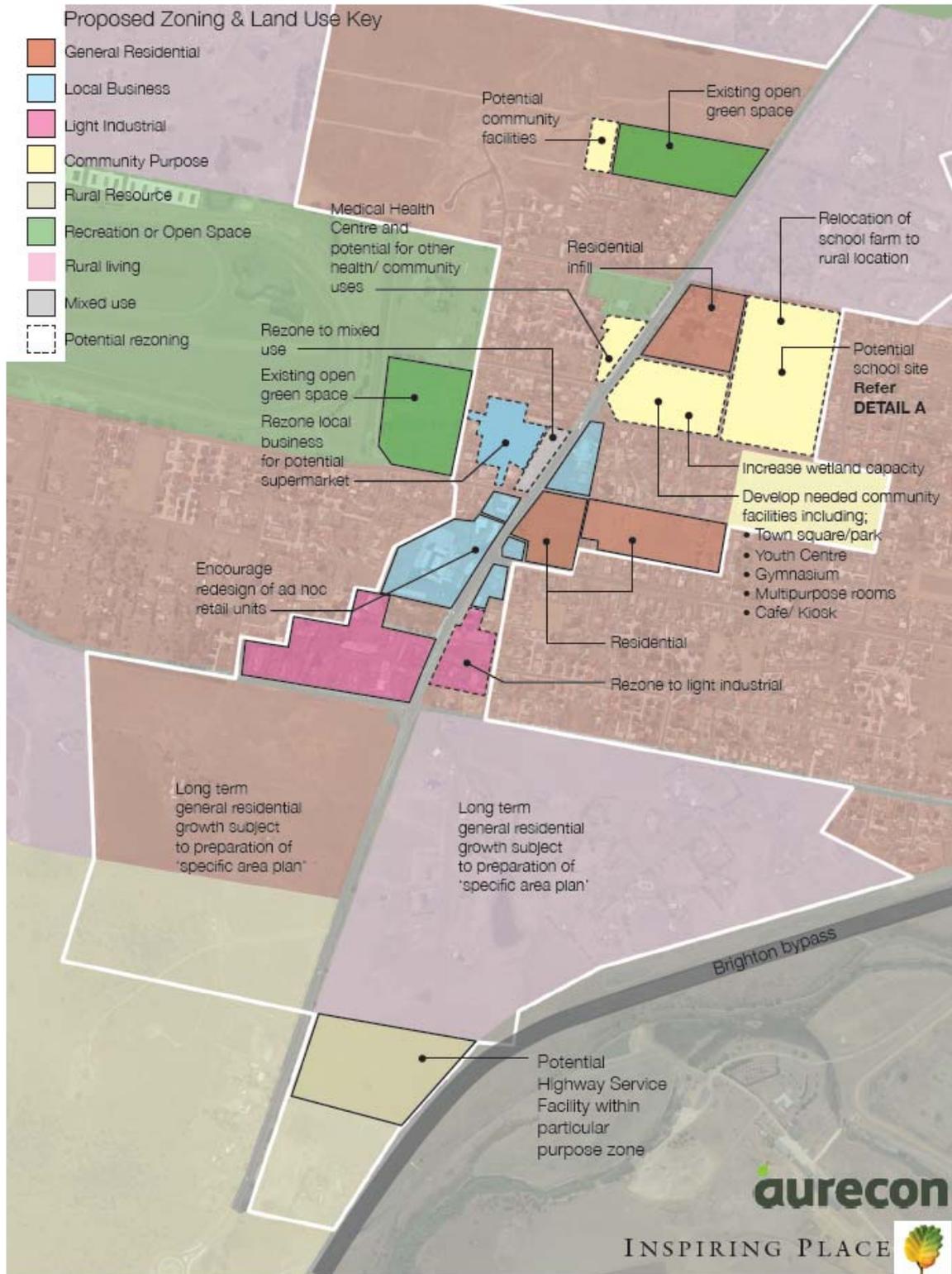
Environmental Outcomes

The relocation of the School Farm to an out-of-town location will result in the removal of the land use conflict between rural and residential uses within the town centre. As with all options, the retention of the wetlands will allow their environmental and educational function to continue.

Integrate Social Change

This option allows for an integrated town square / park with opportunities for associated community and recreational uses in order to allow for positive interaction in the community. There is also provision for a small local park at the site of the existing BP in the event that the service station moves from the town centre.

7.2.4 Option 4



North ↑
1:10000@A4
1ha

Brighton Town Centre Local Area Plan OPTION 4



Key features: Option 4

Option 4 promotes the consolidation of commercial land into a linear formation on either side of the Midland Highway to encourage the creation of a core, and encourages more intensive residential development close by.

The key changes include:

- The provision for a Highway Service Facility at a portion of the land at 510 Midland Hwy.
- Rezoning of the vacant commercial and residential zoned land on the eastern side of the Midland Highway to Inner Residential to facilitate residential development.
- Rezoning of residential land on the western side of the Midland Highway north of Racecourse Road to facilitate the construction of a supermarket and associated commercial development.
- Rezoning of the commercial land on the eastern side of the township entrance to light industrial to reflect the existing use.
- School farm to be relocated to a rural location, and the existing farm site to be utilised for residential infill development, a future middle school, increased wetland capacity and community facilities.

Analysis: Option 4

Manage Growth

Consolidation of the township core will be encouraged through the designation of land for residential development. Commercial development will be consolidated into the existing vacant residential infill land on the western side of the Midland Highway. Although this offers the opportunity to provide for linear commercial development abutting either sides of the Midland Highway, the proposed commercial zoning is made up of a number of land parcels and may result in difficulty in assembly and implementation of any future supermarket.

There is the potential for a new middle/high school within the school farm site. The suitability or otherwise of this site will need to be assessed by the Department of Education if the need for a new school is established in their demographics study (currently being undertaken).

Sense of Place

Although Option 4 will achieve the consolidation of the township core, the existing residential development and infill land proposed for commercial zoning on the western side of the highway may not offer the flexibility to achieve new comprehensive commercial development on larger, less constrained sites. For example the existing vacant commercial land on the eastern side of the Midland Highway which is in one ownership, maintains appropriate proportions and takes direct frontage to the Midland Highway. The local area plan is seeking to facilitate more appropriate commercial development within the township, and Option 4 may present unnecessary barriers in this regard.

Environmental Objectives

The proposed layout will result in a township which is highly accessible by pedestrians and cyclists with a high level of walkability. The relocation of the school farm will reduce land use conflict; however will consequently reduce the environmental values of this area of Brighton Township.

Integrate Social Change

Option 4 provides a balance between growth opportunities and the provision of adequate social infrastructure on the school farm site. The loss of the school farm from the township may have a detrimental social value to the immediate school farm community, however this is considered to be offset by the potential for a larger, more sustainable rural school farm.

8 Objectives & Options Evaluation

8.1 Objectives

The objectives of the Brighton Town Centre Local Area Plan include:

- To develop a clear framework for the future use and development of the township centre.
- To consolidate the township centre and identify a suitable mix and location of land uses.
- To facilitate sustainable commercial growth and consolidate and manage industrial land uses within the township.
- To improve access and movement within the study area for vehicles, pedestrians and cyclists.
- To facilitate urban design and townscape improvements including gateway treatments, wayfinding, landscaping, pedestrian accessibility and streetscape improvements.
- To ensure the design and location of future built form improves township character.

8.2 Options Evaluation

The four options presented in Chapter 6 have been assessed against the Sustainable Planning Principles which were outlined in Section 4.2.3. The summary is presented in Table 5.

| Sustainable Planning Principles – Assessment of Options | | | | | |
|---|---|----------|----------|----------|----------|
| Reference | Information | Option 1 | Option 2 | Option 3 | Option 4 |
| Manage Growth | | | | | |
| Principle 1 | Provide for compact urban forms with intensification in township core. | ✗ | ✓ | ✗ | ✓ |
| Principle 2 | Provide for the orderly development and effective management of change. | ✗ | ✓ | ✓ | ✓ |
| Principle 3 | Improve utilisation of land within existing low density rural living areas. | ✓ | ✓ | ✓ | ✓ |

Sustainable Planning Principles – Assessment of Options

| Reference | Information | Option 1 | Option 2 | Option 3 | Option 4 |
|-------------------------------|--|----------|----------|----------|----------|
| Principle 4 | Provide for a range of housing types including medium density housing in areas close to existing services | ✓ | ✓ | ✓ | ✓ |
| Principle 5 | Positively manage changes to the Brighton town centre as a result of the construction of the Bypass. | ✓/x | ✓ | ✓ | ✓ |
| Principle 6 | Provide sufficient land to accommodate needs in relation to commercial and industrial uses and education and social infrastructure in line with projected population growth. | ✓/x | ✓ | ✓ | ✓ |
| Principle 7 | Locate land uses in relation to each other so as to minimise travel and to encourage usage of other forms of transport aside from the private car. | ✓ | ✓ | x | ✓ |
| Principle 8 | Improve connectivity and accessibility for and between all modes of transport, including active and public transport. | ✓ | ✓ | x | x |
| Principle 9 | Ensure there are not conflicts between uses within and between residential, commercial, industrial and rural areas. | x | ✓ | ✓ | ✓/x |
| Sense of Place | | | | | |
| Principle 1 | Build future retail and community facilities in the core of existing communities so as to build a sense of place. | ✓ | ✓ | x | ✓/x |
| Principle 2 | Discourage standalone “big box” retailing and service centres. | ✓ | ✓ | ✓ | ✓ |
| Principle 3 | Encourage use and development that creates successfully gateway and entry treatments to the township. | ✓ | ✓ | ✓ | ✓ |
| Principle 4 | Promote high quality urban design of buildings, streetscapes and public spaces. | ✓ | ✓ | ✓ | ✓/x |
| Environmental Outcomes | | | | | |
| Principle 1 | Recognise and enhance the essential contributions of biodiversity, habitat protection, and character to the Brighton environment in the planning, management and development of public and private land. | ✓ | ✓ | ✓ | ✓ |
| Principle 2 | Provide appropriate buffers between conflicting uses and at the edge of townships areas to distinguish urban and rural/rural living uses. | x | ✓ | ✓ | ✓ |

Sustainable Planning Principles – Assessment of Options

| Reference | Information | Option 1 | Option 2 | Option 3 | Option 4 |
|--------------------------------|---|----------|----------|----------|----------|
| Integrate Social Change | | | | | |
| Principle 1 | Plan the growth of Brighton to meet forecast demographic changes. | ✓/x | ✓ | ✓ | ✓ |
| Principle 2 | Encourage healthy lifestyles through the provision of recreation opportunities. | x | ✓ | ✓ | ✓ |
| Principle 3 | Recognise the importance of Brighton's heritage assets to the community's identity. | ✓ | ✓ | ✓ | ✓ |
| Principle 4 | Promote positive interaction in the community. | ✓ | ✓ | ✓ | ✓ |
| Principle 7 | Ensure Brighton residents have access to the community, health and education, and ensure that service capacity matches population growth. | x | ✓ | ✓ | ✓ |

Table 5 | Sustainable Planning Principles – Assessment of Options

It is evident from the assessment that Option 2 most closely aligns with the Sustainable Planning Principles. This option also aligns with the objectives of the Brighton Town Centre Local Area Plan and will result in the most cohesive and efficient use of land within the study area. This is directly in line with the objective to consolidate the township centre and identify a suitable mix and location of land uses.

The Strategic Directions which will provide for the achievement of Option 2 are discussed further in Chapter 8. Further detail into actions and implementation measures including the necessary planning scheme amendments will be provided following the finalisation of the preferred option at the completion of the public exhibition period.

9 Preferred Local Area Plan

9.1 Strategic Directions

The aims for the Local Area Plan are to facilitate social, economic and environmental sustainability of the Brighton Township following the bypass, providing for township growth within a consolidated urban form. The township will play its regional role as a rural services centre and opportunities within the urban area will be maximised including existing infill sites. The core of the township will meet the needs of future residents and visitors, and traffic flow will be managed through the creation of pedestrian orientated environments. A series of principles have been developed based on land use planning, public realm and urban design, built form, access and movement and economic sustainability, which respond to each of the key areas. Refer to Appendix C for the Preferred Local Area Plan.

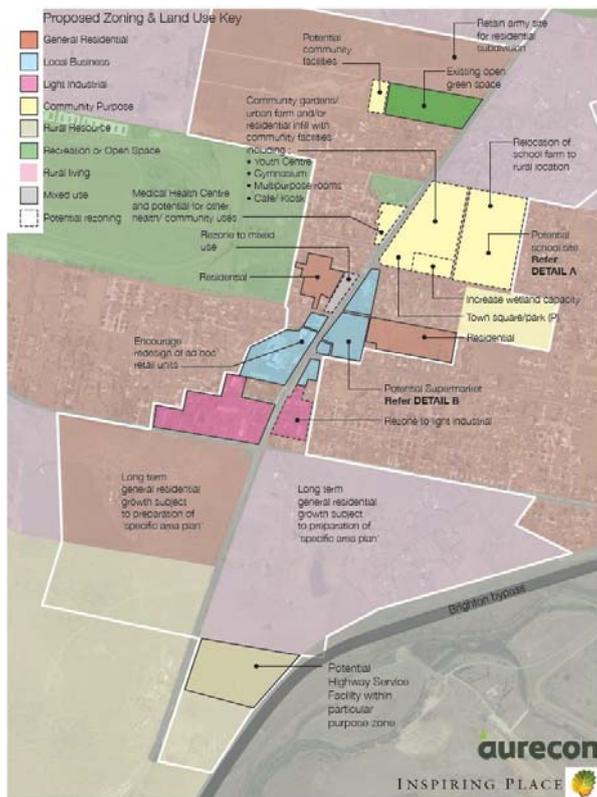


Figure 7 | Preferred Brighton Town Centre Local Area Plan



9.2 Key Area Directions

Former Army Site

Land Use Planning

- Support the continued immediate subdivision and development of the former army site for residential subdivision and development. It is envisaged that the site will accommodate a range of conventional residential and medium density housing options to meet the varied needs of the growing population.
- Discourage the use and development of the former army site for unplanned commercial development that will fragment the existing commercial centre and create an undesirable urban form.
- The former army camp buildings adjoining the existing open green space should be protected by Brighton Council for future community use to address the needs of the growing population. Options to consider include:
 - Youth centre;
 - Gymnasium;
 - Community hall; or
 - Library.

Public Realm & Urban Design

- Protect and manage the existing open space area within the former army site as a key asset to the community at the northern end of the township.
- Reinforce township identity by improving arrival statements/gateway signage at the northern township entry point to Brighton.

Built Form & Density

- Residential subdivision – comprising approximately 300 lots – mixture of single dwellings and medium density development.

Access & Movement

- Construction of a roundabout to service the former army site residential subdivision where the main road entry point intersects with the highway.
- Improve pedestrian connections to commercial centre in-line with the Brighton Streetscape Plan, including the provision of a 3 metre wide concrete footpath/cycle lane on the western side of the highway.

Economic Sustainability

- Discourage the unplanned provision of commercial development at the northern end of the township to protect the viability of the commercial centre. Provision of additional commercial development at the northern end of the township will result in an oversupply of commercial floorspace beyond a level that is sustainable for the township.



Town Centre

Land Use Planning

Encourage the consolidation of the commercial town centre so as to reinforce the township core, creating a focus for future commercial growth, including:

- Retain the extent of commercial land on the eastern side of the highway north of 4 Augustus Street and in-line with the southern extent of commercial development on the western side of the highway. This land represents the core of the township and will assist in consolidating town centre growth.
- Support the development of a new township supermarket and associated commercial development to complement the existing IGA supermarket at the vacant infill site south of the Brighton Post Office.
- It is recommended that existing residential properties on the western side of the Midland Highway at 42-50 Midland Highway be used to frame the commercial development to the east. It is envisaged that these established properties will adopt a mixed function and support the anticipated demand for business services and medical facilities within Brighton.
- Support the creation of a centralised medical centre within the township to service the needs of the growing population. A suitable site has been identified as the existing Council owned land north of Bedford Road, and the site planning phase has commenced. Opportunities to expand into the adjoining Brighton bypass office site should be explored in the future.
- Protect the extent of light industrial land use at the existing southern township entry point to service the light industrial needs of the growing township population. It is envisaged that this area continue to provide localised industrial services such as showroom uses (for example garden tiles, cabinet makers, garden centre and repair services). More intensive industrial uses requiring large land holdings should be directed to the Brighton Industrial Estate and Transport Hub.
- Medium density residential is encouraged to abut the commercial town centre so as to create a sustainable land use pattern and urban form. In particular the vacant infill sites on the western side of the highway at 3 Racecourse Road and on the eastern side of the highway at 12a Andrew Street represent key medium density housing sites, and/or offer the potential to provide accommodation options for seniors, such as a retirement village.

Public Realm & Urban Design

- Ensure that new industrial and commercial development fronting Midland Highway achieves a high design quality and promotes a village feel and an appropriate entrance to the commercial town centre including:
 - Consistent building setbacks to Midland Highway.
 - Provision of appropriate landscaping.
 - High quality design outcomes and streetscape presentation.
 - Control of advertising signage to provide a balance between business promotion and minimising visual clutter.
 - Car parking and service areas to primarily occur at the rear of sites.
- Should the existing BP service station relocate to the highway services precinct, the site is suitably located to host a range of commercial land uses. Any future investigations and the design process should consider the necessary site remediation works. Should full remediation of the site be



unfeasible, the site would be appropriate for a new local park which could act as a community focal point within the commercial centre.

- Support the provision of localised green space on the eastern side of the highway to improve connectivity between commercial uses and residential development further east.
- Implement the recommendations of the Brighton Streetscape Plan within the commercial centre including tree and understory plantings and a consistent palette of furniture and pavement treatments.

Built Form & Density

- Support the redesign of the existing retail units adjoining the bakery and BP so as to provide better streetscape presentation, more efficient provision of commercial floorspace and better management of car parking and vehicle movements.
- New commercial development should occur at a scale that maximises the use of commercial zoned land and meets community needs while respecting the character of Brighton as a rural services centre.
- Ensure that new commercial development including the provision of a new supermarket, provides for suitable streetscape presentation including active street frontages, with services, loading and unloading and car parking to the rear.
- The key residential infill sites should be developed at a density of approximately 25 dwellings per hectare, and are anticipated to achieve the following dwelling yields:
 - 3 Racecourse Road – approximately 35 dwellings
 - 12a Andrew Street – approximately 70 dwellings

Access & Movement

- Implement the recommendations of the Brighton Streetscape Plan within the commercial centre including:
 - Reductions in road widths, turning lanes and intersection radii.
 - Improvements to on-street car parking and pedestrian crossings within the centre.
 - Construction of a 3 metre wide shared cycle/pedestrian path on the western side of the highway and a 1.5 metre wide footpath on the eastern side, linking existing footpaths and re-surfacing.
- Install a pedestrian operated signal crossing on the Midland Highway in proximity to the proposed supermarket location.
- Relocate existing bus stops along current route to integrate with and better serve the proposed land uses (retail and community).
- Gateway type treatments should be developed at the entrance and exit from the town. Such treatments define the built up nature of the town to approaching motorists and can assist in reducing traffic volumes.
- Encourage the development of the Highway Services Precinct in the proposed location, as this will further assist in reducing through traffic from Brighton Town Centre.



Economic Sustainability

- Continue the role of Brighton within the regional hierarchy as a rural services centre. The purpose of the rural services centre, like a neighbourhood centre, is to provide for the day-to-day and convenience needs of residents in the rural municipality and suburbs where day-to-day needs are not served by a major activity centre. On this basis, significant increases in commercial floorspace within or around the township should be resisted.
- Support the provision of at least an additional 1,549m² of retail floorspace by 2032. The type of shops that this is likely to be taken up by include a boutique supermarket, florist, photo processing and frame shop, gift shop, second hand goods shop, antique shop and restaurant and take away food shops.
- Encourage a more rounded provision of commercial uses to support the growing needs of the township population into the future, including a change in the mix of shops, potentially through the redevelopment of the existing centres and the addition of a boutique supermarket within the existing centre.

School Farm

Land Use Planning

Provide for the comprehensive planning and development of the Brighton School Farm site:

- In association with the Department of Education, plan for the relocation of the current school farm and the provision of a new school to service the growing Brighton Township population.
- Support the integration of the existing primary school and future school through the co-location of shared facilities including car parking, open space, outdoor recreation and indoor recreation facilities such as a youth centre or gym.
- Work with the Department of Education, Friends of the Farm, broader community and user groups to establish a more appropriate school farm site within a rural setting and within close proximity to both Brighton and Bridgewater.
- Consider the provision of a smaller urban farm on the site so as to retain the valued rural aspects of the use within the Brighton Township, and a connection to the new rural farm site. The urban farm could provide for the continuation of the current highway bric-a-brac sales, together with community farm days, farmers market/sales of rural school farm produce.
- Alternatively and/or in combination with the urban farm, consider the provision of residential infill development to maximise the central location of the site and aid the urban consolidation of the township.
- The environmental attributes of the school farm should be protected and made available for broader community use, including:
 - Retention and expansion of the established wetlands as an important stormwater function and education opportunity for nearby students.
 - Provision of a new community park and open space on the eastern side of the highway in accordance with the Brighton Open Space Strategy. The community park should be considered in combination with the existing residential units on the corner of Downie Street & Midland Highway, with the potential long term relocation of the units to a more comprehensive senior's residential living site within the township.

- 
- Undertake a detailed master planning process for the site in association with the Department of Education, to identify the preferred mix and type of uses, development density, educational and community facilities and protection of environmental assets within the current school farm site.

Public Realm & Urban Design

- Consider innovative ways to address the shortfall of open space on the eastern side of the Midland Highway. For example an integrated community park, community market gardens, wetlands and urban farm.
- Use public art and storytelling in the development of the community open space, acknowledging the history of the site as a school farm and local importance to the community.

Built Form

- Incorporate rural elements of the farm into future design and layout of the site, including retention of existing vegetation and wetlands, provision of suitable spacing between buildings and opportunities for greater pedestrian movement through the site.
- Retain the valued 'green character' of the school farm site to the Midland Highway as a key element of the image of Brighton and an asset in selling the town for tourism purposes.
- The option of developing an urban farm / community gardens in the north-west corner of the site should only be pursued if community uses at this site are not viable. If this portion of the site is developed for residential infill, this should occur at a development density of approximately 20 dwellings per hectare. This will result in a dwelling yield of approximately 50 dwellings.

Access & Movement

- Traffic calming measures should be installed on Downie Street within the education precinct. These should promote shared pedestrian/ vehicle spaces. The section of Downie Street between the existing Primary School site and the potential Middle School site presents an excellent opportunity to adopt a shared zone with the aim of reducing vehicular speeds and prioritising pedestrian movements in a safe manner.
- Comprehensive Traffic Impact Study to be undertaken prior to any new school being developed at the site to manage traffic impacts to nearby streets.
- Address the current Brighton Primary School car parking shortfalls by accommodating new car parking facilities within the school farm, in association with the new middle/high school.

Economic Sustainability

- Support local enterprise opportunities within the school farm site in order to encourage greater community use of the land and tourism attractors, such as continuation of the existing bric-a-brac sales or provision of a local farmers market selling school farm/community garden produce.

Greenfield Development Precinct

Land Use Planning

- Support the long term release of the greenfield development precinct for conventional residential development, at such time as existing residential zoned land is developed, in accordance with the Southern Tasmanian Regional Land Use Strategy.

- 
- Prepare a specific area plan for the greenfield development precinct to outline detailed planning provisions for the future residential use and development within the precinct, including the comprehensive provision of infrastructure and coordination of various landholdings. The specific area plan should also identify the need for buffers to the bypass abuttal for residential areas.

Public Realm & Urban Design

- Ensure that the presentation of residential properties to the Midland Highway acknowledge their strategic location at the southern gateway to the Brighton Township through the provision of active frontages and consistent building setbacks.
- Investigate the provision of localised public open space within the greenfield development precinct as advocated in the Brighton Open Space Strategy.

Built Form

- Encourage a range of housing options within the greenfield development, ensuring that the development density generally decreases as the distance from the town centre increases. Future residential subdivision should occur at a minimum of 15 dwellings per hectare.

Access & Movement

- Ensure that the future design and layout within the greenfield development precinct enhances community movement throughout the neighbourhood, providing suitable opportunities for pedestrian connectivity with the town centre.

Economic Sustainability

- Discourage the unplanned provision of commercial development within the greenfield development precinct to protect the viability of the commercial centre.

Highway Services Precinct

Land Use Planning

- Support the provision of a highway services facility comprising fuel station and associated localised convenience facilities including small convenience supermarket and associated takeaway food restaurants.
- Control potential off-site amenity impacts to surrounding residential properties including 'The Lodge' to the south and the greenfield residential precinct to the north. In particular, any future land use and development proposal should address the following impacts:
 - Noise
 - Lighting
 - Hours of Operation.
 - Air Emissions.

The development of the site will also need to have regard to a major fibre optic cable which runs along the western side of the Bypass corridor and may require relocation to accommodate access ramps.

- The site falls within the Bridgewater Quarry Buffer and any proposal will need to be referred to the quarry operator to ensure that the proposal does not impact on access to the significant mineral resources in the Horses Head to the south.



Public Realm & Urban Design

- Ensure that the design of any future highway services facility displays the highest quality and acknowledges the sensitivities of the topography of the site. The centre should not dominate the southern arrival point to the Brighton Township from the Midland Highway.
- Reinforce township identity by improving arrival statements/gateway signage at the southern township entry point to Brighton.

Built Form

- Site the highway services centre at the eastern rear of the site so as to maintain visibility of the facility from the Brighton bypass while protecting the urban break between the Brighton Township and the Brighton Industrial Estate and Transport Hub further south.
- Acknowledge the heritage sensitivities of 'The Lodge' to the adjoining south by protecting the open landscape setting of the site and protect views to and from 'The Lodge' from key vantage points as determined by Heritage Tasmania and Brighton Council.

Access & Movement

- Ensure that the design for a highway services precinct meets all transport safety requirements and the requirements of DIER..
- Undertake detailed traffic investigations to the support any proposed highway services precinct, addressing traffic generation, movement and vehicle access considerations.
- Investigate traffic calming opportunities between the Brighton Bypass exit and the entrance to the service station to prevent speeding through-traffic.

Economic Sustainability

- Encourage future uses that are typical within highway service centres, including fuel sales and associated convenience store and fast food restaurants.
- Ensure future uses do not contravene the viability of the Brighton Town Centre.

10 Action and Implementation Plan

10.1 Overview

The illustrated Brighton Town Centre Local Area Plan sets out a vision to guide the future use and development of the study area including the five key areas. In order to achieve the vision a number of actions have been identified that will require intervention from Council, Government departments, authorities, private landowners and stakeholders. The delivery chapter of this report is divided into two sections:

Study area wide initiatives

This section identifies the key local area plan delivery initiatives for the broader study area, outlining the initiative, delivery, timing and responsibility.

Key Areas

The Brighton Town Centre Local Area Plan sets out the future land use and development outcomes for each of the four key sites at a strategic level. Specific follow up will be required in order to progress the recommendations further, as outlined further below.

| Local Area Plan Implementation Table Summary | | | |
|--|--|--|--|
| Local Area Plan Initiative | Initiative Delivery | Timing | Responsibility |
| Identifies a key initiative of the Local Area Plan | Describes how and where the strategy will be delivered (action). | <p>Short: Intervention to be delivered within 5 years.</p> <p>Medium: Intervention to be delivered within 5-10 years.</p> <p>Long: Intervention to be delivered within 10+ years.</p> | Nominates an agency or stakeholder who is key in the delivery of the initiative. |

10.2 Study Area Wide

| Study Area Wide – Actions and Implementations | | | |
|---|---|--------------|----------------|
| Local Area Plan Initiative | Initiative Delivery | Timing | Responsibility |
| Planning Scheme Amendment | <p>Prepare the necessary Planning Scheme Amendment documentation in order to:</p> <ul style="list-style-type: none"> Incorporate the recommendations of the Brighton Town Centre Local Area Plan into the Brighton Planning Scheme; Facilitate the necessary zoning and overlay changes to the Key Areas. | Short | Council |
| Key Area Implementation | <ul style="list-style-type: none"> Progress the recommendations for the future use and development of the key areas (refer to Key Area actions) | Short-Medium | Council |
| Brighton Streetscape Plan Implementation | <ul style="list-style-type: none"> Implement urban realm improvements in accordance with the Brighton Streetscape Plan | Short-Medium | Council |

10.3 Key Areas

Former Army Site

| Former Army Site – Actions and Implementations | | | |
|--|--|--------------|----------------|
| Local Area Plan Initiative | Initiative Delivery | Timing | Responsibility |
| Former Army Camp Buildings – community use | <ul style="list-style-type: none"> Undertake feasibility study to determine the potential for community use of these buildings i.e. youth centre, gymnasium, community hall or library. | Short-medium | Council |
| Rezoning | <ul style="list-style-type: none"> Rezone land directly surrounding the former army camp buildings as Community Purpose Zone. | Short | Council |
| Township Gateway | <ul style="list-style-type: none"> Develop arrival statement / gateway signage at the northern entry to the township | Short | Council |

Town Centre

| Town Centre – Actions and Implementations | | | |
|---|---|--------------|----------------------|
| Local Area Plan Initiative | Initiative Delivery | Timing | Responsibility |
| Rezoning | <p>Undertake rezoning in accordance with the Brighton Town Centre Local Area Plan as follows:</p> <ul style="list-style-type: none"> Land at 42-50 Midland Highway to Mixed Use Zone. Land in between 4 Augustus Street and 2 William Street to Light Industrial Zone, with the exception of the properties at 6 and 8 Augustus Street. Land at 6, 8 and 20 Midland Highway and 2, 14, 20, 24, 26, 28 and 30 Elderslie Road to Light Industrial Zone. The rear of 28 Midland Highway and 51 Midland Highway to Local Business Zone. Land at 1 Bedford Street, 64 and 66 Midland Highway and southern section of adjoining public open space land to be Community Purpose Zone. | Short | Council |
| Engagement with landowners | Engage with key landowners within the town centre to ascertain likely development delivery times and facilitate appropriate development outcomes for key sites i.e. supermarket, ad hoc retail units, large residential sites. | Short-long | Council / Landowners |
| Medical Centre | Continue to progress the development of a medical centre at 1 Bedford Street and explore expansion options to the north. | Short | Council |
| Seniors accommodation | Promote the development of accommodation for seniors in close proximity to the town centre. | Short-medium | Council/Landowners |

School Farm

| School Farm – Actions and Implementations | | | |
|---|--|--------------|---|
| Local Area Plan Initiative | Initiative Delivery | Timing | Responsibility |
| Relocate School Farm | <ul style="list-style-type: none"> Undertake detailed investigations into suitable alternative locations for the school farm. Obtain a suitable property in a rural location in proximity to Brighton and Bridgewater. | Short-medium | Department of Education / Council / Friends of the Farm Committee |
| Investigate feasibility of new School | <ul style="list-style-type: none"> Undertake investigations to determine whether a new school is likely to be required in the Brighton Township. Identify opportunities for co-location of shared community and education facilities with the Brighton Primary School. | Short-medium | Department of Education |
| Planning Scheme Amendment | <ul style="list-style-type: none"> Prepare the necessary planning scheme amendment documentation in order to rezone the school farm to Community Purpose Zone. | Short-medium | Council |

School Farm – Actions and Implementations

| Local Area Plan Initiative | Initiative Delivery | Timing | Responsibility |
|-----------------------------|--|--------------|----------------|
| Specific Area / Master Plan | <p>Undertake detailed master planning for the site in order to:</p> <ul style="list-style-type: none"> Confirm the land use requirements. Identify development density and design principles. Undertake facility planning/ business cases for each of the civic uses. Determine the extent to which existing components of the site will remain (i.e. wetlands). | Short-Medium | Council |

Greenfield Development Precinct

Greenfield Development Precinct – Actions and Implementations

| Local Area Plan Initiative | Initiative Delivery | Timing | Responsibility |
|----------------------------|--|--------------|---------------------|
| Specific Area Plan | <p>Prepare a Specific Area Plan for the Greenfield Development Precinct in order to:</p> <ul style="list-style-type: none"> Provide for the staged development of the area in accordance with infrastructure provision. Provide buffer treatments to the Bypass. Ensuring that residential properties address the Midland Highway frontage. Provide localised public open space having regard to the Brighton Open Space Strategy. Residential development density at a minimum of 15 dwellings per hectare. Efficient access and movement network, including pedestrian connections to the town centre. | Short-Medium | Council / Landowner |
| Gateway Treatment | <ul style="list-style-type: none"> Develop arrival statement / gateway signage at the southern entry to the township | Short | Council |

Highway Services Precinct

Highway Services Precinct – Actions and Implementations

| Local Area Plan Initiative | Initiative Delivery | Timing | Responsibility |
|----------------------------|--|--------------|---------------------|
| Engagement with landowner | <ul style="list-style-type: none"> Engagement with the landowner to facilitate an appropriate highway services precinct design response for the site. | Short-Medium | Council / Landowner |



Highway Services Precinct – Actions and Implementations

| Local Area Plan Initiative | Initiative Delivery | Timing | Responsibility |
|----------------------------|---|--------------|----------------------------|
| Access Strategy | <ul style="list-style-type: none">Develop an access strategy for the highway services precinct in consultation with DIER addressing traffic generation, movement and vehicle access and cyclist safety. | Short-Medium | Council / DIER / Landowner |
| Rezoning | <ul style="list-style-type: none">Undertake a Planning Scheme Amendment to rezone the land as Particular Purpose Zone or create a Specific Area Plan. | Short-Medium | Council |

Appendix A

Study Area Plans





Appendix A

Study Area Plans

Study Area Existing Conditions

Study Area Plan

Existing Land Use

Road Hierarchy

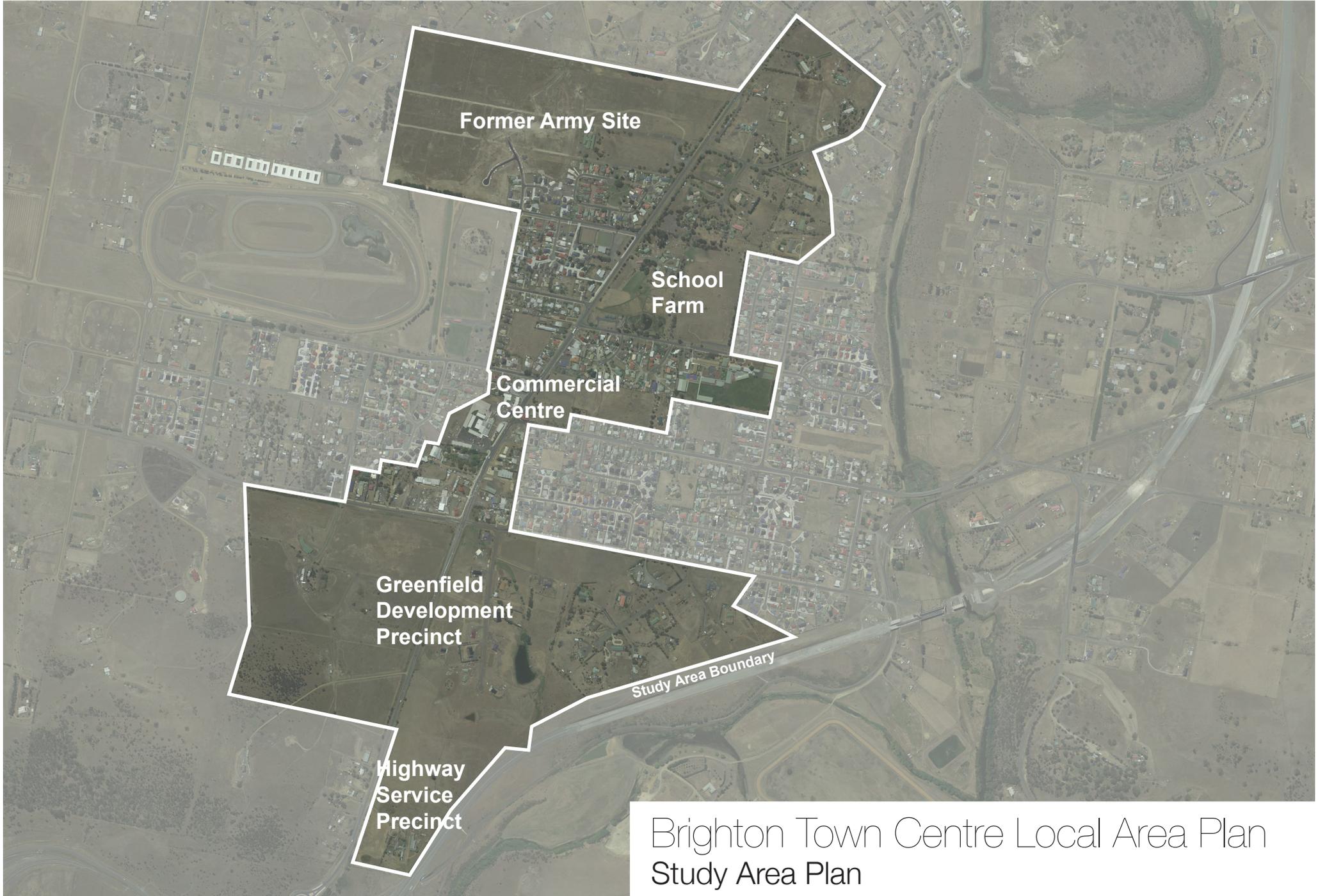
Pedestrian Networks

Streetscape Improvements

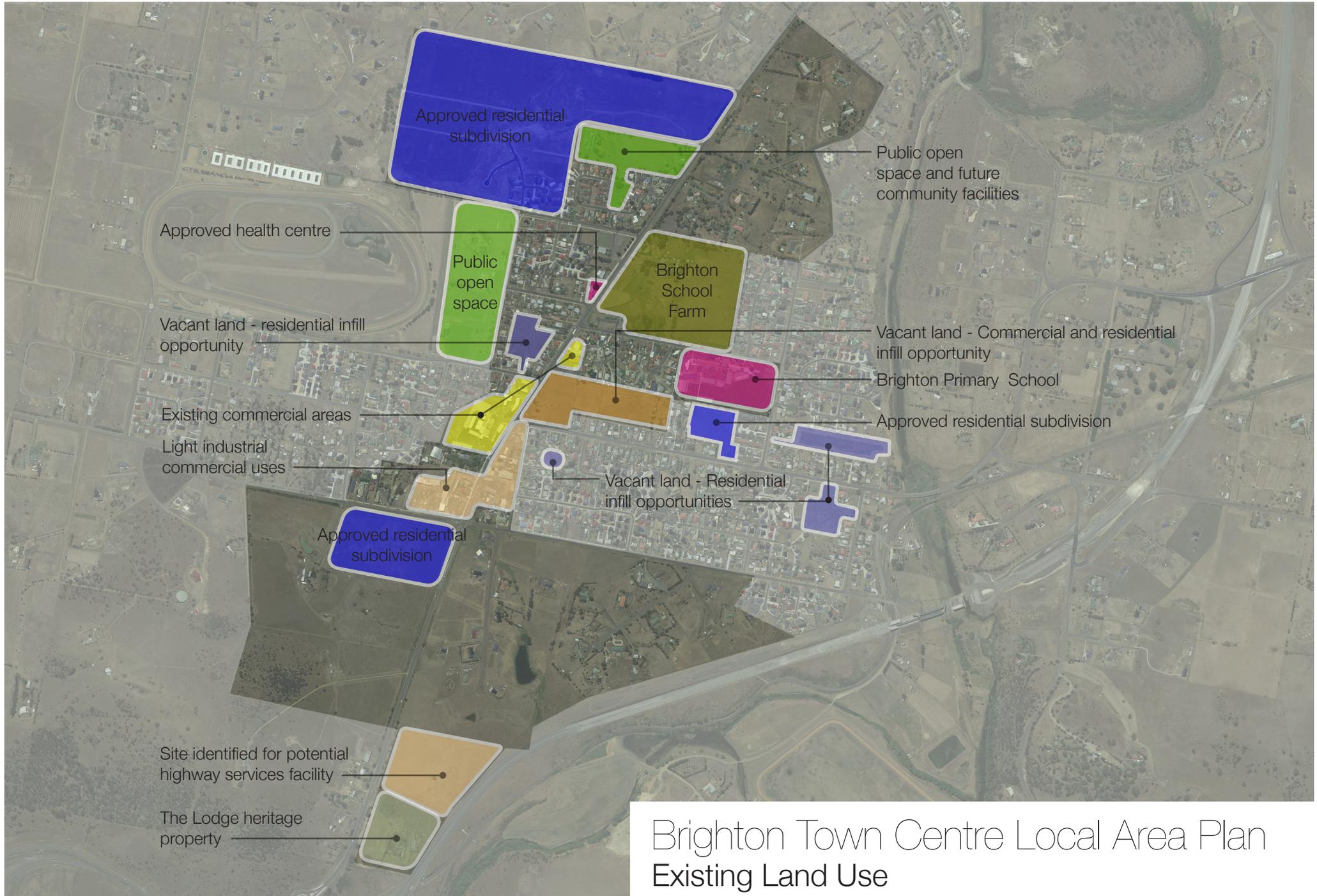
Existing Bus Network

Brighton Streetscape Plan

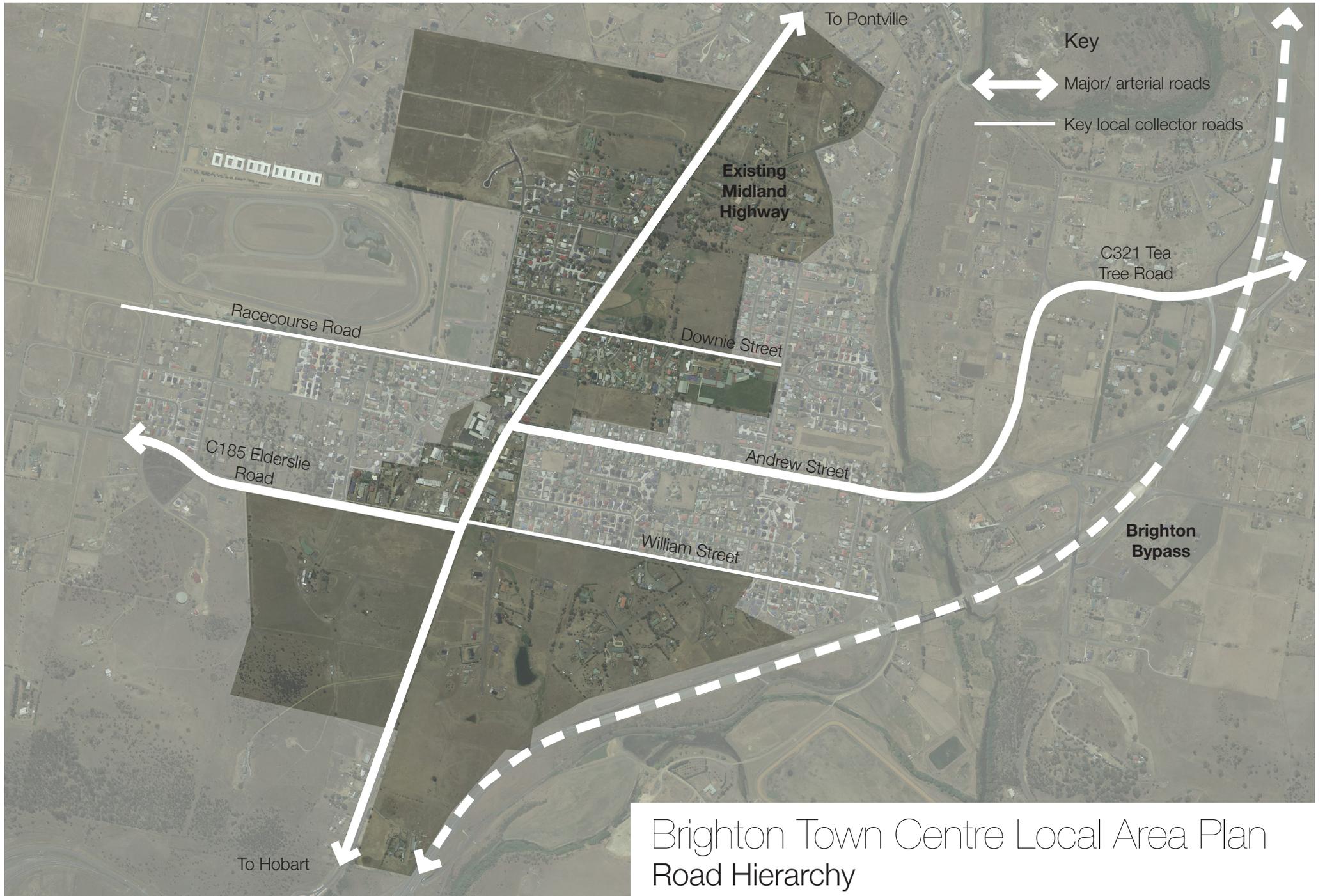
Brighton Open Space Strategy Plan



Brighton Town Centre Local Area Plan
Study Area Plan



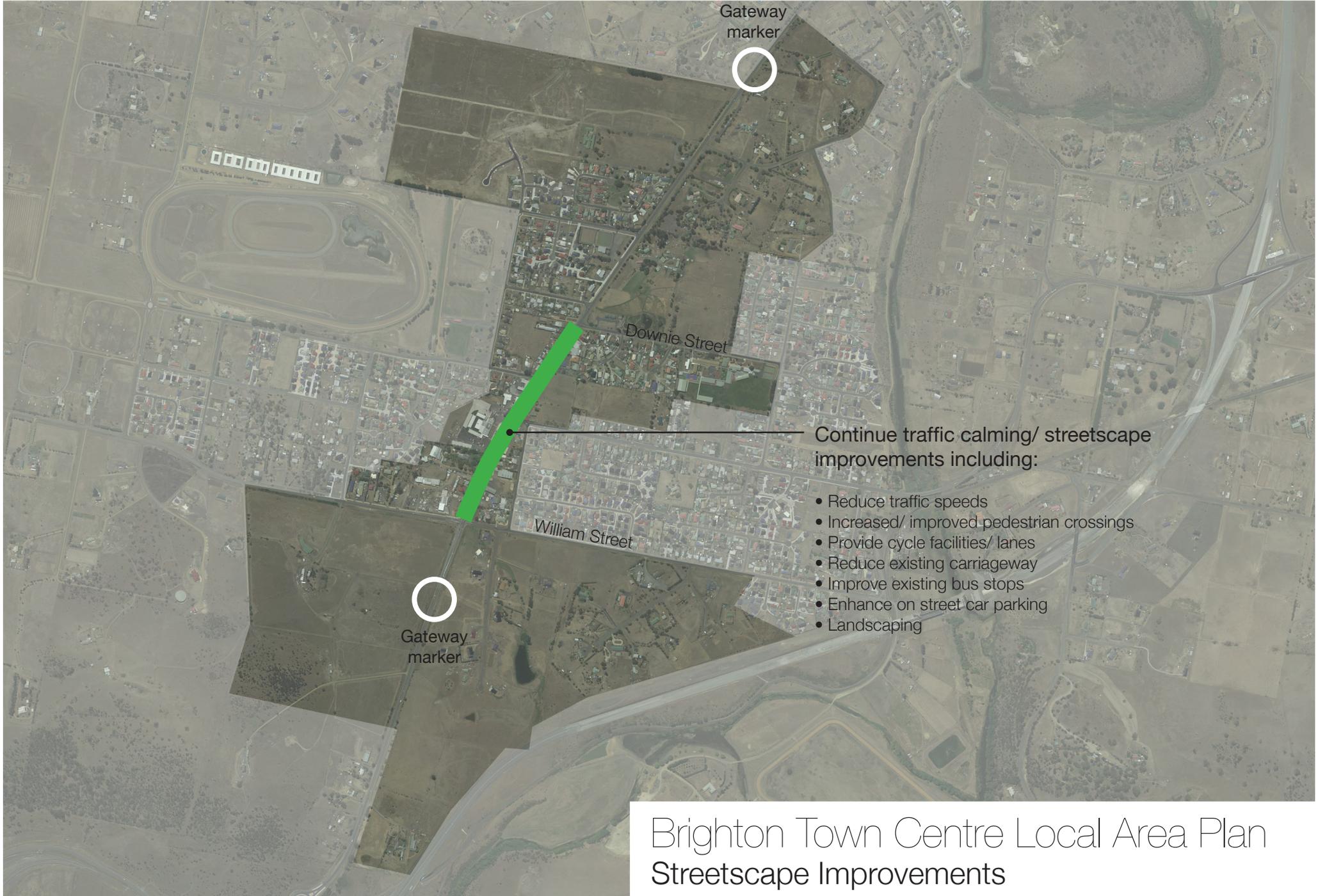
Brighton Town Centre Local Area Plan
Existing Land Use



Brighton Town Centre Local Area Plan
Road Hierarchy



Brighton Town Centre Local Area Plan
Pedestrian Networks



Gateway marker



Downie Street

Continue traffic calming/ streetscape improvements including:

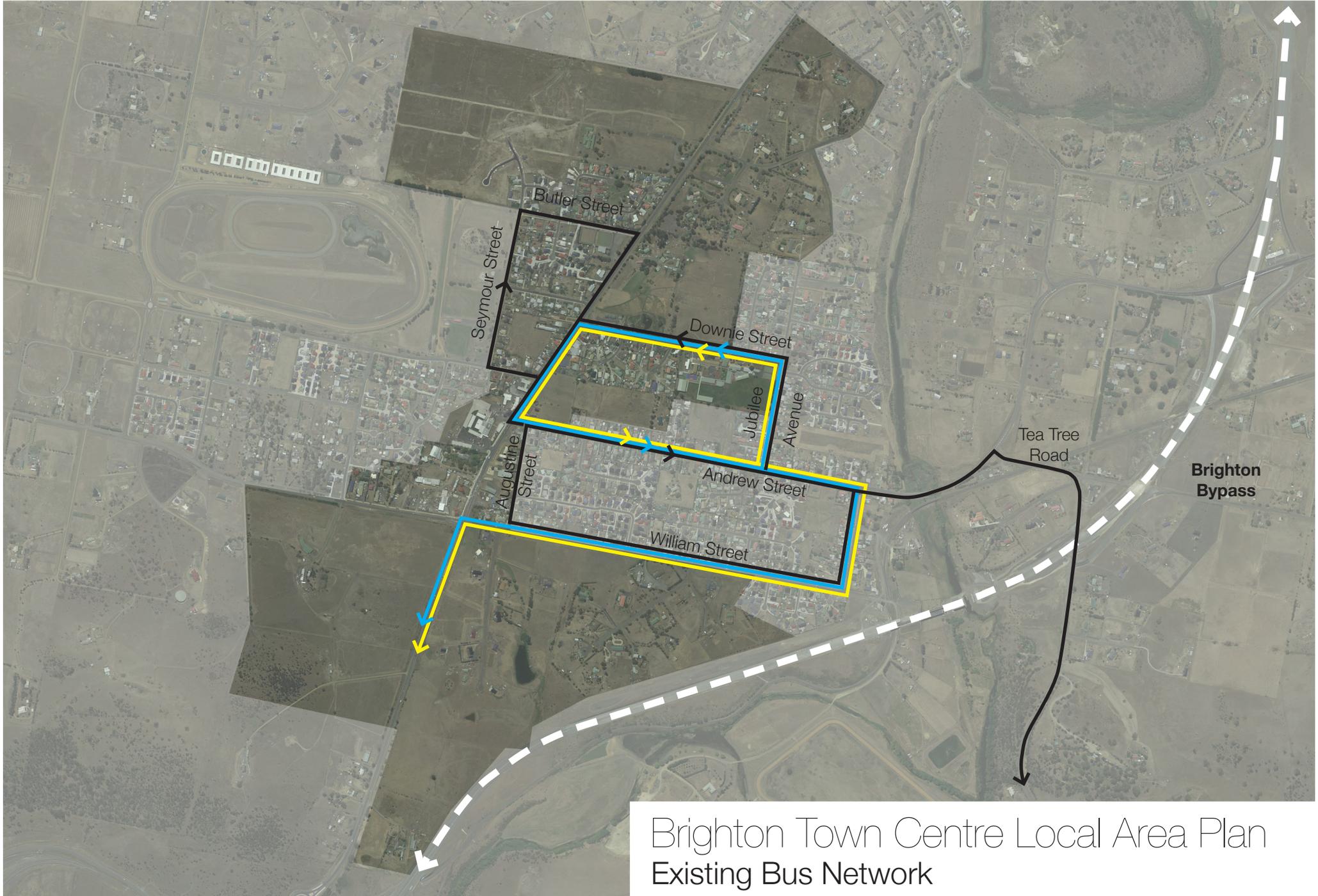
- Reduce traffic speeds
- Increased/ improved pedestrian crossings
- Provide cycle facilities/ lanes
- Reduce existing carriageway
- Improve existing bus stops
- Enhance on street car parking
- Landscaping

William Street



Gateway marker

Brighton Town Centre Local Area Plan Streetscape Improvements

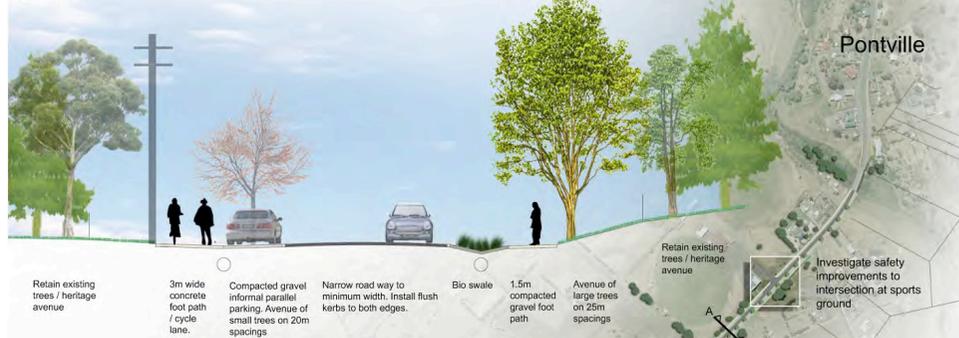


Brighton Streetscape Plan

Master Plan Scale 1:5000@A1

Indicative Section A

Scale 1:100



Vision

The vision for the Landscape Concept Plan for the Brighton Streetscape is to create a place where people to feel proud to live and work; a place that builds business, connects community and the enhances the environment.

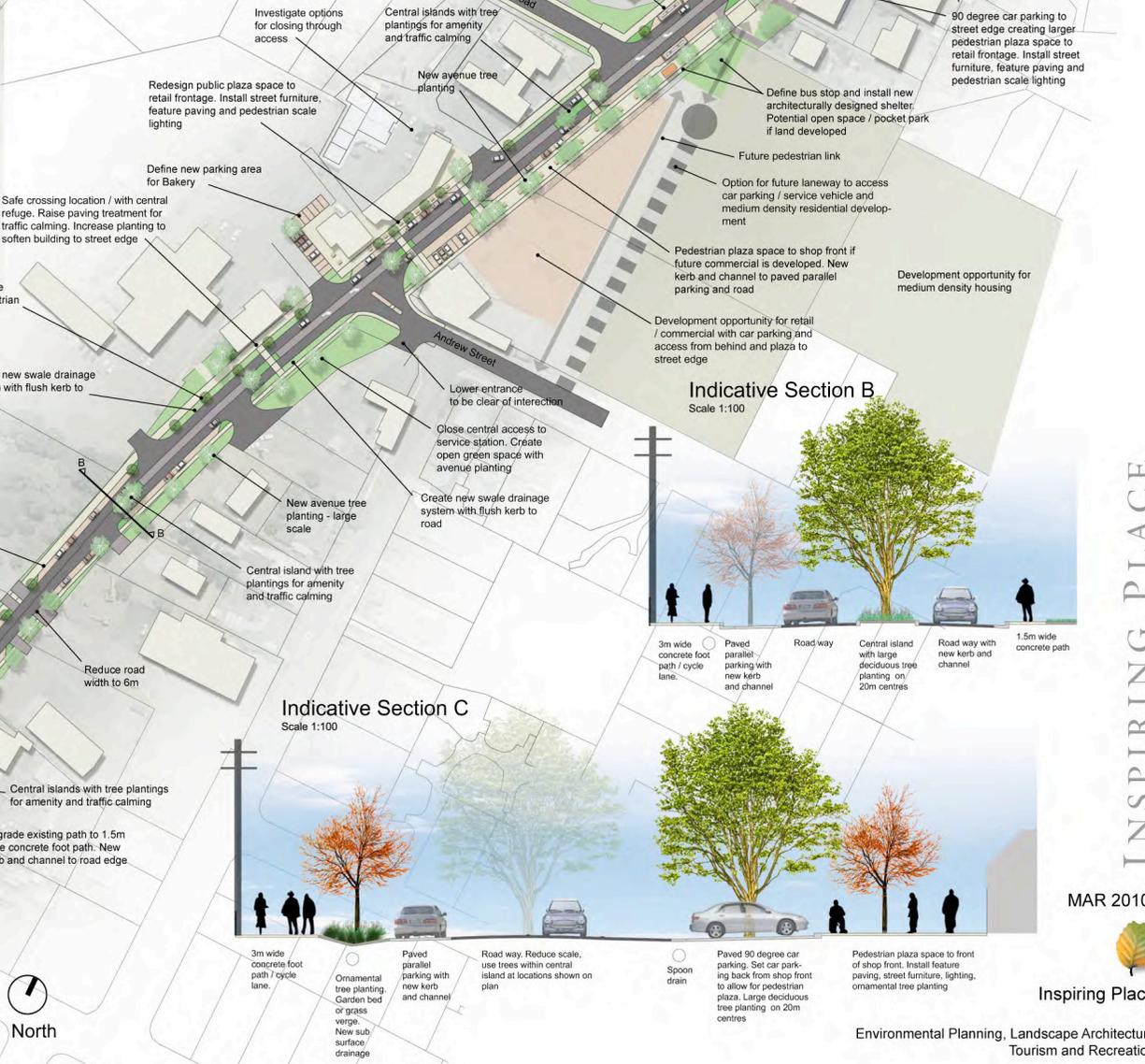


Brighton Main Street Plan

Scale 1:1000@A1

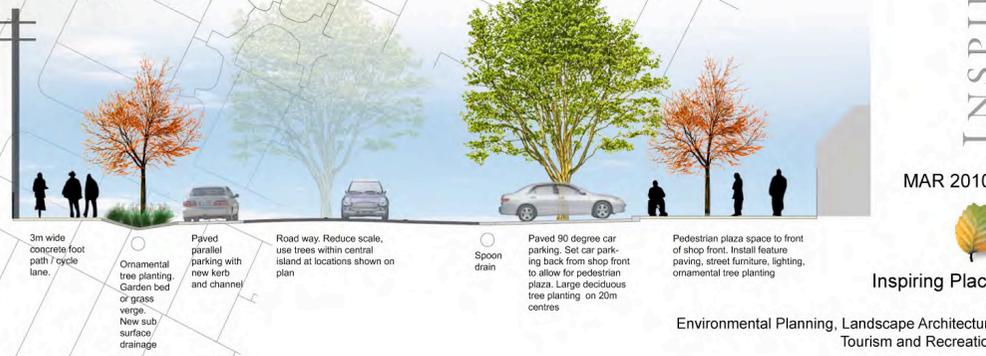
Landscape Treatments

- Lighting**
Investigate pedestrian scale lighting poles (5m) through plaza spaces
- Street Furniture**
Co-ordinated suite of furniture and urban treatments including bench seats, rubbish bins, bollards and signage
- Artworks**
In conjunction with the community identify locations for sculptural installations along the length of the streetscape
- Paving treatments**
Concrete, segmental paving and patterned surfaces



Indicative Section C

Scale 1:100

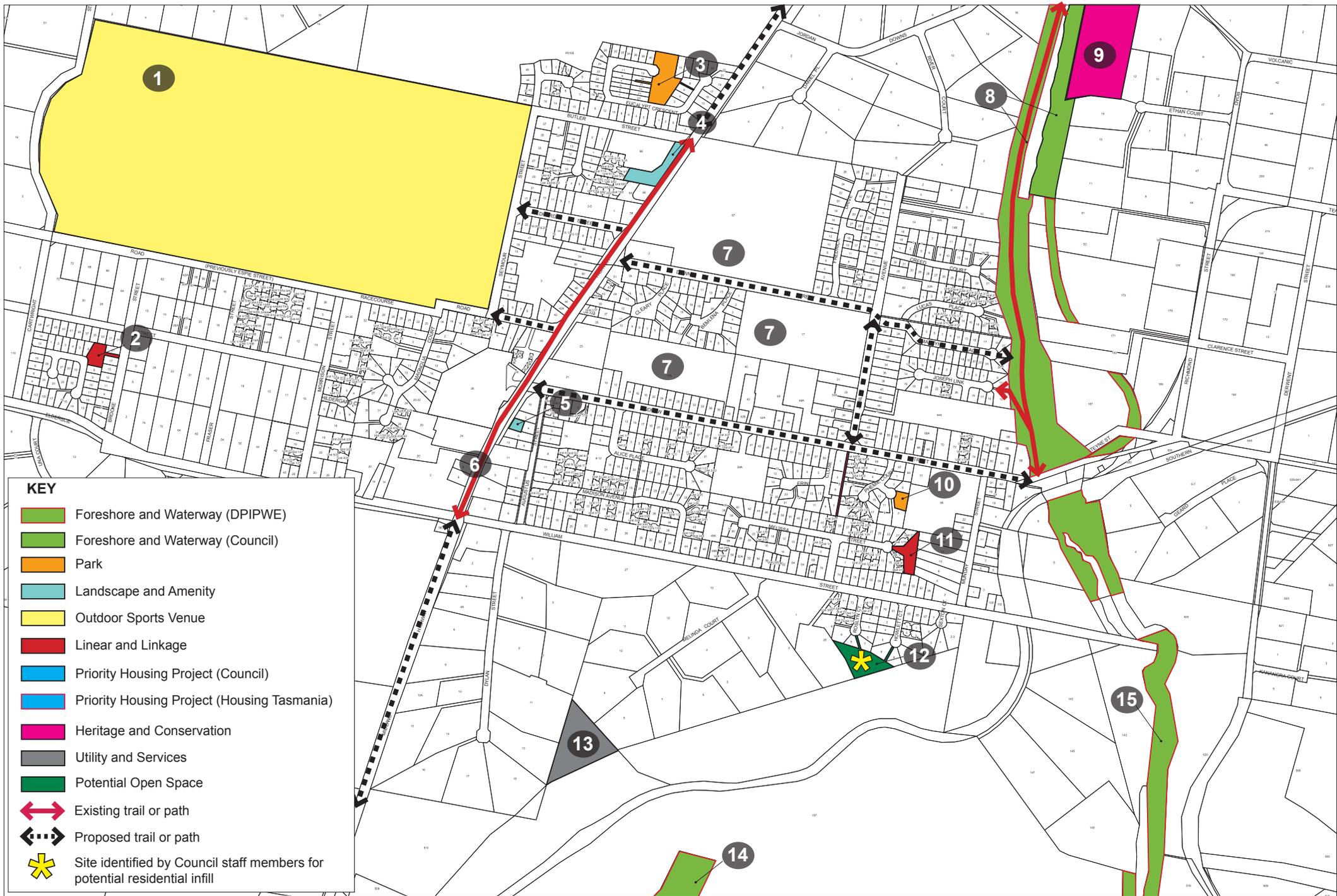


INSPIRING PLACE

MAR 2010

Inspiring Place

Environmental Planning, Landscape Architecture
Tourism and Recreation



MAP 4.9. BRIGHTON OPEN SPACE STRATEGY PLAN

Not to scale

| Brighton (Map 4.9) | No. on Plan | Comment |
|--------------------|-------------|---|
| | 1 | The majority of this large Outdoor Sports Venue is the Brighton Horse Training Complex with associated infrastructure (e.g. yards, stables). The eastern end of the venue accessed off Seymour St. is a multiple use Outdoor Sports Venue with soccer fields, club rooms, and parks with skate facility, basketball hoop, seating, shelter, toilets, parking and basic play equipment. Consider upgrading play facilities (given that this is the only open space area with play equipment in the immediate Brighton area) to strengthen the role of 'Seymour Park' as a district level park. There is a proposal to relocate the school to the Seymour St end of the park in the future. |
| | 2 | Undeveloped open space, handed to Council as part of residential subdivision with concrete path to Brooke Street. Potential to enhance with landscaping and small playground. Could be assessed for sale but should retain link and small developed park and play facilities. |
| | 3 | Small, well presented park, landscaped with ornamental plantings. The park is suitable for passive activities, with seating and open, grassed space. Consider additional tree plantings to provide shade and enhance the visual amenity of the park. Replace the damaged sign. Childcare centre located adjacent to the site. |
| | 4 | Maintain as current use - 'rest stop' with toilets, picnic and parking. There is potential to enhance the landscaping to better reflect recent streetscaping. |
| | 5 | Further investigate the use and tenure of this lot. |
| | 6 | Continue shared path to the north and south of the existing concrete path. |
| | 7 | Consider the development of a community park with play facilities in this general area (eastern side of town centre) following residential subdivision given the existing gap in provision of park and play facilities. |
| | 8 | Riparian reserve along the Jordon River with a trail developed on the western side, connecting to Pontville. Upgrade trail surface if required, and install basic directional signage and/or markers at entries. |
| | 9 | Retain for heritage and conservation management. |
| | 10 | Undeveloped and underutilised open space area that could be upgraded as a local park space with play, seating, landscaping and paths. Currently no developed park space on the eastern side of the town. |
| | 11 | Sloping land that is undeveloped and underutilised. Best upgraded as a linkage in the longer-term with paths connecting to site 9 which has the potential to be a local park. |
| | 12 | Sloping undeveloped public land with poor access. Consider subdividing for residential infill with the revenue used for the improvement of open space facilities in Brighton area. |
| | 13 | Sloping land that appears to be landlocked without public access. Maybe intended to be a drainage line or buffer for the new by-pass. Best used for planting screening vegetation as a buffer to the new highway. |
| | 14 | Riparian reserve along the Jordon River. |
| | 15 | Riparian reserve along the Jordon River. |

Appendix B

Consultation Summary





Appendix B

Consultation Summary

Minutes of Community Workshops

Held 9th August, 2012



Brighton Local Area Plan

Community & Stakeholder Engagement Workshops

9 August 2012

Meeting Minutes

4.30pm Workshop

Attendees

±29 including the project team (4)

and including:

- Rebecca White, MHA
- Tim Morris' MHA Executive Assistant
- Councillor Leigh Gray
- Councillor Phil Owen
- Councillor Moya Jeffries
- Councillor Geoff Taylor
- Luke Henry-Middleton, DIER
- Heath McPherson, Council
- Amanda Byer, Council
- Jacquie Brown, Brighton School Farm
- Chris Hatcher, Aurecon
- Sarah McMaster, Aurecon
- Marianne Stoettrup, Matters More
- Jerry de Gryse, Inspiring Place

Workshop Format

1. Powerpoint presentation (Chris and Sarah) outlining purpose of the project and its objectives, findings from previous work i.e. Brighton Structure Plan, Brighton Townscape Plan, key areas and process outline for workshops.
2. SWOT Analysis undertaken in small round table discussions.
3. Reporting back from each table to the wider group.

SWOT Analysis

Summary of input from Workshop 1:

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none">• School farm has a strong community and education role and provides green space in suburb. Provides a community 'meeting' point. Is a valued resource. It is easily accessible for students from Hobart and caters for youth (teenagers)• School farm wetland has a stormwater function• Brighton sense of community• Variety of residential growth opportunities• School farm is profitable and can provide a community service (i.e buy composting and animals, get advice on sick animals) | <ul style="list-style-type: none">• Fast growing, young families – make sure they are considered (teenagers in particular)• Lack of commercial land• Difficult to consolidate land in the core of the town centre (land adjacent bakery)• Rural residential around town restricts residential development (i.e. area to the west)• Location of school farm within the town centre• Current primary school is at capacity• Over-commercialised and lack of township identity• Poor public transport• Lack of community parks or recreation opportunities for families• Current traffic issues in town centre (i.e difficult to turn right onto Midland Highway)• 'Everyone' shops in other towns, not Brighton• Losing rural aspect• Loss of historical value through development of army site• Not enough facilities and services for teenagers |
| Opportunities | Threats |
| <ul style="list-style-type: none">• Consolidate commercial centre between William and Downie Streets – which will be easily accessible after the bypass opens.• Open up the school farm more for community use i.e. community garden in the school farm.• Commercial land urgency and the availability of the army site for potential commercial development• Land available for a highway services precinct - keeps the heavy vehicles out of the town• Potential for infill residential development at Dylan Street and William Street• Highway Services Precinct and bulky goods retailing south of township | <ul style="list-style-type: none">• Loss of township history of being on the rural fringe• Housing density – high density/ medium density (high density is not suitable)• Council amalgamation• Unplanned retail development at Highway Services Precinct• Premature commercial development at army site• Jordan Downs becoming residential zone• There may already be fuel service facilities for heavy vehicles within the Transport Hub which will affect viability of Highway Service Precinct• Quiet lifestyle threatened by growth and density• Not enough commercial in the township for future growth |

- Greenfield Development Precinct has the potential to accommodate conventional residential subdivisions (landowner agreement)
- Jordan Downs becoming residential zone
- Education opportunities for growing population
- Location is accessible to all of the state – good location for a large store like IKEA
- Would like to see Coles/Woolworths at the Army Site
- Move light industry to the industrial estate
- Reduction of heavy traffic through township
- Build another school / extend the current school
- To keep the existing centre as the 'CENTRE' so all commercial development is central
- School farm as community space / recreational
- To maintain the character of Brighton community spirit/ history (the town grew from its agriculture and military history)

- Buffer Zone to quarry will restrict future growth to the south.
- Reduced trade for business due to bypass
- Lack of alternative location for farm
- High school in town centre
- Loss of rural character – danger of becoming a 'faceless' suburb rather than a town of character

6.30pm Workshop

Attendees

±45 including the project team (4)

and including:

- Councillor Leigh Gray
- Councillor Phil
- Councillor Geoff Taylor
- Chris Hatcher, Aurecon
- Sarah McMaster, Aurecon
- Marianne Stoettrup, Matters More
- Jerry de Gryse, Inspiring Place

Workshop Format

1. Powerpoint presentation (Chris and Sarah) outlining purpose of the project and its objectives, findings from previous work i.e. Brighton Structure Plan, Brighton Townscape Plan, key areas and process outline for workshops.
2. SWOT Analysis undertaken in small round table discussions.
3. Reporting back from each table to the wider group.

SWOT Analysis

Summary of SWOT Analysis from Workshop 2:

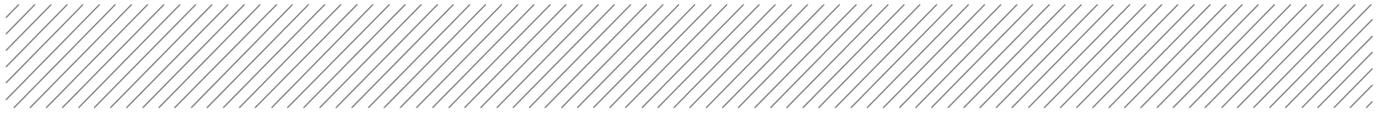
| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none">• School farm is the 'backbone' of Brighton – social and educational values. Is important in its current location.• New medical centre to come• Bypass Road• Land available for residential• Equestrian facilities• Proximity to Jordan River• The Shell is in a good location for a local service centre.• Parks and Playgrounds• Walking and cycling tracks• Primary education within township• Ample open space for future development | <ul style="list-style-type: none">• Lack of public transport• Traffic around the primary school• Not enough restaurants or cafés (indoor and outdoor dining opportunities)• No core of shopping area• No community centre – currently many people go to Hobart for mother's groups.• School farm in the town centre• Trucks fuel up in township (should be out of town)• Want a major supermarket in Brighton in a central location, currently most people shop out of town. Recommended the vacant commercial land between the chemist and the corner shop)• Insufficient indoor or outdoor open space for adults and children• Limited facilities for elderly• Disjointed and poorly planned township – ad hoc development• No youth activities or 'hang-out' areas.• Shortage of child care• Light industrial in township• More trees needed• Scattered businesses• Not providing suitable homes for senior citizens• School farm does not provide links with horse racing or the wider agricultural employment industry.• School Farm underutilised due to DoE not encouraging other school students to use the facilities.• Need more open spaces. |
| Opportunities | Threats |
| <ul style="list-style-type: none">• Build a high school at the School Farm site to service growth• Little athletics in Bridgewater is at capacity. Approximately 200 children attend, mostly from regional areas. They don't have a 400m track, a new facility could be provided in Brighton• Would like a public pool in Brighton | <ul style="list-style-type: none">• The community is not part of the Jordan River community for school purposes and shouldn't be considered as such.• The community rejected the opportunity for a middle school about 5 years ago because they would prefer a high school• Investors are buying up lots of the properties, not young people / first |

- Want a sports centre and exercise facilities (potential location towards the soccer oval). Also YMCA, indoor basketball, gym. Should be linked to the town within walking distance
- Available space for township infill opportunities
- Regional school farm could cater for a larger audience and provide better farming operations and opportunities for student accommodation
- Light rail into Hobart using existing rail reservation
- Land available for Highway Services Precinct
- Traffic calming measures such as roundabouts can be installed when the Midland Highway is taken over by Council
- Range of lot sizes – don't want too many small allotments
- Retirement village at the infill site between Racecourse Rd and Bedford St
- Redevelop racecourse – race days etc.
- Opportunity for river walks
- Reduction in heavy vehicle traffic through township
- Connection between primary school and school farm site
- Additional car parking on school farm site
- School farm frontage to become commercial (buffer between students and highway)
- Use native plants for landscaping
- School farm site to be used for other schools or colleges
- Mountain bike tracks near the racecourse
- Open up the rear of the school farm for 'overnight' accommodation for school groups and excursions. Encourage and teach horticulture and animal welfare
- Have a regular weekend market at the School Farm site

- home-buyers. Many units in poor condition by tenants.
- Combined primary school / potential high school traffic issues
- Removal of farm will degrade rural feel of the town.
- Bridgewater Bridge not always functional
- Small low cost housing needs to be controlled
- Threat to lifestyle i.e. hobby farmers becoming unit developers
- Over-commercialisation with no consistency to development.
- Population growth
- Minimum lot size needs to be controlled – not too small
- Growth offsets loss of highway traffic
- Limited employment opportunities in the township
- No central location for meeting and shopping
- Future residential development is a threat to the school – no parking space
- Loss of the school farm
- Too many out of area children to Brighton Primary (it's already at capacity)
- Poor decisions by Council and opportunistic developers will result in a poor township
- Don't need another high school in the municipality as JRLF just built one.
- Residential blocks are too small – should be 900sqm for one house only

Appendix C
Preferred Local Area Plan





Appendix C

Preferred Local Area Plan

Proposed Zoning & Land Use Key

- General Residential
- Local Business
- Light Industrial
- Community Purpose
- Rural Resource
- Recreation or Open Space
- Rural living
- Mixed use
- Potential rezoning

Medical Health Centre and potential for other health/ community uses

Community gardens/ urban farm and/or residential infill with community facilities including ;

- Youth Centre
- Gymnasium
- Multipurpose rooms
- Cafe/ Kiosk

Rezone to mixed use

Residential

Encourage redesign of ad hoc retail units

Long term general residential growth subject to preparation of 'specific area plan'

Long term general residential growth subject to preparation of 'specific area plan'

Potential Highway Service Facility within particular purpose zone

Potential community facilities

Retain army site for residential subdivision

Existing open green space

Relocation of school farm to rural location

Potential school site
Refer DETAIL A

Increase wetland capacity

Town square/park (P)

Residential

Potential Supermarket
Refer DETAIL B

Rezone to light industrial

Brighton bypass



INSPIRING PLACE



1:10000@A4



Brighton Town Centre Local Area Plan OPTION 2 - Preferred Directions



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Swaziland, Tanzania, Thailand, Uganda,
United Arab Emirates, Vietnam.