Brighton
going places

Brighton Activity Centre Strategy

JUNE 2025

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PREPARED BY MESH IN
PARTNERSHIP WITH GEOGRAFIA

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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

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Introduction

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 did the community inform the strategy?

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

PHASE 1

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

The draft Strategy was available for public comment between April and May 2025. Submissions were received from the community, landowners, industry stakeholders and government agencies.

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.

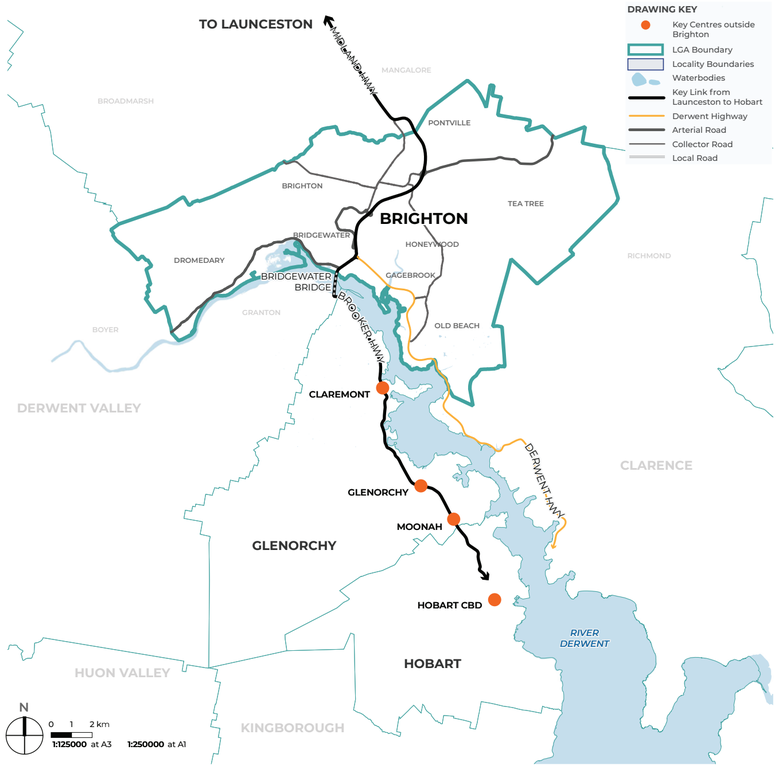


Figure 1. Regional and LGA Map

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

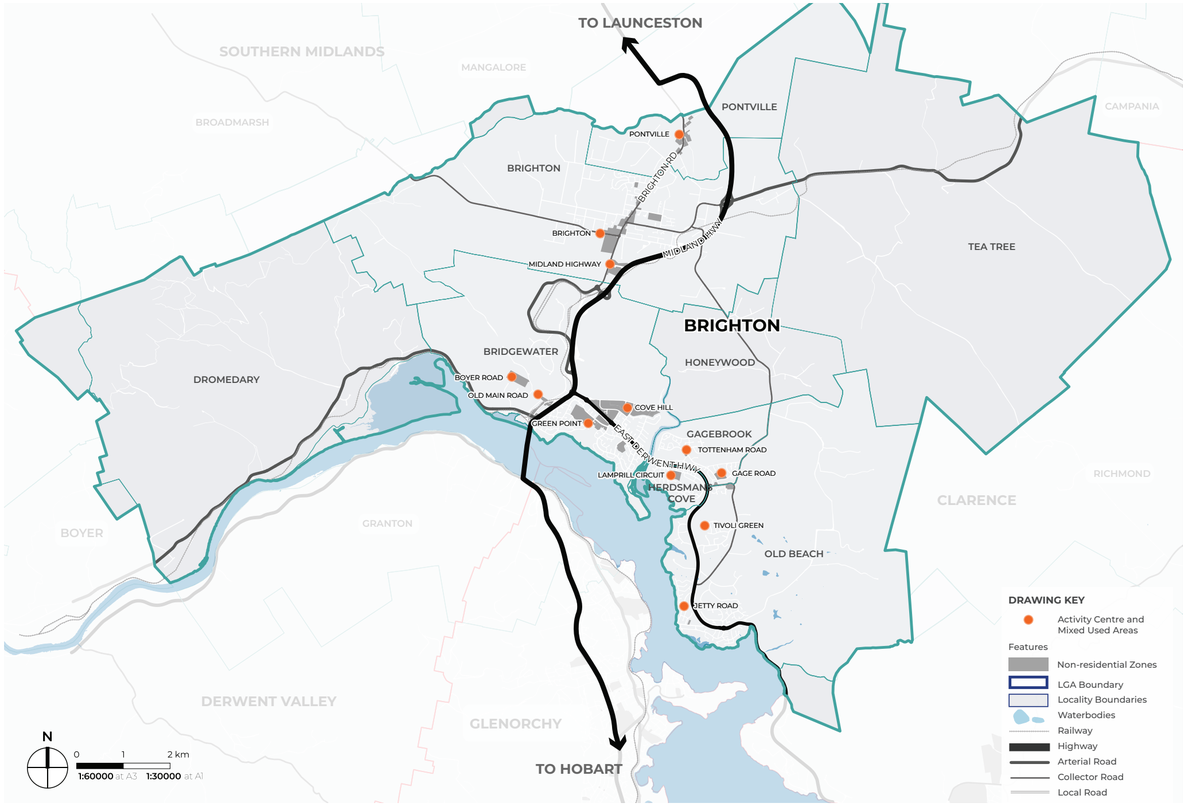


Figure 2. Network of centres and activity nodes in Brighton LGA and nearby municipalities.

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

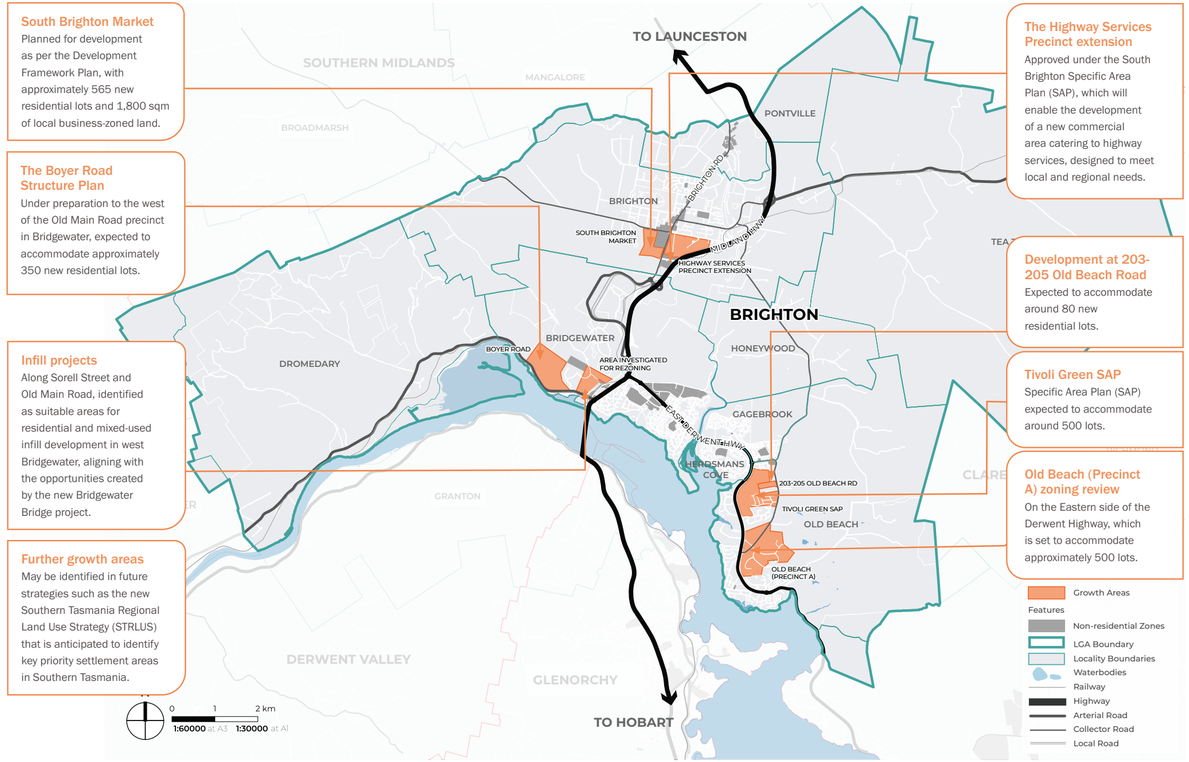
Population growth in the municipality is expected to be driven by several factors, including areas already planned for growth, as well as new growth areas that will be identified in upcoming strategic projects, such as the new regional land use strategy and future municipal plans. Figure 3 summarises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

South Brighton Market
Planned for development as per the Development Framework Plan, with approximately 565 new residential lots and 1,800 sqm of local business-zoned land.

The Boyer Road Structure Plan
Under preparation to the west of the Old Main Road precinct in Bridgewater, expected to accommodate approximately 350 new residential lots.

Infill projects
Along Sorell Street and Old Main Road, identified as suitable areas for residential and mixed-used infill development in west Bridgewater, aligning with the opportunities created by the new Bridgewater Bridge project.

Further growth areas
May be identified in future strategies such as the new Southern Tasmania Regional Land Use Strategy (STRLUS) that is anticipated to identify key priority settlement areas in Southern Tasmania.



The Highway Services Precinct extension
Approved under the South Brighton Specific Area Plan (SAP), which will enable the development of a new commercial area catering to highway services, designed to meet local and regional needs.

Development at 203-205 Old Beach Road
Expected to accommodate around 80 new residential lots.

Tivoli Green SAP
Specific Area Plan (SAP) expected to accommodate around 500 lots.

Old Beach (Precinct A) zoning review
On the Eastern side of the Derwent Highway, which is set to accommodate approximately 500 lots.

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				April to May 2025	June 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 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

[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.

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

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.

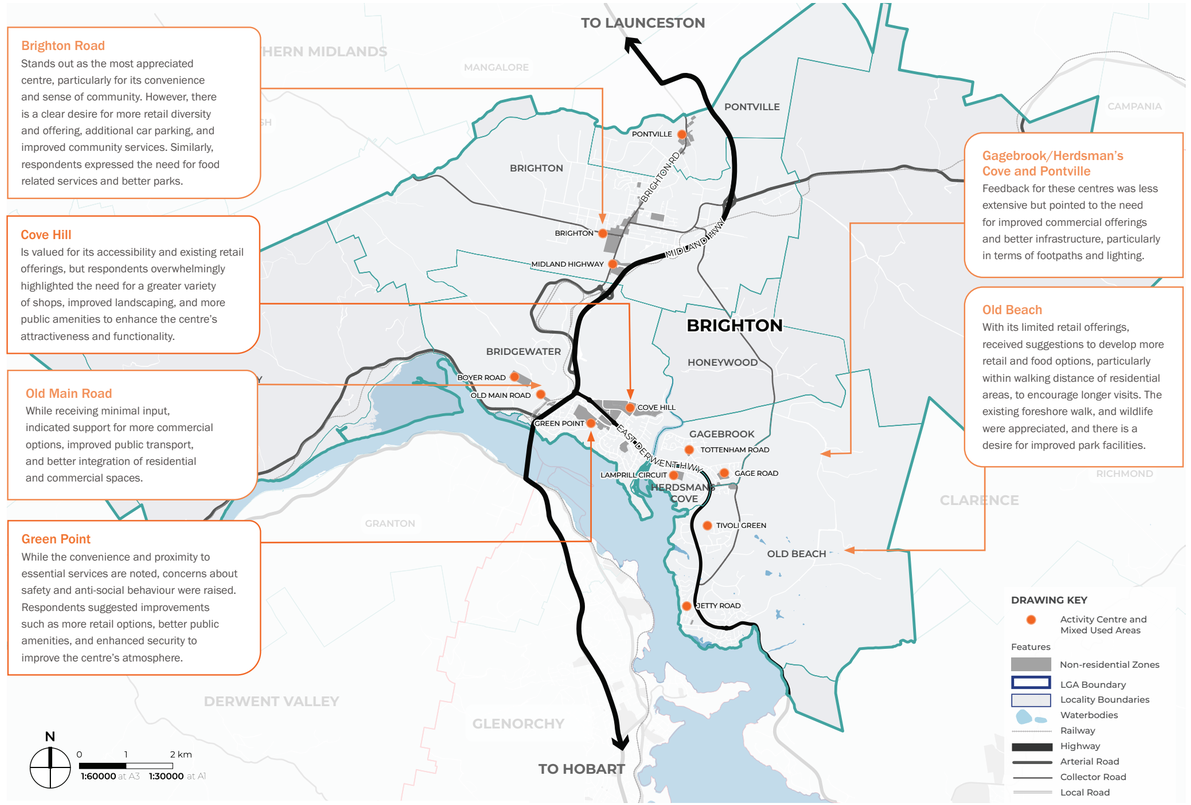
Overall, the consultation reveals a shared community desire for better-connected, safer, and more diverse activity centres.

Brighton Road
Stands out as the most appreciated centre, particularly for its convenience and sense of community. However, there is a clear desire for more retail diversity and offering, additional car parking, and improved community services. Similarly, respondents expressed the need for food related services and better parks.

Cove Hill
Is valued for its accessibility and existing retail offerings, but respondents overwhelmingly highlighted the need for a greater variety of shops, improved landscaping, and more public amenities to enhance the centre's attractiveness and functionality.

Old Main Road
While receiving minimal input, indicated support for more commercial options, improved public transport, and better integration of residential and commercial spaces.

Green Point
While the convenience and proximity to essential services are noted, concerns about safety and anti-social behaviour were raised. Respondents suggested improvements such as more retail options, better public amenities, and enhanced security to improve the centre's atmosphere.



Gagebrook/Herdsman's Cove and Pontville
Feedback for these centres was less extensive but pointed to the need for improved commercial offerings and better infrastructure, particularly in terms of footpaths and lighting.

Old Beach
With its limited retail offerings, received suggestions to develop more retail and food options, particularly within walking distance of residential areas, to encourage longer visits. The existing foreshore walk, and wildlife were appreciated, and there is a desire for improved park facilities.

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)

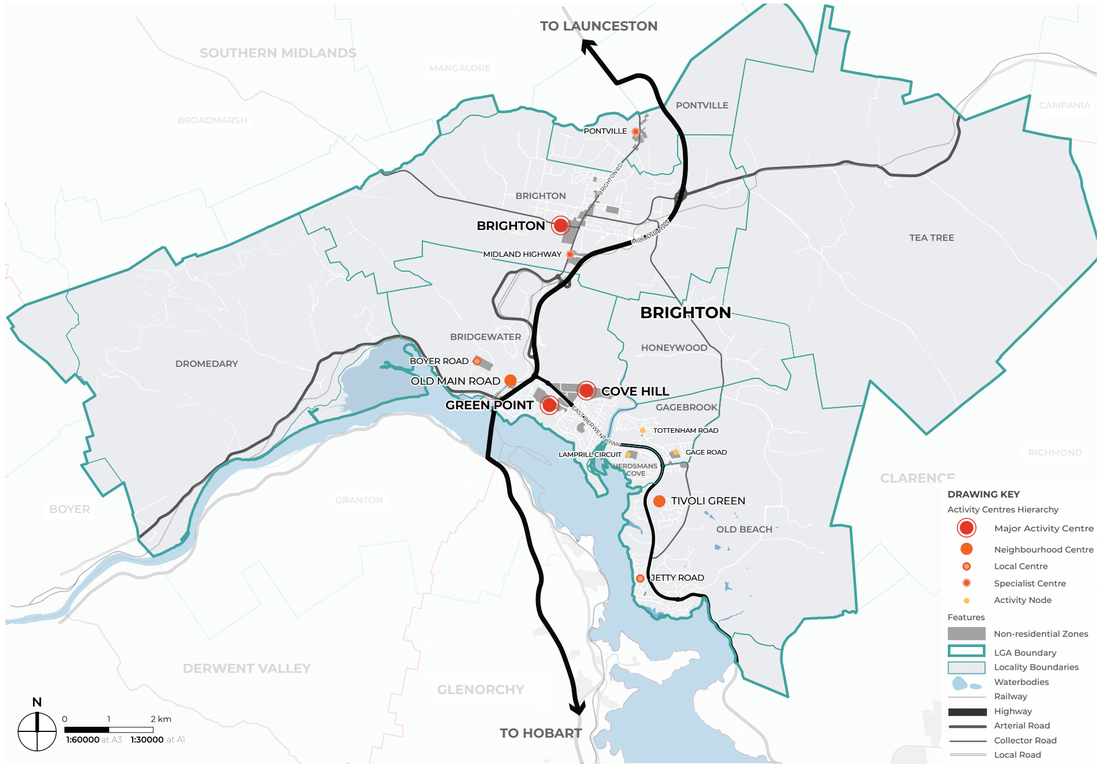


Figure 5. Activity Centre Hierarchy in Brighton

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	
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)).
SD2	Support above ground level residential uses within higher order activity centres in particular, Brighton (MAC), Green Point (GP) and Old Main Road (OMR).

Actions	
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.
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	
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.

Actions	
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 support the growth of Brighton Road as the main commercial road in Brighton and 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.
- Recommendations that impact industrial land are outside of the scope of this strategy.
- It is recommended to undertake an industrial land use needs study and strategy prior to the consideration of rezoning of any industrial land.
- Consider updating the Local Area Objective as per the recommendations of Table 20.

R9 **Old Main Road**
Recommendations that impact industrial land are outside of the scope of this strategy.

It is recommended to undertake an industrial land use needs study and strategy prior to the consideration of rezoning of any industrial land.

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 10. Planning Controls Review Recommendations

Centre Specific Objectives

BRIGHTON	35
COVE HILL AND GREEN POINT	39
COVE HILL	41
GREEN POINT	45
OLD BEACH	49
TIVOLI GREEN	51
JETTY ROAD	52
BOYER ROAD GROWTH AREA	53

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.

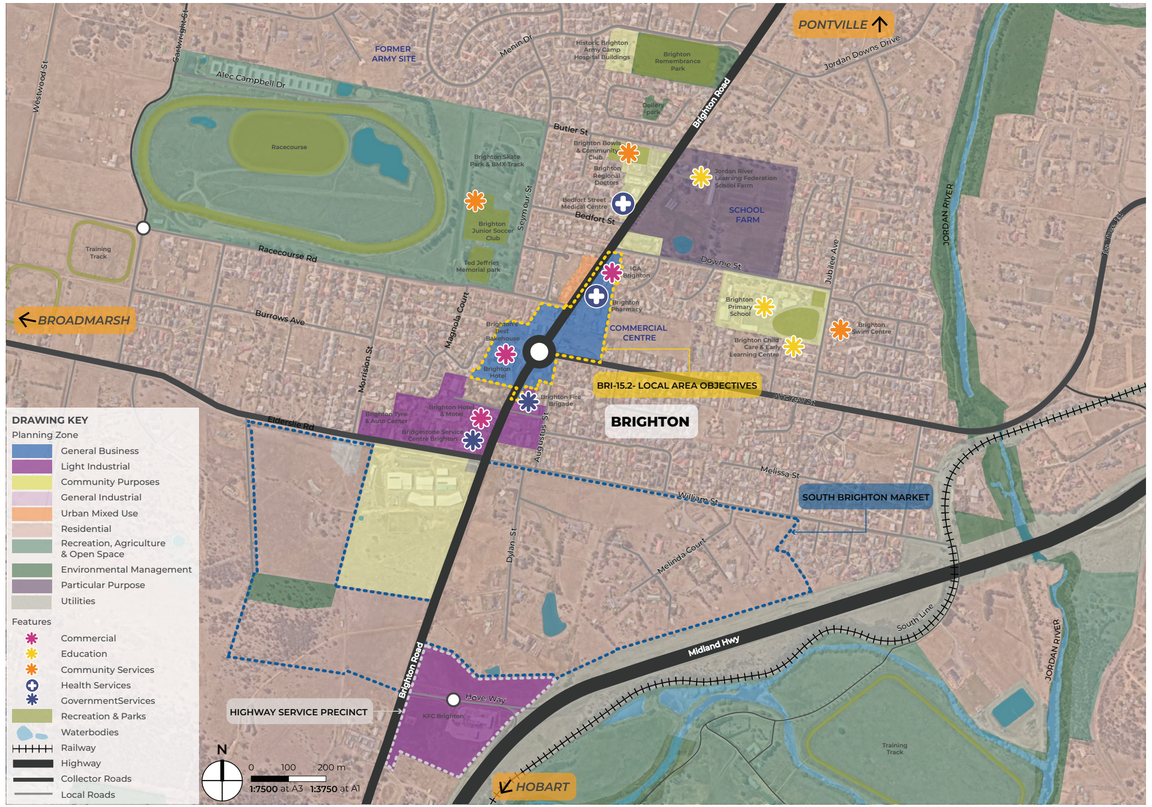


Figure 6. Brighton Context Map

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: - The recommendations of a Structure Plan/Local Area Plan. - 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 which among others will identify an activity centre core and activity centre boundaries.
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

O1 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

O2 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

O1 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

O2 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.

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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.

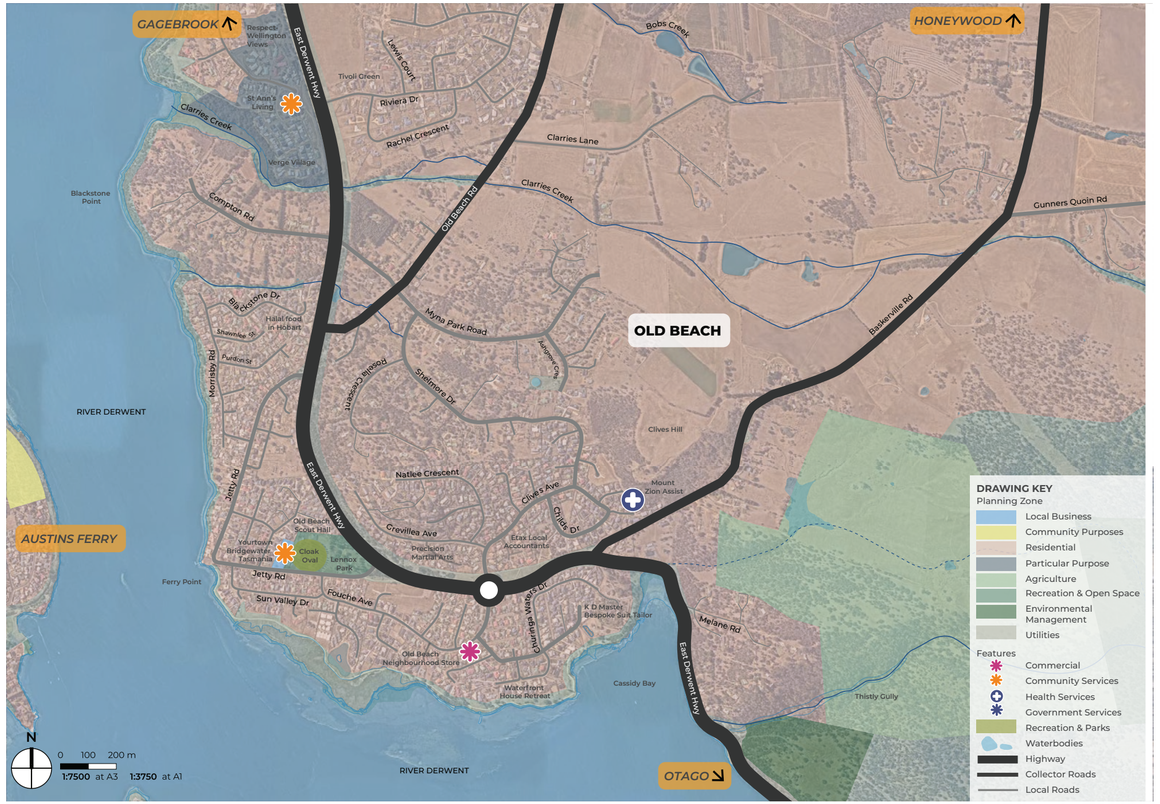

Figure 10. Old Beach Context Map

Tivoli Green

O1 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

O1 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

O1 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

Implementation Recommendations - Centre Specific

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
going places

Brighton Activity Centre Strategy

JUNE 2025

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Brighton
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Appendices

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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)

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 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 as part of the preparation of the MAC Structure Plan.

Table 20. Local Area Objectives (LAO) Recommendations

Additional Supporting Maps

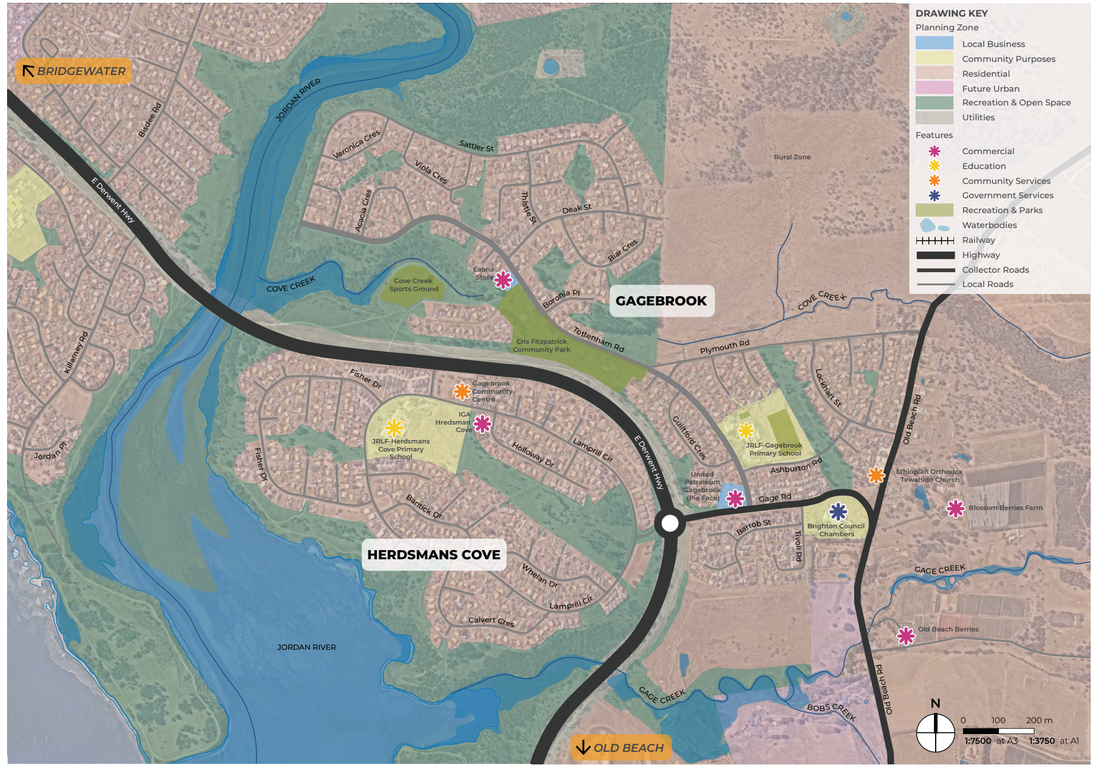

Figure 1. Gagebrook & Herdsman's Cove

Figure 2. Pontville

Brighton
going places

Appendices

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mesh

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