

Swansea Township Structure Plan



Document control record

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Document control							aurecon
Report title		Swansea Township Structure Plan					
Document ID		Structure Plan	Project number		243307		
File path		C:\Users\alistair.noble\Desktop\Swansea Structure Plan.docx					
Client		Glamorgan Spring Bay Council	Client contact		Shane Wells		
Re v	Date	Revision details/status	Prepared by	Author	Verifier	Approver	
1	12 February 2015	Draft 1.0	M Howard	M Howard	A Noble	J Griffith	
2	19 March 2015	Draft 1.2	A Noble	A Noble	M Howard	J Griffith	
3	6 May 2015	Submitted to Client	A Noble	A Noble	M Howard	J Griffith	
4	3 February 2016	Final	A Noble	A Noble	M Howard	J Griffith	
Current revision		4					

Approval			
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Swansea Structure Plan

Date 4 February 2016

Reference 243307

Revision 4

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Executive Summary

In 2014, the Bichenno and Triabunna & Orford Structure Plans were prepared and approved by the Glamorgan Spring Bay Council. These Structure Plans provide a vision and recommended actions for land use, transport, built form and public spaces in the respective towns over the next 20 years.

The Council has now identified the need to prepare a structure plan for the Swansea Township. The aim of this plan is to identify a future vision for land use and development in the central region of the Council. The area will greatly benefit from the provision of a structure plan, providing future direction for growth and development.

The community has distinct character set within a highly desirable coastal settings. The combination of natural and heritage assets, community facilities and attractions make Swansea appealing destinations for tourists and attractive places to work and reside.

Along with directing future growth, the Structure Plan will seek to ensure that township entrances, activity precincts, key public open spaces and linkages are protected against inappropriate development and maintain a high level of visual amenity, pedestrian amenity and safety. The structure plan process examines the streetscape character and urban design features for key areas. It will provide high level advice on areas for improvement, in line with best practice urban design and safe design principles.

The preparation of the Structure Plan requires identifying local needs, values and expectations; in order to establish the key issues that affect each township. This involves a two-way relationship in which information is conveyed. The views and inputs of affected residents, businesses and visitors are sought on issues, projects or developments that affect them directly - or in which they may have a significant interest.

1 Introduction

1.1 Project Aims

The Glamorgan Spring Bay Council is creating a Structure Plan for the Swansea that will provide a 20 year blueprint to guide the development of the township. The Structure Plan will provide a vision for future land use and development within Swansea to 2035 and will provide a basis to align planning scheme provisions and zoning, infrastructure provision and local services within a modern and integrated framework.

This document outlines the structure planning process and identifies a preferred land use and development strategy for the study areas of Swansea. The plan discusses the regional context of the area however does not specifically address the land use framework for the local government area as a whole. A number of infrastructure elements that are identified in strategic planning documents have been considered in the preparation of the Structure Plan.

The Structure Plan is a framework to guide future land use planning and provision of infrastructure and community facilities. It contains detailed investigations of the projected development capacity of the areas and confirms land use suitability and infrastructure requirements for future development.

The Structure Plan will not rezone the land; rather it provides a direction for land use and transport planning at a strategic level. The Structure Plan will be further developed and refined based on feedback received during the exhibition process.

A Structure Plan provides a framework for the coordinated provision and arrangement of future land uses, subdivision and development in new urban areas (greenfield sites) and in existing developed/redevelopment areas (brownfield sites).

A Structure Plan is a strategic document that guides the planning of new areas of settlement (and also for retrofitting existing areas) in terms of infrastructure and road and pathway connections improving access by walking, cycling and public transport, raising densities and introducing local shopping and a greater mix of uses.

http://www.planning.tas.gov.au/the_planning_system/local_area_planning Accessed on 18-8-2014

1.1.1 Role of the Structure Plan

The Structure Plan will provide a high level planning framework and guide how growth will occur in specific areas within the towns. The Plan sets directions for future land use to accommodate projected population growth. It maps where housing, retail, commercial, industrial and community uses of land will be located and what infrastructure (e.g. roads, water, sewerage, gas) and services (e.g. health, education) are needed to complement growth.

The **aim** of the Structure Plan is to:

- Create a framework for each township for future growth of residential, commercial and industrial land uses for the next 20 years.
- Carry out the recommendations of the Southern Tasmania Regional Land Use Strategy 2010-2035 and other regional framework documents.
- Investigate and provide recommendations to revitalise existing commercial zones within the townships.
- Identify large-scale development opportunities around each of the townships.
- Highlight gaps in community services and facilities and prepare recommendations to address these.
- Identify Urban Design principles to enhance the local centres and provide a high level of amenity for residents and tourists.
- Identify key tourist functions of the region and sustainable develop the tourism industry.

The Structure Plan also identifies the following **objectives**:

- Protect the natural environment and ensure that threatened flora and fauna are not impacted upon by development of land.
- Ensure infrastructure has the capacity to sustain future proposed growth.
- Provide for greater opportunities of employment through development of services and retail.
- Identify key pedestrian and cycle links and improve access to alternative modes of transport.
- Provide recommendations for future planning scheme amendments to direct growth.
- Promote healthy and vibrant townships including access to community and recreation facilities and high quality urban design.
- Stage growth and development areas in a sustainable way to take full advantage of services and keep defined township boundary.

The plan is a high-level, predominantly strategic, document that will provide guidance on future land use, employment, density targets and the coordination and provision of major infrastructure within the town. This may include the refinement of regional land use boundaries, coordination of regional and district infrastructure provision, location and distribution of regional or district open space, land use buffers, location of schools or community facilities, district water management requirements, movement networks, environmental assets and activity centres.

In some locations within the study area land is considered for development that has not yet been zoned for urban land use and development. In order to develop this land more appropriately, detailed planning, consultation and investigation is required.

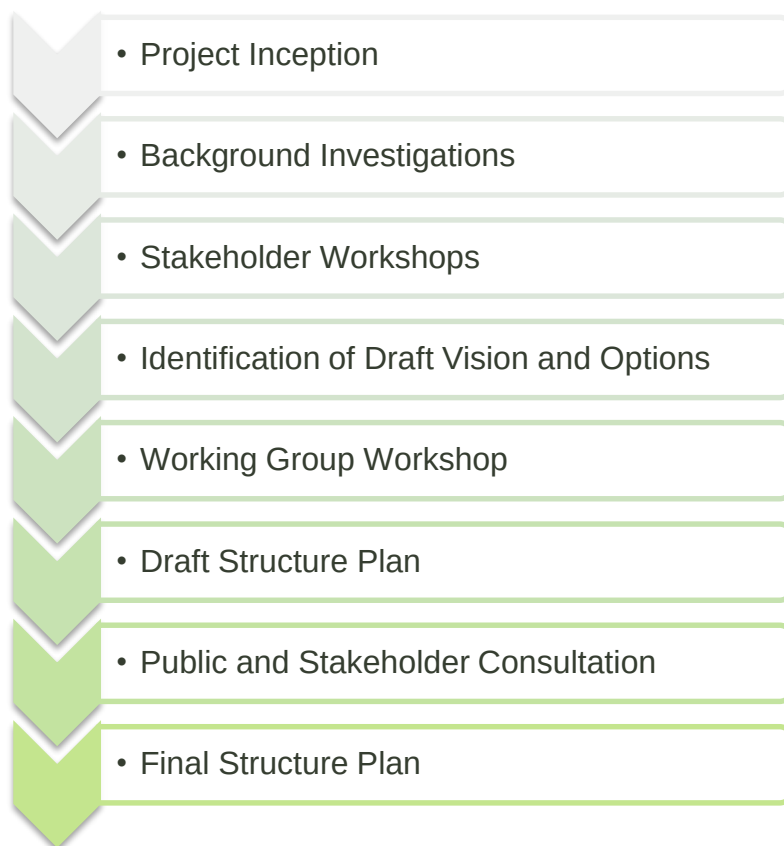
1.1.2 Benefits of the Structure Plan

There are wide range of benefits in preparing a Structure Plan for Swansea. These benefits include:

- Infrastructure coordination
- Land supply monitoring
- Efficient subdivision and development approvals
- Review and development of planning policy
- Guidance
- Maintaining and enhancing a sense of place

1.2 Structure Plan Process

The Structure Planning process is detailed below. At present (as of February 2015) the first three stages have been undertaken and this current Structure Plan Document will enable Stages four and five to be completed such that the Structure Plan can go out on formal consultation.



1.3 Vision

Swansea - The vision for the future of Swansea is:

“Swansea will maintain its coastal town feel that balances the towns existing character with future growth ambitions. It will continue to provide affordable and diverse living options for residents and holiday accommodation options for tourists. The town will strive to build on its natural, coastal, community and cultural assets and continue to benefit from its central location on Tasmania's East Coast and the nearby Freycinet National Park.”

Vision East 2030

The report - *Vision East 2030 – East Coast Land Use Framework 2009* prepared for the east coast councils in 2009 outlines a vision for the area and each council as follows:

- The East Coast vision is:

“To enhance the community and economic potential of the East Coast, maintain its natural and cultural heritage assets and values as a living environment, and establish a hierarchy of service centres with appropriate transport linkages to the region and between the settlements”

- The Glamorgan Spring Bay vision is:

“Increase diverse employment opportunities by encouraging appropriate development of key towns, whilst protecting residential amenity, unique environmental features and significant tourism assets”

The objectives and recommended actions in Section 8 provide support for and further these visions.

1.4 Project Team

The Glamorgan Spring Bay Council engaged Aurecon to provide specialist technical advice that would inform the development of the Swansea Structure Plan.



2 Existing Context

2.1 Introduction

The Swansea area encompasses the northern end of the Great Oyster Bay on the South East Tasmanian coast. Located within the Glamorgan Spring Bay Council, Swansea is one of three regional centres along with Bicheno and Triabunna/Orford in the municipality. The area provides access into the world famous Freycinet National Park and Wineglass Bay via Coles Bay.



Figure 1 Regional Context

2.2 Regional Transport Links

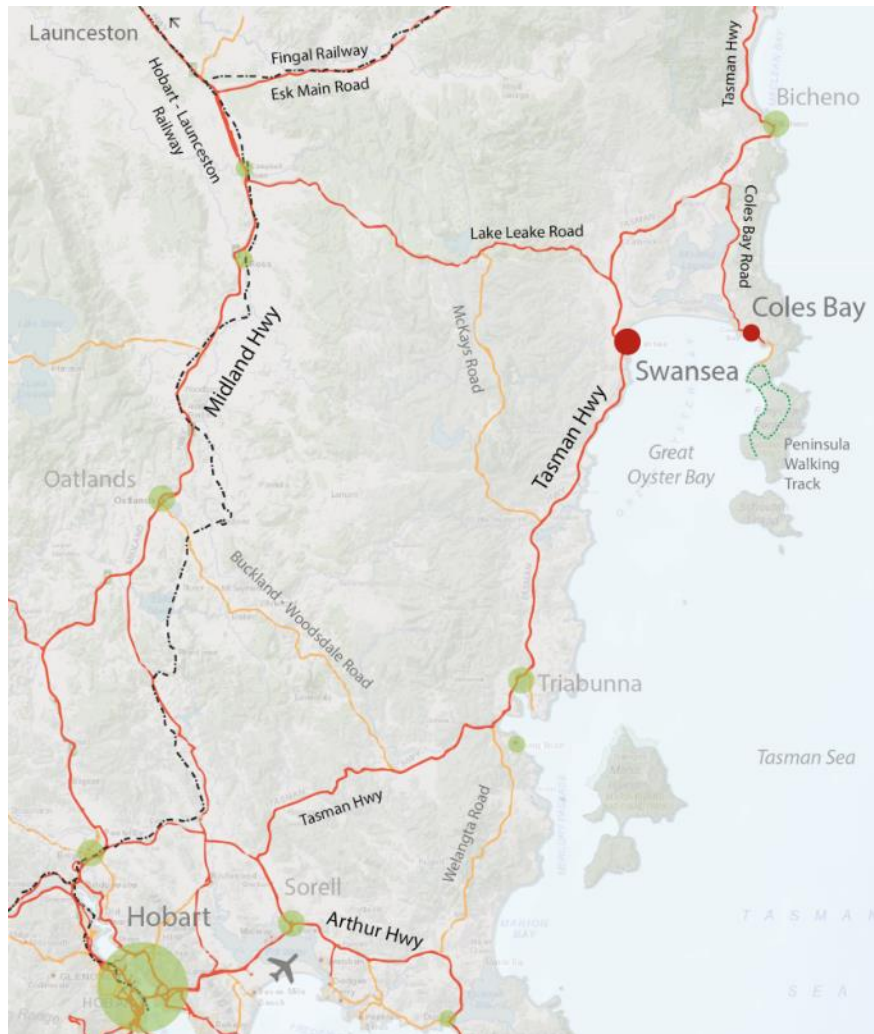


Figure 2 Regional Road Network

The main transport access to the area is via the Tasman Hwy connecting from Hobart, along the east coast into Swansea and Bicheno, and continuing to Launceston. Swansea is located around 135km from Hobart and 43km from Bicheno. It is predominantly a surfaced, single carriageway highway running in a north-south direction along the east coast.

Other major roads in the area are limited with the Lake Leake Road being one of the few connections through to the Midland Hwy.

The Swansea area is within reasonable travel distance from Hobart International Airport, which is also located along the Tasman Highway; approximately two hours to the south.

Busses regularly run from Hobart to Swansea and Hobart to Bicheno providing a vital alternative to car travel for tourists and residents of the area. Charter services also run between Bicheno and Coles Bay and into the Freycinet National Park.



Figure 3 Local Roads and Transport Links

A number of small hamlets exist around the area in a typically rural or holiday setting. These include:

- Dolphin Sands, a low density residential area set back from Nine Mile Beach which has recently seen significant growth. The area has a very beach-bush setting with limited services.
- Cranbrook, a rural hamlet to the north of Swansea servicing the housing needs of the nearby farmland and walnut groves.

Rural access roads throughout the area are single lane rural sealed or gravel roads.

2.3 Regional Attractions and Landscape Features

The Great Oyster Bay area has an array of natural features within close proximity to Swansea and provides a sanctuary for animals and people alike. The bay is home to an abundance of wildlife including seasonal whales, little penguins, mutton-birds and shellfish. A number of Marine Farms existing within the bay and along the estuary area comprising a mix of commercial and tourist ventures growing oysters, abalone, scallops and mussels.

The Moulting Lagoon Game Reserve and Apsley Marshes are two of Tasmania's ten listed Ramsar wetlands being of major ecological value. Development of these wetlands for recreational, research or tourism ventures could be further considered however impacts of these must be appropriately managed. The land use and development of the surrounding land must be carefully managed and planned appropriately to ensure that no ecological damage transpires to the wetland.

To the east of Great Oyster Bay is one of Tasmania's premier natural attractions, the Freycinet National Park. Accessed from Coles Bay the National Park has a strong following of bushwalkers with the Peninsula walking track. Other nature based activities in the area include boat tours of Wineglass Bay, kayaking, mountain bike riding and climbing.

Nine Mile Beach around the northern end of the Great Oyster Bay is another great natural attraction for the area providing one of the longest beaches in eastern Tasmania. The beach provides a frontage for the Dolphin Sands subdivision and can be accessed from either end and from areas along the Dolphin Sands Road.

Along the Tasman Hwy to the south of Swansea a number of small conservation areas protect pockets of the coast allowing public access and car parking.

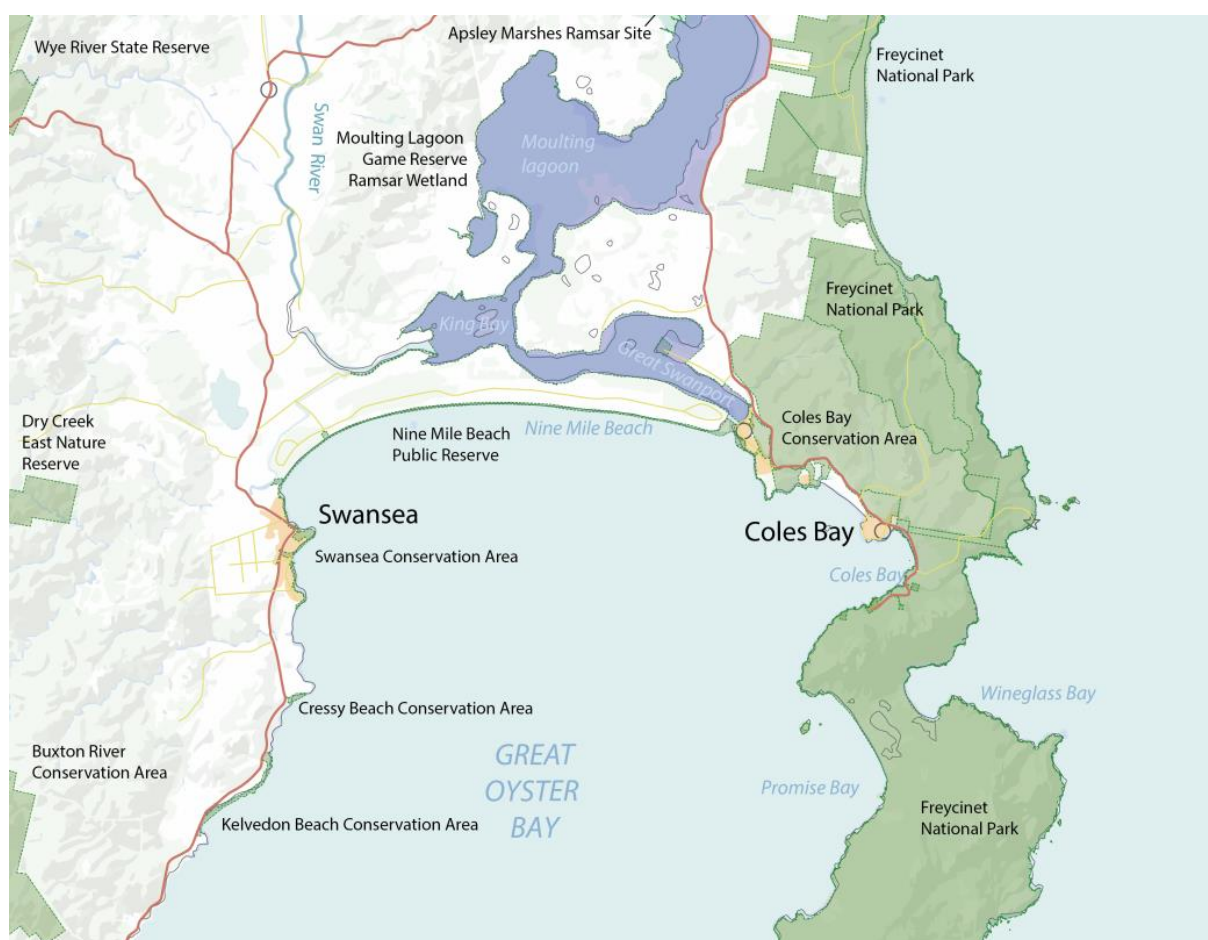


Figure 4 Regional Attractions and Landscape Features

2.4 Regional Natural Features

2.4.1 Landscape

Swansea is distributed along the coastline where the urban area contains spectacular coastal outlooks and views over Oyster Bay and over to Freycinet National Park. The coastal outlook and views to the east are key assets for Swansea.



To the west are views to the vegetated ranges forming a natural boundary to Swansea, these are of significant importance to the town. The study area of Swansea adjoins the Meredith River to the north and with a number of minor creek, streams and waterways draining to the coast.

2.4.2 Flora and Fauna

The area surrounding Swansea holds a huge variety of important ecosystems that are both environmental, economic and tourism assets. These include the Moulting Lagoon wetlands and estuaries to the north, the Eastern Tiers rangers encompassing conservation areas, covenanted areas and state forests to the west, the beachfront dune areas particularly along Nine Mile Beach and the Freycinet National Park and neighbouring conservation areas to the east.

Moulting Lagoon is an extremely important area for water birds as it provides nesting and foraging habitat for a wide range of species, including a large numbers of birds. The area includes about 80% of Tasmania's black swan population and 14 bird species covered by the Japan Australia Migratory Birds Agreement. The area is also home to the Wedge-Tailed Eagle and the Eastern Curlew both listed as endangered and the White-bellied sea-eagle a vulnerable species. The reserves in the Moulting Lagoon area are also home to the Tasmanian devil along with the bushlands throughout the Freycinet National Park and the Eastern Tiers forests.

Careful planning of the area must ensure that the existing natural habitat is conserved and not negatively impacted upon by future development.

Areas around Swansea including Waterloo Point, areas around the Meredith River and coastal areas south of town have high environmental value. A number of these areas include breeding grounds for shorebirds, shearwater colonies and are frequented by penguins. Protection of these natural features is vital when assessing any future development opportunities.

2.5 Regional Natural Hazards

2.5.1 Flooding

The region is not identified as being highly prone to major flooding however areas along the Meredith River, Saltwater Creek and Moulting Lagoon may be subject to localised inundation during high rainfall events.

2.5.2 Bushfires

Bushfires are a common part of Australian living with long dry summers and highly volatile forests. Each year a number of out of control fires impact on people's lives and property around the country and state and any development in forested areas needs to be appropriately planned and designed to minimise this risk.

Throughout the northern section of Great Oyster Bay there have been a number of fires both out of control and planned burns. Recent fires in 2009 claimed 5 homes and a number of sheds in Dolphin Sands and large fires burned through the Eastern Tiers and around Granite Creek (east of Swanwick) in 1994. Many other burns have occurred around the Freycinet Peninsula, Dolphin Sands and along the Coles Bay Road in recent years.

Significant work has been undertaken by the Tasmania Fire Services in conjunction with Council to help identify and mitigate bushfire risks. This includes weed removal, developing fire management plans and undertaking risk assessments, particularly around Dolphin Sands but also throughout the other township areas. The future planning of the area must consider the fire risk and vegetation cover along with access and water availability.

2.5.3 Land Stability

The general topography of the landform within Swansea is relatively flat. Further to the west of Swansea a number of the hillsides have been identified as low to moderate landslide risk however these sites are typically within the forested hillsides with little future chance of development.



Figure 5 Landslip Hazards Swansea
Low (Yellow) and Medium (Orange)

2.5.4 Climate Change

The Regional Councils Climate Adaptation Project prepared a report for the Glamorgan-Spring Bay municipality in 2011 outlining the impacts of Climate Change on the area over the next century. The report made predictions on two scenarios. The first worked on the existing increase in greenhouse gases continuing without dramatic global intervention. The second scenario followed a gradual reduction of the rate of carbon emissions and a lessening of the impacts of climate change.

Using these scenarios the report projected an average temperature rise of between 2.6 to 3.3°C over the next century for the higher emissions scenario and between 1.3 to 2.0 °C for the lower emissions scenario.

The projected change in average temperature is accompanied by a change in the frequency, intensity and duration of hot and cold extremes of temperature. For the Swansea area, under the higher scenario by the end of the century the projections indicate:

1. The number of Summer Days (>25 °C) more than doubles.
2. The temperature of very hot days will increase by more than the average temperature (up to 4 °C in some seasons).
3. Frost risk days will be very infrequent, but still occur occasionally.
4. Warm spells (days in a row where temperatures are in the top 5% of baseline levels) currently between 4 to 6 days, will last 3 to 5 days longer.
5. An increase in sea temperature at the coast due to the ongoing strengthening of the East Australia Current is likely to have large impacts to marine and coastal systems.

The long term effects of climate change on the rainfall of the area are predicted to have significant impact. Based on the higher emissions predictions the municipality is projected to receive up to 20% more rainfall in the autumn and summer by the end of the century. The projected increase in rainfall is primarily driven by the increased sea temperatures offshore and this will lead to unpredictability and a tendency for heavier rainfalls interspersed by longer dry periods. The projections also identify an increase in evaporation of up to 19%.

Other predictions outlined include an increase in runoff during high rainfall events of up to 30% leading to increased erosion or flooding.

2.5.5 Sea Level Rise

The Regional Councils Climate Adaptation Project also outlined the predicted sea level changes and the effects on the Swansea area. The upper range projections indicate a rise of up to 0.82m in sea level rise by the end of the century. This is a rate of around 3.3 ± 0.4 mm/year similar to the rise experienced in the recent period.



Figure 6 Sea Level Rise Predictions

Swansea Coles Bay Region 0.4-0.8m

The current 100-year storm tide event in Spring Bay is 1.05 m above average sea level. High storm heights in the southeast are generally brought by westerly cold frontal systems with a low-pressure system to the south of Tasmania. Changes to storm surges by the end of the century are projected to be much less than sea level rise. The report outlines that the current 100-year event in Hobart is projected to be a 1.58 m in Spring Bay by 2090 under the high emissions scenario.



2.6 Aboriginal Heritage

The area around Swansea including the Moulting Lagoon was home to the Oyster Bay Tribe prior to European settlement. The tribe is believed to have had a population of around 600-800 people. The Moulting Lagoon was an important food source for the tribe as was the surrounding bush lands and foreshore. To date few archaeological surveys have been conducted in the area however eight sites have been registered on the Tasmania Aboriginal Site Index including middens, quarry sites and artefact scatters.

It is highly likely that many more sites exist in the area as it is known that the Freycinet Peninsula/Friendly Beaches area was used extensively by bands of the Oyster Bay Tribe. The vast shell deposits which lie in the dune swales behind Nine Mile Beach south of Moulting Lagoon have been identified as being natural but less conspicuous deposits in the same beach/lagoon area have been identified as Aboriginal sites. (Moulting Lagoon Game Reserve (Ramsar Site) Management Plan 2003.

A historic aboriginal walk has been developed around Waterloo Point (Loontitetermairrehoiner) providing an education and insight into the aboriginal culture of the area. Other potential aboriginal features have been identified around Swansea and future development must respond to and respect these places.

3 Township Profiles

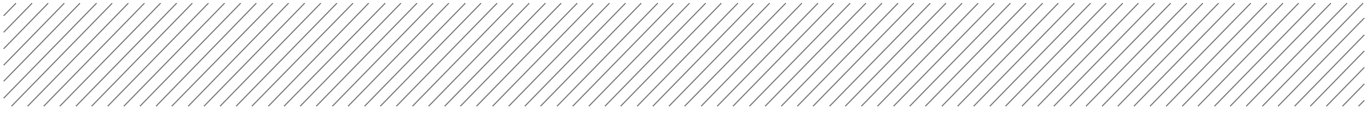
3.1 Swansea – Township Profile

3.1.1 Location and Settlement Structure

Swansea is positioned on the western edge of Great Oyster Bay on Tasmania's east coast. The town is predominantly residential in nature and provides small scale facilities for local residents and for those people living within proximity to the town. During the peak summer holiday season Swansea becomes a hub for tourists and tourism activities associated with its location on Great Oyster Bay and its proximity to Freycinet National Park and other popular tourist destinations.



Figure 7 Swansea Structure Plan Boundary



The Swansea urban area follows the coastline to the east of the town and is bounded by a rising escarpment which form the western inland edge of the town. The Tasman Highway is the central access road through Swansea and links the township with other settlements on the East Coast of Tasmania.

The settlement stretches along the coastline in a linear form, with waterfront access along the length of the township providing a direct visual and physical connection with the coast. The linear settlement structure has been influenced by the coastline and predominant road pattern. . The orientation of the settlement along the coastline maximises coastal views and outlook towards the water.

Ribbon style residential development is situated along the coast and spreads approximately 4 kilometres from the southern end of Old Spring Bay Road in the south to the Meredith River in the north.

The subdivision pattern, across most of Swansea's residential areas, is generally low density comprising large allotments. Larger rural living style allotments are general located west of the Tasman Highway and are generally bordered by Catchart Street to the south, Young Street to the west, Maria Street to the north and the Tasman Highway to the east.

Within Swansea there are a number of vacant areas of land within the boundaries of the township that are surrounded by or adjacent to developed land, presenting infill opportunities.

The town centre is located from the intersection of Franklin Street and Victoria Street and extends along Franklin Street for about 350 metres in a north westerly direction. There are limited non-residential activities located in several streets adjacent Franklin Street including Arnol and Noyes Streets.

The town centre contains a mix of commercial, residential and community land uses which are distributed along the street frontages, resulting in a fragmented structure for the town centre. The fractured commercial centre has resulted in an undefined central focus point for the town.

Whilst the intersection of the Franklin Street and Victoria Street is a natural focal point, it is currently constrained due to the present traffic management arrangements and the role of Franklin and Victoria Street as the 'Tasman Highway' as the road travels through Swansea.

Built form within the town centre predominantly consists of detached single storey buildings, with some examples of double storey built form.

Pursuant to the hierarchy of urban settlements identified in the Southern Tasmania Regional Land Use Strategy 2010-2035 Swansea is designated as a Township with a moderate growth strategy with a Consolidated Growth Scenario.¹

¹ For reference see Table 3:Growth Management Strategies for Settlements (page 85) of the Southern Tasmania Regional Land Use Strategy 2010-2035.

3.1.2 Transport and Access

The Tasman Highway is the main road through Swansea and the principal road providing vehicle access to Swansea from other settlements along the East Coast of Tasmania.

The predominant mode of transport for access to and within Swansea is via private vehicle. The town is also serviced by limited tourist operated buses providing connections with Hobart, Launceston and Coles Bay.

Foreshore walking tracks exists along the coastline of Swansea within proximity of the central township. Additionally, there is the scenic track from Waterloo Point around the edge of the golf course provides panoramic views over Swansea, Great Oyster Bay and Freycinet National Park to the east.



Figure 8 Swansea Local Road Networks

3.1.3 Services and Utilities Infrastructure

Potable Water

In 2011 the Swansea Water Treatment Plant was upgraded with the inclusion of a 400ML reservoir to further secure the water supply. Prior to this occasional boil alerts were placed on all tap water. The upgrades to the treatment plant have now removed the need for boil alerts which were considered a key limitation on further tourism and residential development in the area.



Figure 9 Swansea Reticulated Water System

Wastewater

The Swansea Wastewater treatment plan was recently upgraded by TasWater providing limited capacity for the township for future growth.



Figure 10 Swansea Sewerage System

Electricity

The existing electricity infrastructure in the Swansea Township has sufficient capacity for limited development. Large-scale development or electricity intensive industries may require further upgrades to the current infrastructure.

Gas

Swansea currently has no reticulated gas system and is unlikely to receive gas in the near future.

3.1.4 Soils

There has been no identified township wide soil surveys of the area however the general land form is comprised of two main geographical types with two other types identified on smaller pockets as identified below:

Table 1 Swansea Soil Types

Jurassic igneous rocks	Dolerite (tholeiitic) with locally developed granophyre	Majority of land around township within the rural residential land and along Franklin Street
Quaternary sediments	Sand gravel and mud of alluvial, lacustrine and littoral origin	Lower areas of Swansea including Saltwater Creek and across Waterloo Point
Tertiary sediments	Ferricrete, silcrete, laterite and derived lag deposits	Small pocket along Shaw Street and towards the Meredith River and larger area north of Meredith River along Swan River Road
Permian sediments	Lithic sandstone, siltstone and mudstone with some coal and basal quartz sandstone	Very Limited pockets to the south of Swansea along the Stony River

Areas along Shaw Street and towards the Meredith River have been identified to have high and medium levels of Acid Sulphate Soils. The disturbance of Acid Sulphate Soils may lead to an increase of acid leaching into the environment and an increase in toxic metals surfacing.

3.1.5 Land Uses

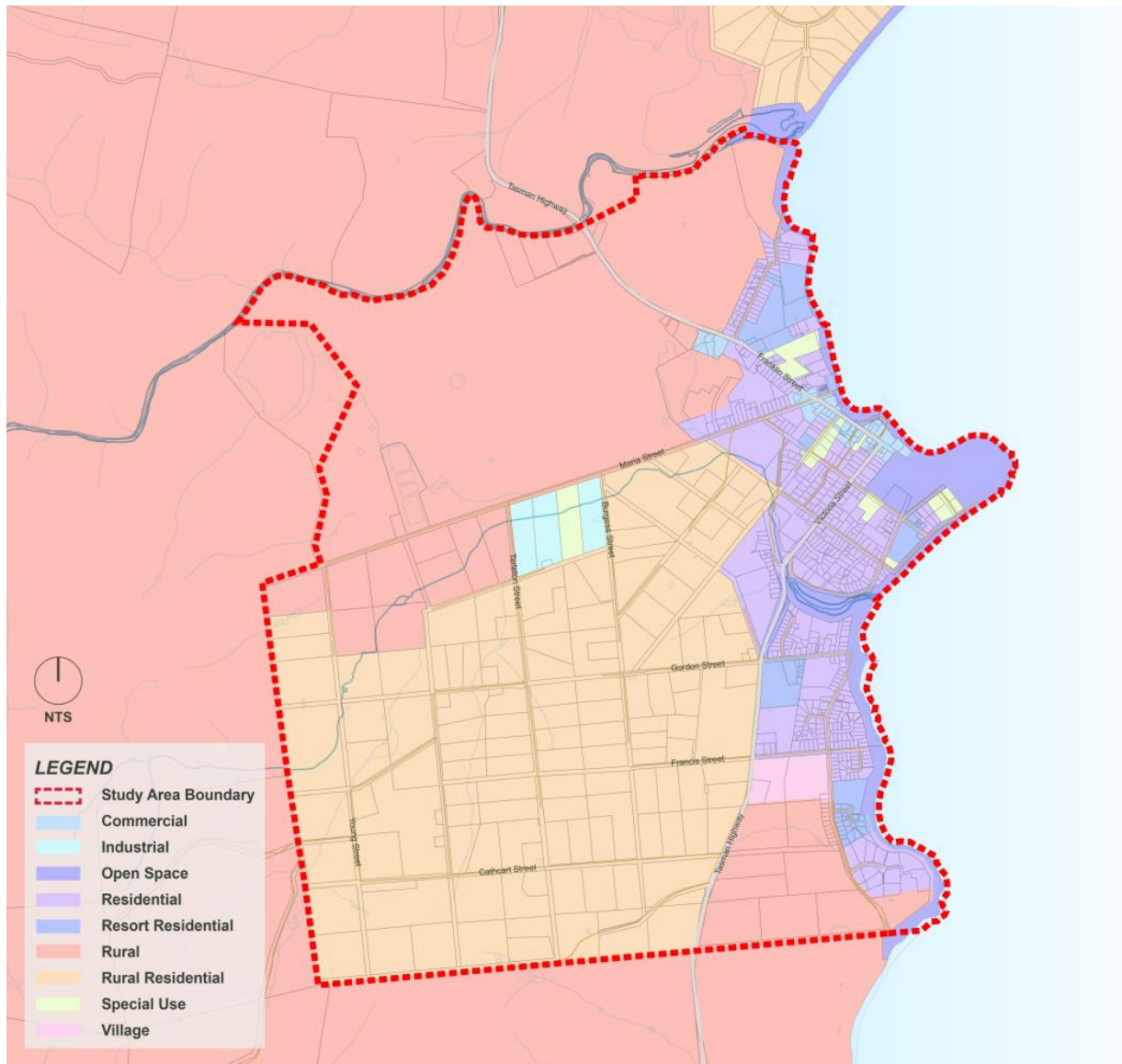


Figure 11 Swansea Existing Zoning

Swansea is predominantly a residential township with a range of commercial/community services and limited industrial uses. The general form of the town follows along the main commercial Franklin Street with the majority of the commercial uses clustered around this area. Residential land generally follows the coastline spreading gradually towards the north and south in a linear pattern. Residential growth is pushing more inland recently with higher prices and scarcer land availability. To the west of the township a large area of rural residential zone expands the township boundaries with a low density of dwelling throughout this zone.

Housing

The existing settlement of Swansea is spread out over 4 kilometres along the coast, with linear development mainly centred on the Tasman Highway and rural living and very low density style residential living extending 3 kilometres west of the town centre. Areas of undeveloped residential and rural residential land are present within the urban area of Swansea, including a number of recently created allotments that have not yet been built on.

The 2011 census shows that in Swansea around 40% of the private dwellings were unoccupied. As noted the census was undertaken on the 9 August 2011 being the off-season for holiday homes and tourists. This number is substantially above the average of 15% across Tasmania as a whole however lower than nearby Bicheno which had 52% of private dwellings unoccupied. One explanation as to why this figure is so high is that a large number of homes are used primarily as holiday homes or tourist purposes.

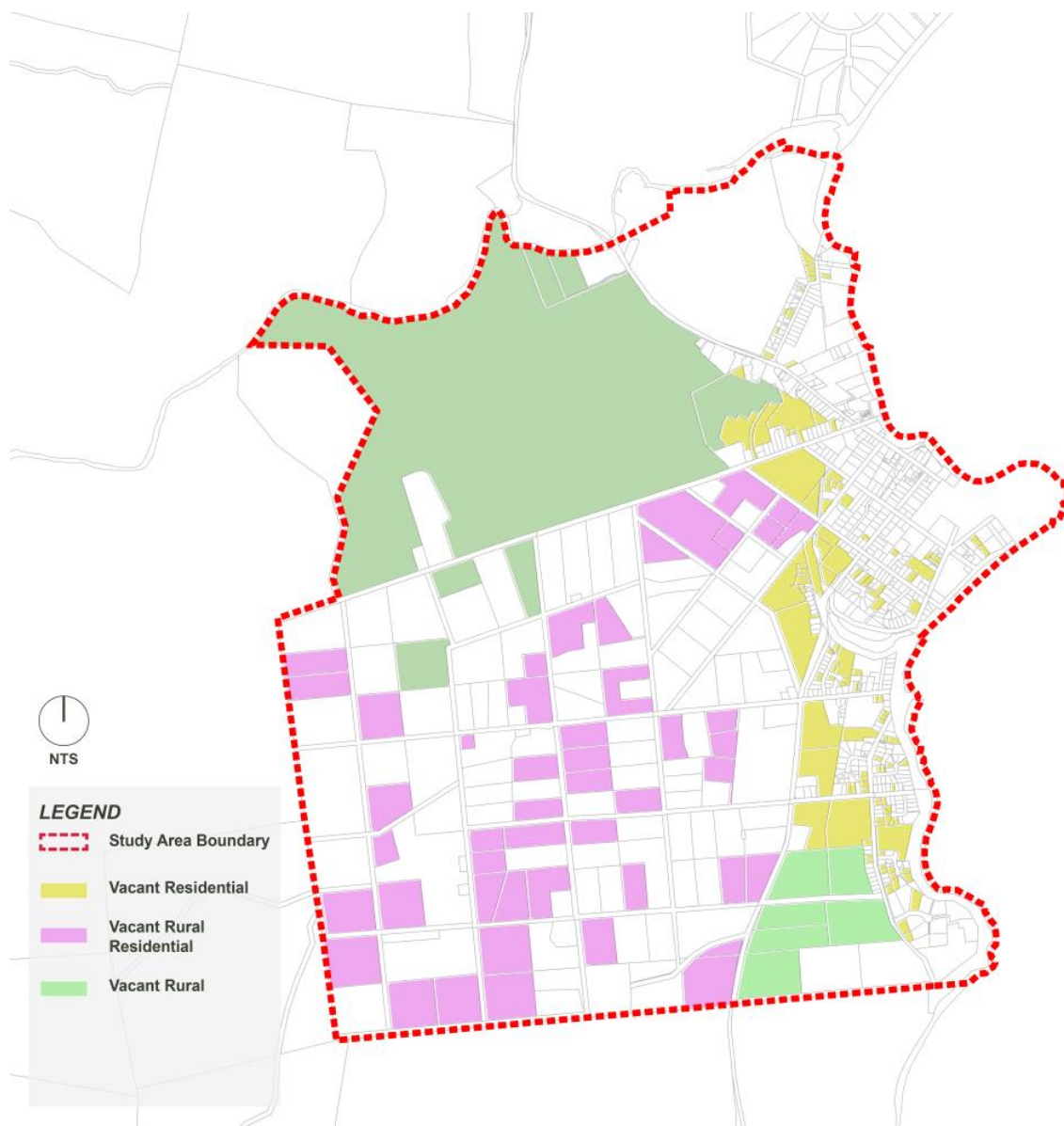


Figure 12 Lots without Dwellings



Economic Activities

Town Centre

The town centre of Swansea is generally within the vicinity of the Victoria Street and Franklin Street. The town centre contains a mix of land uses such as shops (including two supermarkets), tourism facilities and food and drink premises. The township also contains a post office, ambulance, state emergency services, fire services, and police station. These uses service not only the immediate township of Swansea but also the surrounding area.

Swansea also contains educational and community facilities, including a primary school and library located along Franklin Street, sports facilities and beachfronts.

The primary zoning of the town centre is commercial and residential with pockets of resort residential and special use zone. A strip of open space zone follows along the beach frontage and golf course.

Industrial

Swansea's waterfront locality forms the basis for many of its commercial land uses, such as fishing and tourism-related industries. The Great Oyster Bay area particularly around Swansea and Swanwick areas is home to a number of marine farms and associated infrastructure. Sheds and packing facilities are located at Swanwick, the estuary area and further south in Great Oyster Bay servicing the offshore farms. A large abalone hatchery and grow-out facility is located just south of Swansea near Webber Point. The impacts of these industries include noise, visual impact and could emit odours to surrounding residential or public land uses.

The small pocket of Industrial zoned land to the west of the Swansea Township currently has limited development and is nearby the waste transfer station and water treatment plant. Much of the land is subject to localised flooding and is unsuitable to many industrial activities. The potential growth of industry will be primarily small scale, based on servicing of the township and surrounding agricultural and marine ventures.

Tourism

Tourism activities are an important feature of Swansea and are centred around the attractive coastal outlook, the locality of the township on the main touring route through the East Coast of Tasmania, and its proximity to the Freycinet National Park. The natural setting of the area and surrounding locations is a significant draw-card for tourism along with providing a popular lifestyle choice for permanent residents.

Tourist accommodation is centrally located and includes caravan parks, a hotel, backpacker's accommodation, motel and bed and breakfasts. The beachfront area contains examples of resort-style developments within proximity of central Swansea, noting that many of these facilities have aged and deteriorated significantly over time, presenting key redevelopment opportunities for enhancing the waterfront.

Swansea has two boat ramps for recreational fishing and boating activities, including tourist related services.

Recreation and Community Facilities

Swansea is currently well serviced for community infrastructure to meet the majority of needs of its local residents.

The investigation area has the following facilities:

Facility Name	Category	Address
Swansea Primary School	Education	25 Franklin Street
Swansea Town Hall	Community	Franklin Street
LINC Tasmania – Swansea Library	Education	Swansea Primary School, Franklin Street
Emergency Services –Fire, Ambulance and State Emergency Services	Emergency Services	4 Arnol Street
Swansea Police Station	Emergency Services	6 Noyes Street
Swansea, Visitor Information Centre	Tourist Facilities	Cnr Franklin and Noyes Street
Australia Post Office	Community	40 Franklin Street
May Shaw Health and Nursing Centre	Health	37 Wellington Street
Community Health Centre - Swansea	Health	9 Schouten Court
Jubilee Beach	Recreation	
Swansea Jetty	Recreation	
Waterloo Beach	Recreation	
Waterloo Point	Recreation	
Coswell Beach	Recreation	
Kennedia Beach	Recreation	
Maysons Bluff	Recreation	Old Spring Bay Road
Nine Mile Beach	Recreation	Dolphin Sands Road
Gorden Street Boat Ramp	Recreation	Gorden Street
Baudin Memorial	Recreation	Waterloo Pt Street
Swansea Golf Club	Recreation	Waterloo Pt Street
Swansea Holiday Park – Jubilee Beach	Tourist Facilities	Shaw Street
Swansea Holiday Park Schouten Beach	Tourist Facilities	Bridge Street
Bark Mill Museum and Tavern	Tourist Facilities	Tasman Hwy
Heritage Centre	Tourist Facilities	Franklin Street
Swansea Water Treatment Plant	Key Infrastructure	Maria Street
Swansea Sewerage Pump Station	Key Infrastructure	Maria Street
Council Depot	Key Infrastructure	Maria Street

Table 2 Swansea Recreation and Community Facilities



Figure 13 Recreation and Community Facilities

Swansea's population enables it to provide a wider range of services and facilities compared to other towns within the Council area. As such, a number of services extend beyond the township boundary servicing the wider community and local farming areas. These include facilities for education, health, aged care and limited active recreation pursuits and civic services.

3.1.6 Cultural Features

Non-Aboriginal Heritage

The Freycinet Peninsula and Great Oyster Bay were recorded early in European History with Abel Tasman first exploring the area in 1642. The first European settler in the area Lieutenant George Meredith (thus the Meredith River) arrived around 1821 and by the late 1820's much of the arable land in the region had been taken up by others. Waterloo Point was used extensively during this period for unloading ship supplies as were areas along the estuary and into Moulting Lagoon. The early industries established in the area include whaling, bark milling (used in tanning of leather) and agriculture.

Swansea contains a number of places that have been listed on the Tasmanian Heritage Register (as of 30 July 2014):

Ref No.	Description	Location
1539	Gemmells Cottage	2 Bridge St
1540	The Old Manse	9 Dove Lane
1541	House (Kimber, Lawn)	20 Franklin St
1542	House (Cusick, Wright)	56 Franklin St
1543	Commercial Bank	7 Maria St
1544	Shaws Building, Now Morey's Store	40 Franklin St
1545	Morris General Store	13-15 Franklin St
1547	Oyster Bay Holiday Lodge	10b Franklin St
1548	Abbotsford, Former Rapsville, Former Glen Morey	Lot 1 Gordon St
1550	Braeside	21 Julia St
1551	Miss Dilger's Cottage	7 Noyes St
1552	Laughton Cottage, Now Meredith House	15 Noyes St
1553	Council Chambers And Court House	4 Noyes St
1554	St Andrew's Uniting Church	21 Wellington St
1555	Rockingham Villa	5 Noyes St
1556	Old School House And War Memorial	22 Franklin St
1557	Harbottles Cottage, (Bluff Cottage or Caulfield Cottage)	45 Shaw St
1558	Belmont	14106 Tasman Hwy
1559	Cambria	13566 Tasman Hwy
1560	Coswell	13054 Tasman Hwy
1562	Kelvedon	12371 Tasman Hwy
1563	Piermont, Formerly Pierpoint	12990 Tasman Hwy
1564	Red Banks	13514 Tasman Hwy
1565	Riversdale House	14193 Tasman Hwy
1566	Riversdale Mill	14193 Tasman Hwy
1567	Spiky Bridge, Former La Farelles Bridge	Tasman Hwy
1569	Wagners Cottage 1	3182 Tasman Hwy
1570	Rocky Hills Probation Station And Road Station	11923 Tasman Hwy, Rocky Hills
1571	The Springs	Springs Rd
1572	Plas Newydd	29 Wellington St
1573	All Saints Church And Church Hall	10 Noyes St
1574	Schouten House	2 Waterloo Rd

Table 3 Swansea Heritage Sites

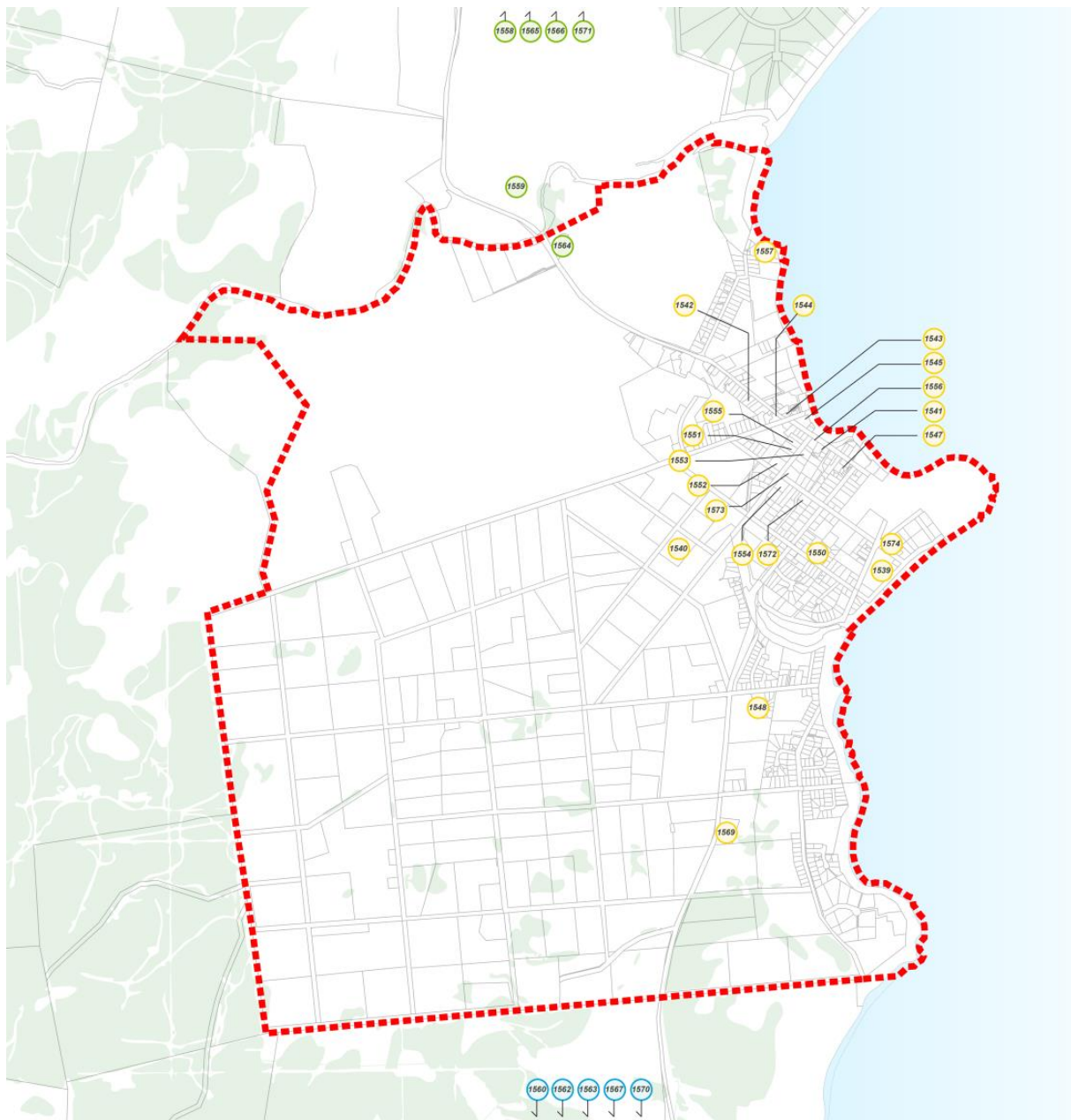
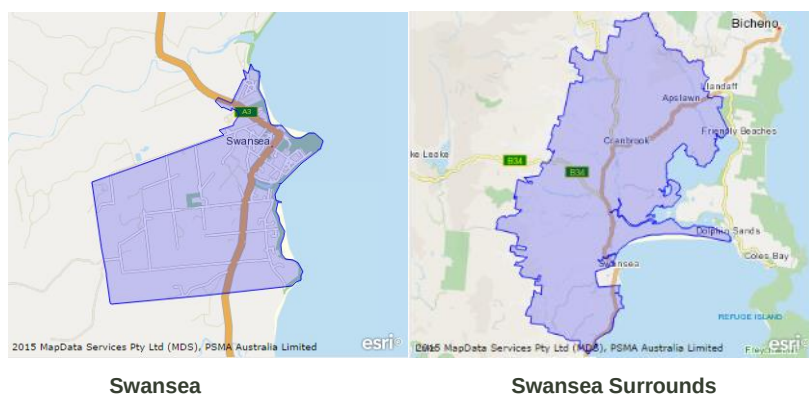


Figure 14 Heritage Listed Sites

The main heritage listed sites are located primarily around Franklin Street with a strong focus on retaining the existing buildings. A number of the buildings around the town have been converted into tourist accommodation or other commercial and community uses.

3.2 Community Population profile

Swansea is a small township with a current population of 771 people as per the 2011 ABS Census Data. The surrounding area of Swansea (including Dolphin Sands) has a population of 278.



ABS Data

The ABS statistical data presents a number of interesting figures in relation to the Swansea and surrounding areas. The data begins to explain the unique development patterns and future constraints and opportunities the township has.

Locality	Area (km ²)	Pop	Visitors	Median Age	Occupied Dwellings	Unoccupied Dwellings	Percent Unoccupied	Percent without internet	Require Physical Assistance
Swansea	6.5	771	55	59	320	216	40.3%	41.3%	10.5%
Swansea Surrounds	520	278	21	52	110	213	65.9%	32.1%	7.5%

Table 4 Population Data

Table 7 above outlines the Statistical area size and population along with a range of anomalies differing from Tasmania and Australia as a whole. The following sections begin to explain these figures.

Elderly Population

The population data of Swansea shows that it is a typically elderly suburb with 58% over 55 (Australia 25.5%) making it one of the most elderly localities in Tasmania.

This is relatively higher than surrounding area of Swansea including Dolphin Sands with a total population of 278 residents and with 46% of these being over 55.

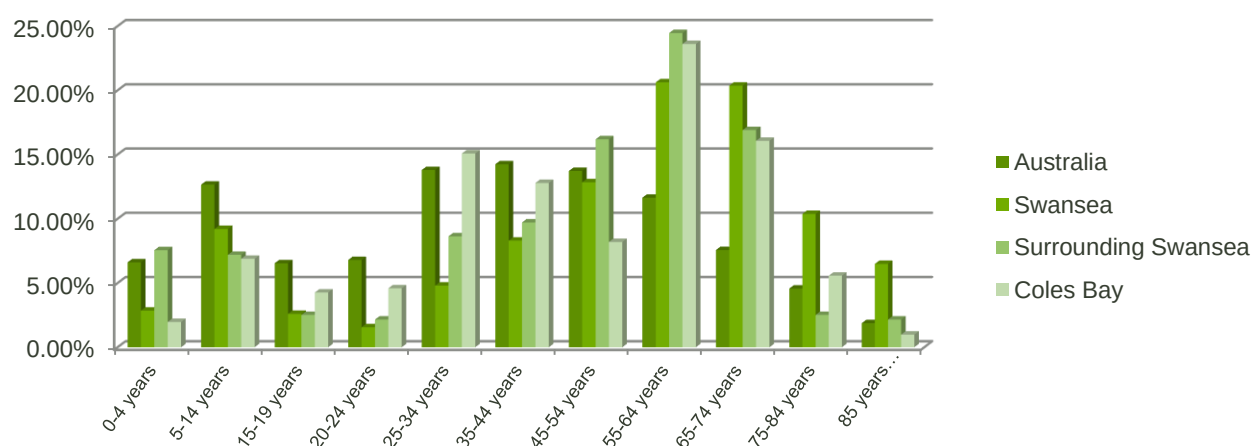


Figure 15 Population by Age

Visiting Population

A second area of interest to be gained from the census data was the number of people visiting the area on census night. This number may not show a holistic story and should only be used as an identifier given that the census was conducted on the 9 August 2011 in the middle of winter outside of tourist season.

Dependant Population

Swansea had 81 people who have need for assistance out of 771 (10.5%). All of these cases are over the age of 35 with the majority over 75 as is expected reinforcing the need for a disable friendly environment including parking, shop entrances, footpaths and access along with sufficient emergency services. This number drops off significantly in the other regions with only 21 people in the Swansea surrounds.

Internet Access

41% of all households surveyed had no internet connection (19.5% Australia wide). This number drops to 32% in the area surrounding Swansea. The slow uptake of internet in the areas may be from a number of factors including the elderly population, high number of seasonal dwellings and limited access. This is a significant finding, potentially impacting the future development of employment and growth within the township.

Dwelling Structure

Figure 19 demonstrates that the vast majority of dwellings in Swansea are separate houses with between one and two people. There is limited unit or apartment development however the current settlement structure has promoted this growth recently.

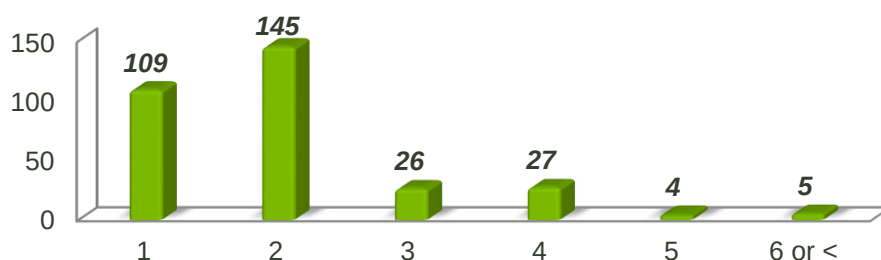


Figure 16 Number of Residents per Dwelling

Occupied private dwellings:	Dwelling	Persons
Separate house	253	508
One storey Semi-detached, row or terrace house, townhouse.	38	76
Flat, unit or apartment:		
In a one or two storey block	12	14
Attached to a house	0	4
Other dwelling:		
Caravan, cabin, houseboat	3	3
Improvised home, tent, sleepers out	3	3
House or flat attached to a shop, office, etc.	11	16
Total occupied private dwellings	320	624
Unoccupied private dwellings	216	..
Total private dwellings	536	624
<i>(Excludes persons temporarily absent on Census Night)</i>		

Table 5 Dwelling Type

Population Growth

Locality	Area (km ²)	2011	2006	2001	1991 (Approx)	1986 (Approx)	1981 (Approx)
Swansea	1.95	597	557	519	418	411	428
Glamorgan Spring Bay	2591	4190	4189	4036	N/A	N/A	N/A

Table 6 Population Growth (Note: this is the urban area of Swansea not the statistical area as above)

The population growth over time in Swansea has been a gradual increase of only 78 people in the ten year period between 2001 and 2011.

The data provides an interesting story on the movement of people, with only 448 residents living at the same address as 5 years ago or approximately 32% of residents recently moving into the area or moving within the area. This is similar to the Swansea surrounding area having 147 (35%) new residents moving into the area and a similar numbers moving out.

4 Community and Stakeholder Engagement

An initial stage of community engagement which consisted of drop-in session at the Swansea Town Hall on 16 December 2014. This sessions were well attended and held to provide the community's input into the preparation of the Structure Plan for Swansea.

The goals of this initial community engagement were to:

- Generate awareness of the project among the community and stakeholders.
- Provide opportunities for communities and stakeholders input into key stages of the project.
- Explore critical issues and opportunities for the planned development of Swansea, as well as exchanging ideas between Council and the community.
- Create an environment of openness and co-operation as the basis for all communications and discussion over the life of the project.
- Develop mutually beneficial resolutions and outcomes for the Structure Plan.

4.1 Summary of Community Engagement (December 2014)

A summary of the sessions is provided below:

4.1.1 Swansea

A summary of the key issues raised during the December 16th session at Swansea Town Hall:

- Need for increased population to secure viability of town services.
- Low density / rural living subdivision desirable in south Swansea (eastern side of Hwy).
- Visitor accommodation should be encouraged in rural living areas.
- Diversify economy to keep young families.
- Training facilities required for hospitality workers; include suitable accommodation for a range of student training related to university and TAFE education.
- Industrial land required for small scale, niche activities related to aquaculture, food processing, furniture making, construction industrial, mechanical among others.
- Population should increase by 300 – 400 people to secure viable community services.
- Need for motor home and caravan site.
- Support relocation of golf course, but suggest not in an area suitable for residential development.
- Support large-scale, high quality sporting and golf course precinct.
- Need for viable community services.
- Limited support for marina along with some objections with question whether water depth is adequate; reinstated long jetty could be an alternative.
- Plans should show new / reserve road alignments.

- 
- Town should focus on becoming a retirement town supported by high quality, diverse accommodation and community facilities such as a large scale botanical gardens funded by developer contributions.
 - Attracting a conference facility would be a point of difference to other east coast towns; the current golf course area could be appropriate.
 - Support for relocated golf course; Cambria and Coswell properties could be other viable locations.
 - Support for and opposition against a large-scale marina development with consensus to include a significant public access element to any proposal.
 - Commercial land should extend up Victoria Street given lack of available land along Franklin Street.
 - Support for relocation of industrial land.
 - Support for marina but question whether water depth is adequate.
 - Jubilee Beach should be more prominent; vegetation removal could assist.
 - Golf course land is attractive and this shouldn't be lost in any redevelopment; the walkway must be retained.
 - Bike trails are required as roads are unsafe.
 - The site at 58 Shaw Street has previously been investigated for environmental living and this should continue to be pursued.

5 Strategic Context

5.1 State

5.1.1 Resource Management and Planning System

The Resource Management and Planning System of Tasmania (RMPS) was established in 1993 with the aim of achieving sustainable outcomes from the use and development of the State's natural and physical resources. The objectives of the RMPS are:

- to promote the sustainable development of natural and physical resources and the maintenance of ecological processes and genetic diversity
- to provide for the fair, orderly and sustainable use and development of air, land and water
- to encourage public involvement in resource management and planning
- to facilitate economic development in accordance with the objectives set out in the above paragraphs
- to promote the sharing of responsibility for resource management and planning between the different spheres of Government, the community and industry in the State.

The concept of sustainable development is fundamental to the Resource Management and Planning System, and this is defined in the legislation as:

Managing the use, development and protection of natural and physical resources in a way, or at a rate, which enables people and communities to provide for their social, economic and cultural well-being and for their health and safety while:

- sustaining the potential of natural and physical resources to meet the reasonably foreseeable needs of future generations
- safeguarding the life-supporting capacity of air, water, soil and ecosystems
- avoiding, remedying or mitigating any adverse effects of activities on the environment.

The Swansea Structure Plan must facilitate the sustainable development of the town's resources as per the above objectives.

5.2 Regional

In preparing this Structure Plan consideration has been given to the following regional strategies.

- Southern Tasmania Regional Land Use Strategy
- Southern Integrated Transport Plan
- Southern Tasmania Industrial Land Use Study
- Natural Resource Management Strategy for Southern Tasmania

5.3 Local

In preparing this Structure Plan regard has been had for the following local strategies and planning policy documents

5.3.1 Glamorgan Spring Bay – Community Strategic Plan (July 2013)

In July 2013 Council released its Community Strategic Plan. The Vision set out in the Plan was:

In 2020 Glamorgan Spring Bay will

- *Be proud of our united inclusive community*
- *Be responsible for our environment, health, education, heritage and the arts with a diverse progressive and prosperous economy*
- *Offer an attractive lifestyle, in a beautiful place.*

The directions that Council aims to follow to achieve their vision are listed below:

- Direction 1 Build our community infrastructure
- Direction 2 Age well in our communities
- Direction 3 Grow our economy and employment opportunities
- Direction 4 Protect and promote our natural beauty, environment and heritage
- Direction 5 Be visitor friendly
- Direction 6 Foster health and well-being

All of the aforementioned Directions are of relevance to the Structure Plan. By embedding the underlying intent of these Directions in the Swansea Structure Plan it will go a long way to ensuring that the Structure Plan assist Council in achieving the vision set out in the Community Strategic Plan.

5.3.2 Glamorgan Spring Bay Planning Scheme

The 1994 Glamorgan Spring Bay Planning Scheme has recently been revised as per Planning Directive 1, which requires that all Councils prepare schemes in line with the State-wide Key Common Elements Template. The template also provides for the use of Specific Area Plans that will facilitate the inclusion of planning scheme controls for areas of special interest, such as urban design approaches for the town centre and amenity controls for visually sensitive areas.

An updated zoning plan has been prepared for each of the townships implementing the new planning scheme changes in parallel with this report. The new planning simplifies the zoning areas significantly and fixes a number of anomalies identified in this report.

A summary of a number of key proposed zones for Glamorgan Spring Bay and their purpose is identified below.

General Residential Zone - Zone Purpose

To provide for residential use or development that accommodates a range of dwelling types at suburban densities, where full infrastructure services are available or can be provided.

To provide for compatible non-residential uses that primarily serve the local community.

To provide for the efficient utilisation of services.

Low Density Residential Zone - Zone Purpose

To provide for residential use or development on larger lots in residential areas where there are infrastructure or environmental constraints that limit development.

To provide for non-residential uses that are compatible with residential amenity.

To avoid land use conflict with adjacent Rural Resource or Significant Agricultural zoned land by providing for adequate buffer areas.

Rural Living Zone - Zone Purpose

To provide for residential use or development on large lots in a rural setting where services are limited.

To provide for compatible use and development that does not adversely impact on residential amenity.

To provide for agricultural uses that do not adversely impact on residential amenity.

To facilitate passive recreational uses that enhance pedestrian, cycling and horse trail linkages.

To avoid land use conflict with adjacent Rural Resource or Significant Agriculture zoned land by providing for adequate buffer areas.

Open Space Zone - Zone Purpose

To provide land for open space purposes including for passive recreation and natural or landscape amenity.

To encourage open space networks that are linked through the provision of walking and cycle trails.

Light Industrial Zone - Zone Purpose

To provide for manufacturing, processing, repair, storage and distribution of goods and materials where offsite impacts are

minimal or can be managed to minimize conflict or impact on the amenity of any other uses.

To promote efficient use of existing industrial land stock.

To minimise land use conflict in order to protect industrial viability and the safety and amenity of sensitive land uses in adjacent zones

To provide industrial activity with good access to strategic transport networks

Major Tourism Zone - Zone Purpose

To provide for major tourist sites, including those located outside activity centres.

To encourage a range of tourist facilities including the provision of large scale mixed use developments particularly in areas near major tourist attractions

To ensure development is of an appropriate scale and intensity for the location and minimises impacts on the surrounding urban or rural activities and cultural and natural attractions.

To ensure that any commercial uses support the tourist purpose of the site and do not adversely impact on existing activity centres.

Particular Purpose Zone 3 Dolphin Sands - Zone Purpose

The purpose of this provision is to:

(a) to protect the environmentally fragile nature of the Dolphin Sands area particularly with respect to land stability, vegetation, wildlife and landscape amenity;

(b) to ensure that any use or development (including construction of accesses, provision of services etc.) is undertaken with minimal disturbance to the natural environment and visual amenity of the area.

Zoning Changes

A summary of the proposed zoning changes for Swansea include:

1. Removing Resort Residential Zone and rezoning the areas to local business and general residential
2. Removing the Special Use Zone within the industrial area over the Council Depot and rezoning this industrial precinct to Light Industrial Zone.
3. Renaming Rural Residential to Rural Living Zone and extending the zone boundaries to into the farming area to the north west of the township better defining the township limits.
4. Introducing a Utilities Zone over the existing water treatment plant on Maria Street
5. Extending the General Residential Zone to the south of the township and introducing an area of Low Density Residential.
6. Extending the General Residential Zone to the north of the township including an area that has been marked for future development between Franklin Street and Maria Street.

The zoning changes are generally in accordance with this Structure Plan however the additional residential areas require further investigation and justification prior to being rezoned.

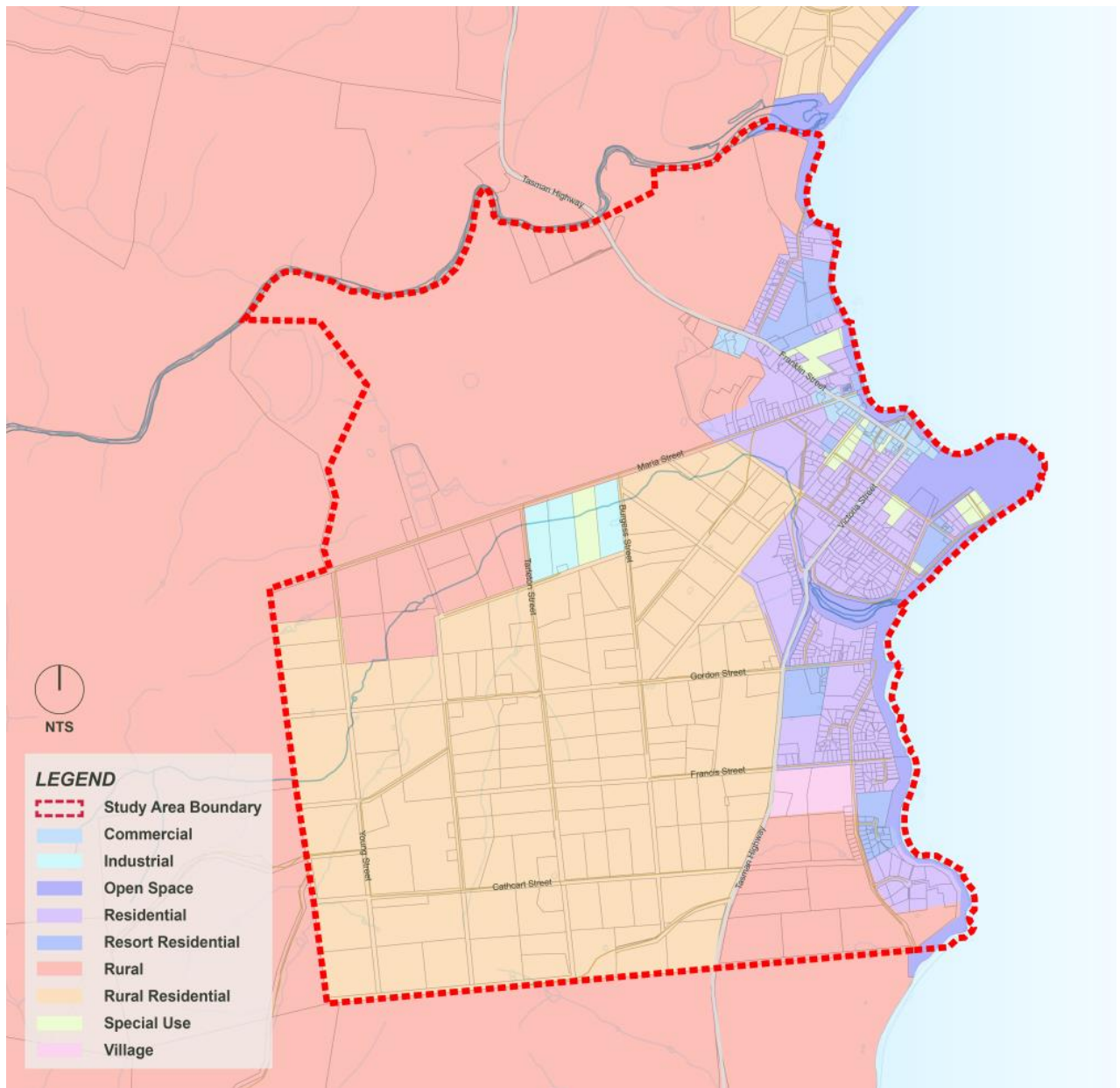


Figure 17 Original (pre 2015) Planning Zones

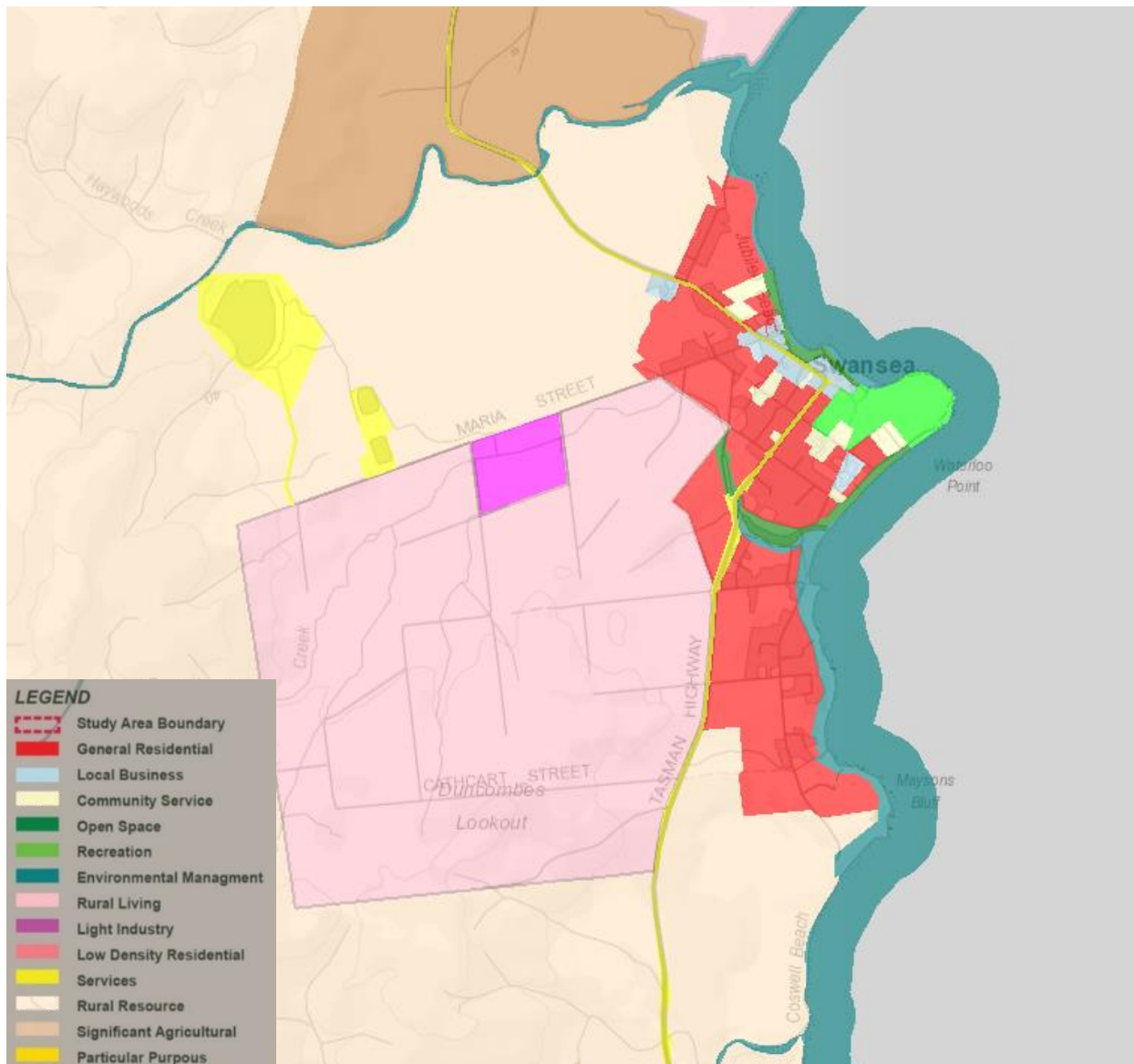


Figure 18 Interim (June 2015) Planning Zones

6 Opportunities and Constraints

The results of the background data investigations, key stakeholder workshops and site visits have been summarised into a list of strengths, weaknesses, opportunities and threats that have been identified for Swansea. These are presented on the following pages, along with the associated maps.

6.1 Swansea

Table 7 Strength and Weaknesses

Strengths	Weaknesses
<i>Environmental</i> ■ Proximity to Freycinet National Park, Moulting Lagoon Ramsar Site and other national and state recognised natural features. ■ Beaches, Estuaries and rocky foreshore features hosting a range of ecosystems. ■ Impressive views across Great Oyster Bay to the Freycinet Peninsula and Nine Mile Beach. ■ A range of ecosystems providing natural abundance of birds, mammals, aquatic life and flora. ■ Nearby access to a number of walking tracks and lookouts.	<i>Environmental</i> ■ Limited access into the Eastern Tiers and the Tom Legges Tier forests to the west of the township. ■ The neighbouring forests and scrubland present a bushfire hazard around built up areas. ■ Rising topography to the west and the shoreline to the east may limit growth in the long term. ■ Underutilised bush land areas in the Rural Living areas to the west of town.
<i>Land Use, Settlement and Access</i> ■ Large areas of open space along shore frontage including Waterloo Point and the Esplanade Park ■ Strong beachfront connections along Jubilee Beach and Schouten House Beach with good visual connections. ■ A mix of well-maintained Heritage buildings including Morris General Store, Old School House, Schouten House and a mix of other Churches and heritage buildings. ■ Existing access walkways particularly around Waterloo Point provide attractive and usable access points.	<i>Land Use, Settlement and Access</i> ■ Numerous vacant lots throughout residential areas currently unmaintained. ■ Consistent use of cul-de-sac development areas with limited visual and access connections. ■ A number of commercial buildings shop frontages are undesirable and underutilised. ■ Large number of ad-hoc signs on both main entrances to town present visual clutter. ■ Limited areas for cycling and cycle stops/services throughout town. ■ Vehicle and pedestrian conflicts around Franklin Street with limited disability access.

Strengths	Weaknesses
■ Rural Residential housing placement among secluded vegetation areas provides attractive housing options. ■ Large numbers of summer tourist and holiday home owners should be capitalised on to ensure existing residents receive service and economic benefits. ■ Potential for boutique food and accommodation hub along Garnet Avenue.	■ Lack of urban design along Franklin Street including parking, signage and street furniture consistency, front fences, gardens and shop frontages. ■ Reactive zoning of Residential and Resort Residential instead of focused or managed growth/ development within existing urban area. ■ Poor connectivity of roads in Rural Living area to the west. ■ Disconnected town centre.
Services and Facilities ■ The seaside village feel of the township and nearby tourist attractions provide a key attractor for the region. ■ The town is well serviced by local facilities including the primary school, library, emergency services, regional level health care services and facility, supermarkets and clubs. ■ The existing jetty on Jubilee Beach provides a good service to the town however needs upgrading. ■ The beachfront access is a key strength to the town with public access along the length of the coastline from the south of Old Spring Bay Road to the Meredith River. ■ Tourist accommodation is well serviced with holiday parks, backpacker lodge, hotels, villas and B&B's all centrally located.	Services and Facilities ■ Limited boat and trailer parking around Franklin Street and Jetty Road ■ Pressure on existing village character from tourism growth with resort residential areas scattered throughout town. ■ Potentially hazardous main street parking areas particularly in front of the True Value Hardware store. ■ Limited motorhome or caravan sites throughout town ■ Industrial land is currently only on larger lots and is within a flood prone area constraining the ability for small-scale industrial development. ■ Some tourist facilities are aging and a lack of new offerings may affect appeal of Swansea as a tourist destination. ■ Does not have a strong identity and lacks "anchor" attractions that draw people to the town.
Cultural ■ An emphasis on the history of the township including links such as the Old Bark Mill, the Heritage Centre and other historical buildings.	
Township Areas Central Swansea (Franklin St - Waterloo Point) ■ Numerous tourist attractions along the coastline and scenic views over the ocean. ■ Good access to the adjoining township heart with its commercial zones leading to open space. North Swansea ■ Good connections with Nine Mile Beach, Jubilee Beach and community facilities.	Township Areas Central Swansea (Franklin St - Waterloo Point) ■ Golf course and oval area along Waterloo Point is underutilised, provides limited access for residents and contains pockets of undesirable / invasive vegetation. ■ Gravel car parks and roads accessing onto the Tasman Hwy in the centre of town present visual and safety issues. North Swansea ■ Industrial development located within the residential zone on main approach to town

Strengths	Weaknesses
■ Holiday Park suitably located off main street but close to local shops and beach facilities. South Swansea ■ Adequate land for urban growth and densification. ■ A number of access and visual links through to foreshore. West Swansea (rural residential and industrial areas) ■ Existing industrial and service areas have potential for expansion in current area with adequate buffer zones. ■ Rural residential development character with a network of formal and informal roads.	creates an undesirable view and adverse amenity impacts. ■ Undeveloped and unmaintained blocks present negative image. ■ Limited disabled access particularly along shore frontage. South Swansea ■ Typical Ribbon-style residential development occurring along coast. ■ Cul-de-sac development presents walkability and emergency access issues. ■ Developments have little estate frontage with low visual appeal from a street viewpoint. West Swansea (rural residential and industrial areas) ■ Rural Residential housing placement in ad-hoc way limiting future densification.



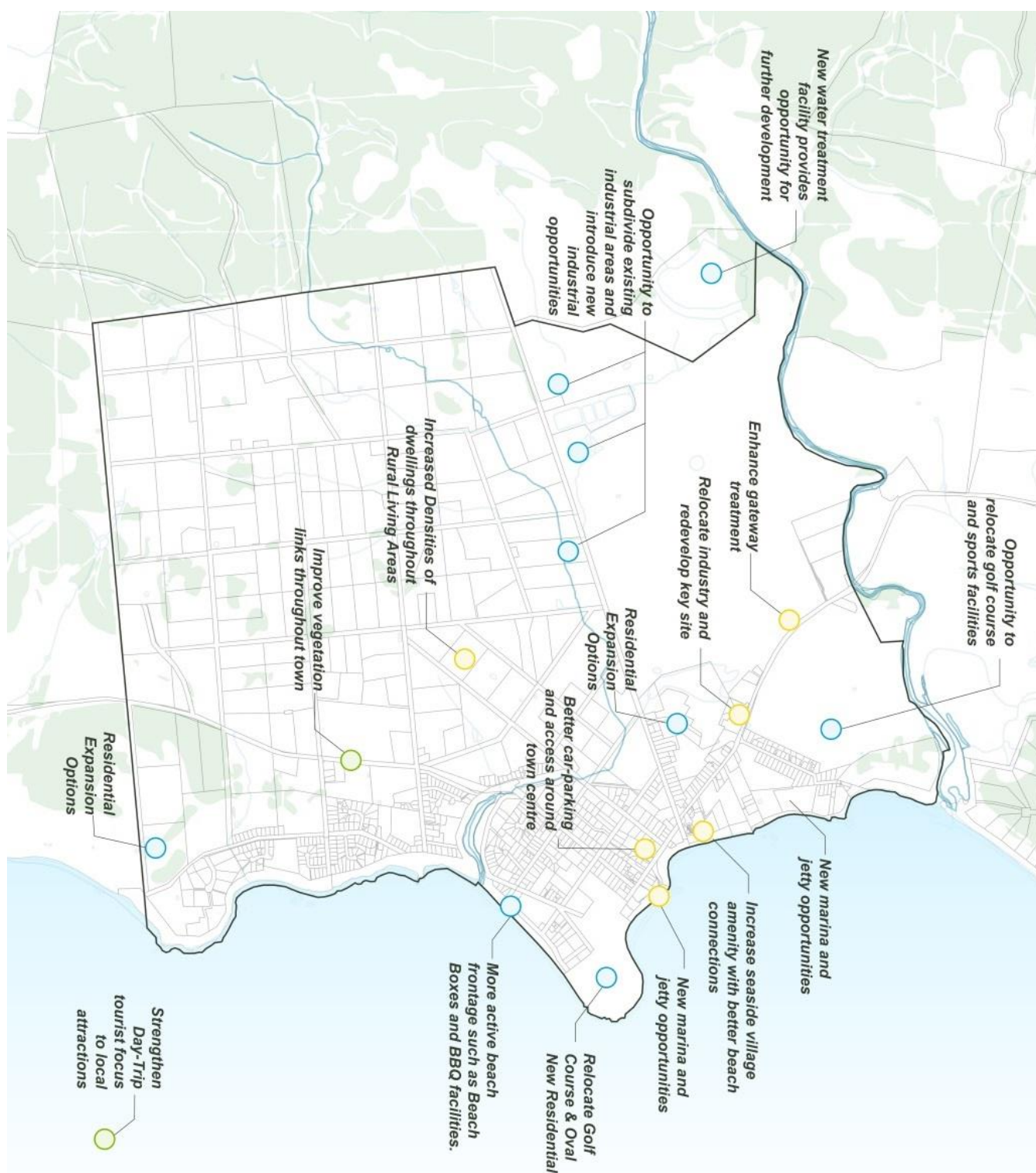


Table 8 Opportunities and Threats

Opportunities	Threats
Environmental ■ Improve vegetation links throughout town particularly along entrance roadsides and through Waterloo Point. ■ Retain and improve on visual vistas both towards Great Oyster Bay and into the bush and farmland to the west. ■ Establish better connections with beaches, Meredith River and parks to the north and south of town. ■ Strengthen tourism focus on natural features and look at building more day trip style activities using Swansea as an accommodation and service base. ■ Opportunity to establish environmentally sensitive residential growth into the western Rural Residential Areas. ■ The development of services and access to the nearby national and regional park system should be supported to provide more environmental opportunities for tourists and residents.	Environmental ■ Further development into natural areas such as along saltwater creek and the Meredith River estuary could damage natural environment. ■ Development in the southern and western areas of the township could increase vegetation clearing. ■ Interaction with bush and development areas increases bushfire risk and threatens homes ■ Increased population in the town may increase conflicts with natural environment with effects such as litter, waste pollution, noise and light pollution and additional vehicles/boats disrupting and threatening wildlife. ■ Invasive weeds from household gardens may spread into environment.
Land Use and Settlement Structure ■ Long term opportunity to relocate golf course and oval facilities to more appropriate location providing the ability to develop a full 18 hole golf course and sports precinct. The relocation of facilities would also provide the opportunity for further high quality infill central to the town if managed appropriately ■ New residential development in Waterloo Point could accommodate growth predictions and provide improved access to the foreshore for the wider community. Any new development would need to thoroughly demonstrate an adequate response to the significant cultural and environmental features of the point. ■ Plans for a marina style development around the existing boat ramp will be a key driver for development and services in the township. This could be either in the form of a marina or long jetty. Alternative locations such as Salt Water Creek could also be investigated. ■ Opportunities to attract a conference facility as a point of difference to other east coast towns including areas for business and hospitality training facilities. ■ Large areas of undeveloped land appropriately zoned for residential and rural residential development.	Land Use and Settlement Structure ■ Existing planning controls and zoning areas may lead to inappropriate development and settlement structure. ■ Lack of developable commercial land may lead to a fragmentation of the Town Centre. ■ A decline in existing industries such as marine farming, walnut production and other agricultural industries may threaten jobs in the area. ■ Ribbon-style residential development along the coast to the south reduces the compactness of the town and puts stress on infrastructure and transport. ■ A larger development on Waterloo Point and infill areas may impact on the Open space areas around the township. ■ The existing development trend is a gradually developing township. Further developments and subdivisions must be consistent with this to ensure that an abundance of vacant lots are not left throughout the town. ■ The influx of tourists and seasonal residents may detract from the seaside village feeling of the township and leave the area undesirable and empty during off seasons.

Opportunities	Threats
■ A key commercial centre along Franklin Street that has the opportunity to grow along Maria, Noyes and Victoria Streets. ■ The township has a number of existing pockets of undeveloped residential infill land ready for immediate development. ■ Relocation of the two industrial sites along the main street will free up extra land for residential, commercial or community uses. ■ Opportunity to draw on the attractive beachfront and activate the shop frontages to provide a more liveable and attractive seaside village. ■ Reduce signage clutter and a clear gateway and vegetation planting strategy for the township entrances will improve the attractiveness of the town. ■ Increased permanent and seasonal populations will secure the viability of town services. ■ Further tourist accommodation and service options including a possible caravan/motorhome park will increase economic viability of the township. ■ Opportunity to increase small scale industrial development and provide a range of lot sizes through further rezoning and subdivision. ■ Opportunity to capitalise on the retiree market with proposed developments such as a golf course precinct and marina along with other leisure activities such as revitalising the existing Lions Park into a botanic gardens. ■ To provide for greater economic development opportunities in the area, redeveloping the area near the Swansea Waste Water Treatment Plant and Swansea Transfer Station into an industrial cluster, while providing for more rural residential development nearer to the township, where the Council Depot is currently located. ■ Review the density of residential development to the west of the township to make more efficient use of available land and infrastructure.	
Access, Services and Facilities ■ The new water treatment plan provides a key opportunity for future development to utilise this key resource	Access, Services and Facilities ■ Areas of the existing commercial centre present dangerous conditions with the road interface.

Opportunities	Threats
■ Areas of improved walkways and disability access will provide a more liveable township. ■ Opportunities to improve the signage, way finding and visibility of the town's key areas. ■ The potential development of the marina will maintain the boating focus of the area and could build on better ferry links and tourist opportunities. ■ Better car parking in the Town Centre will provide more economic and access opportunities particularly for the disabled residents. ■ Bike routes and services will reduce the reliance on cars throughout town.	■ Areas of the township lack access to services and infrastructure ■ Infrastructure capacity may be limited for long term development without large upgrade investments.
Cultural ■ Continue to enhance the visibility and attractiveness of the town's key historical sites and build on the historical relevance such as the Bark Mill Museum. ■ Enhance way-finding and accessibility of the Visitor Information Centre and other tourist sites around town. ■ Opportunity to further develop the existing park and foreshore along the Esplanade with introduced vegetation planting, car parking and services. ■ Investigations as to development along Schouten House Beach such as Beach Boxes could provide usable, appealing features along with economic value.	Cultural ■ Excessive tourism or residential development may lose the existing community culture of the township.





6.2 Motorhome, Caravan and Camping Visitors

The existing tourism in the area currently relies on Holiday Parks, seasonal accommodation rentals, B&B accommodation and a number of larger resort/hotels. This section is compiled using research from Tourism Tasmania and the *Caravan and Holiday Park Market Snapshot (2009)* which highlights the development of the motorhome industry in Tasmania. The Snapshot highlights that the caravan and holiday park market segment is one of the fastest growing visitor markets in Tasmania. It is estimated that this market has shown annual growth rates of more than 10% over the last 12 years.

It further outlines that the caravan and holiday park market:

- Contributes around \$316 million annually to the Tasmanian economy – up from \$265 over the last 4 years,
- 21.6% of visitors to the state stayed at least one night in a caravan, cabin, or tent in the year to June 2009,
- is principally a domestic market – Australians comprise 91% of the market,
- the average stay for caravan component of this market is 30 days, 15 days for campervans, and 11 days for cabin accommodation, and
- the market is predominately made up of mature-age travellers, with interstate families also comprising a significant part of the market.

Future predictions for the caravan and holiday park market include:

- continued growth over the next 10-15 years , with caravans and camping expected to be the main growth in accommodation up until 2020 (this is due in large part to the Baby Boomers, being the next 'wave' of retirees, and exhibiting interest in this type of travel,
- significant increase in the registration of campervans/motorhomes Australia-wide, and
- 278% increase in the manufacture of caravans in Australia since 1995.

Similar to many other places in Tasmania, the Glamorgan Spring Bay area is seeing an increase in motorhomes and campervan visitors with its great connections to Hobart. Swansea has limited capacity to accommodate this demand with few existing caravan parks and camping areas. As a consequence, areas along the coast and within the townships are becoming 'informal' overnight camping locations providing a limited input into the economy and local community.

The existing Swansea holiday parks mostly cater for cabin based tourists and have little capacity for motorhome/caravan park sites. Further development of caravan/campervan sites in Swansea should be investigated.

Within the *Swansea Township Structure Plan - 1 Zoning and Land Use Plan* an area designated as Caravan Holiday Park Investigation Area has been identified. This location along Saltwater Creek has been chosen for as an investigation area due to its limitation for other development from flooding constraints, its close proximity to the town centre and beach area and good access to the township. This is an indicative area and further economic and land capability assessments should be conducted to better present a location for a future caravan park within Swansea. Council should work with residents and businesses to promote the development of the motor home industry within the town and ensure that future areas are appropriately located and designed.

7 Themes and Principles

The overall region is made up predominantly of agricultural farming land, conservation areas, the townships of Swansea and the village area of Dolphin Sands.

The area is not currently experiencing a high rate of growth however continual development is occurring across the municipality at a steady rate. The following breakdown outlines the current trends and the capacity of the existing land zoning to cope with the medium to long term growth.

7.1 Swansea - Themes and Principles

7.1.1 Residential Land Supply

Table 14 documents the current areas of land zoned for residential uses and the existing number of lots for each of these uses within the town limits. This data includes both vacant and occupied land for residential uses.

Table 9 Existing Land Use

Total Land	Approximate Size	Approximate Number of Lots
Rural Residential	335Ha	136
Residential	82.4Ha	530
Resort Residential	17.1Ha	67
Future Residential	7.1Ha	4
Farming (within town limits)	84.7	36

Table 15 identifies areas of vacant zoned land demonstrating a current supply of approximately 31 hectares of vacant land zoned for residential use. Much of this area is constrained by inundation issues, native vegetation, servicing or other limitations. With a yield of approximately 15 lots per hectare the developable land can provide an estimated 218 additional residential lots for the township. The existing residential lots may also have the capacity to accommodate additional dwellings in the form of dual occupancy or multi-unit developments. Areas of rural residential and farming zoning surrounding the township also has the capacity to accommodate limited new growth.

Table 10 Vacant Land

Vacant Land	Approximate Size	Approximate Number of Lots	Estimated Dwelling Yield
Rural Residential	121.5Ha	48	61
Residential	31.3Ha	102	218
Resort Residential	5.9 Ha	15	88
Future Residential	6.2Ha	3	90
Farming (within town limits)	43Ha	15	22

The demand for future residential land in Swansea is determined by a number of factors. The existing population growth rate over the previous 10 years until 2011 was limited at 1.5% however this was significantly above the Council wide rate of only 0.38% and the Tasmania wide rate of 0.8%.

Using the above existing growth rate between 2011 and 2021 an additional 124 people will be added to the Swansea population giving total population of around 895 by 2021. The existing average household size of Swansea is 2 persons therefore an additional 62 dwellings will be required over the next 10 years or around 6 dwellings per year.

Table 11 Swansea Growth Rate

Existing Growth Rate	Average Dwelling Size	Total 2011 Population	Predicted 2021 Population	Expected demand for primary residence dwellings
1.5%	2 persons	771	895	62 dwellings

A second factor contributing to residential growth is the high percentage of seasonal or unoccupied dwellings in the area. Currently in Swansea approximately 40% of the dwellings are not a primary place of residence. As previously outlined the exact reasons for this are uncertain due to a lack of existing data however a high number of these dwellings are expected to be for seasonal holiday style accommodation. Given this it is predicted that the existing seasonal dwellings will not cater for the growing population and additional seasonal dwellings will also be required. The following table demonstrates that using the existing information it is expected that an additional 39 seasonal dwellings will be required by 2021.

Table 12 Unoccupied / Seasonal Dwellings

Existing seasonal (or unoccupied) dwellings 2011	Existing primary residence dwellings	Percent of total dwellings	Predicted primary residence dwellings 2021	Predicted seasonal dwellings by 2021 (Based on percentage of total dwellings)
216 dwellings	320 dwellings	40%	382 dwellings	255 dwellings

Using the data in the above tables the residential land supply is adequate for the next 10 years to accommodate the predicted 62 permanent residential dwellings and 39 seasonal dwellings.



The Southern Tasmania Regional Land Use Strategy 2010-2035 (STRLUS) outlines growth strategies for the southern townships. Swansea is identified as a township categorised as a moderate growth area with growth of dwellings between 10-25% over the next 25 years or between 590-670 total dwellings by 2035. This growth is indicated to be mostly through consolidation and infill rather than predominantly new development areas.

Considerations for Structure Plan

- Ensure the provision of adequate residential land supply for future development
- Infill opportunities and the desires of the township to sustain this growth.
- Provision of further aged care facilities and retiree housing

7.1.2 Retail

Each of the townships and villages have a limited supply of commercial zoned land with retail services present. Swansea being the most well serviced centre currently has just over 7 hectares of commercially zoned land. This includes two small IGA supermarkets, the Bark Mill Tavern, retail shops, restaurants, two petrol stations and bric-a-brac shops / art galleries. The existing zoning covers the key commercial areas of town with limited commercial enterprises away from Franklin Street. Given the low population of the area it is unlikely that there is a large future demand for retail however the development of a larger retail centre or supermarket may be required in the future.

Considerations for Structure Plan

- Identify if current retail capacity and future land supply is sufficient and where could new development opportunities occur
- Look at retaining the existing township atmosphere while increasing the retail viability of the area.
- Investigate the area at 10 Maria Street or 37 Maria Street for future large-scale integrated commercial areas.

7.1.3 Industrial Growth

The industrial land use strategy identifies that each growth area should have a 15 year supply of industrial zoned land ready to accommodate employment and industry growth. Currently in Swansea there are three lots zoned for industrial use with a total of 10.3 hectares. The industrial land has been vastly underutilised with only a single shed existing on the three parcels of land. Each of the three blocks have a rural living style dwelling on the southern boundary along Murray Street, and are located in a floodplain, reducing the desirability of these areas for industrial development.

Between the blocks there is an area zoned for special use that is currently used as a council depot. This is a collection of storage sheds and yards for council machinery and works.

Industrial uses throughout the township are limited however there are currently three existing industrial businesses located close to the centre of town. These are identified on Figure 22 in orange with all three being building / soil supplies located at 70 Franklin Street, 10 Maria Street and 54 Gordon Street. The three sites are not ideal for industrial development being centrally located within commercial / residential areas of the township. The locations create to a number of conflicting land



use issues reducing the amenity of the neighbourhoods along with creating an unattractive approach to the township.

Considerations for Structure Plan

- Relocation of existing industrial uses
- More appropriately located industrial zoned land available for small scale industrial services
- Existing Franklin and Marie Street intersection is poorly constructed for trucks and industrial access.
- Incorporate buffers into future industrial areas so ensure no adverse amenity impacts from residential or sensitive uses

7.1.4 Transport, Movement and Access

The transport networks for the Swansea area are identified above with the Tasman highway linking the region to Hobart/Triabunna and Bicheno.

Access into areas such as Dolphin Sands and new developments need to be carefully designed to ensure that emergency access and evacuation procedures can occur easily. Typically developments should have two ingress/egress points.

The existing road networks provide the first experience of each of the townships. The entrances to Swansea from both the north and south along the Tasman Hwy are currently uninviting with unmaintained fencing, limited and poor roadside vegetation and signage clutter as a strategy for increasing the beauty and village feel of the township these issues need to be addressed.

The public transport is based on a single bus line along the Tasman Hwy into Swansea and a local tourist bus from Bicheno to Coles Bay. The population of the townships is currently not sufficient to warrant additional public transport networks however the existing bus routes provide an important service and should be sustained and enhanced.

Walking and cycling paths provide vital safe links throughout the town and across the wider network for tourists and day trips. These links should be retained and upgraded around each of the Townships.

Boat transport is an area that is currently limited around the area. There is a possibility to increase the use of marine transport such as a marine taxi / ferry service from Swansea across to Coles Bay. This would cut down the existing road travel time from 50-60 minutes to potentially a 20 minute boat ride.

Considerations for Structure Plan

- Enhance and add to the existing cycle and pedestrian networks
- Ensure existing and new pedestrian links are disability friendly and upgrade any existing facilities
- Identify overflow boat trailer parking areas
- Assess existing parking provisions through the townships and provide additional sealed carparks close to the centre of town
- Ensure existing car parking, roads and crossovers within the centre of Swansea are sealed.
- Allow for future marine transport options
- Large vehicles traveling through the centre of town



7.1.5 Community Services and Urban Form

The existing population for the region is approximately 1350 people comprising of Swansea, Coles Bay and the surrounding farmland and hamlets. The existing services provided are relatively high with health, education, community and emergency services all located within Swansea.

The main focus of services within Swansea is around the elderly population with an aged care facility and health centre providing vital assistance. This is supported by the police, ambulance, SES and fire services.

Considerations for Structure Plan

- Continue to provide good quality health and aged care services
- Promote emergency services and lobby for government funding to continually upgrade systems

8 Structure Plan Options

8.1 Identification of Options

In preparing the Structure Plan, a number of options were considered for the growth and development of the town. The following three figures give a brief representation of the Swansea boundaries and the open space, residential and commercial areas within each area. The grey areas represent agricultural and forested areas outside of the townships.



The lists on the following pages outline a number of options available for each use within the different areas. These options are then assessed using the criteria in section 7.2 to determine their suitability within the structure plan. These options are categorised under the following headings:

RZ – Residential Growth Options

CD – Commercial Growth Options

TD – Township Density Options

SUZ – Service and Utility Options

INZ – Industrial Growth Options

SA – Surrounding Area Development Options

Swansea

RZ Option 1 - Low Growth - Existing zoning with minor anomaly updates

RZ Option 2 - Medium Growth – Minor extensions to residential and rural living zones

RZ Option 3 - High Growth – Significant extensions to residential and rural living zones

RZ Option 4 – Large-scale Development – Pursue and develop large development areas

TD Option 1 - Limit Infill Development – Strengthen stance on limiting infill subdivision and multi-units

TD Option 2 - Moderate Infill Development – Identify areas around town centre that allow for an expansion of the commercial precinct.

TD Option 3 - Increased Infill Development – Actively encourage further densities of infill development with dual occupancy dwellings, townhouses and multi-unit complexes

INZ Option 1 – Directed Growth- Promote more directed Industrial growth by developing a small industrial area to the north of Maria Street reducing current flooding issues. Future lots should be small catering for local businesses and have an appropriate buffer zone.

INZ Option 2 – Increased Growth - Increase Industrial land supply giving more opportunities to the north of Maria Street and formalising existing industrial areas with investment in appropriate drainage infrastructure and buffers.

INZ Option 3 – Formalise Existing - Rezone the existing industrial uses around the town to formalise use and create better policy around growth and amenities. This may include developing a high quality light industrial estate on the site of the existing batching plant.

CD Option 1 – Minor Growth - Investigate demand for commercial land supply and future growth areas around the town centre along Franklin Street and rezone as appropriate.

CD Option 2 – Development Precinct - In conjunction with RZ Option 4 consider commercial areas to service any large-scale development.

SUZ Option 1– Direct Service Areas - Formalise Special Use areas around the existing Sewerage Treatment Plant, Waste Transfer Station and May Shaw Nursing Centre. Investigate other Special Use areas for appropriateness.

Surrounding Areas Options

SA Option 1 – Incorporate bushfire protection special areas across forested residential areas and periphery areas

SA Option 2 – Review and formalise growth areas around Dolphin Sands to ensure protection of the natural environment and protection of life and property from natural disasters.

8.2 Assessment of Options

The options that have been prepared range from increasing residential land use to better placement of industrial land. To identify the appropriate options for inclusion into the Structure Plan an assessment of each option must be undertaken.

The following key points have been identified through the background research and consultation process and are used to assess each option:

A. Environmental impact on surrounding natural features

- Does the option encroach on existing native habitat or remove existing native vegetation?
- Will the option impact on flora and fauna within the wider region particularly on threatened species around Moulting Lagoon, nearby estuaries and state/national parks?
- Will there be an increase in the number of people living nearby, accessing and potentially impacting on the natural habitat?
- Will external factors impact the environment e.g. increased pollution, stormwater runoff, litter, noise, invasive weed species escaping?

B. Impact on views to local/regional natural landscapes and local amenity

- Will view lines along the Tasman Highway be disrupted by development?

- Does the option impact on public access to the beachfront/around headlands?
- Will the option impact on the views towards the Freycinet Peninsula?
- Does the option effect the amenity of the township entrances?

C. Encouragement of township/village atmosphere

- Will the existing township / village feeling for each centre be retained with a local community focus?
- Does the option promote dislocation of the town centres?
- Could the option promote overdevelopment of the town centres?

D. Impact on community and local services and the ability to increase/retain services

- Will the option increase the ratepayers/residents in the townships increasing funding for future services?
- Does the option put pressure on existing services with over demand?
- Will the option stagnate development reducing need/funding available for future and retaining existing services?

E. Ability to provide a range of housing and employment opportunities

- Does the option allow for a mix of new housing opportunities with a mix of large and small lot sizes?
- Will the option restrict new growth in a range of housing sizes stagnating that section of the community?
- Does the option provide the opportunity for future elderly housing options?
- Will there be adequate supply of seasonal accommodation?

F. Provide sustainable tourism growth

- Does the option allow for growth in the tourist section and support existing and new tourism operators?
- Will the option provide services / development that can be used by tourists?
- Will there be sufficient land available for future tourist enterprises?
- Does the option reduce the amenity of the townships dissuading tourists?
- Is the option consistent with the Freycinet Tourism Development Plan 2004?

G. Align with the Southern Tasmania Regional Land Use Strategy and other Strategic Plans

- Does the option protect and enhance the environment, coastal areas and regional waterways?
- Does the option increase the threat to life and property from natural disasters?
- Will the option undermine existing cultural and heritage values of the area?
- Does the option encourage the development of services, recreation/open space and public transport and utilise existing infrastructure?
- Will the option provide sustainable tourism options and promote employment opportunities?
- Does the option fit in with the Growth Management Strategy for the township and ensure that sufficient land is zoned for future residential, industrial and commercial uses?

H. Utilise existing services efficiently and effectively

- Will the option direct growth around existing infrastructure in central locations?
- Does the option have the potential to fund/develop further infrastructure for the area?

I. Help create a sense of Place/Destination

- Will there be a positive impact from the option for the existing community and future residents?
- Does the option bring new opportunities and services into the area?
- Does the option properly direct adverse amenity land uses into appropriate locations?

These criteria meet the directions of the Community Strategic Plan (2013) being:

- Direction 1 Build our community infrastructure
- Direction 2 Age well in our communities
- Direction 3 Grow our economy and employment opportunities
- Direction 4 Protect and promote our natural beauty, environment and heritage
- Direction 5 Be visitor friendly
- Direction 6 Foster health and well-being

8.3 Recommended Option

Each Option was assessed against the criteria based on a scale of between -3 to +3 with -3 being a high negative impact, 0 being of minimal impact and +3 being of high positive impact. The scores for the 9 criteria are then combined giving a total for each option. As some options relate to different areas the combined score is assessed against similar options.

A score of 8 or above shows a generally positive effect from the option and it is to be included the Structure Plan, a score of 6 or 7 warrants the option to be further investigated and possibly included and a score below 6 shows an unfavourable option which is not included. The options to be included for further assessment are shown in Section 8.

Table 13 Swansea Options

Options	A	B	C	D	E	F	G	H	I	Total
RZ Option 1 - Low Growth	0	0	2	-1	0	0	3	1	1	6
RZ Option 2 - Medium Growth	-1	-1	2	1	1	1	2	2	1	8
RZ Option 3 - High Growth	-2	-2	0	2	3	1	1	3	1	7
RZ Option 4 – Large-scale Development	-2	-2	-1	3	3	2	1	3	2	9
TD Option 1 - Limit Infill Development	0	0	1	0	0	0	1	0	1	3
TD Option 2 - Moderate Infill Development	1	0	2	1	1	0	1	1	1	8
TD Option 3 - Increased Infill Development	2	0	-1	2	2	1	2	2	0	10
INZ Option 1 – Directed Growth	1	-1	1	2	1	1	2	2	0	9
INZ Option 2 – Increased Growth	-1	-2	1	2	2	1	1	1	-1	4
INZ Option 3 – Formalise Existing	0	-3	-1	0	0	-1	1	1	-2	-5
CD Option 1 – Minor Growth	0	1	2	1	1	1	2	1	2	11
CD Option 2 – Development Precinct	-1	1	1	3	2	2	1	3	1	13
SUZ Option 1– Direct Service Areas	0	1	1	3	0	0	1	3	0	9



9 Structure Plan

This section provides an overview of the Structure Plan with a description of the key planning and design elements and a discussion of the options considered.

9.1 Introduction

The Structure Plan incorporates a range of recommended actions that seek to further the objectives for residential, employment and community land uses, the town centre, and the movement network.

The options to be included and further assessed are as follows:

- RZ1 Medium growth in Swansea
- RZ4 Large-scale development in Swansea
- TD2 Moderate infill in Swansea
- TD3 Increased infill in Swansea
- INZ1 Directed growth of existing industry in Swansea
- CD1 Minor commercial growth in Swansea
- CD2 Commercial growth in conjunction with Large-scale Development in Swansea
- SUZ1 Adjust Special Use Zones around Swansea
- SA1 Apply Bushfire controls over high threat areas
- SA2 Further investigation around Dolphin Sand

9.2 Residential Land Uses

9.2.1 Objectives

Swansea

- Long term planning and proactive rezoning of future residential land including rural areas along Tasman Hwy to south of Swansea to direct growth.
- Implement urban design controls for new estate developments or multi lot subdivisions to ensure village appeal is retained and estate frontages are attractive.
- Rezone and infill residential development east of Saltwater Creek ensuring retention of natural features and flood prone areas.

- Investigate Zoning and lot layout of area between Maria and Franklin Streets for future residential development. This should be in conjunction with the relocation of the industrial batching plant on Franklin Street.
- Undertake a flood survey of Saltwater creek and identify the residential capacity of the area from an extended Julia Street to Maria Street currently zone residential.
- Limit residential growth abutting Saltwater Creek along River Street and ensure that subdivision and settlement patterns allow for future densification.
- Rezone rural land along Old Spring Bay Road that has existing residential development.
- Prohibit industrial uses within the Residential Zone such as at 10 Maria Street and 86 Franklin street and look to redevelop these sites to residential
- Investigate further residential development west of the Tasman Hwy into the Rural Residential areas.

Overall Area

- Ensure bushfire risk is minimised by identifying hazardous areas.
- Formalise the Dolphin Sands development area to ensure appropriate design is taken in response to the environment.

9.2.2 Recommended Actions

Planning Actions

Swansea

1. Update existing residential zoning areas to include medium growth areas to the south and north of Swansea.
2. Identify on future framework plans the potential for long term large-scale development to the north of Swansea and around Waterloo Point subject to significant environmental, cultural and socio-economic analysis.
3. Identify on future framework plans the potential for a long term Marina Development with residential and commercial areas around Waterloo Point subject to intensive environmental, historical and cultural investigation and community consultation. This may include the relocation of the Swansea Sports Oval and golf course to a more appropriate location provided there is no loss of sporting facilities for the town.
4. Allow a gradual increase in infill densities of the existing residential areas through subdivision and multi-unit developments.
5. Investigate flooding impacts along Saltwater Creek and the need to rezone existing residential areas along the extension of Julia Street.
6. Add developer controls on urban design of future estate developments.
7. Investigate the rezoning of areas to the north of Swansea adjacent to Meredith Creek to Environmental Living Zone and investigate the environmental impacts of limited development in this area including impacts on shorebird habitat.
8. Ensure an appropriate coastal vegetation buffer of any new development areas and include public link along the foreshore.

Overall Area

9. Incorporate bushfire protection over forested areas on periphery of townships.

10. Review planning controls around Dolphins Sands to formalise the low density use of the area and respond to bushfire and environmental constraints.

9.3 Town Centre and Gateway Treatments

9.3.1 Objectives

Swansea

- Increase the commercial viability of the township and encourage new commercial growth.
- Investigate the potential for a larger scale commercial development including a shopping centre precinct in the long term.
- Identify appropriate gateway locations and undertake signage and entrance strategy removing existing signage clutter and presenting a uniform appealing entrance to town
- Develop a planting strategy for the streetscapes throughout town particularly on the entrance gateways to screen undesirable development and give the township an identity.
- Encourage attractive front fences throughout town and look at a replacing / repairing existing farm fences on both entrances into the township to promote a more well looked after appeal to town.
- Develop an urban design / streetscape strategy for Franklin Street increasing the active shop fronts and removing unsightly features/buildings.
- Prepare a signage strategy to address standardised signage and A-frame board signage.

9.3.2 Recommended Actions

Planning Actions

Swansea

1. Gradually extend the commercial zone towards west to allow larger development opportunities while retaining strong links to the foreshore beach area. Opportunities for this exist along Maria Street extending the commercial centre from Franklin Street.
2. Continue to develop the commercial areas between the existing commercial centre and the Bark Mill Tavern area with the relocation of the industrial batching plant in this area.
3. Incorporate mixed use area to North West along Franklin Street with potential for residential/shop top style development.
4. Extend Special Use Zone around the Hospital/Aged Care centre to reinforce the precinct.

Infrastructure and Community Actions

Swansea

1. Prepare a Gateway Strategy for the entrances to Swansea including identifying funding options to upgrade signage, planting, artwork features and agricultural fences.
2. Prepare a Streetscape Strategy incorporating planting, signage, street furniture and foot path upgrades along Franklin Street.

9.4 Industrial Land Uses

9.4.1 Objectives

Swansea

- Formalise a Utilities Zone area around government service areas around Swansea water/wastewater treatment plant and council depot.
- Relocate existing industrial land uses within town to the more appropriate industrial zone.
- Extend Industrial buffer zones to ensure no sensitive uses limit industrial growth.
- Create a viable alternative to the existing industrial land without the existing flooding constraints.

9.4.2 Recommended Actions

Planning Actions

Swansea

1. Pursue the development of a small scale industrial development area to the north of Marie Street to avoid the existing flooding issues with the current industrial area. This could be sited adjacent to the water treatment area and existing waste transfer station.
2. Rearrange industrial land to more appropriately cater for small scale industrial development, extend to the north of Maria Street and incorporate buffer areas.
3. Identify larger areas to the north of Maria Street for long term industrial growth

Infrastructure and Community Actions

Swansea

4. Lobby to relocate existing industrial uses from 10 Maria Street and 86 Franklin streets and look to redevelop these sites to residential or higher quality business park style light industry. This should include investigating possible incentives for relocation.
5. Develop better serviced industrial areas to encourage local industry.

9.5 Tourism Land Uses

9.5.1 Objectives

Swansea

- Look at further boutique tourist ventures to south of Cathcart Street to interact with natural environment similar to Kates Berry Farm.
- Direct further tourism growth by proactive zoning of Resort Residential zones rather than a reactive approach
- Encourage development of Marina area with associated boating facilities to increase tourism water activities.
- Further develop campervan and caravan accommodation options with potential development of a caravan park. Locate future holiday parks within walking distance from the town centre.
- Increase the walkability of the township by incorporating new and improved disabled access footpaths and bike links.

9.5.2 Recommended Actions

Planning Actions

Swansea

1. Identify on future framework plans the potential for a long term marina development around Waterloo Point if an appropriate design and proposal is presented. Any development of this area would be subject to intensive further investigation and consultation including aboriginal cultural heritage and environmental considerations.
2. Identify on future framework plans areas for investigation for a motorhome / caravan park style development within close proximity to the township.

Infrastructure and Community Actions

Swansea

1. Ensure an attractive feeling to the townships through the preparation of a streetscape, signage, entrances and planting master plan.
2. Gain an understanding from the existing tour operators the future needs and desires of the area.
3. Extend footpath network around the township particularly along Wellington Street, to improve pedestrian and cycling access and improve to connect the existing holiday park with the town centre.

9.6 Community Land Uses

9.6.1 Objectives

Swansea

- Encourage links along foreshore and retain recreation and open space areas.
- Extend Arnol Street boat trail and car park area and seal existing gravel car park.
- Investigate relocating golf course and oval to north of town and developing community sporting hub.
- Encourage the development of high quality public open spaces around the township particularly around any new coastal residential developments.
- Look to improve Lions Park and the foreshore area along the Esplanade with additional parking and community / tourist facilities.

9.6.2 Recommended Actions

Infrastructure and Community Actions

Swansea

1. Investigate the social and economic benefits and undertake the preparation of a long term plan for the relocation of the golf course and sporting oval to the north of the township facilitating the development of a regional sports centre and 18 hole golf course or other regionally significant sporting tourism venture.

- 
2. Work with the Lions Club to develop a botanic gardens style area to the south of Waterloo Point for the enjoyment of the elderly residents within the township.

9.7 Movement Network

9.7.1 Objectives

Swansea

- Seal existing gravel roads and car parks accessing onto the Tasman Hwy to reduce hazards and increase visual appeal.
- Pursue the development of potential cycle routes through town and implement services and facilities for cyclists to use. Investigate long term feasibility of cycle bridge across Meredith River to encourage cycle tourists.
- Look to extend Noyes Street and Wellington Street to present a more cohesive town grid.
- Undertake a flood survey of Saltwater creek and identify the potential of extending Julia Street and infilling the area with residential development.
- Investigate a truck bypass to the west of Swansea to cater for future industrial development.

9.7.2 Recommended Actions

Infrastructure and Community Actions

Swansea

1. Implement policy requiring sealed access only onto the Tasman Highway and work with local residents to undertake this.
2. Undertake a footpath strategy with a hierarchy of footpaths to upgrade around the township.

9.8 Urban Design Principles

9.8.1 Objectives

Swansea

- Ensure that new development areas along the intersection of Victoria and River Streets and along Saltwater Creek are design appropriately and are well maintained and do not contain low quality prefabricated houses. This area is a key visual viewpoint when entering or exiting the township with direct views from Victoria Street.
- Prepare an urban design / streetscape plan for the main town centre improving active shop frontages particularly around the corner of Victoria and Franklin Streets and Maria Street

9.8.2 Recommended Actions

Infrastructure and Community Actions

Swansea

- 
1. Undertake a design process to improve and attract better shop front design along Franklin Street.
 2. Introduce signage and planting policies along the entrances of the township to make these areas more inviting.
 3. Work with local landholders along the Tasman highway to upgrade fencing to present a safer and more aesthetically pleasing environment.

9.9 Infrastructure Initiatives

9.9.1 Objectives

Swansea

- Provide safe and navigable truck access into future industrial areas of Swansea including the upgrade of the Maria and Franklin Street intersection.
- Continue to lobby for better access to internet and telecommunications within the township including working with the NBN Co in developing fixed wireless infrastructure.
- Continue to work with TasWater in the provision of Sewerage and Water supply upgrades and protect existing infrastructure.

9.9.2 Recommended Actions

Infrastructure and Community Actions

Swansea

1. Upgrade the Maria and Franklin Street intersection to allow for safer large vehicle movements.
2. Support the NBN rollout of fixed wireless internet.

9.10 Future Character Statements

As part of the revision to the Glamorgan Spring Bay Planning Scheme an opportunity to provide future character statements around each township is present. These statements will help to define the future character of the town retaining key features, desired characters and promoting preferred development styles.

9.10.1 Swansea

The character of Swansea is a slowly emerging regional township with strong links to the foreshore, bay and agricultural/marine heritage. The compact main street attracts a range of business supporting the local community and nearby district along with seasonal tourists.

The vision of the town is to maintain its coastal town feel that balances the towns existing character with future growth ambitions. It should continue to provide affordable and diverse living options for residents and holiday accommodation options for tourists building on the natural, coastal, community and cultural assets. The area to the east of the town should be retained and promoted as a desirable rural living area with a gradual increase in services and density.

Future industrial development should be provided in defined industrial precinct with adequate buffers and unconstrained by flooding or other impacts. The relocation of existing industrial uses from the commercial and residential areas of the township should be supported to provide better amenity within the town centre. Any large-scale development should carefully respond to the existing township character while maximising opportunities for additional services, investment and employment into the region and should be supported by the community. Further linear development along the coastline should be discouraged focusing growth on a more compact accessible town centre that better caters for the existing residents.



10 Consultation

10.1 Public Exhibition

Following a period of community consultation in late 2014 and consideration of a range of submissions and ideas, the draft plan was placed on public exhibition and comments were invited from interested parties.

Glamorgan Spring Bay Councillors were also able to provide their feedback through a workshop specifically held to discuss the Structure Plan.

For further information about the public consultation process undertaken, please contact Council.

10.2 Submissions

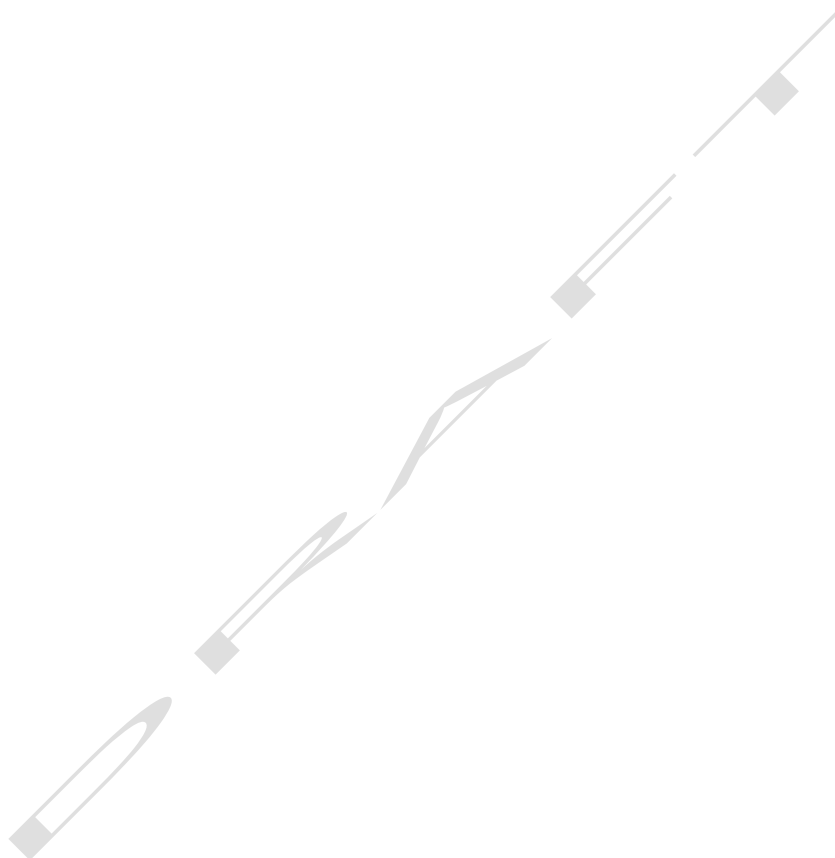
Submissions were received from a number of interested persons and parties in the local community.

The submissions received were analysed by the project team, and where appropriate, amendments to the Structure Plan were made to incorporate the feedback received.



Appendix A

Master Plans





Legend

- Potential Growth Areas
- Existing Residential Areas
- Residential Growth Areas
- Existing Commercial Areas
- Commercial Growth Areas
- Proposed Industrial Zone
- Proposed Inclusion to Rural Living Zone
- Proposed Special Use Zone
- Caravan Holiday Park Investigation area

Base

- Existing Residential Area
- Great Oyster Bay
- Open Space
- Cadastre
- Watercourse
- Roadway





Legend

- Potential Growth Areas
- ➔ Relocate Golf Course and Playing Field
- ➔ Relocate Industrial uses to appropriate area
- Entrance Feature Street Planting
- Local Street Planting
- Residential Street Planting
- Park/Open Space Planting
- Intersections requiring upgrade
- Township entrance features
- Way-finding / Art features trail
- Proposed Industrial land
- Bushfire Protection Area
- Saltwater Creek Protection Area
- - - - - Upgraded Footpaths

Base

- Existing Residential Area
- Great Oyster Bay
- Open Space
- Cadastre
- Watercourse
- Roadway





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