

GEORGE TOWN AREA STRUCTURE PLAN

April 2021

DRAFT FOR CONSULTATION



CONTENTS

Part 1:	Shaping the Plan	
	Introduction	4
	Plan Purpose	4
	Sustainable Growth	5
	Structure Plan Objectives	6
	Structure Plan Area	8
	First Nation People	10
	People & Place	12
	Housing	15
	Our Approach	17
	Plan Components	19
	Strategies	21
	Guiding Principles	23
	Embodying Wellbeing	25
	Existing Urban Area	27
	Managing Hazards	29
	Overall Direction	31
	Structure Plan Outcomes	33
Part 2:	Principles & Recommendations	35
	Sustainable Growth	37
	Priority Consolidation	43
	Growth Area	45
	Interface Area	47
	Scenic Values	49
	Extent of Growth	51
	Movement Network	53
	Road Infrastructure	55
	Walking and Cycling	57
	Cash in Lieu	63
	Open Space	65
	Macquarie Street	69
	Local Centres	79
	Zoning	83

Part 3:	Neighbourhoods	
	1.Low Head	85
	2. North	91
	3.Central	95
	4.Port Dalrymple	101
	5.Mount George	105
	6.York Cove	109
	7.Pipeclay	111

Part 1: Shaping the Plan

Introduction

On behalf of the George Town Council, Plan Place, with assistance from Niche Planning Studio, has brought together their shared skills and experiences to prepare a Structure Plan for the George Town Area (the Structure Plan).

The decision to proceed with the preparation and development of the Structure Plan is driven by the *George Town Council Community Strategic Plan 2020-2030*.

Plan Purpose

A Structure Plan is a long term framework to guide and shape future use and development for a defined spatial area.

Structure plans give effect to multiple policies and local governance, which may apply to a spatial area whilst providing for changing community needs.

They guide the changes to land use, built form and public spaces to achieve economic, social and environmental objectives for a place.

The George Town Council has committed to developing the Structure Plan with the purpose of:

- Strengthening identity, celebrating the attributes of this unique location and the opportunities this offers;
- Creating a pathway to shaping a place that its residents highly value;
- Building capacity to be responsive to economic growth; and
- Supporting capability to attract new residents, striving for 10,000 people in the Municipal area.

Sustainable Growth

A key objective of the Structure Plan is to determine how to sustainably grow to facilitate a residential population of 10,000 in the Municipal area.

Currently, around 7100 people live in the Municipal area (source: 2020 Australian Bureau of Statistics, Estimated Resident Population). About 75% of the population lives in the Structure Plan Area. As the George Town Municipal area moves towards a population of 10,000, it is the aim that a minimum of 7500 persons will reside in the Structure Plan Area. Based on the 2016 ABS Community Profile, the population in the SP Area must grow by at least 2700 people or 1200 households.

Infill development within the residential zones will not accomplish this aim alone. Additional residential areas are required to stimulate population growth and to facilitate investment to complete neighbourhoods and fulfil the vision of creating a livable George Town.

The term ‘Sustainable Development’ is defined in the *Land Use Planning and Approvals Act 1993*. However, to aid understanding of the concept of **Sustainable Growth** the meaning of the terms from the Macquarie Dictionary are reproduced below -

‘Sustainable’ -

designed or developed to have the capacity to continue operating perpetually, by avoiding adverse effects on the natural environment and depletion of natural resources’.

‘Growth’ -

the act, process or manner of growing; development; gradual increase.

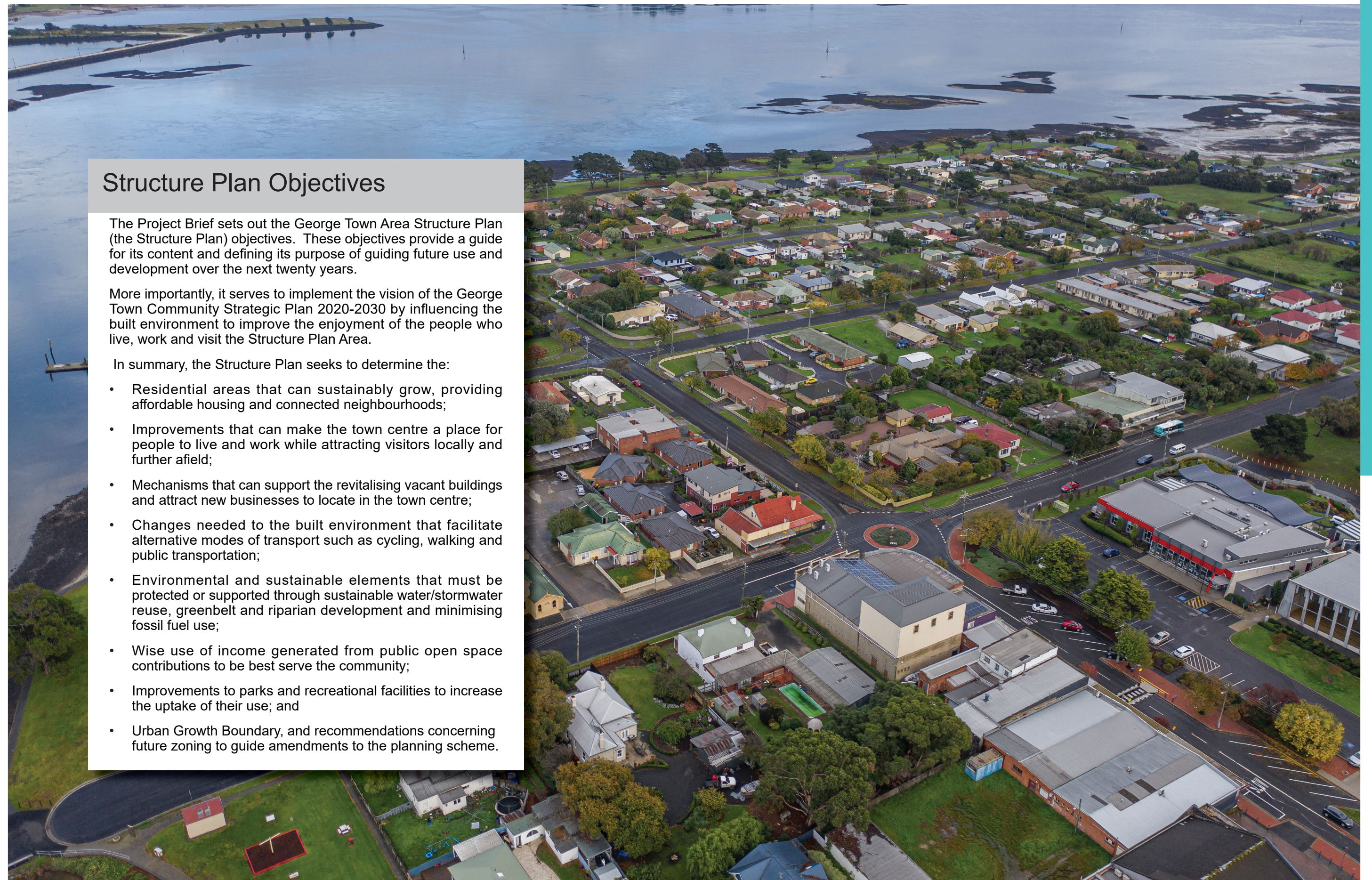
Structure Plan Objectives

The Project Brief sets out the George Town Area Structure Plan (the Structure Plan) objectives. These objectives provide a guide for its content and defining its purpose of guiding future use and development over the next twenty years.

More importantly, it serves to implement the vision of the George Town Community Strategic Plan 2020-2030 by influencing the built environment to improve the enjoyment of the people who live, work and visit the Structure Plan Area.

In summary, the Structure Plan seeks to determine the:

- Residential areas that can sustainably grow, providing affordable housing and connected neighbourhoods;
- Improvements that can make the town centre a place for people to live and work while attracting visitors locally and further afield;
- Mechanisms that can support the revitalising vacant buildings and attract new businesses to locate in the town centre;
- Changes needed to the built environment that facilitate alternative modes of transport such as cycling, walking and public transportation;
- Environmental and sustainable elements that must be protected or supported through sustainable water/stormwater reuse, greenbelt and riparian development and minimising fossil fuel use;
- Wise use of income generated from public open space contributions to best serve the community;
- Improvements to parks and recreational facilities to increase the uptake of their use; and
- Urban Growth Boundary, and recommendations concerning future zoning to guide amendments to the planning scheme.



Structure Plan Area

Structure Plan Area	1975 ha
SP Area (Land Area)	1656 ha
Municipal Area	66, 292 ha

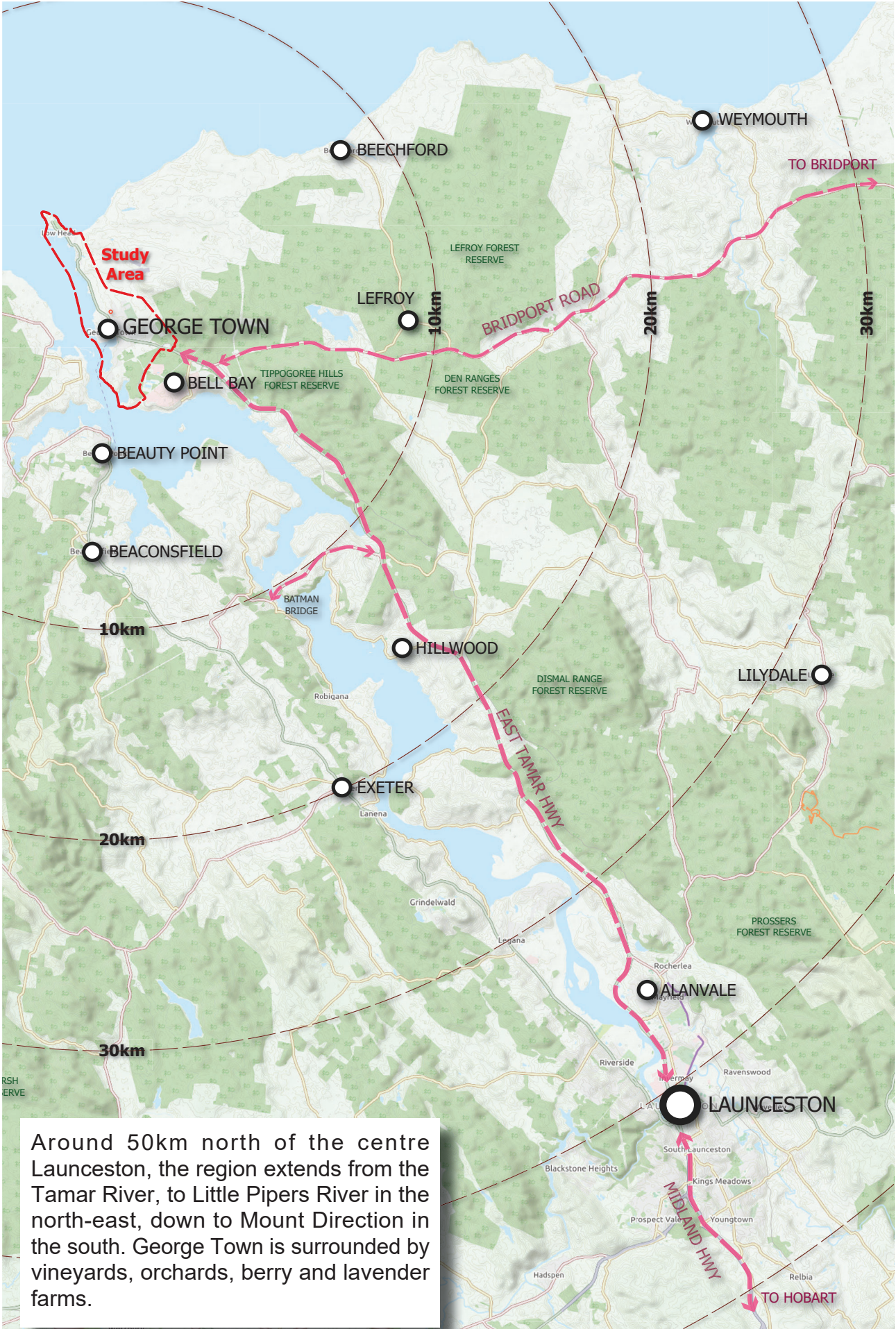
The Structure Plan Area (SP Area) is defined by the northern edge of the Bell Bay Industrial Precinct in the south, through to the lighthouse at Low Head in the north, the kanamaluka (Tamar River) to the west, and to the east, the land sufficient to include all residential uses and appropriate buffers from rural uses and bushfire mitigations, and staging areas for the mountain bike network.

The town of George Town and the settlement of Low Head are within the SP Area. Bellbuoy Beach settlement, which has a Low Head address, is separated by a significant distance and arguably aligns with the

small coastal settlements along the northern coastline.

The SP Area covers a land area of 3 per cent of the Municipal area. The land use is predominantly residential, intermixed with light industrial, business and commercial activities, and a range of infrastructure support the operation and function of George Town and its community.

The East Tamar Highway is the main transport corridor, linking George Town to the major regional city of Launceston and is a vital freight route to the Port of Bell Bay and associated heavy industrial area.



First Nation People

Home to the Palawa people and abutting the kanamaluka (Tamar River) the municipality is steeped in rich aboriginal history and has a high representation of community who identify as being Aboriginal.

George Town Council acknowledges the traditional and original owners of the land, their elders past, present and emerging and pays respect to those that have passed and acknowledge today's Tasmanian Aboriginal people who are the custodians of this land.

People & Place

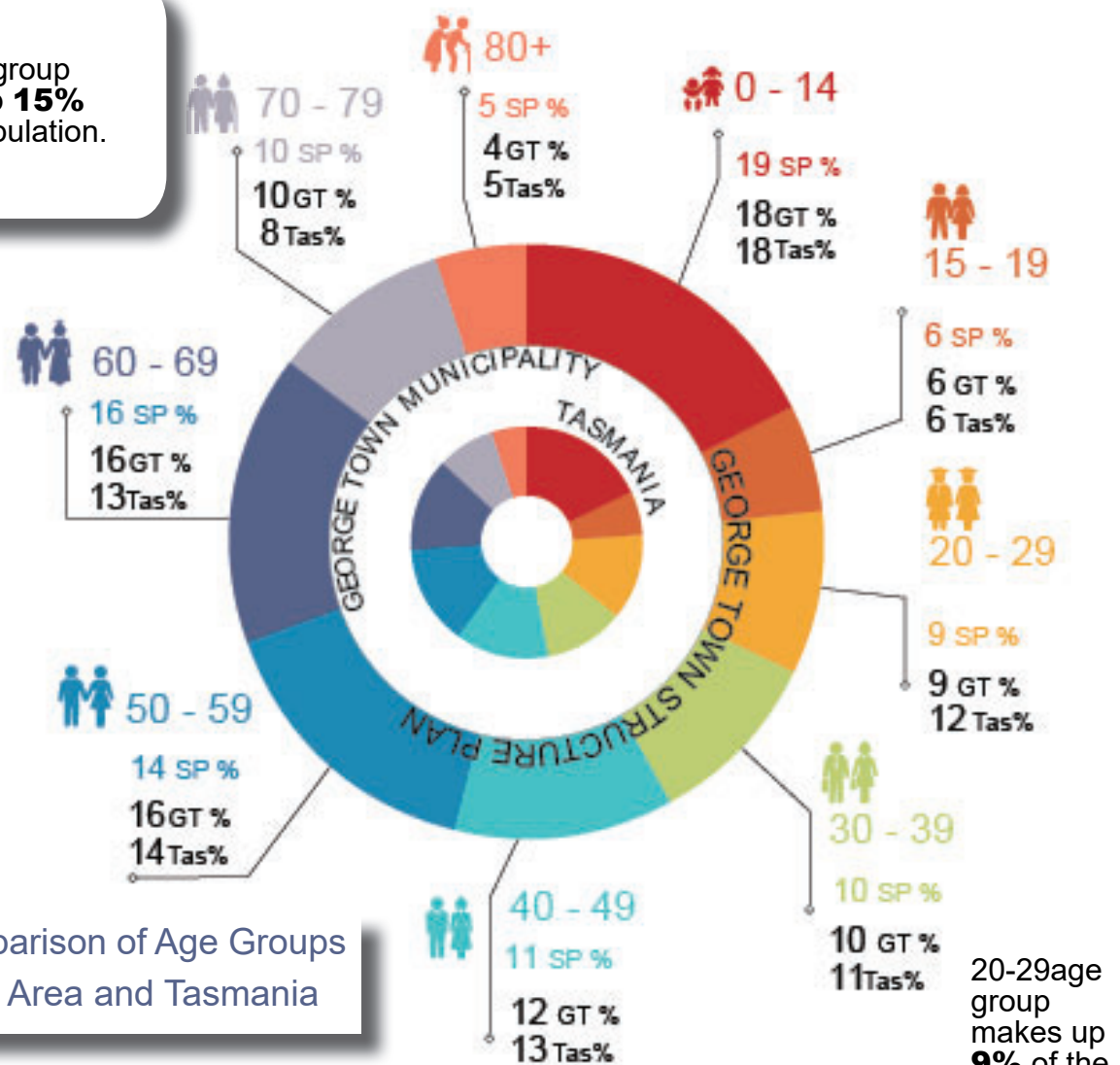
Approximately 4.8% of the Municipal population identifies as Aboriginal.

The median age for Low Head is significantly higher.

The SP Area is home to a population of 4740 persons (Australian Bureau of Statistics, 2016 Census), although the population projections for the Municipal area suggests that it has consistently grown since 2016 on average of 0.4% until 2019 for the Municipal area.

Between 2019 and 2020, there was a surge in the growth rate, where the population increased by 2.14%. For Tasmania, the overall growth experienced in this same period was 1.16%.

70+ age group makes up **15%** of the population.

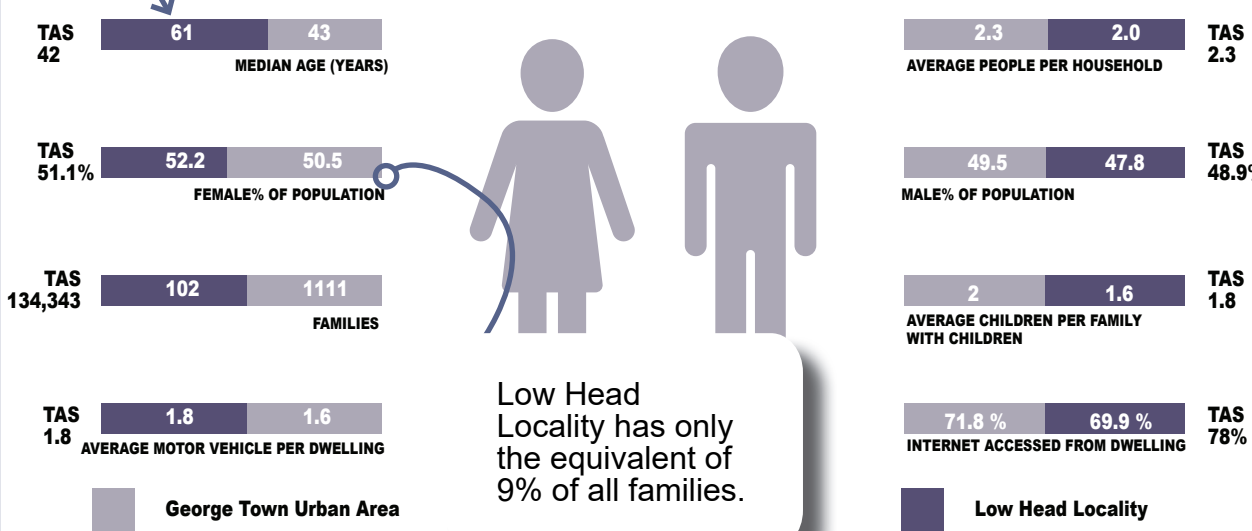


Comparison of Age Groups in SP Area and Tasmania

GT: Percentage of Age Group in SP Area
TAS: Percentage of Age Group in Tasmania

20-29age group makes up **9%** of the population.

Quick Stats



Low Head Locality has only the equivalent of 9% of all families.

Population		
George Town Structure Plan Area	4740	
George Town Municipal Area	6764	7117 2020 Australian Bureau of Statistics, Estimated Resident Population
George Town Urban Area	90% of Structure Plan Area	Current Growth Rate: 2.14% in 2020
Low Head Locality	10% of Structure Plan Area	Desired Growth Rate: 4% per annum

Source: Australian Bureau of Statistics, Community Profile 2016

Approximately 66% of the housing stock in the Municipal area is constructed within the SP Area.

The dominant housing type is a single house on an individual lot, with close to 75% having three bedrooms or more.

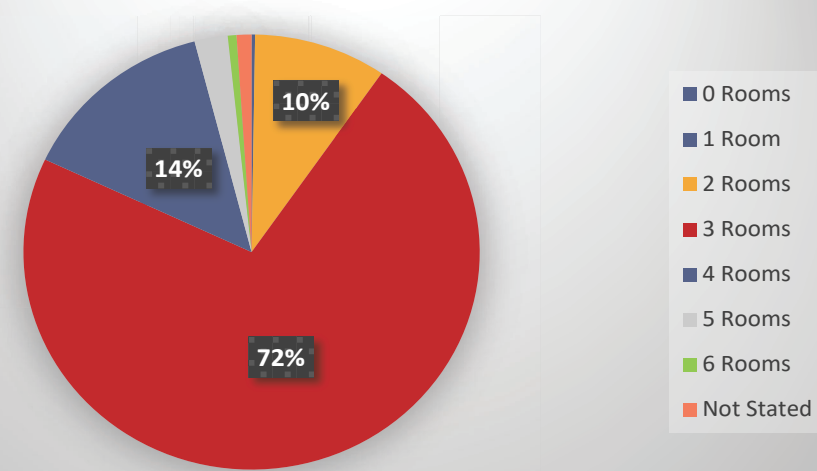
Lone person households occupy a large proportion of three bedroom houses. While there are many reasons people remain in their long-term home, the statistics indicate a mismatch between

housing needs and household type.

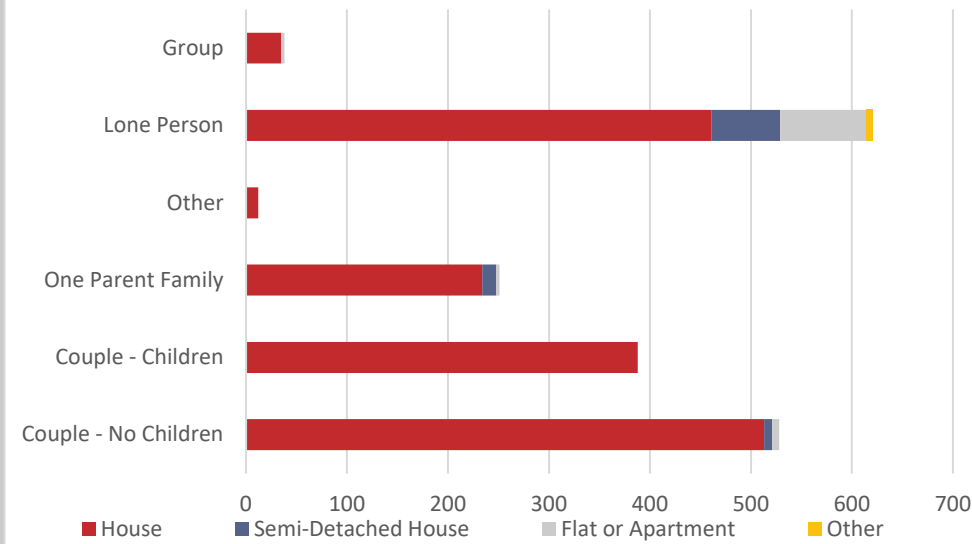
The Structure Plan encourages a range of housing choice to meet the needs of residents. A higher proportion of one bedroom houses are desirable to meet the needs of a diverse population and household types.

Providing housing choice will also mean that older persons are offered an alternative housing in their local area. Housing choice can also facilitate new families to move into existing homes.

HOUSES - NUMBER OF BEDROOMS



HOUSEHOLD COMPOSITION AND HOUSING

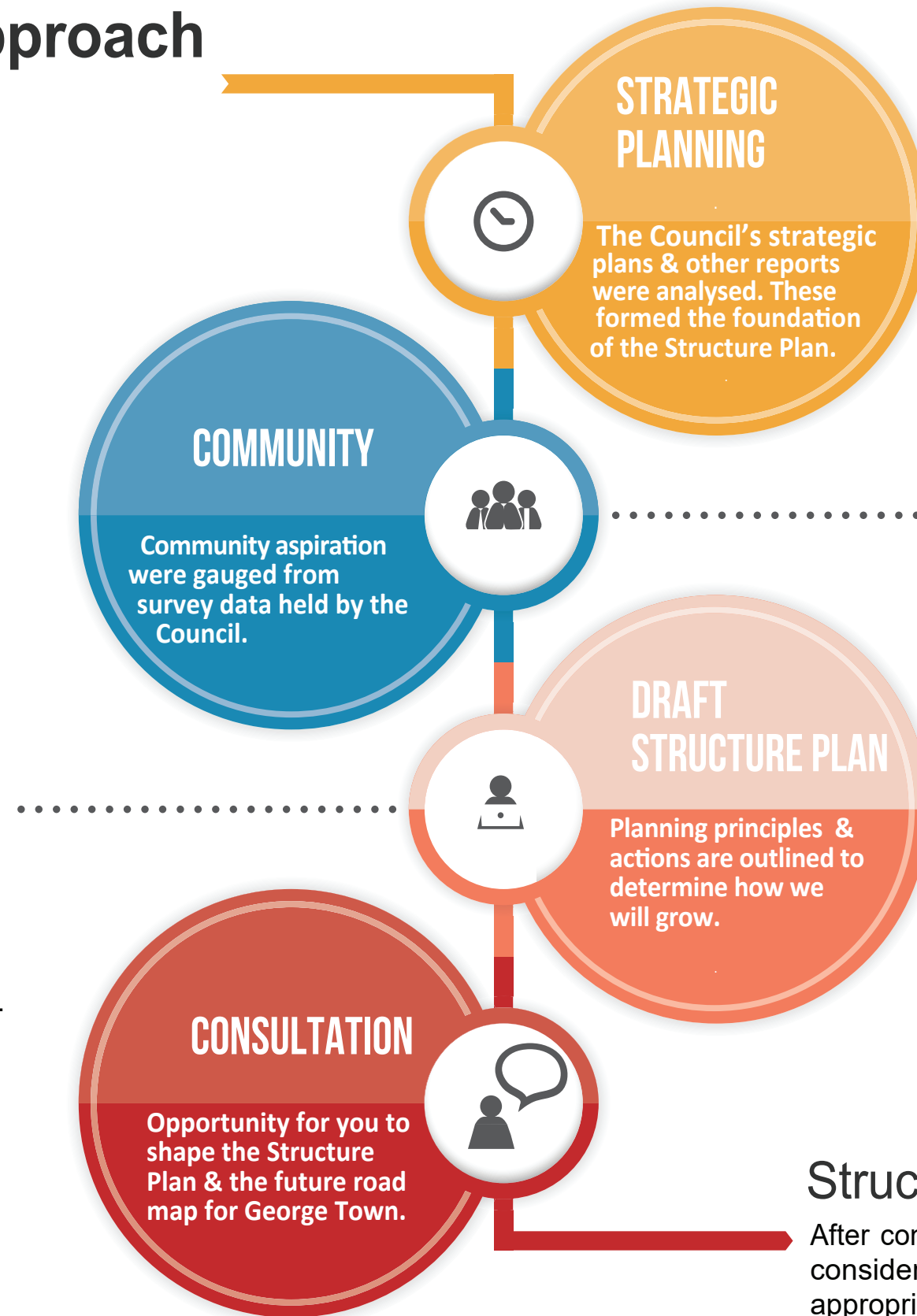


The aerial photograph shows the typical land use pattern in the established residential areas, single detached dwellings on individual lots.

Our Approach

Sustainable Growth & Wellbeing

The Structure Plan directs how we achieve sustainable growth, reduce our carbon footprint, green our town, protect our most valued natural assets and make a place proud to call home.



Information Gaps

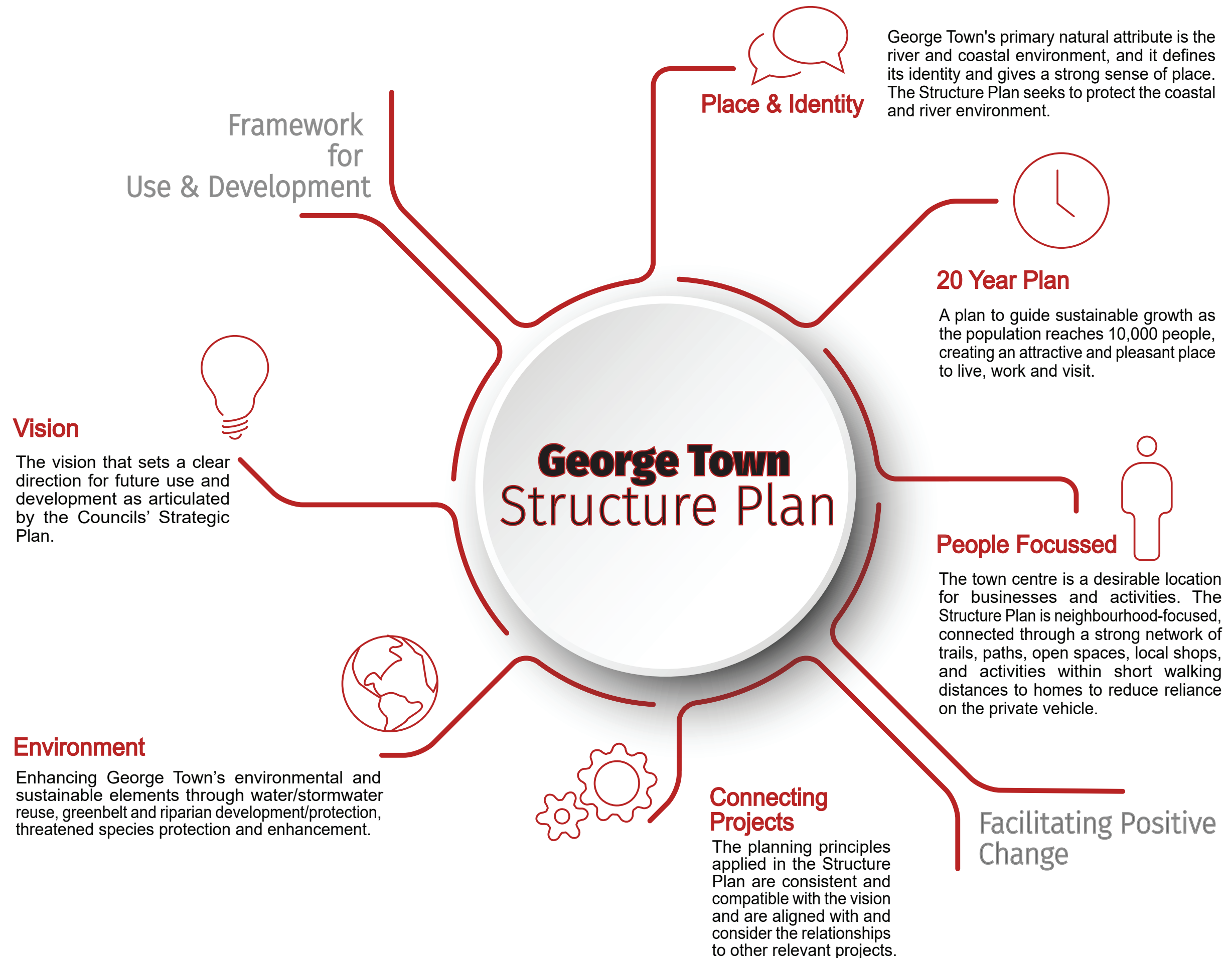
We have had to adjust our approach to community engagement in the early part of the Structure Plan process. Face-to-face consultation was challenging due to Covid-19.

We have collected and analysed all the relevant data from various projects that had consulted the community to make informed decisions about the direction of the Structure Plan.

We now welcome you to comment on whether we have captured your desires and aspirations accurately. Please take the opportunity to speak up, no matter how small and influence the future road map of George Town.

Structure Plan

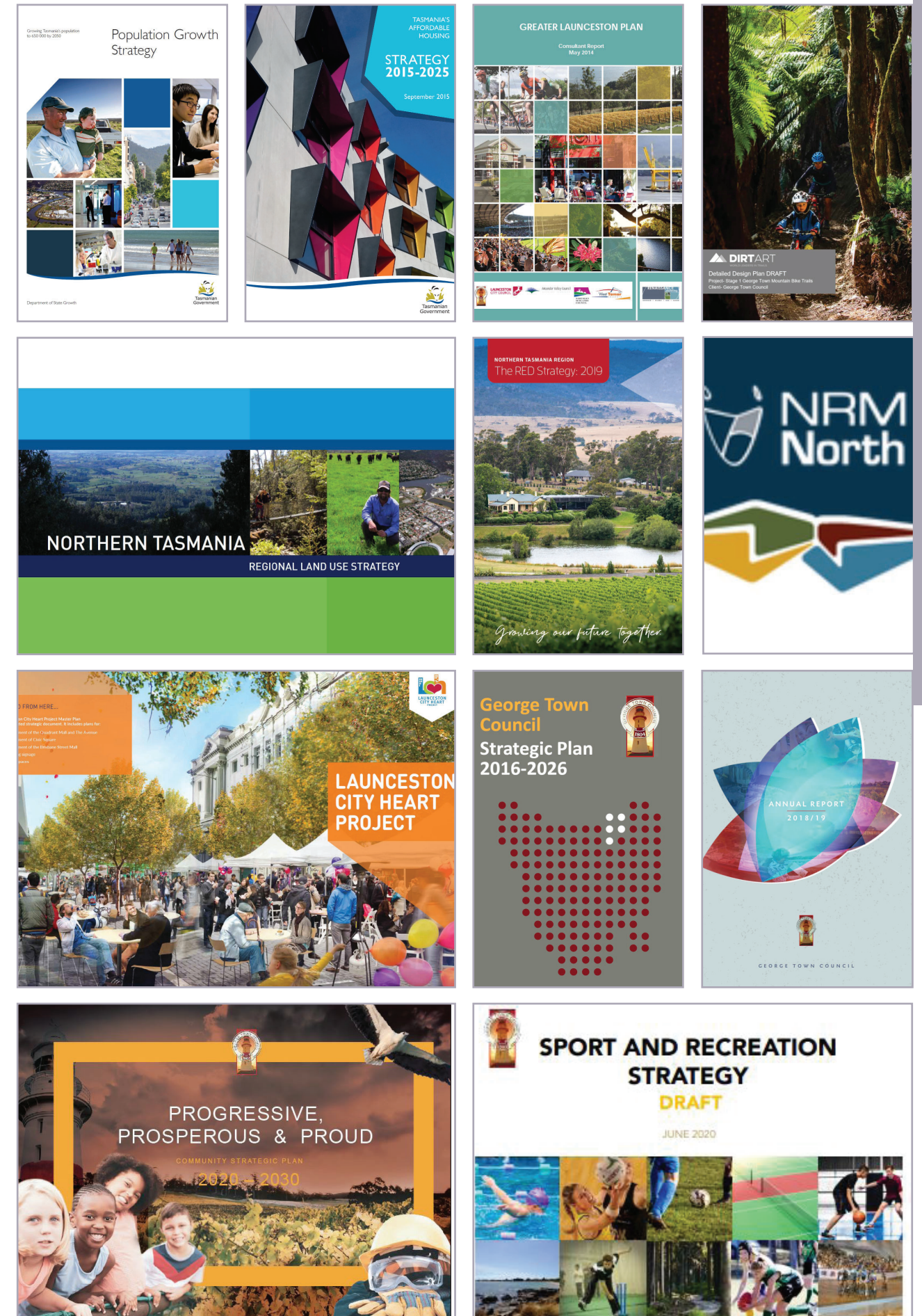
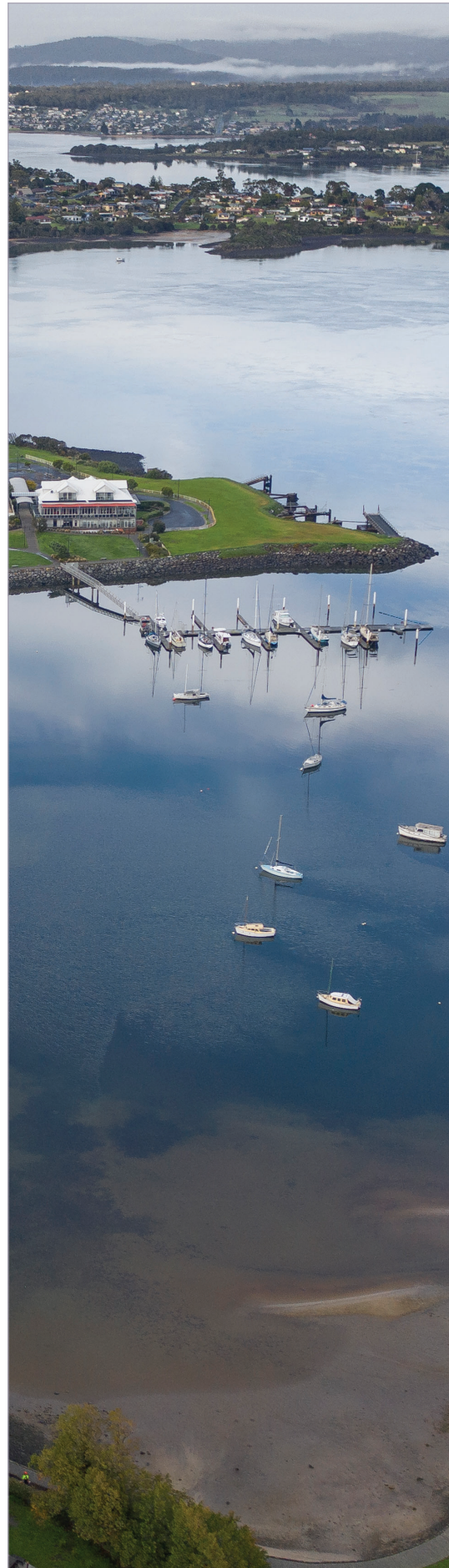
After consultation, the Council will consider comments, and where appropriate, modify the Structure Plan.

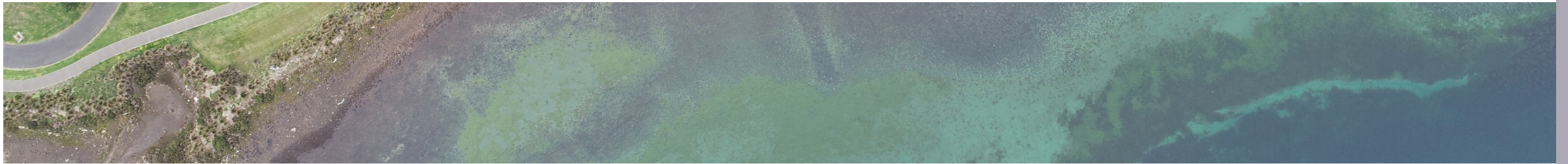


The Structure Plan direction and recommended actions are influenced and derived from a broad array of high-level policies prepared by State Government and local strategies and policies adopted by the Council.

The critical influencing policies and strategic documents underpin the directions sought by the Structure Plan. The specific policies and actions articulated are translated into a land use planning context and integrated with the Structure Plan.

The Structure Plan's primary purpose is to develop a land use planning framework to facilitate coordinated, consistent and cohesive Council decisions and ultimately achieving the desired outcomes articulated in the governing strategies.





The Directions and Guiding Principles underpinning the Structure Plan are derived from the Community Strategic Plan 2020-2040.

The Principles & Recommended Actions sought by the Structure Plan embody the Directions and Guiding Principles endorsed by the Council and reflect community aspirations.



Guiding Principles

These are the principles we will use to guide our future choices and behaviours. In all we do and how we work together we will:



Future Directions

1 Community pride

Inclusion and engagement; built environment; reputation building; communications; safety and security; responsive emergency services

2 Progressive well-resourced communities

Recreational and sporting opportunities; strategic plans for all communities; public infrastructure; social infrastructure; diverse volunteering base; community celebrations

3 Prosperity for all in all aspects of life

Economic development and diversification; employment growth; employability skills; population growth; education, learning and training; tourism and supporting businesses and events; healthy, active communities; natural landscapes and values; community building

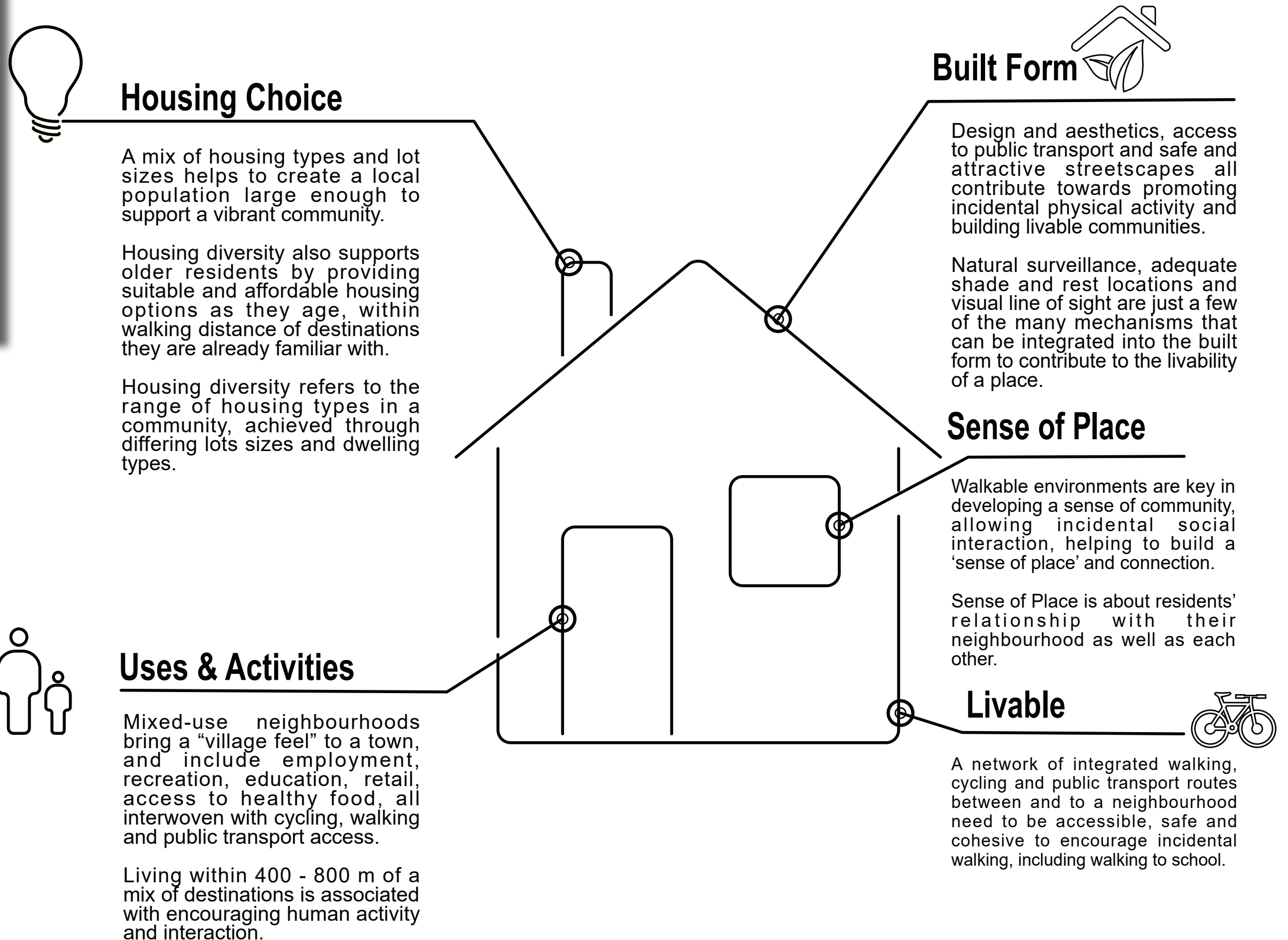
4 Leadership and accountable governance

Culture of engagement and participation; planning and regulatory responsibilities; working relationships and collaborations; change management and accountability

Understanding the attributes of what defines a livable place is paramount to determining the built environment's improvements and ultimately influencing community wellbeing.

The Guiding Principles embody 'a care for each other' philosophy and is the fundamental principle that can influence land use decisions and shape the built environment.

The Structure Plan seeks to improve the attributes of the built environment to bring positive outcomes for community wellbeing.



A rich history....

Long before European settlement, the land palawa kani: kinimathatakinta (George Town) was inhabited by the 'First Nation People'.

The British Empire officially settled George Town in the early 1800s to be the main northern settlement in North-Eastern Tasmania. The initial surveyed plan for George Town is a strong example of a 'Garden City' concept, with Regent Square featured in the town plan of 1811.

Original European settlement included convict settlements such as the Female Factory on Cimitiere Street. The SP Area contains a distinct pattern of development reflecting the economic history in modern times over the last century. George Town's European settlement begins with the town centre's development and gradually moves outwards 1km or more to the north and east.

Throughout the economic challenges of the 1980's and 1990's there was minimal development which occurred consistently 1.2km out of the town centre. Since 2000, growth has continued towards the Structure Plan Area's periphery, resulting from development pressure for lifestyle lots. Currently, development is infill focused on an ad hoc basis.

1950

Lot take-up to the east and west of the town centre (within 800m).

1960

Development focus moves to the north and south of the town centre.

1970

Development dominated by a large residential subdivision 1km to north east of town centre, infill development also evident.

1980

Minimal development scattered, predominantly 1.5km out of town centre.

1990

Development occurred consistently out of the town centre to the east and south.

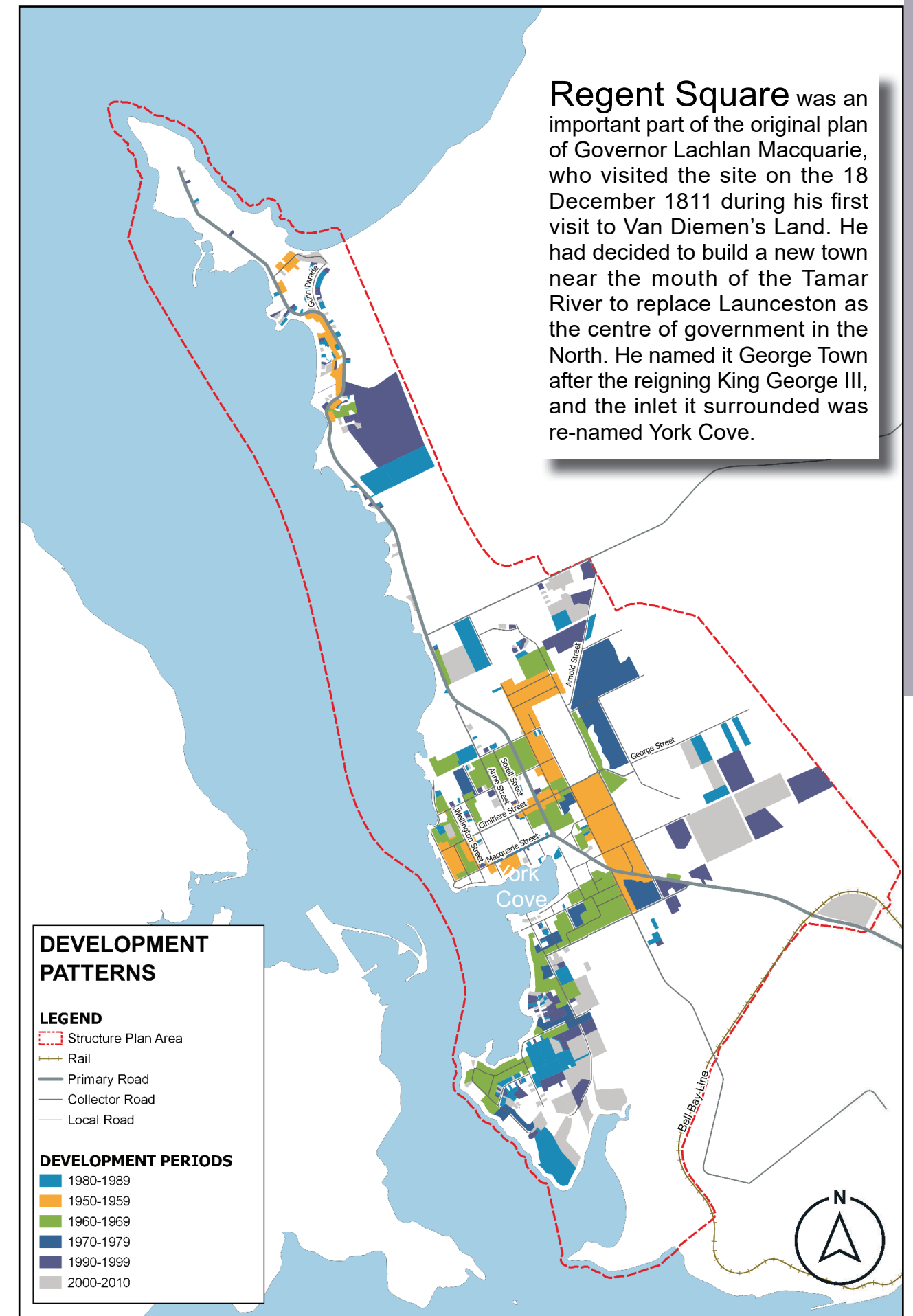
2000

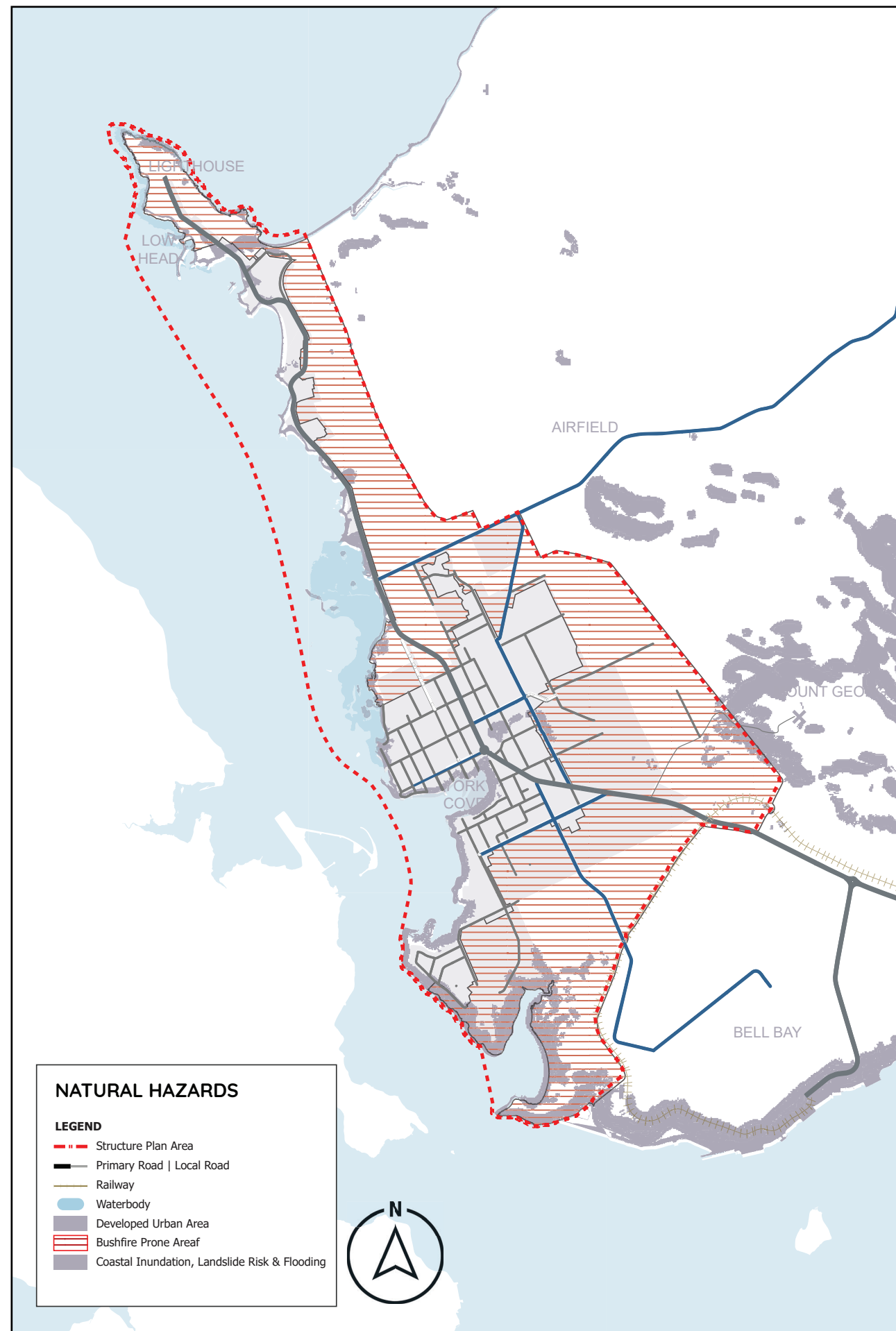
Development around the periphery comprising lifestyle lots.

2010

Small pockets of development mostly around the periphery and Low Head.

Future growth of George Town is determined by the existing development pattern and dictates the Growth Areas.





Natural Hazards are mandatory consideration for future use and development of the Structure Plan Area.

The main hazards identified are concerning bushfire, landslide risk, flooding and coastal inundation. The hazards associated with coastal inundation are generally focused around the periphery of the coastline.

Flooding risk across the SP Area is primarily associated with York Creek's mouth and does not significantly impact residential development.

Overall Direction

Scenic Values

Coast & Hinterland

The coastal and river outlook of the area affords breathtaking views to Kelso, Clarence Point, and the Bass Strait horizon. The Buffalo, George Town Sugarloaf, and Mount George are defining points in the hinterland. The Structure Plan protects scenic values and supports a built environment that retains a visual connection to the coast and the hinterland.

Wellbeing

Sense of Place and Livability

Housing choice to respond to different population needs, mixed use neighbourhoods, walking environments, integrated cycling network, access to safe and attractive streets are critical elements for building a sense of place, livability and a walkable built environment.

The Structure Plan empowers informed decisions, providing a framework for future use and development. The Structure Plan desired vision seeks to implement a livable, healthy and welcoming place to live and visit.

Natural Environment

Air, Water & Land

Clean air and water underpin the wellbeing and healthy lifestyle of the population. The Structure Plan seeks to retain the residual native vegetation cover, rehabilitate degraded land, and incorporate water sensitive and sustainable development principles into the urban area.

Urban Area

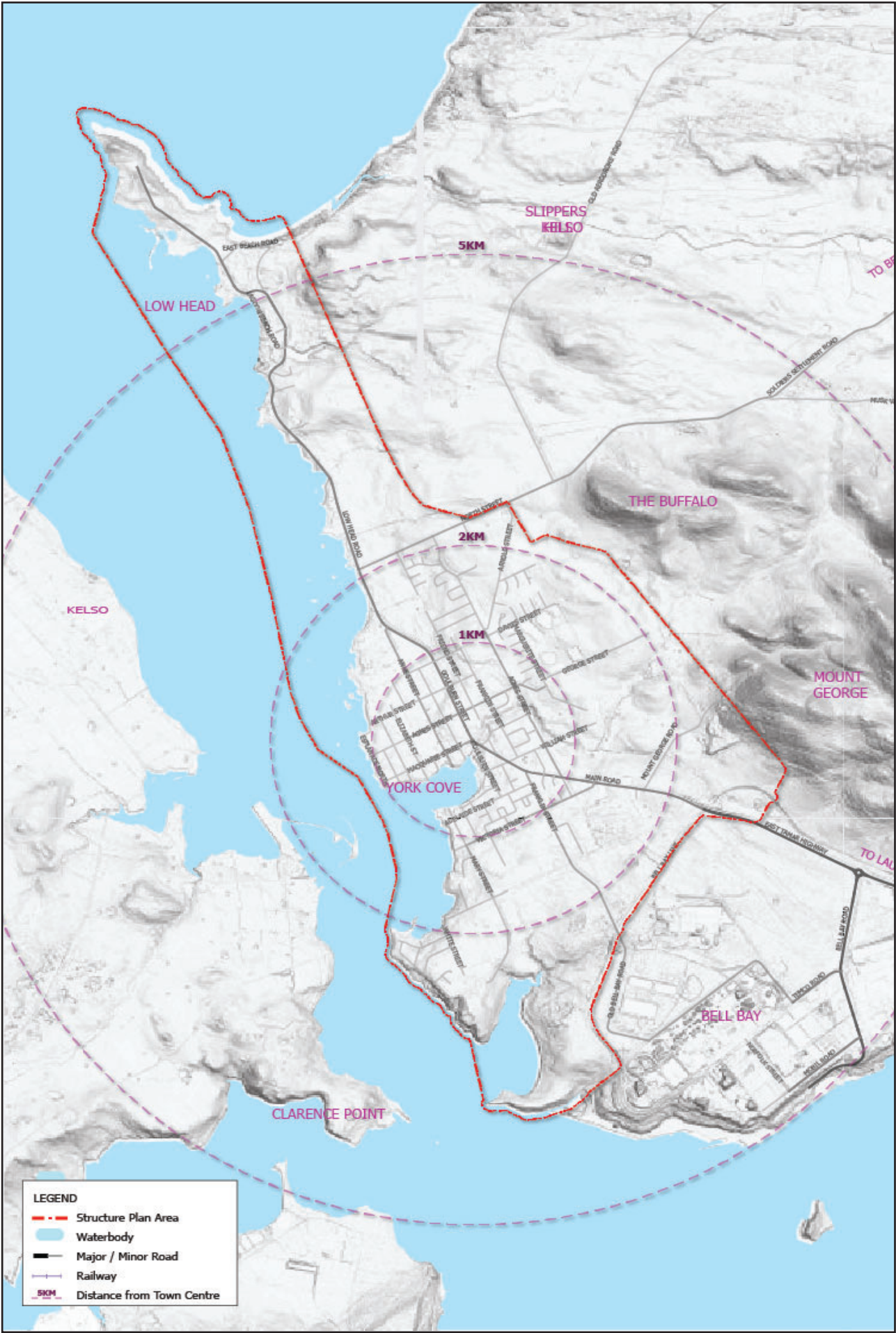
Neighbourhoods

The urban area celebrates seven neighbourhoods. Consolidating the urban area remains the focus with future expansion targeted to strengthen and complete residential areas. The Growth Areas respond to an anticipated population of 10,000.

Vibrant Centre

Macquarie Street, York Cove, Low Head

Macquarie Street is the central focus of the Structure Plan Area. It will have mixed use development, building on the established activity hub, and increasing population density. Destinations outside of Macquarie Street diversify experiences for local residents and visitors.



PROPOSED STRUCTURE PLAN

LEGEND

- - - Structure Plan Area
- Primary Road
- Collector Road | Local Road
- Railway
- Waterbody
- Residential Area
- Recreation & Community Uses
- Schools
- Light Industrial Uses

Growth Area

- Proposed
- Buffer Areas

Pedestrian & Cycle Network

- Primary trail
- - - - - Cross linkages
- - - - - Connection to Mountain Bike Trail

Public Open Space

- Regent Square
- Existing
- Waterfront Reserve
& Connecting Spaces
- Proposed

Bus Stops & Crossings

- B Proposed
- Activity Centre

The overall plan represents the Structure Plan direction. It seeks to increase the area of land allocated to public open space, provide a primary off-road walking and cycling trail, and expand the residential areas to complete the neighbourhoods.

Please see the detailed plan to find out the Principles and Recommendations of the Structure Plan.

