Planning Submission

Section 37(1) *Land Use Planning and Approvals Act 1993*

Request to Amend the Launceston Local Provisions Schedule

23 Racecourse Crescent, Launceston

Prepared for:

City of Launceston

Document Control				
Report Title:	Response to RFI - 23 Racecourse Crescent, Launceston			
Project Number:	22.041	**Project Name:**	Planning Scheme Amendment – 23 Racecourse Crescent, Launceston	
Client:	Merost Pty Ltd		**Client Contact:**	
Revision:	**Date:**	**Revision details:**	**Prepared by:**	**Reviewed by:**
1	**2 October 2023**	Final	C. Fawdry	G. Walker
2	**10 March 2026**	Response to RFI	J. Tyson	G. Walker
Current revision:	**2**			

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Appendix A

Certificate of Title

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Retail Activity Assessment, Urban Enterprise

1.0 Introduction

1.1 Purpose of the Report

6ty° Pty Ltd has been engaged by Merost Pty Ltd to prepare an application for a draft amendment to the Local Provisions Schedule of the *Tasmanian Planning Scheme – Launceston* ("the Scheme") in accordance with Section 37(1) of the *Land Use Planning and Approvals Act 1993* ("the Act").

The proposed draft amendment seeks to:

1. Rezone the site at 23 Racecourse Crescent, Launceston from Recreation to Commercial in the Launceston Local Provisions Schedule ("the site").

The purpose of the draft amendment is to rezone the site from a zone that no longer serves it's purpose within the context of the private ownership of the land and its detachment from the adjoining NTCA precinct. The specific nature of a future use and development is not known at this stage, therefore this application is for rezoning only at this time.

This planning submission has been prepared having regard to the relevant requirements and objectives of the Act and relevant strategic planning documents including:

- Guideline No. 1 Local Provisions Schedule (LPS): Zone & Code Application June 2018;
- State Policies;
- Northern Tasmania Regional Land Use Strategy;
- City of Launceston Strategic Plan 2025-2035;
- Tasmanian Planning Scheme – Launceston; and

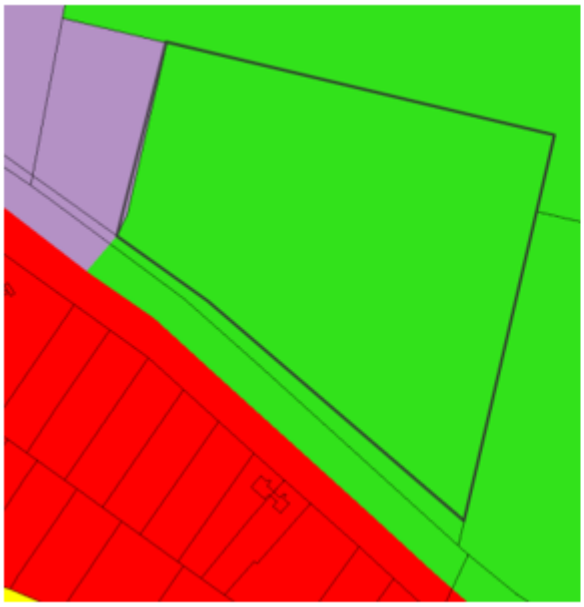
 Launceston Retail Audit and Activity Centres Strategy, 2011.

1.2 Application Overview

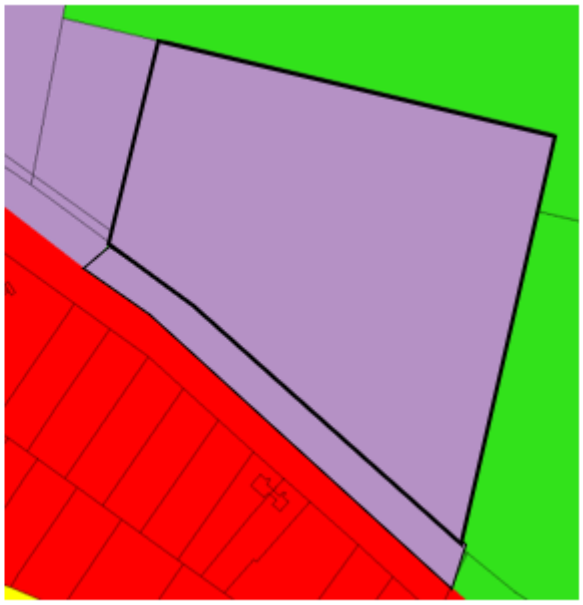
Subject Land	
Location	23 Racecourse Crescent, Launceston
Title Information	Certificate of Title Volume 176749 Folio 1
PID	9215102
Total Land Area	9836m²
Current Zoning	Recreation
Overlays	Airport Obstacle Limitation Area
Statutory References	
Planning Instrument	*Tasmanian Planning Scheme – Launceston*
Planning Authority	City of Launceston
Legislative Instrument	*Land Use Planning and Approvals Act 1993*

1.3 Proposed Draft Amendment

The proposed draft amendment seeks to rezone the site from the Recreation Zone to the Commercial Zone under the Launceston Local Provisions Schedule as identified below –



Current Zoning (Recreation)



Proposed Zoning (Commercial)

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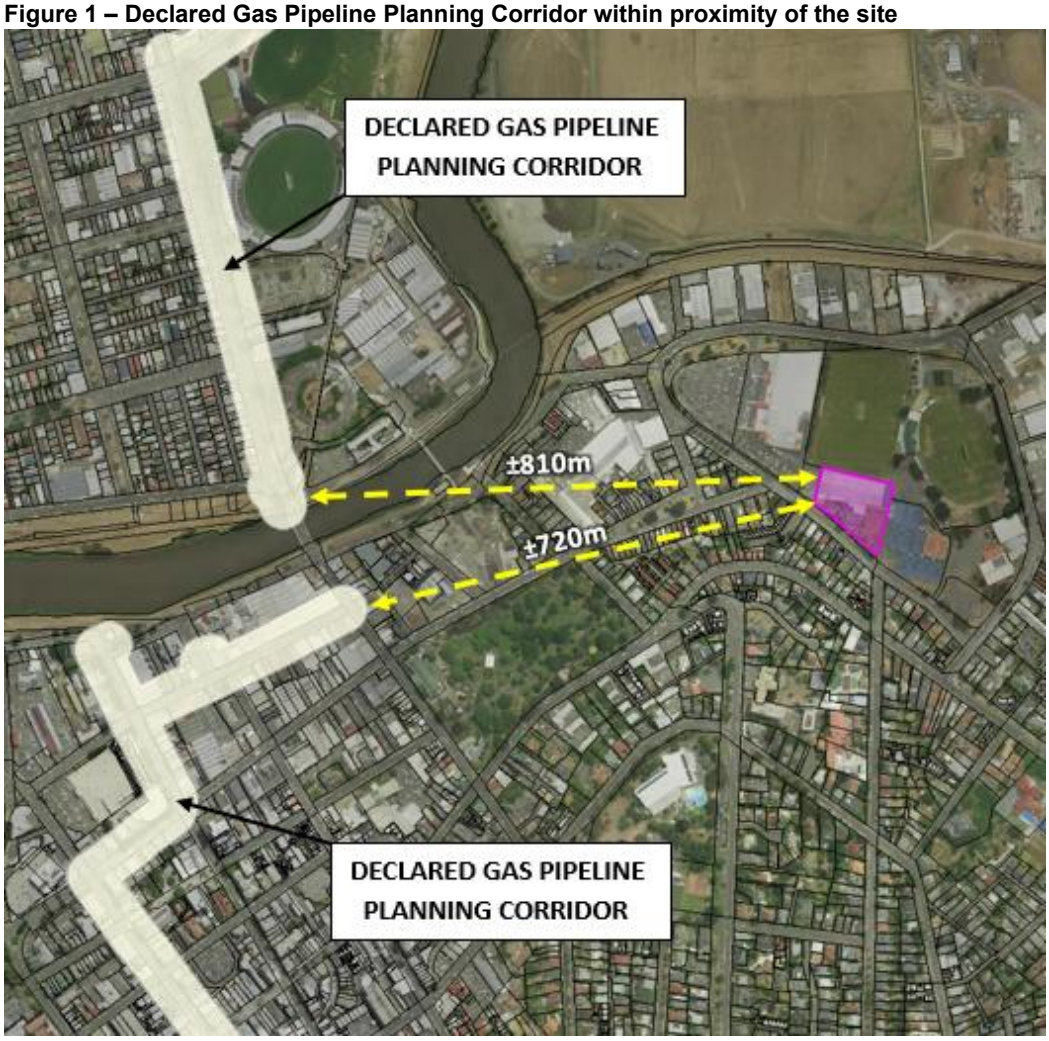
1.4 Statutory Overview

Section 38(1) of the Act requires that the Planning Authority must satisfy themselves that a draft amendment will meet the Local Provisions Schedule (LPS) criteria set out in section 34 of the Act. The following table provides an overview of the LPS criteria pertinent to the proposed draft amendment.

Section 34(2) LPS Criteria		
The LPS criteria to be met by a relevant planning instrument are that the instrument –		
Sub-clause	**Requirement**	***Response***
(a)	contains all the provisions that the SPPs specify must be contained in an LPS.	*The proposed draft amendment seeks to amend the LPS by way of rezoning the site from Recreation to Commercial.* *All provisions that the State Planning Provisions (SPPs) specify will continue to apply to the site..*
(b)	is in accordance with section 32.	*The proposed draft amendment will satisfy the matters specified in section 32 of the Act. The Recreation Zone was assigned to the site through a translation of existing zoning in the Launceston Interim Planning Scheme 2013 and in accordance with the Zone Application Guidelines set out in Guideline No. 1 Local Provisions Schedule (LPS): Zone and Code Application June 2018[1] which are addressed in **Section 4.1** of this report.* *The site is privately owned and is currently used for a gym. Other gyms within Launceston are not zoned Recreation and are within the zoning of the surrounding area.*
(c)	furthers the objectives set out in Schedule 1.	*Assessment of the proposed draft amendment against the objectives set out in Schedule 1 of the Act is provided in **Section 4.2** of this report.*
(d)	is consistent with each State policy.	*Assessment of the proposed draft amendment against each State Policy is provided in **Section 4.3** of this report.*
(da)	satisfies the relevant criteria in relation to the TPPs.	*The Tasmanian Planning Policies will come into effect on the 1 July 2026.* *As it is possible that the TPPs will come into effect during consideration of this proposal, assessment is provided in **Section 4.4** of this report.*

[1] guidelines issued under section 8A of the Act.

Section 34(2) LPS Criteria		
The LPS criteria to be met by a relevant planning instrument are that the instrument –		
Sub-clause	**Requirement**	***Response***
(e)	as far as practicable, is consistent with the regional land use strategy, if any, for the regional area in which is situated the land to which the relevant planning instrument relates.	*Assessment of the proposed draft amendment against the Northern Tasmania Regional Land Use Strategy is provided in **Section 4.5** of this report.*
(f)	has regard to the strategic plan, prepared under section 66 of the *Local Government Act 1993*, that applies in relation to the land to which the relevant planning instrument relates.	*Assessment of the proposed draft amendment against the relevant parts of the City of Launceston Strategic Plan 2025-2035 is provided in **Section 4.6** of this report.*
(g)	as far as practicable, is consistent with and co-ordinated with any LPSs that apply to municipal areas that are adjacent to the municipal area to which the relevant planning instrument relates.	*In this instance, the site does not adjoin and is not located adjacent to, land that is governed by another LPS within a different municipal area. Accordingly, the proposed draft amendment satisfies section 34(2)(g) of the Act.*
(h)	has regard to the safety requirements set out in the standards prescribed under the *Gas Safety Act 2019*.	*The site is in excess of 700m to the east of the applicable Gas Pipeline Corridors (refer to Figure 1). The proposed draft amendment will therefore not affect, or could be affected by, the requirements set out in the standards prescribed under the Gas Safety Act 2019.*

Section 34(2) LPS Criteria		
The LPS criteria to be met by a relevant planning instrument are that the instrument –		
Sub-clause	**Requirement**	***Response***
	Figure 1 – Declared Gas Pipeline Planning Corridor within proximity of the site  	

2.0 Site and Surrounds

2.1 The Site

The site comprises an irregular shaped lot that has an area of 9836m². It has a 130m long frontage to Racecourse Crescent to the south. The site contains a drainage easement (1.20m wide) which runs along the northern (rear) boundary of the site. An additional drainage easement (1.50m wide) runs parallel to the eastern (side) boundary.

On-site car parking for approximately 52 vehicles is provided within the frontage.

- The site is owned by Merost Pty Ltd and is developed with a large 4700m² building which is used by LIFT (Launceston Institute of Fitness & Training). Over 15 small businesses in the fitness industry currently operate out of the LIFT Centre including personal trainers and fitness coaches, nutritionists, sports physiotherapist and rehab and remedial massage therapist.

The land that is subject to the proposed draft amendment is identified in Figure 2 and includes the entire title described in CT: 176749/1. The site is identified in Figure 2 below.

Figure 2 - Aerial image illustrating the spatial area of the site.



Source: base image and data from the LIST (www.thelist.tas.gov.au) © State of Tasmania

2.1.1 Infrastructure

The site is connected to a reticulated sewer main (150mm) and a reticulated water main (100mm). Stormwater connections are also available.

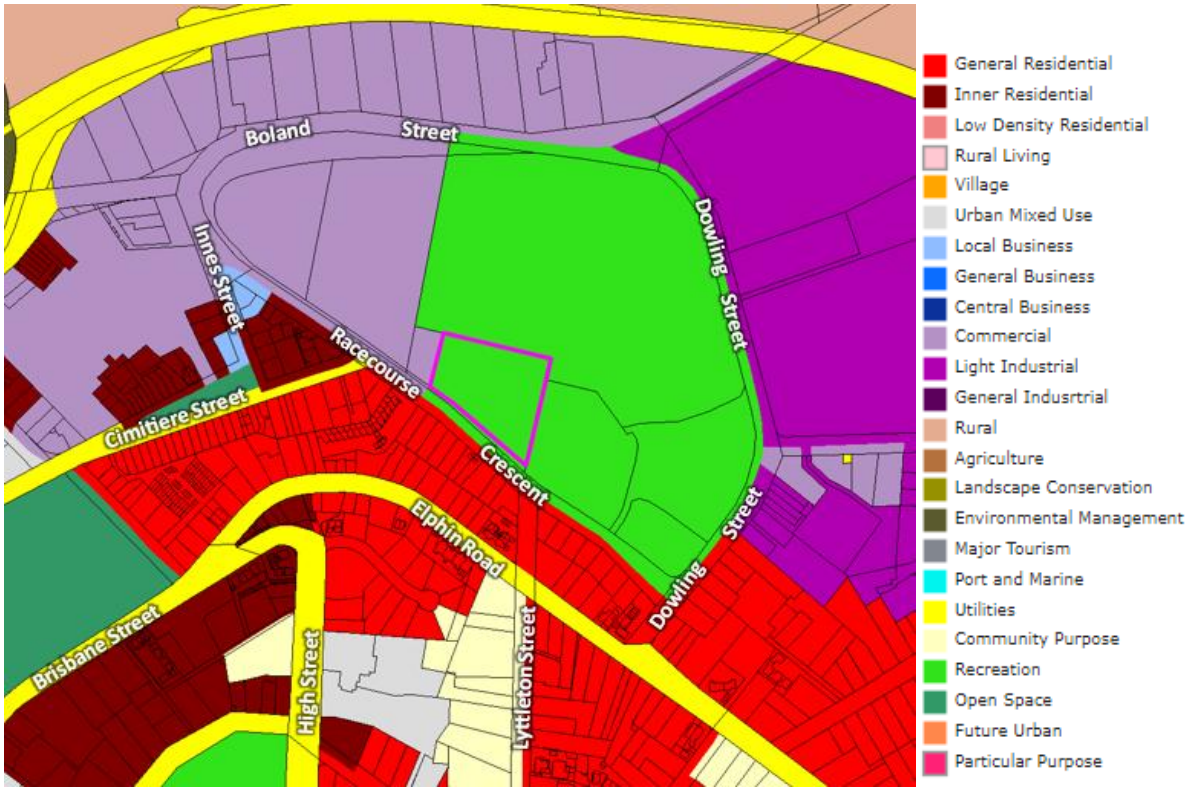
2.1.2 Road Network

The site has frontage to Racecourse Crescent to the south which is under the local authority of the Council.

2.2 Zoning and Overlays

The site is assigned to the Recreation Zone under the Scheme. Other zones within proximity to the site include Commercial, General Residential, Inner Residential, Community Purpose, Utilities, Local Business, Light Industrial and Urban Mixed Use. The spatial allocation of land use zones is shown in Figure 3 below.

Figure 3 - Zoning of the site and surrounding area



Source: base image and data from the LIST (www.thelist.tas.gov.au) © State of Tasmania

2.3 Natural Values and Hazards

Obstacle Limitation Area

The site is shown to be within the Airport Obstacle Limitation Area on the Scheme overlay maps.

Bushfire Hazard

The site is not located within a Bushfire Prone Area.

Potentially Contaminated Land

The site is used and developed with a gym/fitness centre which is not a use listed in Table C14.2 and the site is not known to be potentially contaminated.

Landslide Risk

The site is not identified within any landslide hazard bands on the Scheme overlay maps.

Flood Hazard

The site is not shown as being subject to a flood risk on the Scheme overlay maps.

Scenic Values

The site is not subject to any scenic values mechanisms in the Scheme.

Biodiversity Values

The site is significantly modified and does not contain any biodiversity or other similar natural values.

2.4 Local Context

The site is located adjacent to the Commercial zoning associated with the Kmart Plaza to the west, within the same ownership as the subject site. The Kmart Plaza and 21 Racecourse Crescent are subject to LAU-S9.0 Launceston Plaza Retail Specific Area Plan which essentially allows for General Retail and Hire as a Permitted use but sets a limit on the permitted pathway based on gross floor area in clause LAU-S9.6.1 A1. This SAP was more important prior to the introduction of the Tasmanian Planning Scheme – Launceston which allows for General Retail and Hire as a Discretionary use in the underlying Commercial Zone. In the previous Launceston Interim Planning Scheme 2015, General Retail and Hire was a prohibited use in the Commercial Zone.

To the east of the site is a sports complex including the 'Tennis Centre' which is owned by the City of Launceston, 'Elphin Sports Centre' owned by The Crown and the 'NTCA Ground' which is owned by the City of Launceston. These three recreation facilities are zoned Recreation.

The site is located within the Launceston Regional City within the Northern Tasmanian Regional Settlement Hierarchy and the Launceston Kmart Plaza is considered to be a Suburban Activity Centre (refer to the NTRLUS discussion in section 4.6 of this report).

2.5 Rezoning Approach

Analysis of the existing Recreation zoning throughout the Launceston local government area has been undertaken to better understand how the zone has been applied and whether the zoning of the subject site aligns with the zone application approach. A rezoning for the site has been proposed based on the zoning of the surrounding area and also the commercial interests of the owner, allowing for future use and development of the site for purposes that are currently prohibited.

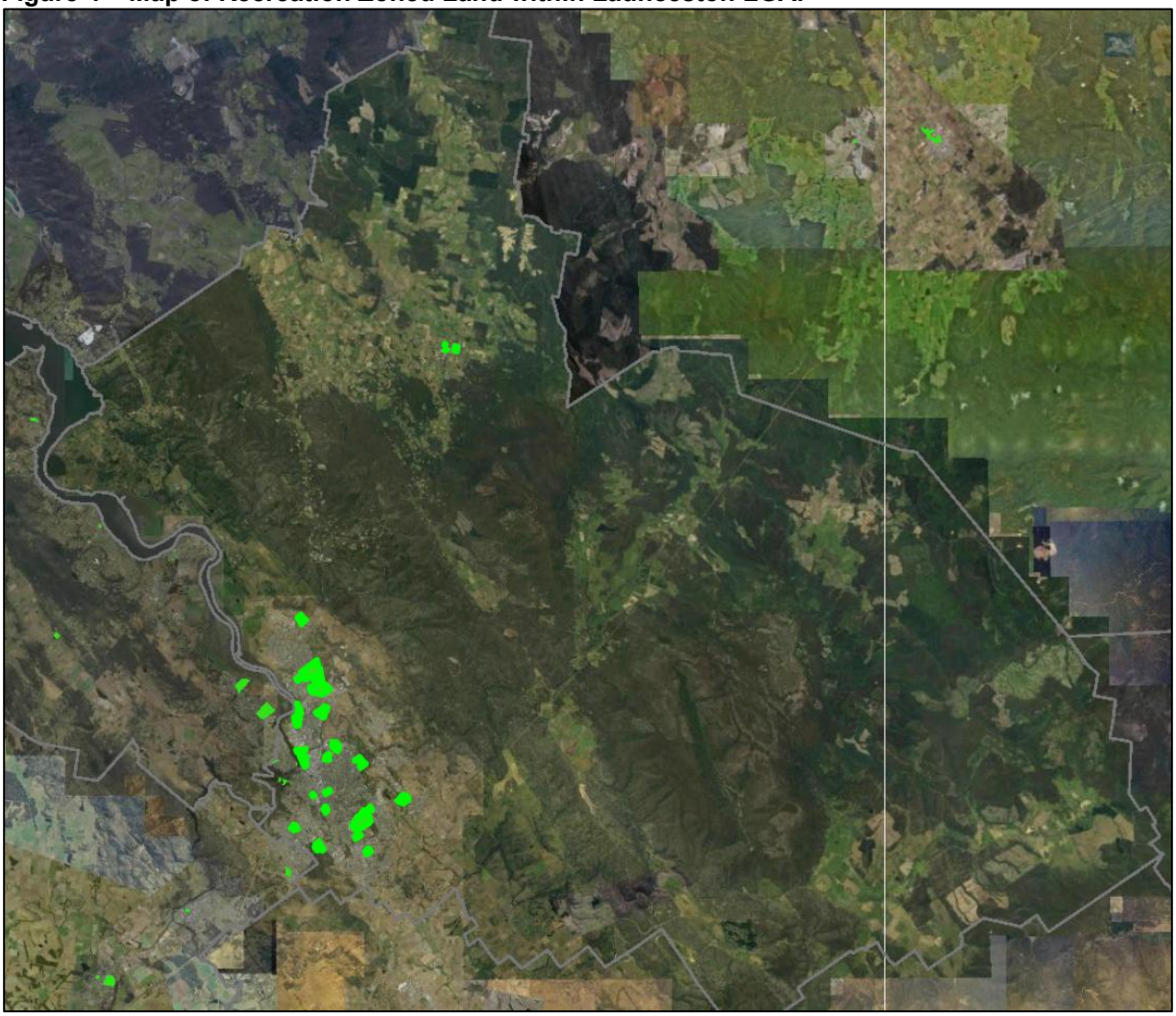
2.5.1 Recreation Zoning

Land which is located within the Recreation Zone within the Launceston municipality is generally council-owned or owned by The Crown and used for sporting grounds and community/regional facilities. The exceptions to this within the Launceston local government area include private golf courses, a bowls club, Mowbray Racecourse and a private school sporting property which are zoned Recreation. The site at 23 Racecourse Crescent is one of the only examples of private land in the Recreation Zone which is not owned and used by a community sports club or association.

A summary table has been prepared and included in **Appendix B** identifying the titles within the Launceston local government area which are zoned Recreation.

The subject site is developed with a large warehouse building with associated parking. The proposed draft amendment to rezone the land to Commercial will remove a parcel of land from the Recreation Zone within the municipality. . However, it is important to note that the proposed rezoning will not create an anomaly with the current use of the site for a gymnasium as the Sports and Recreation use class is a discretionary use in the Commercial Zone and can continue without issue under the proposed zone. .

Figure 4 – Map of Recreation Zoned Land within Launceston LGA.



Source: base image and data from the LIST (www.thelist.tas.gov.au) © State of Tasmania

2.5.2 Rezoning Feasibility Assessment

Urban Mixed Use Zone

The Urban Mixed Use Zone is applied around the Central Business Zone of the Launceston CBD extending to the north east to Lawrence Street. Further east, the QV Business Centre on High Street is also zoned Urban Mixed Use.

The application of the Urban Mixed Use Zone to the site would result in an isolated zoning and is not the most appropriate zoning for future use and development of the site in line with the adjacent Commercial zoned land to the north-west.

Local Business Zone

There is a pharmacy (Chemist Warehouse) on the corner of Innes Street and Racecourse Crescent and the 'local shop' on the corner of Innes and Cimitiere Streets to the west of the site are zoned Local Business.

The application of the Local Business Zone to the site would not align with the Zone Application Guidelines[2] and is not the most appropriate zoning for the intended future use and development of the site.

General Business Zone

The zone application guidelines indicate that that the General Business Zone should be applied to land in urban settlements that provides, or is intended to provide, for the business, commercial and community functions of Tasmania's main suburban and rural town centres and that it may be applied to Suburban Activity Centres identified in the Northern Regional Land Use Strategy.

The General Business Zone could be a suitable fit for the intended future use of the site, however it would result in an isolated zoning that is not consistent with the pattern of zoning in the immediate and surrounding area.

Commercial Zone

The Commercial Zone is applied to the Launceston Kmart Plaza and 21 Racecourse Crescent immediately adjacent to the site and the surrounding businesses in Boland Street, Cimitiere Street and Lawrence Street. There are also four properties in Dowling Street/Broadland Drive which are zoned Commercial. Becks Mitre 10 Launceston is a large site with frontages to Boland, Innes, Cimitiere and Lawrence Streets which is zoned Commercial.

It is proposed that the Commercial Zone is the most sensible and forward-looking approach for a site that can accommodate larger gross floor area retailing adjacent to an existing large shopping centre and is consistent with the existing pattern of zoning in the immediate and surrounding area. The site currently contains a legacy Recreation zoning which currently prevents the provision of additional large floor area and bulky goods retail use and development in this key suburban activity centre.

[2] Section 8A Guideline No.1 – Local Provisions Schedule (LPS): Zone and Code Application (version 2.0), June 2018

3.0 Supporting Assessments

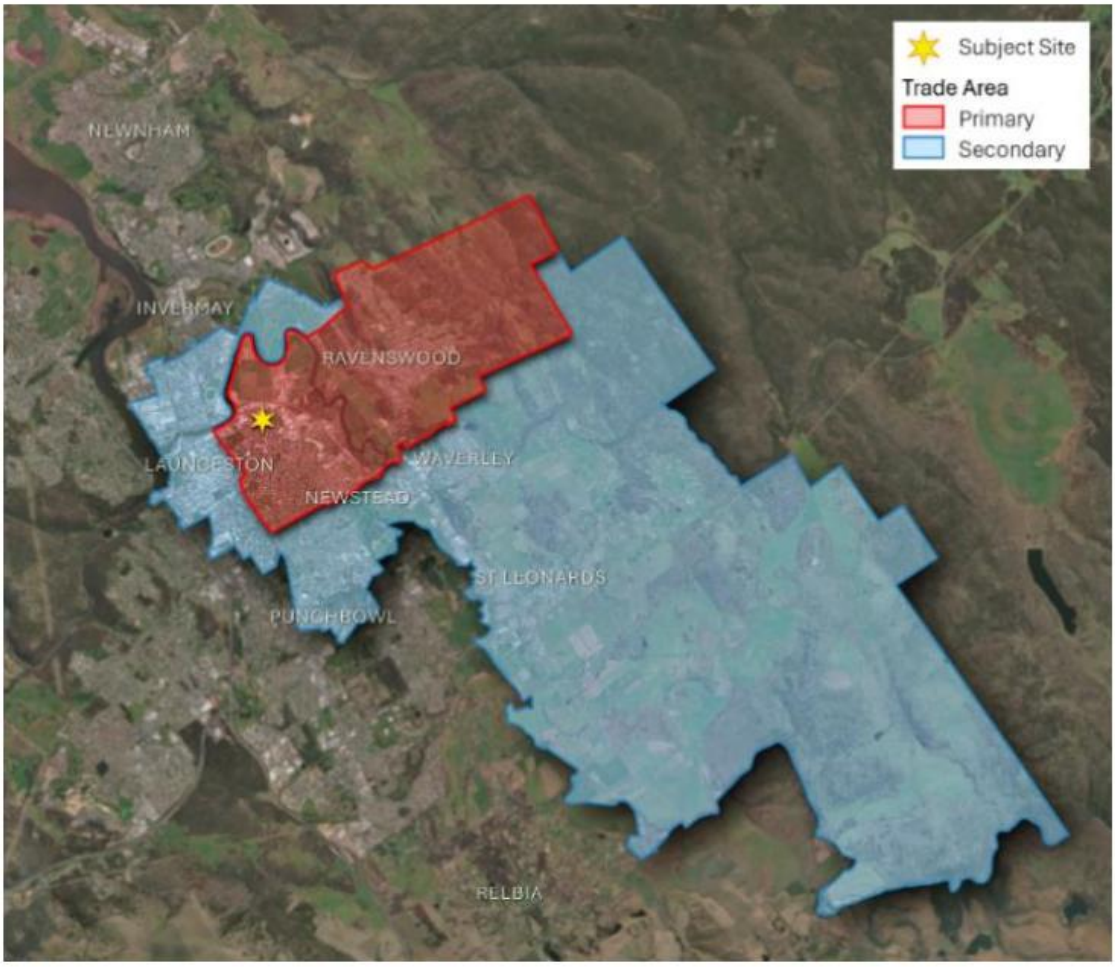
The proposal is informed by the following background investigation which is summarised below.

3.1 Retail Activity Assessment

Urban Enterprise was engaged to prepare a Retail Activity Assessment (**RAA**) for the proposed draft amendment. The purpose of the RAA was to provide an analysis of the site if it were zoned Commercial and therefore capable of accommodating business and retail activity uses and to better understand the potential impacts upon the retail hierarchy. The report was updated in July 2023, following feedback from a peer review commissioned by Council, attached as **Appendix C** to this report.

Their assessment establishes a retail catchment area, discusses the retail hierarchy and retail demand. The retail catchment includes a Primary Trade Area (PTA) and Secondary Trade Area (STA).

Figure S1 PTA and STA, Launceston Plaza and Subject Site



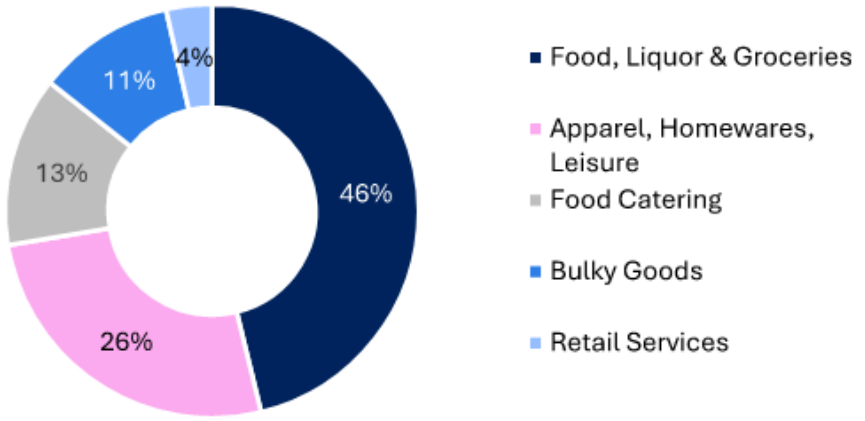
It is noted that the Launceston Plaza draws customers from outside the PTA and STA, particularly as it hosts one of only three Kmart stores in Tasmania (Launceston, Devonport and Hobart).

The Launceston Plaza is identified in strategic planning documents as a specialist Suburban Activity Centre. Launceston Plaza and the adjoining commercial precinct around Boland Street performs several important roles within the retail hierarchy, including:

- A supermarket, speciality and convenience based retail role for residents and workers in the PTA;
- A bulky goods retail role that complements Launceston's Central Area within, and outside of the PTA; and
- Provides the only Kmart available in Greater Launceston, indicating a regional catchment for this specific discount department store.

Analysis in section 4.4 of the report states that 46% of all expenditure within the PTA and the broader Launceston municipality is attributed to food, liquor and groceries which is often associated with supermarket and speciality food retailing (i.e. bakery, butcher, delicatessen). When apparel, homewares and leisure spending is added to this category, the two account for over 70% of annual retail spending.

Figure 7. Expenditure Categories, PTA & Launceston LGA



Source: Urban Enterprise 2023, derived from Retail Expenditure, Market Info 2016 (indexed to 2021)

The proponent has indicated that both the Coles supermarket and Kmart are trading well above viability thresholds, and are in the top performing supermarkets and discount department stores in Tasmania.

Close to two thirds of the Plaza's turnover is attributed to market share captured from the PTA and STA, with the balance coming from outside the trade areas with a combination of workers, visitors and non-trade area residents.

Over time, the population of the PTA and the Launceston municipality will increase and generate additional demand for retail floorspace. To estimate the quantum of retail floorspace that could viably be supported at the subject site, total retail turnover is converted to floorspace by applying an average turnover density (i.e. average trading level). Retail modelling estimates that the subject site could viably support approximately:

- 3,150 sqm by Year 1 (i.e. 2021);
- 4,200 sqm by year 5 (i.e. 2026);
- 5,400 sqm by year 10 (i.e. 2031); and
- 6,600 sqm by year 15 (i.e. 2036).

The current trading levels of the Plaza are well above viability thresholds, and the retail modelling illustrates that there is pent up demand for retail floorspace. In 2021, the Plaza could have supported in excess of 3,150 sqm of additional retail floorspace, increasing to approximately 4,200 sqm by year 5 (i.e. 2026).

This demonstrates there is currently a significant undersupply of retail space in this area.

The Plaza is responding to high retail demand conditions and has a current planning permits to extend the footprint to deliver an additional 1250m² of floorspace across 11 tenancies (speciality retailers). The ability to deliver further expansion on the existing Plaza site is limited by the available space and parking demand.

The Urban Enterprise Retail Assessment concludes that the site is appropriate to accommodate future retail uses for the following reasons:

- The site is adjacent to the Launceston (Kmart) Plaza and would therefore provide a logical and complementary extension of this Activity Centre.

- The site area (0.98ha) is optimal for accommodating retail development, and has a 130 metre frontage to Racecourse Crescent, which provides good access and exposure to consumers. The site can also leverage an existing bus stop that services Launceston (Kmart) Plaza and surrounds.

- Retail uses at the subject site would strengthen the role of Launceston (Kmart) Plaza and the adjoining commercial/bulky goods precinct, and the complementary economic relationship to the Principal Activity Centre.

- The current trading levels of the Plaza are well above viability thresholds, and the retail modelling illustrates that there is pent up demand for retail floorspace.

- Retail uses at the subject site are not are not anticipated to materially impact the hierarchy or viability of existing retail centres within the PTA, especially given the current level of turnover being achieved at Launceston (Kmart) Plaza; which is well-above viability thresholds, and one of the top performing supermarkets and discount department stores in Australia.

- The subject site is privately owned; which is relatively unique for a site that is zoned for recreation uses. It is apparent that the sport and recreation activities within the balance of the precinct will be unaffected by the proposed rezoning.
-

4.0 Draft Amendment Statutory Assessment

4.1 Section 8A Guidelines – Guideline No.1 Local Provisions Schedule (LPS): Zone and Code Application

The proposed draft amendment seeks to rezone the site from Recreation to Commercial. The application guidelines for these zones are provided below:

Recreation Zone	
The purpose of the Recreation Zone is: *28.1.1 To provide for active and organised recreational use and development ranging from small community facilities to major sporting facilities.* *28.1.2 To provide for complementary uses that do not impact adversely on the recreational use of the land.* *28.1.3 To ensure that new major sporting facilities do not cause unreasonable impacts on adjacent sensitive uses.*	
Zone Application Guidelines	***Response***
RecZ 1 The Recreation Zone should be applied to land that is, or is intended to be, used for active or organised recreational purposes, including: (a) sporting grounds and facilities; (b) golf courses; (c) racecourses; and (d) major sporting facilities.	*The site is not used as a sports ground, golf course, racecourse, or major sporting facility.* *The site is used as an indoor fitness centre/gymnasium and associated businesses.* *While the current use is appropriate within the Recreation Zone, it is an atypical application of the zone in Launceston, where the Recreation Zone is generally applied to public lands and in some cases private grounds owned and operated for organised sports clubs such as golf, horse racing and bowls.* *Sports and recreation use for a gymnasium or fitness centre is permissible in most urban zones under the Scheme, including residential, business/commercial, industrial and mixed use zones. Changing the zone of the subject land will not unreasonably limit the availability of sites where a gymnasium can establish and operate or the provision of land for recreational opportunities in the municipality.*
RecZ 2 The Recreation Zone may be applied to either public or privately owned land.	*The site is privately owned.*
RecZ 3 The Recreation Zone may be applied to land seaward of the high water mark where it	*Not applicable.*

includes existing, or is intended for, recreational facilities.	
RecZ 4 The Recreation Zone should not be used for open space areas or land predominantly intended for passive recreation (see Open Space Zone).	*The site is not used for passive recreation.*

Commercial Zone	
The purpose of the Commercial Zone is: *17.1.1 To provide for retailing, service industries, storage and warehousing that require:* *(a) large floor or outdoor areas for the sale of goods or operational requirements; and* *(b) high levels of vehicle access and parking for customers.* *17.1.2 To provide for a mix of use development that supports and does not compromise or distort the role of other activity centres in the activity centre hierarchy.*	
Zone Application Guidelines	***Response***
CZ 1 The Commercial Zone should be applied to land within urban settlements that provides, or is intended to provide, for large floor area retailing (such as Bulky Goods Sales and Equipment and Machinery Sales and Service), service industry, low impact storage and warehousing, or other commercial use needs of the community that demand: (a) large floor or outdoor areas; and (b) high levels of vehicle access and car parking for customers.	*The proposed draft amendment seeks to allow a pathway for the site to be developed in the future for large floor area retailing or bulky goods store. The site has an extensive frontage to Racecourse Crescent and contains existing on-site parking that can be expanded and/or upgraded as part of any future development application to provide a high level of vehicle access and car parking for customers.* *The site offers a rare opportunity to expand the provision of large floor area retail/bulky goods in an existing Suburban Activity Centre, that is also adjacent to the key retail attraction of the Kmart Plaza.* *The information on trading levels of the Kmart Plaza provided in the Retail Assessment demonstrates that there is an existing unmet demand for retail floor space in this area. The sales data shows that an additional 3150m^2 of retail floor space could have been supported in 2021, increasing to 4200m^2 in 2026 (year 5 of the modelling) and 6600m^2 in a further 10 years.* *The site is of sufficient size, shape and orientation to accommodate a development of this nature and is well served by the existing road and public transport network.*
CZ 2 The spatial application of the Commercial Zone must ensure that it does not compromise the viability of the other retail and business centres located within the three business zones.	*The application of the Commercial Zone to the subject site will not comprise the viability of the other retail and business centres located within the three business zones.* *The proposal recognises the existing activity centre hierarchy and will not detract from the role of the three business zones.* *Rezoning this site provides for a natural expansion of the existing Commercial Zone in and around the Kmart Plaza Suburban Activity Centre.*

	Refer to assessment against the NTRLUS in section 4.5 of this report.
CZ 3 The Commercial Zone should not be applied to land: (a) where the primary purpose is to provide for industrial purposes (see industrial zones); or (b) where the primary purpose is to provide for General Retail and Hire uses such as supermarkets, department stores or other variety stores (see business zones).	*The future use of the site will not be for industrial uses. The proximity of the site to residential and other sensitive uses would not be conducive to establishing industrial activities without land use conflict.* *The proposed draft amendment is to allow for future bulky goods sales or large floor space retail uses, both of which are permissible within the Commercial Zone. The application of a business zone would not be appropriate in this location as it would represent an isolated zoning within an established area of Commercial zoned land.*

4.2 Objectives of the *Land Use Planning and Approvals Act 1993*

Section 34(2)(a) of the Act requires that an amendment furthers the Objectives set out in Schedule 1. The following sections detail how the proposed draft amendment furthers these objectives.

4.2.1 Schedule 1 Objectives – Part 1

PART 1 – Objectives of the Resource Management and Planning System of Tasmania	
Objective	**Response**
(a) to promote the sustainable development of natural and physical resources and the maintenance of ecological processes and genetic diversity; and	*The site is developed with a building and carpark. The site does not contribute significantly to ecological processes or genetic diversity within the local area and region.*
(b) to provide for the fair, orderly and sustainable use and development of air, land and water; and	*The draft amendment will provide for fair, orderly and sustainable use and development. It will provide an opportunity to zone a parcel of land more appropriately within the context of the area without compromising or distorting activity centre hierarchy. There are no particular natural or cultural values associated with the land.*
(c) to encourage public involvement in resource management and planning; and	*Public involvement will be undertaken through the exhibition of the proposed draft amendment.*
(d) to facilitate economic development in accordance with the objectives set out in paragraphs (a), (b) and (c); and	*The draft amendment will facilitate economic development through zoning which will allow for potential retail or bulky goods development adjacent to an existing retail development in a Commercial area.*
(e) 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 amendment process represents a sharing of responsibility for resource management and planning between Council the Commission, stakeholders and the community.*

4.2.2 Schedule 1 Objectives – Part 2

PART 2 – Objectives of the Planning Process Established by this Act	
Objective	**Response**
(a) to require sound strategic planning and co-ordinated action by State and local government; and	*The proposed draft amendment is consistent with the Regional Land Use Strategy of Northern Tasmania. It will provide an opportunity to zone land in a more logical manner and to allow for future retail or bulky goods development adjacent to the existing Launceston Kmart Plaza.* *The Recreation zoning of the site appears to be an anomaly in the Scheme, where the Recreation zoning is generally applied to council-owned or land owned by The Crown which is used for recreation facilities, and in some cases private club facilities such as golf courses throughout the municipality.* *The existing use of the site is for LIFT Centre which is most accurately defined within the Sports and Recreation – Gymnasium use class which is a No Permit Required use in the Recreation Zone. The Sports and Recreation – Gymnasium use class has a Discretionary status in the Commercial Zone. The use can continue operating without issue as an existing use if the proposed amendment is approved. The draft amendment represents coordinated and sound strategic planning.*
(b) to establish a system of planning instruments to be the principal way of setting objectives, policies and controls for the use, development and protection of land; and	*The amendment process is part of the system involved in establishing and reviewing planning instruments. The draft amendment will involve a rezoning of land in accordance with the Tasmanian Planning Scheme requirements.* *The relevant Code provisions will continue to apply to the site in relation to the proposed development application that will be facilitated by the proposed draft amendment.*
(c) to ensure that the effects on the environment are considered and provide for explicit consideration of social and economic effects when decisions are made about the use and development of land; and	*This report includes information which demonstrates that the proposed draft amendment will not have a significant impact on environmental values associated with the land and water resources within and external the site.* *The potential impacts of any future use and development, such as emissions or traffic generation, are able to be adequately assessed under the applicable provisions of the Commercial Zone and relevant Codes at the time of any future Development Application.* *It has been determined in the supplied Retail Assessment that the future use and development*

PART 2 – Objectives of the Planning Process Established by this Act	
Objective	**Response**
	that will be facilitated by the proposed draft amendment will have a net community benefit from an economic and social perspective.
(d) to require land use and development planning and policy to be easily integrated with environmental, social, economic, conservation and resource management policies at State, regional and municipal levels; and	*The proposed draft amendment is consistent with the relevant State, regional and local strategy and policy directions which broadly seek to achieve sustainable development that does not compromise environmental, social, economic, conservation and resource management objectives.*
(e) to provide for the consolidation of approvals for land use or development and related matters, and to co-ordinate planning approvals with related approvals; and	*The proposed draft amendment is considered under section 37(1) of the Act.*
(f) to promote the health and wellbeing of all Tasmanians and visitors to Tasmania by ensuring a pleasant, efficient and safe environment for working, living and recreation; and	*The proposed draft amendment will provide the ability for the site to be redeveloped in the future to provide for a supporting and complimentary retail or bulky goods development adjacent to the existing Launceston Kmart Plaza. It will not adversely impact upon the existing environment for working, living and recreating within Launceston.*
(g) to conserve those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value; and	*The proposed draft amendment will not result in any impact on a place listed or known to be significant for its scientific, aesthetic, architectural, historical or cultural value.*
(h) to protect public infrastructure and other assets and enable the orderly provision and co-ordination of public utilities and other facilities for the benefit of the community; and	*The site is capable of being serviced by road, sewer, water, stormwater and electricity infrastructure with capacity.*
(i) to provide a planning framework which fully considers land capability.	*The site is not subject to the Protection of Agricultural Land Policy.*

4.3 State Policies

The following section assesses the draft amendment against each of the current State Policies.

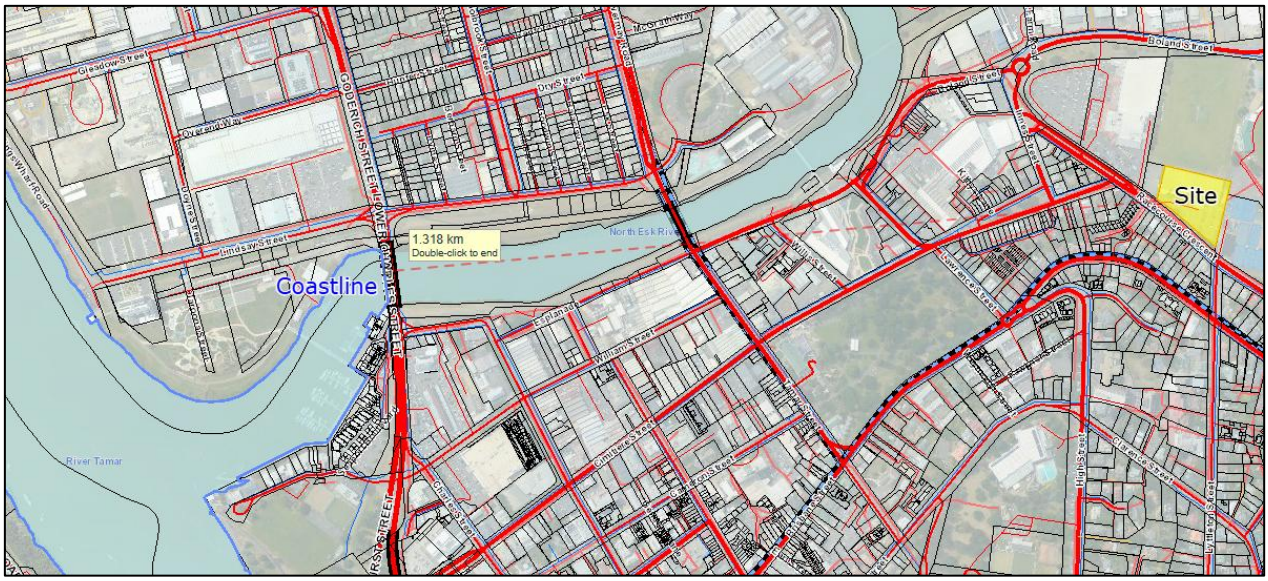
4.3.1 Tasmanian State Coastal Policy 1996

The State Coastal Policy 1996 defines the term ‘Coastal Zone’ as, under the State Coastal Policy Validation Act 2003, a reference in the State Coastal Policy 1996 to the coastal zone is

to be taken as a reference to State waters and to all land to a distance of one kilometre (1km) inland from the high-water mark.

In this instance, the nearest point of the Coastline layer as mapped on the LIST, is at the Charles Street Bridge, which is at least 1.3km west of the site, as shown in Figure 7.

Figure 7 – Image showing the site (yellow) is more than 1.3km from the nearest Coastline at the Charles Street Bridge, as depicted on LISTmap.



The LIST Coastline metadata describes the layer as:

> *LIST Coastline depicts Mean High Water Mark for the State of Tasmania and offshore islands excluding Macquarie Island.*

The site is therefore not within 1km of State coastal waters and the State Coastal Policy does not apply to the site or the proposed draft amendment.

4.3.2 State Policy on the Protection of Agricultural Land 2009

The provisions of the State Policy are reflected in the Rural and Agriculture Zones in the Scheme. The site is currently zoned Recreation. Accordingly, the site is not contemplated by the provisions of the Protection of Agricultural Land Policy.

4.3.3 State Policy on Water Quality Management 1997

The provisions of the *Water Quality Management 1997* are reflected in the Natural Assets Code in the Scheme. The site is not subject to any component of the Natural Assets Code. The draft amendment is not contemplated by the provisions of the State Policy on Water Quality Management.

4.3.4 National Environmental Protection Measures

National Environmental Protection Measures (NEPMs) are developed under the *National Environment Protection Council (Tasmania) Act 1995* and outline the objectives and protections for specific environmental matters. Section 12A of the *State Policies and Projects Act 1993* provides NEPMs with an equivalent status as State policies.

There are seven active NEPMs which deal with the following environmental matters:

1. Ambient air quality;
2. Air toxins;
3. Assessment of site contamination;
4. Diesel vehicle emissions;
5. Movement of controlled waste between states and territories;
6. National pollutant inventory; and
7. Used packaging material.

None of the above NEPMS are considered directly relevant to the proposed draft amendment.

The draft amendment seeks to rezone land from Recreation Zone to the Commercial Zone. There are no allowable uses within the Commercial Zone that would be expected to generate any emissions or activity that would be contrary to the NEPMs.

The impact of any emissions generated by future uses on the land would be sufficiently managed by the existing provisions of the Scheme, including the Commercial Zone use standards and the provisions of the Attenuation Code where an applicable activity is proposed. The proposal will not impede the achievement of any of the NEPM's and is therefore in accordance with the associated State Policy.

4.4 Tasmanian Planning Policies

Section 34(2)(da) of the Act requires an amendment to satisfy the relevant criteria of a Tasmanian Planning Policy ("TPP"). The TPP's will not take effect until the 1 July 2026. As the consideration of this proposed amendment may be ongoing on this date, the TPP's are assessed below.

Policy Topic	Policy Application	Policy Objective
1.0 Settlement		
1.1 Growth	1.1.1 Applies to existing settlements and land that has been proposed, allocated or identified for future settlement growth, with the exception of rural residential settlements unless that rural residential settlement, or part of it, has been identified for infill growth at urban densities and included within an urban or settlement growth boundary.	1.1.2 To plan for settlement growth that allocates land to meet the existing and future needs of the community and to deliver a sustainable pattern of development.

Policy Topic	Policy Application	Policy Objective
Response The proposed draft amendment seeks to rezone a site within the regional city of Launceston that is within a designated Priority Consolidation Area and the existing Launceston Kmart Plaza Suburban Activity Centre. Rezoning the site to Commercial would facilitate future infill development for retail and/or bulky goods uses to meet the established need for additional floor space to serve the surrounding area and broader city and region, as demonstrated in the Retail Assessment. The existing zoning of Recreation represents a legacy zoning of the site and is not necessary to continue the existing use of a gymnasium. A gymnasium (Sports and recreation use) is permissible in almost every urban zone, whereas this key site provides a strategic opportunity for infill development in a fully serviced location, part of an important Suburban Activity Centre as required to meet the growing needs of the community in this sector. The proposal is in accordance with the settlement hierarchy and urban growth boundaries established by NTRLUS. The proposal therefore responds directly to Strategies 1.1.3 (2 a), b), c)), (3), (9) and (10)		
1.2 Liveability	1.2.1 Applies to existing settlements and land that is proposed, allocated or identified for future settlement growth, with the exception of rural residential settlements.	1.2.2 To improve the liveability of settlements by promoting a pattern of development that improves access to housing, education, employment, recreation, nature, health and other services that support the wellbeing of the community.
Response The proposal supports the Liveability Policy. The proposal will facilitate expand and consolidate an existing Suburban Activity Centre, while responding to a demonstrated need for additional retail floor space in Launceston. The proposal will provide additional employment opportunities, and the site is close to residential neighbourhoods and is connected to active and public transport routes. The proposal therefore responds directly to Strategy 1.2.3 (1), (2) and (5).		
1.3 Social Infrastructure	1.3.1 Applies to existing settlements and land that is proposed, allocated or identified for future settlement growth, with the exception of rural residential settlements, other than for the provision of social infrastructure that supports the safety of those communities such as rural fire services.	1.3.2 To support the provision of adequate and inclusive social infrastructure to promote the health, education, safety and wellbeing of the community.
Response The Social Infrastructure Policy has limited application to the proposal as it will not provide for, nor constrain, the provision of social infrastructure.		

Policy Topic	Policy Application	Policy Objective
1.4 Settlement Types	1.4.1 Applies to existing settlements and land that is proposed, allocated or identified for future settlement including rural residential development.	1.4.2 To plan for the sustainable use and development of settlements that have particular characteristics or values.
Response The proposal will build upon the established character and role of the Launceston Kmart Plaza Suburban Activity Centre as a regionally important retail hub by providing an opportunity for infill development that will expand the available retail floor area in line with the demonstrated need. The proposal is therefore consistent with Strategies 1.4.3 (1).		
1.5 Housing	1.5.1 Applies to existing settlements and land that is proposed, allocated or identified for future settlement growth.	1.5.2 To provide for a sufficient supply of diverse housing stock, including social and affordable housing, that is well-located and well-serviced to meet the existing and future needs of the Tasmanians.
Response The Housing Policy has limited application to the proposal as it will not provide for housing. The proposal will provide for commercial growth and employment opportunities within an existing activity centre to better serve the needs of the surrounding community and will not constrain the provision of housing.		
1.6 Design	1.6.1 Applies to existing and proposed urban spaces.	1.6.2 To create functional, connected and safe urban spaces that positively contribute to the amenity, sense of place and enjoyment experienced by the community.
Response The proposal indirectly accords with the Design Policy. The proposed rezoning would facilitate a redevelopment of the subject site for retail and/or bulky goods purposes. Any such proposal would be subject to the design and standards required by the Tasmanian Planning Scheme, including provisions such as building design, landscaping, car park layout and provisions to encourage active transport that could contribute to the amenity and function of the area.		
1.7 Development Contributions	1.7.1 Applies to existing settlements and new areas of settlement growth.	1.7.2 To support the equitable sharing of costs between developers and the wider community associated with the provision of new, or upgraded, infrastructure to service growth.

Policy Topic	Policy Application	Policy Objective
Response The proposal does not impact this Policy.		
2.0 Environmental Values		
2.1 Biodiversity	2.1.1 Statewide.	2.1.2 To contribute to the protection and conservation of Tasmania's biodiversity.
Response The proposal relates to an urban site that is already developed and is devoid of natural vegetation. The proposal will not impact upon the protection and conservation of Tasmania's biodiversity values.		
2.2 Waterways, Wetlands and Estuaries	2.2.1 Statewide.	2.2.2 To protect and improve the quality of Tasmania's waterways, wetlands and estuaries.
Response The proposal relates to an urban site that is already developed and does not contain any waterways, wetlands or estuaries. The proposal will not impact upon the protection and quality of Tasmania's waterways, wetlands or estuaries.		
2.3 Geodiversity	2.3.1 Statewide.	2.3.2 To protect and conserve land containing high conservation value geodiversity and to promote natural geological, geomorphological and soil processes that support broader, and more balanced, ecological functions.
Response The proposal relates to an urban site that is already developed and does not contain any high conservation value geodiversity or localised natural geological, geomorphological or soil processes that support or maintain local ecological functions. The proposal will not impact upon the protection and conservation of Tasmania's geodiversity.		
2.4 Landscape Values	2.4.1 Statewide.	2.4.2 To protect and enhance significant landscapes that contribute to the scenic value, character and identity of a place.
Response The proposal relates to an urban site in Launceston that is already developed and does not contain any mapped cultural, ecological, geological or aesthetic landscapes or scenic areas.		

Policy Topic	Policy Application	Policy Objective
The proposal will not impact upon the protection and enhancement of significant landscapes and scenic values in Tasmania.		
2.5 Coasts	2.5.1 Applies to the Coastal Zone as defined in the *State Coastal Policy 1996*, which is to be taken as a reference to State waters and to all land to a distance of one kilometre inland from the highwater mark.	2.5.2 To promote the protection, conservation and management of coastal values.
Response The State Coastal Policy 1996 defines the term 'Coastal Zone' as, *under the State Coastal Policy Validation Act 2003, a reference in the State Coastal Policy 1996 to the coastal zone is to be taken as a reference to State waters and to all land to a distance of one kilometre inland from the high-water mark*. In this case the site is located approximately 5km from the nearest mean high-water mark of State coastal waters, located at the end of Park Street adjacent to Royal Park. The site is therefore not within the Coastal Zone. The Coasts Policy is therefore not applicable to the proposal.		
3.0 Environmental Hazards		
3.1 Bushfire	3.1.1 Statewide.	3.1.2 To prioritise the protection of human life and to support the resilience of settlements and communities by reducing the potential impacts of bushfire on life, property and infrastructure.
Response The proposal relates to an urban site in Launceston that is not identified as a Bushfire-Prone Area under the Launceston LPS. The Bushfire Policy is therefore not applicable to the proposal.		
3.2 Landslip	3.2.1 Statewide.	3.2.2 To reduce the risk to people, property and the environment from the adverse impacts of landslip hazards.
Response The proposal relates to an urban site in Launceston that is not identified as being within a Landslip Hazard Area under the Launceston LPS. The Landslip Policy is therefore not applicable to the proposal.		
3.3 Flooding	3.3.1 Statewide.	3.3.2 To minimise the impact of flood hazards that have the potential to cause harm to human life, property and infrastructure and

Policy Topic	Policy Application	Policy Objective
		to reduce the cost to the community as a result of flood events.
Response The proposal relates to an urban site in Launceston that is not identified as being within a Flood Prone Area under the Launceston LPS. The Flooding Policy is therefore not applicable to the proposal.		
3.4 Coastal Hazards	3.4.1 Applies to the Coastal Zone as defined in the *State Coastal Policy 1996*, which is to be taken as a reference to State waters and to all land to a distance of one kilometre inland from the highwater mark.	3.4.2 To minimise the risks associated with coastal erosion and coastal inundation caused by climate change induced sea level rise by incorporating avoidance, mitigation and adaptation strategies into land use planning.
Response The State Coastal Policy 1996 defines the term 'Coastal Zone' as, *under the State Coastal Policy Validation Act 2003, a reference in the State Coastal Policy 1996 to the coastal zone is to be taken as a reference to State waters and to all land to a distance of one kilometre inland from the high-water mark*. In this case the site is located more than 1km from the nearest coastline/high water mark which is mapped as Charles Street Bridge. The site is therefore not within the Coastal Zone. The Coastal Hazards Policy is therefore not applicable to the proposal.		
3.5 Contaminated Air and Land	3.5.1 Statewide.	3.5.2 To consider the impacts of past, present and future land use and development that has involved, or is proposed to involve, potentially contaminating activities, and to minimises the risk of harm to human health, property and the environment arising from exposure, or potential exposure, to contaminants or nuisances caused by those activities.
Response The proposal relates to an urban site in Launceston that is not known to have been used for potentially contaminating activities. If any potential for site contamination is identified, the risk can be managed through assessment under the existing provisions of the TPS – Potentially Contaminated Land Code. The proposal is consistent with the Contaminated Air and Land Policy, as far as it is applicable.		
4.0 Sustainable Economic Development		

Policy Topic	Policy Application	Policy Objective
4.1 Agriculture	4.1.1 Statewide.	4.1.2 To promote a diverse and highly productive agricultural sector by protecting agriculture land and the resources on which agriculture depends, while supporting the long-term viability and growth of the agricultural sector.
Response The proposal relates to an urban site in Launceston that is already developed and does not contain any agricultural land and is not adjacent to any agricultural land. The Agriculture Policy is therefore not applicable to the proposal.		
4.2 Timber Production	4.2.1 Statewide.	4.2.2 To contribute to the protection of Tasmania's timber resources.
Response The proposal relates to an urban site in Launceston that is already developed and does not contain any timber production areas or resources. The Timber Production Policy is therefore not applicable to the proposal.		
4.3 Extractive Industry	4.3.1 Statewide.	4.3.2 To identify and protect existing and potential extractive industry resources, and supporting infrastructure, to facilitate economic growth and support efficient infrastructure and urban development.
Response The proposal relates to an urban site that does not include any mining leases or land that is used for extractive industry purposes, and the site is not within an attenuation area of any nearby extractive industry activities. The Extractive Industry Policy is therefore not applicable to the proposal.		
4.4 Tourism	4.4.1 Statewide.	4.4.2 To promote the sustainable development of the State's tourism industry.
Response The proposal indirectly accords with the Tourism Policy. While the site is not identified as a key tourism site or destination, the proposal will facilitate the expansion of retail and related services in an existing activity centre in Launceston, which can support the delivery of tourism growth in the city.		

Policy Topic	Policy Application	Policy Objective
4.5 Renewable Energy	4.5.1 Statewide.	4.5.2 To promote renewable energy use and development to support economic and employment opportunities and strengthen the State's economy, while also supporting emissions reduction.
Response The proposal is not directly impacted by the Strategies of the Renewable Energy Policy. There is potential for future use and development on the site to incorporate renewable energy generation such as solar panels.		
4.6 Industry	4.6.1 Statewide.	4.6.2 To protect industrial land, facilitate sustainable industrial use and development and ensure there is sufficient availability of suitable industrial land to meet the existing and future needs of Tasmania.
Response The site does not include land zoned or used for industrial purposes and does not directly adjoin any industrial land. The site is not suitable for industrial use, given the urban location in close proximity to residential areas. The proposal does not conflict or compete with the Strategies of the Industry Policy.		
4.7 Business and Commercial	4.7.1 Statewide.	4.7.2 To promote business and commercial activities at a scale and intensity suited to the location to support diverse economic and employment opportunities and strengthen the State's economy.
Response The proposal directly accords with the Business and Commercial Policy. The proposed draft amendment for a rezoning of the site to Commercial would facilitate a pathway for the site to be developed in the future for large floor area retailing and/or bulky goods sales, likely together with small speciality retail outlets. Rezoning this site provides for a natural expansion of the existing Commercial Zone around the Launceston Kmart Plaza Suburban Activity Centre. There is a demonstrated unmet demand for additional retail floor space in this area, as shown in the Retail Activity Assessment (see section 3.1). The proposal would provide for a strategic site to meet this demand, directly adjacent to the existing Kmart Plaza that is well served by existing service and infrastructure, including roads and public transport network. The proposal would support the role of the Kmart Plaza within the established activity centre hierarchy and represents infill development in a Priority Consolidation Area as identified in NTRLUS.		

Policy Topic	Policy Application	Policy Objective
The proposal is therefore consistent with Strategies 4.7.3 (1), (2), (3), (4), (5) and (6).		
4.7 Innovation and Research	4.7.1 Statewide.	4.7.2 To promote innovation and research, and the institutions and infrastructure that drives learning and prepares a skilled workforce, that will support existing and emerging opportunities and contribute to a diverse and resilient economy.
Response While the proposal does not directly relate to the Innovation and Research Policy, it does not conflict with the Strategies.		
5.0 Physical Infrastructure		
5.1 Provision of Services	5.1.1 Statewide.	5.1.2 To promote the efficient, effective, sustainable and safe delivery of services including reticulated water and sewerage, stormwater management, electricity, gas, telecommunications and recycling and waste management.
Response The proposal is consistent with the Provision of Services Policy. The proposal relates to an urban site with full access to reticulated services, electricity, telecommunications and transport infrastructure including public transport network. The proposed rezoning to Commercial will facilitate future commercial development, making efficient use of fully serviced land within an existing Suburban Activity Centre.		
5.2 Energy Infrastructure	5.2.2 Statewide.	5.2.2 To protect electricity infrastructure, including infrastructure to support energy efficiency and renewable energy and provide for a safe, secure and reliable energy system to meet the needs of the community, businesses and industry.
Response The proposal relates to an urban site in Launceston that does not contain any electricity infrastructure or easements relating to this infrastructure.		

Policy Topic	Policy Application	Policy Objective
The Energy Infrastructure Policy is therefore not applicable to the proposal.		
5.3 Roads	5.3.1 Statewide.	5.3.2 To plan, manage and maintain an integrated road network that supports efficiency, connectivity, travel reliability and safety.
Response The proposal is consistent with the Roads Policy. The proposal will not impact upon key road corridors or future road corridors. The site is accessed from Racecourse Crescent which is a sub arterial road maintained by Council. While the proposal is for a rezoning only at this stage, there is no indication that the safety or efficiency of the local road network would be negatively impacted by future use and development of the site. Traffic and related matters can be adequately considered at the Development Application stage in accordance with the applicable standards of the Tasmanian Planning Scheme, including the Road and Railway Assets Code and Parking and Sustainable Transport Code.		
5.4 Passenger Transport Modes	5.4.1 Statewide.	5.4.2 To support a safe, reliable, efficient and accessible passenger transport system that provides people with modal choice and is well integrated with land use.
Response The proposal is consistent with the Transport Modes Policy. The proposed rezoning of the site to Commercial would proivde a pathway for the site to be developed in the future for large floor area retailing and/or bulky goods sales, likely together with small speciality retail outlets. Rezoning this site provides for a natural expansion of the existing Commercial Zone around the Launceston Kmart Plaza Suburban Activity Centre, leveraging the existing high visitation to this area, as well as the existing infrastructure and servicing, including direct access to a bus route with a stop less than 200m from the site. The site is located in a walkable neighbourhood near existing residential and mixed use areas and in relatively close proximity to the network of pathways around the levee banks which provide an active transport route around the city. The proposal is therefore consistent with Strategies 5.4.3, particularly (1), (2), (3), (5), (6) and (8).		
5.5 Ports and Strategic Transport Networks	5.5.1 Statewide.	5.5.2 To recognise and protect Tasmania's strategic freight system, including key freight networks, ports, intermodal hubs and industrial estates.
Response		

Policy Topic		Policy Application		Policy Objective	
The proposal is not impacted by the Ports and Strategic Transport Networks Policy.					
6.0	**Cultural Heritage**				
6.1	**Aboriginal Cultural Heritage**	6.1.1	Statewide.	6.1.2	Support the protection and Aboriginal custodianship of Aboriginal Cultural Heritage including places, objects and practices.
Response The Aboriginal Cultural Heritage Policy has limited application to the proposal. The proposal relates to an urban site in Launceston that is already developed. There is no known record of Aboriginal Cultural Heritage values associated with the site or immediate surrounds. However, if any Aboriginal Cultural Heritage objects were identified during any future development work, the provisions *Aboriginal Heritage Act 1975* would be applicable.					
6.2	**Historic Cultural Heritage**	6.2.1	Statewide.	6.2.2	To support the strategic consideration of places listed on State, National and world heritage registers and identification and conservation of significant local historic cultural heritage buildings, part of buildings, infrastructure (for example bridges), places/features, precincts and landscapes and promote sympathetic design solutions and responses that preserve or complement those cultural heritage values and facilitate appropriate adaptive reuse.
Response The Historic Cultural Heritage Policy has limited application to the proposal. The site does not contain any identified cultural heritage values that require consideration. The proposal does not conflict with the Strategies of this Policy.					
7.0	**Planning Processes**				
7.1	**Public Engagement**	7.1.1	Statewide.	7.1.2	To improve and promote public engagement processes to provide for the community's needs, expectations and values are identified and considered in land use planning.

Policy Topic	Policy Application	Policy Objective
Response The proposal aligns with the Public Engagement Policy. If Council agree to initiate the proposed planning scheme amendment, the legislated advertising period and Tasmanian Planning Commission hearing process will allow for public engagement with the proposal The Structure Plan is therefore consistent with Strategies 7.1.3 (2), (3) and (4).		
7.2 Strategic Planning	7.2.1 Statewide.	7.2.2 To encourage the strategic consideration of land use planning issues by promoting integrated and coordinated responses that balance competing social, economic, environmental and intergenerational interests to provide for the long-term sustainable use and development of land.
Response The is consistent with the Strategic Planning Policy. The proposed planning scheme amendment is subject to the established assessment process which involves coordinated assessment by local government and the State (Tasmanian Planning Commission) in accordance with legislated processes. LPS amendments must demonstrate consistency with the applicable legislation and strategic planning documents		

4.5 Northern Tasmania Regional Land Use Strategy

The Northern Tasmania Regional Land Use Strategy ('NTRLUS') was established under section 5A of the LUPA Act.

The NTRLUS is the regional plan for Northern Tasmania which sets out the strategy and policy framework to facilitate and manage change, growth and development within the region through until 2032. The NTRLUS contains seven (7) distinct parts which are:

- Part A: The purpose and scope of the NTRLUS
- Part B: Regional Profile and Overview
- Part C: Regional Strategic Planning Framework
- Part D: Regional Planning Land Use Categories
- Part E: Regional Planning Policies
- Part F: Implementation and Monitoring Measures
- Part G: Local Provisions Schedule Preparation Addendum

All municipal planning schemes and policy making within the region are expected to advance and implement all active parts of the NTRLUS. In this instance, the sections of the NTRLUS that are most pertinent to the proposed draft amendment are Parts E and G.

Part C - Regional Strategic Planning Framework

Part C of the NTRLUS sets out the Vision for Northern Tasmania, to create a region within which:

- All communities enjoy a positive, affordable and competitive future;
- Councils and communities work cooperatively;
- Sustainable economic prosperity flourishes;
- Valued environmental features and assets are promoted; and
- Quality of life is enhanced and people are moved to live, invest and visit Northern Tasmania.

The Vision is underpinned by a Strategic Planning Framework, which outlines four key strategic goals—Economic Development, Liveability, Sustainability, and Governance—each supported by strategic directions that together form the broad policy framework for regional planning.

The strategic goals inform the regional planning policies set out in Part E, which are intended to guide local policy development and implementation.

Compliance with the Strategic Goals contained in Part C is demonstrated through the discussion and assessment of the proposal against the relevant sections of Part E, provided below.

Part D - Regional Land Use Categories and Key Principles

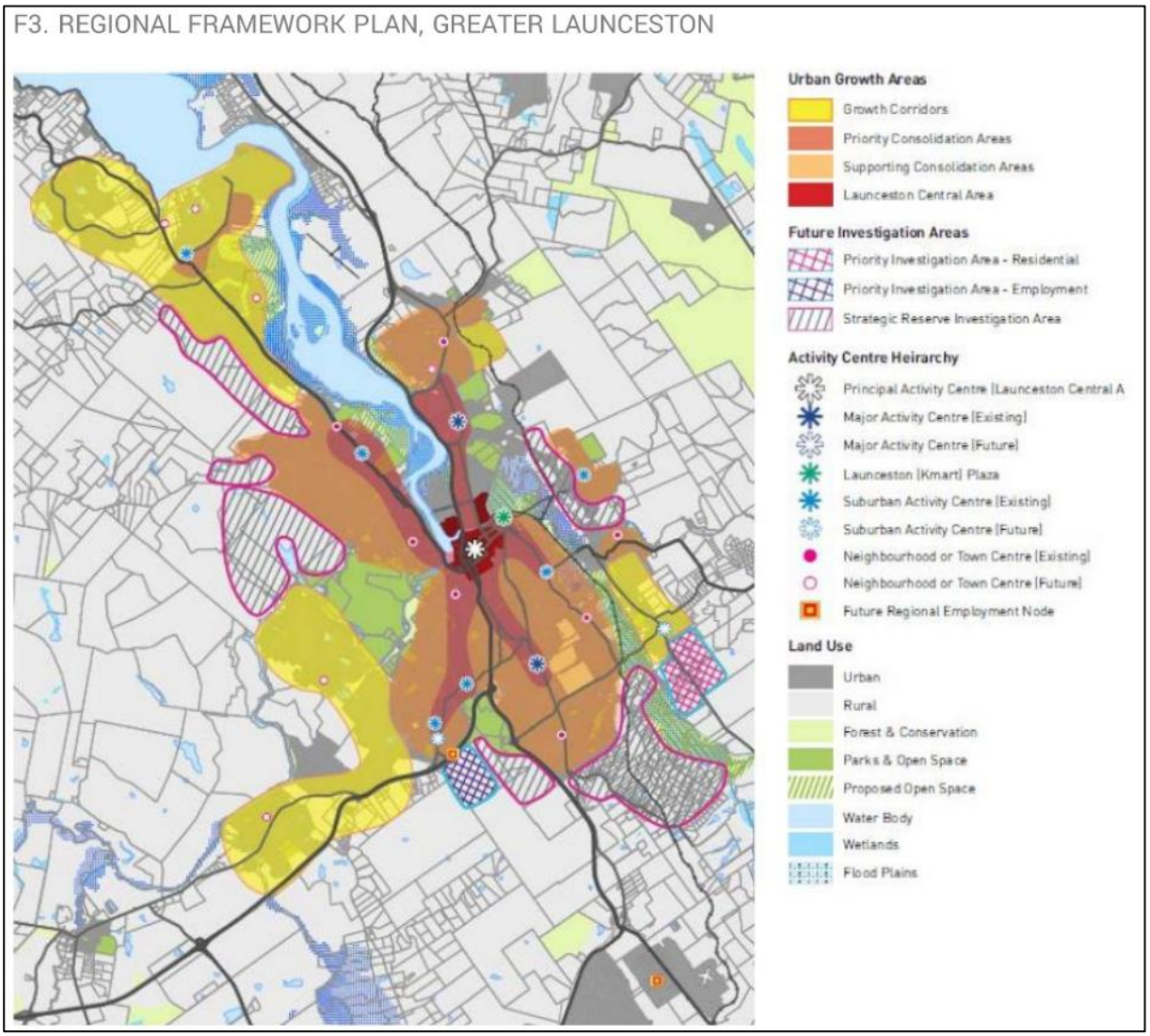
Part D of the NTRLUS establishes three Regional Land Use Categories to provide the spatial framework to achieve the Vision of the Strategy:

- Urban Growth Areas;
- Rural Areas; and
- Natural Environment Areas.

The site is located within an Urban Growth Area. Urban Growth Areas comprise land within developed urban settlements or areas intended for urban development as identified in a Priority Consolidation Area, Supporting Consolidation Area or Growth Corridor on the Regional Framework Maps.

The Regional Framework Map F3 (D.1) in the NTRLUS identifies the site within a Priority Consolidation Area adjacent to the Launceston (Kmart) Plaza identification asterisk (refer to Figure 7 below). It is noted that for the purposes of the Activity Centre Hierarchy, that although separately identified in the NTRLUS, the Launceston Kmart Plaza is classified as a Suburban Activity Centre. The separate designation highlights the important regional role of the Launceston Kmart Plaza.

Figure 7 - Excerpt of Regional Framework Plan for Launceston showing the location of the site.



Urban Growth Area Policy

D.2.1 of the RLUS sets out the policy direction and key principles associated with Urban Growth Areas. Applicable parts of D.2.1 of the RLUS include D.2.1.1 (Urban Growth Areas - Key Principles) and D2.1.2 (Urban Growth Areas – Priority Consolidation Areas). The proposed draft amendment is assessed against these parts of the RLUS in the applicable tables below.

D.2.1 Urban Growth Areas	
Urban Growth Areas will identify sufficient land to sustainably meet the region's urban development needs considering population, housing, employment projections and reasonable assumptions about future growth. *Urban Growth Areas* will support a sustainable development pattern consistent with the strategic directions and Regional Planning Policies (Part E).	
D.2.1.1 Urban Growth Areas - Key Principles	**Response**
The Urban Growth Areas aim to provide for a well-planned region of distinct cities, towns and villages that:	The site is located within an Urban Growth Area and Priority Consolidation Area around the Kmart Plaza Activity Centre.

D.2.1 Urban Growth Areas	
Urban Growth Areas will identify sufficient land to sustainably meet the region's urban development needs considering population, housing, employment projections and reasonable assumptions about future growth. *Urban Growth Areas* will support a sustainable development pattern consistent with the strategic directions and Regional Planning Policies (Part E).	
D.2.1.1 Urban Growth Areas - Key Principles	**Response**
– maintains the integrity of 'intra-regional' open space green breaks.	The proposed draft amendment will not impact upon the integrity of the 'intra-regional' open space green breaks which currently exist between the distinct activity centres within the region. It achieves this by confining the spatial extent of the proposed draft amendment to within the established urban settlement boundary of Launceston where infill and consolidation is prioritised.
– minimises impacts on natural resources.	The proposed draft amendment minimises impacts on natural resources by confining the spatial extent of the proposed draft amendment to a site that is already fully developed for the existing use as a gymnasium and is devoid of significant or material natural resources including native vegetation, watercourses or known mineral resources.
– maximises the use of major transport and water and sewerage infrastructure (committed and/or planned).	The proposed draft amendment will utilise existing road and service infrastructure. The site is located on Racecourse Crescent, which is a sub-arterial road maintained by Council. Full water and sewerage infrastructure is available and connected to the site.
– enables efficient physical and social infrastructure, including public transport.	Racecourse Crescent and the Kmart Plaza is well served with existing physical and social infrastructure including road network, businesses and services, open space and sports and recreation facilities. There is an existing bus route servicing the area, with a bus stop less than 200m from the site. The active transport pathways along the North Esk River connect the area to the pathway network around Launceston.
– has ready access to services and employment.	The site is part of an established Suburban Activity Centre beside the Launceston Kmart Plaza and is less than 1km from the Launceston CBD. The proposed amendment could facilitate future use and development of the site for retail and/or bulky goods sales, which would generate further employment opportunities.
– ensures significant non-residential activities will meet specific location, infrastructure and site requirements.	The draft amendment is intended to facilitate non-residential activity on land that is part of an existing Suburban Activity Centre. The site is adjacent to the existing Launceston Kmart Plaza and offers an opportunity to expand the floor space of retail and/or bulky goods offerings in this Activity Centre in line with the demonstrated demand for growth in this sector.

D.2.1 Urban Growth Areas	
Urban Growth Areas will identify sufficient land to sustainably meet the region's urban development needs considering population, housing, employment projections and reasonable assumptions about future growth. *Urban Growth Areas* will support a sustainable development pattern consistent with the strategic directions and Regional Planning Policies (Part E).	
D.2.1.1 Urban Growth Areas - Key Principles	**Response**
	The site has full access to infrastructure including transport and servicing required for the intended future use and development.
Development opportunities will increase the capacity of the existing *Urban Growth Areas*, unless local strategy determines that expansion is the most appropriate response to the strategic needs of the area.	The proposed draft amendment will increase the capacity of the existing Urban Growth Area as it relates to the reallocation of a developed site that is within the established settlement boundary of Launceston, as defined by the Urban Growth Area in Regional Framework Plan (Map D.1) of the RLUS.
Land within the *Urban Growth Areas* illustrated in the Regional Framework Plan Maps D.1, D.2 and D.3 or settlements categorized by the descriptions in Table E.1 or illustrated in Map E.1, may be rezoned for urban development, subject to local strategy, that responds to the Key Principles and leads to the strategic and orderly development of the area.	The site is included in Map D.1.- Regional Framework Plan. The proposed draft amendment seeks to rezone the subject land from Recreation to Commercial Zone in order to facilitate future use and development for retail and/or bulky goods sales, providing a needed expansion of retail floor space adjacent to the existing Launceston Kmart Plaza. The proposal represents a strategic and orderly development of the area.
Areas contiguous to the *Urban Growth Areas* identified in the Regional Framework Plan Maps D.1, D.2 and D.3 or settlements categorized by the descriptions in Table E.1 or illustrated in Map E.1, may also be considered for rezoning for urban development, where it can be demonstrated that their inclusion responds to the Key Principles and is appropriate for the strategic and orderly development of the area or where evidence identifies it is necessary to accommodate higher than anticipated demand or changing demands.	This principle is not applicable as the site is located within the Urban Growth Area of Launceston and within a Priority Consolidation Area.
Land considered for rezoning within or contiguous to an *Urban Growth Area* should: – be physically suitable.	The proposed draft amendment seeks to rezone land from Recreation to Commercial within the Launceston Urban Growth Area. Land subject to the draft amendment has been determined to be physically suitable for the intended purpose insofar as it is unaffected by significant topographical constraints, natural hazards or natural values, is fully serviced by the existing infrastructure and transport networks and is of a suitable size and dimensions to accommodate large floor area retail and/or

D.2.1 Urban Growth Areas	
Urban Growth Areas will identify sufficient land to sustainably meet the region's urban development needs considering population, housing, employment projections and reasonable assumptions about future growth. *Urban Growth Areas* will support a sustainable development pattern consistent with the strategic directions and Regional Planning Policies (Part E).	
D.2.1.1 Urban Growth Areas - Key Principles	**Response**
	bulky goods development and the associated car parking and access required for these uses.
– exclude areas with unacceptable risk of natural hazards, including predicted impact of climate change.	Land within the spatial extent of the proposed draft amendment avoids areas with an unacceptable risk from natural hazards, including bushfire, landslip and flooding.
– exclude areas with significant biodiversity values.	Land within the spatial extent of the proposed draft amendment does not contain any vegetation or other biodiversity of conservation value.
– be appropriately separated from incompatible land uses.	Land subject to the proposed draft amendment is part of an existing urban suburb, predominantly surrounded by development for residential and commercial uses. The proposal will not result in sensitive uses occupying the land and if any emissions are generated by the future uses of the site they can be adequately managed by the existing Commercial Zone standards and Attenuation Code standards, where applicable. As such, the site is appropriately separated from incompatible land uses.
– be a logical extension of an existing urban area or be of sufficient size to support efficient social and economic infrastructure.	The site is within the existing urban area of Launceston, adjacent to the Launceston Kmart Plaza.
As a guide, any investigations to support growth within or contiguous to Urban Growth Areas should include an assessment of the following matters where relevant:	
– the identification of existing land use.	Land subject to the proposed amendment is currently used and developed for Sports and recreation, specifically a gymnasium and associated car park.
– for proposed planning scheme amendments within, or contiguous to, the urban growth areas shown in Map D.1, an analysis of residential supply and demand for the Greater Launceston Area (*The Greater Launceston Area is the contiguous, urban extent of the Regional City and includes the Legana and Hadspen settlements, as generally indicated in Map D.1.*).	The proposed draft amendment seeks to rezone the subject land from Recreation Zone to Commercial Zone. The proposal will have no impact on residential supply and demand for the Greater Launceston Area.
– for areas not shown in Map D.1, an analysis of residential supply and demand for the	The site area is shown in Map D.1.

D.2.1 Urban Growth Areas	
Urban Growth Areas will identify sufficient land to sustainably meet the region's urban development needs considering population, housing, employment projections and reasonable assumptions about future growth. *Urban Growth Areas* will support a sustainable development pattern consistent with the strategic directions and Regional Planning Policies (Part E).	
D.2.1.1 Urban Growth Areas - Key Principles	**Response**
relevant individual settlement identified in Table E.1.	
– an analysis of growth opportunity based on local strategy for the relevant settlement.	The proposed draft amendment seeks to rezone the subject land from Recreation Zone to Commercial Zone, with the intention of facilitating future use and development for retail and/or bulky goods sales. The site is located within Launceston and is adjacent to the existing Launceston Kmart Plaza. There is a demonstrated need for additional retail floor space to meet the growing demand of existing and growing population of Launceston and the region.
– an analysis of the potential loss to the agricultural estate including prime agricultural land.	The proposed amendment relates to land in an urban setting and will have no impact on the agricultural estate.
– the impact on agricultural productivity and infrastructure, and other resources.	The proposed amendment relates to land in an urban setting and will have no impact on agricultural productivity or infrastructure.
– the extent to which land is included in irrigation districts (and potential loss in irrigation infrastructure).	The proposed amendment relates to land in an urban setting that is not in an irrigation district and will not impact irrigation infrastructure.
– the potential for land use conflict with nearby uses if residential development were to occur.	The proposed amendment will not facilitate residential use and development.
– the potential impact on the efficiency of the State road and rail networks.	The proposed amendment will have no impact on the efficiency of State rail network and is not expected to have any significant impact on the State road network. The proposal relates to a rezoning only. There is no use or development included in the proposal that would warrant detailed consideration of traffic and parking considerations. It is likely that any future development would involve an entire redevelopment of the site, with traffic, access and parking requirements to form part of the design criteria of any future use and development. These matters can be adequately addressed at the time of any future Development Application in accordance with the requirements of the Road and Railway Assets Code and the Parking and Sustainable Transport Code. The site is accessed from Racecourse Crescent, which is a sub-arterial road maintained by Council. The nearest State Roads are the north-/south route through Launceston including the East Tamar Highway, Bathurst

D.2.1 Urban Growth Areas	
Urban Growth Areas will identify sufficient land to sustainably meet the region's urban development needs considering population, housing, employment projections and reasonable assumptions about future growth. *Urban Growth Areas* will support a sustainable development pattern consistent with the strategic directions and Regional Planning Policies (Part E).	
D.2.1.1 Urban Growth Areas - Key Principles	**Response**
	and Wellington Streets to the west and Hobblers Bridge Road leading to St Leonards Road and the Tasman Highway to the east. There are no known traffic issues in the surrounding area that would limit the future development of the subject site.
– the potential impact on, and fettering of, extractive industries (and potential to sterilise strategic mineral resources.	The proposed amendment will have no impact on extractive industries.
– an assessment of natural, cultural and landscape values.	The proposed amendment relates to developed land in an urban setting and is not anticipated to have any impact on natural, cultural or landscape values.
– an assessment of natural or other hazards.	Land within the spatial extent of the proposed draft amendment avoids areas with identified risk from natural hazards, including bushfire, landslip and flooding.
– the potential for conflict with State policies.	The proposed amendment is assessed against the State Policies in Section 4.3 of this report and is found to be consistent with them, as far as they are applicable.
D.2.1.2 Urban Growth Areas – Priority Consolidation Areas	**Response**
Comprising land in established urban areas focused on the Launceston Central Area as defined in the Regional Framework Plan Map D.1.	The subject site is within a Priority Consolidation Area at the edge of the Launceston Central Area as identified in Map D.1 (see above).
Support a range of urban use and development that provides improved access, services, amenity and liveability.	The proposed rezoning would facilitate the provision of additional retail and/or bulky goods sales businesses on a site that is adjacent to an existing key retail centre for the region (Launceston Kmart Plaza) that is well served by existing infrastructure and transport networks, including public transport with a bus stop within walking distance. The proposal would provide an opportunity to meet the demonstrated demand for additional retail and bulky goods floor space required to meet the needs of the community, contributing to improved services, amenity and liveability of Launceston and the surrounding region.

Part E – Regional Planning Policies

Part E of the NTRLUS sets out the regional planning policies that manage and direct growth at the regional level. The regional planning policies are expressed through the following themes:

- Regional Settlement Network Policy
- Regional Activity Centre Network Policy
- Regional Infrastructure Network Policy
- Regional Economic Development Policy
- Social Infrastructure and Community
- Regional Environment Policy

The most relevant planning policies within the context of the proposed draft amendment include specific policies and actions contained within the Regional Settlement Network Development Policy and Regional Activity Centre Network Policy.

Notwithstanding this, each of the policy themes including specific policies and actions are interlinked and integrated. Accordingly, compliance or consistency with the overarching policies and actions feed into compliance with the lower order or subsequent policies.

Key Settlement Network Strategies

The Key Activity Centre Networks Strategies set out in section E2.3 of the RLUS are addressed in the table below.

E2.3 Key Settlement Network Strategies	
Planning for and development of the Regional Settlement Network should apply the following strategies:	
Strategy	**Response**
Support sustainable growth in identified *Urban Growth Areas*.	The proposed draft amendment will facilitate sustainable growth and economic development by facilitating future use and development for retail/bulky goods within an established Urban Growth Area.
Contain settlements within identified *Urban Growth Areas* with a focus on consolidating and developing the Greater Launceston Area and sub-regional centres identified in the Regional Settlement Hierarchy.	The proposed draft amendment will contribute to the consolidation and development of the Greater Launceston Area through by facilitating the expansion of retail/bulky goods offerings in an existing Activity Centre.
Support development of the Greater Launceston Area consistent with the Regional Framework Plan Maps D.1, D.2 and D.3 to promote efficient function, servicing and future development of the area.	The proposed draft amendment will contribute to development within the Greater Launceston Area consistent with the Regional Framework Plan in Map D1 and will promote efficient function, servicing and development of the area by locating a needed commercial expansion adjacent to the existing Launceston Kmart Plaza.

E2.3 Key Settlement Network Strategies	
Planning for and development of the Regional Settlement Network should apply the following strategies:	
Strategy	**Response**
Consolidate existing land use patterns and identify infill opportunities within existing settlements and urban centres, and around activity centres and key public transport nodes and networks.	The proposed draft amendment will contribute to the consolidation of commercial land use within Launceston by releasing an opportunity to expand retail/bulky goods sales floor area in an existing activity centre that is well serviced by existing road and active transport networks and public transport, with a bus stop within 200m of the site.
Complement and support a viable Regional Activity Centres Network to maximise regional productivity, economic activity and employment opportunities.	The proposed draft amendment will complement and support the Regional Activity Centres Network by facilitating commercial development in an existing Suburban Activity Centre that will contribute to increased economic activity and employment opportunities.

Regional Settlement Network – Specific Policies and Actions

The site is located within the Greater Launceston Urban Area, which is identified as the Regional City in Table E.1. The specific policies and actions are addressed in the Table below.

E2.4 Specific Policies and Actions		
Policy	**Actions**	**Response**
Regional Settlement Networks		
RSN-P1 Urban settlements are contained within identified Urban Growth Areas. No new discrete settlements are allowed and opportunities for expansion will be restricted to locations where there is a demonstrated housing need, particularly where spare infrastructure capacity exists (particularly water supply and sewerage).	**RSN-A1** Provide an adequate supply of well-located and serviced residential land to meet projected demand. Land owners and developers are provided with the details about how development should occur through local settlement strategies, structure plans and planning schemes. Plans are to be prepared in accordance with land use principles outlined in the RLUS, land capability, infrastructure capacity and demand.	The site is located in Launceston which is the regional urban centre within an identified Urban Growth Area. The proposal does not relate to the provision of residential land.
	RSN-A2 Land supply will be provided in accordance with the Key Principles through local strategy	The proposed draft amendment will contribute to the provision of retail/bulky goods services within a Priority Consolidation Area.

E2.4 Specific Policies and Actions		
Policy	**Actions**	**Response**
	for Urban Growth Areas which include: – *Priority Consolidation Areas* – *Supporting Consolidation Areas* – *Growth Corridor* – *Future Investigation Areas* **RSN-A3** Apply zoning that provides for the flexibility of settlements or precincts within a settlement and ability to restructure underutilised land.	The proposal seeks to rezone land in a strategic location adjacent to the existing Kmart Plaza from Recreation to Commercial Zone, to facilitate needed growth of available retail/bulky goods services in Launceston. The proposed Commercial Zone is consistent with the zoning of the Kmart Plaza complex and surrounding area. This proposal offers a strategic opportunity to unlock a well located and serviced site that can accommodate a large floor space development that can meet the demonstrated demand for increased floor area of retail and bulky goods uses in Launceston. These uses can only be accommodated in appropriate business or commercial zones. This site is located directly adjacent to an existing key regional retail centre and can leverage the existing infrastructure and transport networks servicing the Kmart Plaza site. The proposal would reduce the need to meet the increase in retail demand in areas outside the city centre, thus contributing to the maintenance of the activity centre hierarchy. The existing Recreation Zone is a legacy zoning related to the adjacent complex of public sporting facilities. The existing use for Sports and recreation (gymnasium) can continue under the proposed Commercial Zone or relocate to one of the many urban zones where it is permissible.
RSN-P2 Provide for existing settlements to support local and regional	**RSN-A4** Provide for the long term future supply of urban residential land	The proposed draft amendment is in accordance with RSN-P2 and RSN-A4 as it seeks to provide additional land

E2.4 Specific Policies and Actions		
Policy	**Actions**	**Response**
economies, concentrate investment in the improvement of services and infrastructure, and enhance quality of life.	that matches existing and planned infrastructure capacity being delivered by TasWater, specifically in parallel with existing water and sewerage capacity and required augmentation to meet urban development growth and capacity - both residential and industrial.	suitable for large format retail and/or bulky goods services within the existing Launceston Kmart Plaza activity centre, contributing to the concentration of services within the settlement area in a location that is well served by transport and reticulated infrastructure.
RSN-P3 Recognise the isolated relationship of the Furneaux Group of islands to the settlement system of the region, and that settlement and activity centre planning will be dependent on local strategies to support sustainable outcomes.	**RSN-A5** Provide a diverse housing choice that is affordable, accessible and reflects changes in population, including population composition. Ageing populations and single persons should be supported to remain in existing communities as housing needs change; 'ageing in home' options should be provided.	The proposed draft amendment does not relate to provision of housing choice but does not conflict with the achievement of this action.
	RSN-A6 Encourage urban residential expansion in-and-around the region's activity centre network to maximise proximity to employment, services and the use of existing infrastructure, including supporting greater public transport use and services.	The proposal does not relate to residential expansion. However, it would contribute to an increase in retail/bulky goods services available at an existing activity centre, contributing to employment and economic activity and use of existing public transport and services infrastructure.
	RSN-A7 Ensure all rural and environmental living occurs outside Urban Growth Areas.	The proposed draft amendment does not involve the application of rural or environmental living zones or land that is located outside an Urban Growth Area.
	RSN-A8 Identify areas with existing mixed land use patterns, and/ or 'Brownfield' areas adjacent to activity centres, for mixed use redevelopment, and apply zones that provide for flexibility of use to support the activity centre and the role of the settlement.	The proposal seeks to rezone the subject site from Recreation Zone to Commercial Zone, to facilitate use and development for large format retail and/or bulky goods sales in a strategic location beside the existing Kmart Plaza. The proposal would provide for appropriate redevelopment to meet

E2.4 Specific Policies and Actions		
Policy	**Actions**	**Response**
		the demonstrated demand for additional floor space, in a location that leverages existing infrastructure, services and visitation to the Kmart complex, which is a regional attraction for Launceston.
Housing Dwellings and Density		
RSN-P4 Provide a planning framework for new and upgraded infrastructure and facilities to support a growing and ageing population, and provide housing choice through a range and mix of dwelling types, size and locations in new residential developments.	**RSN-A9** Undertake a regional dwelling yield analysis.	The proposal does not directly relate to residential development or dwelling yield.
RSN-P5 Encourage a higher proportion of development at high and medium density to maximise infrastructure capacity. This will include an increased proportion of multiple dwellings at infill and redevelopment locations across the region's Urban Growth Areas to meet residential demand.	**RSN-A10** Apply zoning provisions which provide for a higher proportion of the region's growth to occur in suitably zoned and serviced areas. The application of Urban Mixed Use, Inner Residential and General Residential Zones should specifically support diversity in dwelling types and sizes in appropriate locations.	The proposal does not directly relate to residential development.
RSN-P6 Focus higher density residential and mixed-use development in and around regional activity centres and public transport nodes and corridors.	**RSN-A11** Clearly identify settlement boundaries at the local level for all significant activity centres.	The proposal does not directly relate to residential development and involves land within the settlement boundaries of an established activity centre.
RSN-P7 In new development areas include a diversity in land uses, employment opportunities and housing types at densities that support walkable communities, shorter vehicle trips and efficient public transport services.	**RSN-A12** Encourage well-designed new urban communities through detailed planning provisions.	The proposal relates to an existing urban area.

E2.4 Specific Policies and Actions		
Policy	**Actions**	**Response**
	RSN-A13 Apply the Urban Mixed Use Zone to areas within or adjacent to Activity Centres that are appropriate for a mix of uses, including higher density residential development.	The proposed draft amendment does not involve the Urban Mixed Use Zone.
Integrated Land Use and Transport		
RSN-P8 New development is to utilise existing infrastructure or be provided with timely transport infrastructure, community services and employment.	**RSN-A14** Prioritise amendments to planning schemes to support new Urban Growth Areas and redevelopment sites with access to existing or planned transport infrastructure. This will support delivery of transit oriented development outcomes in activity centres and identified transit nodes on priority transit corridors.	The proposed draft amendment relates to commercial development in an established Urban Growth Area which has access to existing transport infrastructure, including public transport and active transport networks and will contribute to employment opportunities.
RSN-P9 Apply transit oriented development principles and practices to the planning and development of transit nodes, having regard for local circumstances and character.		The proposed draft amendment relates to land in an established Urban Growth Area which has access to existing transport infrastructure.
RSN-P10 Plan new public transport routes, facilities and high-frequency services to provide safe and convenient passenger accessibility, and to support the interrelationship between land use and transport.		The proposal will provide an opportunity for growth of retail/bulky goods trade in an established activity centre which has access to existing public transport routes, including a bus stop within 200m of the site.
RSN-P11 Coordinate land use and transport planning and the sequence of development with timely infrastructure provision.	**RSN-A15** Planning will be informed by the Northern Integrated Transport Plan (2013). Future iterations of the strategy are to require planning schemes provide	The proposal will provide an opportunity for growth of retail/bulky goods trade in an established activity centre which has access to existing transport infrastructure including access from a sub-arterial road that is part of the public transport network, with a bus stop within 200m of the site.

E2.4 Specific Policies and Actions		
Policy	**Actions**	**Response**
	appropriate zoning patterns and support land use activities by: – Identifying transport demands and infrastructure required – Protecting key transport corridors from incompatible land uses; and – Creating sustainable land use patterns that maximise efficient use of all future transportation modes i.e. road/rail, freight routes (including land and sea ports), and public transport, pedestrian and cyclists networks.	
RSN-P12 Connect active transport routes to improve accessibility and encourage transport use by a broader range of people.		The proposed draft amendment will not affect this policy action. The subject site is located around 500m from the existing pathway network around the North Esk River levees.
RSN-P13 Manage car parking provision in regional activity centres and high-capacity transport nodes to support walking, cycling and public transport accessibility.	**RSN-A16** Promote the region's Activity Centre Network and multifunctional mixed-use areas, which provide a focus for integrating higher residential development outcomes, social and community facilities and services, and public transport opportunities.	The proposed draft amendment will complement and support the mixed-use function of the existing Kmart Plaza Activity Centre, with the intention of expanding the retail/bulky goods service offering in the established area, which has good access using a variety of transport methods including public transport.
RSN-P14 New development within walking distance of a transit node or regional activity centre is to maximise pedestrian amenity, connectivity and safety.		The proposed draft amendment will facilitate commercial development of a site that is directly adjacent to the existing Kmart Plaza and can be safely and conveniently accessed by pedestrians parked at the Kmart site or from the bus stop on Racecourse Crescent, less than 200m from the site. Redevelopment of the subject site would include provisions for pedestrian access and safety within the site as part of the access and parking design and in accordance with

E2.4 Specific Policies and Actions		
Policy	**Actions**	**Response**
		the requirements of the Parking and Sustainable Access Code.
Residential Design		
RSN-P15 In established urban areas where an existing urban or heritage character study has been undertaken and adopted by Council, provide for development that is consistent with that study and reinforces and enhances the strengths and character of the area in which it is set.	**RSN-A17** Adopt and/or apply within infill and higher residential density areas any medium density guidelines developed by the State.	The proposal does not relate to residential development.
RSN-P16 Achieve high quality design outcomes for all new prominent buildings and public spaces in the Launceston Central Business District, regional activity centres and transit communities.	**RSN-A18** Develop and support a master plan for the Launceston CBD (being the CAD and inner city core areas as defined by the Launceston City Council planning scheme) to confirm and position the future strategic planning of the city as the Principal Activity Centre for Northern Tasmania.	The site is not located within the Launceston CBD.
RSN-P17 Provide accessible and high-quality public open space in all new 'Greenfield' and infill development by creating well designed public places.		The proposal does not represent 'greenfield' development. The provision of public open spaces will not be impacted by the proposal. The site adjoins high quality public open space in the form of the NTCA grounds and is less than 500m from City Park.
Housing Affordability		
RSN-P20 Provide a variety of housing options to meet diverse community needs, and achieve housing choice and affordability.	**RSN-A19** Review the community needs for housing provision and affordability.	The proposal does not relate to residential development.

Regional Activity Centre Network

The section of the NTRLUS that is most relevant to the proposed draft amendment is the Regional Activity Centre Network Policy.

The Key Activity Centre Networks Strategies set out in section E3.3 of the NTRLUS are addressed in the table below.

E3.3 Key Activity Centre Network Strategies	
Planning for and development of the Regional Activity Centre Network should apply the following strategies:	
Strategy	***Response***
Implement a regional activity centre network to support a wide range of land uses and activities consistent with the role and function of centres described in the Regional Activity Centre Hierarchy (Table E.3).	*The proposed draft amendment will not alter the established activity centre hierarchy in Launceston. In this regard, the retail assessment has concluded that the use and development that will be facilitated by the proposed draft amendment will not detract from the primacy of the PAC, but rather will allow for a reasonable extension of an existing retail plaza which is currently 'over trading' and is lacking in speciality shops in support of the existing anchor tenants.* *Including the site within the Commercial Zone will allow for a complementary expansion of large floor space retail and/or bulky goods beside the existing Kmart Plaza and also the potential for a greater range of speciality shops in support of major anchor tenants.*
Strengthen the Region's capacity to deliver high order government, community, commercial and private sector services and facilities through an integrated network of activity centres.	*The use and development that will be facilitated by proposed draft amendment will support the established integrated network of activity centres within Launceston.*
Support the primacy and role of the Launceston PAC.	*The proposed draft amendment will not impact the primacy and role of the Launceston PAC.*
Enable the provision and retention of critical services and facilities, particularly in rural areas, by containing the network to a limited number of strategically located rural centres that can be conveniently and widely accessed and efficiently supported.	*The proposed draft amendment will not impact established rural activity centres and settlements.*
Promote accessibility of employment to support sustainable development.	*The proposed draft amendment will facilitate direct and indirect impacts upon employment within the region as outlined within the retail assessment.*
Promote efficient land use, transport and infrastructure planning to reduce dependence on private vehicle travel.	*The proposed draft amendment will facilitate a future retail or bulky goods development site adjacent to 'Launceston Kmart Plaza' as identified in the NTRLUS. The Launceston Kmart Plaza attracts a large number of employees and visitors, being the only Kmart in the region.* *Accordingly, its co-location will assist to reduce dependence on vehicle travel.* *The site is located within easy walking distance (200m) of an existing bus stop and can leverage access to the existing public transport network.*

E3.3 Key Activity Centre Network Strategies	
Planning for and development of the Regional Activity Centre Network should apply the following strategies:	
Strategy	***Response***
Plan the development of each activity centre relative to its identified function, role and anticipated catchment to:	*The proposed draft amendment will not impact upon the function, role or anticipated catchment of the established activity network hierarchy insofar as the scale of any future retail and/or bulky goods development will form part of the existing Launceston Kmart Plaza site. Notwithstanding, the following is pertinent:*
• Create economic growth by co-locating a mix of land uses;	*Any future retail or bulky goods development will contribute to the economic growth of the Launceston Kmart Plaza site through its co-location.*
• Concentrate goods and services more efficiently;	*Any future retail or bulky goods development will contribute to the concentration of goods and services within established retail networks, by locating beside the existing Kmart Plaza.*
• Provide appropriate locations for government investment in public transport, health, education, cultural and entertainment facilities;	*Any future retail or bulky goods development will not affect established and proposed locations for government investment in public transport, health, education, cultural and entertainment facilities. The proposal supports the existing public transport network.*
• Provide focus for community and social interaction;	*The proposed draft amendment will support community and social interaction within the broader Launceston Kmart Plaza site which will incorporate the existing site, 21 and 23 Racecourse Crescent.*
• Promote sustainable travel and access to transport infrastructure and networks;	*The site is located on an established bus route with a bus stop located outside the Launceston Kmart Plaza on Racecourse Crescent, less than 200m from the subject site.*
• Integrate land use and transport to support walking, cycling and public transport; and	*The use and development facilitated by the proposed draft amendment will not alter the existing walking, cycling and public transport infrastructure.*
• Accommodate higher density residential development and multiple trip-generating activities.	*The proposed draft amendment is not directly related to residential use and development. Notwithstanding, any future retail or bulky goods development will provide an offering which may increase multiple trip-generating activities.*

Overall, the proposed draft amendment will not compromise, distort or be discordant with the Specific Policies and Actions of the Regional Activity Centre Network Policy set out in section E3.4 of the NTRLUS.

The applicable Specific Policies and Actions are set out below.

Specific Policies and Actions		
Policy	**Action**	***Response***
RAC-P1	**RAC-A2**	

Specific Policies and Actions		
Policy	**Action**	***Response***
Maintain and consolidate the Regional Activity Centres Network so future urban development consolidates and reinforces the spatial hierarchy of existing centres. This will be achieved through the reuse and redevelopment of existing buildings and land to integrate a mix of land uses including the coordinated provision of residential development, retail, commercial, business, administration, social and community facilities, public and active transport provision and associated infrastructure.	Zoning and land use planning provisions are to minimise potential for decentralisation of functions outside of the Regional Activity Centres Network and reinforce the spatial hierarchy, role and function of centres.	*The proposed draft amendment seeks to incorporate a site which is adjacent to the Launceston Kmart Plaza, and is within the same ownership, into the same zoning. The legacy zoning of the site for Recreation no longer aligns with the general guidelines for the application of this zone to the site.* *The inclusion of the site within the Commercial Zone consolidates the existing Launceston Kmart Plaza / Suburban Activity Centre while allowing a needed expansion of the retail floor space to meet the needs of the community.*
RAC-P2 Reinforce the role of the Launceston Principal Activity Centre as the primary focus for administration, government, business, commercial, cultural, high order retail goods (including bulk goods locations/precincts) recreational, arts and tourism activity for the region.	**RAC-A3** Reinforce the role of Launceston City as the region's Principal Activity Centre (PAC) and provide for it to be sustained and strengthened through the preparation of a master plan that: • Maintains and consolidates regional significant retail attractions and amenities by facilitating and encouraging new investment; • Supports regional level retail investment in the CBD and inner city areas; • Complements the other higher order regional activity centres; and • Facilitates the consolidation of bulky goods precincts within the City and the Greater Launceston Urban Area.	*The Retail Assessment by Urban Enterprise confirms that the Kmart Plaza currently performs above viability thresholds for its floor area and draws customers from across the region; being the only Kmart. The Principal Activity Centre includes a substantial provision of retail floorspace, and a more comprehensive retail offering compared with Major and Suburban Activity Centres and is therefore likely to capture a greater proportion of the catchment's total expenditure pool.* *The Kmart Plaza provides convenience retail offerings (e.g. supermarket, specialties) and an additional retailer will not seek to pull customers away from the PAC but rather provide a complementary offering to the existing customer base.*
RAC-P5 Provide safe and amenable access to Activity Centres, for all members of the community, by supporting active transport opportunities that encourage people to walk, cycle and use public transport.	**RAC-A6** Support the improved use of public transport and alternative modes of transport, pedestrian amenity and urban environments in a coordinated and consistent manner between the higher order activity centre.	*The site is located in an area which contains footpaths and traffic islands for crossing across Racecourse Crescent and Cimitiere Street. There is a bus stop on Racecourse Crescent*

Specific Policies and Actions		
Policy	**Action**	***Response***
		outside the Launceston Kmart Plaza. *Safe and amendable access is provided to the site.*
RAC-P9 Discourage 'out-of-centre' development and provide for new development that supports the Regional Activity Centres Network and the integrated transport system. Development applications that are 'out of centre' will only be considered if all of the following criteria are adequately addressed: • Community need; • No adverse impact on existing activity centres; and • Synergy with existing employment hubs (i.e. health, education, research). Overall, community benefit must be demonstrated through a social and economic impact assessment to reflect the strategic directions and policies of the RLUS.	**RAC-11** Undertake master planning for the major regional activity centres, taking into account the Regional Activity Centres Network and supporting policies to encourage in-centre developments. Master plans should include a detailed development capacity audit, public consultation, opportunities and constraints assessment, methods to improve urban amenity and an economic development strategy and address other activity centre principles. Master plans should enhance accessibility of the higher order activity centres through good layout and good pedestrian movement.	*The proposed draft amendment is not considered to be an 'out-of-centre' development. The site is located adjacent to the existing Launceston Kmart Plaza which is also considered to be a Suburban Activity Centre in the NTRLUS.*

Regional Infrastructure Network Strategies

The Key Infrastructure Network Strategies set out in section E4.3 of the NTRLUS are addressed in the table below.

E4.3 Key Infrastructure Network Strategies	
Planning and development of the Regional Infrastructure Network should apply the following strategies:	
Strategy	***Response***
Support development that consolidates and maximises the use of existing infrastructure capacity and planned infrastructure;	*The proposed draft amendment directly accords with this strategy as it will consolidate and maximise the use of land in an existing activity centre served by existing infrastructure, including services and transport networks.* *Including the site within the Commercial Zone will allow for a complementary expansion of large floor space retail and/or bulky goods beside the existing Kmart Plaza and also the potential for a greater range of speciality shops in support of major anchor tenants.*

E4.3 Key Infrastructure Network Strategies	
Planning and development of the Regional Infrastructure Network should apply the following strategies:	
Strategy	***Response***
Develop and protect transport assets and systems to promote a sustainable transportation network, having regard for access and choice and including public transport, cycling and walking movements;	*The use and development that will be facilitated by proposed draft amendment will support the use of established transport networks, including roads and public transport and has reasonable access for active transport methods.* *The inclusion of the site within the Commercial Zone consolidates the existing Launceston Kmart Plaza / Suburban Activity Centre while allowing a needed expansion of the retail floor space to meet the needs of the community.* *The site is accessed from Racecourse Crescent, which is a sub-arterial road maintained by Council. Racecourse Crescent has intersections with Dowling Street leading to Elphin Road at the eastern end, Cimitiere Street connecting to the central city to the south and Innes Street at the western end, leading to Boland Street.* *A Traffic Impact Assessment (TIA) was completed in July 2025 by Midson Traffic for a proposed redevelopment of the Kmart Plaza including an expansion of the floor space of Coles supermarket, expanded floor area of specialty shops in the centre and reduction of car parking. The TIA considers the existing traffic conditions in the surrounding area, including Racecourse Crescent and the impact of the proposed expansion, which is estimated at 600 vehicles per day, with a peak of up to 55 vehicles per hour. The TIA does not find any issues with the capacity of the road network to absorb the additional traffic and does not identify any safety issues.* *It is anticipated that the future development of the subject site can be similarly accommodated by the existing road network without issue, with appropriate design and consideration to be provided with any future Development Application.*
Promote greater coordination between government sectors in infrastructure planning to achieve greater alignment with land use planning and more efficient and effective land use outcomes;	*The proposed draft amendment relates to a site that is already well served by infrastructure. The proposed change to the Commercial Zone can deliver an efficient and effective land use outcome by facilitating a needed expansion of the retail floor space available for large format retail and/or bulky goods services which is currently underserved in this area.*
Promote infrastructure planning that leverages renewable energy opportunities;	*The proposed draft amendment will not impact this strategy.*
Support transport planning initiatives that improve accessibility; and	*The proposed draft amendment will not impact this strategy.* *The proposal contributes to accessibility by consolidating expanded retail/bulky goods floor*

E4.3 Key Infrastructure Network Strategies	
Planning and development of the Regional Infrastructure Network should apply the following strategies:	
Strategy	***Response***
	space with the existing Launceston Kmart Plaza, allowing for efficient vehicle trips to serve multiple needs and access using public transport methods.
Advance and demonstrate consistency with the strategic planning projects and priorities promoted by the *Tasmanian Infrastructure Strategy (2010)*.	*The proposed draft amendment will not impact this strategy.* *According to their website, Infrastructure Tasmania is working on delivery of an updated Infrastructure Strategy.*

The applicable Specific Policies and Actions to be applied to infrastructure network planning are set out below.

Specific Policies and Actions		
Policy	**Action**	***Response***
RIN-P3 Direct new development towards settlement areas that have been identified as having spare infrastructure capacity.	**RIN-A3** Direct growth to areas where existing infrastructure capacity is underutilised and give preference to urban expansion that is near existing transport corridors and higher order Activity Centres.	*The proposed draft amendment seeks to incorporate a site which is adjacent to the Launceston Kmart Plaza, and is within the same ownership, into the same Commercial Zone in order to facilitate future use and development for retail and/or bulky goods sales purposes.* *The inclusion of the site within the Commercial Zone consolidates the existing Launceston Kmart Plaza, which is identified as a Suburban Activity Centre in the activity centre hierarchy, while allowing a needed expansion of the retail floor space to meet the needs of the community.*
RIN-P6 Facilitate and encourage active modes of transport through land use planning.	**RIN-A16** Facilitate increased use of active transport modes for short trips by providing for subdivisions that allow for pedestrian connectivity to open spaces, trails, and cycle and bus routes.	*The proposal will facilitate and encourage active transport by locating additional services in an existing commercial node with good walking and cycling access from the surrounding residential area and reasonable proximity to the pathway network around the levee banks, which provide an active transport route around the city.*
RIN-P7 Facilitate an efficient and convenient public transport	**RIN-A18** Provide for future higher density residential areas, mixed use developments and new	*The proposal directly accords with this action, as it will provide for a new commercial development opportunity on a site beside the existing Kmart*

Specific Policies and Actions		
Policy	**Action**	***Response***
system through land use planning.	commercial areas to be integrated with public transport services. **RIN-A23** Provide for new urban development to be located adjacent to existing, and preferably mixed-use areas to reduce travel requirements and distances. **RIN-A24** With reference to the Regional Framework Plan Maps D.1, D.2 and D.3 identify higher density residential areas, mixed-use development and new commercial areas to support greater access and use of public transport services, particularly in areas that have higher frequency services.	*Plaza with excellent access to the existing bus network, with a stop on Racecourse Crescent less than 200m from the site.* *The proposal directly accords with this action, as it will provide for a new commercial development opportunity on a site beside the existing Kmart Plaza, allowing for concentration of services to reduce travel requirements and distances and allow for multi-purpose trips.* *The site is also in close proximity to existing residential and mixed-use areas of Launceston.* *The subject site is part of a Suburban Activity Centre (Launceston Kmart Plaza) and is within a Priority Consolidation Area as identified in Map D.1.* *The proposed rezoning would facilitate the provision of additional retail and/or bulky goods sales businesses on a site that is adjacent to an existing key retail centre for the region (Launceston Kmart Plaza) that is well served by existing infrastructure and transport networks, including public transport with a bus stop less than 200m from the site, with a reasonable frequency of service.* *The proposal would provide an opportunity to meet the demonstrated demand for additional retail and bulky goods floor space required to meet the needs of the community, contributing to improved services, amenity and liveability of Launceston and the surrounding region.*

4.6 City of Launceston Strategic Plan 2025-2035

Adopted in June 2025 the City of Launceston Strategic Plan 2025-2035 is intended to provide direction to the range of operations Council undertake to shape the municipality's growth and actions over the next ten years.

The Strategic Plan sets the following Vision for Launceston: *A city of history, innovation and opportunity*

Launceston is deeply connected to our history and natural beauty, and will thrive as Northern Tasmania's economic, cultural, and culinary heart. With a commitment to diverse housing, sustainability, economic growth and innovation, we're building a city where people feel connected, businesses succeed, and the environment flourishes. Launceston is a place to live, work, play, visit and belong.

The Strategic Plan presents Goals Objectives and Actions for each of the three main themes ('Pillars'): Prosperity, Place and People. The content is informed by community engagement and submissions.

The proposed draft amendment is considered against the strategic priorities of the Plan below.

Table 1 - Consideration of Strategic Priorities of the City of Launceston Strategic Plan

City of Launceston Strategic Plan 2025-2035			
Goal 1.1	**Launceston is a premier visitor destination, celebrated for its natural beauty, creative and historic city centre, welcoming community, and rich food culture.**		
Visitation Objectives		**Visitation Actions**	**Response**
1.1(a)	Grow and celebrate our identity as a UNESCO Creative City of Gastronomy.	• Partner with tourism bodies and private sectors to enhance and promote visitor experiences and expand UNESCO City of Gastronomy offerings.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
		• Develop a City of Gastronomy 'ecosystem' through innovation hubs, micro-business incubators, and public digital resources ('every resident an ambassador').	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
1.1(b)	Enhance Launceston's reputation nationally and internationally as a leading host city for events and festivals, while leveraging our history and natural beauty to encourage extended and expanded stays.	• Advocate for and support world-class facilities and key infrastructure projects, including a 6,000 seat indoor stadium and a 500+ seat (approx.) conference centre.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
		• Collaborate with partners on the creation of a Kanamaluka/ Tamar Estuary cultural and recreational precinct.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
1.1(c)	Expand Launceston's position as an arts and cultural hub by providing an environment for	• Create the first Collection Discovery Centre in Australia, providing public access to the QVMAG collection.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.

City of Launceston Strategic Plan 2025-2035			
	creative industries to thrive.	• Undertake an Arts and Cultural Audit to understand the ecology, diversity and sustainability of the sector to guide the planning of future capacity building initiatives.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
Goal 1.2	**Launceston's economy is resilient and sustainable, with significant growth in its gross regional product (GRP) through a diverse economic base supported by a skilled workforce, enabling business environment, and facilitation of investment opportunities.**		
Economic Development Objectives		**Economic Development Actions**	**Response**
1.2(a)	Capitalise on our competitive advantages by focusing on key sectors including food and agricultural innovation, research & development, advanced manufacturing, healthcare and circular economy initiatives.	• Develop innovation districts and tech hubs focused on maritime, digital technology, medical/health, and green energy sectors.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
		• Advocate for a regional intermodal hub to improve supply chain efficiencies.	The proposed draft amendment does not directly influence the attainment of this action, however future uses in the retail sector would benefit from any improvements to supply chain efficiencies.
1.2(b)	Position Launceston as a business-friendly city that attracts & nurtures entrepreneurs, startups, and microbusinesses.	• Continue and promote the 'Business-Friendly Council' initiative.	The proposed draft amendment will facilitate economic activity and vibrancy at the site and within its surrounds. In this regard, any future retail or bulky goods development facilitated by the proposed draft amendment will provide retail amenity to the site and will provide direct economic injection into the local economy through several metrics, as demonstrated in the Retail Assessment.
		• Collaborate with the State Government on a Northern	The proposed draft amendment does not directly align with this

City of Launceston Strategic Plan 2025-2035			
		Tasmania Investment Prospectus.	objective, but it will not impact on the attainment of this action.
1.2(c)	Advocate and collaborate with the State Government, education institutions, industry partners and non-profits to support improvements in adult literacy (including digital literacy) and to support skills development in key sectors.	• Partner with government and educational institutions to provide targeted literacy & skills programs, particularly in underserved areas.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
		• Strengthen collaboration with universities and training institutions to align education with industry needs.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
Goal 1.3	**Launceston's attractive employment opportunities, enviable lifestyle and our reputation as a forward-thinking city make it the destination of choice for professionals, entrepreneurs and innovators.**		
Population Objectives		**Population Actions**	**Response**
1.3(a)	Position Launceston as a national testbed for urban innovation (e.g., pilot smart city projects, future mobility solutions, and climate-adaptive urbanism).	• Support businesses in accessing grants and funding for innovation, sustainability, and high-value job creation.	The proposed draft amendment does not directly relate to this action, however the proposed rezoning would support development of businesses that would offer employment opportunities. .
		• Develop and showcase urban innovation initiatives in Council's projects and practices.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
1.3(b)	Attract and retain young professionals (25 - 34 year-olds) to Launceston.	• Establish a pilot program to attract and support new residents.	The proposed draft amendment can contribute to attracting new residents by facilitating the development of new businesses that could offer employment opportunities and expanded availability of large floor space retail and/or bulky goods sales and associated goods and services in an accessible part of Launceston
		• Enhance and promote Launceston's lifestyle	The proposed draft amendment can contribute to the attraction of

City of Launceston Strategic Plan 2025-2035			
		advantages, with a focus on the needs and interests of 25 - 34 year-olds.	Launceston for existing and potential residents by facilitating expansion of business opportunities adjacent to the existing Kmart retail complex.
		• Collaborate with the Australian Maritime College and the University of Tasmania and industry to attract and retain students and workers.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
1.3(c)	Establish Launceston as a national leader in sustainability through our achievements in circular economy innovation and reducing greenhouse gas emissions	• Partner with UTas, businesses and the community to reduce Launceston's greenhouse gas emissions in line with national standards.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
		• Engage with Circular North to promote and implement bold and innovative initiatives to reduce waste and boost recycling, including incentives for commercial enterprises.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
Goal 2.1	**Plan for current and medium-term housing and infrastructure needs while maintaining a focus on a longer-term growth projection of 100,000 residents.**		
Growth Objectives		**Growth Actions**	**Response**
2.1(a)	Facilitate an increase in housing supply to meet current demand and align with planned growth, aiming and planning for 4,300 new homes in priority development and infill areas by 2035.	• Implement Neighbourhood Plans and Infrastructure Funding Frameworks for priority growth areas such as South Prospect, Newnham and St Leonards.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
		• Implement Neighbourhood Plans in Kings Meadows, Mowbray, Lilydale and the northern suburbs.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
2.1 (b)	Enable and encourage delivery of medium density houses in and around activity centres	• Develop a comprehensive plan to encourage infill residential development	The proposed draft amendment does not directly align with this

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	and transport corridors, and more diverse, sustainable and energy efficient housing.	within a 1.5km radius of the CBD.	objective, but it will not impact on the attainment of this action.
		• Facilitate improvements to climate resilience and energy efficiency of existing housing stock.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
2.1(c)	Proactively address affordability, homelessness and housing insecurity.	• Encourage developers to create energy efficient housing products that encourage downsizing.	The proposed draft amendment does not directly align with this objective, but it will not impact on the attainment of this action.
		• Partner with the State government and Community Housing Providers to provide an adequate supply of well-located, diverse, affordable, social, and emergency housing.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
Goal 2.2	**Launceston's transport system connects communities, reduces car dependency in activity centres and corridors, and promotes active transportation options.**		
Transport Objectives		**Transport Actions**	**Response**
2.2 (a)	Partner with the state government and local councils to expand access to reliable and frequent public transport services in and around Launceston.	• Advocate for a high-frequency public transport system connecting key areas, supported by a local network.	The proposed draft amendment accords with this objective, insofar as it would provide for future use and development of the site for retail and/or bulky goods businesses in a location that is already well served by existing public transport, with a bus stop on Racecourse Crescent approximately 110m from the site
		• Launch a publicity campaign with the state government to improve public transport awareness and ridership	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
2.2 (b)	Work with partners to enable convenient daily travel by supporting public transportand investing in key road infrastructure between Launceston and rural and regional	• Work with the state government and northern councils to strengthen public transport connections between Launceston and rural and regional communities.	The proposed draft amendment accords with this objective, insofar as it would provide for business development in an existing activity centre that is connected to existing public transport routes.

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	communities and surrounding facilities (e.g. Launceston Airport, Bell Bay).		
2.2 (c)	Develop a safe, pleasant and connected walking and active transportation network that is integrated with the transport system, across Launceston's urban footprint.	• Invest in a seamless active transportation network, including associated infrastructure such as bike parking and shade trees, that links open spaces and waterways, other transport systems, key attractions and activity centres.	The proposed draft amendment accords with this objective, insofar as it would provide for business development in a location that is connected to the existing active transport network, including pathways around the North Esk levees.
Goal 2.3	**Launceston's community is connected to our Aboriginal and built heritage, while growing a city of the future.**		
Heritage Objectives		**Heritage Actions**	**Response**
2.3 (a)	Encourage and facilitate recognition of Aboriginal cultural heritage as a means of retaining a sense of place and connection to Country.	• Undertake authentic, genuine consultation and build enduring relationships with Aboriginal people in a place-based and fine grained way, and support and collaborate with Aboriginal people to deliver community-led projects.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
		• Establish the Centre for Aboriginal Science and Education in the redevelopment of QVMAG Royal Park.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
2.3 (b)	Ensure that significant heritage elements are respected while addressing the future housing, commerce and recreational needs of the community.	• Identify and promote the key elements that express our city's unique sense of place including histories, stories and architecture.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
		• Promote adaptive re-use of heritage buildings, especially for community-based uses.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
2.3 (c)	Implement planning guidelines (particularly within the CBD) to encourage adaptive reuse of heritage	• Complete the Precincts Heritage Register and incorporate Heritage best practice into Special Area Plans.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.

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	buildings, and infill development that promotes our city's built heritage character.		
Goal 3.1	**Community members have access to green, diverse, and inclusive open spaces and facilities enabling them to lead active lives, enjoy nature, and connect with others.**		
Open Space Objectives		**Open Space Actions**	**Response**
3.1 (a)	Enhance community members' access to climate-change resilient leafy, well-maintained, inclusive public open spaces, prioritising areas with low wellbeing measures.	• Address the urban heat island effect by investing in greening of our urban areas and engaging the community in tree planting programs, aiming for 30% tree canopy coverage across Launceston by 2035. • Develop and implement a plan for all households in Launceston to be within a 400-metre walking distance of a park, recreational open space playground, green space, or similar.	The proposed draft amendment accords with this objective, insofar as the proposed rezoning would not remove any green space or standing vegetation. Redevelopment of the site under the Commercial Zone would provide an opportunity to add landscaping in accordance with the development provisions of the zone. The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
3.1 (b)	Leverage Launceston's network of waterways by rehabilitating and connecting riparian corridors, connecting them with the public open space network and supporting improvements to the Kanamaluka/Tamar Estuary and surrounding precinct.	• Incorporate rehabilitation and end user interaction with waterways into open space and active transport initiatives at all stages of development.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
3.1 (c)	Ensure neighbourhoods are well-served through community activity hubs that are accessible and inclusive, provide a range of amenities, create opportunities for a diverse range of	• Develop a community facilities plan that identifies and prioritises the long term needs for delivery of community services & programs.	The proposed draft amendment does not conflict with the attainment of this action.

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	community activities and support Launceston's diverse cultural, economic, and age groups.		
Goal 3.2	**Participation in cultural and recreational activities is widespread across the community and promotes health and wellbeing at all ages while bridging social, cultural and geographical gaps.**		
Recreation & Culture Objectives		**Recreation & Culture Actions**	**Response**
3.2 (a)	Achieve an improvement in health and wellbeing through addressing barriers to inclusion and promotion of physical and social activity such as community arts, sports and recreation.	• Redevelop the NTCA Sports Complex to support the needs of Northern Tasmania.	The site adjoins the NTCA ground. The proposed draft amendment will not impact on the attainment of this action.
		• Work towards becoming Australia's first UNESCO designated Child Friendly City.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
		• Promote community literacy of healthy lifestyle choices through the Launnie Connecting Community program.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
3.2 (b)	Broaden and increase participation in arts, cultural, and community events to foster community identity, leadership and capacity building, resilience, pride & a sense of belonging.	• Develop initiatives specifically aimed at engaging children and youth, people with disabilities, and culturally diverse groups.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
		• Collaborate with partners to establish a calendar of community cultural events.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
		• Engage community in shaping positive change through collective action initiatives such as Launnie Connecting Community.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.

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3.2 (c)	Leverage the City of Gastronomy designation to foster a sense of shared identity, enhance understanding of cultural diversity, promote grassroots food culture, and enhance food security.	• Collaborate with non-profits to launch a regional zero-foodwaste program linking surplus food to creative initiatives, microbusinesses and relief projects.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
		• Invest in street food culture.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
		• Through the Launnie Connecting Community program promote community literacy of healthy food choices and food preparation techniques.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
		• Promote and support initiatives that increase availability of local seasonal produce.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
Goal 3.3	**As northern Tasmania's cultural and commercial centre, Launceston's historic city heart is buzzing with activity throughout the day and into the night.**		
City Centre Objectives		**City Centre Actions**	**Response**
3.3 (a)	Intensify baseline activity in the city centre by facilitating an increase in inner-city living and working.	• Investigate all Council-owned sites, such as public carparks, for opportunities to enhance inner-city living & mixed-use development.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
		• Establish partnerships or mechanisms to facilitate development of Council-owned land for uses including residential & office space.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
3.3 (b)	Implement bold initiatives that increase nighttime activity, optimise dwell time, maximise appeal to locals and visitors, and	• Support or coach smaller venues on how to provide nighttime activities.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.

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	add to the City's vibrancy and safety.	• In and around the Princess Theatre, improve accessibility, establish the 'Princess to Princes' nighttime route and collaborate with partners, businesses and experts to expand the hospitality offering. • Introduce art-based play programming into the Brisbane Street Mall.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action. The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.
3.3 (c)	Create a walkable centre and optimise the use of public space by reducing car dominance and expanding opportunities for greening and alternative forms of transport.	• Introduce two-way traffic, street trees and wider footpaths in suitable locations. • Facilitate alternative forms of transport, especially active and public transport.	The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action. The proposed draft amendment does not directly align with this policy, but it will not impact on the attainment of this action.

4.7 Northern Tasmania Sports Facility Plan 2023

The Northern Tasmania Sports Facility Plan is the first part of a long-term planning initiative of five councils within the Northern Tasmania Region: the City of Launceston, West Tamar Council, Meander Valley Council, Northern Midlands and George Town Council.

The Sports Facility Plan focuses on sport and active recreation facilities to ensure that the long-term needs of the community are adequately catered for. The plan focuses on organised sports/activities that operate from Council owned or managed facilities, as indicated in the excerpt below (taken from page 12):

> *Project focus*
>
> *The focus of the project is on indoor and outdoor sports facilities and grounds. The sports covered in the Plan are:*
>
> *basketball netball volleyball football (soccer)*
>
> *gymnastics cycling futsal cricket*
>
> *badminton equestrian roller derby tennis*

martial arts AFL rugby touch football

athletics hockey BMX lawns bowls

croquet rowing table tennis sailing

softball baseball swimming

The Sports Facility Plan considers those sports operating from Council-owned or - managed facilities - as these are the sports over which Council can have the most impact moving forward. It is acknowledged that there are a number of sports not covered by the Facility Plan given the nature of the associated land tenure (private ownership). While schools and private facilities have been acknowledged where they provide a sport or recreation opportunity to the community, they are not part of the Plan's core analysis. Partnerships with schools and private facilities certainly form part of the Plan's recommendations. For ease of reference, the document has been presented in a sport-by-sport nature.

The existing use of the site as a gymnasium does not fall within the activities addressed by the Sports Facilities Plan.

The Plan has no application to the proposal as it involves a rezoning of privately owned land and will have no impact on the provision of public recreation facilities by northern Councils.

4.8 Adjacent Local Government Areas

Section 34(2)(g) of the Act requires the amendment, as far as practicable, to be consistent and coordinated with any LPS applying to adjacent local government areas. The proposed draft amendment relates to rezoning that applies to an individual title. It will therefore not affect any adjacent LPS.

4.9 Gas Safety Act 2019

Section 34(2)(h) requires the amendment to have regard to the safety requirements set out in the standards prescribed under the *Gas Safety Act 2019*. The proposed draft amendment does not affect the attainment of these requirements because it will not have an adverse impact on any aspect of the gas supply industry.

4.10 Code Summary

Tasmanian Panning Scheme – Launceston		
Clause	**Code**	**Applicability for Future Use/Development**
C1.0	Signs Code	**Applicable** - no use or development is proposed. Any future development will be subject to the requirements of the Code if signage is proposed.
C2.0	Parking and Sustainable Transport Code	**Applicable** - no use or development is proposed. Any future development will be subject to the requirements of the Code.

Tasmanian Panning Scheme – Launceston		
Clause	**Code**	**Applicability for Future Use/Development**
C3.0	Road and Railway Assets Code	**Applicable** - no use or development is proposed. Any future development will be subject to the requirements of the Code.
C4.0	Electricity Transmission Infrastructure Protection Code	**Not Applicable** - the site is not located within an electricity transmission corridor, communications station buffer area or substation facility buffer area.
C5.0	Telecommunications Code	**Not Applicable** - the proposal does not involve development for a telecommunications facility.
C6.0	Local Historic Heritage Code	**Not Applicable** - the code is not applicable in accordance with clause C6.2 of the Scheme.
C7.0	Natural Assets Code	**Not Applicable** - the site is not subject to a watercourse and coastal protection area, coastal refugia area or priority vegetation area.
C8.0	Scenic Protection Code	**Not Applicable** - the site is not mapped as being within a scenic protection area.
C9.0	Attenuation Code	**Not Applicable** - the site is not located within a known attenuation area.
C10.0	Coastal Erosion Hazard Code	**Not Applicable** - the site is not within a coastal erosion hazard area.
C11.0	Coastal Inundation Hazard Code	**Not Applicable** - The site is not located within a coastal inundation hazard area.
C12.0	Flood-Prone Areas Hazard Code	**Not Applicable** - The site is not located within a flood-prone hazard area.
C13.0	Bushfire-Prone Areas Code	**Not Applicable** - The site is not mapped as bushfire prone on the overlay maps.
C14.0	Potentially Contaminated Land Code	**Not Applicable** - The site is not known to be located on land which is potentially contaminated.
C15.0	Landslip Hazard Code	**Not Applicable** - The site is not mapped as being subject to a landslip hazard band.
C16.0	Safeguarding of Airports Code	**Applicable** - no use or development is proposed. The site is within an airport obstacle limitation area. The AHD height specified for the OLS area is 316m. Any future development will be subject to the requirements of the Code.

4.11 Retail Audit and Activity Centres Strategy, 2011

The Launceston Retail Audit and Activity Centres Strategy (Final Report) by Renaissance Planning dated July 2011 (the Strategy) provides an evidence-based, logical and clear long-term strategic framework to provide council with a clear basis for rational decision making in the public interest. It is noted that the Strategy is 15 years old and has not been reviewed and updated to reflect current population statistics, trends and projections, or the Tasmanian Planning Scheme – Launceston which came into effect in 2022.

The Strategy considers the Launceston CBD and the district activity centres throughout Launceston. The Launceston (Kmart) Plaza Precinct and also the Bulky Goods Clusters/Precincts associated with the Kmart Plaza Precinct are addressed in the Strategy.

Section 10 addresses the Recommended Activity Centres Strategy taking into account the likely future requirements and patterns of settlement in the greater urban area.

The role of the Launceston (Kmart) Plaza Precinct is intended to provide for daily and weekly shopping needs, together with a limited range of discretionary shopping requirements. The defining retail elements are the major supermarket (Coles) and a discount department store (Kmart). The supporting stores are reflective of a neighbourhood level being a newsagent, pharmacy, bakery etc. The recommended policies for the precinct are set out in section 10.2 as follows:

- *Recognise the existing district and sub regional role of the Kmart Plaza precinct.*
- *Support improvements of the urban design amenity and pedestrian safety and access within the precinct.*
- *Encourage attractively presented and active frontages to address the principal car park at the precinct.*
- *Ensure that any future development at the precinct is focused on broadening the diversity of activities. Limit any future retail development at Kmart Plaza to not exceed 10 per cent of existing retail floorspace. Any development proposal should be supported by a broadly based master plan for the precinct.*

The role of the Bulky Goods Clusters/Precincts is to provide accessible clusters of bulky goods stores and services in amenable shopping environments. The recommended policies for the precinct are set out in section 10.2 as follows:

- *Recognise and affirm the important district and regional role of bulky goods clusters and precincts.*
- *Support the consolidation of accessible clusters and precincts in central and inner Launceston.*
- *Support significant improvements to the presentation and shopping environments of bulky clusters and precincts.*
- *Maintain and improve pedestrian access and amenity.*

The subject site adjoins 21 Racecourse Crescent which is a vacant parcel of land which sits between the Kmart Plaza site and 23 Racecourse Crescent. The underlying zone of the Kmart Plaza and 21 Racecourse Crescent is Commercial, and both titles are subject to the Launceston Plaza Retail Specific Area Plan.

The proposed draft amendment seeks to allow a parcel of land which is privately owned with a legacy Recreation zoning to have the capacity to be developed in the future in a compatible and functional way. It is understood that the Strategy intends for any future development to be informed by a master plan. The proposed draft amendment does not involve any development, but rather the existing use and development on the site as a gymnasium will retain existing

use rights within the Commercial Zone. The proposed rezoning would allow for certainty of future use and development potential and forward planning of a future development of the site.

Any future development application will be required to comply with the relevant use and development standards of the Tasmanian Planning Scheme – Launceston.

4.12 Launceston Economic Development Strategy 2022-2026

This Strategy focuses on the contributions that the City of Launceston Council can make to provide the best possible conditions for business and industry to start, grow and thrive in Launceston. The strategy provides the framework and directions to facilitate and promote Launceston's economic development, focusing on the mutually reinforcing and complementary relationship between improvements in economic activity, community wellbeing, cultural diversity, a sense of 'place' and the environment.

The Strategy is not directly applicable to the proposal as the focus is on the internal actions of Council.

Supporting the proposed planning scheme amendment will contribute to the attainment of the Council's intent to contribute to economic development by enabling an opportunity to expand economic activity in a key activity centre.

5.0 Conclusion

The proposed draft amendment seeks to rezone the land at 23 Racecourse Crescent, Launceston from Recreation to Commercial.

The site is one of a few sites which is zoned Recreation and is privately owned in Launceston, with this zoning otherwise only applied to publicly owned land and private sports facilities such as golf courses.

The proposal would bring the zoning of the site in common with the adjoining Launceston Kmart Plaza and 21 Racecourse Crescent and surrounding area within the Commercial Zone.

The proposed draft amendment will allow for a future retail and/or bulky goods use and development to occur on the site. Its location represents a coordinated approach and sound strategic planning as detailed in this report. The draft amendment complies with the relevant requirements in Sections 32, 34 and 37 of the Act.

It is recommended that the proposed draft planning scheme amendment be initiated and subsequently approved.

Appendix A

Certificate of Title

RESULT OF SEARCH

RECORDER OF TITLES

Issued Pursuant to the Land Titles Act 1980

Tasmanian Government

SEARCH OF TORRENS TITLE

VOLUME	FOLIO
176749	1
EDITION	DATE OF ISSUE
1	22-Mar-2019

SEARCH DATE : 21-Jun-2023
SEARCH TIME : 11.46 AM

DESCRIPTION OF LAND

City of LAUNCESTON
Lot 1 on Plan 176749
Derivation : Part of 10 Acres (Sec. QQ) Gtd. to James Whyte and Ors & Part of Lot 41117, 4.195ha Gtd. to the Lord Mayor, Aldermen and Citizens of the City of Launceston
Prior CTs 137771/0, 137771/1, 137771/2, 137771/3, 137771/4 and 137771/5

SCHEDULE 1

E27817, E27663 & E7970 TRANSFER to MEROST PTY LTD
Registered 20-Dec-2018 at noon

SCHEDULE 2

Reservations and conditions in the Crown Grant if any
SP127205 FENCING COVENANT in Schedule of Easements
SP127205 BURDENING EASEMENT: Right of Drainage (in favour of Launceston City Council) over the land marked Drainage Easement 1.50 wide (SP127205) on Plan 176749
SP127205 BURDENING EASEMENT: Right of Drainage (appurtenant to Lot 1 on Sealed Plan 127205) over the land marked Drainage Easement 1.20 wide (SP127205) on Plan 176749
C318245 AGREEMENT pursuant to Section 71 of the Land Use Planning and Approvals Act 1993 Registered 04-Feb-2002 at 12.01 PM
D5998 AGREEMENT pursuant to Section 71 of the Land Use Planning and Approvals Act 1993 Registered 30-Aug-2011 at noon
M501278 CAVEAT by Richard Gower (affecting such portion of the said land within described formerly comprised in folios of the Register Volume 137771 Folios 2, 3 & 5) Registered 04-Feb-2015 at noon
M509187 CAVEAT by ELSMERE MANAGEMENT PTY LTD "affecting such portion of the said land within described as shown hatched on the plan attached thereto marked 'A1' and 'A2'" Registered 04-Mar-2015 at noon

the List...

FOLIO PLAN

RECORDER OF TITLES

Issued Pursuant to the Land Titles Act 1980

Tasmanian Government

OWNER:

FOLIO REFERENCE: FR 157771/0-5

GRANTEE:
PART OF 10 ACRES (SECTION GG) GTD TO JAMES WHYTE AND OTHERS & PART OF LOT 41117 (4.195ha) GTD TO THE LORD MAYOR ALDERMAN AND CITIZENS OF THE CITY OF LAUNCESTON.

PLAN OF TITLE

LOCATION:
CITY OF LAUNCESTON

FIRST SURVEY PLAN No: SP.161143

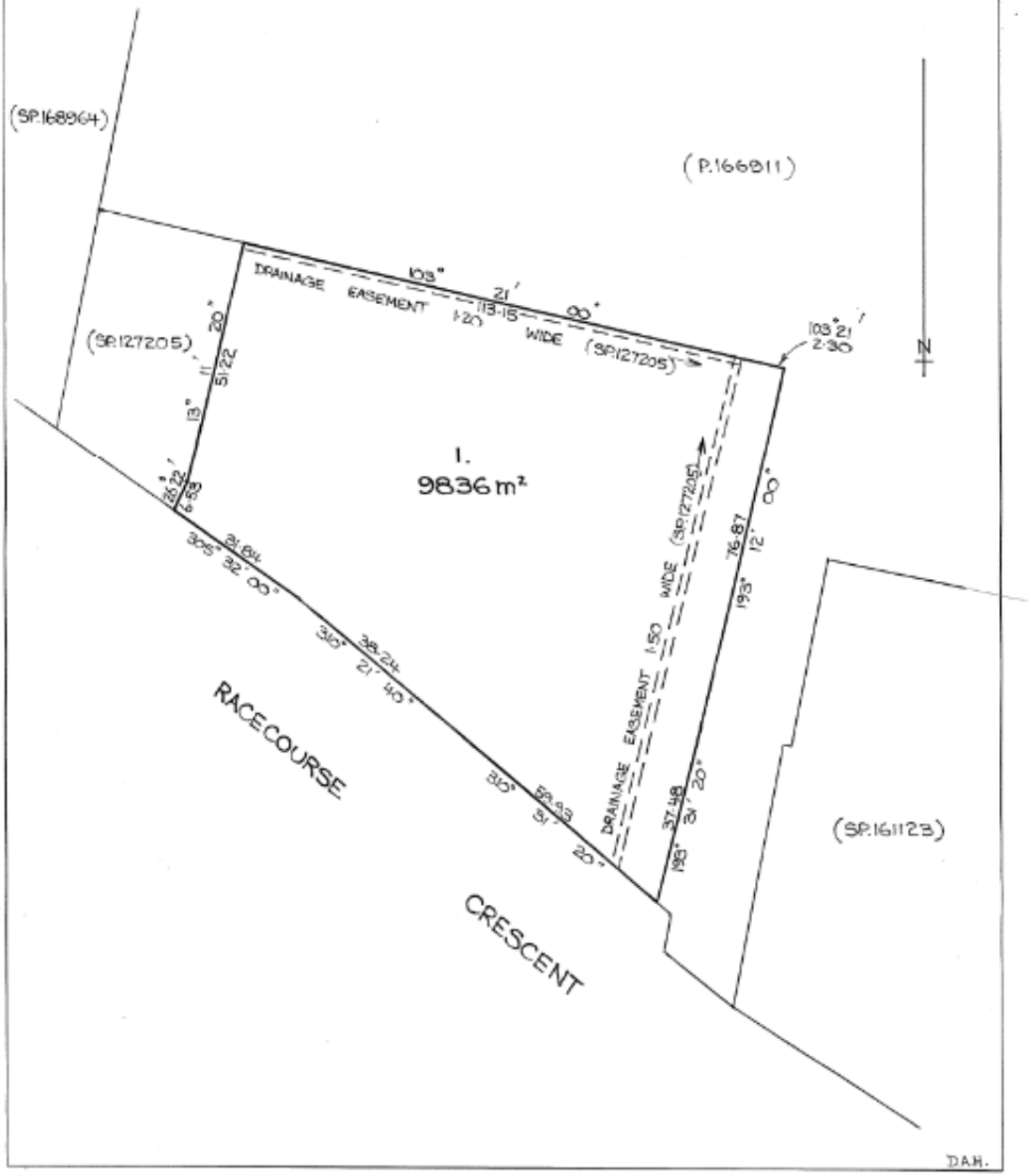
COMPILED BY: L.T.O.

SCALE 1: 750 LENGTHS IN METRES

REGISTERED NUMBER
P176749

APPROVED 22 MAR 2019
Deputy Recorder of Titles

ALL EXISTING SURVEY NUMBERS TO BE CROSS REFERENCED ON THIS PLAN



Appendix B

Recreation Zoned Land Analysis Table

Land ownership	
	Launceston City Council
	The Crown
	Private Freehold

Address	Title Reference	Area (approx.)	Land Use	Ownership
'Lilydale Football Ground' – 38-40 Doaks Road, Lilydale	CT: 49467/1 PID: 6715365	4.05ha	Lilydale Football Ground	Launceston City Council
10-12 Charob Avenue, Lilydale	CT: 150335/13 PID: 2798888	2000m²	Lilydale Bowls Club	Launceston City Council
1960 Main Road, Lilydale	CT: 66280/1 PID: 6715701	108m²	Appears to be a zoning anomaly. Within same ownership as land to the north developed with a dwelling zoned Village.	Private Freehold
'Lilydale Swimming Pool' – 1954 Main Road, Lilydale	CT: 234770/1 PID: 6715728	836m²	Lilydale Swimming Pool	Launceston City Council
'Lilydale Swimming Pool' – 1954 Main Road, Lilydale	CT: 49469/2 PID: 6715728	231m²	Lilydale Swimming Pool	Launceston City Council
'Lilydale Swimming Pool' – 1954 Main Road, Lilydale	CT: 230401/1 PID: 6715728	1605m²	Lilydale Swimming Pool	Launceston City Council
'Rocherlea Recreation Ground & Hall' – 23-41 Archer Street, Rocherlea	CT: 48922/2 PID: 6712519	4.05ha	Rocherlea Recreation Ground & Hall	Launceston City Council
'Rocherlea Recreation Ground & Hall' – 23-41 Archer Street, Rocherlea	CT: 50434/1 PID: 6712519	4026m²	Rocherlea Recreation Ground & Hall	Launceston City Council
'Rocherlea Recreation Ground & Hall' – 23-41 Archer Street, Rocherlea	CT: 48921/2 PID: 6712519	3.87ha	'Rocherlea Recreation Ground & Hall'	Launceston City Council
-	CT: 14470/1	5856m²	Acquired Road	The Crown
'Mowbray Golf Club' – 28 Grubb Street, Mowbray	CT: 169778/1 PID: 3451333	53.73ha	Mowbray Golf Club	Private Freehold
'Mowbray Golf Club' – 28 Grubb Street, Mowbray	CT: 212276/1 PID: 3451333	2294m²	Mowbray Golf Club	Private Freehold
-	CT: 248436/2	1972m²	Part of Golf Course	Launceston City Council
18-26 Brussels Street, Mowbray	CT: 251351/1 PID: 3135154	3.93ha	Part of Golf Course	Launceston City Council

Address	Title Reference	Area (approx.)	Land Use	Ownership
18-26 Brussels Street, Mowbray	CT: 151512/27 PID: 3135154	7668m²	Part of Golf Course	Launceston City Council
18-26 Brussels Street, Mowbray	CT: 230610/1 PID: 3135154	8041m²	Part of Golf Course	Launceston City Council
1B George Town Road, Newnham	CT: 137221/1 PID: 2198735	6499m²	Railway Bowls Club	Private Freehold
'Mowbray Indoor Sport N Skate' – 1C George Town Road, Newnham	CT: 143014/1 PID: 6693805	1.25ha	Mowbray Indoor Sport N Skate	Launceston City Council
'Mowbray Racecourse' – 27 Vermont Road, Mowbray	CT: 164061/1 PID: 9378493	35.68ha	Mowbray Racecourse	Private Freehold
'Mowbray Racecourse' – 27 Vermont Road, Mowbray	CT: 112266/1 PID: 9378493	8526m²	Mowbray Racecourse	Private Freehold
'Mowbray Racecourse' – 27 Vermont Road, Mowbray	CT: 210962/1 PID: 9378493	1.54ha	Mowbray Racecourse	Private Freehold
'Mowbray Racecourse' – 27 Vermont Road, Mowbray	CT: 114060/3 PID: 9378493	1.60ha	Mowbray Racecourse	Private Freehold
50 Lamont Street, Invermay	CT: 154196/1 PID: 9349146	17.24ha	NTJSA (Northern Tasmanian Junior Soccer Association)	Launceston City Council
67-95 Gilmore Street, Invermay	CT: 165938/1 PID: 3262305	4.91ha	Launceston Grammar - Faulkner Park and Equestrian Centre	Private Freehold
67-95 Gilmore Street, Invermay	CT: 165529/1 PID: 3262305	7.52ha	Launceston Grammar -Faulkner Park and Equestrian Centre	Private Freehold
Lot 1, Eddington Cr, Invermay	CT: 173812/1 PID: 3611085	3.92ha		The Crown (NRE Tas)
137 East Tamar Highway, Mowbray	CT: 173811/1 PID: 3611077	9724m²	Launceston Grammar Rowing Shed	Private Freehold
'Riverbend Park' – 55A Lindsay Street, Invermay	CT: 169882/1 PID: 2860709	3.50ha	Riverbend Park	Launceston City Council
87 Lindsay Street, Invermay	CT: 169012/1 PID: 3354023	1891m²	Riverbend Park	Launceston City Council
61 Lindsay Street, Invermay	CT: 198362/1 PID: 7889228	1.22ha	Riverbend Park	Launceston City Council
-	CT: 84271/1	2015m²	Riverbend Park	Launceston City Council
-	CT: 252170/1	2857m²	Riverbend Park	Launceston City Council
'Royal Park' – 78 Paterson Street, Launceston	CT: 138979/10 PID: 2214643	4.45ha	Royal Park	Launceston City Council
'Royal Park' – 78 Paterson Street, Launceston	CT: 156045/1 PID: 2214643	5.31ha	Royal Park	Launceston City Council
'Albert Hall' – 45-51 Tamar Street, Launceston	CT: 50902/1 PID: 6682583 (part of title)	9130m²	Albert Hall	Launceston City Council

Address	Title Reference	Area (approx.)	Land Use	Ownership
'Albert Hall' – 45-51 Tamar Street, Launceston	CT: 50902/1 PID: 6682583 (part of title)	1960m²	Design Tasmania	Launceston City Council
18A High Street, East Launceston	CT: 246404/1 PID: 6599990	3.74ha	Launceston Leisure & Aquatic Centre; LAfit; Windmill Hill Reserve	Launceston City Council
22 Adelaide Street, East Launceston	CT: 246404/1 PID: 6588204	9682m²	East Launceston Bowls Club; East Launceston Croquet Club	Launceston City Council
'NTCA Ground' - 53-55 Racecourse Crescent, Launceston	CT: 182570/2 PID: 3271527	6.90ha	NTCA Ground	Launceston City Council
'Tennis Centre' – 57 Racecourse Crescent, Launceston	CT: 182570/1 PID: 3082355	1.19ha	Tennis Centre	Launceston City Council
'Elphin Sports Centre' – 14-16 Dowling Street, Launceston	CT: 163362/1 PID: 3095973	1.36ha	Elphin Sports Centre	The Crown (NRE Tas)
67 Racecourse Crescent, Launceston	CT: 163361/1 PID: 3243198	4300m²	Carparking area for Elphin Sports Centre	Launceston City Council
'Launceston Indoor Sports Arena' – Shop 1, 23 Racecourse Crescent, Launceston	**CT: 176749/1 PID: 9215102**	**9910m²**	**LIFT Centre**	**Private Freehold**
33 Birch Avenue, Newstead	CT: 244227/1 PID: 6900616	7917m²	Evangelical Presbyterian Church of Australia	Private Freehold
29-31 Hoblers Bridge Road, Newstead	CT: 22/3251 PID: 7678404	7.99ha	Launceston United Soccer Club; Birch Avenue Soccer Grounds; Tasmanian Netball Centre; Northern Tasmanian Netball Association	NRE Tas (DPIPWE)
'The Netball Centre (Fred White)' – 29-31 Hoblers Bridge Road, Newstead	CT: 66364/2 PID: 2218775	8538m²	Netball Centre	Launceston City Council
'First Basin Reserve' – 74-90 Basin Road, West Launceston	CT: 220975/1 PID: 2838376	4550m²	First Basin Reserve	Launceston City Council
'First Basin Reserve' – 74-90 Basin Road, West Launceston	CT: 243968/1 PID: 2838376	5.3ha	First Basin Reserve	Launceston City Council
'West Launceston Bowls Club' – 5 Merrys Lane, West Launceston	PID: 6646996	1.32ha	West Launceston Bowls Club	City of Launceston
'Coronation Park' – 44 Mulgrave Street, South Launceston	CT: 224308/1 PID: 6625220	2.47ha	Coronation Park	Launceston City Council
'West Launceston Community Park' –	CT: 150391/1 PID: 2773242	3.83ha	West Launceston Community Park	Launceston City Council

Address	Title Reference	Area (approx.)	Land Use	Ownership
50-58 Stanley Street, Summerhill				
'West Launceston Community Park' – 50-58 Stanley Street, Summerhill	CT: 241143/1 PID: 2773242	1.69ha	West Launceston Community Park	Launceston City Council
5 Rose Lane, South Launceston	CT: 226165/2 PID: 3329661	1.49ha	Vacant	Launceston City Council
5 Rose Lane, Launceston	CT: 213227/1 PID: 3329661	4478m²	Vacant	Launceston City Council
5 Rose Lane, Launceston	CT: 50358/1 PID: 3329661	918m²	Vacant	Launceston City Council
5 Rose Lane, Launceston	CT: 50358/2 PID: 3329661	179m²	Vacant	Launceston City Council
5 Rose Lane, Launceston	CT: 91916/1 PID: 3329661	522m²	Vacant	Launceston City Council
'Silverdome' – 55 Oakden Road, Prospect	CT: 144436/1 PID: 7268755	11.76ha	Silverdome	The Crown (DPAC)
'Launceston Golf Club' – 27-99 Opossum Road, Kings Meadows	CT: 16/4964 PID: 6883203	12.81ha	Launceston Golf Club	Private Freehold
'Launceston Golf Club' – 27-99 Opossum Road, Kings Meadows	CT: 198059/1 PID: 6883203	42.51ha	Launceston Golf Club	Private Freehold
'St Leonards Sports Complex' – 240A St Leonards Road, St Leonards	CT: 229700/1 PID: 3247359	12.46ha	St Leonards Sports Complex	Launceston City Council
'St Leonards Sports Complex' – 240A St Leonards Road, St Leonards	CT: 103535/1 PID: 3247359	1.32ha	St Leonards Sports Complex	Launceston City Council
'Nunamina Park' – 1-33 Nunamina Avenue, Kings Meadows	CT: 250587/1 PID: 2966626	2.06ha	Kings Meadows Bowls Club; 4th Launceston Scout Group; Vacant land	Launceston City Council
'Nunamina Park' – 1-33 Nunamina Avenue, Kings Meadows	CT: 48946/125 PID: 2966626	2124m²	Vacant	Launceston City Council
'Nunamina Park' – 1-33 Nunamina Avenue, Kings Meadows	CT: 15638/1 PID: 2966626	4287m²	Veteran's & Community Wood Centre	Launceston City Council
'Nunamina Park' – 1-33 Nunamina Avenue, Kings Meadows	CT: 62713/1 PID: 2966626	6162m²	Kings Meadows Bowls Club	Launceston City Council
21 Highgate Street, Youngtown	CT: 50364/1 PID: 6872790	4.12ha	Youngtown Oval; South Launceston Football Club	Launceston City Council
17 Medina Street, Youngtown	CT: 21543/48 PID: 6879298	920.6m²	Access to Youngtown Oval	Launceston City Council
21 Highgate Street, Youngtown	CT: 23991/168 PID: 6872790	3571m²	Youngtown Oval	Launceston City Council

Appendix C

Retail Activity Assessment, Urban Enterprise

Retail Assessment

23 Racecourse Crescent, Launceston

Prepared by Urban Enterprise for Merost Pty Ltd

July 2023

www.urbanenterprise.com.au

Retail Assessment: 23 Racecourse Crescent, Launceston

Merost Pty Ltd

Report Authors:

- Kurt Ainsaar, Director

Contributions by:

- Jareth Ombiga, Spatial Analyst

Version Control:

Issue:	Date:	Description:	Reviewed:
01	July 2023	Final Report	KA
02	October 2024	Final Report	KA

Acknowledgment of Country:

We acknowledge the traditional custodians of the land on which our work is based and pay our respects to their Elders past and present. We extend that respect to all First Nations people.

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Level 1, 302-304 Barkly St, Brunswick VIC 3056

+61 3 9482 3888 | www.urbanenterprise.com.au

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Executive Summary

Merost Pty Ltd engaged Urban Enterprise to prepare a retail assessment to inform a proposed rezoning at 23 Racecourse Crescent, Launceston **(the subject site).** The proponent is seeking to rezone the subject site from Recreation Zone (RZ) to Commercial Zone (CZ), with a view to establishing retail uses on the site.

Site Context

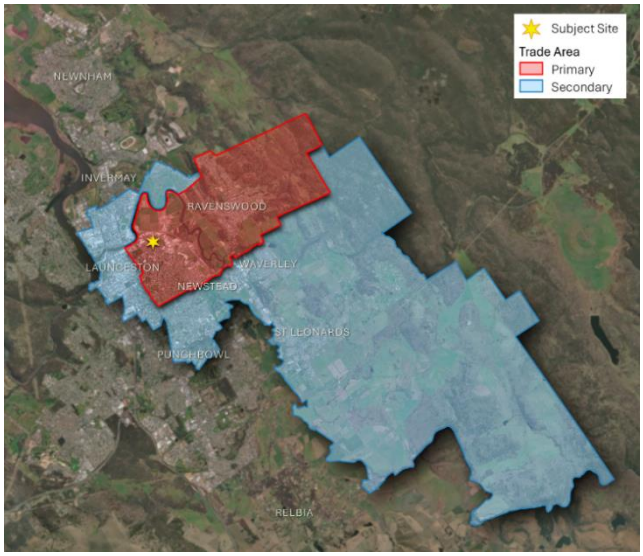
- The 0.98 ha subject site is approximately 1.1km north-east of the Launceston CBD.
- The site has a 130 metre frontage to Racecourse Crescent, which provides good exposure to passing consumers travelling in a north-south direction.
- There is an existing bus stop in front of 15 Racecourse Crescent, which generally services the Launceston (Kmart) Plaza and immediate surrounds.
- The site is situated adjacent to Launceston (Kmart Plaza), the NTCA Ground recreation precinct, and a commercial precinct along Boland Drive.
- The subject site is privately owned, but the balance of the recreation precinct is crown land.
- The Net Lettable Area (NLA) of Launceston Plaza is approximately 8,800 sqm**,** which includes:
 - A full-line supermarket - Coles;
 - A discount department store – Kmart (excludes My Car Tyre and Auto); and
 - A mix of specialty retailers, retail services and hospitality.
- The commercial precinct along Boland Street features a mix of retail, large-format retail, wholesale and showroom businesses.

Trade Areas

- A Primary Trade Area (PTA) and Secondary Trade Area (STA) have been established for the subject site and Launceston Plaza.
- The **PTA** generally includes residential areas to the south in East Launceston and Newstead, as well as residential areas in Ravenswood to the north.
- The **STA** encompasses areas to the north, west and south of the PTA, and includes central Launceston, Invermay (part), Newstead, Waverley and St Leonards.

It is important to note that activity centres and individual retailers also capture trade from outside of the PTA and STA, from a mix of non-local residents, visitors and workers. Launceston Plaza includes the only Kmart in Greater Launceston, and therefore is likely to draw consumers from across Greater Launceston and outlying regional areas.

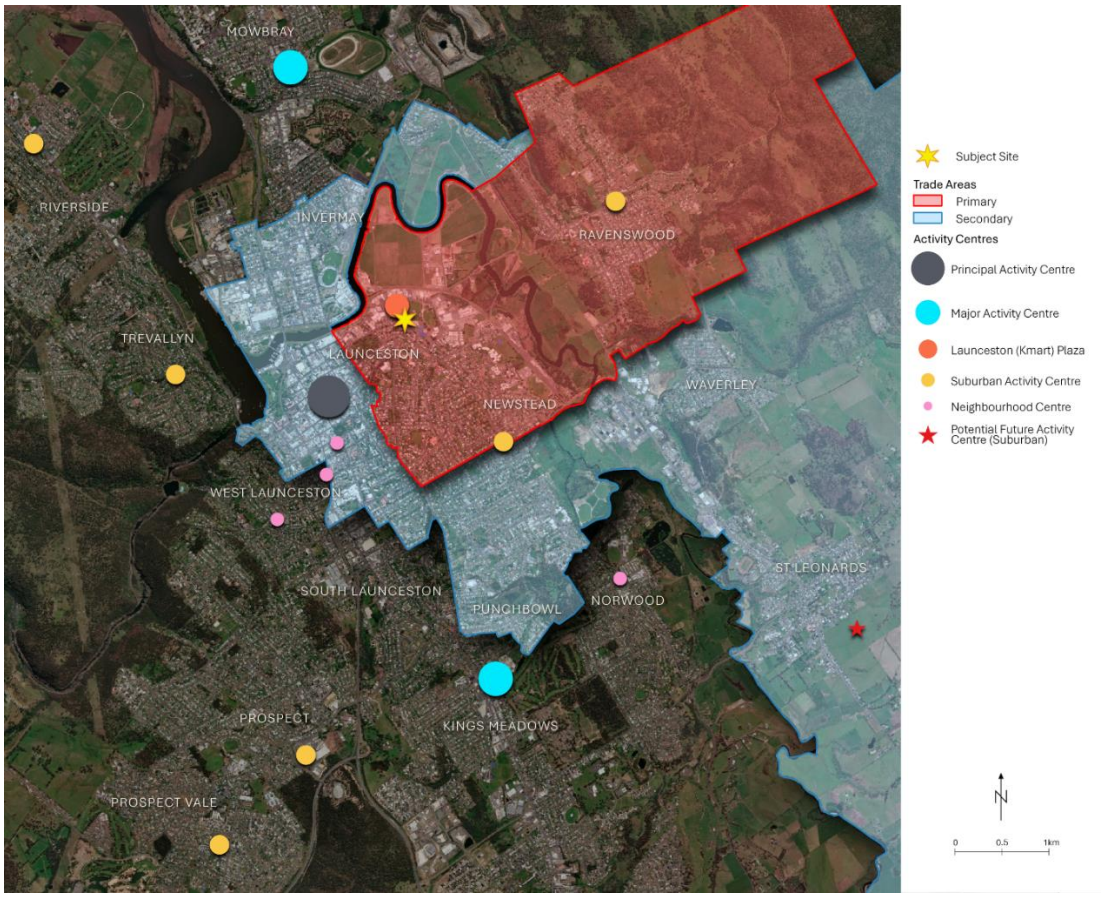
Figure S1 PTA and STA, Launceston Plaza and Subject Site



Activity Centre Hierarchy

- An Activity Centre hierarchy identifies and categorises the role of centres within a trade area according to planning policy, the scale of retail floorspace, and the retail offering and mix that is available to consumers.
- The hierarchy typically indicates where retail expenditure is directed within the region based on the economic role, location, retail offering and mix.
- The CBD is the Principal and highest order Activity Centre in Greater Launceston.
- Launceston Plaza and the adjoining commercial precinct performs several important roles within the retail hierarchy, including:
 - A supermarket, speciality and convenience based retail role for residents and workers in the PTA;
 - A bulky goods retail role that complements Launceston's Central Area within, and outside of the PTA; and
 - Provides the only Kmart available in Greater Launceston, indicating a regional catchment for this specific discount department store.
- Residents in Waverley and St Leonards do not currently have access to an Activity Centre, and are required to travel to nearby Activity Centres for retail needs such as Kings Meadows, Newstead, Launceston Plaza and central Launceston. This will continue until a future Suburban Activity Centre is established in St Leonards

Figure S2 Activity Centre Hierarchy



Population and Demographics

- As at 2021 Census, the PTA accommodated approximately 7,140 residents, and the STA included 14,160 residents.
- The most prevalent household types are young adult couples, young and middle aged families, and retirees/semi-retirees.
- Household incomes are lower in the PTA compared with the municipality, potentially indicating a lower availability of income for spending on discretionary goods and services.
- As at 2021 Census, there were approximately 500 workers in the PTA.

- Population growth is the key driver of retail demand. Over time, as the population of the PTA, STA and Launceston LGA grows, so too will demand for retail uses.
- Population growth in the PTA and STA has been estimated by assessing historical and projected growth rates at the municipal level by reference to population changes that occurred between Census periods, and population forecasts prepared by Tasmania's Department of Treasury and Finance in 2024.
- The population of the PTA is projected to increase by 790 residents between 2021 and 2036.
- The population of the STA is projected to increase by 1,640 residents between 2021 and 2036.

Retail Expenditure & Market Share

- Retail expenditure data has been collected and applied to the resident population within the PTA and STA to estimate the total expenditure pool within the trade areas. All expenditure figures presented are in 2021 dollars (i.e. year 1).
- Close to half (46%) of all retail expenditure is attributed to food, liquor and groceries, which is often associated with supermarket and speciality food retailing (i.e. bakery, butcher, delicatessen). When apparel, homewares and leisure spending is added, these two categories account for over 70% of annual retail spend. The balance of expenditure (28%) is primarily split between food catering and bulky goods. Only 4% of annual retail spend is attributed to retail services.
- In year 1 (i.e. 2021), the retail expenditure pool in the PTA and STA is estimated at $312 million.
- The total expenditure pool is expected to grow over time as ongoing population and real expenditure growth materialises in the PTA and STA.
- Based on the adopted set of assumptions, the total turnover captured by Launceston Plaza is estimated at:
 - $100.3m in year 1;
 - $117.5m in year 5;
 - $137.9m in year 10; and
 - $161.7m in year 15.
- Close to two-thirds of the Plaza's turnover is attributed to market share captured from the PTA and STA, and the balance is captured from outside of the trade areas, from a combination of workers, visitors and non-trade area residents.
- Based on information supplied by the proponent, the market share figures for year 1 are consistent with current trading levels for Launceston Plaza, and highlights that the Plaza is trading well above viability thresholds.

Conclusions

The subject site is a suitable candidate to accommodate future retail uses for the following reasons:

- The site would provide a logical and complementary extension of the Launceston Plaza Activity Centre.
- The site area (0.98ha) is optimal for accommodating retail development, and has a 130 metre frontage to Racecourse Crescent, which provides good access and exposure to consumers. The site can also leverage an existing bus stop.
- Retail uses at the subject site would strengthen the role of Launceston (Kmart) Plaza and the adjoining commercial precinct, and the complementary economic relationship to the Principal Activity Centre.
- The current trading levels of the Plaza are well above viability thresholds, and the retail modelling illustrates that there is pent up demand for retail floorspace.
- Over time, the population of the PTA and the STA will increase, and generate additional demand for additional retail floorspace. Retail modelling estimates that the subject site could viably support approximately:
 - 3,150 sqm by Year 1 (i.e. 2021);
 - 4,200 sqm by year 5 (i.e. 2026);
 - 5,400 sqm by year 10 (i.e. 2031); and
 - 6,600 sqm by year 15 (i.e. 2036).
- Retail uses at the subject site are not anticipated to materially impact the hierarchy or viability of existing retail centres within the PTA, especially given the current level of turnover being achieved at Launceston (Kmart) Plaza; which is well-above viability thresholds, and one of the top performing supermarkets and discount department stores in Australia.

1. Introduction

1.1. Background

Merost Pty Ltd engaged Urban Enterprise to prepare a retail assessment to inform a proposed rezoning at 23 Racecourse Crescent, Launceston **(the subject site).**

The site is currently zoned for recreation uses, and sits within a broader sport, recreation and commercial precinct that includes:

- Launceston (Kmart) Plaza Activity Centre, which includes a Coles supermarket, Kmart, speciality retailers, retail services and hospitality.
- The NTCA sports oval, an outdoor tennis centre, and indoor basketball centre.
- A commercial precinct along Boland Street, consisting of a mix of retail, large-format retail, wholesale, and showroom businesses.

1.2. scope

The scope of this assessment includes the following:

1. **Site assessment** – summarise the existing property, location and planning characteristics at the subject site. Comment on the suitability of the site for retail uses and development.
2. **Retail Catchment** – establish a retail catchment area for the proposal. Consider the local resident catchment, location, transport connections and physical barriers.
3. **Retail Hierarchy** – identify and assess the retail hierarchy in the sub-regional catchment. Comment on the location, role, retail mix and retail anchors.
4. **Retail Demand** – assess the current and future demand for retail by analysing population and demographic trends within the catchment, as well as retail expenditure growth and market share analysis.

1.3. Information sources

This assessment relies on the following information:

- The Northern Tasmania Regional Land Use Strategy (NTRLUS), amended on 23 June 2021;
- Census of Population & Housing, ABS, 2021;
- Launceston Retail Audit & Activity Centre Strategy, 2011; and
- Retail Expenditure, Market Info, 2016.

2. Proposal & Site Assessment

2.1. Introduction

This sections provides an overview of the proposal and the subject site, including the property, planning and location attributes.

2.2. Subject site

2.2.1. Land Area & Zoning

The 0.98 ha subject site is located at 23 Racecourse Crescent, Launceston; approximately 1.1km north-east of the Launceston CBD. The site has 130 metre frontage to Racecourse Crescent, which provides good exposure and access to passing consumers travelling in a north-south direction.

There is an existing bus stop in front of 15 Racecourse Crescent, which generally services the Launceston (Kmart) Plaza and immediate surrounds.

The Recreation Zone currently applies to the site.

The Landslip Hazard Overlay and the Airport Obstacle Limitation Area Overlay also apply to this site.

Figure 1. subject site, 23 Racecourse Crescent



Source: Urban Enterprise, 2023

2.2.2. Interface & Location Context

The subject site is located between a Launceston Plaza Activity Centre, a recreation precinct and a commercial precinct.

Figure 2. Subject site & location context



Source: Urban Enterprise, 2023

Recreation Precinct

The site is in the south-west corner of the existing NTCA Ground recreation precinct. The subject site is privately owned, but the balance of the recreation precinct is crown land. The site is currently used for recreational purposes, occupied by an indoor recreation centre and gym.

Launceston Plaza

The western boundary of the site is adjacent to the Launceston (Kmart) Plaza Precinct, which includes:

- A full-line supermarket (Coles);
- A discount department store (Kmart) and My Car Tyre and Auto (mechanic); and
- A mix of specialty retailers, retail services and hospitality.

The Net Lettable Area of Launceston Plaza is approximately 8,800 sqm (excludes My Car Tyre and Auto).

The NLA is generally apportioned across the following retail categories:

- **Food, liquor and groceries (3,200 sqm),** includes Coles supermarket, Liquorland, butcher and bakery;
- **Apparel, homewares and leisure (5,000 sqm),** includes Kmart discount department store;
- **Food catering (50 sqm),** includes two takeaway outlets;
- **Retail services (525 sqm)** includes a pharmacy, barber shop, shoe repair, phone repair and massage; and
- **Bulky goods (0 sqm).**

Commercial Precinct

An existing commercial precinct is located along Boland Street to the north and west of the Plaza. This precinct features a range of retail, large-format retail, wholesale and showroom businesses. Examples of existing businesses within the precinct include:

- Mitre 10 Hardware store;
- Repco Auto Parts and Auto Barn;
- Petstock;
- Montile Tile Boutique;
- Choices Flooring;
- Middys Electrical Supplies; and
- Steves Liquor Warehouse.

2.3. Planning Context

2.3.1. Zones

The RZ currently applies to the site. The purpose of this zone is:

- To provide for active and organised recreational use and development ranging from small community facilities to major sporting facilities.
- To provide for complementary uses that do not impact adversely on the recreational use of the land.
- To ensure that new major sporting facilities do not cause unreasonable impacts on adjacent sensitive uses.

For context, land which is located within the Recreation Zone is generally council-owned or owned by The Crown and used for sporting grounds and facilities within the Launceston municipality. The general exception appears to be private golf courses which are zoned Recreation. The subject site is one of the exceptions to this, as it is privately owned (and is not a golf course).

The purpose of the CZ is:

- To provide for retailing, service industries, storage and warehousing that require:
 - large floor or outdoor areas for the sale of goods or operational requirements; and
 - high levels of vehicle access and parking for customers.
- To provide for a mix of use and development that supports and does not compromise or distort the role of other activity centres in the activity centre hierarchy.

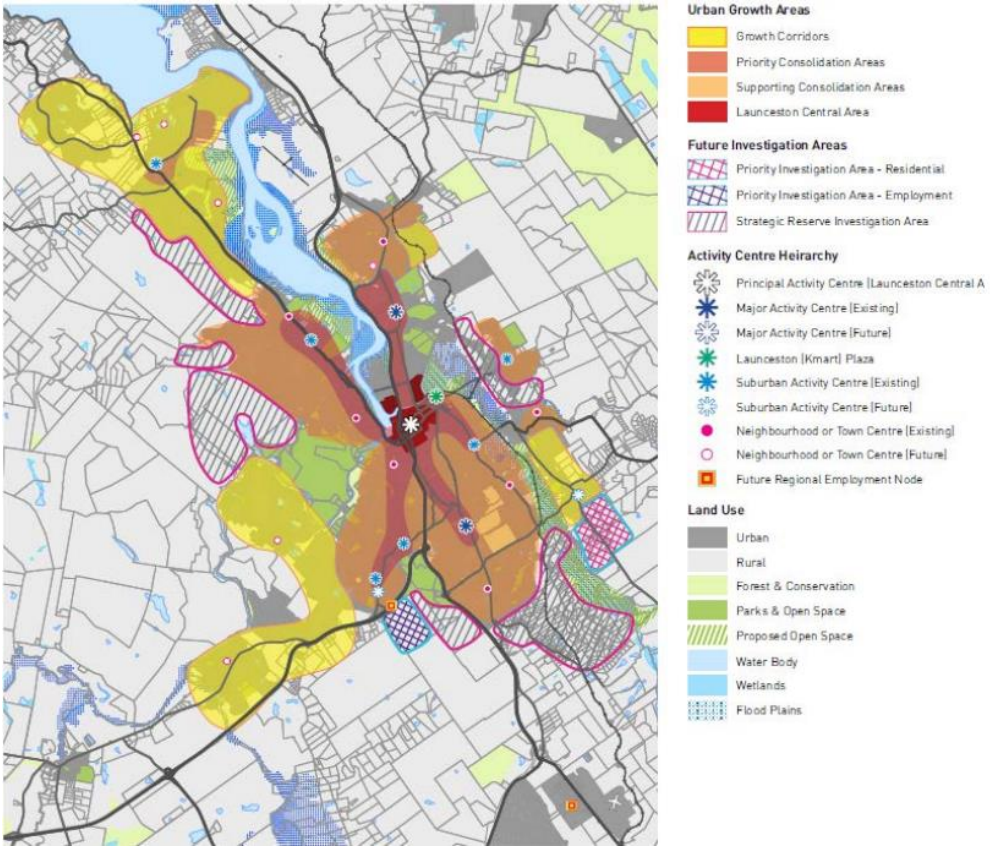
2.3.2. Activity Centre Planning

The Northern Tasmania Regional Land Use Strategy (NTRLUS), as amended on 23 June 2021, provides a framework for the sustainable use of land in the region (includes eight Local Government Areas in the north and north-east of Tasmania). The NTRLUS includes policies and guidelines for managing land use and development, including Activity Centres. **Appendix C** includes a summary relevant policies and actions in terms of activity centre planning.

The subject site is directly east of Launceston (Kmart) Plaza at 15 Racecourse Crescent, and is proximate to Greater Launceston's Principal Activity Centre.

Launceston (Kmart) Plaza performs a unique retail role whereby the convenience retail offering (e.g. supermarket, specialities) serve a mix of residents, workers and passing travellers. Whereas, the bulky goods precinct performs a complementary role to the Principal Activity Centre, providing large format retail items on the periphery of Launceston's Central Area.

Figure 3. Regional Framework Plan, Greater Launceston



Source: NTRLUS, 23 June 2021

3. Retail Supply

3.1. Introduction

This section establishes retail catchment (trade areas) for the subject area, and provides an assessment of the existing activity centre network and hierarchy.

3.2. Trade Areas

A retail catchment (Trade Area) is commonly established to identify where retail expenditure (turnover) will be generated and captured for a particular activity centre or retail business. A trade area typically has regard to the following:

1. **Retail Offering** – The scale and mix of the retail offering (i.e. type and range of retail goods/services available, and overall floorspace provision);
2. **Location** – Proximity and access to consumers, including residents, workers and visitors;
3. **Accessibility** – Access and exposure of the centre to consumers (i.e. road, rail, active transport); and
4. **Competition** – The competing offering of other activity centres within and proximate to the catchment.

In many cases, a retail catchment includes a Primary Trade Area (PTA) and a Secondary Trade Area (STA), which generally indicates where retailers and activity centres capture their primary and secondary source of trade from.

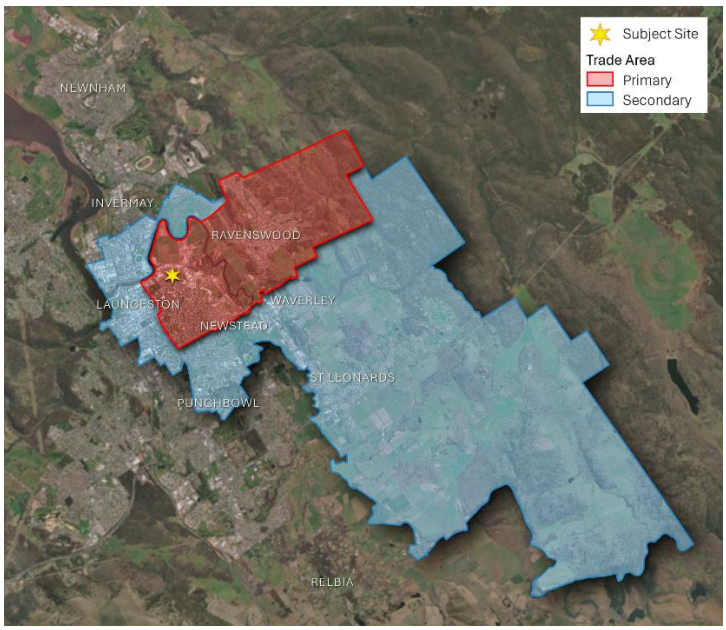
A PTA and STA has been established for the subject site and Launceston Plaza, and is shown in Figure 4.

The PTA generally includes residential areas to the south in East Launceston and Newstead, as well as residential areas in Ravenswood to the north.

The STA encompasses areas to the north, west and south of the PTA, and includes central Launceston, Invermay (part), Newstead, Waverley and St Leonards.

It is important to note that activity centres and individual retailers also capture a proportion of trade from outside of the PTA and STA, from a mix of non-local residents, visitors and workers. Further, Launceston Plaza includes the only Kmart in Greater Launceston, and therefore is likely to draw consumers from across Greater Launceston and outlying regional areas. This has been reflected in the market share analysis, detailed in Section 4 of this report.

Figure 4. PTA and STA, Launceston Plaza and the subject site



Source: Urban Enterprise, 2023, derived from NTRLUS, 2021.

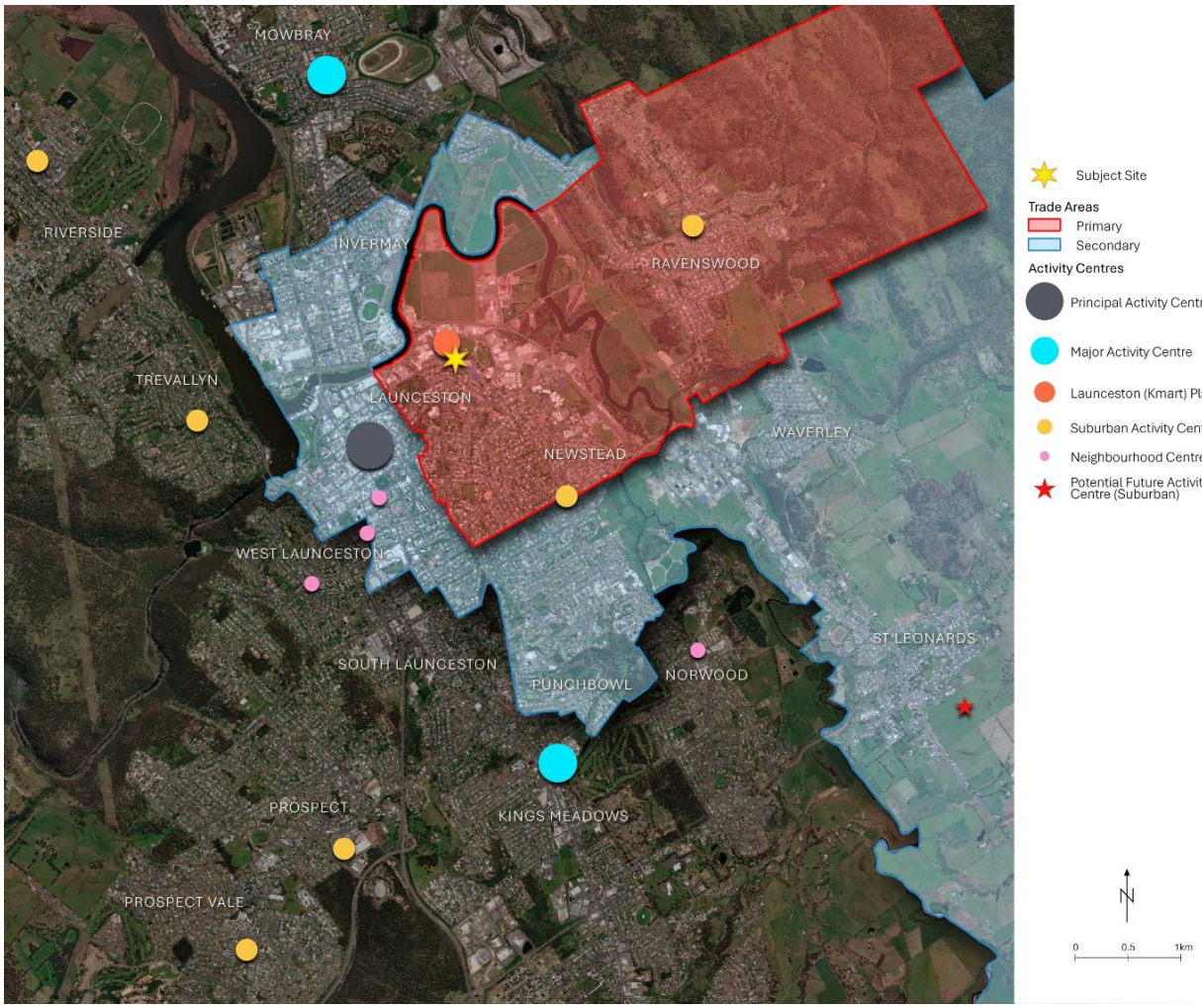
3.3. Activity Centre Hierarchy

An Activity Centre hierarchy identifies and categorises the role of centres within a trade area according to the planning policy, the scale of retail floorspace, and the retail offering and mix that is available to consumers.

The hierarchy typically indicates where retail expenditure is directed within the region based on the economic role, location, retail offering and mix. For example, the Principal Activity Centre in Launceston's Central Area includes a substantial provision of retail floorspace and a more comprehensive retail offering and mix compared with Major and Suburban Activity Centres, and is therefore likely to capture a greater proportion of market share from the trade area's total expenditure pool.

An Activity Centre hierarchy has been prepared to assess the current role and retail mix of existing and future centres within the PTA, STA and surrounding areas, and is shown in Figure 5.

Figure 5. Activity Centre Hierarchy, PTA/ STA and surrounding areas



Source: Urban Enterprise 2023, derived from Northern Tasmania Regional Land Use Strategy, 2021

Launceston (Kmart) Plaza is adjacent to the subject site and performs a unique retail role whereby the convenience retail offering (e.g. supermarket, specialities) serves a mix of residents, workers and passing travellers in the PTA. Whereas, the adjacent commercial precinct performs a complementary role to the Principal Activity Centre, providing large format retail items on the periphery of Launceston's Central Area.

The Plaza's anchor retailers incude the Coles supermarket (~2,700 sqm) and Kmart discount department store (~5,000 sqm). The Plaza also includes several speciality retailers (Butcher, Bakery), retail services (e.g. shoe repair, pharmacy, barber) and two hospitality outlets.

The proponent indicated that both the Coles supermarket and Kmart are trading well above viability thresholds, and are in the top performing supermarkets and discount department stores in Tasmania. Launceston Plaza has plans to extend the Coles floorspace by around 500 sqm. This would increase the total floor area of the supermarket from 2,700 to 3,200 sqm.

In addition to the Principal Activity Centre, the subject site is also relatively proximate to **Wellington Street Coles (Neighbourhood/Town Centre) and Newstead (Suburban Activity Centre)**. Both centres are approximately 1.7-1.8 km south-east and south-west of the subject site, and therefore offer residents in the southern part of the PTA an alternative location for supermarket and convenience retailing. It is important to note, however, that the Coles supermarket at Launceston (Kmart) Plaza is a full-line supermarket (i.e. 2,700 sqm) compared with the smaller supermarkets in Newstead (~900sqm) and Wellington Street (~1,200sqm).

Ravenswood Suburban Activity Centre is situated in the north east of the PTA, but only includes a small supermarket. Therefore, Ravenswood residents are likely to travel to Launceston (Kmart) Plaza for higher order supermarket and retail needs.

Launceston's Central Area is the **Principal Activity Centre** in the region, and includes the most significant provision of retail floorspace. The retail offering includes a range of convenience and grocery retailers (2x full-line supermarkets), speciality retailers, hospitality and food, along with national brand department and discount department stores and bulky goods retailers.

Residents in **Waverley** and **St Leonards** form part of the STA as they do not currently have local access to an Activity Centre. A Structure Plan process is about to commence for St Leonards, and the growth corridor is planning for around 3,500 dwellings over the Structure Plan period. A future Suburban Activity Centre is slated for St Leonards, but the exact timing is unknown. Currently residents in these areas are required to visit nearby activity centres for retail goods and services such as Kings Meadows, Newstead, Launceston Plaza and central Launceston. This is expected to continue until the Activity Centre is delivered in St Leonards at some point in the future.

Table 1. Retail hierarchy, PTA / STA and surrounds

Activity Centre	Distance from subject site	Classification	Retail Role/Business Mix	Anchor retailers	Supermarket
Launceston (Kmart) Plaza		Launceston (Kmart) Plaza	Full-line supermarket Retail services Specialty retail	Kmart Coles	Coles (~2,700 sqm)
Launceston Central Area	1.2km	Principal Activity Centre	National brand retailers Bulky goods 2 x full-line supermarkets Specialty stores Hospitality Retail services Other retail	Myer Target Harris Scarfe Spotlight Dan Murphy's Petbarn	Woolworths (~4,100 sqm) Coles, Charles Street (~2,130sqm)
Wellington Street Coles	1.7km	Neighbourhood/Town Centre	Full-line supermarket		Coles, Wellington Street (~1,200 sqm)
Newstead	1.8km	Suburban Activity Centre	Small supermarket Specialty retail Retail services Hospitality	Coles	Coles (~900 sqm)
Ravenswood	2.5km	Suburban Activity Centre	Small supermarket Hospitality Retail Services	IGA	IGA (~830 sqm)
West Launceston	2.5km	Neighbourhood/Town Centre	Convenience supermarket	IGA	IGA (~410 sqm)
Trevallyn	2.6km	Suburban Activity Centre	Grocer Specialty stores Hospitality Retail services		Trevallyn Grocer (~345sqm)
Mowbray	3km	Major Activity Centre	2 x full-line supermarkets Discount department store	Coles Target	Coles (~4,400 sqm)

			Specialty stores Hospitality Retail services	Shiploads The Reject Shop BWS	Woolworths (~4,120 sqm)
Norwood	3.5km	Neighbourhood/Town Centre	Convenience supermarket	IGA	IGA (450 sqm)
King Meadows	3.8km	Major Activity Centre	2 x full-line supermarkets Specialty stores Hospitality Retail services Other retail	Coles Woolworths Shiploads	Coles (4,700 sqm) Woolworths (3,310 sqm)
Riverside	4.5km	Suburban Activity Centre	Full-line supermarket Hospitality Retail services Other retail	Woolworths	Woolworths (~3,815 sqm)
Prospect	4.7km	Suburban Activity Centre	Small supermarket Specialty stores Hospitality	SUPA IGA	SUPA IGA (1,350 sqm)
Newnham	5.4km	Neighbourhood/Town Centre	Convenience supermarket	IGA Xpress	IGA Xpress (~450 sqm)
North Riverside	5.5km	Neighbourhood/Town Centre	Convenience supermarket Hospitality Retail Services	IGA Express	IGA Xpress (~215 sqm)
Prospect Vale Marketplace	5.9km	Suburban Activity Centre	Full-line supermarket Hospitality Speciality retail Retail services	Woolworths The Reject Shop	Woolworths (3,040 sqm)
Youngtown	6.4km	Neighbourhood/Town Centre	Convenience supermarket Other retail		IGA (810 sqm)

Source: Urban Enterprise, 2023, derived from NTRLUS, 2021 / Launceston Retail Audit & Activity Centre Strategy 2011.

3.4. Key points

- **The CBD is the Principal and highest order Activity Centre in Greater Launceston.**
- **Launceston Plaza and the adjoining commercial precinct performs several important roles within the retail hierarchy, including:**
 - **A supermarket, speciality and convenience based retail role for residents and workers in the PTA;**
 - **A bulky goods retail role that complements Launceston's Central Area within, and outside of the PTA; and**
 - **Provides the only Kmart available in Greater Launceston, indicating a regional catchment for this specific discount department store.**
- **Residents in Waverley and St Leonards do not currently have access to an Activity Centre, and are required to travel to nearby Activity Centres for retail needs such as Kings Meadows, Newstead, Launceston Plaza and central Launceston. This will continue until a future Suburban Activity Centre is established in St Leonards**

4. Retail Demand

4.1. Introduction

Demand for retail floorspace is typically driven by a combination of expenditure generated from local residents within a trade area, as well as non-local resident expenditure that originates from outside of the trade area, including workers, visitors and passing trade.

This section provides an assessment of the scale of supportable floorspace that could viably be supported at Launceston Plaza over a 15 year period, and has regard to projected population growth, the associated growth in the retail expenditure, and estimated market share.

4.2. Population & Demographics

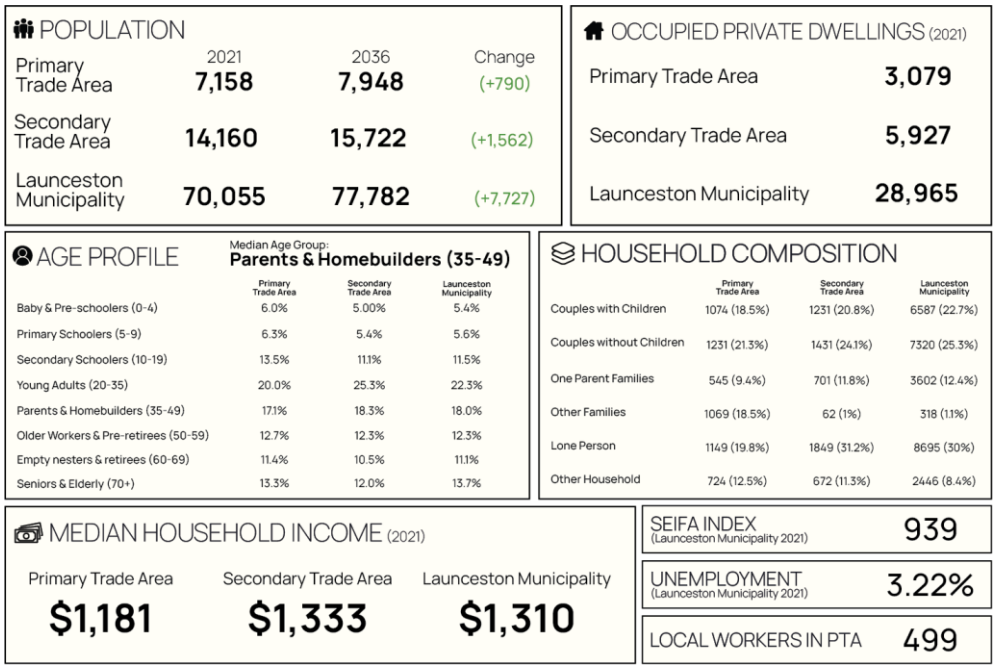
Population and demographic information has been collected and assessed for the PTA and STA to identify the key demographic and socioeconomic characteristics as they relate to retail needs.

Key observations are as follows:

- As at 2021 Census, the PTA accommodated approximately 7,140 residents and 3,080 dwellings, and the STA included 14,160 residents and 5,930 dwellings.
- The most prevalent household types are young adult couples, young and middle aged families, and retirees/semi-retirees.
- Household incomes are lower in the PTA compared with the municipality, potentially indicating a lower availability of income for spending on discretionary goods and services.
- There are approximately 500 workers in the PTA, which represent transient consumers within the catchment.

The demographic and socioeconomic characteristics of residents living in the PTA is relatively diverse, which indicates that a varied retail offering and mix is optimal. Continued population growth within, and outside of the catchment will generate more demand for retail uses over time.

Figure 6. Population & Demographic Summary, PTA & STA



Source: Census of Population & Housing, ABS, 2021. 'Local Workers in PTA' value based on total employed persons within SA160201103815 & SA160201104201 boundary.

4.3. Population Growth: PTA and STA

Population growth is the key driver of retail demand. Over time, as the population of the PTA, STA and Launceston LGA grows, so too will demand for retail uses.

Population growth in the PTA and STA has been estimated by assessing historical and projected growth rates at the municipal level by reference to population changes that occurred between Census periods, and population forecasts prepared by Tasmania's Department of Treasury and Finance in 2024.

Between 2011 and 2021, Launceston municipality recorded an average annual growth rate of 0.9%. Population projections prepared by the State Government forecast that the municipality's population will growth by an average rate of 0.5% per annum in the 30-year period between 2023 and 2053. It should be noted that despite being a lower rate compared with historical trends, this represents the 'high series' forecast scenario for the municipality.

Adopting the midpoint of the historical and forecast growth rates in the municipality and applying it to the PTA results in the PTA's population increasing by 790 residents over the 15-year period between 2021 and 2036.

For the STA, the 0.7% annual growth rate has been applied to the first 5-years, but a higher rate of growth (1.2% p.a.) is assumed for the subsequent 10-year period to factor in the significant residential growth that is planned for the St Leonards urban growth corridor (~3,500 dwellings at full development). Forecast results indicate that the population of the STA is estimated to growth by 1,640 residents between 2021 and 2036.

4.4. Retail Expenditure

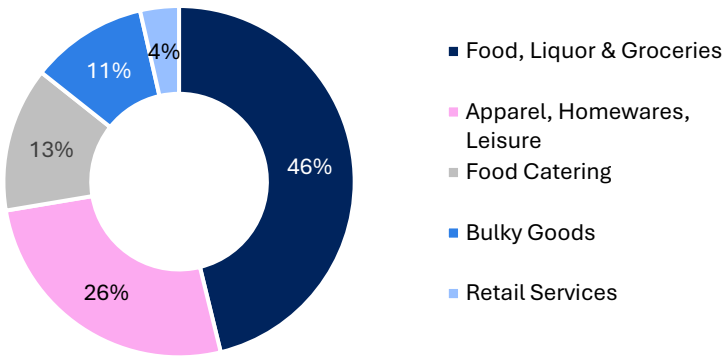
To estimate the total retail expenditure pool, retail expenditure data has been collected and applied to the current resident population within the PTA and STA. All expenditure figures presented in this analysis are in 2021 dollars (i.e. year 1).

On average in 2021, residents in the PTA and Launceston municipality spent approximately $14,663 per annum on retail goods and services. The breakdown is summarised in Figure 7, and includes:

- $6,772 (46%) food, liquor and groceries;
- $3,839 (26%) on apparel, homewares and leisure;
- $1,951 (13%) on food catering;
- $1,440 (11%) on bulky goods; and
- $524 (4%) on retail services.

Close to half (46%) of all retail expenditure is attributed to food, liquor and groceries, which is often associated with supermarket and speciality food retailing (i.e. bakery, butcher, delicatessen). When apparel, homewares and leisure spending is added, these two categories account for over 70% of annual retail spend. The balance of expenditure (28%) is primarily split between food catering and bulky goods. Only 4% of annual retail spend is attributed to retail services.

Figure 7. Expenditure Categories, PTA & Launceston LGA



Source: Urban Enterprise 2023, derived from Retail Expenditure, Market Info 2016 (indexed to 2021)

Table 2 summarises the estimated growth in population and retail expenditure pool over a 15-year period (i.e. 2021 to 2036). In year 1 (i.e. 2021), the estimated retail expenditure pool in the PTA and STA is estimated at $312 million.

The total expenditure pool is expected to grow over time as ongoing population and real expenditure growth materialises in the PTA and STA. The retail expenditure pool generated in the PTA and STA is estimated to increase to approximately:

- $347 million by year 5;
- $409 million by year 10; and
- $468 million by year 15.

Table 2. Retail Expenditure Pool, PTA and STA, 15 year period

	Year 1	Year 5	Year 10	Year 15
Population				
Primary	7,158	7,361	7,622	7,948
Secondary	14,160	14,561	15,258	15,800
Total	**21,318**	**21,921**	**22,880**	**23,748**
Retail Expenditure Pool ($M)[1]				
Primary	$104.96m	$116.82m	$137.19m	$156.84m
Secondary	$207.63m	$231.10m	$272.73m	$311.80m
Total Expenditure Pool	**$312.59m**	**$347.93m**	**$409.92m**	**$468.64m**

Source: Urban Enterprise 2024
Note 1: Real retail expenditure growth is assumed at 2% per annum

4.5. Market share

Not all of the trade area expenditure and growth will be captured by Launceston Plaza Activity Centre. A notable proportion of expenditure can expect to be directed to higher order activity centres such as the Principal Activity Centre, Major and Suburban Activity Centres, as well as online retailers.

To estimate the scale of retail floorspace that could viably be supported in Launceston Plaza, assumptions for market share and retail turnover have been formulated and adopted. These have been informed by a combination of industry benchmarks, information supplied by the proponent, and previous retail analysis undertaken by Urban Enterprise in Launceston and elsewhere. A summary of inputs and assumptions are detailed in **Appendix D**.

Please note that this market share analysis related to core retail uses only, and bulky goods retail has been excluded.

Market share analysis for the PTA and STA has regard to the activity centre hierarchy, and the scale and rate of population and expenditure growth that is expected over time.

For the purpose of retail modelling, adopted market share and expenditure assumptions are summarised in the table below.

Table 3. Market share assumptions, PTA, STA and outside trade area

Retail category	PTA	STA	Outside Trade Areas
Food, liquor & groceries (FLG)	58%	13%	20%
Apparel, homewares & leisure (AHL)	25%	22%	60%
Food catering (FC)	3%	1%	15%
Retail services	26%	5%	20%

Source: Urban Enterprise, 2024

The majority of turnover is captured from within the PTA. The market share captured by the Plaza from the STA is less, given the access and availability of other activity centres in the STA. The proportion of trade captured from outside of the trade areas is notable, and is due to a combination of:

- The notable worker population within the PTA (~500 workers in 2021), and in the adjoining Launceston central area;
- The presence of the Kmart, which is the only location in Greater Launceston and is likely to attract consumers from across the Greater Launceston region and beyond; and
- The complementary role performed by the adjacent commercial precinct, which serves demand for a mix of specialty retail, food and produce retail, retail services, and bulky goods (along Boland Street).

Based on the adopted set of assumptions, the total turnover captured by Launceston Plaza is estimated at:

- $100.3m in year 1;
- $117.5m in year 5;
- $137.9m in year 10; and
- $161.7m in year 15.

Close to two-thirds of the Plaza's turnover is attributed to market share captured from the PTA and STA, and the balance is captured from outside of the trade areas, from a combination of workers, visitors and non-trade area residents.

Based on information supplied by the client, the market share figures for year 1 are consistent with current trading levels for Launceston Plaza, and highlights that the supermarket is trading well above viability thresholds. These indicators suggest that demand for retail floorspace, especially food, liquor and groceries is far exceeding the current provision of floorspace.

Table 4. Market share summary, year 1 to 15

Market share	Year 1	Year 5	Year 10	Year 15
Primary (%)			35%	
Secondary (%)			12%	
Outside Trade Areas (%)			12%	
Total Turnover				
Trade Areas (PTA & STA)	$61.45m	$71.99m	$84.52m	$99.02m
Outside catchment	$38.85m	$45.51m	$53.47m	$62.64m
Total Turnover	**$100.30m**	**$117.51m**	**$137.98m**	**$161.66m**

Source: Urban Enterprise, 2024

4.6. Supportable Floorspace

To estimate the quantum of retail floorspace that could viably be supported at the subject site, total retail turnover is converted to floorspace by applying an average turnover density (i.e. average trading level).

Retail modelling estimates that the subject site could viably support approximately:

- 3,150 sqm by Year 1 (i.e. 2021);
- 4,200 sqm by year 5 (i.e. 2026);
- 5,400 sqm by year 10 (i.e. 2031); and
- 6,600 sqm by year 15 (i.e. 2036).

The current trading levels of the Plaza are well above viability thresholds, and the retail modelling illustrates that there is pent up demand for retail floorspace. In 2021, the Plaza could have supported in excess of 3,150 sqm of additional retail floorspace, increasing to approximately 4,200 sqm by year 5 (i.e. 2026).

The results are summarised in Table 5. A complete list of assumptions are provided in **Appendix D.**

Table 5. Supportable retail floorspace

	Year 1	Year 5	Year 10	Year 15
Supportable retail floorspace (sqm)	3,150	4,200	5,400	6,600

Source: Urban Enterprise 2023

4.7. Supermarket Analysis

In addition to the supportable retail floorspace analysis, this section assesses whether an additional supermarket could viably be supported in the PTA. For the purpose of this assessment, a 1,500 sqm supermarket is assumed to be established at the subject site (refer to **Appendix E** for supermarket classifications).

In order for a mid-sized supermarket to viably trade at the subject site, it would require an annual turnover of around $15 million in year 1, increasing to $18.75 million in year 15.

At this level of trade, a mid-sized supermarket at the subject site would capture approximately 12% to 15% of supermarket market share from within the PTA and STA. At this level of market share, it is apparent that an additional mid-sized supermarket could be supported in the PTA without materially impacting existing traders. This is particularly the case, given that the Plaza is performing well above viability thresholds, and any market share captured by a new mid-sized supermarket would primarily be from the existing Coles supermarket at the Plaza.

Table 6. Supermarket Analysis, PTA, Year 1 to 15

	Year 1	Year 5	Year 10	Year 15
Population	21,318	22,075	22,934	23,748
FLG expenditure pool	$144.37m	$169.13m	$198.80m	$232.91m
Supermarket expenditure @ 70%	$101.06m	$118.39m	$139.16m	$163.04m
Mid-size supermarket turnover[1]	$15.0m	$16.05m	$17.4m	$18.75m
Market share of mid-sized supermarket	15%	14%	13%	12%

Source: Urban Enterprise, 2022
Note 1: Assumes an average turnover of $10,000/sqm in year 1 (i.e. 2021), increasing to $12,500/sqm by year 15 (i.e. 2036).

5. Conclusion

The subject site is a suitable candidate to accommodate future retail uses for the following reasons:

- The site is adjacent to the Launceston (Kmart) Plaza, and would therefore provide a logical and complementary extension of this Activity Centre.
- The site area (0.98ha) is optimal for accommodating retail development, and has a 130 metre frontage to Racecourse Crescent, which provides good access and exposure to consumers. The site can also leverage an existing bus stop that services Launceston (Kmart) Plaza and surrounds.
- Retail uses at the subject site would strengthen the role of Launceston (Kmart) Plaza and the adjoining commercial precinct, and the complementary economic relationship to the Principal Activity Centre.
- The current trading levels of the Plaza are well above viability thresholds, and the retail modelling illustrates that there is pent up demand for retail floorspace.
- Over time, the population of the PTA and the STA will increase, and generate additional demand for additional retail floorspace. Retail modelling estimates that the subject site could viably support approximately:
 - 3,150 sqm by Year 1 (i.e. 2021);
 - 4,200 sqm by year 5 (i.e. 2026);
 - 5,400 sqm by year 10 (i.e. 2031); and
 - 6,600 sqm by year 15 (i.e. 2036).
- Retail uses at the subject site are not anticipated to affect the hierarchy or viability of existing retail centres within the PTA, especially given the current level of turnover being achieved at Launceston (Kmart) Plaza; which is well-above thresholds, and one of the top performing supermarkets and discount department stores in Australia.

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Appendix B: Glossary of Terms and Acronyms

Table 7. Acronyms

Acronym	Expanded
AAG	Average Annual Growth
AAGR	Annual Average Growth Rate
ABS	Australian Bureau of Statistics
CZ	Commercial Zone
PTA	Primary Trade Area
RZ	Recreation Zone
STA	Secondary Trade Area

Table 8. Glossary of Terms

Term	Definition
Retail expenditure per capita	The average expenditure spent on retail per person, per annum.
Retail Turnover	Represents the total average revenue achieved by a retail premises per annum.
Retail Turnover Density	Represents the total turnover of the retail premises divided by the area (floorspace).
Speciality store	A non-major retail shop in a centre that specialises in a narrow range of merchandise with an emphasis on product knowledge and customer service. Tenancies generally have a smaller footprint, typically ranging between 50sqm up to 400 sqm.

Appendix C: Activity Centre Policies & Actions, NTRLUS

Policy	Actions
RAC-P1 Maintain and consolidate the Regional Activity Centres Network so future urban development consolidates and reinforces the spatial hierarchy of existing centres. This will be achieved through the reuse and redevelopment of existing buildings and land to integrate a mix of land uses including the coordinated provision of residential development, retail, commercial, business, administration, social and community facilities, public and active transport provision and associated infrastructure.	RAC-A2 Zoning and land use planning provisions are to minimise potential for decentralisation of functions outside of the Regional Activity Centres Network and reinforce the spatial hierarchy, role and function of centres.
RAC-P2 Reinforce the role of the Launceston Principal Activity Centre as the primary focus for administration, government, business, commercial, cultural, high order retail goods (including bulk goods locations/ precincts) recreational, arts and tourism activity for the region.	RAC-A3 Reinforce the role of Launceston City as the region's Principal Activity Centre (PAC) and provide for it to be sustained and strengthened through the preparation of a master plan that: Maintains and consolidates regional significant retail attractions and amenities by facilitating and encouraging new investment; Supports regional level retail investment in the CBD and inner city areas; Complements the other higher order regional activity centres; and

	Facilitates the consolidation of bulky goods precincts within the City and the Greater Launceston Urban Area
RAC-P5 Provide safe and amenable access to Activity Centres, for all members of the community, by supporting active transport opportunities that encourage people to walk, cycle and use public transport.	RAC-A6 Support the improved use of public transport and alternative modes of transport, pedestrian amenity and urban environments in a coordinated and consistent manner between the higher order activity centre
RAC-P9 Discourage 'out-of-centre' development and provide for new development that supports the Regional Activity Centres Network and the integrated transport system.	

Appendix D: Retail Modelling Assumptions

Development	Assumptions	Source
Planning period	15 years (2021 to 2036)	Urban Enterprise 2024, derived from ABS Census 2011 & 2021 / Launceston municipality population forecasts 2023 to 2053, Tasmania's Department of Treasury and Finance 2024.
Population, 2021	PTA: 7,158 STA: 14,160	
Population growth, 2021 to 2036	PTA: 0.7% p.a. STA: 0.7% p.a. from year 1-5, 1.2% from year 6 to 15	
Retail	**Assumptions**	**Source**
Retail expenditure per capita (2021)	Food, Liquor and Groceries: $6,772 Food Catering: $1,951 Apparel, Homewares and Leisure: $3,839 Bulky Goods: $1,577 Retail Services: $524 **Total: $14,663** Retail expenditure growth: 2.5% p.a. (real)	Urban Enterprise 2024, derived from retail expenditure per capita, MarketInfo (indexed to 2021 dollars)
Market share assumptions	**Primary catchment:** **Food, Liquor and Groceries:** 58% **Food Catering:** 3% **Apparel, Homewares and Leisure:** 25% **Retail Services:** 26% **Secondary catchment:** **Food, Liquor and Groceries:** 13% **Food Catering:** 1% **Apparel, Homewares and Leisure:** 22% **Retail Services:** 5% **Outside catchment:** **Food, Liquor and Groceries:** 20% **Food Catering:** 15% **Apparel, Homewares and Leisure:** 60% **Retail Services:** 20%	Urban Enterprise 2024
Turnover density (average annual, year 1)	**Food, Liquor and Groceries:** $10,000/sqm **Food Catering:** $4,000/sqm **Apparel, Homewares and Leisure:** $7,500/sqm **Retail Services:** $4,000/sqm Retail turnover density growth: 1.5% p.a. (real)	Urban Enterprise 2024

Appendix E: Supermarket Classifications

Table 9. supermarket classifications

Type	Gross Floorspace[1]	Offering	No. of Stock Keeping Units (SKU)^	Catchment (Primary Trade Area)	Common Retailers
Full Line Supermarket	2,500 - 4,000+ sqm	A full-line supermarket includes a comprehensive product offering that typically includes fresh produce (fruit, vegetables), a delicatessen, a bakery, a butcher and fish monger. A full-line supermarket has the highest volume and diversity of supermarket products, and highest number of Stock Keeping Units (SKUs). These types of supermarkets typically serve customers from within one or more neighbourhoods.	20,000+	Neighbourhood(s)	Coles, Woolworths
Mid-size Supermarket	1,000 - 2,500 sqm	A mid-size supermarket typically includes fresh produce and at least one or more of a delicatessen, bakery and butcher. Overall the offering is comprehensive, but the total volume and range of products is less when compared with a full-line supermarket. A mid-size supermarket serves customers from within a neighbourhood catchment.	Up to 20,000*	Neighbourhood	ALDI, IGA (Supa)
Small Supermarket	500 - 1,000 sqm	A small supermarket is a scaled back version of a mid-size supermarket, and has a more limited volume and range of supermarket products available. Typically, a small supermarket includes a smaller fresh produce section, and might include one of a delicatessen, bakery or butcher, but not all. A small supermarket primarily serves the local area and passing trade for convenience.	Up to 15,000	Local and passing trade.	Foodworks, IGA (Local Grocer), Woolworths Metro
Convenience Supermarket	< 500sqm	A convenience supermarket provides goods that a customer usually purchases frequently, immediately and with a minimum of effort and decision making, including packaged products and household staples. This type of supermarket is designed to serve customers within the immediate area for convenience.	Up to 10,000	Immediate and passing trade.	IGA (Xpress), Foodworks

Source: Urban Enterprise
^SKU's are indicative only. In practice, SKUs are variable across supermarkets, and rely to an extent on the operator's business model.
* Excludes Aldi. Aldi's business model is based on a smaller number of SKU's (Typically around 1,500 per store)
1: Includes back of house.

Appendix F: Disclaimer

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