Brighton going places

ATTACHMENT
AGENDA ITEM **14.8**

Brighton Activity Centre Strategy

Draft for Consultation

MARCH 2025

mesh

PREPARED BY MESH IN PARTNERSHIP WITH GEOGRAFIA

Geografia

We acknowledge the traditional owners who once walked this country, the Mumirimina people, the original custodians of the skies, land and water of kutalayna (Jordan River). We forward our respect to the palawa/pakana (Tasmanian Aboriginal) community as the traditional and original owners of lutruwita (Tasmania).

Brighton Activity Centre Strategy

Draft for Consultation

CLIENT	BRIGHTON COUNCIL
PROJECT	**Brighton Activity Centre Strategy Draft for Consultation**
VERSION	02
PREPARED BY	Mesh in partnership with Geografia
REVIEWED BY	Geografia
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Why is an Activity Centre Strategy needed?

Brighton's population has grown faster than anticipated over the past decade, leading to an increase in light industry and commercial jobs.

The municipality of Brighton is increasingly serving a dual role: it not only acts as a key rural hub for nearby communities but also services the Greater Hobart area and becoming a more important provider of commercial and community services. This growth presents both new challenges and opportunities in terms of urban planning and service delivery.

To adequately address the rapid population growth, outer-urban location, and distinctive demographic and economic requirements, the Brighton Municipality requires an Activity Centre Strategy for efficient service planning.

What is an Activity Centre?

Activity Centres are places where people go to shop, work, eat, play and meet. It can include places where you access key services such as government agencies, postal services, schools or health services. They are often described as community hubs or shopping centres. An example of an activity centre is Green Point or Cove Hill in Bridgewater, Glenorchy or Brighton Road.

What is an Activity Centre Strategy?

An Activity Centre Strategy is a plan to guide the development and management of activity centres. These strategies set the hierarchy of centres within a municipality, region or state and recommend planning tools to guide how the centres grow over time to best meet the community needs. A hierarchy of centres facilitates synergies and efficiencies and avoids unnecessary competition between centres.

What is the purpose of the Brighton Activity Centre Strategy?

The strategy aims to guide and support a network of vibrant, multi-functional activity centres that integrate residential, community, cultural, recreational and economic uses to meet community needs through 2046.

How will the community inform the strategy?

The community and key stakeholders inform the draft strategy in two key consultation phases.

Phase 1 occurred between 21st October and 4th November. It captured themes to draft recommendations for the hierarchy and each centre, and gathered insights on how people interact with each centre and the aspirations of industry stakeholders.

Phase 2 is anticipated to take place in March 2025. Phase 2 consultation will seek community, industry stakeholders and government agencies input on the draft strategy and activity centre hierarchy.

Context

The municipality of Brighton, situated in Southern Tasmania at a regional level and within Greater Hobart at a metropolitan level, occupies the eastern bank of the Derwent River to the north of Hobart.

It comprises five urban and three rural suburbs, with the majority of its population concentrated in Bridgewater, Brighton, Gagebrook/Herdsman's Cove, and Old Beach.

Brighton is anchored by two crucial road networks of state and regional importance. The Midland Highway serves as Tasmania's primary freight and passenger link, connecting Launceston to Greater Hobart. The East Derwent Highway runs along the river's eastern shore, linking the Midland Highway to Rosny Hill Road.

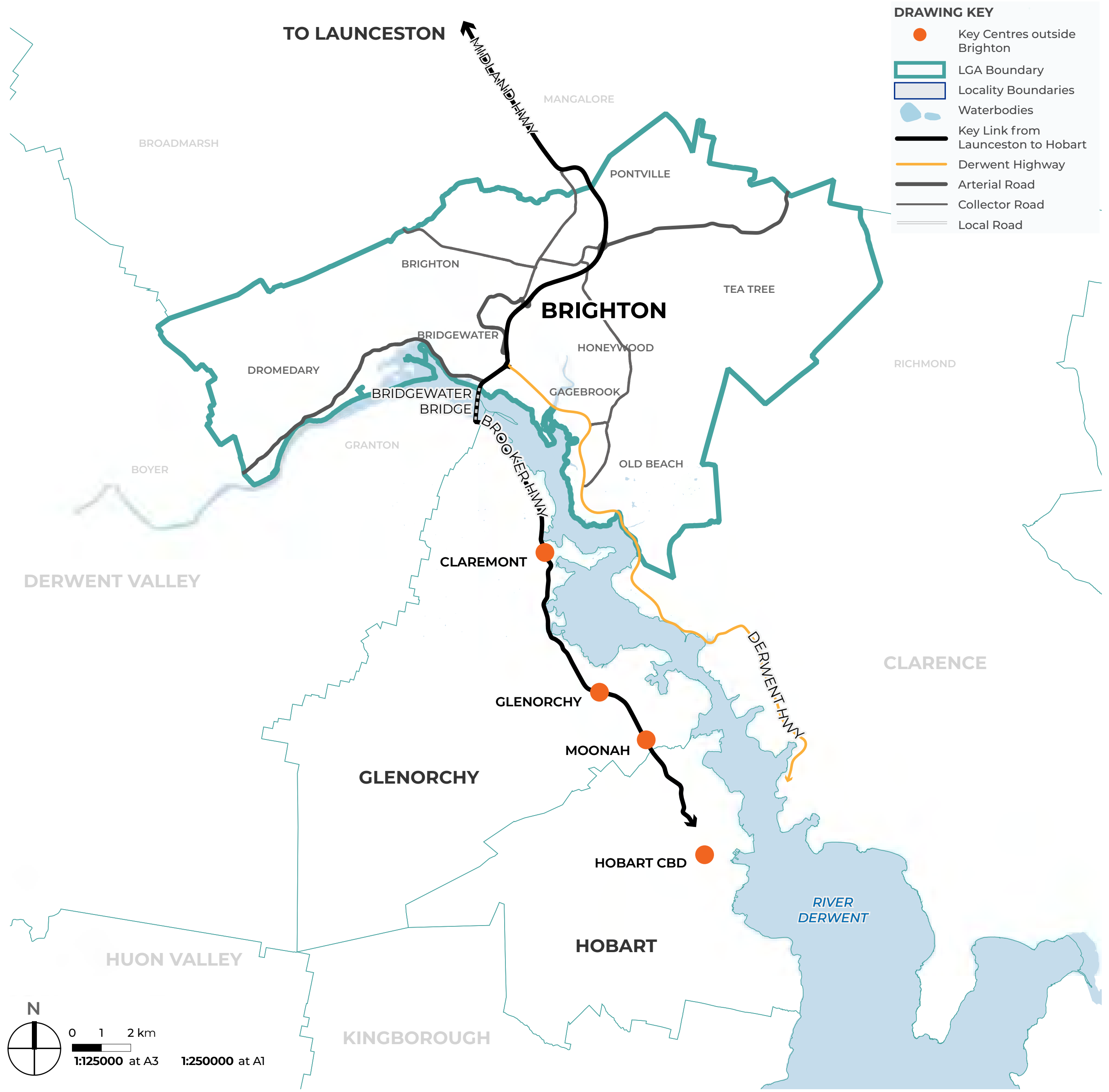


Figure 1. Regional and LGA Map

Demographics

Population and Growth

Since 2016, Brighton and Sorrel have demonstrated the highest proportional growth in the southern region and Greater Hobart, increasing by 21% and 19% respectively.[1]

As of 2022, Brighton's municipality population stands at approximately 19,998 (Profile Id 2023).

Employment

Economically, Brighton's growth and employment are driven primarily by industrial activities such as transport and warehousing, facilitated by its substantial industrial land area - the largest in the region.

The municipality currently hosts 853 active businesses with key employment sectors including agriculture/food manufacturing, accommodation and food services, and public administration and safety.

Brighton has experienced a considerable increase in the number of light industry jobs. Notably, at 590 jobs, Transport, Postal and Warehousing is now the largest industry in the municipality (up by 121% From 2011).

Despite these economic strengths, Brighton faces significant socio-economic challenges, evidenced by the highest levels of disadvantage and rental stress of the region.

How do people get around?

Brighton residents rely on private vehicle travel as their primary mode of transport. Public transport options available in the municipality are limited to bus routes providing connections with Hobart, Glenorchy and Rosny.

[1] Population growth at both regional and metropolitan levels is notably influenced by international migration, a significant demographic factor in Southern Tasmania, which is home to a total of 295,917 residents.
Source: The Draft Tasmanian Planning Policies (2022), State Planning Office

The Centres & Mixed Use Areas

Figure 2. Network of centres and activity nodes in Brighton LGA and nearby municipalities.

Regional Role of Bridgewater and Brighton suburbs

Both areas maintain a regional influence, extending their retail catchment beyond the municipality and playing a crucial role in the wider Southern Tasmania region.

High Resident Escape Spend in Bulky Goods

A significant portion of Brighton residents' spending is directed outside the municipality, with the potential to recapture some, especially in bulky goods and food catering.

Role of Brighton Activity Centre

As population growth continues, retail demand is anticipated to concentrate more heavily in Brighton Activity Centre.

Resident Escape Spend from Old Beach

Old Beach has the highest level of Resident Escape Spend in the LGA.

The Future of Brighton

Demographic Findings

Brighton is experiencing significant population and job growth. The most notable trend is the continued population growth, which is expected to exceed earlier projections. These factors will influence the future needs of the community's activity centres.

Higher than Expected Population Growth

Brighton's actual population growth consistently surpassed official forecasts.

Modest Job Growth with a Focus on Population-Servicing Sectors

58%

Jobs in Brighton have grown by 58% over the past decade, with increases in retail, education, and construction, supporting a moderate demand for commercial land use. Notably the municipality has also experienced significant increases in Transport, Postal and Warehousing job numbers.

Growth Areas

Population growth in the municipality is expected to be driven by several factors, including areas already planned for growth, as well as new growth areas that will be identified in upcoming strategic projects, such as the new regional land use strategy and future municipal plans. Figure 3 summarises areas currently identified for residential growth.

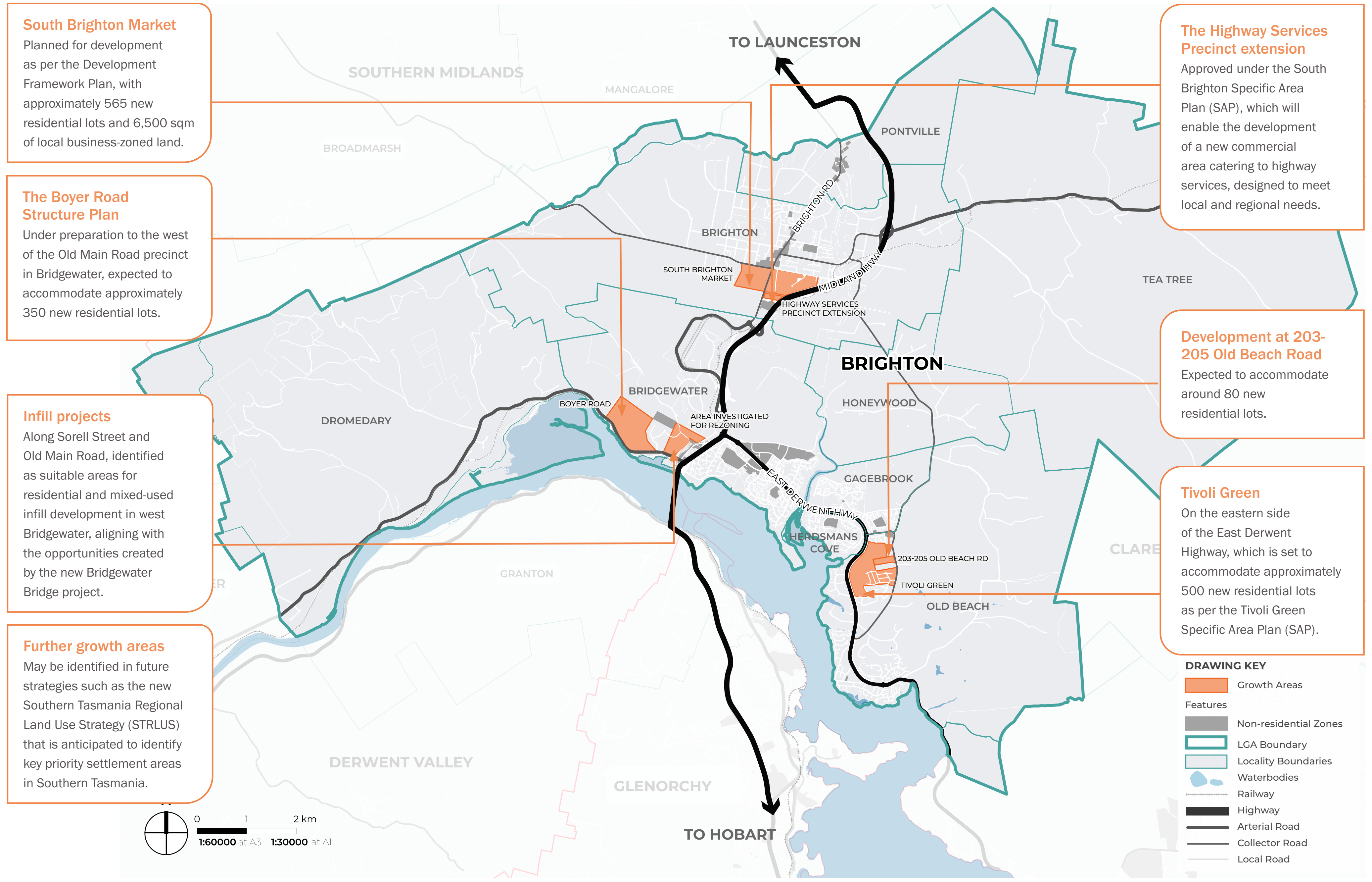


Figure 3. Network of centres and activity nodes in Brighton LGA and growth areas

Creating the Strategy

The Brighton Activity Centre Strategy methodology includes a combination of policy review, community engagement and data analysis to inform the proposed activity centre hierarchy.

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Activity Centre Planning Principles	Land Use Needs & Gaps	Community Engagement	The draft Strategy	Community Engagement	The Final Strategy includes the implementation plan.
The first step of the project was to undertake a background review of strategy planning policy and the strategy context for the economic development of Brighton and its activity centres and to identify and distil key principles for Activity Centre Planning in Tasmania.	A retail, commercial and employment land use needs assessment to inform the activity centre strategy factoring growth up until 2046 and an analysis of Council's Social Infrastructure Plan to ensure relevant findings are incorporated in this strategy.	First round of Community engagement activities to capture valuable insights into local perceptions, needs and aspirations for the future of Brighton's activity centres.	Preparation of the draft strategy through the identification of an activity centre hierarchy and development of objectives and strategic directions based on the community engagement findings, the policy and strategic context and the retail/commercial land use forecast needs of Brighton.	Second round of Community engagement activities to capture community feedback on the draft Strategy.	Preparation of the final strategy.
Completed				March 2025	May 2025

Activity Centre Planning Principles

The purpose of the Background Assessment was to establish the strategic policy and strategy context for the economic development of Brighton and its activity centres.

Policies, Strategies, masterplan and assessments considered in this review include:

- The Draft Tasmanian Planning Policies (2022), State Planning Office
- The Draft Tasmania Population Policy (2024), Department of State Growth
- The Tasmanian Planning Scheme & Fact Sheet No. 5 (2017), State Planning Office
- The Southern Tasmania Regional Land Use Strategy (2010-2035), Southern Tasmanian Councils Authority
- The Draft Keep Hobart Moving Plan (2024), Department of State Growth
- Brighton Council Structure Plan 2018, Essential Economics
- Brighton Council Vision 2050, Brighton City Council
- Brighton Structure Plan (2018), Echelon
- Brighton Social Infrastructure Plan (2023) Ethos Urban & The Community Collaborative
- Bridgewater Parkland (2016) – Master Plan Report, Play St.
- Bridgewater Waterfront Masterplan (2023), Brighton Council.
- South Brighton Market Assessment (2021), Choice Location Strategists.
- Old Beach Zoning Review (2023), ERA

Southern Tasmania Regional Land Use Strategy

The Southern Tasmania Regional Land Use Strategy (STRLUS) provides key directions for growth and land use across the region.

First released in 2011, updated in 2013 and 2023 and is now under a major review. The Brighton Activity Centre Strategy is expected to be completed before the new STRLUS, and its findings will likely help guide the STRLUS review.

Once the updated STRLUS is finished, the Brighton Activity Centre Strategy may require further adjustments to align with the STRLUS and resolve any inconsistencies.

A Hierarchical Network

Activity Centre policy and strategies in Tasmania, particularly at State and Regional levels, emphasise on the need to create a network of centres within a defined a hierarchy. A hierarchy ensures coordination of land uses and achievement of efficiencies while avoiding unnecessary competition between centres. This also means supporting the intensification of higher order activity centres serviced by public transport and directing major trip generating activities to these centres whilst acknowledging the role and importance of lower order centres such as local centres catering for the needs of the local community.

Multi-functional Centres

Policy and strategic direction at all government levels recognise the importance of centres for both economic growth and community congregation and their success linked with the provision of higher density housing within or close to activity centres.

In line with developing activity centres as a focus for services, businesses, local employment and social interaction, land use policies direct a mix of uses and multi-functionality in these centres as mixed uses are conducive to economic growth and long-term economic resilience.

A Mix of Businesses

At a local level, strategies envision activity centres to offer a diverse mix of local places to work, shop, eat and socialise creating a vibrant shopping street. Local issues and opportunities include the need for affordable commercial spaces, incentives for industry and businesses to relocate to Brighton, and the potential for a State Government department to be accommodated in the municipality.

Increased Residential Density

Policy and strategies support the location of increased residential density in or near activity centres.

This is because there are reciprocal benefits of locating residential uses in activity centres. Residential uses support the economic success of businesses and significantly contribute to the vibrancy and 'buzz' associated with successful centres. Likewise, centres provide key services and infrastructure to support liveable outcomes for residents.

Community, Culture and Recreation

There is an emphasis on the role of activity centres in revitalising and strengthening the local community; supporting social cohesion by concentrating community and social infrastructure such as schools, health care facilities, libraries, social services, child, youth and aged care services in accessible locations. As such, the strategy should protect and provide for these uses.

Further, activity centre planning should identify local challenges and support place-based approaches to deliver solutions that engage people of all ages, facilitate participation and enhance feelings of belonging by encouraging spaces for culture and the creative industries (among others).

At a local level, general issues and opportunities include the need for better access to local health care and wellbeing and the vulnerable population within the western region of Brighton.

Industrial Sector

Draft State Policies emphasise that activity centre planning should avoid encroaching on industrial land, especially when such encroachment could hinder the potential for consolidating or expanding industrial zones.

Tourism

Policies and strategies promote the integration of tourism infrastructure into activity centres such as:

- Providing flexibility within activity centres for tourism related use and development.
- Considering the constraints planning controls may present to innovative tourism land use and development.

Encouraging Innovation

Existing policy and strategies, particularly at State and Regional level recognise the need to consider the relationship between existing centres, education facilities and the provision of logistics and digital infrastructure.

Specifically, the need to:

- Diversify trades and businesses (including green and emerging technologies)
- Embrace emerging and innovative businesses/technologies
- Embrace best-practice environmentally sustainable initiatives

Public Transport

More Transport Choices

Draft State Policies direct the integration of land use with existing and planned passenger transport infrastructure and services and to support an integrated network that increases mode choice (e.g. enabling residents and visitors to choose to access centres via bus, cycling, walking, or other transport modes) to increase transport options to access employment, essential services and community participation.

At the local level, there were once plans to bring light rail to Bridgewater, capitalising on the existing rail infrastructure. However, with the new Bridgewater Bridge currently under construction and no provision for light rail, this opportunity is now effectively lost, leaving future transit options significantly more limited.

Local policies recognise the opportunity for additional commuter ferry services and stations in Bridgewater and Old Beach to encourage public and active transport modes in the municipality.

The draft Keep Hobart Moving Plan focuses on a Rapid Bus Network (RBN) and potential ferry service expansions. Unfortunately, the plan excludes Bridgewater and Brighton from the RBN and ferry investigation areas. The municipality is therefore likely to continue to rely on private modes of transport and the existing bus network.

Car Parking Requirements

State and regional policy recognise car parking as a key travel demand management measure to support a modal shift from private vehicle travel to public and active transport modes. For instance, by advocating for improvements to the bus network, encouraging planning policy to remove minimum car parking requirements within activity centres, requiring the provision of end-of-trip facilities and active street frontage layouts in new development instead of parking lot dominant retailing.

The Role of Planning

Planning Policy Alone Cannot Drive Economic Growth

The Draft State policies recognise planning alone cannot drive economic growth or alleviate key economic issues within Tasmania such as a declining workforce, notwithstanding this state policy identifies planning still has a role to play by:

- Ensuring efficient ports and transport networks for global market access.
- Fostering liveable cities to attract and retain young adults.
- Allocating adequate land in suitable areas for diverse economic activities.
- Protecting designated land from incompatible uses and development.
- Supporting efficient infrastructure use and coordinated new infrastructure delivery.
- Identifying and supporting emerging industries.
- Promoting economic diversification to enhance resilience.
- Safeguarding resources essential for sustainable economic development.

Considering this, the strategy should focus on promoting opportunities for self-sufficiency and diversification of activity centres, and implementing planning mechanisms that are adaptive and flexible to respond competitively to emerging markets and opportunities.

Effective application and drafting of planning controls

There is specific guidance within State and regional policy on the overarching goals and principles when applying and drafting planning controls.

The following directions are relevant to activity centre planning:

- *Allow use and development that has little or no impact to proceed without requiring planning approval.*
- *Reduce planning regulation to reflect the level of impact caused by the use and development.*
- *Support the maintenance of regulatory consistency.*
- *Encourage mechanisms that allow for timely adjustments in planning regulation for responses to and recovery from emergency events, pandemic and climate change.*
- *Research, share and expand the available population data, analysis to guide infrastructure, housing and services planning and decision making.*
- *Allocate a sufficient supply of land within existing settlements for commercial and business use based on existing and projected demands.*

Further, state and regional policy directs the following technical application of State Planning Provisions:[2]

- Apply the Commercial Business Zone (CBZ), the General Business Zone (GBZ) and the Local Business Zone (LBZ) to ACs as appropriate having regard to its role/function in the network.
- Consider a 10–15-year timeframe.
- Implement strategies with structure plans.
- Primary and Principal activity centres are identified at a regional/state level whilst the structure and economic planning of lower order centres is to be managed and implemented at a local level.

[2] Draft Tasmanian Planning Policy and the STRLUS.

Land allocation for commercial and business use

Policy within the draft Tasmanian Planning Provisions (TPPs) directs the identification and allocation of a sufficient supply of land within existing settlements to provide for commercial and business use and development based on existing and projected demands considering the following:

a) the nature and scale of the catchment being serviced;

b) consumer demand and demographic forecast;

c) efficient use of existing infrastructure;

d) accessibility to existing transport networks and services;

e) access to employees;

f) activity centre hierarchy; and

g) regional settlement hierarchy

Zone /Use Class	Purpose	General Retail & Hire (e.g. supermarket, cafés, shops)	Residential	Business and Professional Services (e.g. office space)	Bulky-Goods Sales
General Business Zone	Main suburban shopping centres and rural town centres	As of right - 3,500m^2 per tenancy or discretionary	Permitted above ground level and discretionary otherwise	As of right	Permitted up to 3,500m^2 and discretionary otherwise
Commercial Zone	Large floor area commercial businesses, service industry, mainly in the form of Bulky Good Slates, service industry and warehousing.	Discretionary	Prohibited	Discretionary	Permitted if no less than 250m^2, otherwise discretionary.
Local Business Zone	Lower order - local shopping strips and town centres of smaller settlements	As of right - 250m^2 per tenancy or discretionary	Permitted above ground level and discretionary otherwise	As of right	Permitted up to 250m^2, discretionary otherwise.
Urban Mixed Use Zone	Applied mainly to metropolitan areas where there is a mix of uses and a desire to maintain this mix	Permitted - 300m^2 per tenancy or discretionary	Permitted above ground level and discretionary otherwise	Permitted	Permitted up to 300m^2, discretionary otherwise.
Village Zone	To provide for small rural centres with a mix of residential, community services and commercial.	Permitted - 250m^2 discretionary	Single dwelling as of right, otherwise permitted.	Permitted	Discretionary

Table 1. Summary of key commercial and business zones

Land Use Needs and Gaps

The preparation of the activity centre strategy requires an estimation of land use needs to guide the development of new centres and the consolidation of existing ones.

Why is a land use needs assessment needed?

The preparation of the activity centre strategy requires an estimation of floorspace and land use needs to guide the development of new centres and the consolidation of existing ones. For instance, to understand how much additional space for a half-sized or full-sized supermarket can be supported in the municipality.

Geografia has conducted this analysis, identified current retail and commercial gaps and forecasted future demand in these sectors driven by population growth. The assessment quantifies the retail (including large-format bulky goods) and commercial needs and gaps in square metres also referred to as “floorspace”. These floorspace figures inform “land use” needs by applying the appropriate floorspace-to-land ratio under low, medium and high land use need scenarios[3].

It is important to note the term “floorspace” does not translate to the actual land-size in activity centres that will be designated for a particular land use need. Instead, it is a unit of measurement that informs the planning policy review recommendations along with other activity centre principles (e.g. need to consolidate a mixed use of activities, the opportunities and limitations of centres and floor area ratios.)

Geografia’s analysis focuses on three key categories:

1. **Retail floorspace and land use needs:** Space allocated for retail activities such as grocery stores, liquor outlets, clothing stores, and personal services (e.g. hairdressers).
2. **Bulky-goods floorspace and land use needs:** Space used for large-format retailers dealing in bulky items.
3. **Commercial floorspace and land use needs:** Space used for office-based services, including professional and business services.

Please refer to the background report prepared by Geografia, dated February 2025 for further details.

[3] Land use needs scenarios are represented by floor-to-land ratios for retail, commercial and bulky goods. For retail and commercial land use needs, a low land use scenario is 1:1 meaning buildings are assumed to cover the entire land footprint, medium is 1:0.6 and high is 1:0.4. For bulky goods, the ratios are 1:0.5, 1:0.3, and 1:02 respectively. The strategy adopts a medium land use needs scenario.

Retail Land Use Needs and Gaps

The retail analysis focused on understanding the actual catchments and spending patterns of residents and visitors (via Spendmapp). To provide a comprehensive view, the analysis examined several key retail categories:

- **Food, Liquor and Groceries:** Establishments that sell food, beverages, and household groceries (e.g., grocery stores and liquor outlets)
- **Food Catering:** Establishments that provide food and beverages for immediate consumption (e.g., cafés and restaurants)
- **Apparel, Homeware and Leisure:** Retailers offering clothing, footwear, home goods, and leisure products
- **Bulky Goods:** Retailers selling bulky items such as furniture and appliances.
- **Retail Services:** Services provided by retailers, including personal care, repairs, and financial services

The assessment, drawing on the actual spending patterns, revealed the following key insights about Brighton's retail capacity:

- **Regional Servicing Role:** Bridgewater and Brighton suburbs have a regional servicing role, contributing to areas beyond the municipality and playing a crucial role in the wider Southern Tasmania region.
- **Escape Spend Opportunities:** Higher-order activity centres in the region, such as Glenorchy and Hobart CBD, play a prominent role in meeting the needs of Brighton municipality residents, accounting for 21% of all spending by residents in FY2023. Additionally, neighbourhood and local activity centres located outside of Brighton, such as Moonah and Derwent Park, attracts 26% of resident spending.

  This "escape spending" is likely driven by the limited local retail offerings, the relative distance between Bridgewater and Brighton suburbs and competing centres, and the convenience of accessing these other centres during daily commutes.

- **Localised Trends:** Amongst all of Brighton LGA's suburbs, Old Beach has the largest volume of residents spending outside the municipality.

This analysis highlights the significant potential for growth within Brighton's activity centres by addressing gaps in local offerings and recapturing escape spend, while also strengthening their role as regional economic hubs.

The land use needs analysis demonstrates that there is demand for future retail floorspace in the municipality, summarised in Table 2.

Land Use Needs by Scenario in 2046 (sqm)	Low	Medium	High
Retail (excluding large format Bulky Goods)	23,804	39,676	59,512

Table 2. Aggregated retail land use needs by 2046 for Brighton LGA in square metres.

→ **The Strategy recommends allocating floorspace for retail activities primarily in Major Activity Centres and Neighbourhood Centres, specific recommendations are provided for Supermarkets and grocery outlet allocations in Section 5.3.**

Supermarkets, Grocery Outlets and Liquor

Table 3 summarises the floorspace demand for Food, Liquor and Groceries, the number of local grocers, half-line or full-line supermarkets that can be supported by suburb and where the strategy recommends this demand to be allocated.

For the purposes of this retail assessment, full-line supermarkets are defined as supporting approximately 3,500m² in retail floorspace; likewise, half-line supermarkets are defined to support 1,500m² in retail floorspace, with local grocers ranging between 300m² to 850m² in retail floorspace typically.

Suburb /Demand	Demand in 2024-29	Demand in 2030-39	Demand in 2040-46	Recommendations
Bridgewater Suburb includes Green Point, Cove Hill and Old Main Road	No demand in this period.	No demand in this period.	**Option 1** Local grocer in 2041, followed by half-line supermarket in 2046; or **Option 2** Half-line supermarket in 2044, followed by a local grocer in 2046.	→ **Local grocer in Boyer Road and half-line supermarket in Old Main Road to support the positioning of Old Main Road as a Neighbourhood Centre.**
Brighton Suburb includes Brighton Road, South Brighton Market and the Highway Precinct Service.	**Option 1** Local grocer in 2028, followed by half-line supermarket in 2038[4] ; or		**Option 2** Full-line supermarket in 2045.	→ **Proceed with Option 1. Demand recommended to be allocated in Brighton Road.**
Pontville	No demand for local grocer or supermarket by 2046.			→ N/A
Old Beach includes Jetty Road and Tivoli Green.	**Option 1** Half-line supermarket in 2029, followed by a local grocer in 2033.	**Option 2** A half-line supermarket in 2029 followed by a second half-line supermarket in 2039.	**Option 3** A full-line supermarket in 2042, followed by a local grocer in 2046.	→ **Proceed with Option 1 with demand to be allocated in:** → **1. Tivoli Green (Half-line supermarket in 2029); and** → **2. Jetty Road (local grocer in 2033)**
Gagebrook-herdsman's Cove	Small allocations could be supported (e.g. expanding floorspace in the existing IGA, for instance).			→ **Entertain developer-led initiatives to accommodate demand as needed.**

Table 3. Summary of Food, Liquor and Groceries Needs for Brighton LGA in square metres.

[4] It is worth noting this demand is in addition to Brighton Shopping Centre recently constructed (December 2024).

Bulky Goods Forecast Gaps[5]

Background analysis shows that nearly 75% of spending in bulky goods occurs outside the Brighton municipality. Of this, 27% of this is directed to higher-order activity centres, while 49% goes to other neighbourhood and local centres, particularly Moonah. Given the high levels of spending by residents escaping in the category, there may be an opportunity to support this unmet demand through local bulky goods retail. A key consideration is the potentially large catchment area extending beyond the municipality, consistent with the regional roles of Bridgewater and Brighton suburbs.

Based on an analysis of current bulky-goods land use and resident expenditure on these products, the municipality is estimated to have a bulky goods floorspace gap of around 3,500 sqm, which is projected to increase to over 5,000 sqm by 2046. The absence of a large-format bulky goods retailer in Brighton suggests that the local market could support a mid-sized outlet (approximately 4,000 sqm) based on resident spending.

When considering both resident and non-resident expenditure, the analysis identifies a potential retail gap of over 9,000 sqm, expected to grow to close to 13,500 sqm by 2046. Demand estimates range from around 13,000 sqm from local residents to nearly 18,000 sqm if Brighton's Local Government Area (LGA) is positioned to serve a broader northern regional catchment[6].

Based on these floorspace needs and under a medium land use scenario, Brighton requires an additional 43,000 sqm of appropriately zoned land by 2046, with potential needs reaching up to 92,358 sqm under a high land use scenario.

Land Use Needs by Scenario in 2046 (sqm)	Low	Medium	High
Bulky Goods	10,025	45,736	95,358

Table 4. Aggregated Bulky Goods land use needs by 2046 for Brighton LGA in square metres.

→ **The Strategy recommends continuing to support and encourage the aspirational positioning of part of Cove Hill and South Brighton Market (including Highway Precinct) as a bulky-goods sales precincts that serve a local and regional catchment.**

Commercial Land Use Forecast Needs and Gaps

Current demand for public sector office space is estimated at over 2,240 sqm, with projections showing it will grow to 2,477 sqm by 2046. This demand can be met with the land currently available.

In contrast, private sector demand is estimated at 4,257 sqm, where only slightly under 3,000 sqm are currently available, creating a growing gap that is expected to reach 9,342 sqm by 2046. The analysis suggests that new zoning and designated areas will be needed to accommodate future commercial space requirements of approximately additional 15,390 sqm of commercial space will be needed by 2046.

Land Use Needs by Scenario in 2046 (sqm)	Low	Medium	High
Commercial land use needs	9,234	15,390	23,084

Table 5. Aggregated commercial land use needs by 2046 for Brighton

→ **The Strategy recommends allocating floorspace for commercial floorspace in Major Activity Centres and Neighbourhood Centres. LGA in square metres**

Social Infrastructure Needs

Due to the multi-functional role of centres and the importance of consolidating community infrastructure in accessible locations, the Strategy has incorporated key recommendations of Council's Social Infrastructure Plan (2023).

Key recommendations	Integration with the Activity Centre Strategy
→ **1. Asset Upgrade (Priority) - Old Beach Community Centre (and surrounding precinct)**	Review and action in line with the Activity Centre Hierarchy.
→ **2. Asset Upgrade (Priority) - Brighton Municipal Memorial Hall**	**Review and action in line with the Activity Centre Hierarchy.**
→ **3. Explore the location of a new community hub near Council's chambers.**	This new community hub could incentivise the congregation of activities in Gagebrook and Herdman's Cove in the long-term.
→ **4. Deliver a dedicated youth centre**	**Review and action in line with the Activity Centre Hierarchy.**
→ **5. Brighton employment and work hub**	Consider locating this hub in Brighton to supports its aspirational role as a MAC.
→ **6. Any other relevant recommendation not mentioned above, particular centre-specific recommendations.**	Review and action in line with the Activity Centre Hierarchy.

Table 6. Social Infrastructure Plan (2023) - Key recommendations

[5] Exact values were rounded up or down for the readability of the document.
[6] This is consistent with previous studies undertaken to inform the Brighton South Market Assessment.

Community Engagement

Phase 1 Consultation

The Phase 1 community consultation for the Brighton Activity Centre Strategy has provided valuable insights into local perceptions, needs, and aspirations for the future of Brighton's activity centres. The responses, primarily gathered through the community and stakeholder surveys, indicate strong support for enhancing the activity centres with a focus on increasing the variety of retail options, improving public amenities, and boosting the overall aesthetic and safety of these areas.

Engagement Activities

Phase 1 tasks included online surveys targeted at the broader community and key industry stakeholders, a civic lottery (randomised letter invitations) to participate in the consultation activities and pop-up listening hubs at three key established centres.

Promotion of Phase 1 consultation activities included a project-specific page on Council's website, social media posts, an article on Council's community newsletter and direct email invitations to key industry stakeholders and government agencies. Additional information found in Council's summary of findings if needed.

Phase 1 Participation

Overall, the responses to the survey were positive, with 93 responses to the community survey and 13 to the industry stakeholder.

Gender

The majority of survey respondents were female, making up 76.34% of the total responses.

Age Group

The largest age cohort was 25-34 years, representing 28% of respondents, followed closely by the 35-44 years group at 23.66%

LGA Location

90% of respondents live in the Brighton LGA. 3% live in Southern Midlands

Brighton LGA Location

38% of respondents live in Brighton (town), 19% in Bridgewater, and 15.5% on Old Beach.

Green Point or Cove Hill

89% of respondents said they frequently visited Green Point or Cove Hill in Bridgewater.

A substantial 58.75% of respondents prefer to visit Cove Hill (CH) over Green Point (GP), with only 19% preferring GP and 14% indicating no preference.

Overall, the consultation reveals a shared community desire for better-connected, safer, and more diverse activity centres.

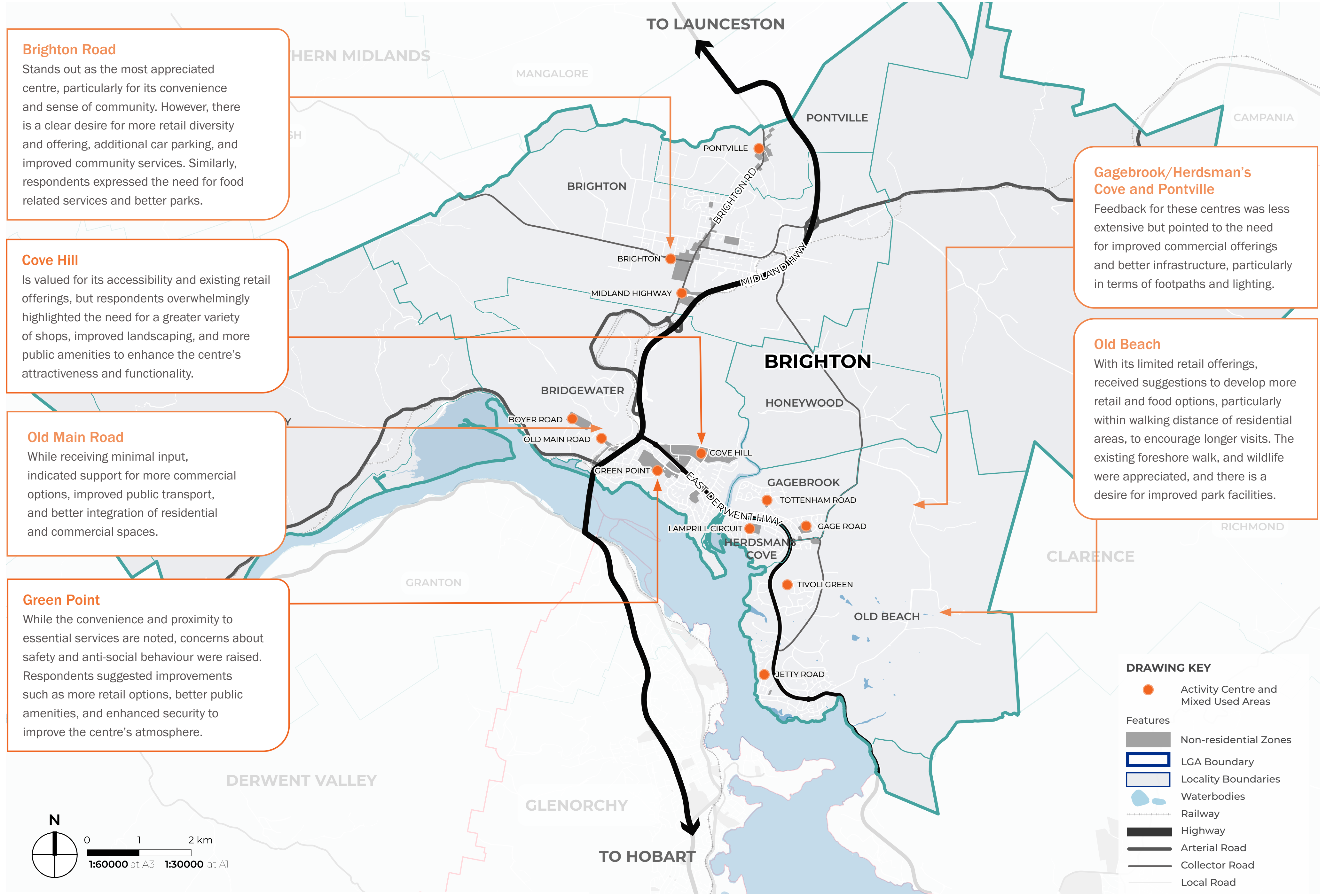


Figure 4. Network of centres and activity nodes in Brighton LGA

The Strategy

The goal of this strategy is to support the creation of a network of functional, vibrant, economically successful and multi-functional centres accommodating a mix of land uses to serve the needs of the community now and into 2046.

The Hierarchy

How to Read the Strategy

Objectives

Are set out to help achieve the overarching goal/purpose of the strategy. These are organised into General Objectives that apply to Brighton's LGA and all centres within it as relevant. General objectives are complemented by centre-specific objectives that are customised for each centre's, function, needs and hierarchy role.

Strategic Directions

Are policy ideas that help provide coherence and focus to achieve a particular objective.

Actions

Objectives and strategic directions will be supported by 'actions' which guide specific work and tasks of a statutory nature, such as a review of planning controls or local policy, or non-statutory such as advocacy, investigation, civil works planning, etc.

	Centre Name	Classifications [7]	Suburb	Status
Major Activity Centres (determined at a regional level by the STRLUS)				
B	Brighton	Major Activity Centre (aspirational)	Brighton	Existing centre
CH	Cove Hill	Major Activity Centre	Bridgewater	Existing centre
GP	Green Point	Major Activity Centre	Bridgewater	Existing centre
Neighbourhood Centres (determined at a local level)				
OMR	Old Main Road	Neighbourhood Centre (aspirational)	Bridgewater	Proposed centre
TG	Tivoli Green	Neighbourhood Centre	Old Beach	Proposed centre
Other Centres (determined at a local level)				
JR	Jetty Road	Local Centre	Old Beach	Existing centre
BTC	Boyer Road	Local Centre	Bridgewater	Potential new centre
P	Pontville	Visitor Accommodation (Specialist centre)	Brighton	Existing centre
MH	Midland Highway Service Centre	Highway Service Precinct (Specialist Centre)	Brighton	Existing centre
Other Activity Nodes and Mixed Use Areas				
-	Lamprill Circuit - Convenience Store, community centre, school and immediate surroundings.	Activity Node	Herdsman's Cove	Existing centre
-	Tottenham Road - Convenience Store, Cove Creek Oval and Cris Fitzpatrick Community Park and immediate surroundings.	Activity Node	Gagebrook	Existing centre
-	Gage Road - Brighton Council Chambers, service station, berries farms and immediate surroundings.	Activity Node	Gagebrook	Existing centre

Table 7. A Network of Activity Centres

[7] Classifications based on STRULS (2011 and amended in 2020).

Activity Centre Classification Definitions[8]

	Definition
Major Activity Centres	
MAC	**Major Activity Centres** serve the surrounding district and provide a range of convenience goods and services as well as some community services and facilities. MACs generally serve one Local Government Area (LGA) but may include visitors from other LGAs. These centres include at least one major supermarket, a range of speciality shops and secondary retailing; government services and infrastructure such as community halls, health centres or social services such as Service Tasmania; and are serviced by high-quality bus services linking surrounding residential catchment The following land uses are encouraged within MACs: - Education facilities within or nearby centres. - Local Government Centre services if there is no higher order centre within the municipality. - Above-ground level residential uses within centres and increased residential density encouraged in surrounding areas. - Night-time activities.
Neighbourhood Centres (determined at a local level)	
NC	**Neighbourhood centres** serve daily needs of the surrounding community and provide a focus for day-to-day life within a community. NCs generally serve various suburbs but may attract people from a wider catchment; include at least one supermarket, a range of speciality shops and retailing; local community services such as community health facilities and may include interspersed residential uses and some night-time activities. NCs are ideally served by public transport and are highly accessible by active transport modes from surrounding areas to enhance local access. NCs are to be identified and classified in a hierarchy at a local level.
Other centres (determined at a local level)	
LC	**Local Centres** provide a focus for day-to-day life within an urban community. LCs generally offer at least one grocery/convenience store and a range of small specialty shops and may include local community services, some interspersed residential uses and some night time activities. LCs should be highly accessible by active transport modes. LCs are to be identified and classified in a hierarchy at a local level.
SC	**Specialist centres** provide for activity of a specialist nature as defined through specific local area or structure plans. Their catchment area can vary depending on specialisation. SCs can include retail but it should reflect the specific purpose of the centre for instance it can be a Highway Service Precinct at the local level.
Other activity nodes and mixed use areas	
AN	**Activity nodes are areas in Brighton** that provide a type of congregation of activities and serve the local community.

Table 8. Activity Centre Classification Definitions

[8] Source: STRULS (2011 and amended in 2020)

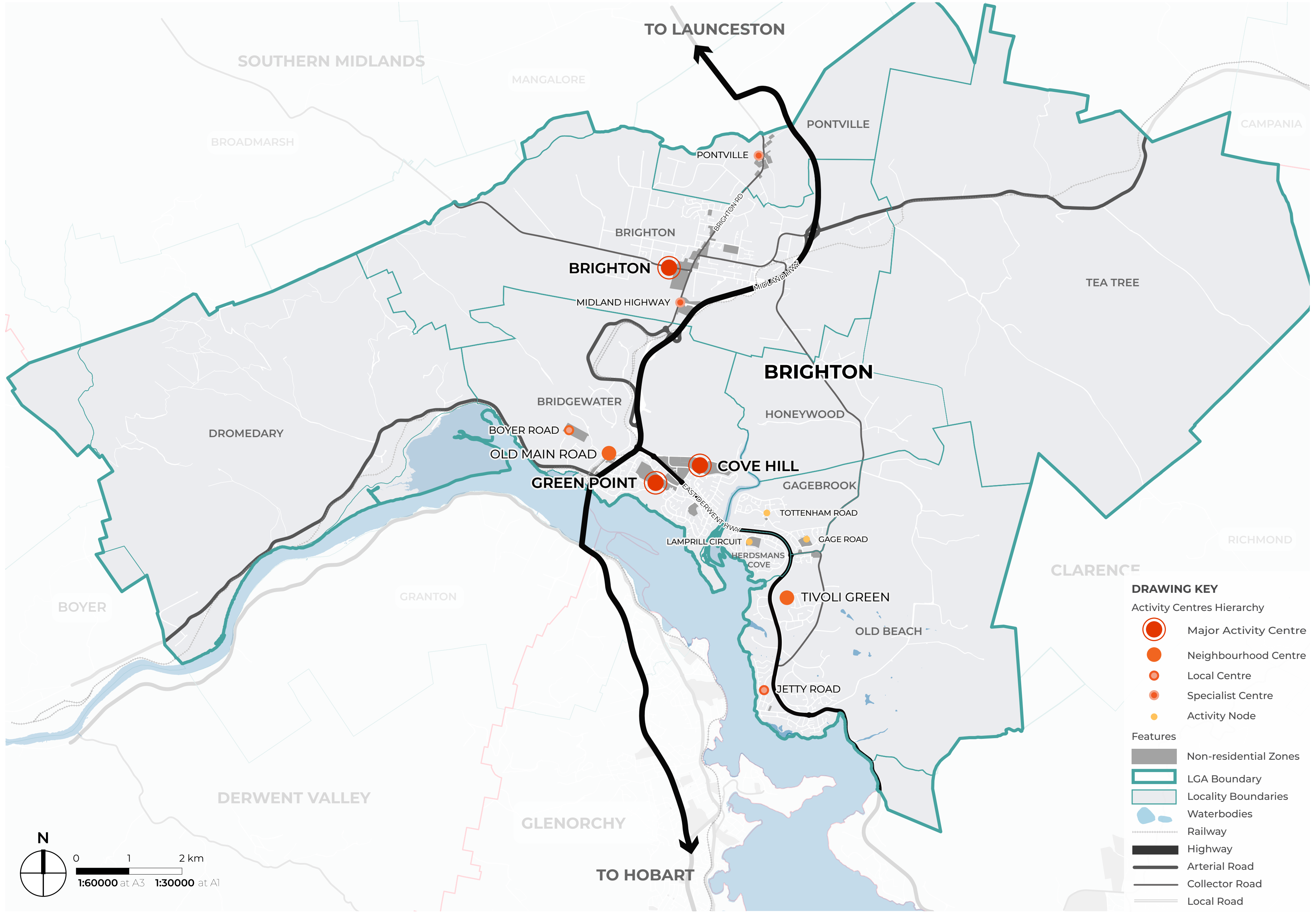


Figure 5. Activity Centre Hierarchy in Brighton

General Objectives

01	To define a clear hierarchy of activity centres in Brighton and support their growth accordingly.

Strategic Directions

SD1	Guide investment, planning policy and capital works to implement the activity centre hierarchy (Table 6 - A Network of Activity Centres).
SD2	Encourage the formal recognition of the activity centre hierarchy in the STRLUS as relevant.
SD3	Support a mix of land uses and growth of Major Activity Centres to meet a range of community needs now and into 2046.
SD4	Support and enable commercial uses such as office-based services including professional and personal services to Major Activity Centres and Neighbourhood Centres.
SD5	Support and encourage the aspirational positioning of part of Cove Hill and South Brighton Market as a bulky-goods sales precinct that serve a local and regional catchment.
SD6	Support, encourage and advocate for the positioning of Brighton as a Major Activity Centre, capitalising on its typology that allows for pedestrianisation and its strategic location, which fosters reciprocal benefits from nearby residential areas. This positioning also offers significant potential to accommodate higher growth and density within a walkable catchment, among other advantages.
SD7	Support, encourage and advocate for the positioning of Old Main Road as a Neighbourhood Centre, leveraging on its gateway location at the Bridgewater Bridge crossing, a transport link of State and Regional significance, and its proximity to residential growth areas.
SD8	Plan for the management of existing unclassified mixed-use areas/activity centre nodes.
SD9	Protect the industrial role of Brighton by directing commercial uses to identified activity centres and restricting out of centre development.
SD10	Restrict the location of drive-through or vehicle-dependent type businesses such as restaurants with drive-throughs, service stations and similar to established highway service precincts or to the edges of activity centres when appropriate.
SD11	Monitor and review the progress of residential development in the municipality to assess whether the assumptions used in the 2025 land use needs modelling remain relevant. These timeframes are critical as they directly affect demand projections, particularly regarding when the municipality faces supply gaps in retail and commercial land.

Actions

A1	Implement the activity centre hierarchy through a review of planning controls including zoning, local area objectives and specific area plans where necessary to allow the productive and orderly use and development of centres according to their classification in the hierarchy considering the recommendations made in Tables 6 and 16.
A2	Advocate for the formal recognition of the activity centre hierarchy in the STRLUS, particularly: - Brighton as a Major Activity Centre or equivalent 'higher order' category. - Cove Hill and Green Point classification as two (2) separate Major Activity Centres. - Old Main Road and Tivoli Green as aspirational neighbourhood centres or equivalent 'middle order' category as per the new STRLUS. - The ability to identify, recognise and classify Jetty Road, Pontville and other centres as Local Centres, Specialist Centres or equivalent 'lower order' category at the local level.
A3	Advocate for the retention of 'middle-order' centres categories in the STRLUS and Council's ability to recognise and classify these.
A4	Investigate whether to direct bulky-good sales floorspace to South Brighton Market.
A5	Prepare design guidelines for drive-through type businesses and implement via a review to planning policy as adequate.

Table 9. General Objectives, Strategic Directions and Actions

02	To support and enable the establishment of new centres in Brighton to service both existing residential areas and growth areas in coordination with the community, developers, businesses and key stakeholders.

Strategic Directions

SD1	Facilitate and coordinate the creation of new activity centres including the intensification of existing centres to serve the additional demand from growth areas as follows: - Boyer Road Growth Area to be served primarily by a Neighbourhood Centre to be located in the existing Old Main Road retail strip and secondarily, by a small local centre to be identified in the Boyer Road Structure Plan. - Tivoli Green Growth Area to be served primarily by a new neighbourhood centre in the Tivoli Green. Noting that the new centre in Tivoli Green will also service the broader needs of residential areas in Old Beach.
SD2	Support the development/intensification of Jetty Road as a Local Centre to serve the needs of Old Beach residents and complement its current status as a community hub.

Actions

A1	Facilitate and guide the development of Tivoli Green (Precinct A) as a Neighbourhood Centre in Tivoli Green to service the needs of future residents and part of the retail and commercial demand gap of Old Beach residents.
A2	Enable the creation of new centres and intensification of existing centres through a review of planning controls including zoning, local area objectives and specific area plans where necessary according to their classification in the hierarchy considering the recommendations made in Tables 6 and 16.

03	To create accessible activity centres that prioritise active and public transport modes.

Strategic Directions

SD1	Support and encourage the delivery of public transport network based on the activity centre hierarchy and priorities identified in this Strategy.
SD2	Ensure the planning and proposed delivery of new centres enables a modal shift transition.
SD3	Support the prompt and adequate delivery of public transport improvements by state agencies.
SD4	Support and enable improved public transport connectivity between activity centres with an emphasis on frequency of services.

Actions

A1	Advocate for the planning of higher order public transport to service Southern Tasmania the municipality (passenger train service and/or bus rapid transit).
A2	Advocate and guide improvements to the bus network in line with the activity centre hierarchy with a focus on frequency, reliance, accessibility including improvements to infrastructure (bus shelters, signage, etc) and technology (real time information, efficient payment mechanisms, etc) and improvements already identified: - Two additional bus stops to be provided in Old Main Road (one on either side of the southern end of Old Main Road as part of the Bridgewater Bridge delivery. - Bus routes re-routed to service Old Main Road. - Increased frequency of services to Brighton Road. - Other as relevant. Coordinate with relevant agencies to advocate for robust bus stops including the provision of weather protection, adequate signage and seating options.
A3	Advocate for prompt public transport planning at a state and regional level to support the activity centre hierarchy, in particular access to Major Activity Centres.
A4	Prepare car parking strategies for Major Activity Centres and Neighbourhood Centres to support a transition to public and active transport and discourage reliance on personal vehicle travel to access higher order centres when appropriate including: - Car parking management plans. - Opportunities for park and ride facilities to connect with the bus network.
A5	Advocate for the extension of bus routes to service Old Beach in particular new stops in: - Tivoli Green to service the new neighbourhood centre. - Jetty Road to service existing community infrastructure and a future local retail needs. - Explore the need to relocate the bus stop or how to better service this centre.

04	To encourage more people to live in or within walking distance to Major Activity Centres and Neighbourhood Centres.

Strategic Directions		Actions	
SD1	Encourage increased residential growth in and near activity centres and public transport (i.e. Brighton (MAC), Green Point (MAC), Old Main Road (NC) and Tivoli Green (NC)).	A1	Prepare a residential strategy to guide the growth of the municipality, including specific investigation of opportunities to encourage increased densities in and around activity centres.
SD2	Support above ground level residential uses within higher order activity centres in particular, Brighton (MAC), Green Point (GP) and Old Main Road (OMR).	A2	Actively review the development feasibility of available residential, development interest and planning controls to ensure housing supply is prioritised and delivered in areas earmarked for increased density, such as within close proximity to Major Activity Centres.

05	To prioritise the co-location of community infrastructure and services into activity centres.

Strategic Directions		Actions	
SD1	Plan for the delivery of community infrastructure having regard to the activity centre hierarchy, the recommendations Council's Social Infrastructure Plan and the findings of the community engagement activities.	A1	Prioritise the delivery of community infrastructure in activity centres in line with Council's Social Infrastructure Plan (2023).

06	To support the economic success and economic growth of centres.

Strategic Directions

SD1 Enable planning for the economic success of activity centres by measuring and monitoring their economic progress and sharing key economic indicators with the business community, stakeholders and industry representatives.

SD2 Plan for economic development strategies and initiatives that support the economic strengthening of centres, business community and employment opportunities by leveraging off their points of difference.

SD3 Explore the need to develop Safety Plans[9] or strategies to address community safety perceptions in the municipality, for instance Green Point.

SD4 Support the establishment of a destination high-street and night-time economy as appropriate.

Actions

A1 Prepare an Economic Development Strategy or similar to support the economic success and economic growth of centres in line with the hierarchy recommendations including:
- Monitoring and reporting of key indicators of economic strength such as vacancy rates, key attractors, retail spending and frequency, hours of operation, average visits to community and recreational facilities, resident and visitor preferences and needs, business interest and development applications.
- Identifying and enhancing key points of difference for each centre and how to leverage and built from these differentiators such as Cove Hill and South Brighton as Bulky Goods Sales precinct and large-scale offerings; Old Main Road as a Gateway centre and Bridgewater's interface with key natural landscape assets (e.g. waterfront).
- Identifying opportunities for temporary interventions such as pop-up markets or large investments such as planning for and delivering a key attractor in the municipality (festival, permanent market, re-locating Council chambers, etc).
- Identifying how to support the development of local business trader groups and improve communication with local retail stakeholders to promote the development of centres.
- Leverage off existing access to key centres such as the Bridgewater waterfront to attract and support revitalisation efforts in the municipality.
- Support the development of a business prospectus to invite investment into place-based opportunities in Brighton.

[9] Safety Plans generally include a municipal vision for a safe community underpinned by a focus on crime prevention and inclusion including interventions to public spaces and engagement activities.

06	To support the economic success and economic growth of centres.

A2 Plan for amenity improvement, public realm activation and revitalisation of main streets and centres in a manner that promotes increased patronage from residents and visitors. This could include (but is not limited to):
- Streetscape enhancements, including upgrading public realm infrastructure, such as footpaths, lighting and green spaces, to improve the attractiveness and accessibility of main streets
- Activation programs, such as hosting markets, festivals and pop-up events to draw foot traffic and boost local spending (and complement potential opportunities in tourism to Pontville)
- Art and Mural, installing public art and murals to enhance vibrancy and reflect community identity
- Local events such as farmers markets or night markets, live performances of cinema screenings to activate spaces

Establishing business improvement districts (BIDs) where businesses collectively fund and manage precinct improvements

A3 Identify opportunities to support amenity improvements, open space and connections between Boyer Road, Old Main Road and Bridgewater's waterfront

A4 Explore the establishment of a high street food and dining precinct in Old Main Road that can cater to local residents, leverage future waterfront assets, and appeal to broad visitor groups outside the municipality.

A5 Explore the need for a night-time economy strategy to improve the vibrancy and functionality of night time activities in Brighton.

A6 Investigate opportunities to enhance Pontville and support its tourism accommodation offering; and expand secondary tourism experience offerings including farmers markets, cultural events and festivals, art and mural displays and signage highlighting township and heritage building histories.

Implementation Recommendations - General

General Recommendations	
R1	Apply the General Business Zone (GBZ) to Major Activity Centres subject to their recognition in the STRLUS; and the Local Business Zone (LBZ) to Neighbourhood and Local Centres.
R2	Apply the Urban Mixed Use Zone (UMUZ) in sections of activity centres where residential uses may be encouraged. Concurrently, apply Specific Area Plans (SAPs) that substitute development standards to allow for greater flexibility with the intention to encourage the establishment of dwellings in activity centres (see Section 16 discussion).
R3	Accompany parent zones with a Specific Area Plan (SAP) primarily to allow greater flexibility and adaptability and enable the economic success of centres as appropriate and secondarily, to implement centre-specific objectives such as maximum retail floor areas, if needed.
R4	Schedule planning scheme amendments to enable adequate retail and commercial land supply for the next 15 years (2039-40).
R5	Ensure centre-specific recommendations are actioned prior to the re-zoning of land to support a structure planning approach to relevant centres and identification of key development sites.
R6	**Brighton Road** As part of a structure planning exercise, consider extending the GBZ to properties surrounding the commercial centre to unlock the delivery of retail uses as follows: - A local grocer by 2028, followed by a half-line supermarket by 2038 or alternatively a full-line supermarket by 2045. - Allocate the remaining retail for the suburb in Brighton Road (Table 22 of the Background Review Report). Consider applying the GBZ to provide for commercial land use needs as per Table 30 of the Background Review Report. Consider updating the Local Area Objective as per the recommendations of Table 20.
R7	**South Brighton Market Precinct** Four properties within South Brighton Market (Approx. 2.42 hectares) are currently zoned Light Industrial where Bulky Good Sales are permissible but not encouraged. Prepare and apply local area objectives for this section of South Brighton Market to recognise a vision for a bulky goods precinct with a regional catchment.
R8	**Cove Hill** - Part of Cove Hill, approximately 19 hectares are currently zoned Light Industrial, Bulky Good Sales in this zone are permissible but not encouraged. - Consider preparing and applying a Specific Area Plan for Cove Hill to enable and encourage retail and bulky-good sales land uses. - Entertain private-led re-zonings that allow commercial and bulky good sales offerings to support the role of Cove Hill as a regional bulky-goods precinct including extensions of the precincts to the north and south. - Entertain private-led re-zonings to commercial zones and re-developments to enable the allocation of commercial land use needs as per Table 30 of the Background Review. - Consider updating the Local Area Objective as per the recommendations of Table 20.
R9	**Old Main Road** Consider applying the LBZ to the centre to unlock the delivery of retail uses as follows: - A half-line supermarket by 2046. - The majority of the remaining retail floorspace within Bridgewater to be allocated in Old Main Road in line with the Background Review findings (Table 20) and the centre-specific recommendations of this strategy. - Consider preparing and applying a SAP and local area objectives to Old Main Road: • To implement the recommendations and findings of the Bridgewater Bridge Masterplan and a future Urban Design Analysis. • To substitute development controls with specific design guidelines that consider the unique built-form and urban design characteristics of Old Main Road and implements the design controls of a future Urban Design Analysis. - Consider applying the LBZ to provide for commercial land use needs as per Table 30 of the Background Review Report.
R10	**Boyer Road (New Local Centre)** Consider applying the LBZ to the new local centre to unlock the delivery of a local grocer by 2041.
R11	**Tivoli Green** Consider applying the LBZ to a new neighbourhood centre in Tivoli Green or supporting a private-led amendment for this purpose to unlock the delivery of: - A half-line supermarket by 2029 - Remaining retail needs as per Table 26 of the Background Review Report, noting part of these land use needs are also to be allocated to Jetty Road.
R12	**Jetty Road** Consider applying the LBZ to additional properties in Jetty Road or supporting a private-led amendment for this purpose to unlock the delivery of: - A local grocer by 2033. - Remaining retail needs as per Table 26 of the Background Review Report, noting part of these land use needs are also to be allocated to Tivoli Green. - Consider preparing and applying local area objectives (Low priority).

Table 10. Planning Controls Review Recommendations

Centre Specific Objectives

Brighton

Brighton is an activity centre with a mix of commercial, health, educational, and recreational uses along Brighton Road, including two key precincts: a Commercial Centre and South Brighton Market.

Brighton is an activity centre with a mix of commercial, health, educational, and recreational uses along Brighton Road, including two key precincts: a Commercial Centre and South Brighton Market. Its location and layout make it ideal for increased development and positioning as a Major Activity Centre in both the short and long term.

The centre spans both sides of Brighton Road, providing opportunities for better service co-location and improved accessibility. It is served by Bus Routes 521 and X25, with plans to introduce Sunday services. Unlike other regional roads, Brighton Road does not serve a regional freight role, making it a strong candidate for pedestrianisation and mixed-use development.

Brighton's proximity to surrounding residential areas, which are expected to see higher density growth, supports its potential for further development to serve both existing and future communities.

Figure 6. Brighton Context Map

Brighton

Community Input

Brighton Road received the most responses in the survey, with many participants rating it as having the best overall atmosphere compared to other centres. It is also seen as the most convenient location for local residents, who value its easy access on foot from surrounding neighbourhoods. However, there is a strong and consistent desire for a broader range of retail, services, and hospitality options in the Brighton area.

The aspects most appreciated by visitors

Convenience (easy access and proximity).

Community atmosphere (friendly staff and a sense of local community).

A variety of shops and services. Conversely, the main improvement the community would like to see in Brighton is more variety of shops, community services and additional car parking.

The community would like

A wider variety of retail shopping options.

Food-related stores (e.g. coffee shops and restaurants).

Grocery outlets (e.g. butchers) and night-time economy options (e.g. restaurants open after work hours and other).

Other factors mentioned by the community

Better parks for children of all ages.

Pedestrian safety and more car parking.

Community services such as Service Tasmania and more landscaping.

01 To enhance Brighton as a vibrant and multifunctional centre.

Strategic Directions	
SD1	Allocate sufficient supply of land within the centre to provide for commercial and business uses, and development based on: - Consumer demand and demographic forecast. - The role of Brighton in the regional settlement hierarchy. - Its aspirational role as a Major Activity Centre. - Its advantageous topology/layout positioning. - Public transport access and existing use of infrastructure.
SD2	Consolidate, promote and support a mix of uses and activities in Brighton's commercial core that support its role as a vibrant and multifunctional centre.
SD3	Encourage and support the establishment of a greater mix of food services (such as coffee shops, restaurants and dining options) and grocery outlets (such as butchers, veggie shops, speciality shops, etc).
SD4	Encourage the growth of the night-time economy by supporting the extension of business operation hours and encouraging the establishment of new business that include an 'after-hours' offer (e.g. later services (after 9 pm) or overnight services like (up to 3 am) in appropriate locations.
SD5	Enable and encourage professional health services to be co-located in Brighton to support its role as a community service core as identified in Council's Social Infrastructure Plan (2023).

Actions	
A1	Review planning controls to allocate retail and commercial floorspace taking into account key findings of the retail land use forecast needs analysis in line with Tables 10 and 17 – Planning Controls Review Recommendations.
A2	Only re-zone land when a vision and a structure plan has been completed to guide investments and development outcomes.
A3	Investigate options for markets, festivals and pop-up art exhibitions in line with Brighton's Structure Plan (2018).

Table 11. Centre Specific Objectives and Strategic Directions for Brighton

02 To strengthen Brighton's role as a key community and social hub in the municipality.

Strategic Directions	
SD1	Revitalise and strengthen the local community by concentrating community and social infrastructure in activity centres. Social infrastructure includes a range of cultural, recreational and community facilities.
SD2	Support the establishment of Brighton as community service core in the municipality and consolidate social infrastructure close to the town centre/commercial core.

Actions	
A1	Implement the relevant recommendations of Council's Social Infrastructure Plan: - Upgrade the Brighton Municipal Memorial Hall. - Advocate for a new small-scale library in Brighton's centre. - Other as relevant in line with Table 6 - Social Infrastructure Plan (2023) - Key recommendations
A2	Re-explore opportunities to provide additional community infrastructure such as a leisure centre, playgrounds and recreational facilities for the recreational needs of children and teenagers such as a mountain bike track.

03 To create a built environment that is secure, vibrant and practical and fosters a strong sense of community and cultural identify.

Strategic Directions	
SD1	Encourage development that supports the creation of a safe, attractive and vibrant centre with an emphasis on an enhanced pedestrian experience.
SD2	Plan for pedestrian and active transport connectivity within the centre and between the commercial core and South Brighton Market.

Actions	
A1	Prepare a Structure Plan for Brighton as recommended in Table 16.
A2	Following the completion of the Structure Plan consider the preparation of an Urban Design Framework that provides realistic design concepts based on consultation, research and analysis illustrating how a future supermarket development will look and enable communication and testing with key stakeholders and the community.

Cove Hill and Green Point: Analysis

Cove Hill (CH) and Green Point (GP) are two distinct activity centres within Bridgewater. Although they are located close to each other, they are physically separated by the East Derwent Highway, a major freight route. Previous studies have suggested exploring the possibility of a pedestrian overpass to connect the two centres.

To inform future planning, we surveyed the community about their visitation habits and preferences. The majority of respondents prefer Cove Hill over Green Point, with only a few favouring GP or expressing no preference. The reasons for preferring Cove Hill include safety, parking availability, shopping options, supermarket choices, and overall appearance.

In contrast, Green Point is preferred by some for its essential services, such as a chemist and post office, newer facilities, better parking, and its proximity to residents' homes.

Most respondents access the centres by car and typically visit only one centre per trip, highlighting the need to plan for each centre independently.

Cove Hill and Green point analysis and numbers, visitation patterns both centres and individual centres, and reasons for preference.

Summary of Survey Analysis

Cove Hill and Green point analysis and numbers, visitation patterns both centres and individual centres, and reasons for preference.

A significant 58.75% of respondents prefer to visit Cove Hill (CH) over Green Point (GP), with only 19% preferring GP and 14% indicating no preference.

Visitation Patterns 80% of respondents indicated that they typically visit only one centre per trip. Among the 15% who visit both centres, the majority (87.5%) use driving as their mode of transport.

Reasons for Preference Respondents who preferred Cove Hill (CH) over Green Point cited the following reasons, ranked from most to least commented on:

Safety CH is perceived as safer than GP, with fewer incidents of anti-social behaviour, especially among adolescents.

Parking CH is considered easier and more convenient for parking

Shopping Options CH offers a wider range of shopping options, including a butcher and stores like The Reject Shop.

Retail Preferences Many respondents expressed a preference for Coles at CH over Woolworths at GP.

Appearance CH is seen as having a more aesthetically pleasing appearance than GP.

Reasons for Preferring Green Point (GP) A smaller group (23.75%) preferred Green Point for the following reasons:

Essential Services GP is preferred by some due to the presence of a chemist and post office.

Newer Facilities & Better Parking Respondents noted that GP is a newer centre with better parking options.

Proximity Some people live closer to GP, making it more convenient for them to visit.

Figure 7. Cove Hill and Green Point Map

Cove Hill

Cove Hill is an activity centre with a mix of commercial activity and services, including a large supermarket, bulky goods retailers and industrial uses.

This centre adjoins an industrial precinct to the north of local and regional significance.

Cove Hill's location, diverse offerings, accessible parking, and perceived safety make it a preferred destination over Green Point. Hurst Street provides partial pedestrian connectivity between the supermarket and other businesses. The centre is serviced by Bus Routes 520, 522 and X20, with planned network improvements, and is primarily accessed by private vehicles via the East Derwent Highway.

Looking into the future, Cove Hill has the potential to grow and develop into a more pedestrian-friendly centre, if Hurst Street is strengthened as a High Street to accommodate a broader range of commercial uses and more intense development due to its light industrial character.

In contrast to Green Point, Cove Hill is not well-suited for residential development, such as apartments above ground-level retail, due to its proximity to industrial precincts.

Community Input

Cove Hill is considered by the community as convenient to visit, with ample parking available. While respondents value the current selection of shops, there is a strong consensus that the centre needs a wider variety of stores, more seating, and enhanced landscaping or overall appearance to become a more inviting destination.

Suggestions for the growth of the centre include

A large-scale pharmacy.

Park and ride facilities into Hobart.

More frequent and reliable public transport to Brighton LGA.

Connections with Green Point.

General urban design improvements such as more seating, landscaping, and renovations.

Figure 8. Cove Hill Context Map

Cove Hill

01 To enhance Cove Hill as a vibrant and multifunctional centre.

Strategic Directions	
SD1	Consolidate, promote and support the establishment of a greater mix of uses (such as coffee shops, restaurants and dining options) to support and complement existing businesses.
SD2	Encourage emerging and innovative land uses and development to locate in Cove Hill due to its industrial character and fewer sensitive (residential) interfaces.
SD3	Support the co-location of land uses with greater needs for floorspace when they primarily serve the community such as educational, entertainment, recreational or health and allied health needs in Cove Hill. For instance, educational and training institutions, emergency services, large-scale pharmacies, indoor recreational offerings (e.g. climbing gyms) and other emerging commercial and entertainment offerings (e.g. medium-sized breweries and others).

Actions	
A1	Explore and investigate ways in which Council can support the establishment of a greater mix of uses identified by the community such as coffee shops, restaurants, dining options, etc in line with the community engagement findings.
A2	Investigate opportunities to incentivise the establishment of a large-scale pharmacy, identified as a key need in Phase 1 of the community engagement activities.
A3	Explore the feasibility of the establishment of MONA's hacking school or a similar project targeted at the young community in Cove Hill as identified in the Brighton Structure Plan (2018).

Table 11. Centre Specific Objectives and Strategic Directions for Cove Hll

02 To create a built environment that is secure, vibrant and practical and fosters a strong sense of community and cultural identify.

Strategic Directions	
SD1	Encourage development that supports the creation of a safe, attractive and vibrant centre with an emphasis on an enhanced pedestrian experience.
SD2	Plan for pedestrian and active transport connectivity within the centre and in particular between the supermarket and other business and service offerings in the centre.
SD3	Ensure public transport infrastructure is adequate to incentivise a modal shift to public transport modes.

Actions	
A1	Prepare a Public Realm Strategy for Cove Hill and Green Point as per the recommendations in Table 16.
A2	Investigate opportunities to create a public space in Cove Hill, for instance, adjacent to Hurst Street to support the creation of a pedestrian connection within the centre.
A3	Investigate the need to relocate Cove Hill's bus stop to best serve the needs of the community and usability of the centre.
A4	Advocate for the upgrade and maintenance of bus stop infrastructure.
A5	Investigate opportunities to deliver park and ride facilities to encourage the use of the bus network between Hobart and Cove Hill.

Green Point

Green Point is a key activity centre in Brighton, offering a mix of commercial services, including a large supermarket, and important community and civic facilities such as a police station, civic centre, library, and Service Tasmania. It is identified as one of Brighton's primary community service hubs.

The centre is well-served by public transport, with Bus Routes 521, X21, 520, X20 and 522, and planned improvements to the bus network. It is primarily accessed by private vehicles via the East Derwent Highway.

Whilst Green Point is surrounded by established residential areas, which limits opportunities for major expansion, there are still possibilities for intensifying the existing commercial land. This could include encouraging and enabling new uses that complement the existing businesses and community infrastructure.

There are existing 'pockets' of Urban Mixed Use Zone in Green Point (Green Point Road and Eddington Street) which could be accommodate future commercial growth and intensification.

Unlike Cove Hill, Green Point is not constrained by nearby industrial areas, making it better positioned to accommodate higher residential densities.

Community Input

Green Point is seen as a convenient hub for local residents, with amenities like a chemist, post office, and a variety of stores. However, the centre is generally perceived as unsafe, with anti-social behaviour being a significant concern. Community feedback highlights the need for more diverse shops, improved public amenities, and better accessibility for people with mobility challenges.

Suggestions for the growth of the centre include

Better security to improve safety and atmosphere.

Toilets.

Greater diversity of shops, including a café and clothing store.

Public seating and places for kids play.

Cleaner centre.

Better car parking.

Figure 9. Green Point Context Map

Green Point

01 To enhance Green Point as a vibrant and multifunctional centre.

Strategic Directions	
SD1	Consolidate, promote and support the establishment of a greater mix of uses (such as coffee shops, restaurants and dining options) to support and complement existing businesses.
SD2	Support and enable residential growth within the precinct in line with the general residential growth objectives contained in this strategy.
SD3	Support the co-location of land uses with greater needs for floorspace when they primarily serve the community such as educational, entertainment, recreational or health and allied health needs in Cove Hill. For instance, educational and training institutions, emergency services, large-scale pharmacies, indoor recreational offerings (e.g. climbing gyms) and other emerging commercial and entertainment offerings (e.g. medium-sized breweries and others).
Actions	
A1	Explore and investigate ways in which Council can support the establishment of a greater mix of uses identified by the community such as coffee shops, restaurants, dining options, etc in line with the community engagement findings.

Table 12. Centre Specific Objectives and Strategic Directions for Green Point

02 To create a built environment that is secure, vibrant and practical and fosters a strong sense of community and cultural identify.

Strategic Directions	
SD1	Support the creation of a safe, attractive and vibrant centre with an emphasis on an enhanced pedestrian experience.
SD2	Plan for pedestrian and active transport connectivity within the centre and in particular pedestrian connectivity between Green Point and Cove Hill.
SD3	Ensure public transport infrastructure is adequate to incentivise a modal shift to public transport modes.
Actions	
A1	Further Investigate opportunities to improve the community perceptions of Green Point and the overall experience of visitors in response to the community engagement findings such as Safety Plans.
A2	Support and encourage the development of the existing 'pockets' of Urban Mixed Use Zone in Green Point (Point Road and Eddington Street) which could be accommodate future commercial growth and intensification.
A3	Prepare a Public Realm Strategy for Cove Hill and Green Point as per the recommendations in Table 16.

Old Beach: Analysis

Old Beach is a primarily residential suburb located on both sides of the East Derwent Highway, with community and recreational facilities concentrated along Jetty Road and a neighbourhood store situated to the south.

Residents of Old Beach generally have a higher socio-economic profile compared to the broader municipality and typically travel to Glenorchy, Green Point, and Cove Hill for goods and services. The suburb is experiencing both infill and greenfield growth, including around 500 new lots in Tivoli Green east of the highway, approximately 80 new lots at 203-205 Old Beach Road, and a small-scale commercial development on Jetty Road.

Old Beach currently has a significant retail floorspace gap, driven by existing demand[10] and the additional demand from new growth areas. This gap is expected to be addressed primarily by a new neighbourhood centre in **Tivoli Green**, as outlined in the Structure Plan. Concurrently, **Jetty Road**, with its mix of community and recreational uses, would benefit from a local convenience store to better serve the growing population.

This strategy directs:

- Developing Tivoli Green (Precinct A) as a Neighbourhood Centre to meet the needs of future residents and address part of the retail demand gap in Old Beach.
- Enhancing Jetty Road to strengthen its role as a Neighbourhood Centre, serving Old Beach residents and complementing its current community hub function.

Community Input

Community feedback highlights a significant retail floorspace gap in Old Beach, with many noting the limited commercial and retail options available. The foreshore walk, wildlife, and food vans on Jetty Road are also highly valued. When asked about key features for a new centre in Old Beach, residents highlighted the need for a supermarket, beauty services, retail and food options within walking distance of housing, spaces for community interaction, playgrounds, public toilets, and healthy take-away options.

Residents expressed a desire for

A supermarket.

More retail stores, and cafés along Jetty Road.

Improvements to the park, particularly upgrading the tennis and basketball courts.

[10] Existing demand includes escaped spending of residents to other centres outside of the municipality.

Figure 10. Old Beach Context Map

Tivoli Green

01 To support creation of a new neighbourhood centre in Tivoli Green to service existing and emerging residential areas in coordination with the community, developers, businesses and key stakeholders.

Strategic Directions	
SD1	Support creation of a Neighbourhood Centre in Tivoli Green to serve the retail and services needs of existing and future Old Beach residents in line with the Tivoli Green Specific Area Plan.
SD2	Encourage the delivery of a half-line supermarket in Tivoli Green in coordination with developers, key stakeholders and the community.
SD3	Plan for the delivery of community infrastructure in Tivoli Green in line with Council's Social Infrastructure Plan and Table 6 - Social Infrastructure Plan - Key recommendations.
Actions	
A1	Prepare an Urban Design Framework for the delivery of the half-line supermarket and complementary retail floorspace as per the recommendation of Table 16.
A2	Implement the recommendations of Tables 10 and 17 – Planning Controls Review Recommendations.

Table 14. Objective and Strategic Directions for Tivoli Green

Jetty Road

01 To strengthen Jetty Road's role as local multifunctional centre that services the Old Beach Community.

Strategic Directions	
SD1	Support the establishment of commercial and retail uses in Jetty Road to enable its aspirational role as a local centre to serve the needs of the Old Beach community.
SD2	Allocate additional supply of commercial land within Jetty Road to provide for commercial businesses and development based on consumer demand and demographic forecast, the role of the centre in the settlement hierarchy, its aspirational role as a local centre, and the opportunities to co-locate commercial uses with existing community and recreational infrastructure in the centre.
SD3	Encourage a local grocer in Jetty Road in coordination with developers, key stakeholders and the community.
SD4	Plan for delivery and upgrade of community infrastructure in Jetty Road in line with Council's Social Infrastructure Plan and the findings from the community engagement activities.
SD5	Support the Jetty Road's community hub and encourage community use and activation including continuing support of the use of Cloak Oval for food vans and other emerging pop-up uses in the centre.
SD6	Encourage development that supports the creation of a safe, attractive and vibrant centre, enable its aspirational role as a Local Centre, serve the needs of Old Beach residents and complement its current status as a community hub.
Actions	
A1	Prepare a Business Development Prospectus for Jetty Road as per the recommendations of Table 15.
A2	Implement the recommendations of Tables 10 and 17 – Planning Controls Review Recommendations.
A3	Plan and enable the priority upgrade of the Old Beach Community Centre in line with Council's Social Infrastructure Plan and Table 6 - Social Infrastructure Plan - Key recommendations

Table 15. Objective and Strategic Directions for Jetty Road

Boyer Road Growth Area: Analysis

The Boyer Road Growth Area, located to the west of Old Main Road is anticipated to deliver around 380 new residential lots. The additional retail and commercial demand of Boyer Road are to be primarily served by Old Main Road as a Neighbourhood Centre and secondarily by a small town centre anticipated by the Boyer Road Structure Plan currently under preparation.

Old Main Road is an existing centre located at the edge of the municipality and Bridgwater bridge. Despite its gateway positioning it features a high vacancy rate with limited commercial activity and services. It currently resembles the role of a highway service with an anchor drive-through restaurant and Council's Works Depot.

Old Main Road is not currently serviced by public transport. With the completion of the New Bridgewater Bridge, two new bus stops will be situated on either side of the southern end of Old Main Road and bus services will be rerouted to service this centre.

The centre's gateway location and typology make it a good candidate for greater intensification and positioning as a Neighbourhood Centre and to accommodate a local grocer.

A **Local Centre** is likely to be incorporated by the Boyer Road Structure Plan to serve the day-to-day needs of future residents of this growth area. The strategy recommends that this new centre is classified as a local centre in the hierarchy and adopts a lower order classification in relation to Old Main Road.

Community Input

One respondent highlighted that the Dromedary community would likely use this centre, emphasizing Old Main Road's important gateway location at the entrance to the LGA Respondents also called for improved parking, better open spaces, and thoughtful planning to integrate residential and commercial development for Old Main Road's growth.

The community engagement activities did not specifically seek feedback on the Boyer Road growth area or a potential new centre within this growth area.

Community input for Old Main Road was limited, but respondents expressed a preference for

A supermarket.

Improved bus services along Boyer Road.

A café and a newsagent.

Figure 11. Old Main Road Context Map

Old Main Road

01 To support Old Main Road's role as a neighbourhood centre.

Strategic Directions	
SD1	Support the establishment of commercial and retail uses in Old Main Road to serve the needs of the community and support its aspirational role as a neighbourhood centre.
SD2	Allocate additional supply of commercial land within Old Main Road to provide for commercial businesses and development based on consumer demand and demographic forecast, the role of the centre in the settlement hierarchy, its location in relation to key residential growth areas and gateway location, and its aspirational role as a neighbourhood centre.
SD3	Encourage the delivery of a local grocer in Old Main Road in coordination with developers, key stakeholders and the community.
SD4	Plan for the delivery and upgrade of community infrastructure in Old Main Road in line with Council's Social Infrastructure Plan and the findings from the community engagement activities.
SD5	Ensure the potential Local Centre to be provided in Boyer Road retains a lower role to support the aspirational role of Old Main Road as a higher order centre.
SD6	Encourage and support the establishment of a greater mix of food services (such as coffee shops, restaurants and dining options).
Actions	
A1	Prepare a site selection analysis for Old Main Road as per the recommendations in Table 16.
A2	Implement the recommendations of Table 6 – Planning Controls Review Recommendations.
A3	Plan and enable provision of key community facilities and infrastructure in line with Council's Social Infrastructure Plan and Table 6 - Social Infrastructure Plan - Key recommendations

Table 16. Objective and Strategic Directions for Old Main Road

Centre Specific Recommendations	
R6	**Brighton Road** As part of a structure planning exercise, consider extending the GBZ to properties surrounding the commercial centre to unlock the delivery of retail uses as follows: - A local grocer by 2028, followed by a half-line supermarket by 2038 or alternatively a full-line supermarket by 2045. - Allocate the remaining retail for the suburb in Brighton Road (Table 22 of the Background Review Report). Consider applying the GBZ to provide for commercial land use needs as per Table 30 of the Background Review Report. Consider updating the Local Area Objective as per the recommendations of Table 20.
R7	**South Brighton Market Precinct** Four properties within South Brighton Market (Approx. 2.42 hectares) are currently zoned Light Industrial where Bulky Good Sales are permissible but not encouraged. Prepare and apply local area objectives for this section of South Brighton Market to recognise a vision for a bulky goods precinct with a regional catchment.
R8	**Cove Hill** - Part of Cove Hill, approximately 19 hectares are currently zoned Light Industrial, Bulky Good Sales in this zone are permissible but not encouraged. - Consider preparing and applying a Specific Area Plan for Cove Hill to enable and encourage retail and bulky-good sales land uses. - Entertain private-led re-zonings that allow commercial and bulky good sales offerings to support the role of Cove Hill as a regional bulky-goods precinct including extensions of the precincts to the north and south. - Entertain private-led re-zonings to commercial zones and re-developments to enable the allocation of commercial land use needs as per Table 30 of the Background Review. - Consider updating the Local Area Objective as per the recommendations of Table 20.

R9	**Old Main Road**
	Consider applying the LBZ to the centre to unlock the delivery of retail uses as follows:
	- A half-line supermarket by 2046.
	- The majority of the remaining retail floorspace within Bridgewater to be allocated in Old Main Road in line with the Background Review findings (Table 20) and the centre-specific recommendations of this strategy.
	- Consider preparing and applying a SAP and local area objectives to Old Main Road:
	  • To implement the recommendations and findings of the Bridgewater Bridge Masterplan and a future Urban Design Analysis.
	  • To substitute development controls with specific design guidelines that consider the unique built-form and urban design characteristics of Old Main Road and implements the design controls of a future Urban Design Analysis.
	- Consider applying the LBZ to provide for commercial needs as per Table 30 of the Background Review Report.

R10	**Boyer Road (New Local Centre)** Consider applying the LBZ to the new local centre to unlock the delivery of a local grocer by 2041.
R11	**Tivoli Green** Consider applying the LBZ to a new neighbourhood centre in Tivoli Green or supporting a private-led amendment for this purpose to unlock the delivery of: - A half-line supermarket by 2029 - Remaining retail needs as per Table 26 of the Background Review Report, noting part of these land use needs are also to be allocated to Jetty Road.
R12	**Jetty Road** Consider applying the LBZ to additional properties in Jetty Road or supporting a private-led amendment for this purpose to unlock the delivery of: - A local grocer by 2033. - Remaining retail needs as per Table 26 of the Background Review Report, noting part of these land use needs are also to be allocated to Tivoli Green. - Consider preparing and applying local area objectives (Low priority).

Table 17. Planning Controls Review Centre Specific Recommendations

Brighton Activity Centre Strategy

Draft for Consultation

MARCH 2025

PREPARED BY MESH IN PARTNERSHIP WITH GEOGRAFIA

Appendices

Draft for Consultation

MARCH 2025

PREPARED BY MESH IN
PARTNERSHIP WITH GEOGRAFIA

Strategic Projects Summary

The Activity Centre strategy sets out objectives and strategic directions to accommodate the retail and commercial needs of Brighton's rapid population growth.

The strategy identifies and proposes a new activity centre hierarchy that reflects the economic analysis undertaken by Geografia to guide how centres within Brighton should grow in the next 15-20 years and to support the creation of a network of functional, vibrant, economically successful and multi-functional centres.

The strategy identifies statutory and non-statutory actions to achieve this, such as the preparation of structure plans. Notwithstanding this, planning policy alone cannot drive economic growth and therefore, planning mechanisms to implement the recommendations of the strategy should be adaptive and flexible to respond competitively to development opportunities and emerging markets and to consider the aspirations of developers and retail provides in Tasmania.

A key component of any strategic project is engagement, particularly with the community who will be experiencing the change and key landowners who will be responsible for enacting the vision of the plan.

Four key strategic project types are identified as the next logical step to support and encourage the delivery of well-design supermarkets, retail and commercial land and subsequently development in suitable locations:

1. Structure Plans

A structure plan is a guide for how a local area should change and develop over time. Structure plans can take many forms and can provide comprehensive guidance or set a higher-level framework to guide growth and change. The preparation of structure plans includes community, stakeholder and landowner engagement that will provide Council with the information required to identify key development sites and land to be re-zoned as well as other urban design interventions to guide the development of an area.

A structure plan for an activity centre would generally look at the activity centre holistically and may identify:

- Issues and opportunities of the area including existing transport network capacity
- Development sites for new supermarkets
- Development sites for general retail, commercial and bulky-good sales
- Vehicle and pedestrian links and integrate urban design interventions already identified
- Key Guidance on housing types that are encouraged to locate in the centre (i.e. units or apartments)
- Opportunities for community amenity such as provision of open space, community facilities etc.

2. Urban Design Framework (UDF)

A Urban Design Frameworks (UDF) provide a design vision for a site based on consultation, research and analysis. For the purpose of an Activity Centre a UDF is generally guiding a single or small number of sites illustrating how future retail (such as a supermarket) will develop and interact with existing or other proposed built form. A UDF can include built form guidelines to directly inform the preparation of a SAP or become an incorporated document in the planning scheme.

3. Urban Design - Site Selection Analysis

A Site Selection analysis would involve a multi-criteria assessment of potential sites to determine suitable locations for a supermarket or other retail. The multi-criteria assessment would likely involve assessment against considerations such as opportunities for urban design improvements (connectivity, public realm etc.), commerciality (site exposure, access etc.) and land ownership considerations (size of site, ownership etc). Council could use this high-level study to initiate an Expression of Interest (EOI) process with landowners/developers and retail providers to support the development of these sites. Subject to the EOI responses, the re-zoning of the land may be developer-led. This could be a good option for centres where structure plans or similar strategic projects have already been completed and can inform the site selection analysis, for instance, Old Main Road.

4. Business Development Prospectus

A business development prospectus coordinated with Council's Economic Development Team can serve as a notification of Council's interest in delivering the recommendations of the strategy to key retail providers and developers. This option may be better suited to centres where economic opportunities exist currently or within the near-term future, when the general location of future supermarkets and additional retail areas is generally known and where there is likely to be developer interest for the delivery of the project.

Key Strategic projects by centre are summarised in the table below.

Priority	Centre	Key Centre-specific Projects
High	Brighton	**Brighton's Major Activity Centre Structure Plan/Local Area Plan** It's understood a process is underway to prepare a strategic plan for Brighton, being referred to as a Local Area Plan. This will essentially fulfill the role and function of a Structure Plan. It is recommended that the Structure Plan/Local Area Plan for Brighton's Major Activity Centre focuses on identifying: - Key issues and opportunities of the area including existing transport network capacity and a movement strategy. - An activity centre core and boundaries - Precincts, themes and preferred future character for the centre that facilitates growth and change and to accommodate a distribution of business activity, jobs, housing, services and transport connections, in particular: - Key development sites for new supermarkets - Key development sites for further retail, business services and commercial land allocation as per the recommendations of the land use needs study accompanying this strategy. - Preferred location for higher density housing ensuring the need to provide housing choice and diversity and based on an analysis on housing demand and capacity. - Key vehicle and pedestrian links - Public spaces and urban design improvements/interventions including previously identified in other strategies such as wider footpaths, outdoor dining, footpath and landscaping upgrades. - Public infrastructure assets, upgrades and works - Contribution mechanisms to fund delivery of key improvements. **Urban Design Framework for Brighton's MAC (Optional)** Subject to the findings of the Structure Plan, it may be required to prepare or require that any private-led planning scheme amendment is accompanied by an Urban Design Framework that provides realistic design concepts based on consultation, research and analysis illustrating how a future supermarket development will look and enable communication and testing with key stakeholders and the community.
High	Tivoli Green	**Tivoli Green Urban Design Frameworks (UDF)** Prepare a UDF with the purpose of providing realistic design concepts for the delivery of a half-line supermarket and complementary retail floorspace in Tivoli Green based on consultation, research and analysis illustrating how a future supermarket development will look and enable communication and testing with key stakeholders and the community. An UDF can also include built form guidelines to directly inform the updates to the existing SAP.
High	Boyer Road	**Boyer Structure Plan – Currently under preparation** Coordinate and ensure the Structure Plan for Boyer Road includes adequately zoned land to enable the delivery of a local grocer.
Medium	Jetty Road	**Business Development Prospectus for Jetty Road** Consider the preparation of a business development prospectus for the establishment of a local grocer in Jetty Road, highlighting existing retail opportunities by reducing escaped spending patterns outside the municipality and taking into account the objectives and strategic directions of this strategy such as the need to integrate a future local grocer with community facilities (existing and planned).
Low	Cove Hill & Green Point	**Public Realm Strategy for Cove Hill & Green Point** Prepare a public realm strategy to identify and recommend urban design and landscape architecture interventions to revitalise these centres. Outcomes of this strategy may include key works and upgrades to the public real and pedestrian and cyclist network improvements, among others. This strategy could focus on fostering a strong sense of community and cultural identity whilst also addressing the community's perceptions of safety.
Low	Old Main Road	**Site Selection Analysis for Old Main Road** Prepare a high-level urban design site selection analysis to identify preferred sites for the delivery of a half-line supermarket, complementary retail and commercial land use needs as well higher density residential opportunities. The site selection analysis should be prepared concurrently or after the Residential Strategy is completed.

Table 18. Key strategic projects by centre

Priority	Key Municipal Strategic Projects
High	**Economic Development Strategy - Objective 7** Prepare an Economic Development Strategy or similar to support the economic success and economic growth of centres in line with the hierarchy recommendations including: - Monitoring and reporting of key indicators of economic strength such as vacancy rates, key attractors, retail spending and frequency, hours of operation, average visits to community and recreational facilities, resident and visitor preferences and needs, business interest and development applications. - Identifying and enhancing key points of difference for each centre and how to leverage and built from these differentiators such as Cove Hill and South Brighton as Bulky Goods Sales precinct and large-scale offerings; Old Main Road as a Gateway centre and Bridgewater's interface with key natural landscape assets (e.g. waterfront). - Identifying opportunities for temporary interventions such as pop-up markets or large investments such as planning for and delivering a key attractor in the municipality (festival, permanent market, re-locating Council chambers, etc). - Identifying how to support the development of local business trader groups and improve communication with local retail stakeholders to promote the development of centres. - Leverage off existing access to key centres such as the Bridgewater waterfront to attract and support revitalisation efforts in the municipality. Support the development of a business prospectus to invite investment into place-based opportunities in Brighton.
High	**Residential Strategy – Objective 4** Prepare a residential strategy to guide the growth of the municipality, including specific investigation of opportunities to encourage increased densities in and around activity centres.
Medium	**Car Parking Strategy – Objective 3** Prepare car parking strategies for Major Activity Centres and Neighbourhood Centres to support a transition to public and active transport and discourage reliance on personal vehicle travel to access higher order centres when appropriate including:

Table 19. Key Municipal Strategic Projects

Further Discussion

The Effectiveness of the Urban Mixed Use Zone

Council is interested in whether the current application of the UMUZ in Brighton Road, Green Point and Old Main Road is effective.

Brighton Road

In Brighton Road, current properties zoned UMUZ are largely used for residential purposes. The Strategy recommends that this zone is kept until a Structure Plan is prepared for the centre which may recommend different zoning controls given the key location of these properties in relation to the commercial core of the centre.

Green Point

Considering the Strategy's recommendations for land use needs in Bridgewater to be allocated primarily to Old Main Road and Boyer Road, the current application of the UMUZ is recommended to remain as is because it allows for existing residential land uses whilst enabling potential commercial development opportunities in the short and medium-term or until population growth creates additional retail and commercial gaps.

Old Main Road

The Strategy recommends a Site Selection Analysis for Old Main Road to identify key development sites for the delivery of a half-line supermarket. The use of the Local Business Zone is recommended for sites selected for the delivery of a supermarket as well as complementary retail land uses in coordination with key stakeholders, developers and landowners.

The remaining areas of Old Main Road are earmarked for higher density residential development. The current application of the UMUZ is suitable for this purpose as it does not restrict the use of land for a dwelling being a 'permitted' use class, however, the development standards are not specific to activity centre contexts and a SAP is recommended to provide relevant built form guidelines by substituting with customised residential standards to encourage and facilitate the delivery of dwellings and a better design response in activity centres.

An urban design study is likely to be needed for the preparation of the urban design guidelines to inform the development standards to be incorporated in the SAP.

Local Area Objectives Recommendations

Existing LAO	Recommendations
Green Point BRI-15.1	
To develop Green Point as a focal point for Bridgewater and encourage a mix of uses including retail, commercial, residential, administrative and community services that complement and support the strategic role of the area as a Major Activity Centre.	Remove the emphasis on Green Point being a focal point for Bridgewater. Consider, for instance: To encourage a mix of uses including retail, commercial, residential, administrative and community services that complement and support the strategic role of the Green Point as a Major Activity Centre.
Cove Hill – BRI-15.2	
To develop Cove Hill as a bulky goods and larger format retailing focal point. Larger speciality format retailing and support services to include supermarkets, hardware, discount department stores, camping, disposals, clothing, furniture, lighting, cafes, restaurants and entertainment facilities are to be concentrated at Cove Hill.	Amend to emphasise the need to promote and support the establishment of a greater mix of uses. Consider: To encourage a mix of uses in Cove Hill including retail (such as cafes and restaurants), commercial (professional business services and office space) and bulky goods and larger format retailing to support its strategic role as a Major Activity Centre. Encourage the co-location of uses that require greater floorspace, in particular when they primarily serve the community such as educational, entertainment, recreational or health and allied health needs in Cove Hill.
Brighton Town Centre – BRI-15.3	
To develop the Brighton town centre as a Rural Services Centre for the surrounding region and encourage consolidation of the town centre and provide a mix of uses including retail, commercial, administrative and community services that complement this function and provide for the needs of the local community.	Review Brighton's LAO after as part of the preparation of the MAC Structure Plan.

Table 20. Local Area Objectives (LAO) Recommendations

Additional Supporting Maps

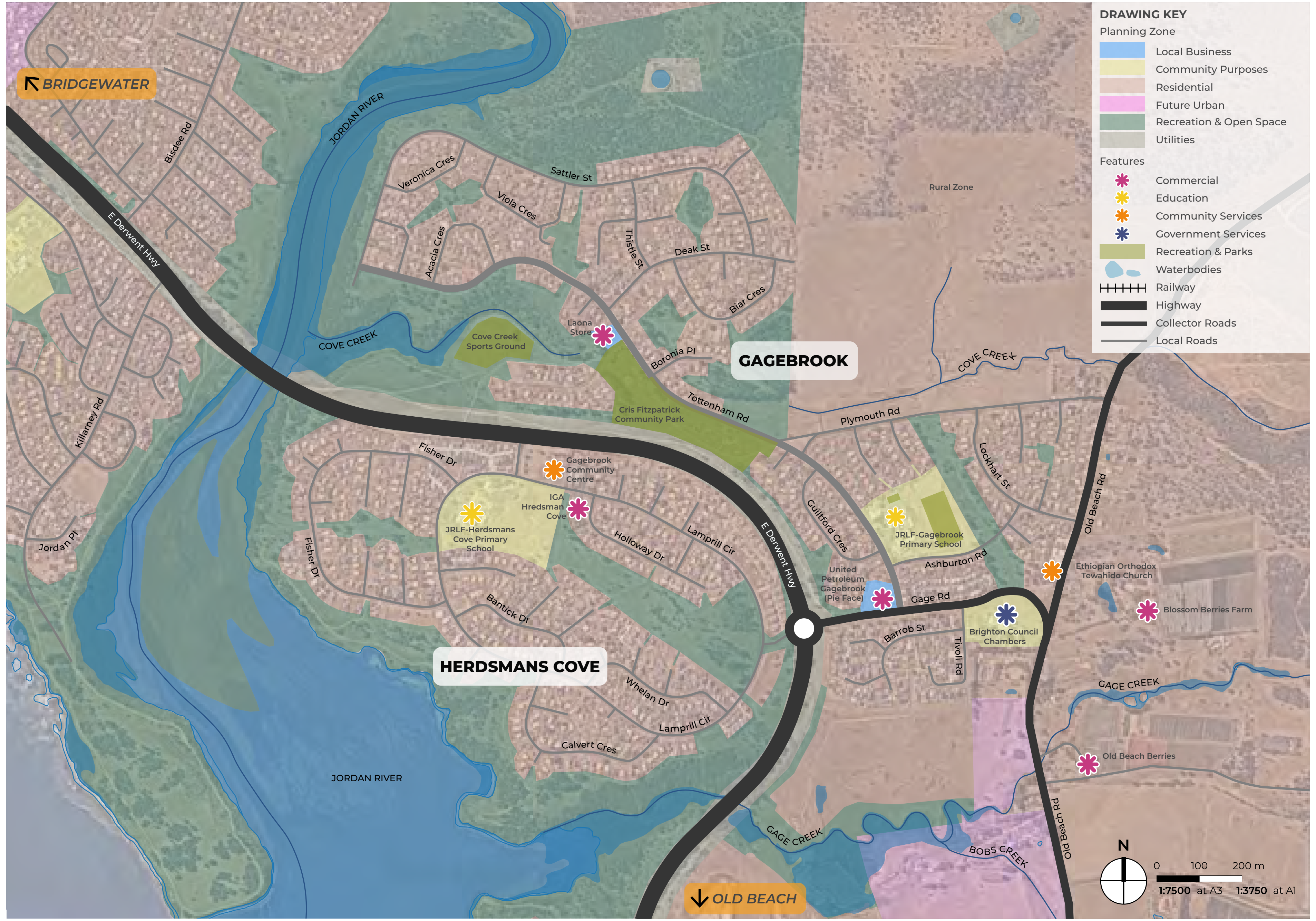


Figure 1. Gagebrook & Herdsman's Cove

Figure 2. Pontville

Summary of Findings - Community Consultation Phase 1

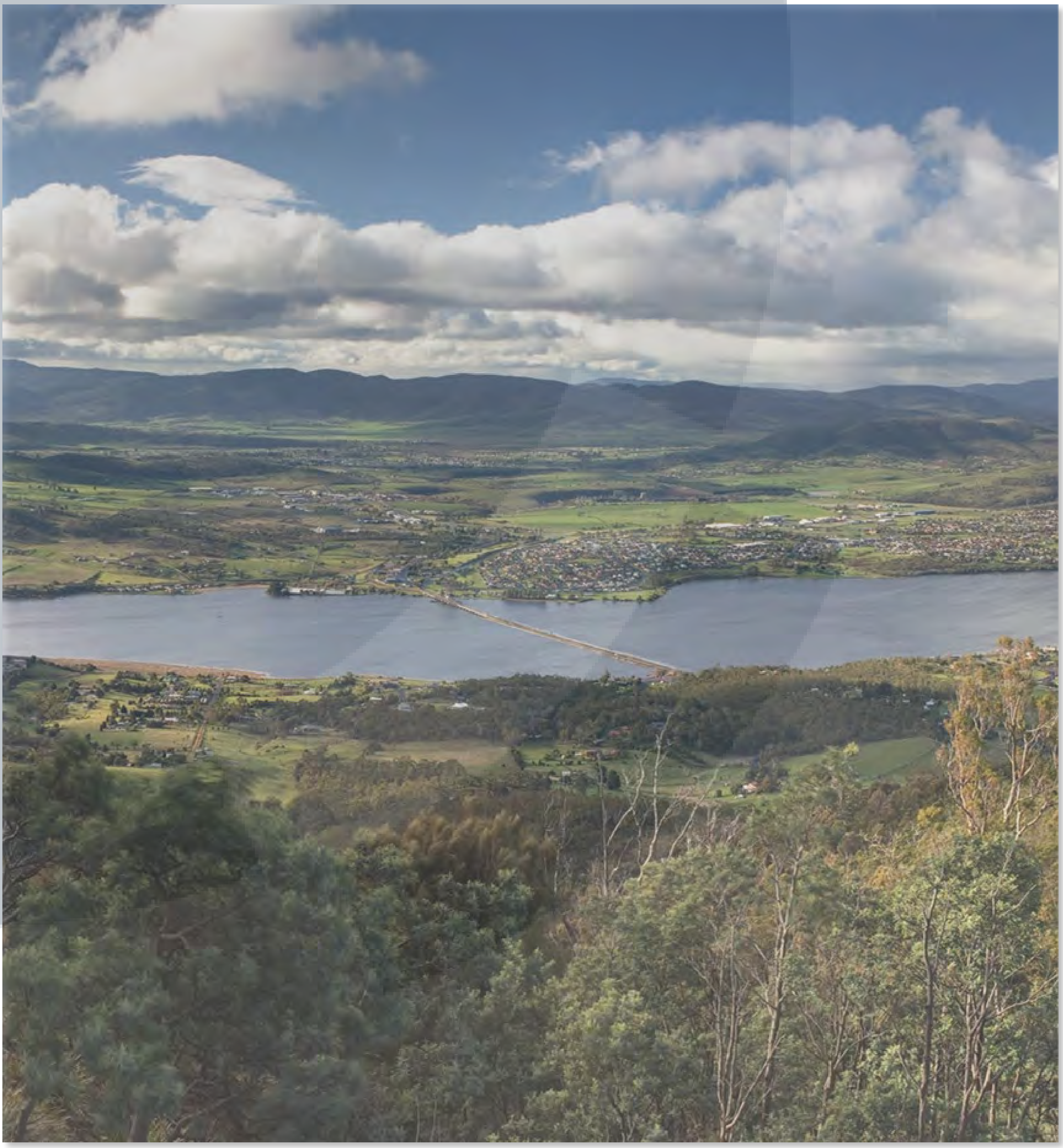
Appendices

Draft for Consultation

MARCH 2025

PREPARED BY MESH IN
PARTNERSHIP WITH GEOGRAFIA

ATTACHMENT
AGENDA ITEM **14.8**



Brighton Activity Centre Strategy

BACKGROUND REPORT

25 February 2025

Prepared by

Geografia mesh

Prepared for

Brighton going places

Geografia

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The front cover image, featuring Bridgewater, Gagebrook, and Brighton suburbs, along with the Derwent River, is by Australian photographer John Harrison.

Executive Summary

INTRODUCTION

- This Report is the first deliverable on the development of the Brighton Activity Centre Strategy.
- The Brighton Activity Centre Strategy will be a framework for guiding planning, economic development and investment decisions for Brighton Council's activity centres.

STRATEGIC CONTEXT

- Brighton Council in Southern Tasmania has its development shaped by the existing commercial activities and their potential. Development direction is guided by a large set of local, regional and State policies that have a significant range of objectives. Moreover, some are under review.
- Consideration should be given to how general economic conditions and these documents and objectives will influence outcomes for Brighton's activity centres.

ECONOMIC & DEMOGRAPHIC CONTEXT

- An analysis of the economic and demographic characteristics of Brighton Council and its surrounds suggests that, while historical and forecast job growth may be modest, population growth has been and will likely continue to be higher than expected.
- While Brighton and Bridgewater suburbs have both local and regional service centre roles, Glenorchy, Hobart and Moonah are important consumer expenditure destinations for Brighton Council residents.
- Most notably, in terms of Resident Escape Spend, bulky goods may represent a development opportunity.

LAND USE NEEDS ANALYSIS

- The estimated 19,876 sqm of retail and 2,160 sqm of commercial floorspace in Brighton Council broadly matches current floorspace demand.

- Demand is expected to exceed supply as early as 2026 in some locations and, more significantly, in the early 2030s (in both retail and office space).

- The potential exists for supermarkets (in Brighton and Old Beach suburbs), bulky goods (in the LGA) and some recapture of the relatively high level of Resident Escape Spend (particularly in Old Beach) (Figure A).

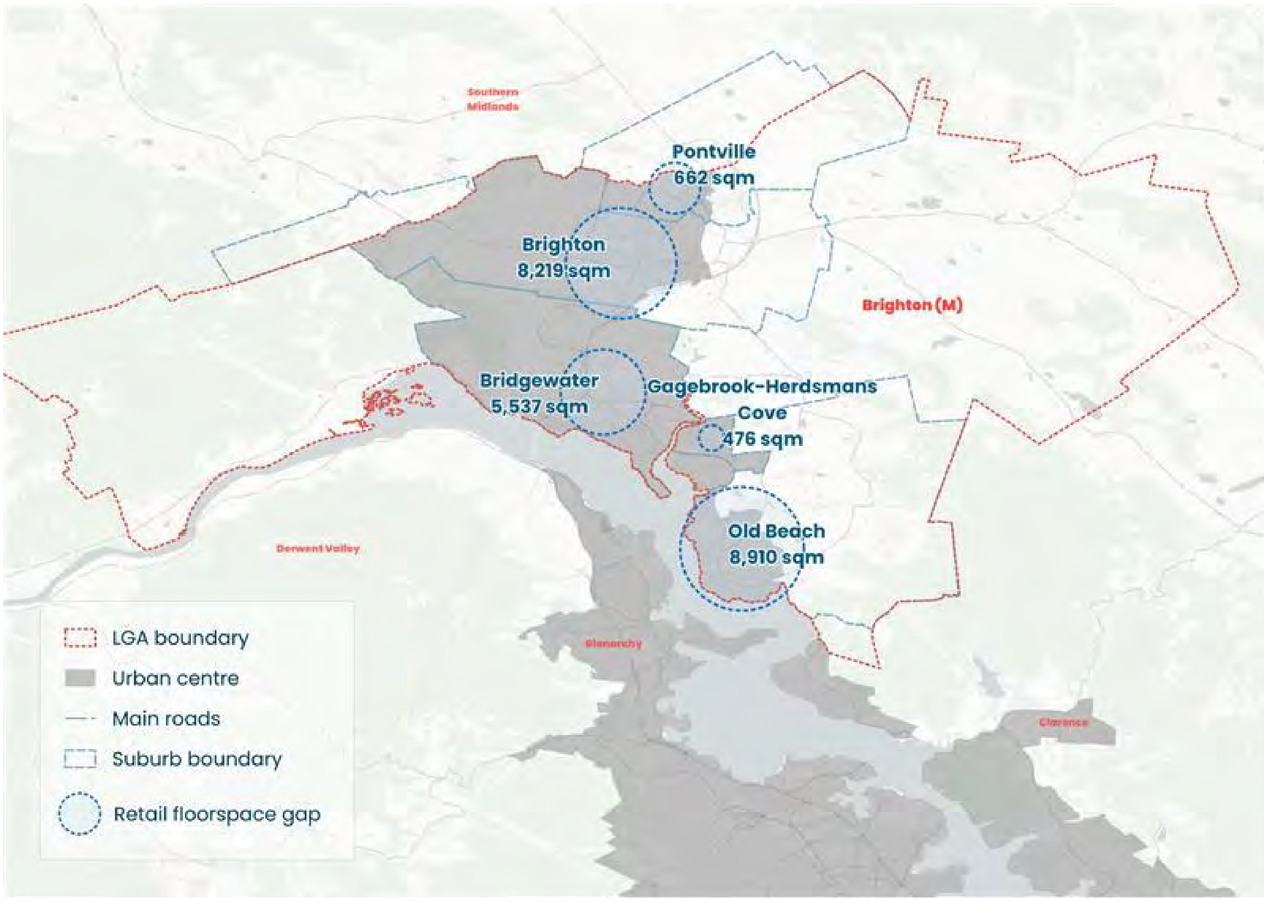

Figure A: Aggregated Retail Floorspace Needs (Gaps) by 2046
Source: Geografia, 2024

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Figures

Tables

1.0 Introduction

This Report is the first deliverable on the development of the Brighton Activity Centre Strategy. It will be re-issued with additional material subsequent to the completion of a consultation phase. The Brighton Activity Centre Strategy will provide a framework to guide planning, economic development and investment decisions for Brighton Council's activity centres.

1.1 PROJECT OBJECTIVES

This project was commissioned to prepare the Brighton Activity Centre Strategy. The Strategy will provide an overarching framework to inform planning and land use decisions for the City's activity centres. Specifically, it seeks to:

- Translate regional land use strategies [1] for the Brighton Council (referred to as Brighton (M) [2] henceforth) context
- Provide strategic guidance to inform planning, economic development and decision-making about activity centres in Brighton (M)
- Assist the Council's activities in attracting, directing, advocating for, and guiding investment that will support these local centres.

The overall goal of the Strategy is to support the full realisation of each centre's role and function; and build on a local sense of place by directing the growth, renewal and revitalisation of each centre.

1.2 THIS REPORT

This background report is the first deliverable of the project. It outlines the findings of a retail and economic assessment and a review of strategic policy. These outputs will support the forthcoming consultation process, after which options and recommendations for each of Brighton's activity centres will be prepared. The report includes:

- A review of the existing strategic and policy context

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[1] The Southern Tasmania Regional Land Use Strategy (STRLUS).
[2] To distinguish between the municipality and the locality of Brighton, we denote Brighton Council as Brighton (M) and Brighton suburb as Brighton (S).

- Employment forecasts
- Retail catchment analysis and forecasts
- Retail commercial and employment needs analysis
- Land use analysis
- An analysis of size, location and offering of activity centres.

Once the consultation is complete, this report will be reissued and include:

- Recommendations for the Activity Centre Hierarchy
- Recommendations for Planning Scheme Amendments
- An overview of the consultation approach and findings
- A detailed plan and the Implementation Strategy.

1.3 STUDY CONTEXT: REGIONAL POLICY DRIVERS

Two region-wide policies and projects have had a bearing on the development of this Study. These are described here, along with the response to them.

1. The Southern Tasmania Regional Land Use Strategy (STRLUS)

The Brighton Activity Centre Strategy falls under the Southern Tasmania Regional Land Use Strategy (STRLUS). The STRLUS is a regional policy document initially ratified in 2010 and amended in 2013. Its intention is to facilitate and manage change, growth, and development in Southern Tasmania out to 2035.

The STRLUS sets out the activity centre planning hierarchy for Greater Hobart and its surroundings. This provides a framework for local governments to adhere to that is consistent with sustaining the overall vibrancy of retail land uses in the region.

Since 2013, population growth, and changing economic and social conditions have altered the Southern Tasmania region. The City of Brighton has seen some of the highest levels of resident population growth in Southern Tasmania.

In response to broader planning reforms initiated by the State Government, the Southern Tasmania Council Authority has commissioned a review and development of an updated STRLUS. With this in mind, these exists the potential risk of misalignment between the activity centre strategy and future strategies to be delivered in the next 2-5 years. Our understanding is that this Strategy will assist the STRLUS review.

Further, to ensure that *this* Strategy remains relevant to the revision exercise, the following approach has been undertaken:

- The assessment will first identify the future land use needs of Brighton (M)'s residents. This component will account for Resident Escape Spend [3] (RES) to higher-order activity centres in Southern Tasmania. This will ensure that future local land use recommendations continue supporting these activity centres' viability and vibrancy. In this respect, the analysis will factor in the Hobart CBD Primary Activity Centre and the Principal Activity Centres of Central Glenorchy, Rosny Park and Kingston.
- This Study will then evaluate previously established catchments of Brighton (M)'s activity centres [4]. Once validated, the Study will account for future land use needs of residents within the surrounding catchment areas.
- Lastly, recognising the changing statutory landscape, the analysis considers any relevant approved changes to the local hierarchies of neighbouring municipalities. The analysis will have particular regard for strategic planning changes in Glenorchy, Greater Hobart and Clarence.

2. Revised Population Forecasts

In parallel with the revision of the STRLUS, revised and updated local population forecasts have been commissioned for the region, which considers recent population growth trends. While the projections are the most up-to-date available, it is understood they do account for the population potential of recently identified growth area opportunities in Brighton (M). It is likely, therefore, that, if based on these projects, the assessment of future land use needs could be underestimated.

To account for this, this Study:

- Uses the most recent REMPLAN 2023 forecasts as a baseline projection for Brighton (M).

[3] This is spending by residents of Brighton Council outside of the LGA.
[4] As established in STRLUS.

- Adopts a micro-simulation approach to allocating population projections to the Brighton (M) suburb level, in line with the assessment of local activity centre needs in the municipality.
- Estimates and accounts for additional population supported by growth area development opportunities.

2.0 Strategic Context

Brighton Council in Southern Tasmania has its development shaped by the existing commercial activities and their potential. Development direction is guided by a large set of local, regional and State policies that have a significant range of objectives. Moreover, some are under review. Consideration should be given to how general economic conditions and these documents and objectives will influence outcomes for Brighton's activity centres.

2.1 BACKGROUND

Brighton (M) is in Southern Tasmania and part of Greater Hobart. Occupying the eastern bank of the Derwent River (to the north of Hobart), it comprises five urban and three rural suburbs, with most of its population concentrated in Bridgewater, Brighton suburb (referred to as Brighton (S) [5] henceforth), Gagebrook-Herdsmans Cove, and Old Beach.

Key attractions and cultural landmarks in Brighton (M) include Bonorong Wildlife Sanctuary, ZooDoo, the historic Pontville village, agricultural tourism (featuring wine tasting at local cellar doors), and sites of Aboriginal and military historical significance, including Pontville's oldest Georgian building.

Since 2016, Brighton (M) and Sorrel have had the highest proportional population growth in the southern region and Greater Hobart (up by 21% and 19%, respectively). As of 2022, Brighton's (M) population was approximately 19,688. Population growth at both regional and metropolitan levels is influenced by international migration, a significant demographic factor in Southern Tasmania, which is home to 295,917 people.

Economic growth in Brighton (M) is mostly driven by industrial activities facilitated by the substantial industrial land area (the largest in the region). The municipality currently hosts 853 active businesses, with key employment sectors including agriculture/food manufacturing, accommodation and food services, and public administration and safety. Despite these economic strengths, Brighton (M) faces significant socio-economic challenges, evidenced by the highest levels of disadvantage and rental stress in the region.

[5] To distinguish between the municipality and the locality of Brighton, we denote Brighton Council as Brighton (M) and Brighton suburb as Brighton (S).

Transport infrastructure in Brighton (M) is anchored by three crucial road networks of state and regional importance. The Midland Highway serves as Tasmania's primary freight and passenger link, connecting Launceston to Greater Hobart. The East Derwent Highway runs along the river's eastern shore, linking the Midland Highway to Rosny Hill Road. The Tasman Highway connects Greater Hobart to the east coast, providing a direct route to destinations such as Sorell and the Tasman Peninsula, while supporting both freight and tourism traffic.

Brighton (M) residents rely on private vehicle travel as their primary mode of transport. The only public transport options available in the municipality are buses providing connections with Hobart, Glenorchy and Rosny. Some express buses service Brighton (S) and Bridgewater. The need for light rail and a commuter ferry has been identified and advocated for in the recent years. However, the most recent Draft Keep Hobart Moving Plan (2024) public transport strategy prepared by the State Government does not anticipate the delivery of these services.

Growth Areas and Emerging Development

There are several key residential and commercial growth areas in Brighton (M). These are:

1. The Boyer Road Future Urban Zone to the west of the Old Main Road precinct in Bridgewater, which is expected to accommodate approximately 350 new residential lots.
2. South Brighton Market, which is planned for development as per the Development Framework Plan, with approximately 565 new residential lots and 1,800 sqm of local business-zoned land.
3. Tivoli Green (Precinct A) on the eastern side of the East Derwent Highway, which is set to accommodate approximately 500 new residential lots.
4. Development at 203-205 Old Beach Road, which is expected to accommodate around 80 new residential lots.
5. Infill projects along Sorell Street and Old Main Road, which have been identified as suitable areas for residential and mixed-used infill development in Bridgewater. These projects align with the opportunities created by the new Bridgewater Bridge project.
6. The Highway Services Precinct extension, approved under the South Brighton Specific Area Plan, which will enable the development of a new commercial area catering to highway services, designed to meet local and regional needs.

2.2 POLICY AND STRATEGY REVIEW

Policies, Strategies, masterplan and assessments considered in this review include:

- The Draft Tasmanian Planning Policies (State Planning Office, 2022)
- The Draft Tasmania Population Policy (Department of State Growth, 2024)
- The Tasmanian Planning Scheme & Fact Sheet No. 5 (State Planning Office, 2017)
- The Southern Tasmania Regional Land Use Strategy 2010-2035 (Southern Tasmanian Councils Authority, 2013)
- *Draft* Keep Hobart Moving Plan (Department of State Growth, 2024)
- Brighton Council Structure Plan (Essential Economics, 2018)
- Brighton Council Vision (Brighton Council, 2050)
- Brighton Structure Plan (Echelon Planning, 2019)
- Brighton Social Infrastructure Plan (Ethos Urban & The Community Collaborative, 2018)
- Bridgewater Parkland Master Plan Report (PlaySt, 2016)
- Bridgewater Waterfront Masterplan (Brighton Council, 2023)
- South Brighton Market Assessment (Choice Location Strategists, 2021)
- Old Beach Zoning Review (ERA, 2023).

The remainder of this section provides an overview of the significant effects of these documents.

A Hierarchical Network

Policy and strategic direction at all government levels are generally consistent with established activity centre (AC) planning principles. These policies recognise the importance of centres for both economic growth and community congregation, and their success is linked with the provision of higher-density housing within ACs or in close proximity.

AC policy and strategies in Tasmania, particularly at State and regional levels, maintain their emphasis on the need to create a network of ACs. This is to define a hierarchy, ensure complementarities and efficiencies and avoid competition between centres. This means supporting the intensification of higher-order ACs serviced by public transport, i.e.

directing major trip-generating activities or activity-generating uses to higher-order ACs.

Policy within the *draft* 2022 Tasmanian Planning Provisions (TPPs) states that the role and function of each centre be determined by:

- Existing and planned public and active transport opportunities
- The relevant growth settlement strategy
- Opportunities for innovation, research and emerging industries
- Opportunities for a range of cultural, recreational and community facilities.

The Southern Tasmania Regional Land Use Strategy (STRLUS) identifies the following AC hierarchy:

- Primary Activity Centre – Hobart CBD & immediate surrounds
- Principal Activity Centres – Glenorchy, Rosny Park and Kingston
- Major Activity Centres (MACs) - Bridgewater (Green Point) and Moonah
- Rural Services Centres (RSCs) – Brighton (S), Huonville, New Norfolk, Oatlands, Sorell
- Minor or Neighbourhood Centres and Local strips are to be identified at the local level
- Specialist Centre – Cambridge Park, Derwent Park and others.

The ACs within Brighton (M) that are identified within this hierarchy are Bridgewater (Green Point) and Brighton (S). The remaining centres that are within the scope of this project (Gagebrook-Herdsmans Cove, Pontville and Old Beach) do not have a classification under the STRLUS (Figure 1).

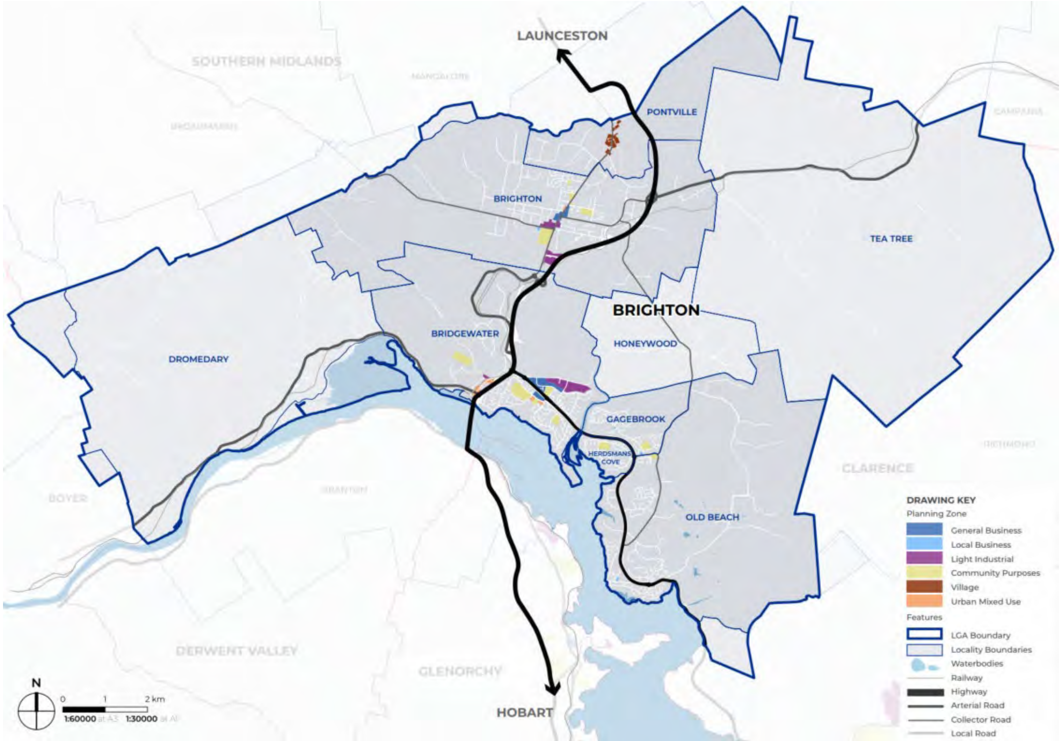


Figure 1: Brighton Activity Centre Network
Source: Mesh, 2024

Land Use

In line with developing ACs as a focus for services, businesses, local employment and social interaction, land use policies direct a mix of uses and multi-functionality in these centres. This is based on the premise that mixed uses are conducive to economic growth and long-term economic resilience.

Businesses

At a local level, ACs are envisioned to offer a diverse mix of local places to work, shop, eat and socialise, creating a vibrant shopping street. Specifically, more takeaways/cafes with healthy options, local restaurants, fruit and veg shops and delis.

Local issues and opportunities include the need for affordable commercial spaces, incentives for industry and businesses to relocate to Brighton, and the potential for a State Government department to be accommodated in the municipality.

A review of the Brighton Council Structure Plan 2018 (Essential Economics) indicated:

- Low vacancy rates across the municipality, suggesting support for the expansion of planning controls in Brighton (M) to encourage retail floorspace. This does not apply to Bridgewater
- Forecast demand for at least 7,220 sqm of retail floorspace and 1,130 sqm of additional commercial office space (2018-2033) the majority to be distributed in Bridgewater and Brighton (S)
- An existing spending leakage to other municipalities, mainly Glenorchy and Hobart.

According to the supportable floorspace assessment (prepared by SGS in 2023), the population growth estimations demonstrate:

- 1,250 to 1,780 sqm of supportable retail floorspace
- 100 to 1,000 sqm of supportable community facilities floorspace
- The existing urban mixed zone land (approximately 11,000 sqm can accommodate commercial and community facilities.

The report does not appear to consider the impact of the above retail floorspace provision to other activity centres in Brighton and the wider region.

High Density Residential

The location of high-density residential uses in – or in close proximity to - activity centres is an established principle in activity centre planning. This should be a main consideration in the preparation of the Strategy as there are reciprocal benefits of locating residential uses in activity centres. In particular, residential uses support the economic success of businesses and significantly contribute to the vibrancy and 'buzz' associated with successful centres. Likewise, centres provide key services and infrastructure to support liveable outcomes for residents.

State, regional and local policy acknowledges the rationale above and seeks to establish that:

- In addition to economic growth considerations, ensure the creation of activity centres that are vibrant and support urban lifestyles
- Allow for above-ground level residential uses in ACs
- Ensure the planning scheme allows for medium-density housing to be established in close proximity to town centres, public transport services and open space.

Community, Culture and Recreation

There is an emphasis on the role of ACs in revitalising and strengthening the local community, providing social cohesion opportunities by concentrating community and social infrastructure such as schools, health care facilities, libraries, social services, child, youth and aged care services. As such, the Strategy should protect existing uses and support any required provisions in the future.

With this in mind, activity centre planning should identify local challenges and support place-based approaches to deliver solutions that engage young people, facilitate participation and enhance feelings of belonging.

At a local level, general issues and opportunities include:

- The need for better access to local health care and wellbeing
- Vulnerability within the western region of Brighton
- Opportunities for communal gardens.

Industry and Tourism

With consideration of the overlapping need to support industry growth and tourism potential, activity centre planning should:

- Not significantly intrude on Industrial land, particularly when it could limit its potential consolidation
- Promote the integration of tourism infrastructure into activity centres
- Provide flexibility within AC for tourism-related use and development
- Consider the constrains planning controls may present to innovative tourism land use and development.

Innovation

Existing policy and strategies, particularly at the State and Regional level, recognise the need to consider the relationship between existing centres, education facilities and the provision of logistics and digital infrastructure. Specifically, the need to:

- Diversify trades and businesses, including green and emerging technologies
- Embrace emerging and innovative businesses and technologies
- Embracing best-practice environmentally sustainable initiatives.

Public Transport Requirements

- Council-endorsed strategies acknowledge the opportunities for light rail servicing Bridgewater in the future. This is contingent on the delivery of a passenger train service in the future using existing rail infrastructure located within the Bridgewater Bridge Precinct, which currently sits within the jurisdiction of higher levels of government.

- Likewise, local policy identifies opportunities for an additional commuter ferry service and station in Bridgewater to encourage public and active transport modes from Brighton to the western bank of Greater Hobart.

- The recently released *draft* Keep Hobart Moving Plan (2024) prepared by the State Government makes no suggestion of the State's intention to facilitate, promote or deliver passenger light rail in Greater Hobart. This draft plan is limited to a high-level indication of a planned Rapid Bus Network (RBN) and potential expansions to the existing commuter ferry services.

- Unfortunately, the indicative RBN and ferry investigation areas shown in the plan exclude Bridgewater and Brighton. The municipality is, therefore, likely to continue to rely on private modes of transport and the existing bus network.

Car Parking Requirements

- At a high level, State and regional policy broadly encourages a modal shift from private vehicle travel to public and active transport modes via parking policy. For instance, encouraging planning policy to remove minimum car parking requirements in activity centres results in the need to improve the provision of end-of-trip facilities and active street frontage layouts in new developments.

- Despite the above, it is understood that a modal shift to public and active transport modes requires a two-tier approach: firstly, the removal of car parking supply to discourage private transport and secondly, the increased provision of a robust public transport system with meaningful catchment areas and good connectivity.

- A review of existing policies identifies that a sustainable transport strategy is still required to coordinate and achieve a modal shift within Brighton. This strategy should assess the implications of removing car parking from activity centres, particularly given the current low pedestrian connectivity, especially for disabled persons. Eliminating car parking without addressing connectivity challenges risks isolating pedestrians.

Application and Drafting of Controls

Specific guidance exists within State and regional policy on the overarching goals and principles when applying and drafting planning controls.

The following directions are relevant to activity centre planning:

- Allow use and development that has little or no impact to proceed without requiring planning approval
- Reduce planning regulation to reflect the level of impact caused by the use and development
- Support the maintenance of regulatory consistency
- Encourage mechanisms that allow for timely adjustments in planning regulation for responses to and recovery from emergency events, pandemics and climate change
- Research, share and expand the available population data and analysis to guide infrastructure, housing and services planning and decision-making
- Allocate a sufficient supply of land within existing settlements for commercial and business use based on existing and projected demands.

Further, State and regional policy directs the following technical application of State Planning Provisions: [6]

- Apply the CBZ, GBZ and LBZ to ACs as appropriate, having regard to its role/function in the network
- Consider a 10–15-year timeframe
- Implemented strategies with structure plans
- Primary and Principal activity centres are identified at a regional/state level, whilst the structure and economic planning of lower-order centres are to be managed and implemented at a local level.

[6] Draft Tasmanian Planning Policy and the STRLUS.

Overarching policy direction seeks to ensure planning interventions provide a high level of flexibility and adaptability. Further, the direction identifies that interventions consider the level of impact caused by the use or potential development. However, the same background documents direct the application and use of State Planning Provision (SPP) zones to ACs. This limits the ability of local government to 'ensure' local planning interventions support that aspirational level of flexibility.

In other words, the level of flexibility and adaptability is determined implicitly by the SPP zones rather than potential local planning interventions. This implies that the SPP zones provide a high level of flexibility, for example, to support emerging industries and businesses (although it's important to note that this has not been tested).

In lieu of this, Specific Area Plans (SAPs) are available to manage specific use or development outcomes that justify a specialised approach. The Strategy needs to respond to both policy directions when designing/applying planning controls. More consistency with SPPs will facilitate a smooth implementation process. However, an approach that relies on SAPs may enable a better outcome for the municipality and its centres.

Land for Commercial and Business Use

Policy within the *draft* 2024 Tasmanian Planning Provisions (TPPs) directs the identification and allocation of a sufficient supply of land within existing settlements to provide for commercial and business use and development, based on existing and projected demands, with further consideration to the following:

1. The nature and scale of the catchment being serviced
2. Consumer demand and demographic forecast
3. Efficient use of existing infrastructure
4. Accessibility to existing transport networks and services
5. Access to employees
6. Activity centre hierarchy
7. Regional settlement hierarchy.

2.3 ACTIVITY CENTRE PROFILES

Bridgewater

Table 1 and Table 2 summarise the findings of a policy and strategic review for Bridgewater, including Bridgewater East (which includes Green Point MAC and Cove Hill) and Bridgewater West (Old Main Road/Bridgewater Bridge Precinct – see Figure 2).

Figure 2: Bridgewater – Activity Centre Profile
Source: Mesh, 2024

1. Bridgewater East (Green Point MAC and Cove Hill)	
Overview	
Land use zones area	**Bridgewater (East and West):** General Business: 17.06 ha Urban Mixed Use: 7.61 ha **Cove Hill:** General Business: 13.83 ha **Green Point:** General Business: 3.23 ha Urban Mixed Use: 2.29 ha
Features	Two main areas: Cove Hill and Green Point and smaller retail and commercial areas
Role	Retail, commercial, civic, educational and industrial
Floor space	13,328 sqm of retail floorspace (Audited in 2018, revised in 2024) 2,080 of commercial floorspace (Audited in 2018, revised in 2024)

1. Bridgewater East (Green Point MAC and Cove Hill)	
Notable tenancies/places	**Cove Hill:** Groceries – Coles Bridgewater (with an estimated 4,000 sqm in floorspace) Food & beverage – KFC, Thirsty Camel, Big Bargain Bottleshop. Discount home – The Reject Shop, Shiploads Medical – Green Point Medical Services Educational – St Pauls Catholic School, Discovery ELC Community services – Community sports hall, St Joseph's Administration Recruitment services – Workskills Civil & emergency services – Bridgewater Fire Station. Bridgewater Ambulance Station, Hobart Community Legal Services Place of assembly – Church & temple Industrial uses to the south of Cove Hill Road (Polyfoam Australia Pty, Waster Transfer Station, Star Track Express) and to the north (Precast Tas, Salva Car Removal, Porta Timber and Metal recycling) **Green Point:** Groceries – Woolworths Green Point (with an estimated 3,500 sqm in floorspace), BWS Postal services – Australia Post Civil & emergency services – Bridgewater Police Station, Brighton Civic Centre, Library, Service Tasmania, Centrelink, Centacare Evolve Housing Recruitment services – Asuria, Max Solutions Educational – Jordan River Learning School (Primary & Secondary) and Bridgewater High School Open space – Bridgewater Parkland Medical – Brighton Community Health Centre, Priceline Pharmacy
Strategic Context	
Classification in AC hierarchy	Bridgewater Green Point is designated as a **Major Activity Centre** with the role of serving the surrounding district and providing a range of convenience goods and services and some community facilities (STRLUS, 2011)
Brighton Social Infrastructure Plan, Ethos Urban, the Community Collaborative (2023)	Bridgewater and Brighton as community services cores Increase activation in the town centre to drive social outcomes and utilisation of civic services and vice versa

1. Bridgewater East (Green Point MAC and Cove Hill)	
Brighton Structure Plan (2018)	Cove Hill and Green Point are physically disconnected by East Derwent The need to accommodate freight and heavy vehicles along the East Derwent Highway Investigate pedestrian overpass locations along the East Derwent Highway Pedestrian connections between Coles and existing pedestrian crossing Public art and landscape improvements Investigate Urban Mixed Zone surrounding Green Point to allow for dwellings Investigate location for a Cove Hill public space Potential emergency services precinct within Bridgewater Advocate for a commuter ferry services with one stop in Bridgewater and Old Beach and establish a waterfront activity node Encourage the establishment of MONAs hacking school in Bridgewater
Bridgewater Parkland – Master Plan Report, Play/St, 2016	Recommendation for the creation of a 'spine corridor' connecting the civic centre with the waterfront with a number of community/recreational uses along the way including a community hub, skate hub, community nursery and a foreshore parkland hub
Bridgewater-Gagebrook-Old Beach Network Study, Department of State Growth	The study aims to improve the East Derwent Highway by enhancing safety and service levels for motorists and pedestrians. It is guided by modelling of future growth scenarios and their impacts on key intersections. Community feedback has highlighted concerns about pedestrian safety when crossing the highway.
Statutory Context	
TPS	**Zones:** General Business Zone Light & General Industrial Community Purpose, Open Space & Urban Mixed Use Zone Surrounded by Inner & General Residential Zones **Codes:** Bushfire, Biodiversity, Natural Assets, landslip, costal erosion codes to the south

1. Bridgewater East (Green Point MAC and Cove Hill)	
LPS	BRI-15.1 – Local Area Objectives – Green Point Area: To develop Green Point as a focal point for Bridgewater and encourage a mix of uses including retail, commercial, residential, administrative and community services that complement and support the strategic role of the area as a Major Activity Centre BRI-15.2 – Local Area Objectives – Cove Hill Area: To develop Cove Hill as a bulky goods and larger format retailing focal point. Larger speciality format retailing and support services to include supermarkets, hardware, discount department stores, camping, disposals, clothing, furniture, lighting, cafes, restaurants and entertainment facilities are to be concentrated at Cove Hill BRI-S4.0 – Bridgewater Quarry Specific Area - Plan (Cove Hill) seeks to protect the operations of the Bridgewater Quarry from incompatible or conflicting use or development
Future Development	
MONA's hacking school	Waterfront precinct
Point.B	Mixed-use industrial precinct

Table 1: Bridgewater East Policy Review Summary
Source: Mesh, 2024

2. Bridgewater West (Old Main Road/Bridgewater Bridge Precinct)	
Overview	
Land use zones area	**Bridgewater (East and West):** General Business: 17.06 ha Urban Mixed Use: 7.61 ha **Old Main Road:** Urban Mixed Use: 5.32 ha
Features	Mix of land uses, services and heritage features Some commercial activity along Old Main Road
Existing role	Highway Services Centre (Midland Highway)
Floor space	High vacancy rate (42%) within the northern end of Bridgewater Bridge (Essential Economics, 2018) 1,000 sqm of retail floorspace (audited in 2018, revised in 2024)
Notable tenancies/places	McDonald's Bridgewater

2. Bridgewater West (Old Main Road/Bridgewater Bridge Precinct)	
Strategic Context	
Classification in AC hierarchy	None
Bridgewater Waterfront Masterplan (2023)	Need to accommodate heavy vehicles along Midland Highway Old Main Road as the central village spine of Bridgewater **Zoning recommendations:** Rural Living to the west to be re-zoned to General Residential Zone to support the Old Main Road precinct Most of land zoned Utilities to be converted to Urban Mixed Use to support the creation of a commercial high street and medium density developments Light Industrial Council land to be rezoned to Community Purpose Zone SAP to study area to implement urban design elements of the Master Plan **Connectivity recommendations:** Re-develop old bridge for a river cruise (tourism) and commuter ferry terminal Urban design improvements (bus stop, separate bike lanes, tree, etc.) Retain rail lines for potential future use and location of passenger railway station 30-metre waterfront corridor
Statutory Context	
TPS	**Zones:** Urban Mixed Use Zone and Utilities Zone Surrounded by General Residential to the east and predominantly Rural Living to the west **Codes:** Individually listed local heritage sites within the centre Bushfire, Biodiversity, Natural Assets, Inundation and Erosion Codes adjoining the centre to the west and south
LPS	BRI-S8.0 – Urban Rural Interface Specific Area Plan (to the west of the Old Main Road centre. This SAP seeks to provide for high density rural living for areas of the Rural Living Zone closer to settlements and urban fringe areas.
Future Development	
New Bridgewater bridge	Due 2025
Bridgewater Bridge Waterfront Masterplan	Rural Living Zone to the west currently identified for infill development opportunities. The Boyer Road Future Urban Zone (further to the west) is expected to accommodate approximately 350 new lots.

Table 2: Bridgewater West Policy Review Summary
Source: Mesh, 2024

Brighton (S)

This includes the existing Rural Services Centre (RSC) and Highway Services Precinct, as well as the South Brighton and Brighton Shopping Centre (Figure 3). Results are summarised in Table 3.

Figure 3: Brighton (S) – Activity Centre Profile
Source: Mesh, 2024

3. Brighton (S) (incl. Highway Services Precinct)	
Overview	
Land use zones area	General Business: 6.30 ha Local Business: 0.66 ha Urban Mixed Use: 0.67 ha
Features	Scattered commercial activity along Brighton Street, small scale supermarket, health, educational and recreation land uses
Role	Limited commercial, health, educational and recreational services

3. Brighton (S) (incl. Highway Services Precinct)	
Floor space	3,214 sqm of retail floorspace and approximately 80 sqm in commercial floorspace (Audited in 2018, revised in 2024). This excludes 2,107 sqm in forthcoming retail floorspace from shopping centre development. 100 sqm to 1,000 sqm of community facilities floorspace The existing urban mixed zone land (approximately 11,000 sqm) can accommodate commercial and community facilities) (SGS, 2023)
Notable tenancies/places	Groceries – IGA Brighton Emergency services – Brighton Fire Brigade Health – Bedford Street Medical Centre, Brighton Pharmacy, Brighton Dental Centre Recreation – Brighton Skate Park/BMX Track, Brighton Bowls Community Club, Brighton Soccer Club Food & beverage – Brighton's Best Bakehouse, Moes Cafe Education – Jordan River Learning Federation School Farm, Brighton Primary School, Brighton Child Care & Early Learning Centre Hotels – Brighton Hotel & Motel
Strategic Context	
Classification in AC hierarchy	**Rural Services Centre** with the role of providing a range of goods and services and meeting the needs of predominantly non-urban community, with trips to larger activity centres required occasionally.
Brighton Social Infrastructure Plan, Ethos Urban, the Community Collaborative (2023)	The Brighton Municipal Memorial Hall and the Old Beach Community Centre are identified as an asset upgrade priority with highest potential to accommodate future growth Bridgewater and Brighton as community services cores Consolidate social infrastructure close to the Brighton town centre Advocate for a new small-scale library in Brighton's centre
Brighton Structure Plan (2018)	A number of urban design improvements (development to face streets, widen footpaths, outdoor dining, footpath upgrades and landscaping) Encourage the re-development of 51 Brighton Road for a landmark multi-level building Traffic and Car Parking Management Plan for the town centre Advocate for light rail services to be extended to Brighton
Brighton Council Structure Plan, Essential Economics (2018)	Low vacancy rates suggest support for expansion of planning controls encouraging retail floorspace (except for Bridgewater) Consider testing whether there continues to be a lack of a critical mass of population to support major retail development in Brighton

3. Brighton (S) (incl. Highway Services Precinct)	
Brighton Structure Plan, Echelon (2018)	Ensure attenuation buffers around the Brighton Transport Hub and Industrial Estate area maintained Advocate for improved bus services, upgrade to bus stops and shelters and locations for park and ride facilities for bus services Investigate options for markets, festivals and pop-up art exhibitions Ensure the planning scheme allows for medium density housing to be established in close proximity to town centres, public transport services and open space
Brighton Town Centre Local Area Plan, Aurecon (2012)	Brighton's Activity Centre is recognised as composed of the following key areas: Commercial Town Centre – two clusters of activity Former Army Site School Farm Highway Services Precinct Greenfield Development Precinct (now South Brighton Market)
Statutory Context	
TPS	**Zones:** General Business Zone, Light industrial, Particular Purpose Zone (Bridgewater Highschool Farm) Community Purpose Zone Surrounded by General Residential and Recreation Zone **Codes:** Individually listed local heritage sites within the centre Natural Assets Code to small section to the west of Brighton Road/Downie Street
LPS	BRI-15.3 – Local Area Objectives – Brighton Town Centre: To develop the Brighton town centre as a Rural Services Centre for the surrounding region and encourage consolidation of the town centre and provide a mix of uses including retail, commercial, administrative and community services that complement this function and provide for the needs of the local community. BRI-S11.0 – South Brighton Specific Area Plan to implement the South Brighton Development Framework, vary the Use Table of the Local Business Zone and allow for increased density with variations to the subdivision standards (lot size), among others

3. Brighton (S) (incl. Highway Services Precinct)	
Surrounding LPS	BRI-S8.0 – Urban Rural Interface Specific Area Plan – to the south, east and north BRI-S1.0 – Brighton Horse Racing Specific Area Plan – to the west BRI-S4.0 – Brighton Quarry Specific Area Plan; BRI-S10 – Brighton Industrial Hub Specific Area Plan and BRI-S12.1 – Burrows Avenue Specific Area Plan – to the south BRI-S11.0 – South Brighton Specific Area Plan – to the south
Future Development	
Shopping centre and supermarket	Lot 162, Brighton Road for a small-scale shopping centre and supermarket. Development is expected to support 2,107 sqm in retail floorspace, with Banjo's Bakery confirmed as a tenant.
South Brighton Market	As per Development Framework Plan. Approximately 550 new lots and 2,800 sqm of local business zoned land.

Table 3: Brighton (S) Policy Review Summary
Source: Mesh, 2024

Pontville

Pontville is characterised by its mixed-use and rural settings (Figure 4). Results are summarised in Table 4.

Figure 4: Pontville – Activity Centre Profile
Source: Mesh, 2024

4. Pontville	
Overview	
Land use zones area	Village: 10.98 ha
Features	Visitor accommodation and historical landmarks Proximity to Brighton's AC
Role	Tourism
Floor space	270 sqm of retail floorspace (reviewed in 2024)

4. Pontville	
Notable tenancies/places	Visitor accommodation – Lythgo's Row Colonial Cottages Hotel – The Crown Inn Employment centre – Southern Workforce Network
Strategic Context	
Classification in AC hierarchy	Not classified
Brighton Structure Plan, Echelon (2008)	Lower traffic speeds, extensions to pedestrian connections and improved signage for safer navigation Create a historic trails network and thematic interpretation following the Pontville Trail Network Concept Plan Consider improvements and new recreational facilities within Pontville Park
Statutory Context	
TPS	**Zones:** Village Zone Surrounded by Rural Living, Open Space/Recreation Zone and a small patch of General Residential Zone. **Codes:** Local Historical Heritage Code – Pontville (Precinct) and individually significant properties Landslip, Bushfire, Natural Assets, Flood Prone Areas (west)
LPS	N/A
Future Development	
N/A	None identified

Table 4: Pontville Policy Review Summary
Source: Mesh, 2024

Old Beach

Old Beach is a primarily residential suburb recent growth featuring established homes and newer developments (Figure 5). Results are summarised in Table 5.

Figure 5: Old Beach – Activity Centre Profile
Source: Mesh, 2024

5. Old Beach	
Overview	
Land use zones area	General Business: 0.48 ha
Features	Community Services, Recreational uses and home-based businesses scattered throughout the suburb
Role	Local – small scale. Organic growth of home-based businesses taking advantage of waterfront and distance from other centres.
Floor space	390 sqm of estimated retail floorspace (2024)

5. Old Beach	
Notable tenancies/places	'Yourtown Bridgewater' (Youth Social Services) Old Beach Community Hub Brighton Community Food Hub Old Beach Scout Hall Lennox Park
Strategic Context	
Classification in AC hierarchy	Not defined
Brighton Social Infrastructure Plan, Ethos Urban, the Community Collaborative (2023)	The Brighton Municipal Memorial Hall and the Old Beach Community Centre are identified as an asset upgrade priority with highest potential to accommodate future growth Activation should be driven on this site to incentivise community us and the role of the community hub.
Old Beach Zoning Review, ERA (2023)	This study compares two potential growth areas in Old Beach and makes recommendations for changes to the UGB, re-zoning to the Future Urban Zone (General Residential Zone) to allow the creation of up to 580 new lots It recognises the benefits of establishing a convenience/neighbourhood level shop in Old Beach to support the anticipated growth of 3,000 residents in the next 10 years. Precinct A is identified as suitable to provide these services (East of East Derwent Highway).
Statutory Context	
TPS	**Zones:** Local Business Zone (one property)/Recreation Zone surrounded by General Residential Zone **Codes:** Bushfire Prone Areas, Inundation/Coastal Erosion, Natural Assets, near the waterfront
LPS	BRI-S9.0 – Tivoli Green Specific Area Plan (opportunities for commercial)
Future Development	
Precinct A, as identified in the Old Beach Zoning Review (ERA 2023), located on the eastern side of the highway	Approximately 500 new lots
203-205 Old Bead Road	Approximately 80 new lots
Lennox Park, Jetty Road	Container café

Table 5: Old Beach Policy Review Summary
Source: Mesh, 2024

Gagebrook-Herdsmans Cove

Gagebrook-Herdsmans Cove features a mix of housing, schools, community centres, along with access to essential services such as education facilities (Figure 6). Results are summarised in Table 6.

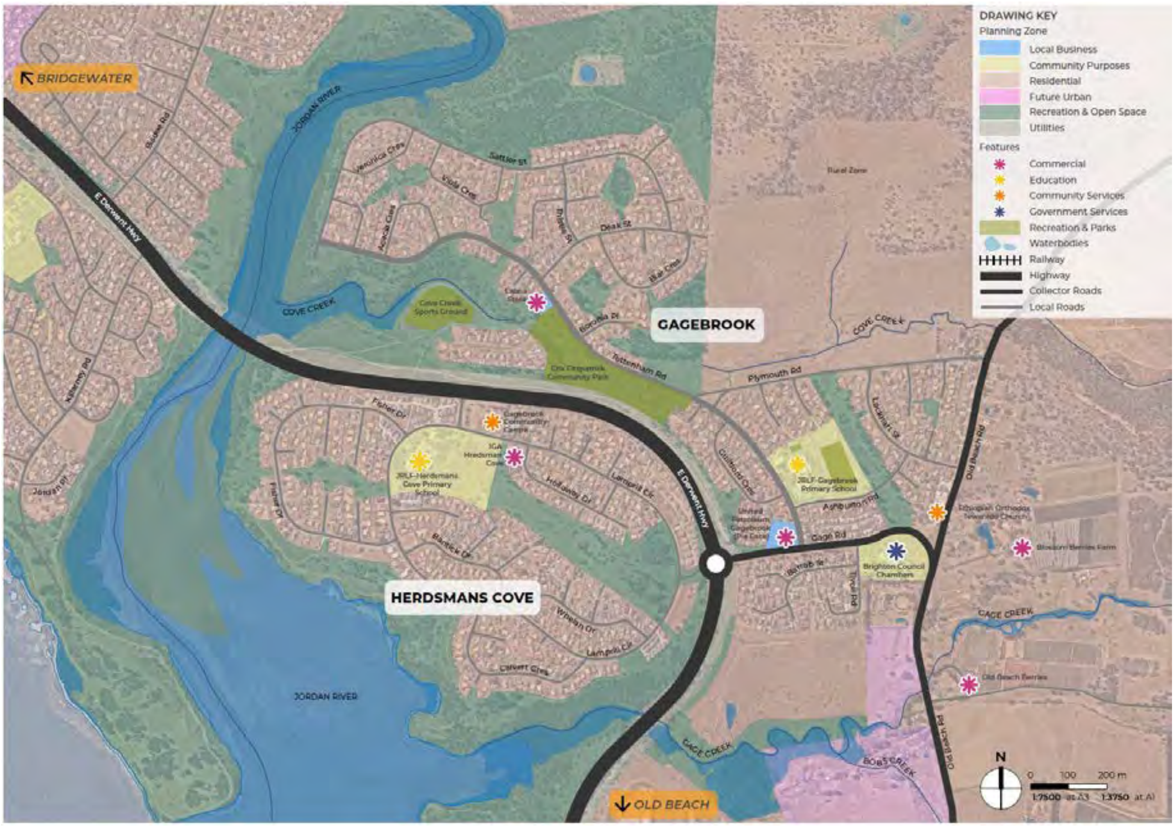


Figure 6: Gagebrook-Herdsmans Cove – Activity Centre Profile
Source: Mesh, 2024

6. Gagebrook-Herdsmans Cove	
Overview	
Land use zones area	Local Business: 0.86 ha
Features	Council's chambers and schools
Role	Local – Small Scale
Floor space	457 sqm in estimated retail floorspace

6. Gagebrook-Herdsmans Cove	
Notable tenancies/places	Brighton Council Chambers Herdsman Cove IGA – Lamprill Circuit Primary Schools Service Station Laona Store – small convenience store
Strategic Context	
Classification in AC hierarchy	Not classified
Brighton Social Infrastructure Plan, Ethos Urban, the Community Collaborative (2023)	Social and physical community fragmentation and lack of an identifiable town centre between Old Beach and Gagebrook and Herdsmans Cove Recommends the identification of a new social infrastructure node/local town centre. Co-location near Council chamber could facilitate the creation of a significant civic centre. Potentially identifies as a preferred location for a youth centre Build on the existing community core at the community centre and IGA Expand community benefits on Council Chambers land
Statutory context	
TPS	**Zones:** Local Business Zone (two segregated properties Service Station and Fish and Chips and convenience store) Community Uses (Primary Schools) **Codes:** Bushfire, Natural Assets and Coastal inundation along waterfront
LPS	To the south – BRI-S9.0 – Tivoli Green Specific Area Plan
Future Development	
Tivoli Green	Greenfield development also identified under the Old Beach AC profile

Table 6: Gagebrook-Herdsmans Cove Policy Review Summary
Source: Mesh, 2024

2.4 CONCLUSION – GENERAL

Information on the key planning and strategy documents that will (or can) influence development in Brighton (M) is provided in the Appendix. General implications are provided here.

A review of relevant strategic plans, policies and masterplans at State, Regional, metropolitan and local levels suggests that there is support for the growth and economic development of the existing centres within

Bridgewater and Brighton (S) as activity centres within local and regional catchments.

While there are fewer references to lower-order centres, some of the recent work has recognised the existing fragmentation of activity in these centres and the need to identify a town centre. This would have multiple benefits, including the development of a recognisable precinct that may attract a wider range of uses, including evening economy activity (e.g., dining and takeaway).

Notably, only the following suburbs record significant night-time spending:

- Bridgewater ($12 million in Total Local Spend in 2023-24, of which $7 million was from residents);
- Brighton (S) – $4.4 million, with $2 million from residents; and
- Gagebrook at $443,000 all of which was from residents (Spendmapp, 2024 [7]).

The analysis of these documents also shows that:

- Considering the ongoing review of key State and Regional policies and strategies, there is a potential for misalignment between the activity centre strategy and future strategies to be delivered in the next 2-5 years, notably the STRLUS and the review of the Tasmanian Planning Scheme Provisions. Our understanding is this Strategy will assist the STRLUS review.

- One of the main challenges with activity centre planning in Tasmania is the lack of a robust public transport strategy to inform the role and hierarchy designation of activity centres. For Bridgewater, this lack of direction is exacerbated by the fragmented conditions of the centre presenting two or three long-term growth options: Green Point, Cove Hill or Old Main Road.

- A sustainable transport strategy is needed to coordinate and achieve a modal shift within Brighton and to establish whether car parking requirements can be removed from activity centres as encouraged by State and regional policy.

- There is an immediate need to advocate for the inclusion of Brighton (M)'s centres in the planning of the future ferry stations and Rapid Bus Network for Greater Hobart to improve accessibility

[7] A detailed analysis of the patterns in the night-time spend data and discussion of any potential opportunities is beyond the scope of this study. The floorspace analysis is based on an analysis of the aggregated spend (that is, both night and day combined).

and mobility in the municipality but also to provide long-term guidance and support for the development and hierarchy of the centres.

- The municipality is experiencing growth pressures and is expected to accommodate a significant proportion of the needed housing supply in Southern Tasmania. In particular, residential growth is expected in the short to medium term in Bridgewater (West), Brighton (South), and Old Beach.

- There is strong strategic and planning direction for the growth of Bridgewater and Brighton (S) as the leading centres of Brighton (M) and some evidence to suggest the need to revise their roles in the regional network due to the catchment areas serviced and the need for the further congregation of services in the municipality.

- The designation of roles and functions for each activity centre needs to consider the broader regional network of centres.

- Excluding Brighton (S), a common challenge across activity centres is the lack of a 'high street' with the potential to become a pedestrian/vibrant road. Most centres are located on roads that serve as key freight and passenger vehicle routes. Additionally, there is a need for pedestrian functionality audits to assess access for all users, including parents with prams and individuals using wheelchairs.

- There is a clear need to define activity centre boundaries to congregate activities within all centres, including the delivery of public transport, community infrastructure and higher-density housing. This is particularly important for Old Beach and Gagebrook-Herdmans Cove.

- Overarching policy direction seeks to ensure planning interventions/regulation provide a high level of flexibility and adaptability and reflect the level of impact caused by the use/development regulated.

2.5 CONCLUSION – BY CENTRE

Information on the key planning and strategy documents that will (or can) influence development in Brighton (M) is provided in the Appendix. Location-specific implications are provided here.

Bridgewater

- The STRLUS classifies Bridgewater (Green Point) as a Major Activity Centre. It is unclear whether this classification encompasses Cove Hill.
- Bridgewater is made up of three separate precincts, which suggests the need for further definition. For instance, while Old Main Road forms part of Bridgewater suburb, it may warrant designation as a separate activity centre due to its distance from Green Point, the lack of permeability between the two and the different opportunities and constraints posed by its location in relation to the new and old Bridgewater Bridge and the waterfront.
- Green Point serves as a commercial/retail node with proximity to key civic land uses and open space infrastructure. It also acts as a hub for supporting those facing social disadvantage, hosting essential services such as Centrelink, Service Tasmania, recruitment agencies, the library, and the police. However, it lacks permeability and a defined 'main street', which may limit its cohesion and accessibility. Relocating these services would have a significant impact on the community.
- Cove Hill directly adjoins industrial land, which can be seen as both a challenge and an opportunity. Industrial land may constrain the establishment of higher-density residential uses to the north of Cove Hill to support its success. On the other hand, the industrial land could provide the flexibility/affordability required for 'innovative', 'unanticipated' land uses/businesses required for the success of the activity centre, such as a large brewery, tourism uses, recreational uses, etc with higher land size needs which in turn have the potential to act as anchors to the activity centre and support its long-term success and growth.
- There are opportunities for pedestrian/cycling connections between nodes of activity via a spine corridor as identified in the Bridgewater Parkland Master Plan.
- Whilst Green Point and Cove Hill are potentially two of the most successful nodes of activity in Brighton, these nodes are divided by the East Derwent Highway, a key freight route. This presents a significant constraint for establishing a cohesive and connected activity centre. Its fragmentation raises questions about its future role as the principal centre within Brighton (M) given the challenges of its development as a vibrant and attractive precinct. Further stages of the strategy should consider:
    - Whether other centres in the municipality are better placed for to occupy the role of a principal centre in the long-term

  - Whether the permeability and access limitations of Green Point/Cove Hill can be resolved with urban design interventions
  - Whether the separation of Cove Hill and Green Point is necessary to secure the long-term economic success of Green Point and its establishment as the principal activity centre of Brighton
  - Whether Hurst Street as a connector/local road is better suited to accommodate an activity centre, particularly in comparison to East Derwent Highway and Green Point.
- The Old Main Road precinct has limited commercial/retail activity at present but its strategic position (adjoining potential future passenger train stations and commuter ferry stations) presents opportunities for a more viable future activity centre when compared to Green Point and Cove Hill. However, the State Government's decision not to include rail on the bridge makes such developments unlikely in the near future.
- Old Main Road is a lower-order road presenting an opportunity for long-term pedestrian activation and connections. Further stages of this strategy should consider:
  - Whether Old Main Road should be defined as a separate activity centre and if so, what role and function should be designated to it to ensure its medium to long-term success.

Brighton (S)

- Brighton (S) has the potential to become a vibrant activity centre in the short to medium term. Nodes of activity are concentrated along Brighton Road, which has the potential to become a thriving 'high street' because:
  - It has a lower-order function within the road network
  - Retail and commercial businesses are located on both sides of the road and are predominantly oriented to the main street
  - The centre is mostly flat and has footpaths on at least one side encouraging walkability.
- Subject to the delivery of the South Brighton Market, the centre will be supported by increased housing.
- The Strategy should consider:
  - What planning controls best serve is positioning as a Rural Services Centre and potentially a Major Activity Centre in

  - the long-term, including the need to increase the density and diversity of housing.
  - How to best integrate and connect the different identified precincts within the centre.

Pontville

- There are limited references and guidance for the growth of Pontville other than the 2018 Structure Plan.
- A desktop review shows there are merits for the designation of Pontville as a specialist centre. Further, some challenges identified for this centre include the lack of footpaths, continuity and connectivity between landmarks and hotels.
- The Strategy should consider:
  - Whether there is sufficient justification for the classification of Pontville as a specialist centre
  - How to best enhance the celebration of the historical landmarks within Pontville for the economic success of the centre
  - Strategies to better link Pontville with established tourism industries in the region (wineries, MONA, etc.) or how to develop an innovative/authentic role in the tourism industry of Southern Tasmania.

Old Beach

- From a desktop review, it is clear that the Old Beach Neighbourhood Store serves as a limited convenience store/fish and chips shop. Old Beach residents rely on Bridgewater and Glenorchy for retail and commercial needs.
- Considering the existing escaped spending patterns and anticipated population growth in Old Beach, the establishment of a local convenience centre is crucial to improve the liveability outcomes of the community.
- Jetty Road appears to be the location of the centre, with one property zoned Local Business Zone; however, some strategies identify the potential for Tivoli Green's development to include a commercial offering.
- It is important to note that the East Derwent Highway acts as a barrier between Tivoli Green and Jetty Road. Currently there is minimal or no safe pedestrian between the two areas.
- The Strategy should consider:

- How to best balance the need to improve liveability outcomes in Old Beach, accounting for a reasonable share of spending that should defer to Bridgewater as the higher-order activity centre.
- Where in Old Beach a local centre should be established, possibly along Jetty Road or in Tivoli Green. Given the current constraints of the East Derwent Highway, there may be a need for a local centre in each of these areas.
- The planning controls that would support its short and long-term success.

Gagebrook-Herdsmans Cove

- Gabebrook-Herdsmans Cove accommodates a small local convenience store (IGA), Council Chambers, a primary school and a couple of community parks and recreation zones. These uses are scattered across the suburb and on both sides of the East Derwent Highway with limited pedestrian connectivity.
- There are nodes of activity identified along Gage Road, Lamprill Circuit and Tottenham Road.
- There is a clear need to identify a town centre to provide direction for growth and serve the local catchment. The Strategy should consider:
    - How to best balance the need to improve liveability outcomes in Gagebrook-Herdsmans Cove and the impact a new local centre would have on Bridgewater
    - Where a local centre should be established (e.g., Gage Road, Lamprill Circuit or Tottenham Road)
    - The planning controls that would support its short and long-term success.
- Alternatively, whether a local centre should be provided within Gagebrook-Herdsmans Cove instead of Old Beach to support improved liveability outcomes within this area of Brighton.

3.0 Economic & Demographic Context

An analysis of the economic and demographic characteristics of Brighton and its surroundings suggests that, while historical and forecast job growth may be modest, population growth has been and will likely continue to be higher than expected. While Brighton (S) and Bridgewater are local and regional service centres, Glenorchy, Hobart and Moonah are important consumer expenditure destinations for residents. In terms of Resident Escape Spend, bulky goods may represent a development opportunity.

3.1 MODELLING PRINCIPLES

The following outlines this Study's analytical focus and modelling principles for the retail needs of each major suburb in the municipality.

Bridgewater

The Study assesses the total retail needs for Bridgewater through the lens of Green Point, Cove Hill, Old Main Road and Brighton Industrial Hub. The analysis will focus on two questions:

1. What is the future retail demand for Bridgewater, particularly Green Point MAC, as the regional servicing activity centre?
2. After considering the needs of Green Point MAC, what is the excess retail demand for Cove Hill, Old Main Rd and Brighton Industrial Hub to support their respective local retail needs?

Brighton (S)

The Study will assess the total retail needs of Brighton (S) through the lens of the Brighton RSC and the South Brighton Highway Services Precinct. The analysis will focus on two questions:

1. What is the future retail demand for Brighton (S) while considering Green Point MAC as the higher-order activity centre?
2. What is the excess retail demand to Highway Services Precinct (also known as South Brighton) as a potential speciality bulky goods focussed area?

Gagebrook-Herdsmans Cove

The Study assesses the local retail needs of Gagebrook and Herdsmans Cove suburbs through the lens of existing retail allotments in Tottenham Rd, Gagebrook and Lamprill Circle, Herdsmans Cove. The analysis will identify the future retail demand for the two suburbs combined.

Pontville

Recognising the limited retail offering and potential tourism functionality, this Study assesses the future retail demand for Pontville, with consideration of non-resident spending patterns.

Old Beach

This Study assesses the total retail needs of Old Beach suburb through the lens of potential retail offerings in Jetty Road, Old Beach and the Tivoli Green Estate. The analysis will focus on two questions:

1. What is the future retail demand for Old Beach, taking into consideration future residential estates and the potential to re-capture expenditure leakage to neighbouring municipalities?
2. What are the retail allocations between Jetty Road and Tivoli Green Estate?

Bulky Goods Retail in Brighton (M)

This Strategy also recognises a high level of Resident Escape Spend in bulky good retail. At present, there are currently no full or mid-size bulky goods providers to service local retail needs. Mindful of that, this Study evaluates existing and future bulky good land use needs in Brighton (M).

Commercial Land in Brighton (M)

Lastly, the Strategy seeks to identify the commercial needs and model land use outcomes and recommendations for each of Brighton's activity centres. This will be assessed at the municipal level, where identified local allocation opportunities will be investigated at the activity centre level of Brighton (M).

3.2 METHOD OF THE ANALYSIS

The Use of Consumer Expenditure Data

Where possible, this Study has relied on the use of real consumer spend and other datasets to understand existing retail needs and gaps and project future land use trends in Brighton (M). In particular, Spendmapp [8] data has been used for the economic analysis. This provides:

- Real consumer spending trends for Brighton (M) residents and visitors;
- The actual real catchments of patrons to Brighton's (M) activity centres; and
- Resident Escape Spend from Brighton (M) residents to other activity centres in Southern Tasmania and the online retail economy.

Expenditure categories used for this analysis are derived from the banking sector's 'Merchant Category Codes' (MCCs). These are globally consistent definitions. For the purposes of this study, they have been aligned with the ABS's retail spend categories (see Appendix).

Land Use Needs Assessment

1. The land use needs assessment took the following approach:
2. Firstly, establish the strategic policy context for Brighton (M) and its retail activity.
3. Develop a retail land use forecasting model to identify existing and future retail needs of Brighton's (M) activity centres. The retail model was developed through:
    a. A suburb-level population model that microsimulates the REMPLAN population forecasts down to the suburb level and appends any additional population growth to identified growth areas.
    b. An assessment and profile of FY2023 spending patterns by residents and visitors to each of Brighton's (M) activity centres, factoring in Resident Escape Spend to neighbouring and higher order activity centres.
    c. Forecasting the total and per capital spend for each of Brighton's (M) activity centres, holding fixed the existing RES. The forecast will also consider existing and future changes in online retail trends and the long-run category-level retail growth rates.
    d. Forecasting the total land use needs by applying floorspace and land-to-spend ratios for each AC.

[8] Spendmapp.com.au

4. Compose a commercial land use forecasting model to identify existing and future needs. They will encompass:
    a. A municipal-level employment forecast using historical jobs data (sourced primarily from the ABS Census) and applying historical growth rate projections.
    b. Estimates of future job numbers in Brighton (M) by industry sector.
    c. Forecasts of total commercial land use needs using jobs-to-floorspace and floorspace-to-land ratios by industry land use categories.
    d. Undertaking an activity centre audit and gap analysis through a desktop assessment of the existing retail and commercial floorspace and land use. From this, the gap between existing supply and future demand will be determined and the subsequent land use opportunities.

More details on the methodology are provided in the Appendix.

3.3 DEMOGRAPHIC AND ECONOMIC FINDINGS

The assessment of economic and demographic data has identified six themes defining the Brighton (M) retail and commercial economy.

1. Brighton (M) has Consistently Experienced Higher-than-Expected Population Growth

When compared to actual population levels, the previously established Department of Treasury and Finance official forecasts have underestimated population growth in Brighton (M) (Figure 7).

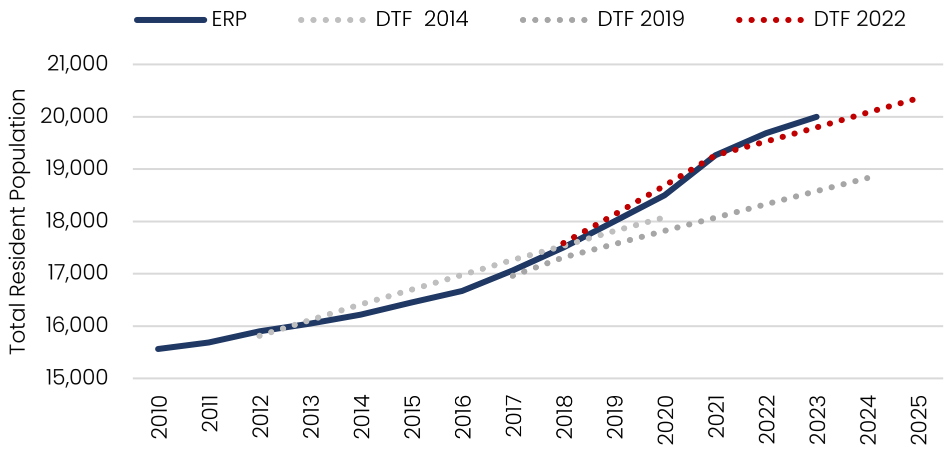


Figure 7: Comparison of ERP and Historical DTF Forecasts, Brighton (M)
Source: ABS Estimated Resident Population (ERP) and TAS Department of Treasury (DTF) Population Forecasts for 2014, 2019 and 2022

One of the challenges of accurate forecasting of Brighton's (M) population is accounting for its rapidly expanding residential growth areas. A large part of Brighton contains rural living residential land uses. Housing affordability pressures are seeing these areas being developed to higher densities.

This analysis has adjusted modelling input assumptions to account for the (historically) consistently under-estimated forecasts.

2. Rapid Population Growth in Brighton (S) and Its Implications for Retail

As highlighted in the previous section, Brighton (M) has consistently exceeded population growth expectations. With an ongoing development pipeline in various suburbs (see Section 2.1 Background for a recap), Brighton (S) is projected to become the largest suburb within Brighton (S) in terms of population (Figure 8). This trend indicates that retail demand – and, by extension, AC prominence – will be increasingly concentrated in Brighton (S). The retail model in these investigations incorporates assumptions to account for this growing population base.

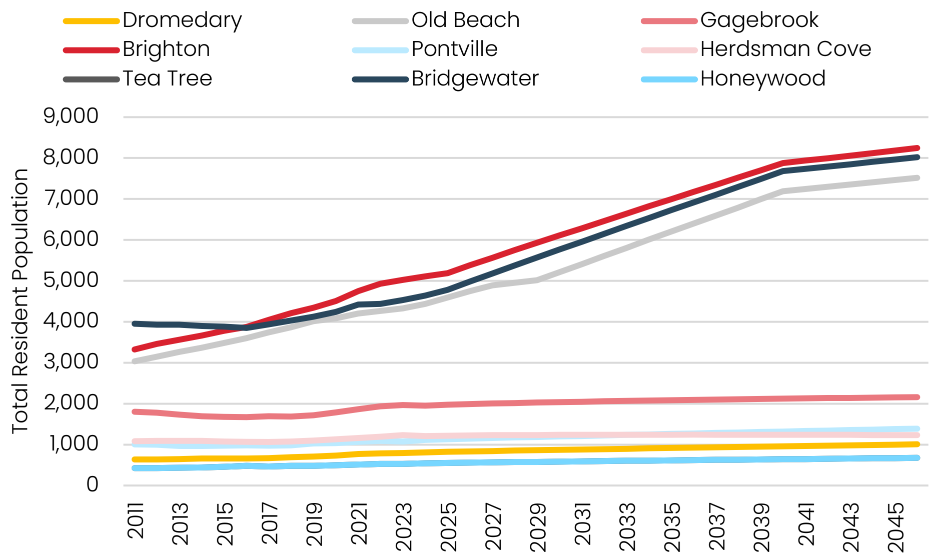


Figure 8: Population Forecasts by Suburb, Brighton (M)
Source: Geografia, 2024 and REMPLAN, 2023

3. Modest Job Growth, Driven by Population Servicing Sectors

Historical employment data from the ABS shows modest job growth in Brighton (M). Over the ten years between the 2011 and 2021 Censuses, the count of jobs increased by 58% to 3,684 (Table 7). Job increases have largely been driven by population-servicing industries, such as Retail (up by 72%), Education & Training (up by 23%), Health Care (up by 69%) and Construction (up by 54%). Continued growth in these sectors is likely to support modest commercial land use demand.

Industry of Employment	2006	2011	2016	2021	10-Year Change
Agriculture, Forestry and Fishing	59	57	68	106	86%
Mining	6	11	13	21	91%
Manufacturing	108	180	139	219	22%
Electricity, Gas, Water and Waste Services	3	23	17	23	0%
Construction	163	260	310	400	54%
Wholesale Trade	82	128	92	125	-2%
Retail Trade	198	234	287	403	72%
Accommodation and Food Services	120	154	206	225	46%
Transport, Postal and Warehousing	169	267	439	590	121%

Industry of Employment	2006	2011	2016	2021	10-Year Change
Information Media and Telecommunications	8	7	13	20	186%
Financial and Insurance Services	6	4	9	7	75%
Rental, Hiring and Real Estate Services	24	31	8	16	-48%
Professional, Scientific and Technical Services	22	41	55	73	78%
Administrative and Support Services	49	63	98	123	95%
Public Administration and Safety	142	141	144	148	5%
Education and Training	292	325	342	401	23%
Health Care and Social Assistance	176	207	286	350	69%
Arts and Recreation Services	38	54	68	102	89%
Other Services	68	107	129	188	76%
Total	**1,745**	**2,325**	**2,807**	**3,684**	**58%**

Table 7: Total Number of Jobs, 2006-21, Brighton (M)
Source: ABS Place of Work 2006, 2011 and 2011 Census; and ABS Place of Employment 2021 Census. The ten-year change is from 2011 to 2021

Brighton (M) has also experienced a considerable increase in the number of light industry jobs. Notably, at 590 jobs, Transport, Postal and Warehousing is now the largest industry in the municipality (up by 121% from 2011). Although outside the scope of this Study, it may be worth further investigation as shifts in industry dominance of this scale can significantly impact the typology of industrial land use demand.

4. Continued Regional Role of Bridgewater and Brighton (S)

Analysis of Spendmapp data [9] reveals that Bridgewater and Brighton (S) both continue to have a regional servicing role. Figure 9 and Figure 10 illustrate their respective catchments, both of which expand beyond the municipality into the northern suburbs of Glenorchy and rural interior regions of Southern Midlands.

These catchments are in line with the population servicing catchments identified by STRLUS 2013 [10] and are used in the analysis to follow. Figure 27 in the Appendix further highlights the ongoing primacy of Bridgewater, as

[9] See the Appendix for a definition of the Spendmapp terms used in this Study.
[10] P. 83 Map 8 Activity Centre Network, STRLUS

indicated by the forecasted total retail spending by activity centre, while also showing emerging growth in Brighton (S) and Old Beach.

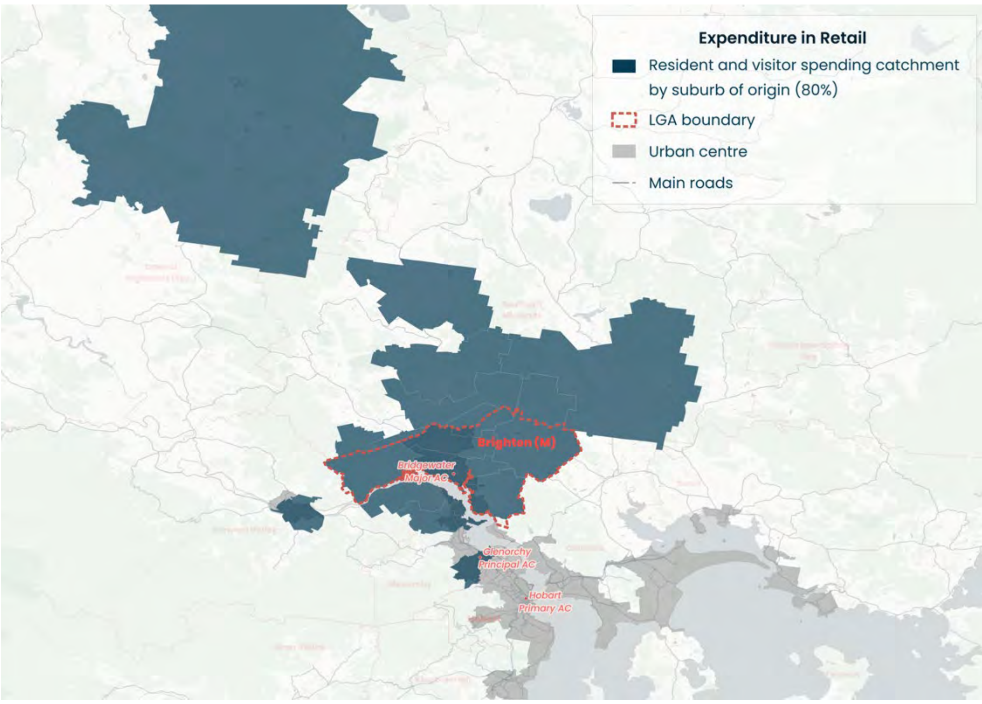


Figure 9: Actual Retail Catchment - Bridgewater
Source: Spendmapp by Geografia, 2024

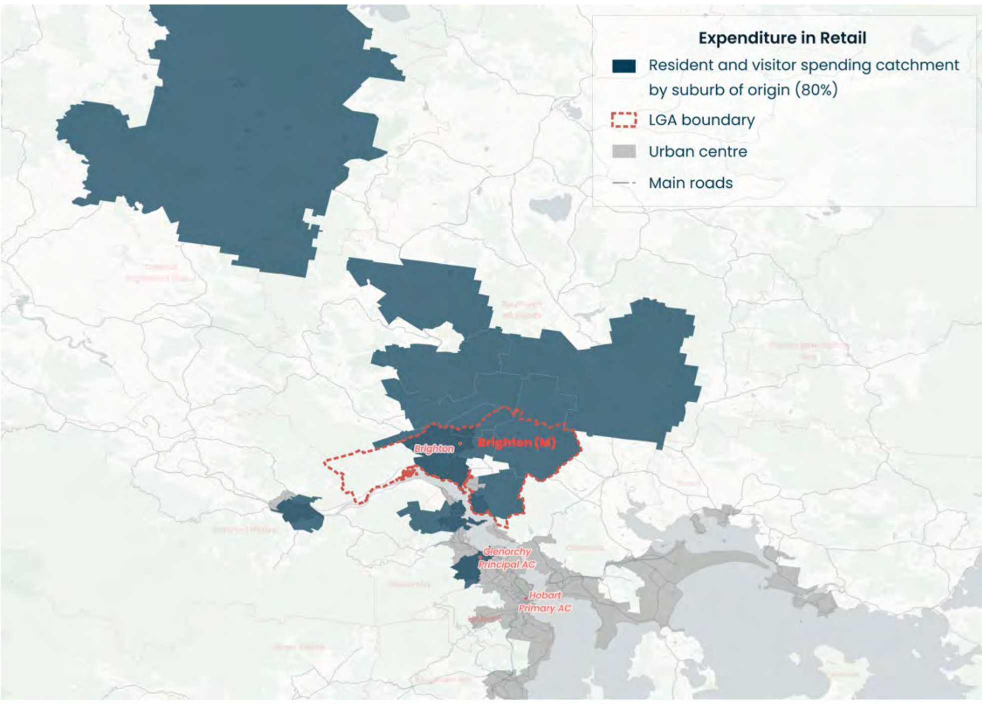


Figure 10: Actual Retail Catchment - Brighton (S)
Source: Spendmapp by Geografia, 2024

5. Glenorchy, Hobart CBD and Moonah are Major Retail Destinations for Brighton (M) Residents

Table 8 summarises the spend patterns of Brighton (M) residents as defined using Spendmapp data for the 2023 Financial Year.

Activity Centre Hierarchy in Southern Tasmania	Share of Brighton (M) Resident Spending
Higher-Order Centres (Hobart, Glenorchy, Rosny Park)	21%
Bridgewater	17%
Brighton (S) and Other Neighbourhood and Local Activity Centres Brighton (M)	11%
Other Neighbourhood and Local Activity Centres Outside Brighton (M)	26%
Online	24%
Total	**100%**

Table 8: Share of Retail Spending by Brighton (M) Residents, FY23
This shows the share of retail spending in activity centre locations in Southern Tasmania attributable to Brighton (M) residents. Source: Spendmapp by Geografia, 2024

Notably, the data shows that Glenorchy and Hobart CBD have a prominent role in meeting the needs of Brighton (M) residents. In FY 2023, 21% of all spending by Brighton (M) residents was directed towards these higher-order activity centres. This is a relatively significant volume of Resident Escape Spend.

In addition to this, there is substantial escape spend to:

- Online retail (which accounts for 24% of local resident spending)
- Other neighbourhood and local activity centres located outside Brighton (M), which attracts 26% of residents. Brighton (M) residents direct spending to local neighbourhood offerings in Moonah, Derwent Park and New Town.

These patterns may result from a combination of relatively limited local offerings and the convenience of accessing these centres on the way to (and from) places of work and study. Based on previous analysis of escape and online spend thresholds across Australia, it is reasonable to conclude that there is some scope to re-capture a proportion of this escape spend. This would support growth in local retail.

With respect to local (within-municipality) spending, most Brighton (M) residents direct their spending to Bridgewater, which captures 17% of Resident Local Spend. This is followed by 11% of spending towards other neighbourhood and local activity centres in Brighton (M), including Brighton (S), small retail convenience shops and takeaway dining in Old Beach, Pontville, and Gagebrook-Herdsmans Cove. The approved and planned opening of the Brighton Shopping Centre at the end of 2024 is expected to increase this share of spending to Brighton (S).

6. Bulky Goods Resident Escape Spend and the Local Opportunities

Table 9 summarises the spending distribution by destination for selected Expenditure Categories for FY 2023.

AC Hierarchy	Food, Liquor and Groceries	Food Catering	Apparel, Homeware and Leisure	Bulky Goods	Retail Services
Higher-Order Centres	15%	17%	31%	27%	17%
Bridgewater	44%	9%	5%	8%	1%
Brighton (S)	3%	5%	1%	7%	1%
Brighton Neighbourhood and Local Activity Centres	19%	6%	3%	7%	2%
Online	5%	22%	37%	3%	49%
Other NACs and LACs	14%	42%	22%	49%	30%
Total	**100%**	**100%**	**100%**	**100%**	**100%**

Table 9: Share of Retail Spending by Category, FY23
This shows the share of retail spending by Brighton Residents in Activity Centre locations in Southern Tasmania by category of spend. Source: Spendmapp by Geografia, 2024

Spendmapp shows that nearly 75% of spending in bulky goods occurs outside Brighton (M). Notably 27% of this is directed to higher-order activity centres and another 49% goes to bulky goods offerings in other neighbourhood and local centres (particularly Moonah). Figure 11 illustrates the spatial distribution of spending in this category.

Given the high levels of Resident Escape Spend in the category, Spendmapp data shows there may be opportunity to support unmet demand by residents through local provision of bulky goods retail. The extent of retail bulky goods provision is verified and quantified in the following Section of the report.

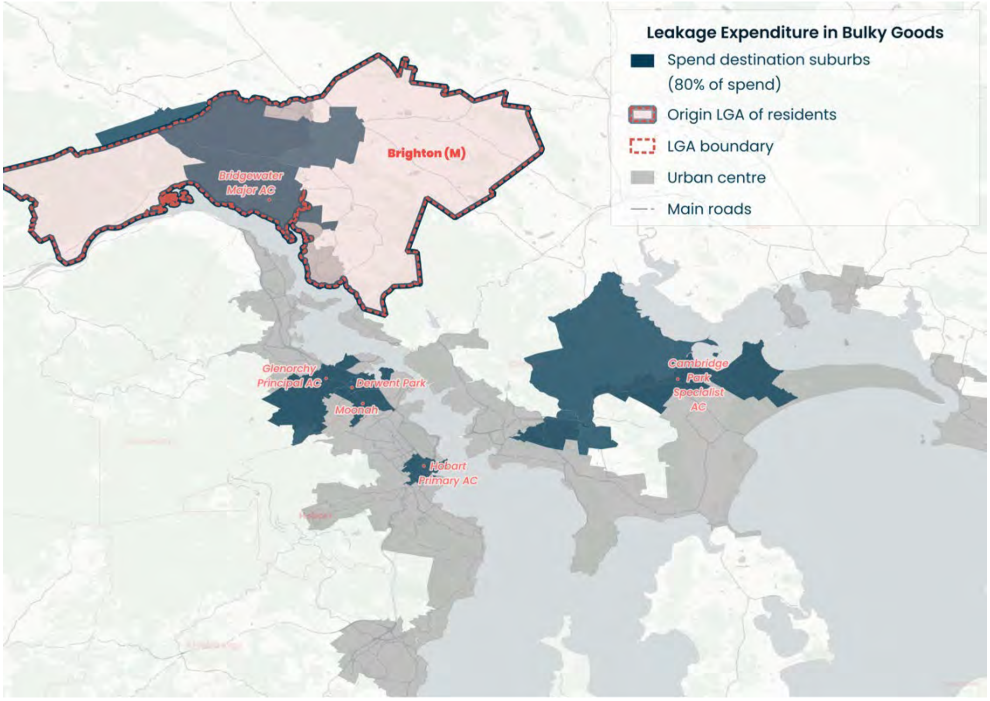


Figure 11: Bulky Goods Resident Escape Spend Catchment, FY23
Source: Spendmapp by Geografia, 2024

Table 9 reveals high Resident Escape spending in Food Catering (17% escapes to higher order centres, mostly Hobart and 42% to other neighbourhood and local activity centres, mostly Moonah).

This is likely due to work commuting and the greater level of food and dining options outside of Brighton (M), with few options available in Brighton (M).

7. Old Beach Experiences the Highest Levels of Escape Spend

Amongst all of Brighton's (M) suburbs, Old Beach has the largest volume of Resident Escape Spend. Nearly $18.0 million goes to higher-order activity centres, including Hobart ($8.0 million) and Glenorchy ($6.5 million). A further $7.7 million goes to other neighbourhood and local centres outside Brighton, including $3.6 million to Moonah and $2.3 million to New Town (Figure 12 and Figure 13).

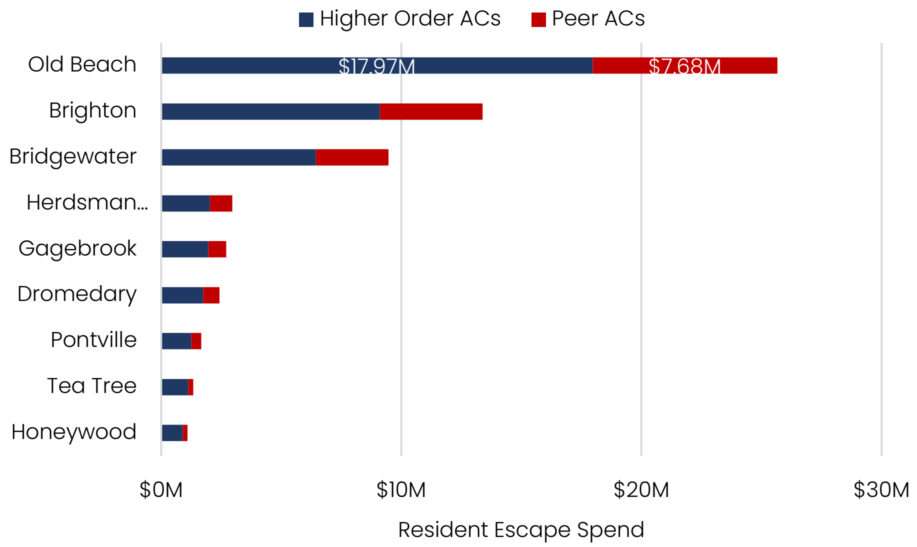


Figure 12: Total Escape Expenditure by Suburb, Brighton (M), FY23
Source: Spendmapp by Geografia, 2024

As with elsewhere, the Resident Escape Spend volume is driven by:

- Lack of local retail offering
- The relative distance of Bridgewater and Brighton (S) to other competing centres
- The convenience of accessing these competing centres on the way to (or from) places of work and study in Hobart.

Equally, as with the other parts of Brighton, the analysis of national data suggests there is scope to reduce this escape spend through improved offerings in the suburb.

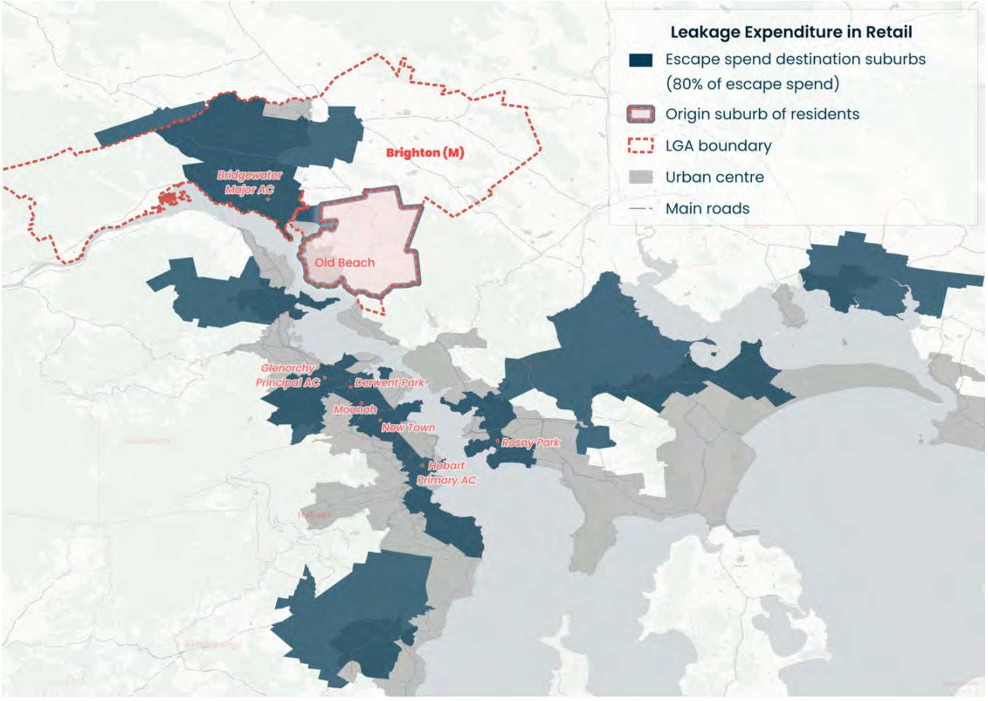


Figure 13: Old Beach Escaped Spending Catchment, FY23
Source: Spendmapp by Geografia, 2024

Summary of Findings

This assessment of Brighton (M) identified the following:

- **Higher than Expected Population Growth:** Brighton's (M) actual population growth consistently surpassed official forecasts.
- **Increasing Retail Demand and AC Prominence:** As population growth continues, retail demand and the prominence of the AC is anticipated to concentrate more heavily in Brighton (S).
- **Modest Job Growth with a Focus on Population-Servicing Sectors:** Jobs in Brighton (M) have grown by 58% over the past decade, with increases in retail, education, and construction, supporting a moderate demand for commercial land use. Notably Transport, Postal and Warehousing job numbers increased significantly.
- **Continued Regional Role of Bridgewater and Brighton (S):** Both areas maintain a regional influence, extending their retail catchment beyond the municipality and playing a crucial role in the wider Southern Tasmania region.
- **High Resident Escape Spend in Bulky Goods:** A significant portion of Brighton (M) residents' spending is directed outside the municipality, with the potential to recapture some, especially in bulky goods and food catering.

- **Resident Escape Spend from Old Beach:** Old Beach has the highest level of Resident Escape Spend in Brighton (M).

4.0 Land Use Needs Analysis

The estimated 19,876 sqm of retail and 2,160 sqm of commercial floorspace in Brighton (M) broadly matches current floorspace demand. Demand is expected to exceed supply as early as 2026 in some locations and, more significantly, in the early 2030s (in both retail and office space). The potential exists for supermarkets (in Brighton (S) and Old Beach, bulky goods (in the LGA) and some recapture of the relatively high level of Resident Escape Spend (particularly in Old Beach).

4.1 SUPPLY AUDIT

Table 10 outlines the review of existing floorspace use supply.

Location	Retail (sqm)	Commercial (sqm)
Bridgewater*	***13,328***	**2,080**
Green Point MAC	4,120	2,000
Cove Hill	8,178	80
Old Main Road	1,000	-
Brighton (S)	**5,431**	**80**
Existing	3,324	80
Development Pipeline	2,107	-
Pontville	**270**	**-**
Old Beach	**390**	**-**
Gagebrook-Herdsmans Cove	**457**	**-**
Total	**19,876**	**2,160**

Table 10: Floorspace Audit Findings
Source: Essential Economics (2018) revised and updated by Geografia in July 2024. *Bridgewater's total floorspace also includes floorspace in Brighton Industrial Estate; Brighton's (S) total floorspace also includes floorspace provision of the forthcoming Brighton Shopping Centre.

A review of the retail and commercial floorspace supply found:

- Bridgewater maintains the largest volume of retail and commercial floorspace, supporting the municipality and region with 13,326 sqm of retail and 2,080 sqm of commercial floorspace.
- The majority of Brighton's (M) commercial floorspace is found in Green Point MAC, which encompasses 2,000 sqm. While this MAC

has a notable retail floorspace of 4,210 sqm, Cove Hill within Brighton (M) has the largest retail floorspace at 8,178 sqm.

- Large retail chains, including Woolworths and Coles, are situated in Bridgewater's Green Point MAC and Cove Hill. Essential services, such as post offices and pharmacies, are found in Bridgewater and Brighton (S).
- Brighton (S) currently has 3,215 sqm and is expected to grow by an additional 2,107 sqm by the end of 2024, following the completion of the Brighton Shopping Centre. This means that, in total, Brighton (S) will have 5,321 sqm of retail floorspace available.
- There are no major Bulky Goods retailers in Brighton (M), except for local hardware stores, e.g. in Brighton Central.
- The remaining centres of Old Beach, Gagebrook-Herdsmans Cove and Pontville have between 270 sqm and 450 sqm in retail floorspace each. Most of the retail is directed towards local convenience retail, local grocers, food and dining, and retail services.
- Notably, despite identifying high levels of spending patterns (in the previous Section), Old Beach only contains an estimated 390 sqm of retail floorspace.

4.2 RETAIL FLOORSPACE NEEDS AND GAPS

Bridgewater

Table 11 outlines the findings of the retail floorspace needs analysis for Bridgewater, combining the retail floorspace needs of Green Point MAC, Cove Hill and Old Main Road.

Category	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Food, Liquor and Groceries	4,225	5,338	6,698	8,220	9,620
Food Catering	1,083	1,520	2,131	2,919	3,800
Apparel, Homeware and Leisure	1,014	1,467	2,108	2,953	3,926
Bulky Goods	503	541	583	617	629
Retail Services	339	451	291	750	891
Total Retail Demand	**7,163**	**9,318**	**12,111**	**15,459**	**18,865**
Existing Retail Supply	13,328				
Retail Needs (Gap)	**-6,165**	**-4,010**	**-1.217**	**2,131**	**5,537**

Table 11: Total Retail Floorspace Demand and Needs (Gaps), Bridgewater, 2026-46
Source: Geografia, 2024

The modelling indicates existing retail floorspace supply will is sufficient to support Bridgewater's retail needs until 2037. This is based on assumptions about the impact of the Brighton Shopping Centre. When opened, the centre is expected to re-direct spending away from Bridgewater's retail offerings; thereby reducing demand for retail land use in Bridgewater in the short-to-medium term.

From 2038 onwards, growth area development opportunities are expected to accelerate population growth in the suburb and, subsequently, the demand for population servicing industries. The result is a total retail floorspace gap of 2,131 sqm in Bridgewater by 2041 and by 2046, a gap of 5,537 sqm (Figure 14).

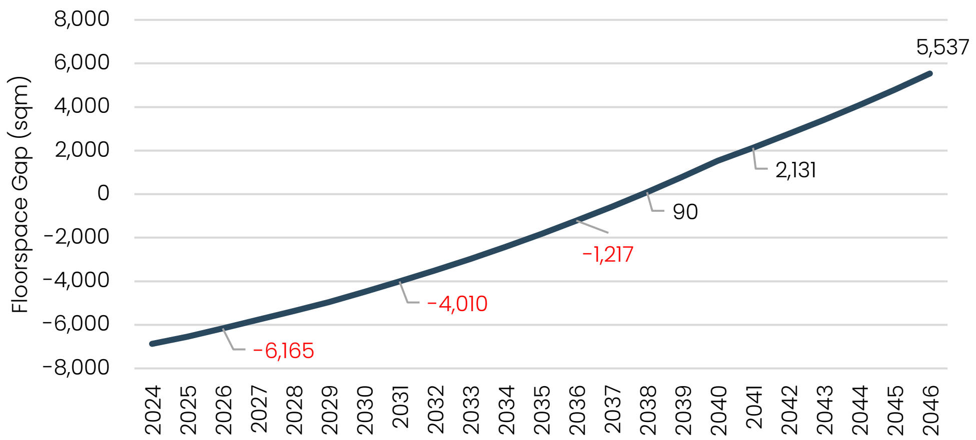
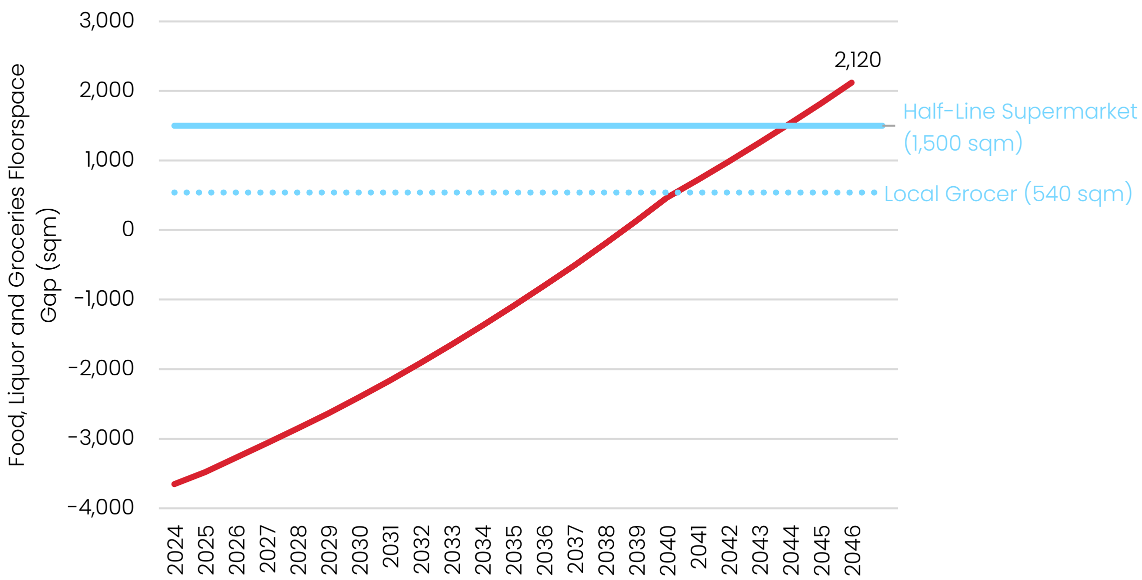


Figure 14: Total Retail Floorspace Gap Forecast, Bridgewater
Source: Geografia, 2024 using Spendmapp, 2024

Specific to local Food, Liquor and Grocery needs, demand can be addressed through various options (e.g., local grocer, half-line supermarket, full-line supermarket[11]), depending on supermarket typology and timing of demand:

1. **Option 1: One Local Grocer, One Half-Line Supermarket**
    - Introduce a local grocer (~540 sqm in floorspace) in Bridgewater in 2041 to address initial demand (Figure 15). This will reduce demand by 540 sqm as it is absorbed and fulfilled by the local grocer.
    - As demand grows and reaches 1,580 sqm in 2046, introduce a half-line supermarket (~1,500 sqm in floorspace) to accommodate the renewed demand.
2. **Option 2: One Half-Line Supermarket**
    - In this scenario, introduce a half-line supermarket (~1,500 sqm) when demand is sufficient in 2044 at 1,535 sqm (Figure 15). This approach consolidates demand into a single phase, allowing it to build over time before being addressed.

Note that there is insufficient demand up until 2046 to support a full-line supermarket (~3,500 sqm in floorspace). A half-line supermarket (~1,500 sqm) remains the largest feasible option until that point.



[11] The retail model uses typical floorspace benchmarks for supermarkets in Australia: full-line (up to 3,500 sqm), half-line (up to 1,500 sqm), and local grocer (up to 540 sqm). While indicative and subject to variation based on urban context and local conditions, these benchmarks have been adopted for this study.

Figure 15: Food, Liquor and Groceries Floorspace Gap Forecast, Bridgewater
Source: Geografia, 2024 using Spendmapp, 2024

Overall, the retail modelling assessment shows that while current retail services should be sufficient out to 2037, higher population growth and growth area development may create demand for new retail allocations.

Although retail demand is expected to grow at modest levels, the model accounts for spending that should defer to Brighton (S) due to its status as an emerging growth suburb. In that regard, the modelling suggests that existing retail supply is sufficient to cater to retail needs in the short to medium term, taking into account local retail needs for growing activity centres such as Brighton (S).

Brighton (S)

Table 12 outlines the findings of the retail floorspace needs analysis for Brighton (S), combining the retail floorspace needs of Brighton RSC, the Highway Services Precinct and South Brighton.

Category	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Food, Liquor and Groceries	2,498	3,186	4,046	5,012	5,896
Food Catering	915	1,288	1,815	2,495	3,256
Apparel, Homeware and Leisure	662	968	1,395	1,962	2,622
Bulky Goods	504	555	605	646	662
Retail Services	475	625	809	1,019	1,214
Total Retail Demand	**5,055**	**6,621**	**8,669**	**11,134**	**13,650**
Existing Retail Supply*	5,431				
Retail Needs (Gap)	**-376**	**1,190**	**3,238**	**5,703**	**8,219**

Table 12: Total Retail Floorspace Demand and Needs (Gaps), Brighton (S), 2026-46
*Includes forthcoming provision of Brighton Shopping Centre's floorspace. Source: Geografia, 2024

The retail land use analysis indicates sufficient retail floorspace supply in Brighton (S) until 2027 (again, as a result of the Brighton Shopping Centre development). Thereafter, population growth may increase the demand for more retail land in the suburb. The estimate is that, by 2041, the retail floorspace gap will be 3,237 sqm, and by 2046, 5,225 sqm (Figure 15).

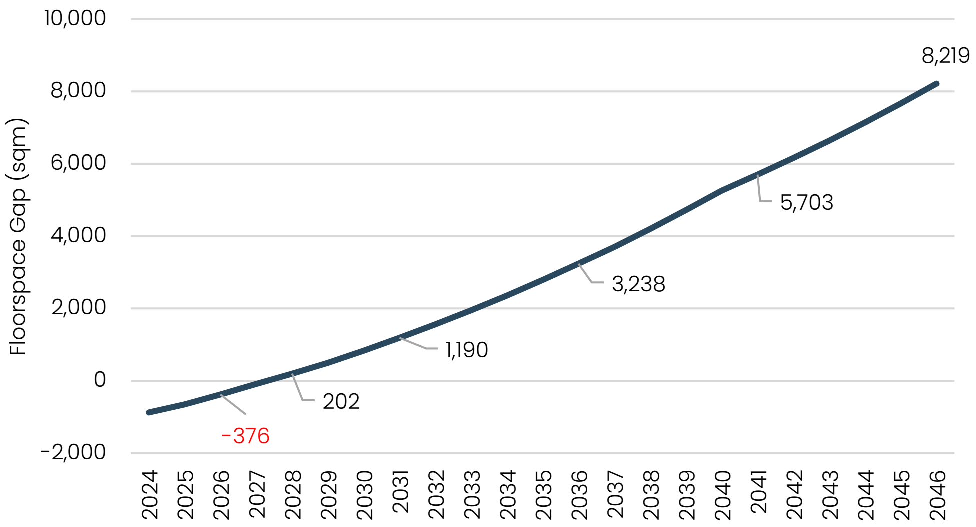


Figure 16: Total Retail Floorspace Gap Forecast, Brighton (S)
Source: Geografia, 2024 using Spendmapp, 2024

Specific to local Food, Liquor and Groceries considerations, the assessment identifies two viable options to meet future demand:

1. **Option 1: One Local Grocer, One Half-Line Supermarket**
    - Introduce a local grocer (~540 sqm in floorspace) in Brighton (S) in 2028 to address initial demand (Figure 17). This will absorb and fulfill a portion of demand.
    - As demand continues to grow, reaching 1,692 sqm in 2038, introduce a half-line supermarket (~1,500 sqm in floorspace) to accommodate the renewed demand.
2. **Option 2: One Full-Line Supermarket**
    - Introduce a full-line supermarket (~3,500 sqm in floorspace) in 2045 when demand reaches 3,695 sqm (Figure 17).

Based on current catchment assumptions, Brighton (S) is likely to support the development of a full-line supermarket within the 25-year time horizon of the model forecasts.

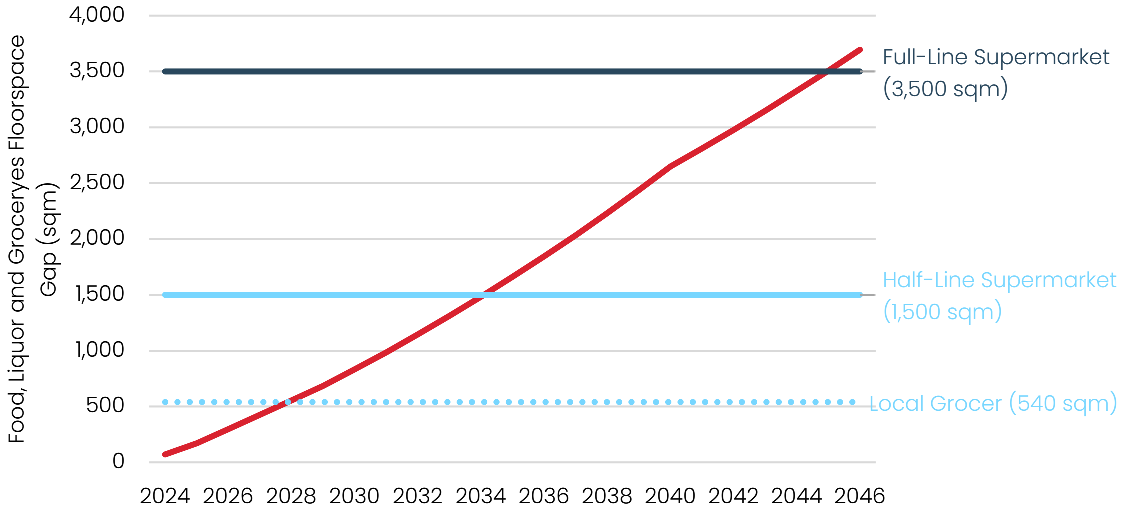


Figure 17: Food, Liquor and Groceries Floorspace Gap Forecast, Brighton (S)
Source: Geografia, 2024 using Spendmapp, 2024

In summary, the retail modelling finds that while there are sufficient retail services in Brighton (S), accelerated population growth may change this from 2027. This takes into account the planned opening of the Brighton Shopping Centre and a share of local resident spending that defers to higher-order centres. In particular, the opening of the local supermarket provision in Brighton Shopping Centre fulfils the role of Brighton as a Rural Services Centre (as identified in the policy review).

Pontville

Table 13 summarises the findings of the retail floorspace needs analysis for the suburb of Pontville.

Category	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Food, Liquor and Groceries	0	0	0	0	0
Food Catering	193	228	262	291	302
Apparel, Homeware and Leisure	195	228	261	288	300
Bulky Goods	0	0	0	0	0
Retail Services	216	252	288	318	331
Total Retail Demand	**604**	**708**	**810**	**898**	**932**
Existing Retail Supply	270				0
Retail Need (Gap)	**334**	**438**	**540**	**628**	**662**

Table 13: Total Retail Floorspace Demand and Needs (Gaps), Pontville, 2026-46
Source: Geografia, 2024

There is currently a gap in retail floorspace supply in the suburb of about 334 sqm. This analysis is conditional on Pontville maintaining its current role in catering both to residents and tourists. Assuming this, future land use allocations could be justified in additional food catering retail (restaurants and dining), apparel, homeware and leisure (e.g. antique shops, furniture stores, etc.) and retail services (barbers, salons, etc.).

By the early 2030s, population and visitor growth are expected to increase the retail floorspace gap of Pontville. Specifically, by 2041, the suburb may require an additional 628 sqm and by 2046, this gap may be 662 sqm (Figure 18). By contrast, the model indicates there is no additional demand for grocery retail.

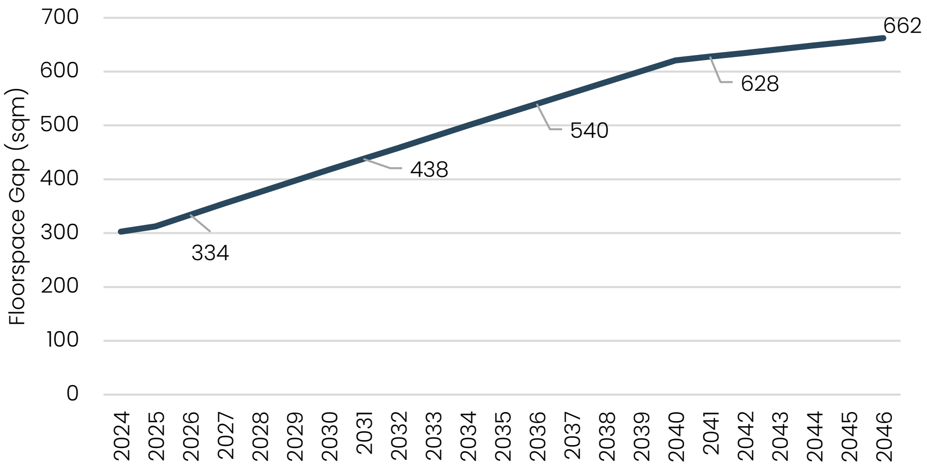


Figure 18: Total Retail Floorspace Gap Forecast, Pontville
Source: Geografia, 2024 using Spendmapp, 2024

Old Beach

Table 14 outlines the findings of the retail land use and gap analysis for Old Beach suburb, combining the retail land use needs of residential development areas and growth area opportunities, including those being serviced by Jetty Road retail strip and the potential Tivoli Green development.

Category	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Food, Liquor and Groceries	1,704	2,208	2,971	3,822	4,511
Food Catering	329	474	709	1,014	1,329
Apparel, Homeware and Leisure	449	661	1,008	1,471	1,970
Bulky Goods	0	0	0	0	0
Retail Services	540	7,07	961	1,249	1,490
Total Retail Demand	**3,022**	**4,050**	**5,650**	**7,556**	**9,300**
Existing Retail Supply	390				
Retail Needs (Gap)	**2,632**	**3,660**	**5,260**	**7,166**	**8,910**

Table 14: Total Retail Floorspace Demand and Needs (Gaps), Old Beach, 2026-46
Source: Geografia, 2024

The analysis indicates a gap in retail floorspace supply in Old Beach estimated at 2,632 sqm. As identified in the Economic Context section, a major driver of these trends is the lack of local retail options in Old Beach and the high levels of Resident Escape Spend to centres outside Brighton.

By the early 2030s, population growth is expected to expand this retail gap. Specifically, by 2036, there will be an estimated total retail floorspace gap of 3,660 sqm, and by 2046, this gap is expected to grow to 8,910 sqm (Figure 19).

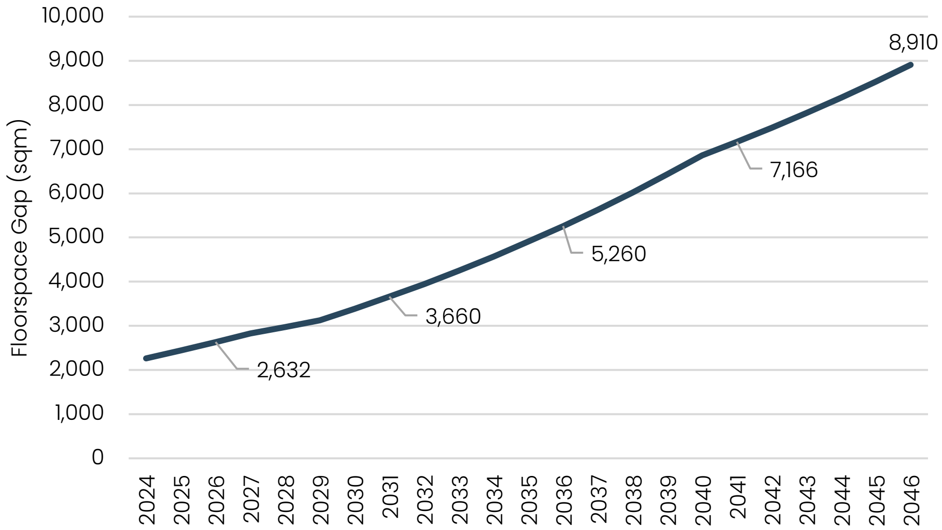


Figure 19: Total Retail Floorspace Gap Forecast, Old Beach
Source: Geografia, 2024 using Spendmapp, 2024

With respect to Food, Liquor and Grocery needs, the model identifies two viable options:

1. Option 1: Two Half-Line Supermarkets (or One Half-Line Supermarket, One Local Grocer)
    - Introduce a half-line supermarket (~1,500 sqm in floorspace) in 2029 to address initial demand (Figure 20), reducing unmet demand by 1,500 sqm.
    - As demand builds and reaches 1,615 sqm in 2039, a second half-line supermarket (~1,500 sqm) can be introduced to meet the renewed demand. Alternatively, a local grocer can be introduced earlier on in 2033.
2. Option 2: One Full-Line Supermarket, One Local Grocer
    - Introduce a full-line supermarket (~3,500 sqm) in Old Beach in 2042 to address initial demand (Figure 20), absorbing and fulfilling a portion of it.
    - As demand continues to grow, a local grocer (~540 sqm in floorspace) can be introduced in 2046 to accommodate additional demand.

Overall, demand projects indicate that by 2046, there will be sufficient demand to support a full-line supermarket (~3,500 sqm).

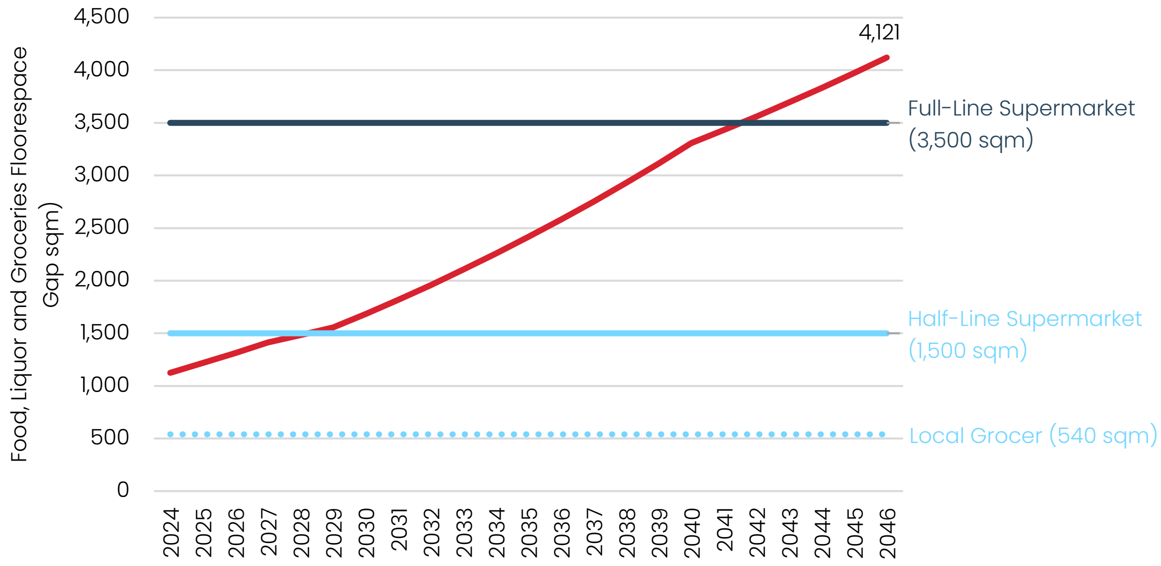


Figure 20: Forecast Food, Liquor and Groceries Floorspace Gap, Old Beach
Source: Geografia, 2024 using Spendmapp, 2024

Gagebrook-Herdsmans Cove

Table 15 outlines the findings of the retail land use and gap analysis for the combined suburbs of Gagebrook and Herdsmans Cove.

Category	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Food, Liquor and Groceries	396	460	530	607	693
Food Catering	73	94	120	153	194
Apparel, Homeware and Leisure	0	0	0	0	0
Bulky Goods	44	45	46	46	46
Retail Services	0	0	0	0	0
Total Retail Demand	**513**	**599**	**696**	**807**	**933**
Existing Retail Supply	457				
Retail Needs (Gap)	**56**	**142**	**239**	**350**	**476**

Table 15: Retail Floorspace Demand and Needs (Gaps), Gagebrook-Herdsmans Cove
Source: Geografia, 2024

The retail land use analysis shows a gap of retail floorspace in the suburbs of an estimated 56 sqm. That is, current demand is very close to being met by current supply. This is likely a result of the proximity to Bridgewater MACs and Green Point.

By the early 2030s, population growth is expected to increase retail floorspace demand, with a total retail floorspace gap of 239 sqm by 2036 and 476 sqm by 2046. Small allocations in additional retail land uses would be appropriate to cater to any future demand needs in the suburbs (Figure 21).

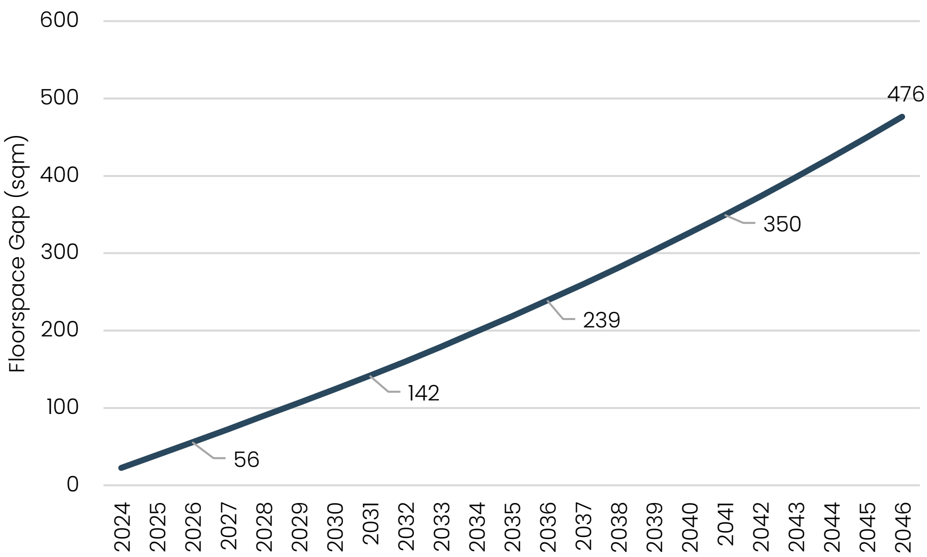


Figure 21: Total Retail Floorspace Gap Forecast, Gagebrook-Herdsmans Cove
Source: Geografia, 2024 using Spendmapp, 2024

Regarding local grocery needs, the suburbs are currently serviced by an IGA. While demand is expected to grow, the future retail demand falls short of supporting another local grocer. Instead, future needs could potentially be supported through expanding the floorspace of the existing operator (subject to other planning considerations) or providing expanded retail allocations to neighbouring centres, i.e. Old Beach and Bridgewater (Figure 22).

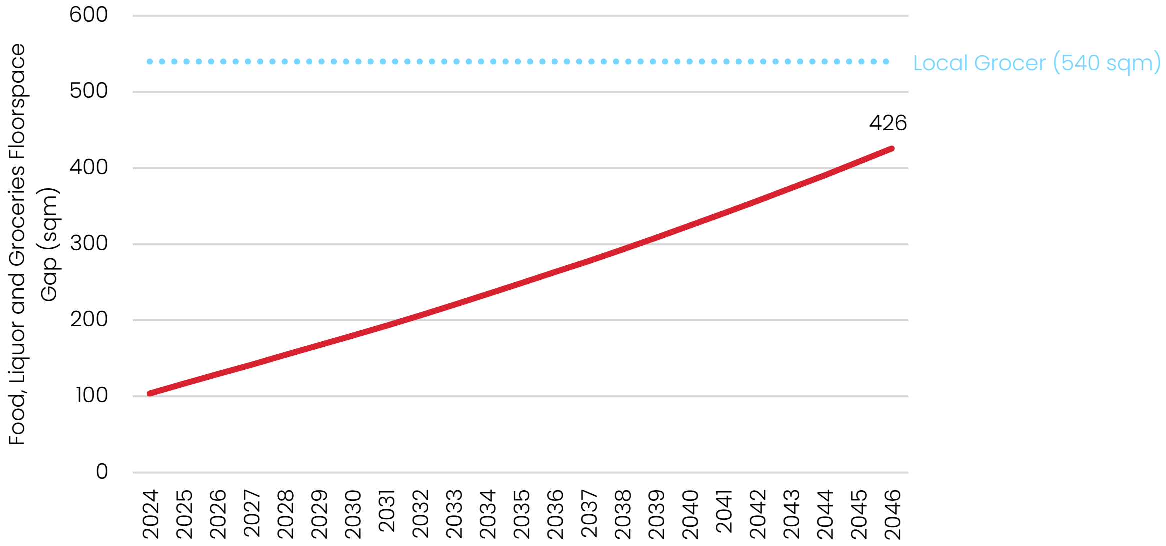


Figure 22: Food, Liquor and Groceries Floorspace Gap Forecast, Gagebrook-Herdsmans Cove
Source: Geografia, 2024 using Spendmapp, 2024

Bulky Goods

Table 16 shows total retail demand from Brighton's (M) residents for bulky goods retail, i.e. the quantum of bulky goods floorspace that can be reasonably recaptured by Brighton that escapes outside of the municipality.

It depicts latent floorspace demand that could be supported by Brighton (M) resident spending. The model accounts for existing shares of spending to higher-order activity centres and maintains their shares to ensure that this is consistent with the current centre hierarchy.

As there is no large format bulky goods retailer, it is assumed the current serviceable supply is effectively zero. Consequently, there is a gap of at least 3,568 sqm in bulky goods floorspace in Brighton (M). This is estimated to grow to 5,012 sqm by 2046.

While the model suggests local demand is unlikely to support a large format bulky goods retailer, Brighton (M) residents could potentially support a half-line bulky goods retail outlet (around 4,000 sqm).

Bulky Goods	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Total Bulky Goods Demand	3,568	3,992	4,477	4,878	5,012
Floorspace Supply of Large Format Bulky Goods Retailers	-				
Bulky Goods Needs (Gap)	3,568	3,992	4,477	4,878	5,012

Table 16: Resident Demand for Bulky Goods Floorspace and Needs (Gaps), Brighton (M)
Source: Geografia, 2024

A key consideration for bulky goods retail assessment is to account for a potentially large catchment outside the municipality, consistent with the regional roles Brighton RSC and Bridgewater MAC. [12] Given existing providers in Glenorchy, Moonah, Hobart (on the other side of the river) and Cambridge Park, it is difficult to establish the geographical extent of a catchment that could potentially be supported by a northern regional-servicing bulky goods retailer.

To consider non-resident spending to a potential Brighton (M) bulky goods centre, the assessment uses Spendmapp National database to identify existing ratios of resident to non-resident spending in bulky goods retail for major centres in Tasmania, i.e. Hobart and Launceston. The model then applies these ratios (and their ranges) to estimate the total bulky goods floorspace demand that accounts for the potential pool of resident and non-resident expenditure.

Figure 23 depicts the estimated demand for bulky goods floorspace considering local and non-local (i.e. residents from outside Brighton) spending pools in the category. The model identifies:

- An existing retail gap of over 9,000 sqm in bulky goods floorspace in Brighton (M)
- This gap is estimated to grow to 13,000 sqm by 2046

Given high levels of uncertainty in the modelling, Figure 23 also depicts the ranges of potential bulky good floorspace that could conceivably be supported in Brighton (M):

[12] As there is no current operator, there is no spend data available for mapping the potential catchment.

- At the lower level, these are effectively retail demand from Brighton residents only, which sits close to 4,000 sqm of bulky goods floorspace – sufficient to support a half-line bulky goods retailer.
- At the higher level, Brighton could potentially support over 13,000 sqm of bulky goods retail floorspace in 2026, growing to a need of over 18,000 sqm. These upper bound estimates assume that Brighton (M) plays a significant regional role in servicing a wide northern regional catchment.

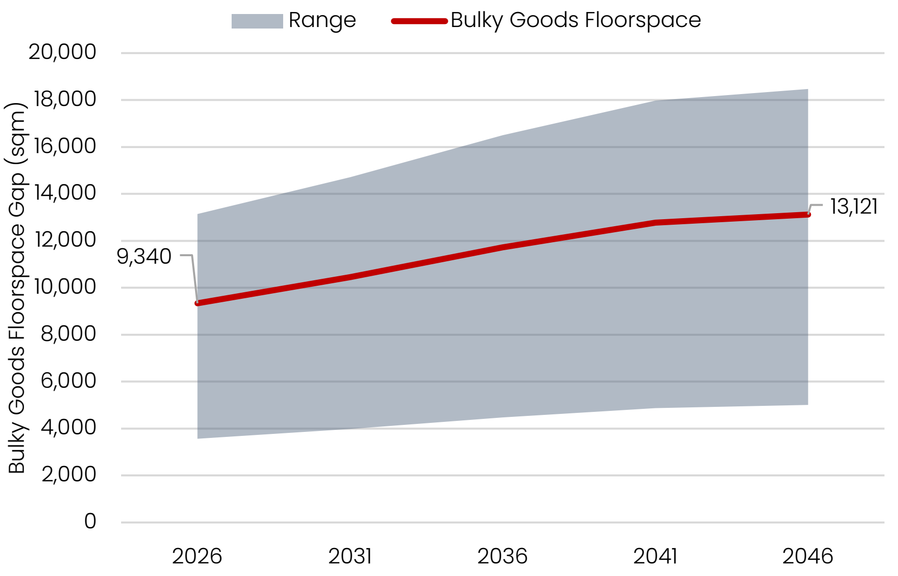


Figure 23: Estimated Bulky Goods Floorspace Gap, Brighton (M)
This shows demand for bulky goods floorspace based on both resident and non-resident consumer demand. The range considers variation in capturing spending from outside the municipality, that is, Brighton (M) serving a potential regional function in its bulky goods retail provision. The range is a 90% confidence interval.
Source: Geografia, 2024 using Spendmapp, 2024

4.3 COMMERCIAL FLOORSPACE NEEDS AND GAPS

The analysis of commercial floorspace and land demand uses 2021 estimates as the baseline and is separated into public and private sector requirements.

Office-Based Jobs Forecasts

Table 17 summarises the commercial employment forecasts. That is, the total number of office-based jobs in Brighton (M) by the public and private sectors. The commercial employment forecasts account for office-based jobs by industry sector and factors in home-based employment in the municipality.

According to the analysis, in 2021, Brighton (M) supported over 90 public sector office-based jobs. This is concentrated in local government, as well as some jobs in health, education and defence. The model suggests marginal growth in office-based public-sector jobs (an increase from 90 to 99 jobs by 2046, or 10%). These forecasts assumed a business-as-usual scenario, projecting future jobs from historical trends seen over the past 15 years in Brighton (M) (Table 17).

It is important to note that public sector job growth is sensitive to unpredictable political and policy changes. For example, the total job count in Brighton (M) could increase significantly if a State agency were to be relocated to the municipality.

As most Brighton (M) office jobs are in the private sector and this sector is less subject to unpredictable step changes, we can be more confident of the forecast trajectory that sees the job count increase from 178 jobs in 2021 to 380 by 2046 (Table 17).

Total Office-Based Jobs	2021	2026	2031	2036	2041	2046
Public	90	90	95	96	98	99
Private	178	220	262	304	344	380
Total	**268**	**310**	**357**	**401**	**442**	**480**

Table 17: Total Commercial Office-Based Jobs Forecast, Brighton (M)
Source: Geografia, 2024

Future Commercial Floorspace and Land Needs

Table 18 summarises the commercial floorspace supply and demand in the municipality. The current demand estimate is over 2,240 sqm in public sector office floorspace, currently being serviced through a combination of Council offices, and school and health facilities. The projected growth to 2046 takes this to 2,477 sqm. This suggests future demand can be supported within existing land allocations for the public sector (Table 18).

By contrast, there is an estimated demand for 4,457 sqm in private sector office floorspace, but only an estimated supply of 2,755 sqm. The current gap is likely being serviced by more affordable, office-based facilities in industrial precincts and warehouses. The 2021 gap of 1,702 sqm in private sector office floorspace in Brighton (M) is expected to grow to 4,849 sqm in 2036 and eventually to 6,757 sqm in 2046.

The estimated demand growth warrants the allocation of more appropriate zonings and precincts. As with the retail modelling, the model does not include locational recommendations, which should be determined by planning considerations.

Commercial	2021 (sqm)	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Public Demand	2,240	2,309	2,366	2,412	2,448	2,477
Private Demand	4,457	5,490	6,554	7,604	8,600	9,512
Total Commercial Demand	**6,697**	**7,800**	**8,920**	**10,015**	**11,048**	**11,989**
Commercial Floorspace (Private)	2,755					
Commercial Floorspace Gap (Private)	**1,702**	**2,735**	**3,799**	**4,849**	**5,845**	**6,757**

Table 18: Commercial Floorspace Demand and Needs (Gaps), Brighton (M), 2021-2046
Source: Geografia, 2024

4.4 RETAIL AND COMMERCIAL LAND USE NEEDS

Bridgewater

Under a medium land use scenario, the model indicates Bridgewater will require an additional allocation of 9,200 sqm appropriately zoned land for 2046 (Table 19). In summary, sufficient retail floorspace currently exists to support the centres' functionality in the short term. However, longer-term demand (>15-year time horizon) will need to be accounted for, particularly in light of the potential growth area population in Bridgewater.

Land Use Scenario	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Low	-6,165	-4,010	-1,217	2,131	5,537
Medium	-10,275	-6,684	-2,028	3,552	9,229
High	-15,413	-10,026	-3,042	5,328	13,843

Table 19: Total Retail Land Needs, Bridgewater, 2026-46
Source: Geografia, 2024

Table 20 outlines the projected split between Food, Liquor and Groceries and all other retail categories in 2046 under different land use scenarios.

Land Use Scenario in 2046	Low (sqm)	Medium (sqm)	High (sqm)
Food, Liquor and Groceries	2,120	3,534	5,300
All Other Retail Categories	3,417	5,695	8,543
Total	**5,537**	**9,229**	**13,843**

Table 20: Retail Land Needs by Category, Bridgewater, 2046
Source: Geografia, 2024

Brighton (S)

Under a medium land use scenario, Brighton (S) may require an additional allocation of about 13,700 sqm appropriately zoned land for future retail needs (Table 21).

Land Use Scenario	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Low	-376	1,190	3,238	5,703	8,219
Medium	-627	1,984	5,397	9,504	13,699
High	-941	2,976	8,096	14,256	20,548

Table 21: Total Retail Land Needs, Brighton (S), 2026-2046
Source: Geografia, 2024

Table 22 presents the projected distribution of Food, Liquor and Groceries compared to all retail categories in 2046 across various land needs scenarios.

Land Use Scenario in 2046	Low (sqm)	Medium (sqm)	High (sqm)
Food, Liquor and Groceries	3,695	6,158	9,237
All Other Retail Categories	4,525	5,541	11,311
Total	**8,219**	**13,699**	**20,548**

Table 22: Retail Land Needs by Category, Brighton (S), 2046
Source: Geografia, 2024

Pontville

Under a medium land use scenario, Pontville will require an additional allocation of 1,100 sqm appropriately zoned land for future retail needs (Table 23).

Land Use Scenario	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Low	334	438	540	628	662
Medium	557	730	900	1,046	1,104
High	835	1,095	1,351	1,570	1,656

Table 23: Total Retail Land Needs, Pontville, 2026-46
Source: Geografia, 2024

The projected breakdown of Food, Liquor and Groceries versus all other retail categories in 2046 under different land scenarios is shown in Table 24.

Land Use Scenario in 2046	Low (sqm)	Medium (sqm)	High (sqm)
Food, Liquor and Groceries	0	0	0
All Other Retail Categories	662	1,104	1,656
Total	**662**	**1,104**	**1,656**

Table 24: Retail Land Needs by Category, Pontville, 2046
Source: Geografia, 2024

Old Beach

Under a medium land use scenario, Old Beach will require an additional allocation of 14,850 sqm appropriately zoned land by 2046 for future retail needs (Table 25).

Land Use Scenario	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Low	2,632	3,660	7,166	5,260	8,910
Medium	4,387	6,099	11,943	8,767	14,850
High	6,581	9,149	17,915	13,150	22,274

Table 25: Total Retail Land Needs, Old Beach, 2026-2046
Source: Geografia, 2024

Table 26 details the forecasted allocation of Food, Liquor and Groceries alongside all other retail categories in 2046 for each land scenario.

Land Use Scenario in 2046	Low (sqm)	Medium (sqm)	High (sqm)
Food, Liquor and Groceries	4,121	6,868	10,302
All Other Retail Categories	4,789	7,981	11,972
Total	**8,910**	**14,850**	**22,274**

Table 26: Retail Land Needs by Category, Old Beach, 2046
Source: Geografia, 2024

Gagebrook-Herdsmans Cove

Under a medium land use scenario, the suburb will require an additional allocation of 800 sqm appropriately zoned land by 2046 for future retail needs (Table 27).

Land Use Scenario	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Low	56	142	239	350	476
Medium	93	236	398	583	794
High	139	354	598	874	1,191

Table 27: Total Retail Land Needs, Gagebrook-Herdsmans Cove, 2026-2046
Source: Geografia, 2024

The distribution of Food, Liquor and Groceries compared to other retail categories, as projected under varying land scenarios, in 2046 is summarised in Table 28.

Land Use Scenario in 2046	Low (sqm)	Medium (sqm)	High (sqm)
Food, Liquor and Groceries	426	709	1,064
All Other Retail Categories	51	84	127
Total	**476**	**794**	**1,191**

Table 28: Retail Land Needs by Category, Gagebrook-Herdsmans Cove (S), 2046
Source: Geografia, 2024

Bulky Goods

Under the medium land use scenario, Brighton (M) is projected to require an additional 43,000 sqm of appropriately zoned land by 2046. In a high land use scenario, this requirement increases to approximately 92,000 sqm (Table 29).

Land Use Scenario	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Low	7,136	7,983	8,954	9,757	10,025
Medium	31,134	34,829	39,063	42,565	43,736
High	65,747	73,548	82,490	89,886	92,358

Table 29: Total Bulky Goods Land Needs, Brighton (M), 2021-2046
Source: Geografia, 2024

Commercial

Under the medium land use scenario, an additional 11,000 sqm of appropriately zoned land may be required by 2046 to meet the private sector floorspace needs in Brighton (M) (Table 30).

Land Use Scenario	2026 (sqm)	2031 (sqm)	2036 (sqm)	2041 (sqm)	2046 (sqm)
Low	2,735	3,799	4,849	5,845	6,757
Medium	4,559	6,331	8,081	9,742	11,262
High	6,838	9,497	12,122	14,613	16,892

Table 30: Total Commercial Land Needs, Brighton (M), 2021-2046
Source: Geografia, 2024

4.5 SUMMARY

Figure 24 summarises the aggregated retail floorspace needs (excluding large-format bulky goods) by location for 2046. This is in addition to the estimated demand for 5,165 sqm of bulky goods floorspace and 6,757 sqm of commercial floorspace.

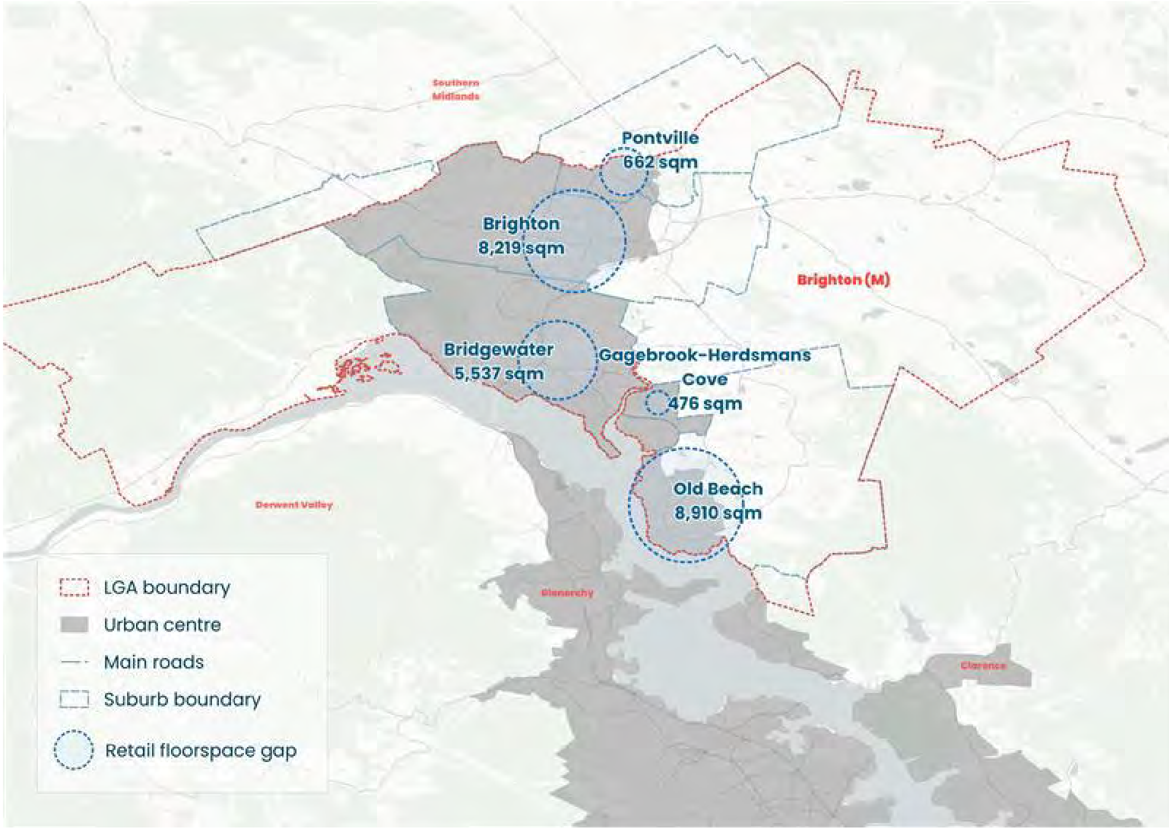


Figure 24: Aggregated Retail Floorspace Needs (Gaps) by 2046
Source: Geografia, 2024

Retail and commercial land use needs by location for 2046 are summarised as follows in Table 31, broken down by categories of interest and land use scenario.

Location	Category	Land Use Scenario in 2046 (sqm)		
		Low	Medium	High
Bridgewater*	Food, Liquor and Groceries	2,120	3,534	5,300
	All Other Retail Categories	3,417	5,695	8,543
	Total	**5,537**	**9,229**	**13,843**
Brighton	Food, Liquor and Groceries	3,695	6,158	9,237
	All Other Retail Categories	4,525	5,541	11,311
	Total	**8,219**	**13,699**	**20,548**
Pontville	Food, Liquor and Groceries	0	0	0
	All Other Retail Categories	662	1,104	1,656
	Total	**662**	**1,104**	**1,656**
Gagebrook-Herdsmans Cove	Food, Liquor and Groceries	426	709	1,064
	All Other Retail Categories	51	84	127
	Total	**476**	**794**	**1,191**
Old Beach	Food, Liquor and Groceries	4,121	6,868	10,302
	All Other Retail Categories	4,789	7,981	11,972
	Total	**8,910**	**14,850**	**22,274**
Brighton (M) (LGA-Wide)	Total Retail (Exc. Large Format Bulky Goods)	23,805	39,675	59,512
	Total Bulky Goods	10,025	43,736	92,358
	Total Commercial	6,757	11,262	16,892

Table 31: Retail and Commercial Land Use Needs by 2046
Source: Geografia, 2024. *Bridgewater includes Green Point, Cove Hill, Old Main Road and Boyer Road.

5.0 Appendix

5.1 THE TASMANIAN PLANNING SYSTEM

The Tasmanian Planning System has undergone significant changes, with several planning reforms and reviews. Most notable are the transition to a state-wide scheme, the introduction of the Tasmanian Planning Policies (TPPs) and the regional planning framework review, which in turn will require the review of all three regional land use strategies (Figure 25).

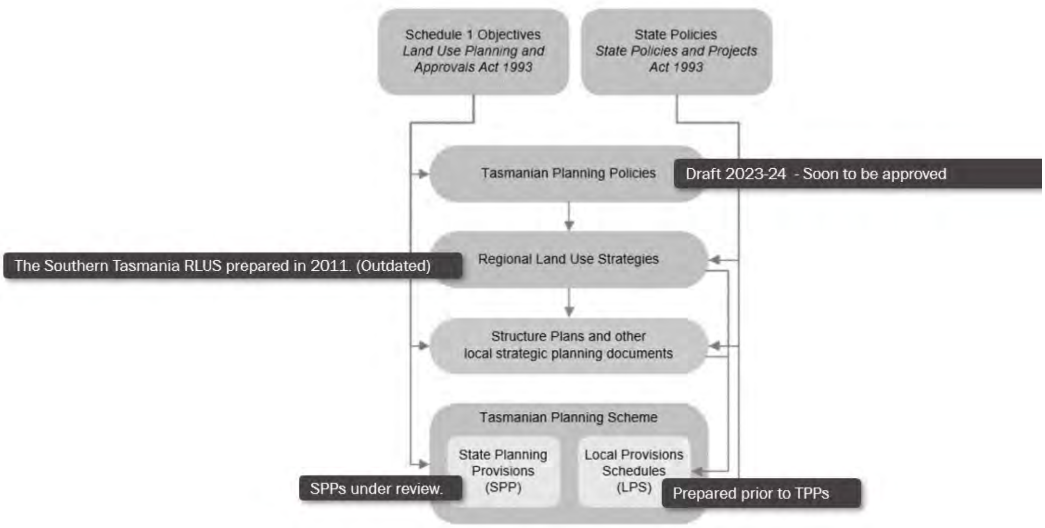


Figure 25: Hierarchy of Planning Instruments
Source: Regional Planning Framework Discussion Paper, 2022

5.2 STATE-LEVEL POLICIES AND PLANS

Legislative Framework

The Tasmanian legislative framework includes the following Acts and Policies that may be relevant for the preparation and implementation of the Strategy:

- Land Use Planning and Approvals Act 1993
- Historic Cultural Heritage Act 1993
- Aboriginal Heritage Act 1993
- Local Government Act 1993

- Protection of Agricultural Land 2009
- National Environmental Protection Measures.

Draft Tasmanian Planning Policies

The Tasmanian Planning Policies (TPPs) is a high-level policy framework to inform strategic land use planning, including the preparation of the State Planning Provisions (SPPs) of the Tasmanian Planning Scheme (TPS) and the regional land use strategies.

While the TPPs have not been gazetted, Mesh considers them to be seriously considered in the preparation of strategic documents. The TPPs have undergone rounds of public consultation, have been independently reviewed by the Tasmanian Planning Commission and are expected to be approved by the Minister in late 2024 or early 2025. Once approved, the TPS will inform the preparation of the outdated three regional land use strategies.

There are a total of seven draft policies. Particularly relevant to this background report are the policies, strategies and guidelines found under 'Settlement' (Table 32), 'Sustainable Economic Development' (Table 33) and 'Planning Processes' (Table 34).

SETTLEMENT

Settlement		
Policy	**Key Strategies**	**What This Means for the Brighton Activity Centre Strategy**
Growth	Provide for at least a 15-year supply of land; prioritise consolidation and re-development within existing settlements and integrate with existing transport systems Prioritise growth of settlements that are within the higher tiers of the settlement hierarchy. Require the preparation of structure plans for effective land use and development planning. Identify the role and function of activity centres within settlements and provide for use and development that compliments and supports that role and function. Encourage the concentration of commercial, administrative, major retail, entertainment and cultural use and development within activity centres that are highly accessible by public and active transport. Prioritise the sustainable expansion, consolidation and redevelopment and intensification of existing activity centres prior to the development of new activity centres.	The Strategy should seek to: • Prioritise existing settlements, connections with transport systems and generally follow the growth settlement strategy. • Provide for use and development that compliments and supports the role and function of activity centres. • Prioritise economic growth in activity centres accessible by public and active transport. • Be implemented/aided by structure plans.
Liveability	Facilitate access to, and a diverse range, of employment opportunities in settlements by the provision of public transport and enabling business that promote local characteristics, resources and produce. Increase opportunities for innovation, technology and research to support established and emerging industries. Provide for connectivity within settlements, especially between residential areas, activity centres and open space networks. Provide for a range of cultural, recreational and community facilities that support wellbeing, social cohesion and cultural identity and understanding. Facilitate place-making and recognise the contribution it makes to the local economy, environmental amenity and social wellbeing of the community.	In identifying the role and function of each centre and subsequent recommendations, the strategy should consider: • Existing and planned public and active transport opportunities. • Opportunities for innovation, research and emerging industries. • Opportunities for a range of cultural, recreational and community facilities.

Settlement		
Social Infrastructure	Provide for a sufficient supply of land to support the communities existing and forecast demand for social infrastructure. Facilitate co-location of suitable and compatible social infrastructure.	Ensure the Strategy considers the need to protect and provide for social infrastructure within activity centres (school, health care, libraries, social services, and child and aged care).
Settlement Types	Promote the vibrancy and character of specific activity centres, hubs or inner-city locations that have good connectivity, housing choices and access to goods and services that support urban lifestyles.	In addition to economic growth considerations, ensure the Strategy supports the creation of activity centres that are vibrant and support urban lifestyles.
Housing	Encourage higher density in locations that are within close proximity to an activity centre.	Ensure the Strategy recognises and provides for the need to accommodate higher density residential developments in activity centres.

Table 32: Settlement Policy Review Summary
Source: Mesh, 2024

SUSTAINABLE ECONOMIC DEVELOPMENT

Tasmanian natural resources and proximity to Antarctica are key for the State's economic prosperity. At the same time, its isolation from mainland Australia limits the State's capacity to competitively access the northern hemisphere and Asian Markets. Concurrent with this, one of Tasmanian's key challenges for economic growth is a decline in the skilled workforce, driven by an ageing population base.

The State policy recognises that planning alone cannot drive economic growth nor can it prevent a declining workforce. However, it still has a role to play by:

- Supporting the provision of digital infrastructure
- Ensuring ports and strategic transport networks are efficient to allow access to global markets
- Supporting the creation of liveable cities that encourage migration and retention of young adults
- Supporting the establishment of higher education institutions.

The following principles are identified as the role of planning in the sustainable economic development of the state:

- Allocating sufficient land in appropriate locations to support various economic activities
- Protecting allocated land from incompatible use and development
- Supporting the efficient use of infrastructure and coordinated delivery of new infrastructure
- Identifying and supporting emerging and innovative industries
- Promoting diversification to strengthen the resilience of the economy
- Protecting the resources and values that are relied on for sustainable economic development.

This policy is further divided into seven themes of which 'Tourism', 'Industry', 'Business and Commercial', 'Innovation and Research' and 'Transport Modes' are considered of relevance for the Brighton Activity Centre Strategy (Table 33).

Sustainable Economic Development		
Sub-Policy	Key Strategies	What This Means for the Brighton Activity Centre Strategy
Tourism	Identify existing and potential key tourism sites or destinations and their role. Support unique, diverse and innovative tourism experiences that support the Tasmanian brand. Facilitate the provision of infrastructure, housing and services, where appropriate, to support tourism and hospitality employees and support the growth of sustainable tourism use and development. Promote the growth and investment in recreational, art and cultural activities that attracts tourism growth and supports the local community's access to these facilities. Promote the integration of tourism infrastructure into activity centres to support and reinforce the economic function of activity centres.	The Strategy recommendations should aim to: • Promote the growth and investment in recreational, art and cultural activities. • Promote the integration of tourism infrastructure into activity centres.

Sustainable Economic Development		
Industry	Identify and allocate land within urban growth boundaries that is suitable for industrial use and development. Provide at least a 15-year supply of industrial land within existing growth boundaries. Protect existing and future industrial land from encroachment by incompatible use and development. Protect land surrounding industrial estates by designating it for a compatible land use that does not prejudice the future availability of the land for industry.	The Strategy should aim to protect existing industrial land within activity centres when appropriate and ensure surrounding land uses do not prejudice industry activities.
Business and Commercial	To promote business and commercial activities at a scale and intensity suited to the location to support diverse economic and employment opportunities. Identify and allocate a sufficient supply of land within existing settlements to provide for commercial and business use and development based on existing and projected demands. Identify an activity centre hierarchy that is based on the scale, role, function and accessibility of activity centres. Support the hierarchy by promoting complimentary use and development to strengthen efficiencies within activity centres and avoid unnecessary competition between centres. Encourage the intensification and growth in and around higher order activity centres. Support existing centres prior to considering the establishment of new unless it is a natural progression and highly accessible to its catchment of users. Support home-based business where and when reasonable. Provide for small scale commercial or business opportunities in residential and industrial areas that meets the needs of local residents or workers. Support mixed uses in activity centres that are highly accessible and where land use conflicts can be managed.	This policy is key to the development of the Activity Centre strategy. It directs planning to: • Allocate a sufficient supply of land within existing settlements for commercial and business use based on existing and projected demands. • Promote complimentary use and development and avoid unnecessary competition between centres. • Encourage the intensification of higher order activity centres. • Support mixed uses in highly accessible activity centres where land conflicts can be managed.

Sustainable Economic Development		
Innovation and Research	Support the provision and expansion of logistics and digital infrastructure. Support accessible and well-connected tertiary education and training institutions. Provide for precinct planning that allows for collaborations between industry, research and education. Promote existing and emerging innovation that promote Tasmania's assets by providing planning mechanisms that are adaptive and flexible to respond competitively to opportunities as they arise. Support opportunities for greater economic self-sufficiency, diversification and circular economies to help reduce the impacts of external forces on the State economy.	The Strategy should consider the relationship between existing activity centres and education facilities and the role of activity centres in the provision of logistics and digital infrastructure. The Strategy should allow opportunities for economic self-sufficiency and diversification. The Strategy should aim to provide planning mechanisms that are adaptive and flexible to respond competitively to opportunities as they arise.
Transport Modes	Support integrated land use and infrastructure and network planning that increases mode choice to access employment, essential services and community participation. Integrate land use with existing and planned passenger transport infrastructure and services. Locate developments that attract high numbers of people within existing activity centres. Encourage land use planning frameworks that can support and adapt to changing passenger transport needs. Recognise carparking as a key travel demand management measure and appropriately manage carparking provision to support a modal shift.	The Strategy should ensure recommendations consider: • The existing and planned transport links. • The need to accommodate development that attracts high numbers of people within existing activity centres. • Ensure parking policy supports a modal shift when appropriate.

Table 33: Sustainable Economic Development Policy Review Summary
Source: Mesh, 2024

PLANNING PROCESSES

Planning Processes		
Sub-Policy	**Key Strategies**	**What This Means for the Brighton Activity Centre Strategy**
7.1 Consultation	Facilitate the community's understanding of the planning system, land use planning issues and how they might be impacted to encourage meaningful community consultation in land use planning. Promote fair, inclusive, respectful and genuine consultation. Ensure consultation processes are informative and transparent.	The community consultation strategy to have regard to the strategies included under 7.1 of the TPPs.
7.2 Strategic Planning	Avoid allowing use and development where the implications of such proposal are not fully known or understood. Promote the identification and establishment of long-term land use planning priorities to allow inter-generational equity. Strengthen the use of scientific-based evidence to make informed land use planning decisions. Promote collaboration and coordination between Commonwealth, State and local government to deliver integrated, efficient and effective planning outcomes. Facilitate coordinated approaches between public and private investment to achieve common planning goals. Promote the review of land use strategies so that they remain current.	The Strategy to have regard to 7.2 of the TPPs.
7.3 Regulation	Allow use and development that has little or no impact to proceed without requiring planning approval. Reduce planning regulation to reflect the level of impact caused by the use and development. Support the maintenance of regulatory consistency. Encourage mechanisms that allow for timely adjustments in planning regulation for responses to and recovery from emergency events, pandemic and climate change.	The land use recommendations to have regard to 7.3 of the TPPs.

Table 34: Planning Processes Policy Review Summary
Source: Mesh, 2024

Draft Tasmanian Population Policy (July 2024)

Policy	Details
Liveability	Increased liveability through better infrastructure planning and delivery: Promote urban renewal and redevelopment. Embrace emerging and innovative technologies to support quality of life. Improve the alignment of supply and demand of infrastructure and services.
People & Skills	Identify social cohesion opportunities and challenges in local communities and support place-based approaches to deliver innovative solutions that engage young people, facilitate participation, and enhance feelings of belonging.
Sustainability	Research, share and expand the available population data, analysis to guide infrastructure, housing and services planning and decision making.

Table 35: Draft Tasmanian Population Policy Review Summary
Source: Mesh, 2024

Tasmanian Planning Scheme and Fact Sheet No. 5 (Business and Commercial Zones)

The Business, Commercial and Mixed Use Zone group contains a total of six zones that are intended to reflect Tasmania's activity centre hierarchy, as provided by the relevant land use strategy. Given the interface of Activity Centres with industrial land, the Industrial Zones are also described in this section. Specific Area Plans (SAPs) and Site-specific qualifications (SSQs) are also part of the planning toolkit for activity centre planning (Table 36).

Activity Zones	
Business Zones	**Description**
Village Zone	The Village Zone provides for small rural centres with an unstructured mix of residential, community services and commercial activities. The Zone's Use Table provides for a variety of Permitted uses reflective of this intent. The Zone provides for single dwellings as No Permit Required and provides for the protection of residential amenity from non-residential uses. The Village Zone is generally applied to the entirety of a small settlement of part of a rural settlement to reflect a genuine mix of uses.

Activity Zones	
Urban Mixed Use Zone	The Urban Mixed Use Zone provides for mix of uses where no particular use predominates, but with more of a business or commercial focus than the Village Zone. Unlike the Village Zone, the Urban Mixed Use Zone does not allow for Residential use No Permit Required, but rather allows it as Permitted where it occurs above ground level or to the rear of premises. This is to ensure an active street level (such as through shop frontages and pedestrian activity) is retained throughout the Zone. The purpose of the Zone provides specifically for ensuring the introduction Of new uses does not undermine the activity centre hierarchy.
Business Zones	The three business zones are very similar in their purpose but are applied to activity centres at different levels within the hierarchy. The purpose of the Local Business Zone is to provide for local retail and other services to meet the needs at the neighbourhood level.
Local Business Zone	The Local Business Zone represents the lowest order business zone in the activity centre hierarchy.
General Business Zone	The General Business Zone represents the middle order of the business zones, providing for the main suburban and rural town centres.
Central Business Zone	The Central Business Zone is applied to the capital city centre, large regional centres and some of the higher order suburban centres. The purpose in each of the Zones is to encourage business, retail, administrative, professional, community and entertainment functions consistent with the centre's role in the activity centre hierarchy. The Zones all encourage active street frontages and pedestrian activity. They allow for Residential or Visitor Accommodation uses where they encourage the viability of the Zone.
Commercial Zone	The Commercial Zone provides for retailing, service industries and warehousing that requires and large floor area needs. Examples of these uses include Bulky Goods Sales and Equipment and Machinery Hire and Sales. The uses provided for under the Zone usually require high levels of vehicle access and customer car parking. The Zone is often applied to specialist centres, such as the Devonport Homemaker Centre and Cambridge Park, that provide for large format retailing.
Industrial Zones	**Description**
Light Industrial Zone	The Light Industrial Zone aims to primarily provide for service-based industries which cater for the local and regional needs. Examples of such uses include manufacturing, processing, repair, storage and distribution of goods and materials. The impact of uses within the Zone are expected to be capable of being managed to the extent that they do not cause an unreasonable loss of amenity to other uses.
General Industrial Zone	The General Industrial Zone provides for the higher impact industries and largescale industrial operations such as Resource Processing, Manufacturing and Processing, Service Industries and Transport and Distribution uses. It is anticipated that the uses within the Zone are likely to generate impacts on other uses. Therefore, the Zone provides land that allows for higher impacting uses to operate without encroachment from incompatible uses that would give rise to land use conflict.
Tourism/Recreation	**Description**
Major Tourism Zone	The Major Tourism Zone is intended to integrate a range of use and development to provide for large scale tourist facilities. An example of the range of uses includes Visitor Accommodation, Hotel Industry, Tourist Operation and Sports and Recreation. Other complementary uses, such as Business and Professional Services and General Retail and Hire may also be approved within the Zone as Discretionary uses where they do not undermine the activity centre hierarchy.

Activity Zones	
Recreation Zone	The Community Purpose Zone provides for land accommodating key community facilities and services, including health, educational, government, cultural facilities. The Zone provides for uses that range in scale from a small community hall to a hospital. Community type residential uses are also allowed for in the Zone through the provision facilities such as respite centres, assisted housing and retirement villages as Permitted uses.
Open Space Zone	The Recreation Zone may be applied to public or private land and provides for formal recreation facilities. These can include sporting grounds such as an athletic centre, or hockey centre through to enclosed facilities such as a gymnasium or public swimming pools. In addition, provision is made within this Zone for Major Sporting Facilities acknowledging the impact these facilities can have on surrounding areas.
SAPs and SSQs	Description
Specific Area Plans (SAPs)	SAPs can provide for additional or different requirements for use and development for a specific area. One example is the Museum of Old and New Art (MONA) site at Berriedale, which under the Glenorchy LPS is Zoned Major Tourism and Environmental Management, with the MONA Specific Area Plan (MONA SAP) also applied to the land. The site accommodates a unique range of uses that managed through the MONA SAP including a vineyard, accommodation, the MONA museum, ferry terminal and ancillary restaurants and retail. SAPs are not able to override the administrative provisions outlined in clauses 3.0 to 6.0 of the SPPs. SAPs and the associated overlay map are contained in the LPS section of the TPS
Site-specific Qualification (SSQ)	Clause 5.4 explains that an SSQ can substitute, modify or operate in addition to a Use Table, or use or development standard in a Zone or Code for a particular site. An SSQ might allow for a specific business to operate out of a home in the General Residential Zone or for a specific General Retail and Hire business on a property in the Rural Zone as permitted uses. Similarly, an SSQ might provide specific subdivision or other development standards on a site that might not otherwise be allowed under the relevant zones or codes. SSQs are not able to override the administrative provisions outlined in clauses 3.0 to 6.0. SSQs are listed under the LPS section of the TPS.

Table 36: Activity Zones Policy Review Summary
Source: Mesh, 2024

East Derwent Highway – Bridgewater to Bowen Bridge Planning Study

The Department of State Growth is currently conducting a strategic assessment of the East Derwent Highway section extending from the Midland Highway intersection in Bridgwater to the eastern end of the Bowen Bridge. Key investigations will focus on identifying opportunities for road improvements to accommodate future growth in the region.

5.3 REGIONAL LEVEL POLICIES AND PLANS

Southern Tasmania Regional Land Use Strategy (2010-2035) (STRLUS)

Regional land use strategies set out key strategic directions for the Northern, Southern and Cradle Coast regions. Regional land use strategies guide amendments to each council's Local Planning Schedule as well as local strategic planning documents and structure plans. In short, these strategies should identify where growth and land use change should occur within the State.

The Southern Tasmania Regional Land Use Strategy (STRLUS) was originally issued in October 2011 and amended in 2013 and 2023. The STRLUS is currently undergoing a major review, it is likely that the Activity Centre Strategy is finalised prior to the completion of the updated STRLUS. Therefore, the findings from the Brighton Activity Centre Strategy will likely inform the revised STRLUS. Notwithstanding this, it is important to note that it is possible that the updated STRLUS makes changes to the activity centre hierarchy network and/or other relevant changes to the strategic directions which in turn result in some inconsistencies/misalignment between the strategies.

Brighton (M) is recognised as a Major Satellite of Greater Hobart along with Sorrel and Margate. Hobart and its Satellites, including Brighton (M), form part of the higher-order settlement for urban consolidation and population growth in Southern Tasmania. Residential growth is anticipated to be 50% infill and 50% greenfield development. Bridgewater North, Brighton South, Gagebrook-Herdsmans Cove, and Old Beach among others are recognised as greenfield development precincts. The SLRLUS identifies Brighton LGA to accommodate 15% of the residential growth for the region, which is estimated at the time to be 1,987 dwellings.

ACTIVITY CENTRE NETWORK

Activity centres are identified as the focus for services, employment, and social interaction. Emphasis is placed on their role in community, education, government services, recreation, and entertainment. The STRLUS also recognises activity centres as suitable for higher-density housing.

Other nodes of activity such as trade and construction retail, significant employment and community functions are not considered 'Activity Centres' and are seen more as specialised nodes of activity.

According to the STRLUS, the purpose of creating an activity centre network is to define a hierarchy to ensure complementarities and efficiencies rather than creating unnecessary competition between centres.

The Activity Centre Network is composed of:

- Hobart CBD and its immediate surrounds designated the Primary Activity Centre
- Principal Activity Centres aim to provide a wide range of services and facilities (including offices), with a strong focus on the retail and commercial sector. No Brighton (M) ACs are identified under this classification.
- **Bridgewater (Green Point)** is recognised as a **Major Activity Centre** with the role of serving the surrounding district and providing a range of convenience goods and services and some community facilities.
- **Brighton (S)** is recognised as a **Rural Services Centre** with the role of providing a range of goods and services and meeting the needs of a predominantly non-urban community, with trips to larger activity centres required occasionally.
- Minor/Neighbourhood ACs – role to serve the needs of the surrounding community and provide a focus for day-to-day life – to include a mix of retail, services and employment. Minor or Neighbourhood Activity Centres and Local Centres are described in the policy but not designated and are to be determined at the local level.
- Local Centres with the role of providing a focus for day-to-day life within an urban community and include at least one grocery/convenience store and a range of small speciality shops or small-scale eating establishments.
- Specialist Centre to be identified at a local level to provide for the activity of a specialist nature as defined through specific local area or structure plans – retail and (limited) office space should reflect the centre's purpose or defined character.

It's important to note that **Gagebrook-Herdsmans Cove, Pontville and Old Beach** do not have a specific classification under the STRLUS.

Activity centres with regional and sub-regional functions are recommended for inclusion in the Activity Centre Network. The STRLUS recommends that structure and management plans be prepared for these centres to strengthen their overall function and operation and to ensure that they are integrated with surrounding uses and the transport network (Table 37).

STRLUS		
Policy	**Key Strategies**	**What This Means for the Brighton Activity Centre Strategy**
SD3	Creating a network of vibrant and attractive activity centres.	
LUTI 1.3	Encourage residential development above ground floor level in the Primary, Principal and Major Activity Centres.	Allow for above-ground level residential uses in ACs.
LUTI 1.5	Locate major trip generating activities in close proximity to existing public transport routes and existing higher order activity centres.	Direct major trip generating activities to higher order centres serviced by public transport.
AC1	Focus employment, retail and commercial uses, community services and opportunities for social interaction in well-planned, vibrant and accessible regional activity centres that are provided with a high level of amenity and with good transport links with residential areas.	Consolidate activity-generating uses and opportunities for social interaction in AC particularly in those with good access to transport links and residential areas.
AC 1.2	Utilise the Central Business, General Business, Local Business Zones to deliver the activity centre network through planning scheme, providing for a range of land uses in each zone appropriate for to the role and function of that centre in the network.	Apply the CBZ, GBZ and LBZ to ACs as appropriate having regard to its role/function in the network.
AC 1.3	Discourage out-of-centre development by only providing for in-centre development within planning schemes.	Discourage out-of-centre development.
AC 1.4	Promote a greater emphasis on the role of activity centres, particularly neighbourhood and local activity centres, in revitalising and strengthening the local community.	Local activity centres have a key role in revitalising and strengthening the local community.
AC 1.5	Ensure high quality urban design and pedestrian amenity through the respective development standards.	The development outcomes are largely determined by the standard SPPs of the Business/Commercial Zones unless a SAP is introduced.
AC 1.6	Encourage an appropriate mix of uses in activity centres to create multi-functional activity in those centres.	A mix of uses and multi-functionality should be encouraged in each AC.
AC 1.7	Improve the integration of public transport with Activity Centre planning, particularly where it relates to higher order activity centres.	Consider the integration of centres with public transport.
AC 1.8	Ensure that new development and redevelopment in established urban areas reinforce the strengths and individual character of the urban area in which the development occurs.	As AC 1.5
AC 1.9	Require active street frontage layouts instead of parking lot dominant retailing with the exception of Specialists Activity Centres if the defined character or purpose requires.	Another reason to justify the removal of minimum car parking requirements.

STRLUS		
AC 1.10	Activity centres should encourage local employment, although in most cases this will consist of small scale business servicing the local or district areas.	ACs should encourage local employment.
AC 1.11	Provide for 10-15 years growth of existing activity centres through appropriate zoning within planning schemes.	AC planning is encouraged to consider a 10–15-year timeframe.
AC 2	Reinforce the role and function of Primary and Principal Activity Centres providing for needs of Southern Tasmania. Encourage structure and economic development planning for lower-level Activity Centres by local planning authorities.	As neither of the ACs studied are Primary or Principal, structure and economic planning is to be managed and implemented by Brighton Council.
AC3	Evolve Activity Centres focussing on people and their amenity and giving the highest priority to creation of pedestrian oriented environment.	Consider the removal of minimum car parking requirements within ACs to encourage active and public transport use.
AC 3.1	Actively encourage people to walk, cycle and use public transport to access Activity Centres.	
AC 3.5	Allow flexibility in providing on-site car parking in the lower order Activity Centres subject to consideration of surrounding residential amenity.	
LUTI 1.3	Encourage residential development above ground floor level in the Primary, Principal and Major Activity Centres.	As LUTI 1.3
LUTI 1.5	Locate major trip generating activities in close proximity to existing public transport routes and existing higher order activity centres.	As LUTI 1.5
LUTI 1.6	Ensure car parking requirements are consistent with achieving increased usage of public transport.	As AC 3.5.
LUTI 1.12	Include requirements in planning schemes for end-of-trip facilities in employment generating developments that support active transport modes.	Require the provision of end-of-trip facilities.
T 1.5	Provide flexibility within commercial and business zones for mixed use developments incorporating tourism related use and development.	Provide flexibility within AC for tourism related use and development.
T 1.6	Recognise planning schemes may not always be able to accommodate the proposed tourism use and development due to its innovative and responsive nature.	Consider the constrains planning controls may present to innovative tourism land use and development.

Table 37: STRLUS Policy Review Summary
Source: Mesh, 2024

5.4 METROPOLITAN – GREATER HOBART POLICIES AND PLANS

Draft Keep Hobart Moving Plan [13]

The draft Keep Hobart Moving plan is a short strategy to integrate transport system projects and plans within Greater Hobart for the next ten years. Its overarching goal is to create a safe, accessible, people-focused, and future-ready city that will enable economic prosperity and liveability. One of its goals is to increase public transport use for journeys to work from 6.4% to 10% by 2030.

The details available within this plan are limited to a list of projects classified in 'Planning' and 'Delivery'. This plan lists:

- Planned East Derwent Highway Improvements (Bridgewater to Grasstree Hill).
- An ongoing review of bus routes and timetables.
- A planned Rapid Bus Network (RBN) from Hobart to Claremont, Hobart to Howrah and Hobart to Blackmans Bay. Notably, the proposed RBN ends in Claremont and does not reach Brighton's LGA.
- Investigations areas for expansions to the existing ferry services. It includes a section between Glenorchy and Claremont but excludes Bridgewater.

5.5 LOCAL POLICIES AND PLANS

Brighton Council Structure Plan 2018 [14]

This Structure Plan assesses issues and opportunities associated with retail, commercial and industrial land in Brighton (M) (Table 38).

Key Findings	What This Means for the Brighton Activity Centre Strategy
In light of Tasmanian's economic and population growth, it is important to maintain a supply of industrial land particularly the Brighton Industrial area & Transport Hub	Ensure AC planning does not significantly intrude on Industrial land, particularly, when it could limit potential future consolidation of industrial land.

[13] Department of State Growth.
[14] Prepared by Echelon Planning and Essential Economics.

Key Findings	What This Means for the Brighton Activity Centre Strategy
The vacancy rate within Brighton is low at 4.5% of total retail floorspace. There is however a high-vacancy rate of concern within the northern end of Bridgewater Bridge (42%).	Low vacancy rates suggest support for expansion of planning controls encouraging retail floorspace (except for Bridgewater).
Limited commercial services offerings estimated at 2,500m^2.	Estimated existing commercial floorspace and land needs gaps and identify appropriate locations for future commercial services.
The forecast population growth is supporting a range of convenience-related retailing but unlikely to support a retail scale such as Rosny Park or Glenorchy's centres.	Evaluate this through retail land use needs assessment, implicitly testing whether there continues to be a lack of a critical mass of population to support major retail development in Brighton (M).
Forecast demand for at least 7,220m^2 of retail floorspace and 1,130m^2 of additional commercial office space (2018-2033) the majority to be distributed in Bridgewater and Brighton (S).	Compare retail and office floorspace demand with the estimations made in 2018, in particular: • Retail floorspace demand: 7,220 m^2 • Commercial office floorspace demand: 1,130m^2
The western region of Brighton (M) has modest population growth, lower incomes and very high unemployment rates.	Consider vulnerable population within western region of Brighton (M) through improved offerings of its closest activity centres.
A significant group of employed residents travel toward Glenorchy and Hobart for work and it's likely that retail spending is 'escaping' to these locations.	Compare changes in retail spending leakage.
Opportunities to improve performance of Bridgewater via appearance, perception and integration of retail areas.	Consider whether the poor presentation of centres continuous to be a problem.

Table 38: Brighton Council Structure Plan 2018 Policy Review Summary
Source: Mesh, 2024

Brighton Council Vision 2050 (2021)

The following 2050 vision statements are relevant for activity centre planning:

- Our place is thriving: A destination for business, learning and creation
- Our community is proud: We embrace who we are now while celebrating our ancient past
- Our opportunities are for all: From the young to the elderly
- Our environment is cherished: We act sustainably and are mindful of climate change.

Brighton's (M) economic development objectives include:

- Attracting economic development and job opportunities
- Diversification of trades and businesses, including green and emerging technologies
- Affordable commercial spaces available for businesses
- Incentives for industry and businesses to move to or stay in Brighton
- Move a State Government department to Brighton (M)
- Offer a diverse mix of local places to shop, eat and socialise; a vibrant shopping street
- More takeaways/cafes with healthy options; good fruit and veg shop and deli; Local restaurants
- Encouraging arts, culture and the creative industries
- Better access to local health care and wellbeing: edible gardens, communal olive oil and fruit orchard
- Embracing best-practice environmentally sustainable initiatives
- Better connectivity with between walking tracks and nature assets.

The vision seeks to enable major projects and connections, mainly:

- The completion of new Bridgewater Bridge
- A new local High School
- A vibrant industrial area
- A light rail connection
- The Derwent River Ferry Service.

Brighton Structure Plan [15] (2018)

The Brighton Structure Plan identifies several important constraints and opportunities for Brighton's (M) ACs, including:

- Encouraging local businesses, educators and trainers to collaborate
- Improving tourism offering
- Improving the Cove Hill Centre, Brighton High Street, Pontville

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[15] Prepared by Echelon Planning

- Improving movement networks and bus services and connections across the East Derwent Highway, planning for future ferry services and light rail

The implementation plan makes a number of key recommendations, the following are considered relevant to activity centre planning:

- Ensure the planning scheme allows for medium-density housing to be established in close proximity to town centres, public transport services and open space
- Ensure attenuation buffers around the Brighton Transport Hub and Industrial Estate area are maintained
- Advocate for improved bus services, upgrades to bus stops and shelters and locations for park and ride facilities for bus services
- Investigate options for markets, festivals and pop-up art exhibitions

This structure plan recognises the following community infrastructure needs:

- Identification and establishment of an emergency services precinct. Three options are discussed:
    - Old Main Road
    - Cove Hill Road central
    - West of Cove Hill Road
- A new secondary school with potential locations identified in Brighton and Pontville
- MONA's hacking school in Bridgewater
- Upgrades to the Pontville Park to a regional facility

Detailed policy direction and opportunities identified specific to a centre are contained within Section 2.3 Activity Centre Profiles.

5.6 MODELLING METHODS

Key Terms

The following key terms are used to describe consumer expenditure data and land typology:

- **Total Local Spend**: The combined total of resident and visitor (non-resident) spending within Brighton (M) or specified suburbs
- **Resident Escape Spend**: Spending by Brighton (M) residents or those from specified suburbs made outside the LGA
- **Resident Local Spend**: Spending by residents within the LGA
- **Resident Online Spend**: Spending made online by residents
- **Visitor (Non-Resident) Local Spend**: Spending by non-residents within Brighton (M) or specified suburbs
- **Total Resident Wallet**: The sum of all resident spending. That is, Resident Local Spend, Resident Online Spend, and Resident Escape Spend.
- **Commercial land:** This refers to land used to accommodate office spaces, e.g., for professional services.
- **Retail land:** This refers to land used to accommodate retail activities, including for grocery stores, liquor outlets, clothing and personal services such as hairdressers.

Table 39 shows the alignment between the Spendmapp (MCC) expenditure categories and the ABS retail categories [16].

[16] For details on the latter, please refer to the ABS website: abs.gov.au/methodologies/retail-trade-australia-methodology/jul-2024#defining-retail-trade.

Spendmapp Category	ABS Retail Category
Grocery Stores, Food & Alcohol Retailing	Food, Liquor and Groceries
Dining, Entertainment & Travel (exc. Entertainment & Travel)	Food Catering
Department Stores & Retail	Apparel, Homeware and Leisure
Bulky & Household Goods	Bulky Goods
Services & Other	Retail Services

Table 39: Spendmapp and ABS Retail Categories Alignment
Source: Geografia, 2024, ABS, 2024

Population Forecasts

Brighton's population growth has consistently surpassed historical population forecasts. To address this and ensure the assessment does not underestimate future population needs, this Study adjusts by supplementing the most recent population forecasts with the effects of growth area opportunities. The Council has identified five key areas for consideration. These are:

1. The Bridgewater Bridge Waterfront Masterplan. The growth area potential also includes land zoned Rural Living west of the main project area, and combined with this, it is expected to be able to accommodate 423 dwellings when fully developed.

2. South Brighton Market is expected to accommodate approximately 565 new residential lots and 1,800 sqm of land zoned for business.

3. The Boyer Road Future Urban Zone west of the Old Main Road precinct in Bridgewater. This is expected to accommodate approximately 350 new residential lots.

4. Tivoli Green (Precinct A) on the eastern side of the East Derwent Highway in Old Beach. This is expected to accommodate approximately 500 new residential lots.

5. Development at 203-205 Old Beach Road, Old Beach, is expected to accommodate around 80 new residential lots.

Table 40 summarises the population estimate of these five growth areas and the assumed commencement year of the development. The information has been prepared in consultation with the Council.

Growth Area Opportunities	Assumed Commencement Year	Development Timeline (Years)	Est. Dwellings (no.)	Assumed Household Size	Population Estimate
South Brighton, Brighton (S)	2026	11	565	3.00	1,695
Bridgewater Bridge Waterfront Masterplan†	2025	8	423	2.28	964
Boyer Road Future Urban Zoned	2026	16	350	3.10	1,085
Old Beach Rural Living Area, Tivoli Green	2030	10	500	3.10	1,550
203-204 Old Beach Rd, Old Beach - Future Urban	2025	2	80	3.10	248
Total			1,918		5,542

Table 40: Total Population Estimates by Growth Area Opportunities
Source: Geografia, 2023, compiling information provided by Council. Assumed household sizes are derived from previous assumptions used in growth area studies undertaken by SGS and Choice Location.
† Including RLZ area west of the Masterplan area.

In total, these five growth areas are estimated to accommodate 5,542 new residents in 1,918 dwellings. When combined with the baseline population forecasts, the population increases from 20,364 residents in 2024 to 30,920 residents in 2046 (Figure 26).

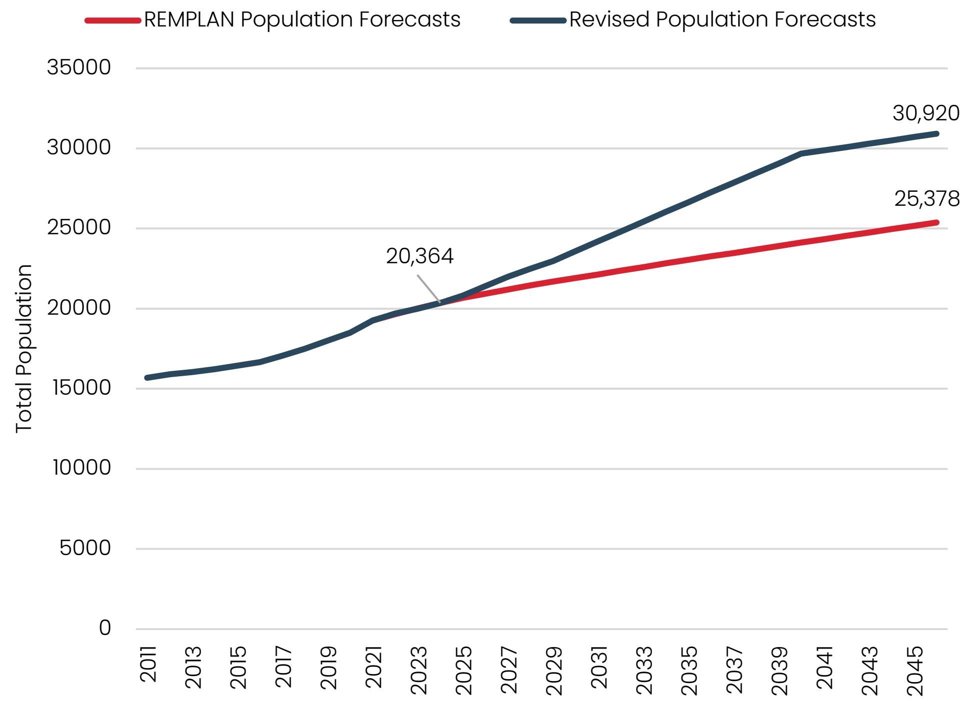


Figure 26: Population Forecasts for Growth Areas Combined
Source: Geografia, 2024 and REMPLAN, 2023

Retail Catchments of Brighton's Activity Centres

Before estimating current and future demand, catchment areas need to be assessed and determined. This is critical as these form the basis of the demand growth analysis. While the STRLUS identified regional catchments for Bridgewater and Brighton (which were adopted), these catchments were mapped more than 10 years ago and require validation.

Bank transaction data (via Spendmapp) was used to evaluate the catchments and explain any inconsistency between the results of this analysis and previous studies. Figure 8 and Figure 9 depict the 80% retail activity [17] catchment areas for Bridgewater and Brighton suburbs. That is the geographical area from which at least 80% of the retail expenditure in these centres is drawn. An 80% limit is used to exclude the typical 20% who may be occasional visitors (including the 20% would likely create a catchment area encompassing the whole of Australia).

[17] Spendmapp data includes information on cardholder address, the location of the merchant in which the transaction occurs, the time and volume of expenditure and the type of goods and services being purchased. To protect privacy, data is aggregated to suburb level and category of expenditure.

The spend and mobility data derived catchments aligns well with those established by STRLUS. That is;

- Bridgewater has a catchment that encompasses the whole of Brighton (M), parts of northern Glenorchy, Southern Midlands and other adjoining rural municipalities

- Brighton (S) has a catchment that encompasses the whole of Brighton (M), Southern Midlands and other adjoining rural municipalities.

In addition to this, the Spendmapp data shows that the remaining neighbourhood and local activity centres have more restricted catchments. Consequently, this analysis assumes the remaining centres have a local catchment area encompassing their respective suburbs. This applies to Gagebrook-Herdsmans Cove and Old Beach (Table 41).

Brighton Activity Centre	Primary Catchment Area	Secondary Catchment Area
Bridgewater	Brighton (M)	Southern Midlands, southern Central Highlands and northern parts of Glenorchy (Granton, Austins Ferry, Claremont) as per Figure 8 and previously established catchments in STRLUS
Brighton (S)	Brighton (M), Pontville	Southern Midlands and southern Central Highlands as per Figure 9 and previously established catchments in STRLUS
Old Beach	Old Beach	-
Gagebrook-Herdsmans Cove	Gagebrook, Herdsmans Cove	-
Pontville	Pontville	-
Total		

Table 41: Brighton (M) ACs Retail Catchment Areas
Source: Geografia, 2024 using Spendmapp, 2024

Recognising Resident Escape Spend to Higher-Order Activity Centres and Online Retail

Spendmapp reveals Resident Escape Spend and Resident Online Spend patterns. Table 42 lists the distribution of escape spend by retail category for all Brighton (M) residents in FY23. The modelling fixes these proportions for two reasons:

1. It accounts for future land use needs in a manner that respects existing hierarchies and supports the vibrancy of these higher-order activity centres
2. It recognises more recent and permanent shifts in existing spending patterns towards the online retail economy.

AC Hierarchy	Food, Liquor and Groceries	Food Catering	Apparel, Homeware and Leisure	Bulky Goods	Retail Services
Higher-Order Centres	15%	17%	31%	27%	17%
Online	5%	22%	37%	3%	49%

Table 42: Share of Brighton (M) Resident Escape Spend by Category
Source: Geografia, 2024 using Spendmapp, 2024

Recognising Increased Retention from Forthcoming Provisions

Three imminent initiatives and strategic policies suggest the potential to increase the level of retail provision:

1. Brighton Shopping Centre is expected to increase local spending patterns for both Brighton and adjoining Pontville. In this regard, the spend capture rate for Brighton and Pontville is assumed to increase to 50% of the Total Resident Wallet. At the same time, the spending share from these suburbs to Bridgewater will decline to 30%.
2. Old Beach as a potential neighbour centre, supporting increased level of local retail provision. Using existing spending patterns would not reflect potential retail. To assess, we assume 50% of total resident spending locally, with an additional 30% deferring to Bridgewater as the MAC.
3. Retain existing shares of spending for remaining suburbs as fixed (i.e. deferring to Bridgewater and Brighton), given the primacy of the RSC and MAC in the local hierarchy.

Forecasting Total Retail Spending

Forecast total retail spending has been modelled by:

- (After removing Resident Escape Spend) Quantifying per capita spending by category and suburb of residence.
- (Using per capita spending patterns) Applying percentage growth rates using revised population growth rates.
- Applying real changes in retail spending patterns by category, using historical 10-year percentage changes by ABS Retail category.

Figure 27 illustrates the existing and future retail spending patterns for Brighton (M) Activity Centres. It shows increasing levels of spending in Bridgewater, Brighton (S), and Old Beach. At the same time, the model shows relatively low levels of retail growth in Gagebrook-Herdsmans Cove and Pontville. This reflects the relatively unchanging population sizes as these areas approach housing development capacity.

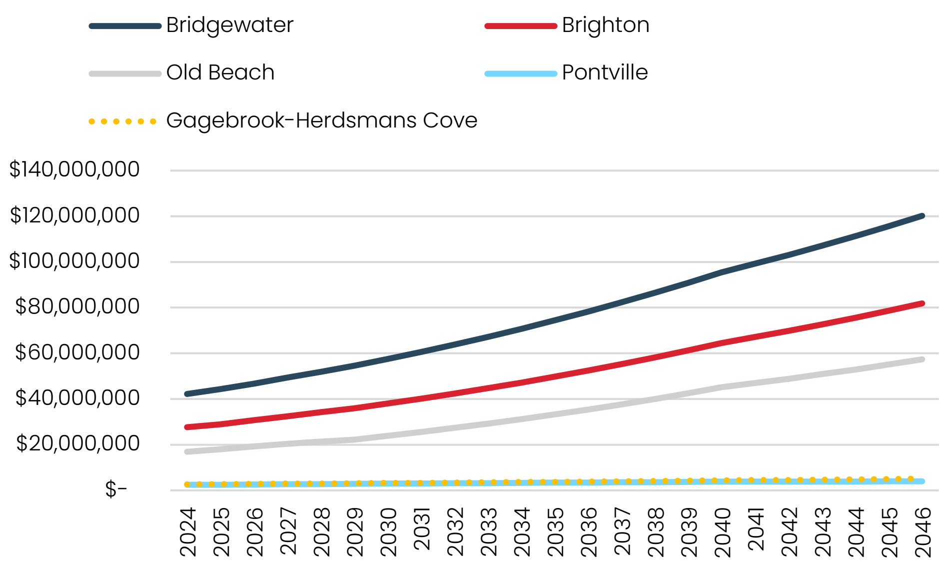


Figure 27: Forecast Total Retail Spending by Activity Centre, FY23
Source: Geografia, 2024 using Spendmapp, 2024

Forecast Total Land Use Demand

To derive retail floorspace demand, turnover-to-floorspace ratios are applied to the forecast total retail spending. Table 43 shows the assumed ratios by retail category and Brighton Activity Centre suburbs.

These ratios are taken from Spendmapp and are based on actual total retail spending patterns. It is important to note that spending patterns in Brighton are lower than seen elsewhere in Australia, as well as in the rest of Hobart. This reflects the lower household spending capacities in these suburbs and the limited retail offering.

Retail Category	Bridgewater	Brighton	Old Beach	Others
Floor Liquor and Groceries	$8,000	$8,000	$8,000	$6,000
Food Catering	$4,500	$4,500	$4,500	$4,500
Apparel, Homeware and Leisure	$5,500	$5,500	$5,500	$5,500
Bulky Goods	$3,000	$3,000	$3,000	$3,000
Retail Services	$3,000	$3,000	$3,000	$3,000

Table 43: Spend Turnover Per Sqm Floorspace
Source: Geografia, 2024

In addition to the turnover-to-floorspace ratios, floorspace-to-land ratios are used to estimate land demand. These are then assessed against the current floorspace and land supply for retail-relevant land in Brighton's activity centres.

Employment Forecasts

In Section 3.3, employment growth was discussed and showed relatively modest increases in Brighton (M). The growth is dominated by light industries (transport, postal and warehousing) and population servicing industries. This Study assumes that historical growth rates remain fixed and in line with population and employment growth patterns over the last ten years.

Table 44 provides an output of the total employment forecasts by ANZSIC Industry Division.

Industry of Employment	2026	2031	2036	2041	2046
Agriculture, Forestry and Fishing	108	134	159	182	201
Mining	32	46	60	73	86
Manufacturing	216	232	244	255	263
Electricity, Gas, Water and Waste Services	24	30	36	41	45
Construction	428	512	589	656	714
Wholesale Trade	152	189	223	254	282
Retail Trade	446	567	683	790	884
Accommodation and Food Services	189	216	240	260	277
Transport, Postal and Warehousing	692	852	1,003	1,137	1,254
Information Media and Telecommunications	16	23	31	39	47
Financial and Insurance Services	0	0	0	0	0
Rental, Hiring and Real Estate Services	22	36	53	72	91
Professional, Scientific and Technical Services	56	69	81	91	100
Administrative and Support Services	115	124	132	139	144
Public Administration and Safety	121	123	125	126	127
Education and Training	384	413	437	457	473
Health Care and Social Assistance	364	438	506	566	617
Arts and Recreation Services	104	131	156	178	198
Other Services	193	235	274	309	340
Total	3,662	4,371	5,032	5,626	6,143

Table 44: Forecast Total Jobs by Industry Sector, Brighton (M)
Source: Geografia, 2024

ABS Census data indicates that some share of employment in Brighton (M) is carried out at home. Given the increased prevalence of working from home, the 2021 Census home-employment patterns are fixed. 'Office-based employment levels are then derived by applying the share of office-based to total non-home based jobs by industry sector in Brighton. This is depicted in Table 45.

Industry of Employment	Share of Office-based Jobs from Total Non-Home based Jobs
Agriculture, Forestry and Fishing	0%
Mining	0%
Manufacturing	0%
Electricity, Gas, Water and Waste Services	0%
Construction	0%
Wholesale Trade	0%
Retail Trade	0%
Accommodation and Food Services	0%
Transport, Postal and Warehousing	0%
Information Media and Telecommunications	0%
Financial and Insurance Services	90%
Rental, Hiring and Real Estate Services	80%
Professional, Scientific and Technical Services	85%
Administrative and Support Services	65%
Public Administration and Safety	75%
Education and Training	5%
Health Care and Social Assistance	5%
Arts and Recreation Services	5%
Other Services	20%

Table 45: Share of Total Office-Based Jobs by Industry Category
Source: Geografia, 2024

The ABS Census also facilitates the separation of private and public sector jobs. The 2021 Census ratio is assumed to be fixed.

Forecast Total Land Use Demand

To derive commercial floorspace demand, the turnover-to-floorspace ratio is applied to the forecasted total office-based jobs in Brighton (M). Table 46 shows the jobs-to-floorspace ratios at the municipal level.

Land Use Formats	Jobs-to-Floorspace Ratios (sqm)
Commercial and/or Office	25

Table 46: Jobs-to-Floorspace Ratios and Floorspace-to-Land Ratios
Source: Geografia, 2024

To derive retail land demand, floorspace-to-land ratios are applied to future floor space demand (Table 47). These are then assessed against the current floorspace and land supply for relevant land in Brighton's (M) activity centres.

Land Use Formats	Low	Medium	High
Retail	1.00	0.60	0.40
Commercial and/or Office	1.00	0.60	0.40
Bulky Goods	0.50	0.30	0.20

Table 47: Floorspace-to-Land Ratios by Scenario
Source: Geografia, 2024

MARCH 2025

OPEN SPACE STRATEGY

Brighton Council

ATTACHMENT

AGENDA ITEM **14.9**

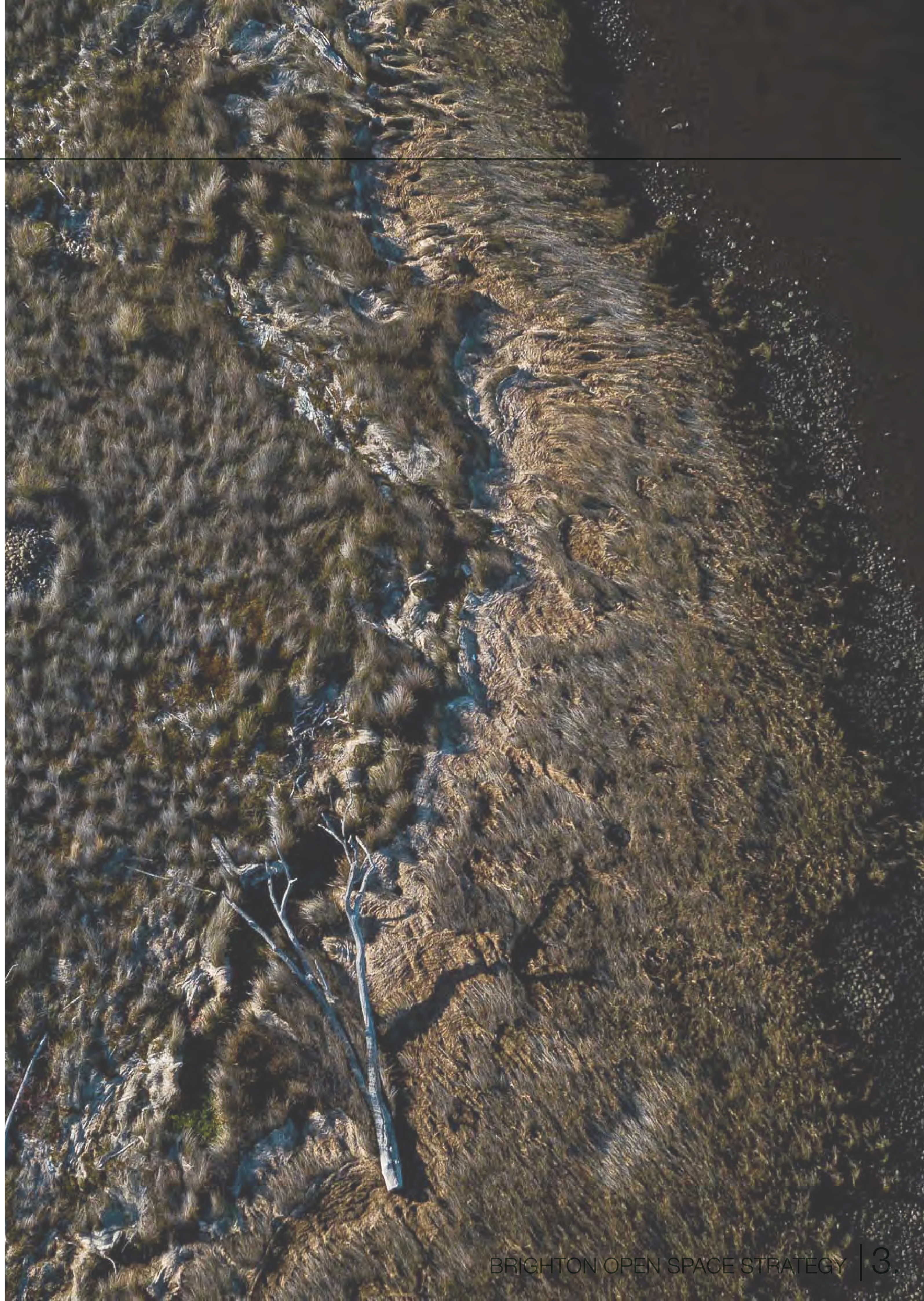
ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the traditional owners who once walked this country: the Mumirimina people.

The Mumirimina belonged to the Oyster Bay Tribe. This was the largest tribe in Tasmanian and covered 8000 square kilometres. kutalayna levee in Brighton was a significant meeting place where hundreds of generations of Aboriginal families hunted, gathered, corroboreed, camped and traded.

In the course of colonisation, dispossession of the Mumurimina was early, rapid and extensive.

We acknowledge the Tasmanian Aboriginal Community, today as the continuing custodians of the land, and pay our respects to Elders past and present. Through our words and actions we strive to build a community that reflects and respects the history and hopes for all the people in Brighton.



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EXECUTIVE SUMMARY

Feedback from Brighton Council's 2050 Vision is that the most important theme for our community is that we have "more parks, footpaths, bikes and walking tracks" in 2050. Brighton Council is committed to providing high-quality, accessible and sustainable open space, working with our community to protect and enhance open space for current and future generations.

Brighton Council's Open Space Strategy 2025 provides the strategic framework to guide the planning and management of open spaces in the Brighton Local Government Areas (LGAs) urban areas over the next ten years and beyond.

The strategy recognises that quality open space provides many benefits to the community and environment. It encourages social connection, improves mental health and promotes a healthy lifestyle.

Brighton LGAs urban landscape is unique, featuring a network of trails and parks, the beautiful Derwent and Jordan river foreshores, a regionally significant industrial estate, Pontville Regional sporting complex and rapidly growing residential suburbs.

Brighton LGAs open space includes sportsgrounds, reserves, playgrounds, bushland and conservation, wetlands, foreshore, streetscapes, civic squares and walking and cycling trails.

Brighton LGA has grown rapidly since its 2012 Open Space Strategy (OSS) was developed. The 2012 strategy provided an important strategic framework to deliver an open space network that supported the changing community needs. This new strategy celebrates the numerous improvements to the open space network, including development of various successful concept and master plans, construction of high quality parks across all its urban suburbs, development of underutilised open space for much needed affordable housing and social infrastructure, such as the new Brighton Medical Centre.

This refreshed 2025 strategy sets new contemporary principles that aim to continuously improve the quality, accessibility, safety and sustainability of Brighton's open space network.

Gap analysis mapping has been utilised for the first time to identify areas of under-provision of open space, and also identify where excess open space exists. The strategy identifies that there is still an under-provision of open space in small pockets of most suburbs. Additionally, there will be a need for planning and investment in additional open space in growth areas as they are developed.

The strategy provides an analysis of the open space network in each urban area, and using the refreshed principles and gap analysis, provides for clear priority actions to guide open space improvements for the next 10 years.

LGA wide actions include the need for improved wayfinding, continuing to develop quality concepts and master plans to attract external funding for open space improvements. Building on existing relationships with key stakeholders will be critical to the success of this strategy.

1.0 INTRODUCTION

1.1. BRIGHTON OVERVIEW

Brighton Council Local Government Area (LGA) is located approximately 20 kilometres north-east of Hobart on the eastern side of the Derwent River and forms part of the urban-rural interface of Greater Hobart. Brighton LGA shares a border with Southern Midlands, Clarence, Derwent Valley and Glenorchy LGA's.

Brighton is home to a diverse community with an estimated population of 19,998 which consists of a range of ages and households types and is becoming increasingly multicultural [01]. State Treasury population projection estimates that the Brighton population will grow rapidly to 27,062 persons by 2053

Brighton has a median age of 35 years, representing a younger population than Greater Hobart, whose median age is 39.1. Annual median individual income is $36,410, which is some 10.2 % lower than the median of Greater Hobart [02].

The Brighton LGA is approximately 170 square kilometres and includes 9 suburbs which include the rural bushland and farming lands throughout Tea Tree, Dromedary and Honeywood, and the urban settlements of Old Beach, Gagebrook, Herdsmans Cove, Brighton and Bridgewater. This strategy focuses on the latter urban settlements.

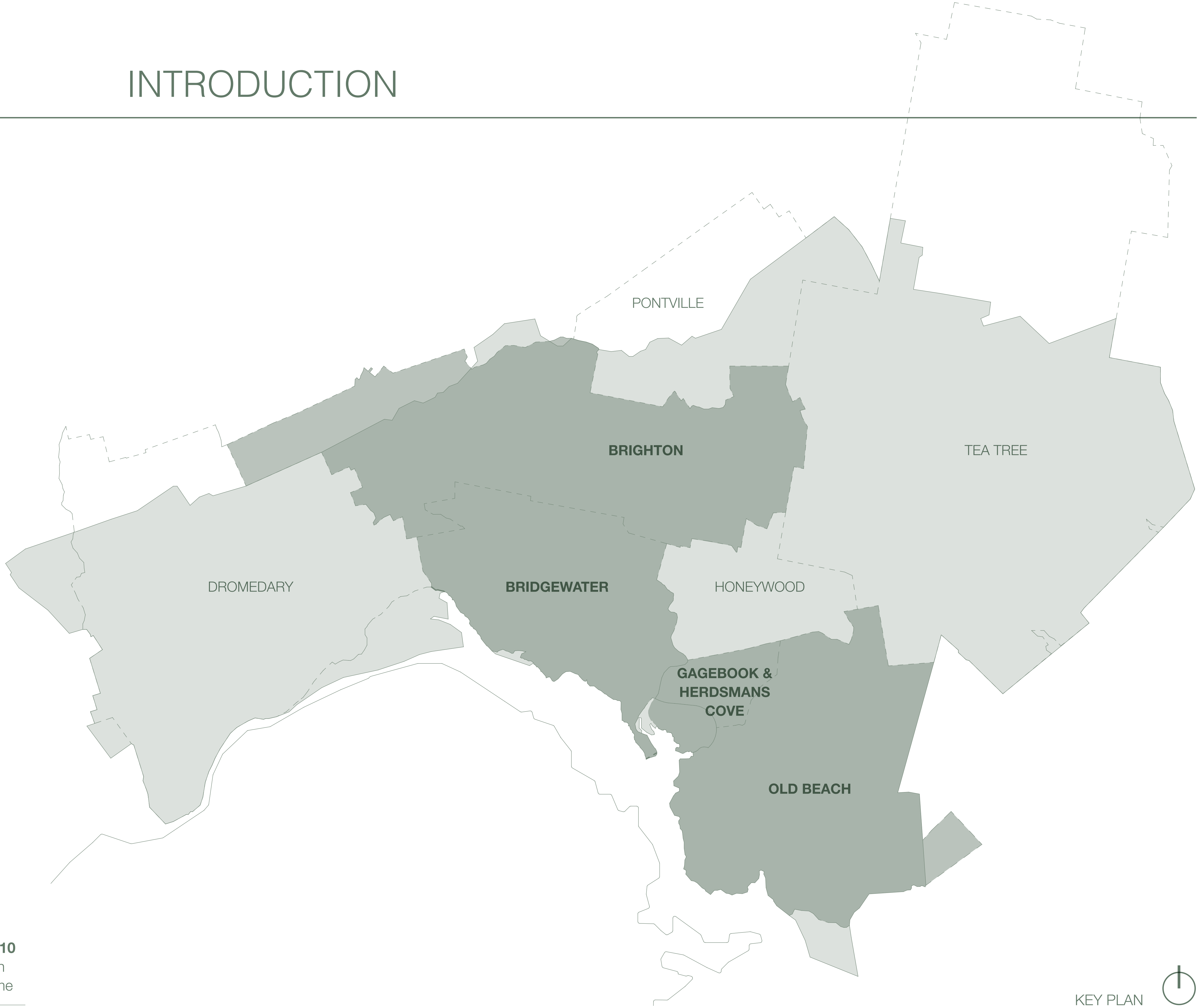
Brighton's relative proximity to Greater Hobart and its comparatively affordable land and house prices have made Brighton an attractive place for home buyers and business investment in recent times. Brighton has a state-significant employment node in the Brighton Industrial Estate (the Hub), serviced by road and rail which has assisted strong growth in jobs in the Brighton LGA.

Population: 19,998
27,062 people by 2053

Age : 35 years
median age

Income: $36,410
annual median individual income

01. ABS Census.
02. Department of Treasury and Finance, May 2024, TASPOPP 2024, Tasmanian and Local Government Area Population Projections – 2023



1.0

1.2. PURPOSE

Brighton Council last adopted a Brighton Open Space Strategy (OSS) prepared by Inspiring Place in April 2012. The OSS 2012 provided a comprehensive analysis of the supply and demand for public open space in the urban areas of Brighton.

A review of the OSS 2012 is now due, as it is thirteen years old, and during that time Brighton has grown rapidly and many priority actions from the OSS 2012 have been completed.

The purpose of this Strategy is to prepare an updated OSS which provides Council with an overarching framework to guide the planning and management of open spaces in Brighton over the next ten years and beyond.

The development of the OSS provides an opportunity for analysing existing open space within Brighton and to consider the needs and locations for additional open space into the future. It will provide direction for the future provision, planning, design and management of open space in the municipality.

It establishes Council priorities in allocating resources to open spaces by identifying gaps in provision and community needs, both now and forecast.

In summary, the OSS will:

1. Reflect on Brighton Council's achievements from the OSS 2012.
2. Review plans, policies and strategies at a local, regional and state level that guide open space planning.
3. Review trends in demographics and open space planning that will influence open space planning.
4. Develop key principles as a basis for decision making about future open space provision and development.
5. Provide an audit of existing open spaces across Brighton and present their current condition and classification.
6. Identify areas of under-provisions of open space and gaps in the open space network.
7. Prioritise actions and provide an updated strategy, mapping and implementation plan for Council

1.3. DEFINING OPEN SPACE

Open space refers to "land and water settings maintained and managed for a range of environmental and social purposes and that are valued and may be used by the community"[03].

This strategy focuses on spaces which are publicly owned, accessible and available primarily for nature conservation, passive outdoor enjoyment, public gatherings, sport and recreation, and visual amenity.

However, some open space may be privately owned or have restricted access such as school grounds. Where possible, the strategy will explore opportunities to utilise their potential.

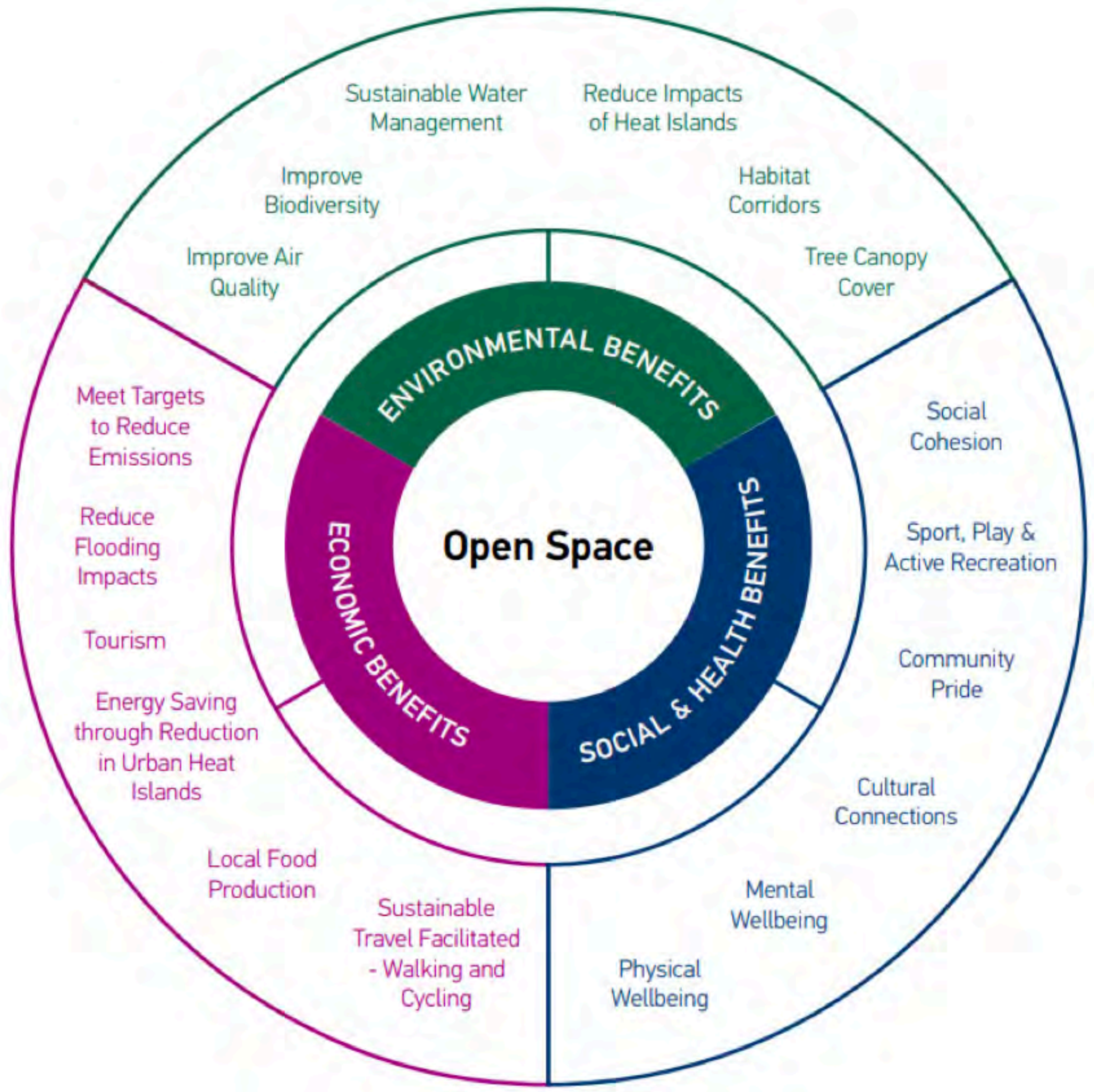
For example, for areas where gaps in the provision of open space are found, opportunities will be explored to access restricted land, such as schools, for use by the general public.

1.4. BENEFITS OF OPEN SPACE

A range of diverse open spaces is required to meet the community's needs now and into the future. Open space provides a wide range of health, social and cultural, environmental, and economic benefits for our community.

Extensive research has shown that quality open spaces that provide shade and a connection to nature are a vital component in improving the mental and physical health of the community.

03. Department of Economic Development – Sport and Recreation Tasmania (2010) Tasmanian Open Space Policy and Planning Framework, page 4.
04. Ethos Urban, 2023. Brighton Social Infrastructure Plan.



1.0

1.5 .EXISTING OPEN SPACE IN BRIGHTON SPACE

Currently, Council manages over 85 open space areas with a total area of approximately 218.65ha. This equates to 10.99ha per 1000 people, which is well above the national average of 2.83ha per 1000 people[4] .

Much of the open space in urban areas is located along the Derwent River and Jordan River foreshore in the form of linear and linage reserves and landscape and amenity reserves. Large amounts of foreshore land is owned by the Crown (i.e. State Government), but Council maintain large amounts of this land through various licence arrangements.

By total land area, more than a third of all public open space is in Brighton township, while a further quarter is in Bridgewater. Together, they account for more than 60% of all public open space provision.

Interestingly, when looking at the total number of individual open space land parcels, Brighton falls to third in all suburbs indicating that there are fewer but larger public open space sites provided.

There are 7 sports fields, with the largest of these being the Pontville Regional Sporting Complex. In addition, there are 12 well developed play spaces including the Bridgewater Parkland, Ted Jeffries Memorial Park (Brighton), Cris Fitzpatrick Park (Gagebrook) and Lennox Park (Old Beach).

Unfortunately, many of the open space parcels in Bridgewater, Gagebrook and Herdsmans Cove are poorly located internal lots and are not fit for purpose. This layout was a result of the “Radburn” subdivision model which was adopted when these areas were developed as social housing estates. The Radburn urban design experiment is considered a failure and there have been many efforts by Council to ‘de-Radburn’ these areas through infill housing projects accompanied by improved open space outcomes.

The majority of open space areas are Linear and linkage reserves (28%) landscape and amenity reserves (19%), Parks (18%) or Foreshore and waterways (15%) and Outdoor sport venues/ Active open space (9%).

2.0 OUR ACHIEVEMENTS

Over the past decade, significant progress has been achieved to protect and enhance the quality of Brighton's open space network based on the strategies, actions and site-specific recommendations of the OSS 2012.

We are proud of the actions taken under the OSS 2012, and we want to maintain the momentum and build on the progress made to facilitate social inclusion and community pride.

Council has achieved the following from the OSS 2012 strategies:

2.1. MASTER PLANS

Master plans are an important part of the planning process for open space. Ideally these plans are developed in collaboration with the local community and other key stakeholders to provide a vision and overall guidance about how an open space area will be developed over the next 10 to 15 years.

They are also an important tool for obtaining funds for an open space project through grant applications and internal budget processes.

Brighton has developed the following Master plans many of which have been implemented in full or in part:

1. Bridgewater Parkland Master Plan 2016-2026
2. Pontvile Sports Park Master Plan
3. Cris Fitzpatrick Park Master Plan
4. Ted Jeffries Memorial Park Master Plan
5. Brighton Town Square Concept Plan
6. Brighton Hub Rest Area Concept Plan
7. Swan Park Concept Plan

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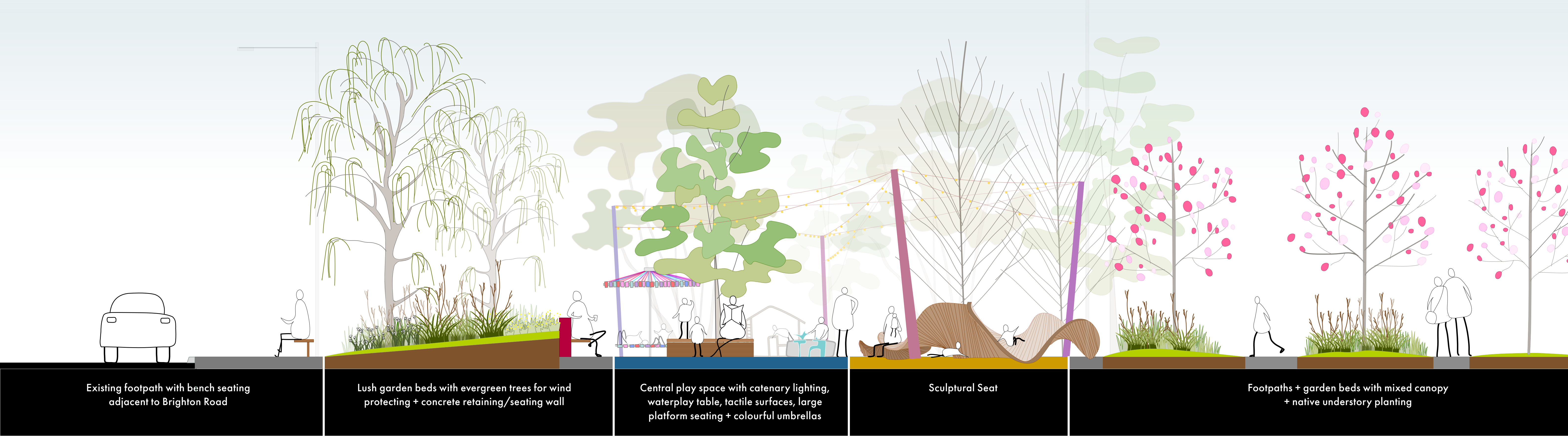

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2.1. MASTER PLANS

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2.0

2.2. NEW AND UPGRADED FACILITIES

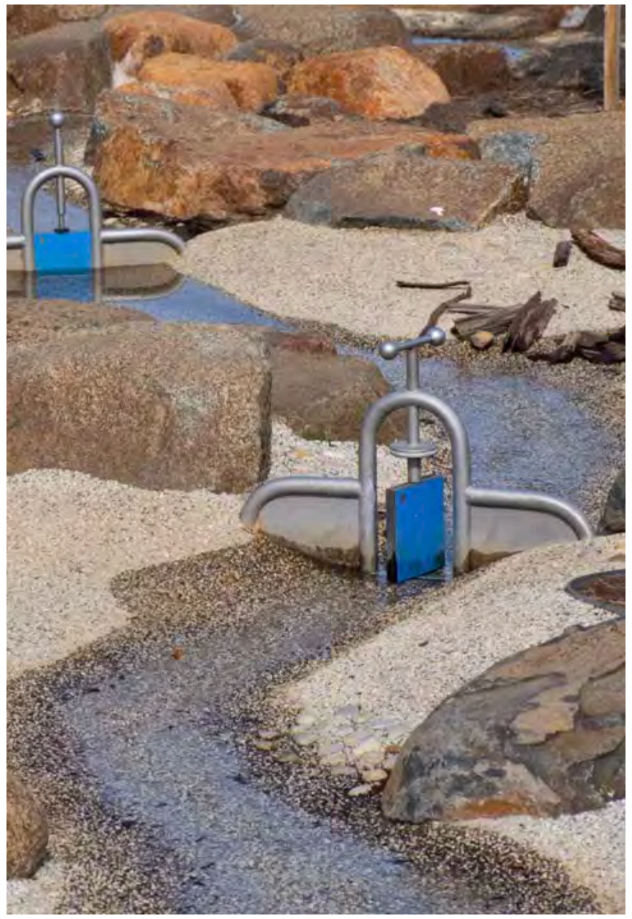
Brighton Council has been working hard to provide the necessary open space and recreation facilities for its rapidly growing population in line with the OSS 2012.

Many of the projects listed below were funded through successful State and Federal grants. Attracting this funding was only possible because of Councils ability to provide its shared vision with the community through its Master Plans and Concept Plans mentioned above.

We are extremely proud of the facilities we have built over the last thirteen years and are thrilled by how well utilised they are by the local community and visitors.

New and upgraded facilities include:

- Community Parkland, Bridgewater Parklands
- Foreshore Parkland, Bridgewater Parklands
- Swan Park, Herdsmans Cove
- Cris Ftzpatrick Park, Gagebrook
- Childs Drive Park, Old Beach
- Palonia Park, Brighton.
- Remembrance Park, Brighton
- Pontville Pavillion, Pontville
- Pump track, Bridgewater
- Ferguson Oval upgrades, Brighton
- Dog Park, Lennox Park, Old Beach
- Old Beach Jetty replacement, Old Beach
- Dog Park, Ted Jeffries Memorial Park, Brighton
- East Derwent Highway shared trails, Bridgewater, Gagebrook and Herdsmans Cove
- Stanfield Drive foreshore trail, Old Beach.



2.0

BRIGHTON OPEN SPACE STRATEGY

2.0

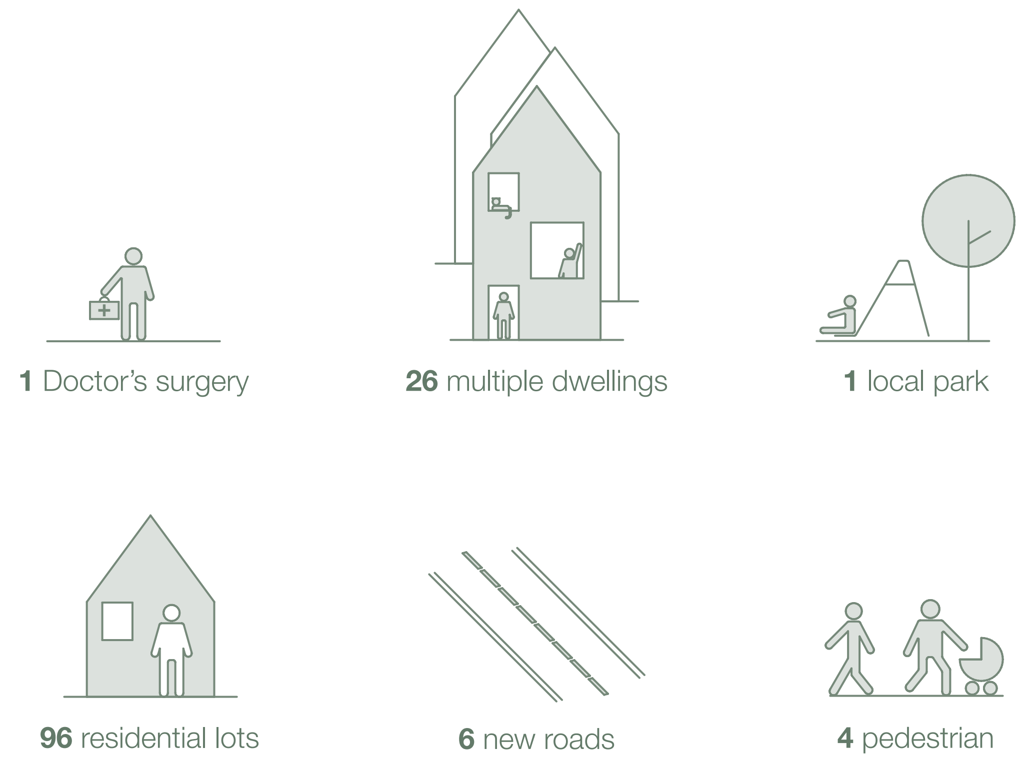
2.3. CONSOLIDATING EXCESS OPEN SPACE

In the past Council has received open space parcels that are poorly located, underutilised and serve little value as part of the open space network. These parcels were generally created through the development of the social housing estates in Bridgewater, Gagebrook and Herdsmans Cove. However, some were also a result of older subdivisions in Brighton and Old Beach.

Brighton Council now has measures in place, such as this open space strategy and its open space policy, to ensure it only receives open space that will add value to its open space network.

Unfortunately some of these poorly located open space parcels lack passive surveillance and are isolated, sometimes encouraging anti-social behaviour and crime. Some of these open space parcels have now been consolidated with infill housing projects with better open space outcomes. Some of these projects are outlined below:

BETTER OUTCOMES:



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2.3. CONSOLIDATING EXCESS OPEN SPACE

INFILL DEVELOPMENT	SUBURB	DESCRIPTION
Paice St/Hurst St	Bridgewater	• 14 residential lots created • 02 open space lots retained for connectivity
Shoobridge Pl/Fergusson Pl (Dinosaur Park)	Bridgewater	• 37 residential lots created • 16 multiple dwellings • Connected 5 cul-de-sacs to become through roads • Local Park
Eddington/Thompson St	Bridgewater	• 02 residential lots created
Eaton Place	Bridgewater	• 04 multiple dwelling units
Mayfield Cres	Bridgewater	• 03 residential lots created
Taylor Cres	Bridgewater	• 27 residential lots created
Blackstone	Old Beach	• 02 residential lots created
Natlee Cres	Old Beach	• 01 residential lots created
Collis Court	Brighton	• 02 residential lots created • Pedestrian footway retained
209 Brighton Rd	Brighton	• Developed by a doctor's surgery
Melissa St	Brighton	• 06 multiple dwelling units
Roslyn Ct	Brighton	• 02 residential lots created

2.0

2.4. COMING SOON

At the time of writing, the following projects have commenced or are planned for the 2024/25 Financial Year:

- Ted Jeffries Memorial Park soccer grounds and club rooms, Brighton
- Town square, Brighton
- Truck stop rest area, Brighton Hub
- Spine path, basketball half court and dog park, Bridgewater Parklands
- Extension of foreshore trails, Old Beach
- Brighton Road shared pathway, Brighton
- Lennox Park Master Plan review, Old Beach
- Tivoli Green playground concept, Old Beach

3.0 POLICY CONTEXT

The OSS 2025 has been informed and restructured based on the evaluation of policies and strategies relating to open space and recreation in the following state, regional, and municipal contexts.

A significant amount of analysis on Brighton's open space and recreation was undertaken as part of the Brighton Social Infrastructure Plan 2023. This analysis is a significant input into the development of this strategy and has a separate section to highlight its importance.

3.1. STATE AND REGIONAL CONTEXT

DOCUMENT	RELEVANCE TO OSS REVIEW
Tasmanian Open Space Policy and Planning Framework 2010	The Tasmanian Open Space Policy and Planning Framework (2010) higllights the significant responsibilities local government's have when it comes to open space planning, development and management and the contribution to quality of life that open space provides.
Draft Tasmanian Planning Policies	The Draft Tasmanian Planning Policies (TPPs) provide high-level planning policy direction and express the state's interests in land use planning and development that filter through to Regional Land Use Strategies (RLUS) and the Tasmanian Planning Scheme (TPS) and Council's Local Provisions Schedules (LPS). Relevant strategies from the draft TPPs relate to the following: • Provide for a network of accessible, interlinked and inviting open and green spaces ; • Encourage active lifestyles, connection with nature and social interaction. • Provide connectivity between open space within the urban realm. • Mitigate the impacts of climate change and urban heat islands through urban greening on open space. • Encourage public places that are designed to promote equal access and opportunity for the various needs and abilities of the community; and • Encourage higher density housing near quality open space. • Promote subdivision design that provides for well-located public open space that meets the needs of the local community
Southern Tasmanian Regional Land Use Strategy	Southern Tasmania Regional Land Use Strategy (STRLUS) 2010-2035 currently provides policies and strategies to Southern Tasmania's future development and planning, including open space. These will largely be replaced by the TPP's and at the time of writing, STRLUS is being updated to provide new strategies.

3.0

3.2. BRIGHTON COUNCIL CONTEXT

3.1. BRIGHTON SOCIAL INFRASTRUCTURE PLAN

The BSIP was developed to guide the Council's future planning for effective delivery of social infrastructure to support community wellbeing based on existing and projected needs.

A significant component of the BSIP was an analysis of open space and recreation needs. This strategy builds on the analysis and recommendations from BSIP, by using it to guide more detailed actions for open space parcels and the open space network.

Key findings from the BSIP open space and recreation analysis include:

- Many of the open space parcels across the Brighton LGA are no longer fit for purpose due to changing needs in the community. This is particularly evident where parcels of open are underutilised and poorly maintained.
- Broadly, there is an adequate level of land provided for recreation and open space in the Brighton LGA, centred around several key sites.
- Significant recreation infrastructure is available at school sites across the municipality including more than a third of all playgrounds, more than half of available outdoor sports courts (i.e. basketball/netball), and half of the available sports fields and cricket nets (albeit many are not regulation size). However, their reliance on open space may be limited due to education authorities policies and procedures.
- Brighton LGA's walkability is limited and trails identified in OSS 2012 should continually be upgraded and a Cycling Strategy prepared.
- Key priorities include:

  1. Spaces for informal individualised fitness-based activities such as outdoor exercise equipment, running tracks and defined walking loops.
  2. Diversity of play offerings in which consideration of action/ adventure elements such as parkour, and provision of nature/ water-based play incorporated.
  3. Dog friendly spaces including fenced off-leash parks.
  4. Tennis facilities pending further expressed community demand.
  5. Access to indoor recreation centre, including aquatic facilities and indoor courts.
  6. Continually upgrade key sites (i.e. those with Master Plans) and fill gaps with investments in lower scale sites.

BSIP also provides Place-based Priority actions which are captured in Section 6 below.

"Nurturing natural places for people and wildlife."

"Supporting opportunities for recreation and leisure for everyone at every stage of life."

3.0

3.3.OTHER RELEVANT LOCAL STRATEGIES

DOCUMENT	RELEVANCE TO OSS REVIEW
Brighton 2050 Vision	The 2050 Vision contains six focus areas which are all relevant to open space planning. In particular, Brighton will be: More specifically, the following vision Statements are relevant: "Offering a diverse mix of local places to shop, eat and socialise"; "Supporting opportunities for recreation and leisure for everyone at every stage of life."; "Creating child friendly environments including parks and playgrounds."; "Ensuring an abundance of trees and open spaces in the urban areas." "Making it easy to get around with good, connected footpaths, trails and cycleways."; "Nurturing natural places for people and wildlife."
Brighton Council Strategy 2023-2033	Council's purpose is to "create a thriving place for opportunities for all". • Aims to inspire a proud community that enjoys a comfortable life at every age by providing attractive recreational areas. • Includes strategies focused on addressing climate change impacts and biodiversity loss, which underlines the integral role public open spaces play. • Guides the effective management of open spaces based on the growth and changing needs of the population in Brighton. • Includes strategies that ensure the delivery of the efficient and sustainable open space strategy.
Brighton Open Space Strategy 2012	• Tool for the planning, developing, and managing of open space within the Brighton municipal area, including parks, recreation facilities, conservation reserves and linkages (e.g., paths, cycling routes, tracks and trails). • Identifies that there exists sufficient land available for open space within the municipality, but there is a need to improve the facilities, access and amenities within existing areas. • Provides clear strategy and actions for how to manage the open space network.
Brighton Structure Plan 2018	• Provides directions for the sustainable management of growth and development of the municipality over 15-years based on the supply and demand analysis of residential, commercial, and industrial land. • Highlights the importance of open space required to support the growth areas.

DOCUMENT	RELEVANCE TO OSS REVIEW
Brighton Structure Plan 2018 Continued	• Includes strategies and actions related to open space, movement and connectivity, including: ◦ Review and update Council's Open Space Strategy ◦ Investigate locations for a Brighton town square; ◦ Investigate establishing hilltop walking tracks and pavilions on Jew Hill, Clives Hill and Pony Hill. ◦ Identify a suitable location for a skate park, and construct it. ◦ Work with local schools to identify how the public can gain out-of-hours access to school facilities.
Brighton Industrial Estate - Brand and Place Strategy 2020	• Aims to reposition the Brighton Industrial Estate as an attractive prospect for future investors and support growth. • Actions relevant to open space planning include: ◦ Achieving walking networks around the estate and along Ashburton Creek; ◦ Provision of lunchtime seating nooks; ◦ Amenity and activity nooks throughout the estate; ◦ Rehabilitate biodiversity zones and integrate with recreation trails.
Brighton Annual Plan 2024-2025	Section 1.3 of the Annual Plan has the following actions relating to open space: • Implement Ted Jeffries Memorial Park upgrades, including new soccer pitches and clubrooms, play, car parking and street upgrades. • Finalise an update of Council's Open Space Strategy. • Construct spine pathway and associated upgrades, including a basketball half-court in the Bridgewater Parkland. • Consider community feedback for additional sections of gravel walkway along the Old Beach Foreshore from Morrisby Road to Blackstone Drive. • Renew master plan for the Lennox Park precinct, Old Beach. • Prepare a concept plan for a new playground in the open space area of Tivoli Green Estate. • Commence construction on new soccer clubrooms for the Ted Jeffries Memorial Park reserve. • Construct a new town square to create a civic heart for Brighton. • Complete the construction of a truck stop rest area and 'pocket park' in the Brighton Hub.
Bridgewater Bridge Waterfront Master Plan	• The Master Plan seeks to capitalise on opportunities created by the Bridgewater Bridge Major Project. • The Master Plan sets out actions to create a diverse open space network, including the creation of a new 30m wide waterfront corridor with improved connectivity and access to the foreshore. The plan includes a concept for a new community play space subject to approvals from TasRail.

3.0

3.3.OTHER RELEVANT LOCAL STRATEGIES

DOCUMENT	RELEVANCE TO OSS REVIEW
Brighton Public Art Strategy 2021	The strategy emphasises making public spaces and public vistas more engaging and attractive through use of public art.
Climate Change Strategy & Resilience Strategy	The strategy aims to assist the community in reducing emissions by implementing an action to investigate the value and feasibility of providing urban forests (e.g., use of the Miyawaki method) and edible landscapes within parks, open spaces, and streetscapes. (e.g., fruit trees in parks or along pathways).
Greening Brighton Strategy	The strategy emphasises tree plantings to provide improved landscaping, shade, and shelter in parks and along linkages that are identified by the OSS as playing a significant role in the open space network. The Strategy identifies a number of underutilised open space parcels that could be landscaped and used for passive recreation.
Brighton Natural Resource Management Strategy	The strategy sets the target to review the OSS to ensure the natural areas are connected with paths and walkways that facilitate community participation and engagement with the natural environment.
Cris Fitzpatrick Park Master Plan	The Master Plan provides guidance on the future planning, development, and management of Cris Fitzpatrick Park to cater for a diversity of activities, activating greater community use and experiences.
Ted Jeffries Memorial Park Master Plan	The Master Plan provides guidance on the future planning, development, and management of the Park as Brighton's premier soccer facility and improvements of the parklands and associated infrastructure.
Bridgewater Parkland Master Plan	The Master Plan provides a 10 year vision for the parkland area extending from the Bridgewater commercial area to the foreshore. Much of the plan has already been delivered.
Lennox Park Master Plan	The Masterplan. provides guidance to planning and development of the area and will be updated in the 2024/25 Financial Year.

DOCUMENT	RELEVANCE TO OSS REVIEW
South Brighton Master Plan	The South Brighton Master Plan provides guidance for the provisions of a network of well connected open space in the South Brighton growth area. It identifies where future open space should be provided to Council as the land is developed.
Pontville Park Master Plan	The Master Plan provides guidance for planning and development for recreation facilities and associated infrastructure in the sporting precinct.

4.0 KEY INFLUENCES & CHALLENGES

4.1. DEMOGRAPHICS

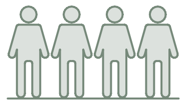
Brighton is a growth area of Greater Hobart and has had a population growth rate of 2.9% since 2016 (ABS).

Since the 2012 OSS was released, Brighton's population has grown by 4,313 people from 15,685 to 19,998 (ABS, 2023). State Treasury population projection estimates that the Brighton population will grow to 26,412 persons by 2052[1]

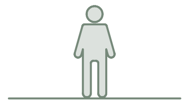
Brighton has a median age of 35 years, representing a younger population than Greater Hobart, whose median age is 39.1. Annual median individual income is $36,410, which is some 10.2 % lower than the median of Greater Hobart.

Of total households, 54.4% are occupied by couple families, 19.9% are one parent families and 22.1% are lone persons. In comparison, the share of one parent family households in Greater Hobart is only at 12.1%.

Separate house is the primary dwelling type with 88.9% of Brighton residents living in this kind of dwelling structure. However, there has been a shift away from separate houses and growth in medium density dwellings is stronger than anywhere else in Southern Tasmania as shown in Figure 2 below:



Population growth rate **2.9%** since 2016. The population has grown from **15,685** to **19,998**

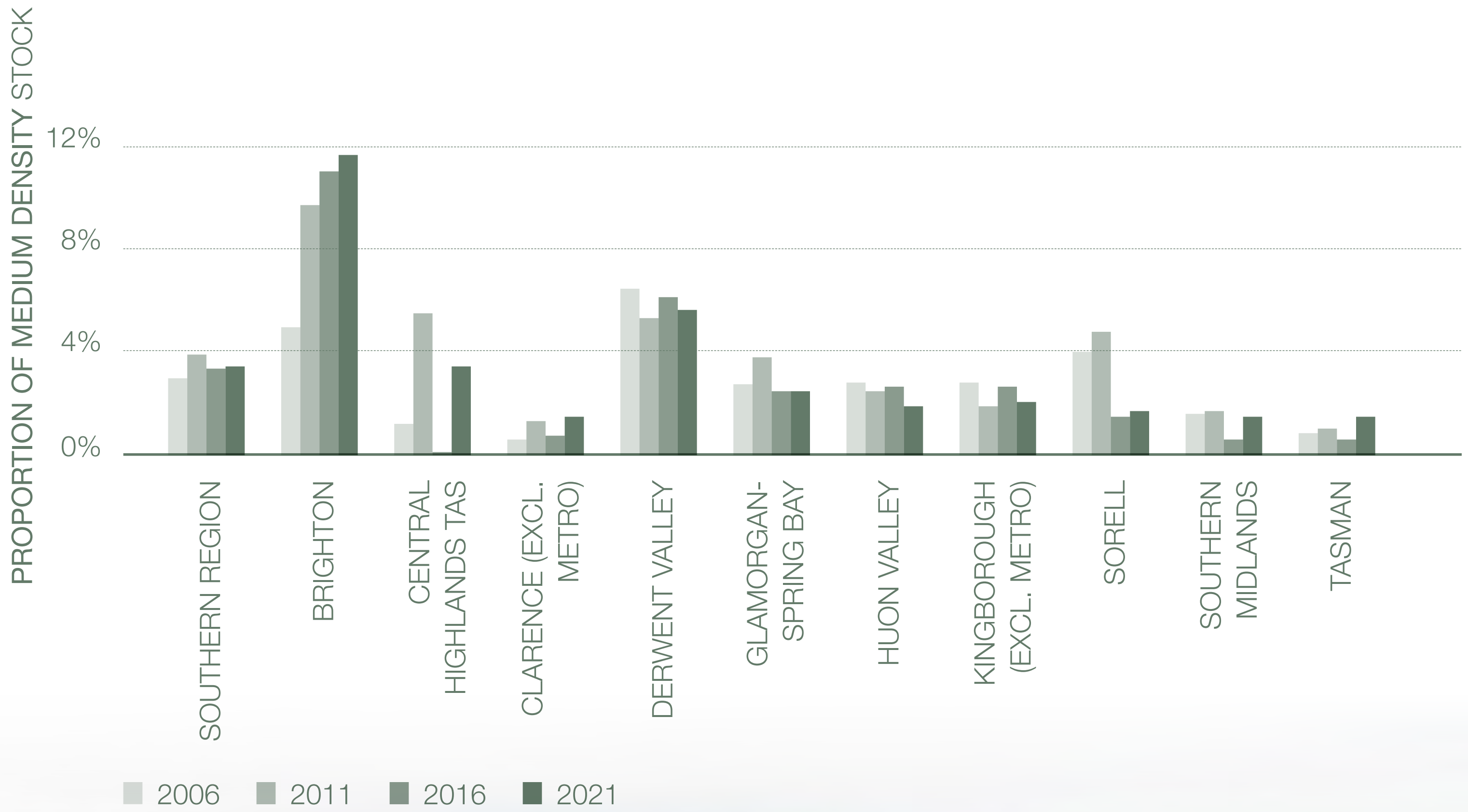


Median age **35 years.** a younger population than Greater Hobart, where the median age is **39.1 years**

Annual median individual income **$36,410. 10.2%** lower that Greater Hobart

54.4% are occupied by couple families, **19.9%** are one parent families and **22.1%** are lone persons.

Separate house is the primary dwelling type with **88.9%** of Brighton residents living in this kind of dwelling structure.



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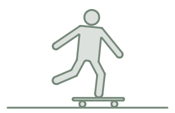
4.2. DEMOGRAPHIC IMPLICATIONS

This section analyses key demographic findings and discusses the high level open space implications.



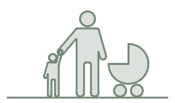
YOUNG POPULATION

Young populations seek active, adventure/risk-based and team pursuits; older residents seek more cultural pursuits and active but non-competitive pursuits.

An important consideration will be balancing the needs of older residents with the younger population to ensure that open space provision is multi-generational and enables equity of access.

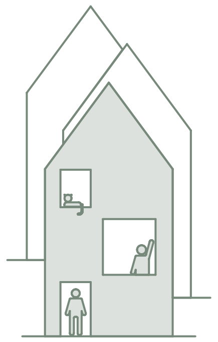
LOWER MEDIAN INCOME

The wealthier an individual, household, or community, the greater the range of recreation opportunities that can be afforded. Low median income requires careful consideration of free/low-cost opportunities through provision of publicly accessible open space infrastructure.



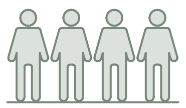
HIGH PERCENTAGE OF ONE PARENT FAMILY HOUSEHOLDS

The more lone parent and single person households, the higher demand for social gathering opportunities to combat isolation and mental health concerns. Considering options for community informal gathering spaces in open space provision will be essential in this context.



INCREASE IN MULTIPLE DWELLING HOUSING

The more lone parent and single person households, the higher demand for social gathering opportunities to combat isolation and mental health concerns. Considering options for community informal gathering spaces in open space provision will be essential in this context.



POPULATION GROWTH

The projected population growth will lead to an expansion of urban areas into areas that are not currently serviced by open space. Considering options for open space in new residential areas and ensuring that it links to the existing open space network will be critical for these new communities.

4.2. OPEN SPACE & RECREATION TRENDS

The BSIP provided a useful analysis of sport and recreation trends based on various studies and published data from ABC, CSIRO and the Australian Sports Commission. Below is a summary of participation, planning, design and management trends that have implications for open space planning and provision.

- Organised sport is generally static but there is growing demand for more social forms of participation
- Preference for “turn up and play” activities with minimal volunteering commitments
- Continuous growing popularity of self-directed activities like walking/running, fitness, riding, mountain biking, bush walking and outdoor recreation
- Strong emergence of some activities in response to inclusion in the Olympics, changing structures by traditional sports
- The rise of lifestyle, adventure and alternative sports, which are particularly popular amongst younger generations
- The rise of personal trainers and fitness means an increased use of public spaces for organised or led activity
- Increasingly multi-cultural society desiring greater variety of recreation activities reflecting a wide range of interests and new activities
- Shift from predominantly weekend and early evening participation to weeknights, days, work hours and early mornings
- Sport and recreation can help achieve mental and physical health, crime prevention, social development, and international cooperation objectives.

5.0 STRATEGY FRAMEWORK

5.1. VISION

Brighton's open spaces are diverse, equitable, connected, and sustainable. They provide health and

5.2. GOALS

From the Vision and from the analysis of the key influences and trends for the future of open space in Brighton, the following goals have been developed:.

01. *Enhance the quality of open space through high quality design.*

02. *Address gaps in open space through provision of accessible, connected, and inclusive spaces to meet community needs.*

03. *Increase environmental resilience.*

04. *Promote community health and wellbeing*

5.3. PRINCIPLES

DESIGN & QUALITY

Open space designs should be enjoyable, functional, well-planned, and built with appropriate materials and technology that works well for all users. The focus should be on creating desirable spaces that meet current and future demographic needs and ensuring the character of each suburb is reflected in the design of open spaces.

ACCESS, CONNECTIVITY & INCLUSIVITY

Residents in urban areas have walkable access to high quality open space within 400m (5-minute walk) or 800m (10-minute walk) to a high quality neighbour and district level park. Areas that fall outside this distance are identified as gaps in open space provision. It is vital to maintain and develop an open space network that is well connected by way of pathways, trails, streetscapes, and natural corridors.

All public open spaces within Brighton should be inclusively or universally designed so that all members of the community can enjoy them.

EQUITY

Quality open spaces are to be equitably distributed, maintained, and funded across Brighton.

VARIETY

Be diverse and include varying types of open space, suitable for both passive and active uses, and incorporate a range of local landscapes. The OSS plans for multipurpose spaces that can deliver a range of benefits.

SUPPORTS BIODIVERSITY & CONSERVATION

Open spaces support biodiversity by protecting and improving local ecosystems and habitat for fauna and flora. Rehabilitation, increased canopy cover, revegetation, and enhancement of ecologically viable remnants will occur where appropriate. The OSS will seek to protect and celebrate Indigenous and non-Indigenous cultural heritage and contemporary values.

AFFORDABILITY

The provision and the ongoing maintenance of the open space network must be affordable and sustainable to ensure that it provides the highest economic, social, cultural, and environmental benefits. In some instances, open spaces become redundant when a major upgrade has occurred nearby, or the Council inherits open spaces without forward planning to resource them. The OSS will focus on the efficient use, management, acquisition, and disposal of council-owned and managed open space

HEALTH & WELLBEING

Open spaces are to support a healthy community where people are encouraged to visit and have contact with nature and engage in recreational activities that assist our community's physical, mental, social, and emotional wellness.

SAFETY

Open spaces are to be designed to integrate safety features for children and discourage vandalism or crime risks to support community safety.

5.0

5.4. OPEN SPACE HIERARCHY

The open space hierarchy is based on the catchment of users, the size of the space and the actual facilities provided. The hierarchy includes publicly accessible land managed by Council, but excludes non-Council managed Crown Land, restricted or private open space such as streetscapes, golf courses, or built recreation centres.

The level of hierarchy applied provides an indication of the role the open space is expected to perform and thereby, the size of the site and the scale and quality of the amenities, services and other resources which could be expected to be provided.

The strategy adopts a new hierarchy than what is used in the OSS 2012 and BSIP to better recognise that open space under 1ha (e.g Childs Drive) and open space over 1ha serve different purposes. The new hierarchy aligns with more contemporary open space planning documents such as the Victorian Planning Authority Metropolitan Open Space Network 2017.

TABLE

OPEN SPACE	CATCHMENT	SIZE	CHARACTERISTICS
LOCAL	400m Serves one to two blocks to one suburb	Up to 1ha	**Purpose:** Small parks within residential areas for daily use. **Examples:** Pocket parks, small reserves, green corridors. **Facilities:** Benches, shade trees, small playgrounds, walking paths
NEIGHBOURHOOD	800m Serves one or more suburbs	1ha - 5ha	**Purpose:** Medium-sized parks serving local communities. **Examples:** Suburban parks, shared green spaces, sports ovals. **Facilities:** Playgrounds, seating, small sports fields, picnic areas.
DISTRICT	1200m Serves more than one suburb or whole LGA.	5-15ha	**Purpose:** Larger recreational spaces catering to multiple suburbs. **Examples:** Large sports reserves, waterfront promenades, major urban parks. **Facilities:** Playgrounds, sports fields, skate parks, dog parks, community gardens.
REGIONAL	Up to 15km Multiple LGAs	15ha+	**Purpose:** Large parks serving entire metropolitan areas or cities. **Facilities:** Extensive walking/bike paths, sports fields, large picnic areas, cultural/historical sites

5.0

5.5. TYPOLOGY

Typology defines the role and purpose of each POS and provides guidance on infrastructure and facilities required within them. Each type may provide functionality at various levels in the hierarchy.

The Tasmanian Open Space Policy and Planning Framework (2010) system provides a framework that is practical and was proposed in Council's existing OSS 2012 and BSIP. The proposed classification of open space types are:

TYPE	DESCRIPTION
PARKS Examples: • Bridgewater Parkland, Bridgewater • Cris Fitzpatrick Park, Gagebrook • Childs Drive Park, Old Beach • Swan Park, Herdsmans Cove	Consist of facilities such as playgrounds, halls, gardens, BBQs, and toilets that encourage informal recreation. They usually support activities such as play, walking, cycling, ball games, picnics, dog exercise, sightseeing, social and cultural events, artistic activities, and relaxation.
OUTDOOR SPORTS VENUE Examples: • Pontville Regional Sporting Complex, Pontville • Weily Park, Bridgewater • Lennox Park, Old Beach • Ted Jefferies Memorial Park, Brighton	Open spaces designated for active, competitive sports and recreation. They include sports grounds, outdoor courts, and pools. These venues may have additional amenities like community halls, club rooms, management buildings, toilet/change facilities, informal gardens, and trails and pathways. Connectivity to residential and community services is integral to facilitating active transportation.
LANDSCAPE & AMENITY Examples: • Green Point Peninsula, Bridgewater • Lot 628 Lamprill Circle, Herdsmans Cove	These spaces include areas that warrant reservation and protection ahead of use for other purposes. They may also have natural or cultural significance and provide unstructured recreation opportunities.
LINEAR & LINKAGE Examples: • East Derwent Highway shared paths • McShane Road, Bridgewater	Linear open spaces include cycling, pedestrian pathways, and trails that the public and wildlife can access. They can link to other open spaces or places of activity, such as shops and schools. These spaces consist of small pathways linking to public venues, mainly designed for active transport connections.

TYPE	DESCRIPTION
FORESHORE & WATERFRONT Examples: • Derwent River foreshore • Jordan River	Foreshore and waterway open spaces consist of estuaries, foreshores, beaches, creeks, and rivers. They serve diverse purposes, including recreation, transport, water quality management, and habitat protection. They play a crucial role in climate change adaptation, such as buffering rising sea levels from residential areas and mitigating storm surge impacts.
CONSERVATION & HERITAGE Examples: • Army Camp/Remembrance Park - Brighton Road, Brighton • 362 Brighton Road, Pontville.	Conservation and Heritage spaces, like National Parks and State Forests, prioritise preserving natural and cultural values. They allow informal, nature-based recreation and require management plans for sustainable use and monitoring.
UTILITIES AND SERVICES Examples: • Lot 2 Melinda Court, Brighton • Transmission Line easement, Gage Road to Plymouth Road, Gagebrook	These spaces include road reserves, flood management areas, water catchments, road development, utilities easements (power, water, gas), and environmental nuisance abatement zones.
POTENTIAL OPEN SPACE Examples: • Morrisby Road foreshore, Old Beach • Gage Brook, Old Beach • Burrows Avenue, Brighton	Potential open spaces are the sites reserved to meet the community's future needs. They may progress into one of the above open space types or be considered for sale or development in the long term.

5.0

5.6. GAP ANALYSIS

One of the hallmarks of a good neighbourhood is its walkability, including walkable access to open space. The strategy maps entry points of open space, with good walkability considered as access to a local-level park within a 400m (5-minute walk) radius and an 800m (10-minute walk) radius to a high-quality Neighbourhood, District or Regional-level park. Areas that fall outside this distance are identified as gaps in open space provision.

The gap analysis considers all open spaces typologies excluding "Linear and Linkage" and "Utilities and Services".

The OSS also considers the quality of the available open space and whether it has the necessary infrastructure and amenities for it to be considered fit for purpose. The quality of the open space has been considered using a traffic light system as per below:

- Low quality – Generally has no infrastructure, landscaping and/or natural values or needs major upgrades. Fails to meet the OSS principles.
- Medium quality – Has some infrastructure, landscaping and/or natural values , but may be getting outdated and tired. Meets some of the OSS principles.
- High quality – Has well-maintained and contemporary landscaping and/or natural values , playground facilities and associated infrastructure. Meets all or most of the OSS Principles.

The Strategy provides actions for addressing identified gaps in both access to and quality of open space. Actions are prioritised having consideration of other open spaces available in the area. For example, an area that has no access to open space will be prioritised over an area that has access to high quality open space within 800m.

6.0 SUBURB ANALYSIS

6.1. OVERVIEW

The below sections provide an overview of open space in each urban suburb within the Brighton LGA and includes:

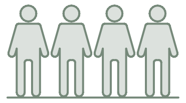
- Overview;
- Demographics;
- Open space statistics;
- Opportunities and issues; and
- Priority actions.

A more detailed analysis of each open space parcel that Council owns and/or manages can be found at Appendix **A.0**. This detailed analysis includes actions for each parcel of open space that may not be considered a priority, but identifies its future use and function to provide strategic direction as required.

6.0

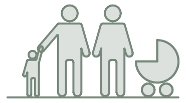
6.2 BRIDGEWATER

AT A GLANCE...

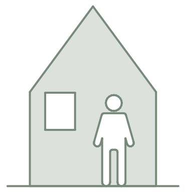


4,142 estimated residential population, **31.6 years** median age & **19.1%** Aboriginal & Torres Strait Islander population

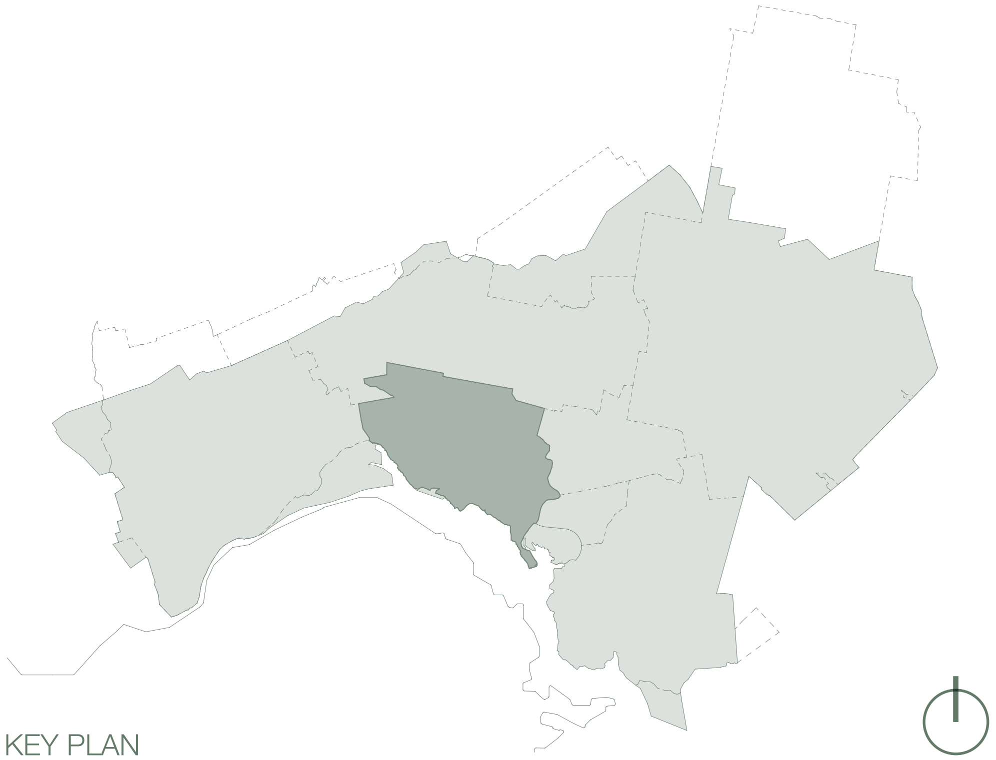
$45,900 annual median household income, **-43.5%** variation from greater Hobart average & **33%** low to no income household



34.9% couple families, **31.2%** one parent families & **28.6%** lone person



18.9% owned outright, **19.9%** owned with a mortgage & **60.3%** rented



KEY PLAN

OVERVIEW

Bridgewater has a population of 4,142 and is the major activity centre for the Brighton LGA. Bridgewater is located on the Derwent River foreshore and a network of gravel foreshore walking trails. In recent years, a large amount of work has been done on developing the Bridgewater Parklands and this District Level park provides good open space access to residents in the western part of Bridgewater.

The gap analysis shows that access to quality open space in the residential area in the north of Bridgewater is poor. However, a park on Shoobridge Road is under construction and will provide a much needed quality open space area. Residents in the south-east of Bridgewater have excellent access to foreshore walking trails and Green Point peninsula, but the area lacks playground infrastructure.

Accessibility to open space for residents in northern Bridgewater is made worse by the East Derwent Highway acting as a barrier. Similarly, Weily Park, which is the major sporting facility in Bridgewater, is difficult to access as the Midland Highway acts as a barrier. Further, there is potentially an oversupply of open space in the area adjoining the east of the Midland Highway.

The majority of growth within Bridgewater is planned to occur west of the Midland Highway along Boyer Road. Open space provision in the planning of this growth precinct will be an important consideration. There will be opportunities to connect the growth precinct to the foreshore which has been opened up by the Bridgewater Bridge Project.

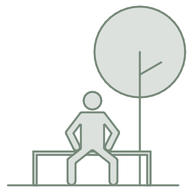
Provision of open space in the rapidly growing Brighton Hub is also an important consideration so that workers and visitors to the area have opportunities for passive recreation.

The BSIP provides the following analysis for open space and recreation in the area:

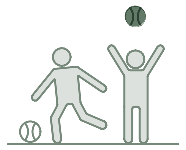
- There is likely to be an increased demand for ‘health and fitness’ related activities for this community, paying particular reference to its age profile and high single-parent/ lone-person households. Days of playing sport are over but wanting to keep fit for life and general health and wellbeing is on trend for this demographic.
- Adding to this is considerations of comparative disadvantage amongst the community, driving demand for freely accessible public infrastructure to support health and wellbeing.
- Provision of outdoor exercise equipment, running loops (with distance markers etc.) and path/ trail networks will be valued by the community. Consideration of aquatic/gym-based provision for this community will also be important.

OPEN SPACE STATISTICS

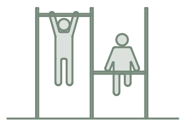
52.3 ha open space



27 open space parcels



1 sports reserve



5 Playgrounds

6.0

OPPORTUNITIES

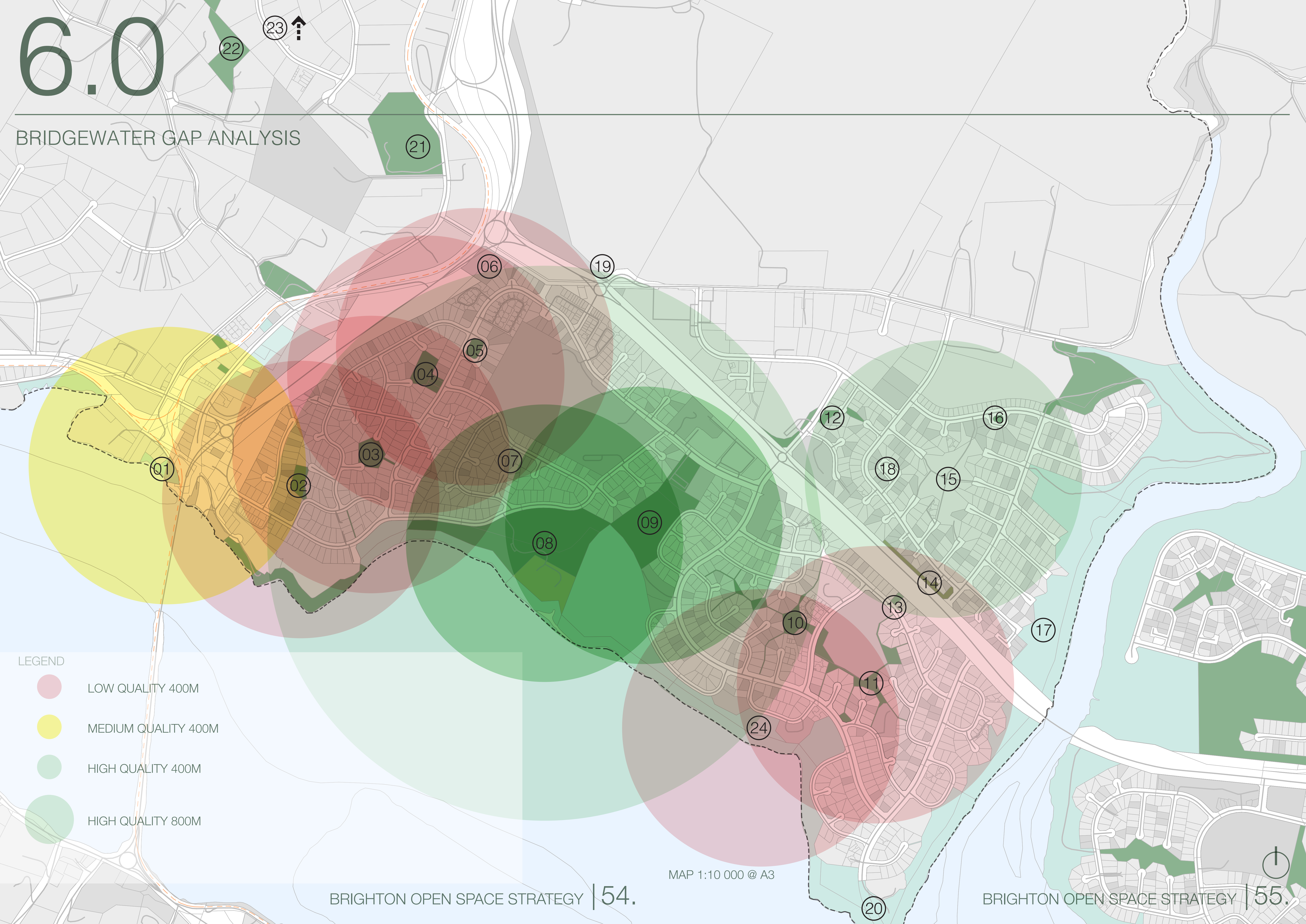
- Improve connectivity between the Bridgewater commercial area and the foreshore by installing the spine pathway as part of the Bridgewater Parkland Master Plan.
- The Bridgewater Bridge development will open additional foreshore land that could improve access to foreshore trails and parklands if developed in accordance with the Bridgewater Waterfront Master Plan.
- Providing connectivity between the Bridgewater Parklands and Bridgewater Waterfront will improve the quality of movement and enable greater variety in open space experiences.
- Planning and development of the growth area along Boyer Road will provide opportunity for strategic open space acquisition and development. This could include bushland on Cove Hill to allow people to immerse themselves in nature and encourage bush play.
- Establishing a pathway connecting west and north Bridgewater to the open spaces in the south can improve public accessibility and increase recreation opportunities.
- If land is rezoned for urban densities and subdivided along Cobbs Hill Road, connectivity to the Brighton Hub along Ashburton Creek could be provided to improve walkability, access and encourage passive recreation opportunities.
- An oversupply of small, low quality open space areas in West Bridgewater could provide for one or more of the spaces to be rezoned and developed and one of the spaces enhanced.
- There is an opportunity to collaborate with local community and Aboriginal groups, to restore larger open space areas, such as Greenpoint Peninsula, to pre-colonial ecosystems and become a place to connect people to land and celebrate the Traditional Owners and cultural heritage.
- There is underutilised open space at the Jordan River Learning Federation Complex that could be enhanced for community use.
- Extensive tree planting and landscaping for cooling, nature connection, water sensitive urban design, and the provision of habitat and biodiversity.

CHALLENGES

- Supply and access to playgrounds in the north-east and south-east of Bridgewater is poor and opportunities to address this issue should be pursued.
- Poor access to Weily Park (Site 21)which is the only outdoor sports ground in the suburb.
- There are no civic open space areas in the Cove Hill activity centre.
- Anti-social issues associated with internal pathways and poorly located open space at sites 10 & 11.
- Shortfall of open spaces in the growth area along Boyer Road.
- Midland and East Derwent Highways create a barrier to pedestrian connectivity between public open spaces.
- The Brighton Hub requires amenity improvement to support high quality growth.
- Low tree canopy cover across the suburb.
- Foreshore trails are underutilised, and some are in poor condition.
- Consistent incidence of tree vandalism resulting in the destruction of public trees that impact on Council's time and resources and public safety.

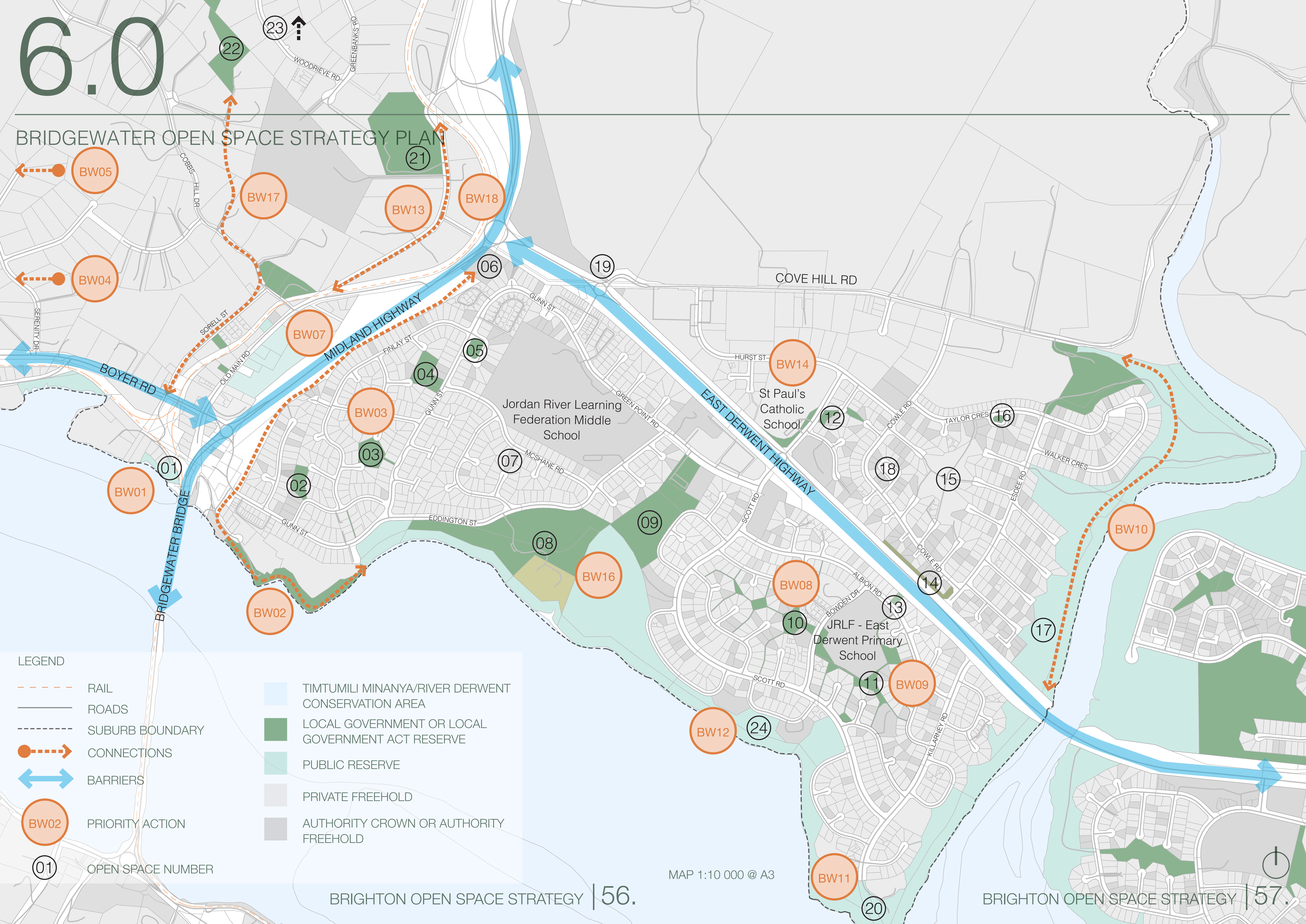
6.0

BRIDGEWATER GAP ANALYSIS



6.0

BRIDGEWATER OPEN SPACE STRATEGY PLAN



6.0

PRIORITY ACTIONS

SHORT TO MEDIUM TERM (1-2 YEARS)

BW01. Advocate for high quality open space and amenity and biodiversity landscaping to be delivered as per the Bridgewater Waterfront Master Plan 2023 as part of the Bridgewater Bridge Project. (Site 1).

BW02. Provide a foreshore trail connecting Bridgewater Parkland to the Bridgewater Bridge. (Site 1).

BW03. Rezone Warruga St Park (Site 2) and Gunn St (Site 4) to General Residential and sell or develop the land for infill housing, but maintaining any key linkages. Using the proceeds of the development upgrade and enhance Finlay St (Site 3) with landscaping and seating and shelter and Gunn St (Site 5) as a local park.

BW04. Ensure the Boyer Road growth area is serviced by open spaces that meet the Open Space Principles, and preferably with a Neighbourhood level park (at least 1ha).

BW05. Investigate the opportunity to acquire bushland to the north of the Boyer Road growth area as open space to improve public access to bushland recreation options.

BW06. Enhance landscaping and amenity at Site 10 (along Bowen Road frontage only), 12-14, 16, 18 & 19 in accordance with the Greening Brighton Strategy 2024-2033.

BW07. Connect the shared pedestrian footpath on the East Derwent Highway along the Midland Highway through to the Bridgewater Bridge.

MEDIUM TERM (2-5 YEARS)

BW08. Retain and upgrade the land in the open space zone as per the recommendation in BSIP. Rationalise pathways and investigate opportunities for infill development to improve safety for the rest of the site (Site 10).

BW09. Rationalise pathways and investigate opportunities for infill development and/or transferring land to JRLF – East Derwent Primary School (Site 11).

BW10. Develop a foreshore track along the western side of the Jordan River to provide connections to the residential area (Site 17).

LONG TERM (5+ YEARS)

BW11. Consider providing a local park at the end of Killarney Road near the existing car park or at the open area near Scott Rd to service the south-east of the suburb and provide an attractive entry point to the Greenpoint Peninsula (Site 20).

BW12. Consider removing the play equipment and providing a small shelter with picnic table at (Site 24).

BW13. Provide shared paths along Weily Park Road connecting to Old Main Road to improve connectivity and access to Weily Park sports oval (Site 21).

BW14. Identify opportunities for obtaining the land for a civic open space along Hurst St and Letitia Grove.

ONGOING OPPORTUNITIES

BW15. Enhance the foreshore trails with tree planting, wayfinding signage and sealing of sections that are subject to erosion.

BW16. Continue developing Bridgewater Parkland in accordance with the Master Plan and release excess open space land for residential infill. (Site 8).

BW17. Investigate opportunities to obtain land along Ashburton Creek to connect the Brighton Hub and Derwent River foreshore as land if land is rezoned and developed (Site 22).

BW18. Improve pedestrian and cycling access to Weily Park, particularly if upgrades to the East Derwent Highway and Midland HIghway are proposed.

6.3 GAGEBROOK & HERDSMANS COVE

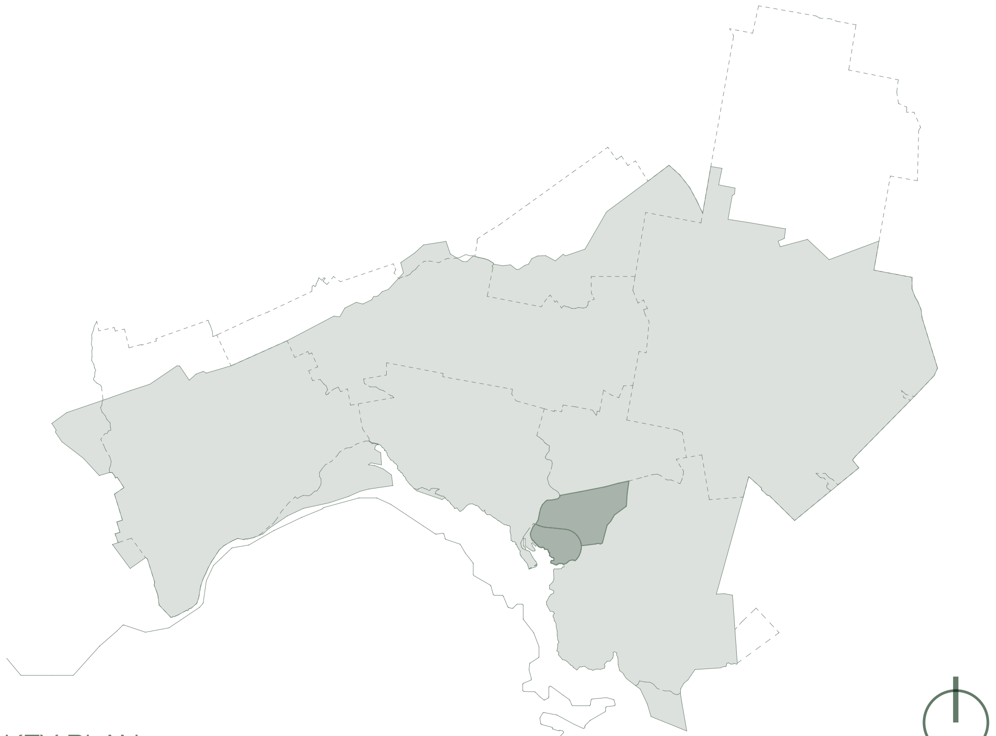
AT A GLANCE...

2,776 estimated residential population, **28.1 years** median age & **25%** Aboriginal & Torres Strait Islander population

$46,360 annual median household income, **-42.9%** variation from greater Hobart average & **32.5%** low to no income household

33.1% couple families, **36.8%** one parent families & **24.6%** lone person

9.2% owned outright, **18.2%** owned with a mortgage & **72.2%** rented



KEY PLAN

OVERVIEW

Gagebrook and Herdsmans Cove has 2,776 residents and has the youngest population in the Brighton LGA with a median age of about 28 years. The two suburbs have a median household income that is 42.9% lower than the Greater Hobart average, indicating that the area is characterised by disadvantage.

The majority of the open space areas in Gagebrook and Herdsmans Cove were acquired through residential subdivisions when the social housing estates were first developed. The majority of these are poorly located and with minimal street frontage to allow for passive surveillance.

Public open space is well dispersed throughout these suburbs, but are spatially disconnected by the East Derwent Highway, which offers only a few pedestrian and vehicle crossing points. This spatial disconnection greatly impacts the access between Gagebrook and Herdsmans Cove.

Recent upgrades to Swan Park, Herdsmans Cove and Cris Fitzpatrick Park, Gagebrook have provided much needed high quality open space in both suburbs. Recent upgrades to shared trails along the East Derwent Highway and connections to Cris Fitzpatrick Park have assisted in improving access and connectivity between the two suburbs and to Bridgewater. The foreshore trails, along the Derwent and Jordan Rivers, provide recreation opportunities for Herdsmans Cove residents.

Cove Creek Oval is located in Gagebrook and provides the only sporting facility outside of the small ovals in the two primary schools. Cove Hill Oval has minimal infrastructure and is poorly utilised.

The gap analysis indicated that these suburbs consist of the highest number of low-quality open spaces that are underutilised and unattractive. Also, an oversupply of three open spaces is identified in Gagebrook North (Sites 3, 4 & 6), which are all within the radius of a Neighbourhood level park and are of low quality, providing low community value.

Cris Fitzpatrick Park services the majority of Gagebrook with quality open space except for the residential area near the Council offices and in the north-west. Herdsmans Cove has poor access to quality open space except in the south of the suburb.

The BSIP provides the following analysis for open space and recreation in the area:

- Celebrating its status as the youngest population in Brighton, those under 35 are a key sport playing demographic, so formal sporting facilities will likely be in demand locally.
- Adding to this is considerations of comparative disadvantage amongst the community, driving demand for freely accessible public infrastructure to support health and wellbeing.
- It should be considered that the provision of assets to support more active youth focused pursuits, such as outdoor ball courts, skate/bmx facilities and similar will be in demand, while consideration of alternative public access facilities, such as tennis courts not aligned to club use, could be advocated to support this community.

OPEN SPACE STATISTICS

34ha open space

20 open space parcels

1 sports reserve

5 Playgrounds

6.0

OPPORTUNITIES

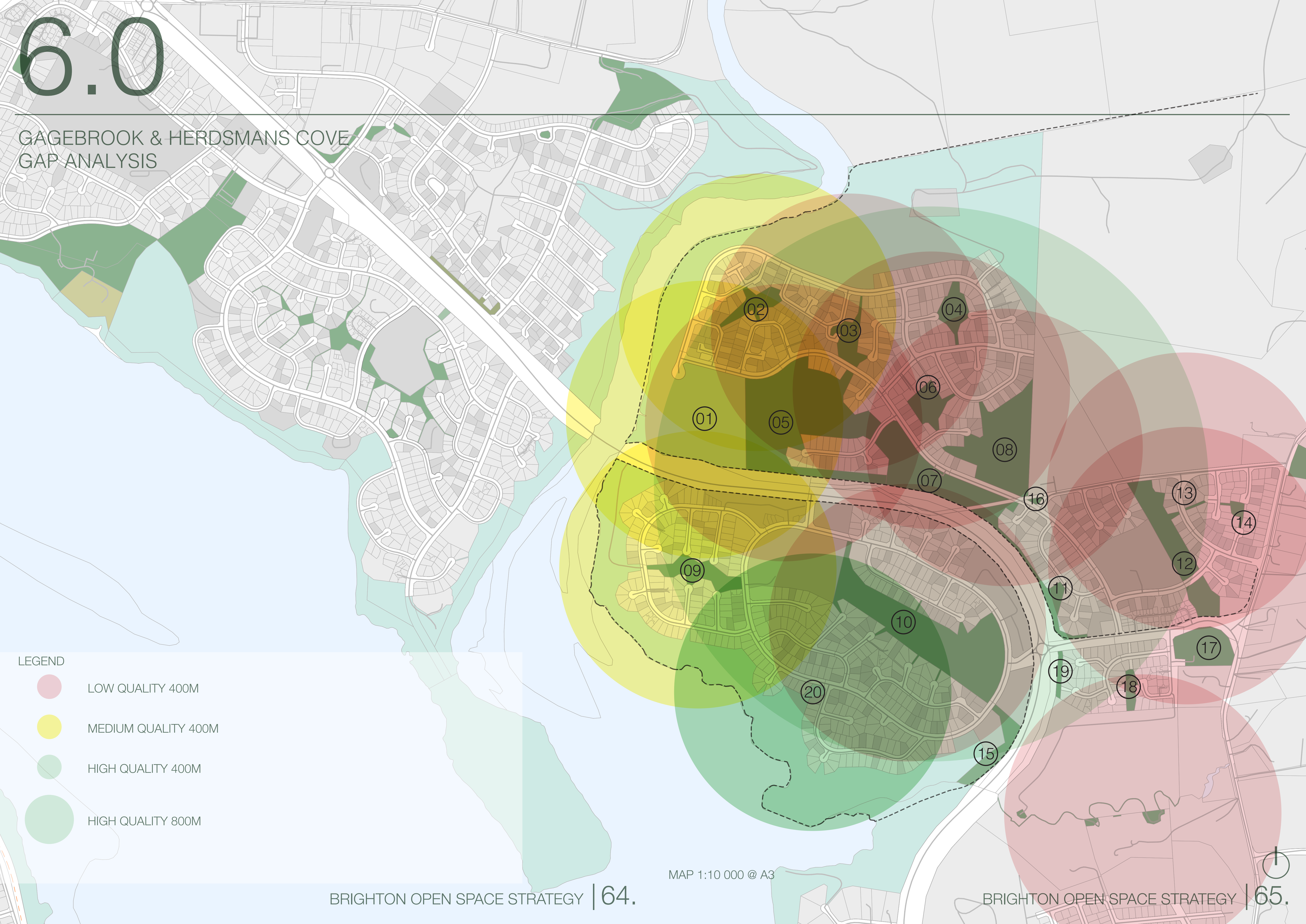
- There are opportunities to improve access into residential areas from the East Derwent Highway shared paths, such as providing path connections to Guilford Crescent and Tivoli Green Estate.
- Provision of a pathway to connect the foreshore trail from Herdsmans Cove to Old Beach will improve the recreational offering.
- The State Government are undertaking a review of the East Derwent Highway corridor. There is an opportunity to advocate for:
    - The creation of an improved pedestrian connection between Laurence Place, East Derwent Highway and Lamprill Circle to improve accessibility; and
    - Improved pedestrian crossings at the Gage Road/Lamprill Circle/East Derwent Highway roundabout.
- The JRLF Herdsmans Cove Primary School has recently received a grant for improved nature-based play facilities and there may be opportunities to allow use outside of school hours.
- Enhancing the sporting facilities at Cove Creek Sports Ground and improving connections will provide improved access to sport and recreation facilities.
- An excess of low quality open space provides an opportunity for some infill development.
- Increase vegetation cover in order to reduce urban heat vulnerability and reinstate endemic species and encourage rehabilitation.

CHALLENGES

- There is an oversupply of low-quality open space areas in north Gagebrook around Deak Street.
- There are a significant number of low-quality open spaces that offer limited play experience and do not meet open space principles.
- The East Derwent Highway creates barriers to public open spaces, particularly from Herdsmans Cove to the high-quality Cris Fitzpatrick Park
- Limited opportunities for sport and recreation.
- Low tree canopy cover across the suburb.

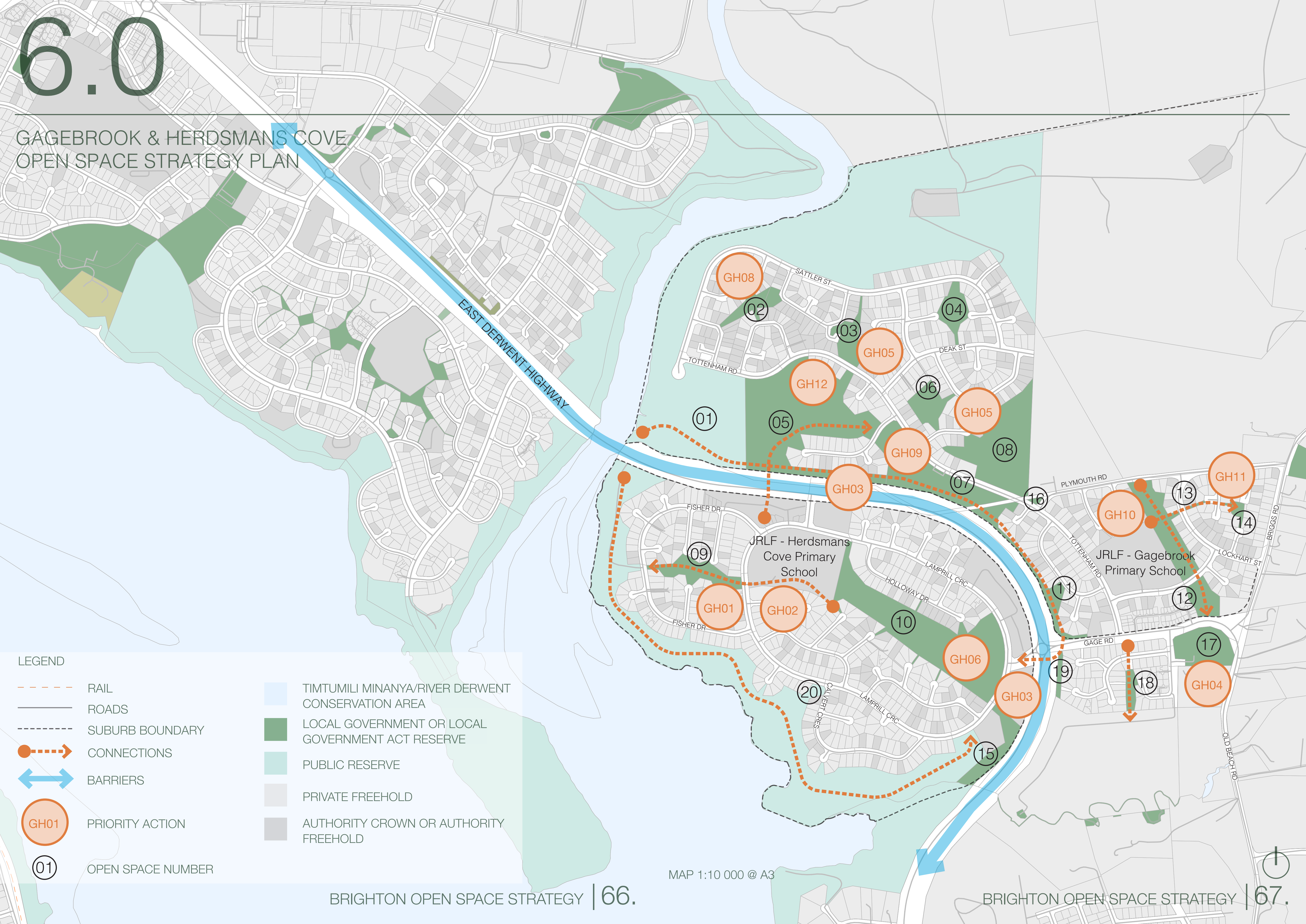
6.0

GAGEBROOK & HERDSMANS COVE GAP ANALYSIS



6.0

GAGEBROOK & HERDSMANS COVE OPEN SPACE STRATEGY PLAN



6.0

PRIORITY ACTIONS

SHORT TO MEDIUM TERM (1-2 YEARS)

GH01. Investigate residential infill of Site 9, including connecting cul-de-sacs as through roads and retaining an east-west pedestrian connection and provision of a small local park.

GH02. Work with JRLF Herdsmans Cove Primary School to develop a new nature-based playground and to allow use outside of school hours.

MEDIUM TERM (2-5 YEARS)

GH03. Improve the pedestrian crossings of the East Derwent Highway at Lamprill Circle and Gage Road.

GH04. Improve amenity of Council Chambers (Site 17) with seating and landscaping to create a passive open space area in accordance with Council Chambers Master Plan 2022.

GH05. Undertake community consultation for potential residential infill of Sites 3 & 6.

GH06. Investigate residential infill development at Site 10, including the provision of a local level park and retain and enhance existing urban forest with seating areas at the steep part of the land on the east.

GH07. Investigate residential infill at Site 11, between 21 & 23 Guilford Crescent and retain an area for a pathway connection to the existing East Derwent HIghway shared paths.

GH08. Enhance landscaping and amenity at Sites 2 &14 in accordance with the Greening Brighton Strategy 2024-2033.

GH09. Continue to develop in accordance with Cris Fitzpatrick Park Master Plan and incorporate off-leash dog areas into Cris Fitzpatrick Park (Site 7) .

LONG TERM (5+ YEARS)

GH10. Extend pedestrian link through Site 12 to Plymouth Road and improve landscaping through the area.

GH11. Upgrade Site 14 with paths, and improve amenity with seating and landscaping, and a small play facility to cater for local families living on the eastern side of the highway.

GH12. Improve facilities at Cove Creek Sports Oval (Site 5) in accordance with BSIP recommendation and investigate options to improve usage.

6.0

6.4 OLD BEACH

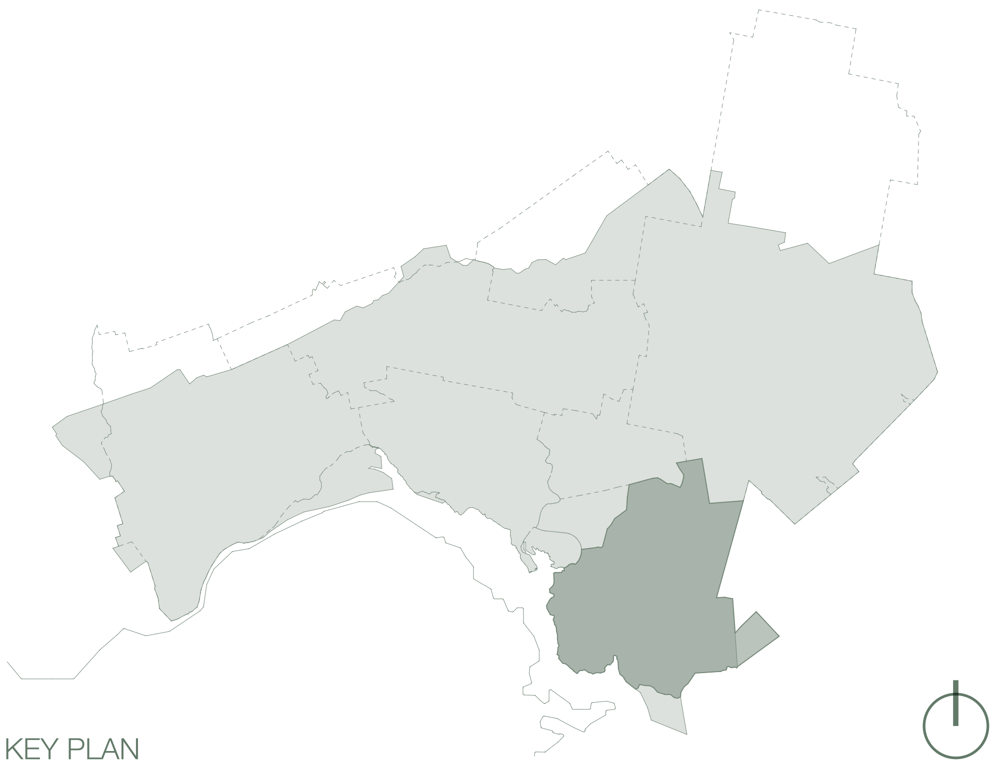
AT A GLANCE...

3,620 estimated residential population, **40.9 years** median age & **4.4%** Aboriginal & Torres Strait Islander population

$94,300 annual median household income, **+16.1%** variation from greater Hobart average & **9.9%** low to no income household

68.4% couple families, **9.7%** one parent families & **20.0%** lone person

36.7% owned outright, **50.2%** owned with a mortgage & **12.1%** rented



KEY PLAN

OVERVIEW

Old Beach has a population of 3,620 and has a markedly older age profile than other suburbs in Brighton LGA. It also is socio-economically advantaged and the annual median individual income is 16% higher than the median income for Greater Hobart.

The Old Beach residential area was initially established along the Derwent River foreshore and generally provides larger homes with views to the Derwent River. The suburb now also includes the Tivoli Green development area in the north which encompasses a large greenfield site with the potential of more than 400 new lots, centred around a new open space area at the Gage Brook wetland which is yet to be completed.

Council has also recently rezoned a large area of rural living zoned land around Old Beach Road, Myna Park Road and Shelmore Drive for urban consolidation which will require open space provision.

The East Derwent Highway is a major barrier to pedestrian movement and access to open spaces.

The main open space facility in Old Beach is Lennox Park which includes a cricket oval, tennis courts, playground, skate park and dog park. The Old Beach foreshore track along the south of the suburb is one of Brighton LGA's most popular trails and includes threatened saltmarsh communities. Council are currently investigating expanding the foreshore trail further north.

The gap analysis shows two large gaps in open space provision for Old Beach, including the area around Blackstone Drive, and the Tivoli Green Estate.

Another gap has been revealed in South Old Beach near the foreshore. However, it is not considered as much of a priority given the proximity to the high-quality foreshore trail, Lennox Park, and jetty.

The BSIP provides the following analysis for open space and recreation in the area:

- The age profile indicates a strong demand for individualised, health focused activities that support wellbeing into the later stages of life. For example, tennis courts, path/trail networks, outdoor exercise equipment, and high quality supporting park amenities (such as toilets, shade, and seating).
- Little to no public parks are available throughout the residential catchment.
- Emerging urban release area will have limited access to public open space and recreation assets.

OPEN SPACE STATISTICS

34.1ha open space

17 open space parcels

1 sports reserve

2 Playgrounds

6.0

OPPORTUNITIES

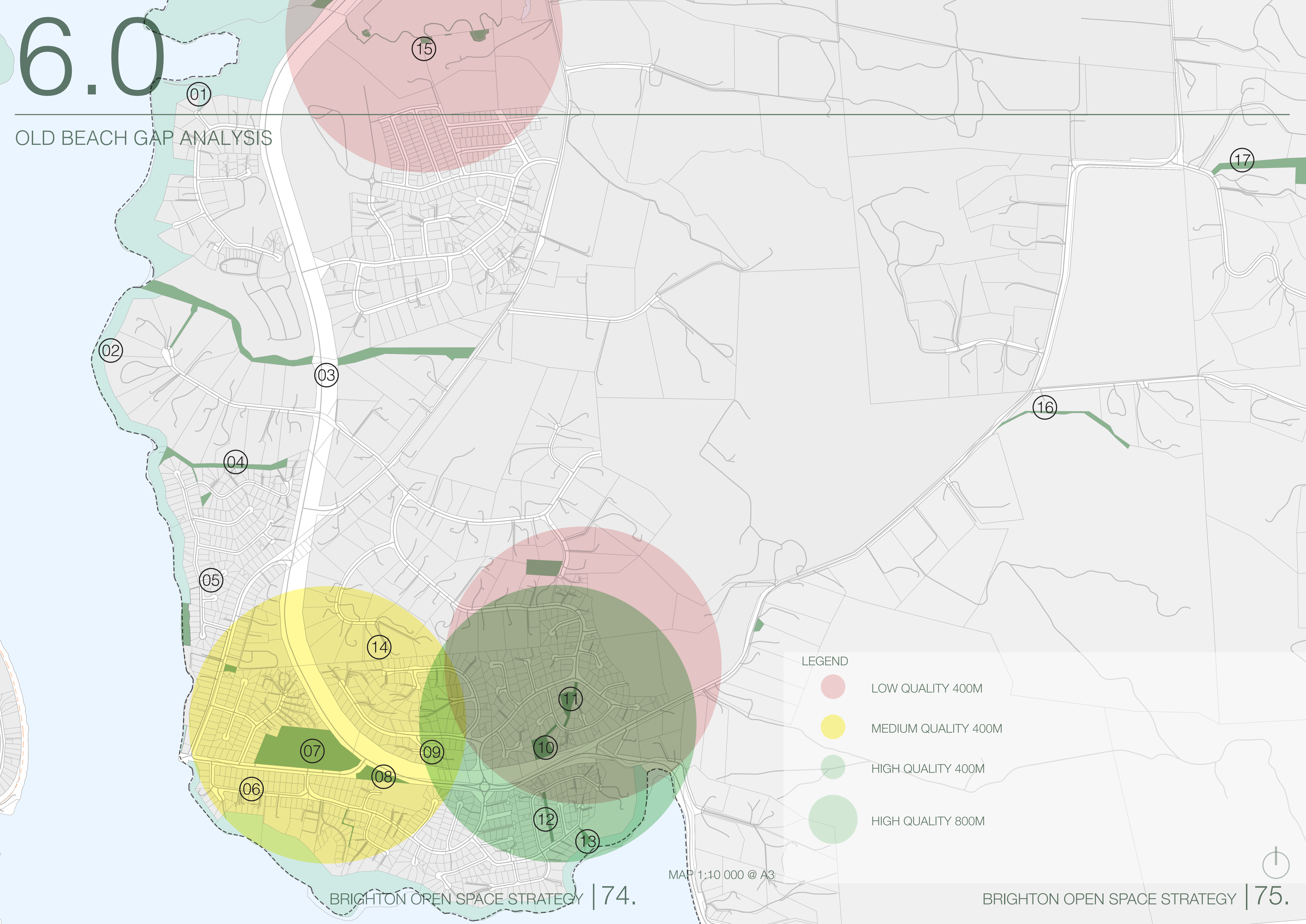
- Extending the foreshore trail from Old Beach to connect with the existing trail at Herdsmans Cove will provide a continuous foreshore walking track through all urban areas.
- Council will be provided with a significant open space area as Tivoli Green is developed and there is an opportunity to provide a high-quality Neighbourhood to District level park.
- As the remainder of Future Urban Zoned land is developed in Tivoli Green there is an opportunity to continue a trail along Gage Brook to Old Beach Road.
- There is an opportunity to provide a new hilltop park if the Clives Hill Quarry is developed.
- The State Government are preparing the EDH corridor study and there is an opportunity to improve the accessibility issues created by the East Derwent Highway. This includes;
  - continuing the pedestrian link along the East Derwent Highway from Gage Road though to Old Beach; and
  - improve pedestrian crossings at the Clives Ave roundabout and Riviera Drive/East Derwent Highway intersection to improve the accessibility issues created by the East Derwent Highway.
- The Lennox Park Master Plan could be updated to accommodate the changing needs of the park users.
- Improve tree canopy coverage to improve pedestrian amenity and comfort.

CHALLENGES

- The shortfall of local level parks in the south of Tivoli Green Estate and the southwest area in the vicinity of Morrisby Avenue and the foreshore.
- East Derwent Highway is creating a barrier to Lennox Park and the foreshore trail.
- Lennox Park oval is not a full-size oval which limits the number and level of cricket matches it can host.
- Increased impermeable surfaces and reduction in tree canopy due to the increase in housing.
- The disconnect between Tivoli Green and the remainder of Old Beach.
- Forecast coastal inundation and erosion of the public foreshore in southern Old Beach.

6.0

OLD BEACH GAP ANALYSIS



6.0

OLD BEACH OPEN SPACE STRATEGY PLAN

6.0

PRIORITY ACTIONS

SHORT TO MEDIUM TERM (1-2 YEARS)

OB01. Develop the foreshore trail from the existing foreshore track in the south to Riviera Drive/ East Derwent Highway intersection and undertake community consultation prior to decision-making. (Sites 1, 2, 3, 4 & 5).

OB02. Prepare a concept plan for a playground in the north of Tivoli Green with the aim to develop a District Level Park and work with the developer to ensure timely delivery. (Site 15).

OB03. Update the Lennox Park Master Plan with consideration of relevant recommendations of BSIP. (Site 7).

MEDIUM TERM (2-5 YEARS)

OB04. Ensure that Master planning for growth areas along Old Beach Road and Clives Hill provide a network of well-connected public open spaces in accordance with the principles of this strategy. This should include improving connectivity to the established residential area and utilising the Clarries Creek corridor.

OB05. Enhance landscaping and amenity at sites 11 & 12 in accordance with the principles of the Greening Brighton Strategy.

OB06. Upgrade Lennox Park in accordance with the new Master Plan (Site 7).

LONG TERM (5+ YEARS)

OB07. Investigate opportunities for providing a walking loop around Tivoli Green (e.g. Gage Rd> East Derwent Highway>Clarries Creek>Old Beach Road)

ONGOING OPPORTUNITIES

OB08. Investigate a suitable location for a full-sized oval.

OB09. Continue a trail along Gage Brook to Old Beach Road as future urban zoned land is developed.

6.0

6.5 BRIGHTON & PONTVILLE

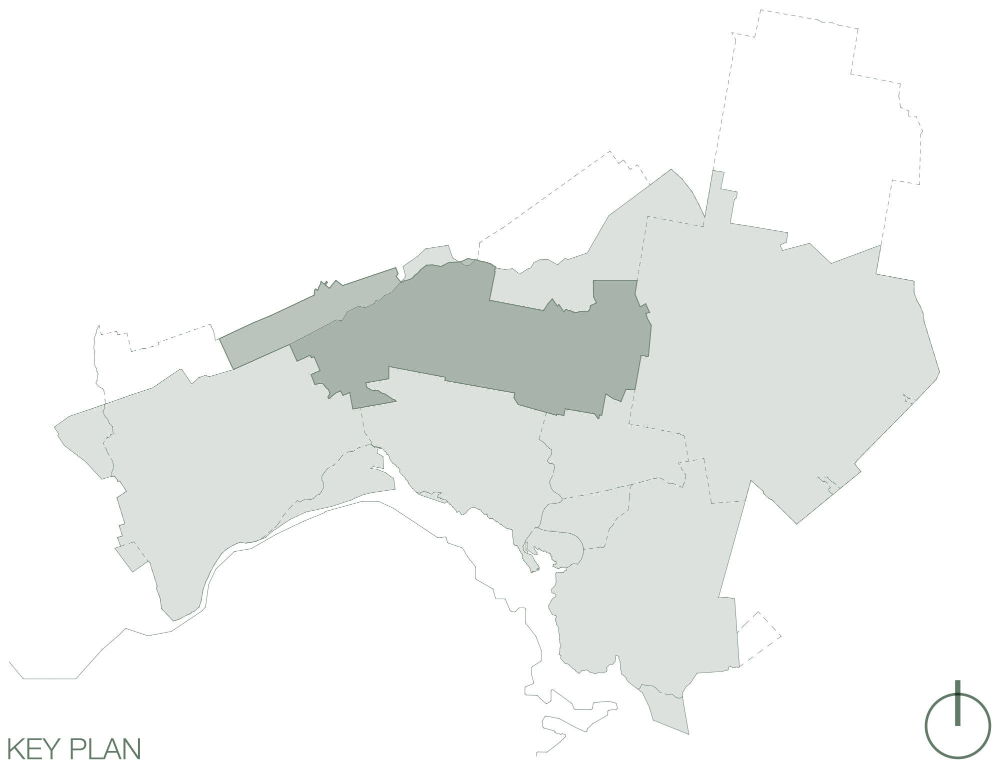
AT A GLANCE...

4,467 estimated residential population, **32.7 years** median age & **8.3%** Aboriginal & Torres Strait Islander population

$77,760 annual median household income, **-4.2%** variation from greater Hobart average & **15.5%** low to no income household

57.6% couple families, **17.2%** one parent families & **22.2%** lone person

24.6% owned outright, **50.5%** owned with a mortgage & **24.1%** rented



KEY PLAN

OVERVIEW

Brighton and Pontville has the highest population of the study areas, with 4,467 residents. The population is relatively young, with a median age of 32.7 years and has an average socio-economic character.

Brighton township has recently experienced rapid population growth and the development of a GP clinic, Brighton High School and shopping complex are expected to drive more demand for the housing supply as well as the open space network. A new park is currently under construction at the entrance to the shopping complex to provide Brighton with a civic heart.

Ted Jeffries Memorial Park is the main open space facility in Brighton township and consists of a playground, skate facility, soccer grounds and dog park. The soccer facilities and parking is currently being upgraded. Remembrance Park is Brighton LGA's main conservation and heritage open space with some smaller heritage parks located in the Pontville heritage village.

Other than the heritage village, Pontville is generally made up of larger rural living lots. Provision of open space for these properties is a lower priority than properties within the higher density general residential zoned areas of Brighton. However, Pontville contains important recreation assets including the Pontville Regional Sporting Complex which is Brighton LGA's only Regional level open space.

The Jordan River trail is just over 4km long and well utilised by the local community and connects the two suburbs, although there is a gap in the riverside trail along Ford Road.

OPEN SPACE STATISTICS

97.6ha open space

25 open space parcels

2 sports reserve

4 Playgrounds

The gap analysis shows that Brighton Township is generally well supplied with quality open spaces except for the southeastern side where it contains undeveloped open space parcels that provide poor accessibility. Implementation of the South Brighton Master Plan should assist in addressing open space provision gaps to the south of the township.

The residential area at the northern end of Jubilee Avenue also has poor access to public open space but is well located to Brighton Primary School.

The BSIP provides the following analysis for open space and recreation in the area:

- It should be considered that the provision of assets to support more active youth focused pursuits, such as outdoor ball courts, skate/bmx facilities and similar will be in demand, while consideration of alternative public access facilities, such as tennis courts not aligned to club use, could be advocated to support this community.
- Residents in flats and apartments rely heavily on public open space as 'breakout' areas away from home. This intensifies the demand on both the quantity of provision, but also importantly the quality of recreation and open space assets, their maintenance, and ability to withstand intensified use. This particularly extends to dog walking and dog park provision considerations.
- Sport and recreation is well provided for in Pontville Park/ Brighton Regional Sports Complex, Seymour St/ Ted Jeffries Memorial Park, Bowls Club, Tea Tree Golf Club and Brighton Racecourse offerings.

6.0

OPPORTUNITIES

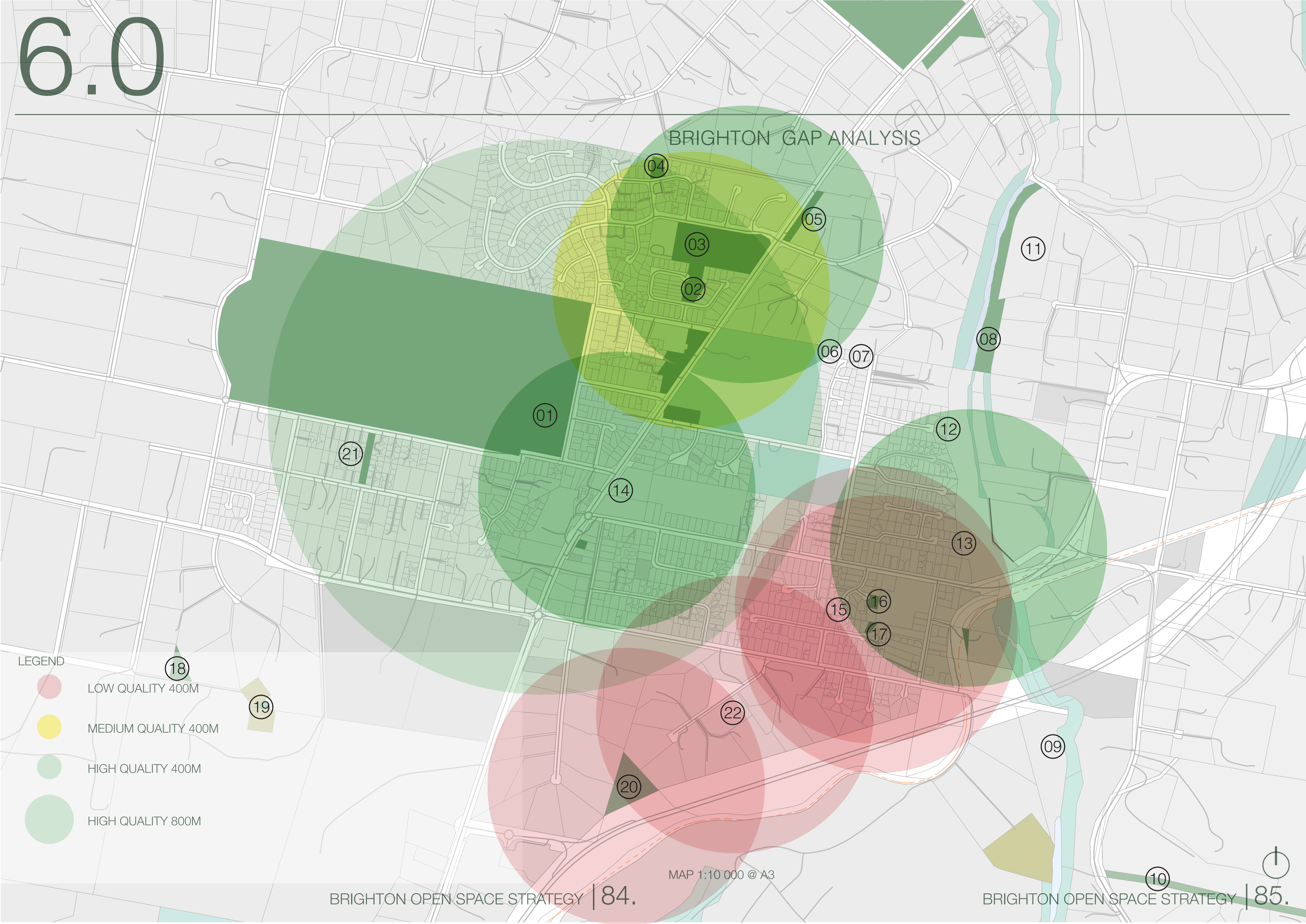
- The development of the South Brighton precinct provides opportunity for strategic open space acquisition and development.
- Explore opportunities to drive better utilisation of the Remembrance Park.
- Improving road and pedestrian network connectivity and landscaping between Ted Jeffries Memorial Park and the new Brighton High School. through the implementation of the Burrows Avenue Specific Area Plan.
- Opportunity to work with Department of Education, Children and Young People (DECYP) to improve access to facilities at Brighton Primary, the School Farm and new Brighton High School to improve open space access, including sport and recreation.
- Increased tree canopy cover across the suburb, particularly through the implementation of the South Brighton & Burrows Avenue Specific Area Plans.
- Connecting the gap in the Jordan River walking trail between Ford Road and Brighton Road would provide a continuous attractive trail for Brighton and Pontville residents
- There are opportunities to provide a Pontville trail network as a tourist attraction and for local recreation, including the old Apsley rail line.

CHALLENGES

- Lack of local-level parks and other varieties of quality open space provision on the eastern side of the township.
- High usage at Ted Jeffries Memorial Park playground putting pressure on playground facilities.
- Increase in the safety and maintenance issues due to the increased pressure on open space provision and quality.
- Limited opportunities for the youth to hang out and be engaged in young adult activities.
- Improve the pedestrian accessibility and movement around the village for all abilities and seating.
- Increase in urban heat island effects due to the increase in urban density and unit/ flat type developments.
- Low tree canopy cover across the suburb.

6.0

BRIGHTON GAP ANALYSIS



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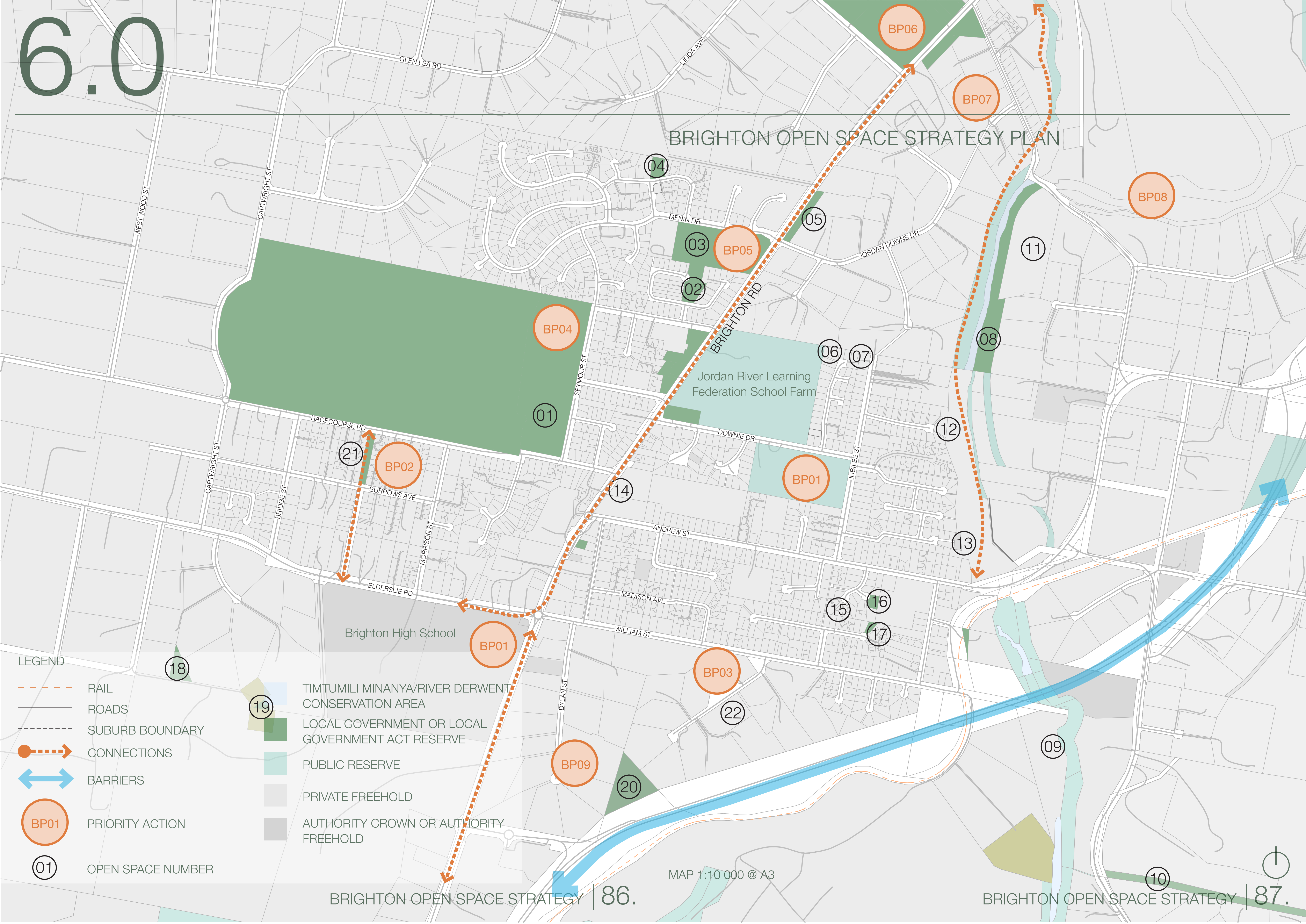
BRIGHTON OPEN SPACE STRATEGY PLAN



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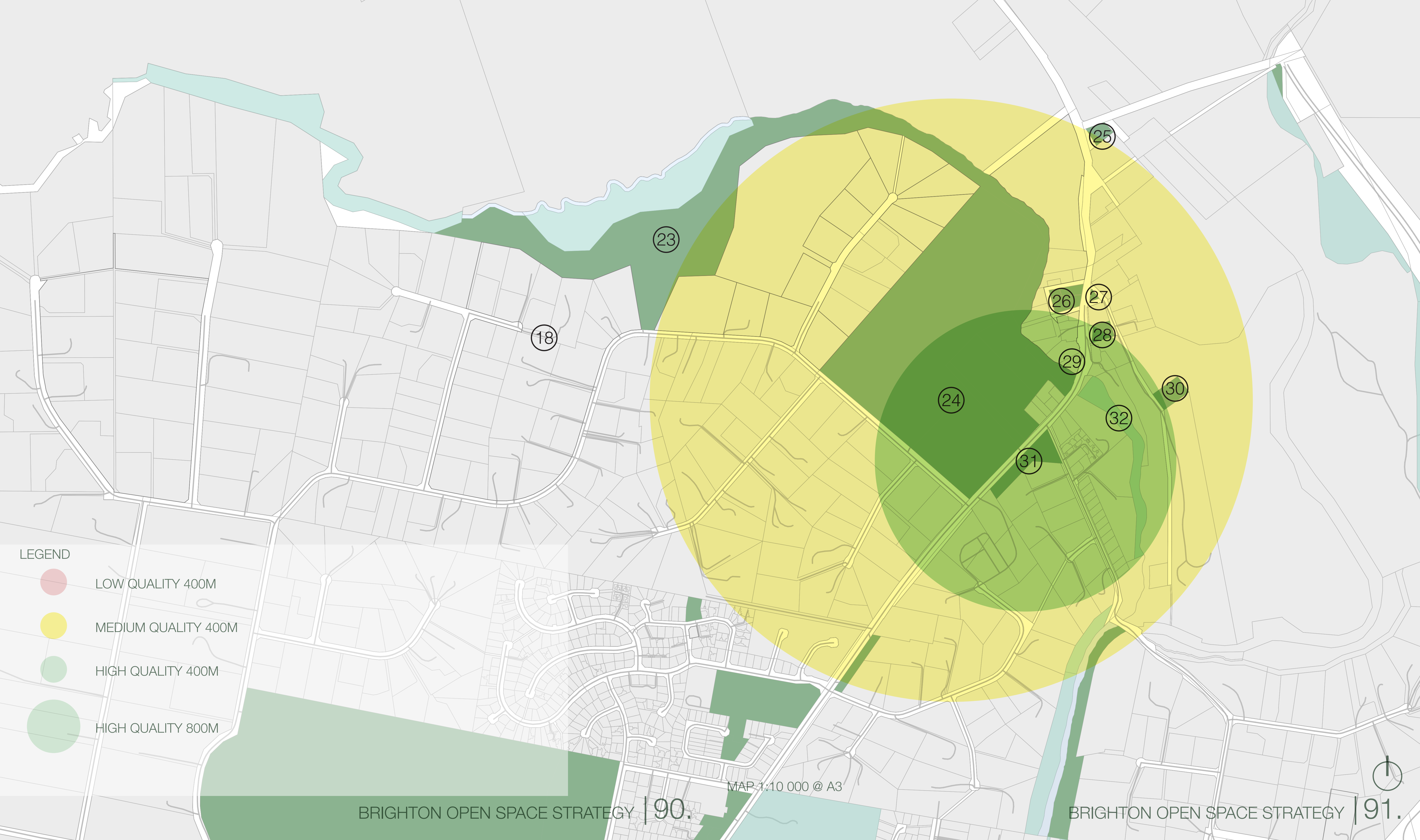
PONTVILLE GAP ANALYSIS



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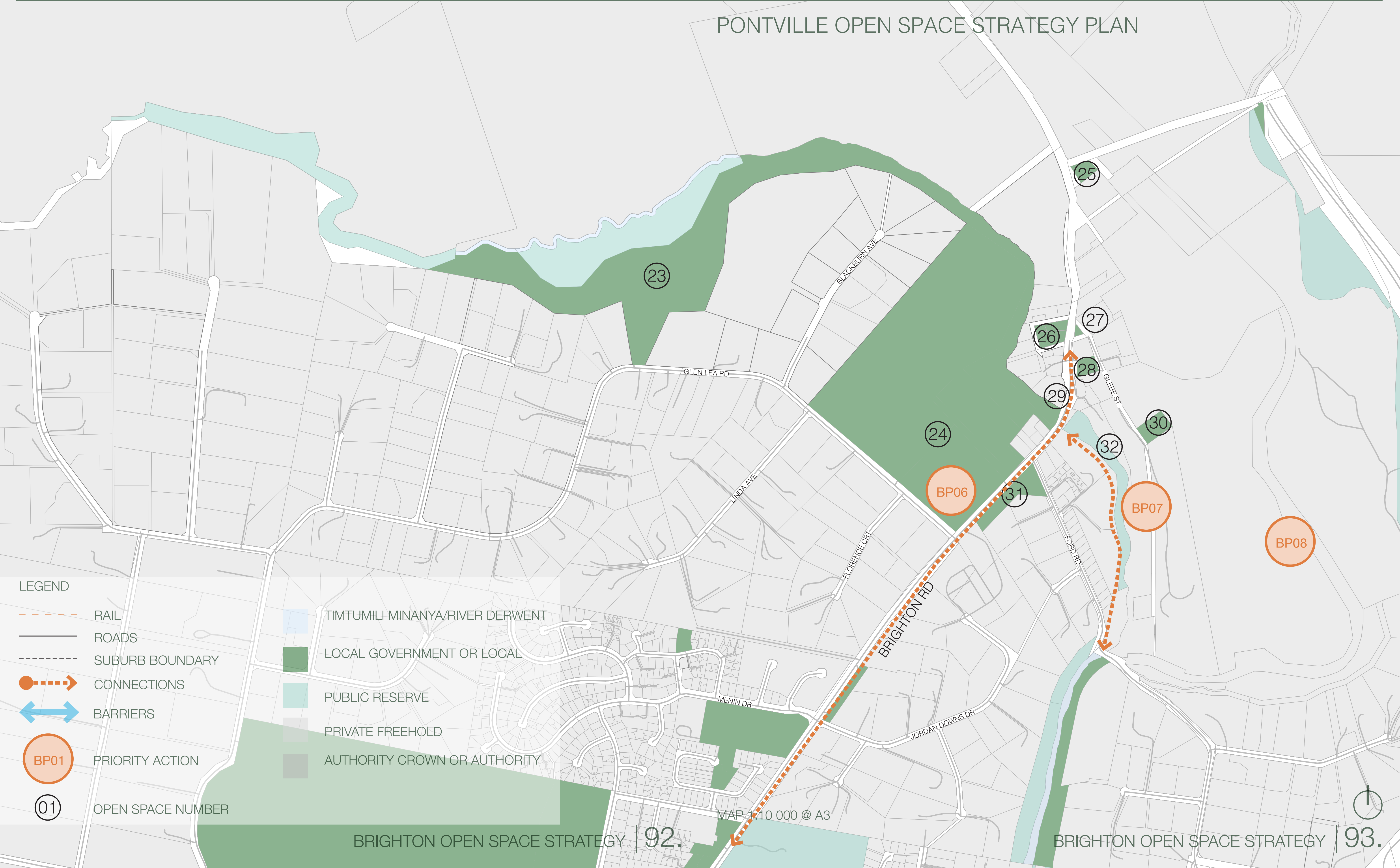
PONTVILLE OPEN SPACE STRATEGY PLAN



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PRIORITY ACTIONS

SHORT TO MEDIUM TERM (1-2 YEARS)

BP01. Explore opportunities to collaborate with DECYP to:

a. improve access to facilities at Brighton Primary School and/or the School Farm to address the public open space gap on the northeastern side of Brighton township; and

a. allow grounds and halls at the new Brighton High School to be accessed by the community outside of school hours.

BP02. Construct a pedestrian connection and enhance landscaping in Site 21.

MEDIUM TERM (2-5 YEARS)

BP03. Upgrade to a "park". Enhance landscaping and provide playground facilities at Melinda Ct Road reserve (Site 22) to address open space gap in the south-east of the Brighton township.

BP04. Continue to deliver the Ted Jeffries Memorial Park Master plan prioritising the upgrade and extension of the existing playground.

BP05. Provide some playground facilities at Remembrance Park to improve the offering for young families in the "Army Camp" estate.

BP06. Review and update the Pontville Park Masterplan – Brighton Regional Sports Centre Facility (Site 2).

LONG TERM (5+ YEARS)

BP07. Develop the missing walking trail along the Jordan River between Ford Road and Brighton Road to connect the existing trail from Pontville to Brighton (Site 10).

BP08. Consider acquisition of "Pony Hill" to provide a bushland recreation asset and connect to trails in Pontville.

ONGOING OPPORTUNITIES

BP09. Ensure future open space areas identified in the South Brighton Development Precinct are acquired and developed commensurate with release of land.

7.0 LGA WIDE ACTIONS

The following actions and strategies represent LGA-wide actions that have been discussed through the development of this document.

These open space and public realm actions need to be delivered in multiple localities, working hand in hand with the suburb actions and strategies.

ACTION	OPEN SPACE PRINCIPLE	PRIORITY
LGA01 WAYFINDING Develop a wayfinding strategy throughout the LGA with clear and consistent signage and information boards that guide users through the open space network.	• Access, Connectivity & Inclusivity • Health & Wellbeing	Short-term
LGA02 NAMING OPEN SPACE Allocate a name to each open space parcel, including trails, that is to be retained as part of the open space network. The names should be used in the wayfinding strategy from Action 1 and recorded on Council's GIS system and possibly registered with Placenames Tasmania.	• Access, Connectivity & Inclusivity	Short-term
LGA03 PLANNING PRIORITIES Develop a range of fully costed master and reserve improvement plans for the various parks and open spaces identified as priorities in the Suburbs Analysis (e.g BP01, BP03, BP04, etc.) Master and reserve improvement plans will form part of the capital works budget for open space in the LGA. Implementation of plans will likely need to be staged to manage disruption to open space along with budget considerations. The Master Plans will also be a useful tool to attract external funding.	• Design & Quality • Affordability	Short to medium term lots retained for
LGA04 INTEGRATION AND COORDINATION There are a number of city-wide strategies which interface with the Open Space Strategy (e.g. Social Infrastructure Plan, Greening Brighton Strategy, Draft Active Transport Strategy, etc.).	• Design & Quality • Variety • Health & Wellbeing	Ongoing

ACTION	OPEN SPACE PRINCIPLE	PRIORITY
Many of the actions within these strategies from an integral part of the Open Space Strategy. When actions within this strategy are undertaken it is important that these other strategies are considered. Where appropriate, this may involve formation of a project working group for the delivery of the action (e.g. development of master plans).		
LGA05 INFILL DEVELOPMENT There are still a number of underutilised open space parcels that are excess to Council's needs that are recommended for infill development. Council should prepare a detailed options analysis of the most cost effective way to deliver infill projects which achieve optimal financial and social benefits. Any revenue from infill development projects of open space should be reinvested into the open space network.	• Affordability • Safety	Short to Medium
LGA06 OPEN SPACE PLANNING/PROJECT OFFICER Council should consider employing an open space planning/project officer to help deliver this strategy. The officer could be responsible for preparing master plans, managing in-fill development sites, project managing open space upgrades and in-fill development, coordination of internal working groups, etc.	• Design & Quality	Medium term
LGA07 STRUCTURE PLAN AND MASTER PLANS Brighton Council is growing rapidly, and it has identified a number of growth areas. Its activity centres are changing too. When preparing structure plans and/or master plans for these areas it is important that provision of open space is consistent with the principles of this strategy and meets the needs of the local community. This is particularly important for structure planning for activity centres where identifying potential land acquisition may be required to satisfy open space needs.	• All	Ongoing

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ACTION	OPEN SPACE PRINCIPLE	PRIORITY
LGA08 COMMUNITY CONSULTATION Communities should be involved in co-design of parks and other open space areas as it will give a valuable insight into community needs at a neighbourhood sale. Not only will this provide valuable information for open space planning, it is also an opportunity to connect communities and provide them with a sense of ownership over outcomes for their local open spaces. Communities should also be continually informed about planned works in open spaces in their neighbourhood.	• Equity • Design & Quality	Ongoing
LGA09 CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED) It is critical that open spaces are safe spaces for the community. Safety can be improved through CPTED interventions, including passive surveillance, lighting, landscaping detail to improve line of sight, locations of toilets and change rooms, signage and graffiti management. A CPTED audit should be prepared for all open spaces and identified improvements prioritised. CPTED should also be considered in the design of new and upgrades to open space.	• Safety	Ongoing
LGA10 PUBLIC OPEN SPACE POLICY Council's Public Open Space Policy establishes the framework for how open space contributions are provided under the Local Government (Building and Miscellaneous) Act 1993. Council should consider updating the policy to collect cash contributions on the improved value of land (rather than unimproved) to increase funding for open space. This would bring the policy in line with other Councils in Tasmania. The policy should also refer to the principles in this strategy for how Council determines the most appropriate location for land contributions.	• Equity • Affordability • Variety	Short term

ACTION	OPEN SPACE PRINCIPLE	PRIORITY
LGA11 RELATIONSHIPS AND PARTNERSHIPS Maintain strong working relationships between Council staff and key agencies and organisations involved in open space planning, use and management in the municipality (E.g. DECYP, TasWater, NRE, Homes Tasmania, etc.) Partnerships with external stakeholders will assist in the delivery of actions within this strategy. This will assist in generating funding opportunities, securing linkages and acquiring land. Additionally, access to restricted and/or private open spaces can assist in increasing open space access in areas where accessibility gaps have been identified	• Design & Quality • Affordability	Ongoing
LGA12 CLIMATE CHANGE Incorporate climate change research and 'best practice' into open space planning, including strategies and actions that are intended to mitigate the predicted impacts of climate change and those that are aimed at impact adaptation.	• Design & Quality • Supports Biodiversity & Conservation	Ongoing
LGA13 ZONING Ensure that open spaces that are identified to be retained and enhanced in this strategy are zoned to open space to provide greater certainty that the broader values of open space will be protected. Conversely, land identified for infill development should be rezoned to an appropriate zone (e.g. General Residential, etc.) so that opportunities can be realised in a timely manner.	• Equity	Medium term
LGA14 MAINTENANCE GUIDELINES Establish clear guidelines for maintenance of Council's open space areas to ensure that it is consistent with the open space hierarchy, classification and intended use.	• Affordability	Medium term

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ACTION	OPEN SPACE PRINCIPLE	PRIORITY
LGA15 SENSORY SPACES Engage with suitably qualified experts to investigate the possibility of providing one or more sensory spaces for children with special learning needs. These could be spaces within existing open spaces or a dedicated open space.	• Design & Quality • Access, Connectivity & Inclusivity • Variety • Safety	Ongoing

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BRIDGEWATER

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
01.	Bridgewater Waterfront Park	Local	Foreshore & Waterway	low	**BW01**	Advocate for high quality open space and amenity and biodiversity landscaping to be delivered as per the Bridgewater Waterfront Master Plan 2023 as part of the Bridgewater Bridge Project.
					BW02	Provide a foreshore trail connecting Bridgewater Parkland to the Bridgewater Bridge.
02.	Bridgewater Waterfront Park	Local	Park	low	**BW03**	Rezone to General Residential and sell or develop the land for infill housing, but maintaining any key linkages.
03.	Finlay Park	Local	Landscape & Amenity	Medium	**BW03**	Upgrade and enhance with landscaping and seating and shelter.
04.	N/A - Proposed infill	Local	Park	Low	**BW03**	Rezone to General Residential and sell or develop the land for infill housing, but maintaining any key linkages.
05.	Gunn Circle	Local	Park	Low	**BW04**	Upgrade and enhance with facilities suitable for a local park
06.	Gunn Link	Local	Linear & Linkage	Low	-	Retain link and install pathway and landscaping.
07.	McShane Link	Local	Linear & Linkage	Medium	-	Retain link and enhance with landscaping

MAP #	SUGGESTED	HIERARCHY	TYPOLOGY	QUALITY	ACTION	COMMENT
08.	Bridgewater Foreshore Park	District	Park Foreshore & Waterway Linear & Linkage	High	**BW16**	Continue developing Bridgewater Parkland in accordance with the Master Plan and release excess open space land for residential infill
09.	Bridgewater Community Parkland	District	Park	High	-	
10.	Bowden Park	Local	Park Linear & Linkage	Low	**BW08**	Retain and upgrade the land in the open space zone as per the recommendation in SIP 2023. Rationalise pathways and investigate opportunities for infill development to improve safety for the rest of the site
11.	N/A - Proposed infill.	Local	Linear & Linkage	Low	**BW09**	Rationalise pathways and investigate opportunities for infill development and/ or transferring land to JRLF – East Derwent Primary School
12.	O'Loughlin Link	Local	Linear & Linkage	Medium	**BW06**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.
13.	Albion Link	Local	Linear & Linkage	Medium	**BW06**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.

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BRIDGEWATER

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
14.	Bridgewater Waterfront Park	Local	Linear & Linage	Medium	**BW06**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.
15.	Shoobridge Park	Local	Open Space	High		Retain as a high quality local park
16.	Taylor Circle	Local	Landscape & Amenity	Medium	**BW07**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.
17.	Jordan River Foreshore trail	Local	Waterway & Foreshore	Low	**BW11**	Develop a foreshore track along the western side of the Jordan River to provide connections to the residential area
18.	Oakwood Court	Local	Landscape & Amenity	Medium	**BW07**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.
19.	Cove Hill Gateway	Local	Landscape & Amenity	Low	**BW07**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
20.	Cove Hill Gateway	District	Foreshore & Waterway Landscape & Amenity Conservation & Heritage	Medium	**BW12**	Consider providing a local park at the end of Killarney Road near the existing car park or at the open area near Scott Rd to service the south-east of the suburb and provide an attractive entry point to the Greenpoint Peninsula
21.	Weily Park	Neighbour-hood	Outdoor Sports venue	Medium	**BW14**	Provide shared paths along Weily Park Road connecting to Old Main Road to improve connectivity and access to Weily Park sports oval
22.	Ashburton Creek Trail	Local	Linear & Linkage Potential Open Space	Low	**BW18**	Investigate opportunities to obtain land along Ashburton Creek to connect the Brighton Hub and Derwent River foreshore as land if land is rezoned and developed
23.	Brighton Hub Rest Stop	Local	Potential Open Space	Low	**-**	Construct in accordance with Concept Plan and grant funding.
24.	Barton Crescent	Local	Park Waterway & Forehore	Medium	**BW13**	Consider removing the play equipment and providing a small shelter with picnic table

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GAGEBROOK & HERDSMANS COVE

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
01.	Cove Creek Wetland	Local	Foreshore & Waterway	Low	-	Retain as wetland. Improve understanding of natural values. Rehabilitate and improve access with interpretive signage.
02.	Veronica Park	Local	Park	Low	**GH08**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.
03.	Viola Crescent Park	Local	Landscape & Amenity	Low-Medium	-	Undertake community consultation for potential residential infill
04.	Sattler Street Park	Local	Landscape & Amenity	Low-Medium	_	Retain as urban forest.
05.	Cove Creek Oval	Neighbour-hood	Outdoor Sports Venue	Low	**GH12**	Improve facilities at Cove Creek Sports Oval (Site 5) in accordance with BSIP 2023 recommendation and investigate options to improve usage
06.	N/A - Proposed infill	Local	Landscape & Amenity	Low	**GH05**	Undertake community consultation for potential residential infill
07.	Cris Fitzpatrick Park	Neighbour-hood	Park	Medium - High	**GH09**	Continue to develop in accordance with Cris Fitzpatrick Park Master Plan and incorporate off-leash dog areas into Cris Fitzpatrick Park

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
08.	Tottenham urban forest	Local	Landscape & Amenity Linear & Linkage	Medium	-	Retain and enhance as urban forest and formalise trail to Briar Crescent.
09.	N/A - Proposed infill	Local	Linear & Linkage Park	Low	**GH01**	Investigate residential infill, including connecting cul-de-sacs as through roads and retaining an east-west pedestrian connection and provision of a small local park.
10.	Lamprill Circle Park	Local	Landscape & Amenity	Low	**GH06**	Investigate residential infill development, including the provision of a local level park and retain and enhance existing urban forest with seating areas at the steep part of the land on the east.
11.	Guilford Link	Local	Linear & Linkage	Medium	**GH07**	Investigate residential infill at Site 11, between 21 & 23 Guilford Crescent and retain an area for a pathway connection to the existing East Derwent HIghway shared paths.
12.	Ashburton Corridor	Local	Utilities & Services	Medium	**GH10**	Extend pedestrian link through Site 12 to Plymouth Road and improve landscaping through the area.
13.	Lockhart Link	Local	Linear & Linkage	LOW	**GH08**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.

GAGEBROOK & HERDSMANS COVE

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
14.	Wiltshire Place	Local	Linear & Linage	Low	**GH11**	Upgrade Site 14 with paths, and improve amenity with seating and landscaping, and a small play facility to cater for local families living on the eastern side of the highway.
15.	Gage Brook wetland	Local	Waterway & Foreshore	Low	-	Consider continuing foreshore trail along East Derwent HIghway to Gage Road. Maintain roadside vegetation.
16.	N/A Road Reserve	Local	Utilities & Services	Low	-	Retain as a potential development site for community use or local shop.
17.	Brighton Council Offices	Neighbour-hood	Utilities & Services	Medium - High	**GH04**	Improve amenity of Council Chambers with seating and landscaping to create a passive open space area in accordance with Council Chambers Master Plan 2022.
18.	Barrob Link	Local	Linear & Linkage	Medium	-	Retain as link and enhance landscaping. Ensure it links through to Tivoli Green Development Precinct.
19.	EDH Trail	Local	Utilities & Service Linear & Linkage	Low	-	Require developer to link EDH trail from Gage Road to Tivoli Green when land is subdivided.
20.	Swan Park	Local	Park	High	-	Maintain as quality local park.

OLD BEACH

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
01.	Stanfield Foreshore Trail	Local	Foreshore & Waterway	Medium	**OB01**	Develop the foreshore trail from the existing foreshore track in the south to Riviera Drive/East Derwent Highway intersection and undertake community consultation prior to decision-making.
02.	Old Beach Foreshore Trail	Local	Foreshore & Waterway	Low	**OB01**	Develop the foreshore trail from the existing foreshore track in the south to Riviera Drive/East Derwent Highway intersection and undertake community consultation prior to decision-making.
03.	Clarries Creek Trail	Local	Linear & Linkage Foreshore & Waterway	Low	**OB01**	Develop the foreshore trail from the existing foreshore track in the south to Riviera Drive/East Derwent Highway intersection and undertake community consultation prior to decision-making.
04.	Old Beach Foreshore Trail	Local	Linear & Linkage	Low	**OB01**	Develop the foreshore trail from the existing foreshore track in the south to Riviera Drive/East Derwent Highway intersection and undertake community consultation prior to decision-making.
05.	Old Beach Foreshore Trail	Local	Foreshore & Waterway	Low	**OB01**	Develop the foreshore trail from the existing foreshore track in the south to Riviera Drive/East Derwent Highway intersection and undertake community consultation prior to decision-making.

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OLD BEACH

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
06.	Old Beach Foreshore Trail	Local	Foreshore & Waterway	High	-	Continue to maintain foreshore walking trail and enhance with landscaping and seating. Monitor impacts from coastal inundation and erosion.
07.	Lennox Park	Neighbour-hood	Outdoor Sports Venue Park	Medium	**OB03** **OB06**	Update the Lennox Park Master Plan with consideration of relevant recommendations of SIP 2023 Update the Lennox Park Master in accordance with the new Master Plan
08.	EDH Trail	Local	Utilities & Services Linear & Linkage	Medium	-	Retain as link.
09.	Sandstone Pocket	Local	Landscape & Amenity	Low	-	Retain as pocket park. Monitor health of large eucalypt
10.	Childs Drive Park	Local	Park	High	-	Maintain as a high quality park.
11.	Clives Link	Local	Linear & Linkage	Low	**OB05**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
12.	Eaves Link	Local	Linear & Linkage	Low	**OB06**	Enhance landscaping and amenity in accordance with the Greening Brighton Strategy 2024-2033.
13.	Old Beach Foreshore Trail	Local	Linear & Linkage	Low	-	Retain as an access point to Old Beach Foreshore track. Consider car park improvements.
14.	Rosella Link	Local	Linear & Linkage	Low	-	Retain link. Consider formalising trail and linking through to Grevillea Drive.
15.	Tivoli Green	Local	Waterway & Foreshore	Medium	**OB02**	Prepare a concept plan for a playground in the north of Tivoli Green with the aim to develop a District Level Park and work with the developer to ensure timely delivery

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BRIGHTON & PONTVILLE

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
01.	Ted Jeffries Meomorial Park	District	Outdoor Sports venue Park	Medium - High	**BP04**	Continue to deliver the Ted Jeffries Memorial Park Master plan prioritising the upgrade and extension of the existing playground.
02.	Dollery Park	Local	Landscape & Amenity	Medium - High	-	Continue to maintain at a high level.
03.	Remembrance Park	Neighbour-hood	Conservation & Heritage	High	**BP05**	Provide some playground facilities at Remembrance Park to improve the offering for young families in the "Army Camp" estate.
04.	Lille Street Park	Local	Utilities & Services	Low	-	Predominantly used as a detention basin. Enhance with appropriate landscaping.
05.	N/A	Local	Utilities & Services	Low	-	Has little value as open space. Enhance with landscaping.
06.	Nil	Local	Potential Open Space	Low	-	Retain. Serves as valuable link to school farm if it is ever opened for public access or developed.
07.	Nil	Local	Potential Open Space	Low	-	Retain. Serves as valuable link to school farm if it is ever opened for public access or developed.
08.	Jordan River Foreshore Trail	Local	Waterway & Foreshore	Medium	-	Continue to improve trails, and enhance with landscaping and weed removal.

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
09.	Nil	Local	Waterway & Foreshore	Low	-	Consider as an extension to the Jordan River Foreshore trail.
10.	Nil	Local	Landscape & Amenity	Low	-	Serves little value as open space, but provides a buffer between Bonorong Park and adjoining residential properties.
11.	Ford Road Nature Reserve (Crown)	Local	Conservation & Heritage	Low - Medium	-	Crown Reserve protecting native grasslands. Consider enhancing and promoting in partnership with relevant Government agency.
12.	-	-	-	-	-	-
13.	Palonia Park	Local	Park	High	-	Retain as high quality local park
14.	Brighton Town Square	Local	Potential Park	-	-	Currently under construction as a high quality civic park. Retain as a high quality meeting place for the community. Consider hosting small events.
15.	Andrew St Link	Local	Linear & Linkage	Medium	-	Retain as link and identify with wayfinding signage. Consider low level lighting to improve safety.
16.	Nil	Local	Utilities & Services	Low	-	Set aside for overland flow path. Enhance with landscaping and keep as future connection for when 85 Andrew St is developed.

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BRIGHTON & PONTVILLE

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
17.	Melissa Street Park	Local	Linear & Linkage	Low	-	Consider enhancing landscaping, creating urban forest, and seating areas. Consider for future connection to adjoining potential residential infill parcel (85 Andrew St)
18.	Nil	Local	Conservation & Heritage	Low	-	Serves little value as open space and has no public access. Consider selling to adjoining landowners with consideration of natural values.
19.	Nil	Local	Utilities & Services	Low	-	Serves little value as open space and has no public access. Consider selling to adjoining landowners with consideration of natural values.
20.	Nil	Local	Utilities & Services	Low	-	Develop in accordance with South Brighton Master plan.
21.	Burrrows Link	Local	Linear & Linkage	Low	**BP02**	Construct a pedestrian connection and enhance landscaping.
22	Melinda Court Park	Local	Landscape & Amenity	Medium	**BP03**	Upgrade to a “park”. Enhance landscaping and provide playground facilities at Melinda Ct Road reserve (Site 22) to address open space gap in the south-east of the Brighton township.

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
23.	Glen Lea Flood Plain	Local	Waterway & Foreshore	Low	-	Area subject to flooding. Investigate natural values on the site and rehabilitate. Consider adding connection through to Jordan River trail.
24.	Pontville Regional Sports Complex	Regional	Outdoor Sports venue	High	**BP06**	Review and update the Pontville Park Masterplan – Brighton Regional Sports Centre Facility (Site 2).
25.	Rifle Range Picnic Area	Local	Conservation & Heritage	High	-	Well maintained picnic area at the entrance to Brighton LGA. The park provides heritage values to the community given it is located within the historic church grounds, viewed from the Midlands Highway.
26.	Old Council Chambers	Local	Conservation & Heritage	Medium	-	Well maintained picnic area at the entrance to Brighton LGA. The park provides heritage values to the community given it is located within the historic church grounds, viewed from the Midlands Highway.
27.	Victoria Street Park	Local	Conservation & Heritage	High	-	Maintain as a heritage garden which reflects the character of the area.
28.	Pontville Police Office Park	Local	Conservation & Heritage	Medium	-	Maintain the interpretative signage to keep celebrating the cultural heritage of the police station.

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BRIGHTON & PONTVILLE

MAP #	SUGGESTED NAME	HIERARCHY	TYPOLOGY	QUALITY	ACTION REFERENCE	COMMENT
29.	Pontville Bridge	Local	Conservation & Heritage	Low	-	Land retained adjacent to the Pontville Bridge. Consider opportunities to promote the heritage character of the town.
30.	Glebe St Cemetery	Local	Conservation & Heritage	Medium	-	Historic cemetery with bushland setting. Maintain as is.
31.	Pontville War Memorial Reserve	Local	Conservation & Heritage	High	-	Retain. Attractive park with hedge plantings, landscaping, picnic facilities, play equipment and toilets.
32.	Jordan River	Local	Waterway & Foreshore	Low	**BP07**	Develop the missing walking trail along the Jordan River between Ford Road and Brighton Road to connect the existing trail from Pontville to Brighton.