

September 2016

# Longford Strategic Plan



## **Forward**

This study came about through an agreement, a Memorandum of Understanding, between the Longford Local District Committee (LLDC) and the Longford Business and Tourism Association (LBTA) in order to answer some questions raised at a meeting of the LLDC earlier in the year that related to setting budget priorities for Longford. It appeared to participants in this process that there was no overall strategy being developed for the Longford Community and these two organisations had a number of parallel ideas, which it was felt would be better served if a study was undertaken to have a critical look at Longford.

Michael Salhani had already undertaken some excellent work with the Council's Economic Development Committee and offered to undertake the work on agreement from these two committees. A joint meeting was held that included ordinary members of both committees and terms of reference were decided and the work was commenced.

*Linus Grant*

*Chair, Longford Local District Committee*

*Dee Alty*

*Chair, Longford Business and Tourism Association*

## Contents

1.	Introduction	4
2.	The Study Area	5
3.	Northern Tasmania Regional Land Strategy	10
4.	Longford Economic Development Opportunities	11
5.	Northern Midlands Council Interim Planning Scheme	13
6.	Other Issues	15
7.	Table of Strategic Recommendations	19
8.	Implementation	22
9.	Appendices	22
10.	Bibliography	23

1-83

## 1. Introduction

The purpose of this report is twofold. Firstly, to address the main issues of community concern which have affected residential, commercial and community development in Longford. Secondly, to provide an alternative and coherent framework of recommendations, policies and projects that can influence the strategic decisions Council and the community can implement in the development of Longford, all of which can be reflected in the Northern Midlands Planning Scheme and which address the following problems in particular:

- i. The lack of development of basic tourism infrastructure and support in Longford
- ii. Unequal distribution of tourism investment by local, state and federal government at the expense of other opportunities in Longford
- iii. Impact of planning decisions that have resulted in a separate and non-connected business district
- iv. Haphazard residential development
- v. Significant vehicular traffic issues in the main retail precinct and truck traffic and illegal parking in residential and other areas
- vi. The development threat to, and decline in the character of, the Longford Heritage Precinct.

In 2012 the "Pitt and Sherry Development Plan for Longford" also identified many of the issues referred to above and made many recommendations that have neither been implemented in the interim planning scheme, nor have they initiated a comprehensive outline development plan for Longford that addresses infrastructure requirements and appropriate guidelines for commercial and residential growth.

In compiling this report, I have attempted to avoid repeating previous report recommendations that have been submitted to council on Longford. However, where appropriate, some of these previous recommendations are referred to, with the benefit of updated research and data, and local on-ground knowledge.



## 2. The Study Area

### 2.1 Location & Context

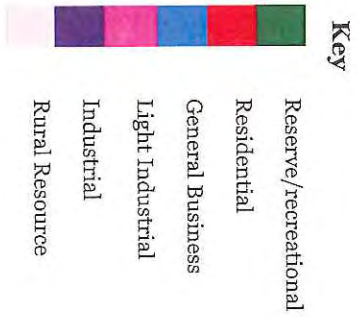
The study area is the existing township of Longford and its immediate surrounds as shown in Figure 1.



Longford has approximately 3,030 residents and is 24 kilometres southwest of Launceston, at the convergence of South Esk and Macquarie rivers. Longford is classified as a District Centre with a wide range of retail, tourism, government and banking businesses – for not only the townspeople, but the wider agricultural community of the Northern Midlands also.

### 2.2 Existing Land Use Character of Longford

The current zoning map of the Northern Midlands interim Planning Scheme 2015 reflects the zoning and spatial distribution of the land use within the Longford township as shown in Figure 2 below.



### 2.3 Residential

The residential development in Longford is contained within a linear grid pattern and covers approximately 330 hectares with 1150 dwellings. Undeveloped residential zoned land is 30.2 hectares and low-density zoned residential land in South Longford is 42.5 hectares.

Pitt and Sherry have identified four possible options for future town residential growth however at the current growth rate of 12 dwellings per year there is enough capacity in Longford to meet medium term requirements for 20 years. Expected population growth per household unit will decrease. However as elsewhere in regional and rural Tasmania, the demand for multiple residential units (MRU) will increase.

Furthermore, infill residential subdivision development within the town has not been quantified or considered as factor in the potential housing supply, but which could greatly impact the supply of new housing in the future. Also Pitt and Sherry have identified specific examples of infill potential in Longford which are more suitable for medium-density residential because of their strategic location. Critical factors Longford's future housing land supply are:

1. To adequately meet the demand for at least 20 years without further rezoning of land
2. The extent of new urban growth areas in Perth
3. Infill residential growth potential equivalent to undeveloped residential areas
4. Potential of limitations imposed by drainage and watercourses issues especially within infill residential areas.

### 2.4 Business & Industrial

Longford has 1.7 hectares of light industrial zoned land concentrated within the railway corridor zone and bounded by Union, Goderich and Gay streets. There are 11.9 hectares of Industrial zoned land in south Longford primarily around the brickworks and 16.77 hectares of industrial zoned land in north Longford following the edge of the flood levee to the railway corridor zone and Tannery road south.

A total of 13.83 hectares of Business zoned land stretches from Tannery Road through to Marlborough Street and the east side of Wellington Street to High Street. Within this elongated area three distinct zones of business activity have emerged. The primary retail centre of Longford is now the Browns IGA complex North Longford whilst from Heritage Corner to High Street via Marlborough Street, is a mixture of residential, business services, and retail.

In this area commercial activity has declined in recent years. A number of premises are vacant, the streetscape in the heritage precinct has significantly deteriorated and is a major concern affecting future commercial development of the town precinct.

This situation is due to a number of factors:

- Inconsistent commercial usage by a number of businesses, (as defined by the Interim Planning Scheme), as being in conflict with permitted usage in the general business zone within a heritage precinct
- Legacy planning decisions by Council
- Low-density development ratio in the main thoroughfare in Marlborough Street



- The existence and in some cases co-location of residential properties with previous usage rights within business zoned land thereby complicating future commercial development
- Shared vehicular access rights and easements between a number of commercial properties and businesses in Marlborough Street.

Whilst many believe this part of the town also suffered because of the relocation of many essential businesses to the IGA complex in fact new opportunities have been created for future development. Nearly 8,000 square metres of land in this area is proposed for re-development for food, accommodation and government services in the next 2-3 years by property owners.

## 2.5 Recreational

Council has commissioned the *Longford Township CBD Urban Design Strategy* to develop a master plan for all open spaces designated by council which primarily focus on the entrance of the town. The Pitt Sherry report highlights that future residential development is more likely to be infill and in south Longford and that “there is limited open space available to residents in the southern part of Longford with most of the open space being located in the northern sections of the town.”

The Pitt and Sherry recommendations on this subject which should be considered in the Urban Design Strategy are:

- A further activity based playground area to be located in southern end of the town
- A new designated off the leash dog run with amenities be established
- Landscaping of roads and reserves with native plantings to develop environmental statement and to integrate “new developments into the existing environment and help maintain the aesthetics of the village”

## 2.6 Rural

There are no obvious issues or threats to the Rural zoned land in Wellington Street that is immediate to and contiguous to areas zone residential in the street.

### 2.7 Mill Dam Reserve

Mill Dam Reserve (Figure 3 below) is approximately 40 hectares located on the west side of Illawarra Road beside the South Esk River.

The reserve land is privately owned land; the brown area of the reserve, shown in figure 3, is owned by Hydro-Electric Commission and is managed under long-term lease to NMC. The turquoise area is owned by Swift Australia (Southern) Pty Ltd. An area of land contiguous to Mill Dam reserve (no public access) is located between Newry Road and Fenwick’s Ford may be regarded as part of a greater Mill Dam reserve area and is owned by Murrett Investments Pty Ltd, and of course the western bank of South Esk river in that area is bounded by the Mountford estate.

Other stakeholder jurisdictions are Tas Rail – Rail easement, State Growth - Bridge easement and the Parks and Wildlife Services is the relevant authority for the river (on shore water body).



The map also highlights both main areas conservation status under the Nature Conservation Act 2002 Schedule 1. The brown area is classified under the Act as a **conservation area** "that is predominantly in a natural state and the protection and maintenance of the natural and cultural values of the area of land and the sustainable use of the natural resources of that area". The turquoise area is classified under the Act as a **private sanctuary** which is "an area of land that has significant natural or cultural values or both, while permitting the carrying out of agricultural or other activities on that land consistent with conserving those values".



The Interim Planning scheme classifies Mill Dam reserve as a recreational area and the picnic area around the Mill Dam is registered with the National Trust and listed in Tasmanian Heritage register.

There are two picnic spots along the river's edge including composting toilets, BBQs, picnic tables built in 1988, a multi purpose trail throughout the reserve – Mill Dam reserve trail and vehicular access in summer. From November to April the reserve provides agistment for sheep, which has become the main method of controlling willow and gorse growth during spring and summer in the reserve. These facilities all predate the construction of the Longford flood levee and now outmoded.

Mill Dam reserve has unlimited potential as a significant asset benefiting Longford but requires a new vision that emphasizes passive recreation rather than active recreational activities and the preservation of native species of flora and fauna. There is no current and comprehensive plan for Mill Dam that is relevant to a new vision or the overall management of the area.

A major recommendation of this report then is to seek agreement from all Mill Dam stakeholders to establish a single Nature Conservation principle over Mill Dam reserve and to develop the Mill Dam reserve as a nature conservancy, similar to Tamar Island Wetland Reserve obviously with a development and management approach to achieve this objective.

## **2.8 Other Land Use Considerations**

NMC has passed a resolution to support the development of the Longford Horse trail as a major tourism attraction for recreational horse riders in Northern Tasmania and as a boost to local economic development in Longford. Whilst the trail can be established and co-exist on verges in peri-urban areas of Longford a more comprehensive study needs to be done. The Longford Equestrian Association has considered changes to the horse trail concept and believes that following can be achieved:

- Stage 1: Woolmers along Point Road to north Longford – 4 km circuit
- Stage 2: Woolmers to Panshanger, Powrana and Cressy roads – 15 km circuit
- Stage 3: Longford Racecourse Road to Brumby, Hazelwood, Marlborough, Western Streets – 12 km circuit & 1 trail head

## **3. Northern Tasmania Regional Land Use Strategy 2013**

The main recommendations of this report are in line with *The Northern Tasmania Land Use Strategy 2013* ("NRLUS") assessment of the town of Longford as a district centre specifically in these areas:

- Regional Settlement Network
- Regional Activity Centres Network
- Regional Economic Development Network.

### 3.1 Northern Midland Council Strategic Vision 2017

This report is supports the vision, mission and goals and council's strategic priorities for Longford as stated in the Northern Midland Council 2007-2017 Strategic Plan.

## 4. Longford Economic Development Opportunities

### A. Rezoning of Light Industrial Land in North Longford

In addition to the specific recommendations made in this report I have identified several options for council to consider that would have a significant impact on the future economic growth of Longford and of Longford's physical identity. These changes if implemented will have a profound effect on future land use patterns at the major entrance to the town precinct of Longford and create new opportunities for a variety of businesses to relocate to Longford.

At this stage these are ideas and are not part of the strategies listed in paragraph 4 of this report. However further review by LDC, LB&T, council and council's Economic Development Committee should be conducted to determine the feasibility of these options. They are:

- Rezoning industrial zoned land in north Longford to dual zone light industrial and industrial zoned land.
- Rezoning of residential zoned on the west side of Union Street before the railway line to light industrial land use.
- Feasibility study of relocating council depot to Translink.
- Encourage a more intensive land use of light industrial zoned land bounded by Union, Carins, George and Gay Streets by supporting the establishment of new renewable energy sources, gas and fibre NBN that can service all this area.

1-1-1

### B. Wellbeing Hub

Longford has a number of health and aged care facilities; Longford medical centre, Toosey aged care and community care centre and the Longford community health centre located in Smith and Goderich streets which provide substantial medical and aged care services to Longford and to the wider district. Toosey provides 50 assisted aged care beds and also six aged self care units. The UTAS Health and Wellbeing Needs Assessment report identified a significant opportunity for Longford to expand these services and there is immediate demand for at least 100 assisted aged care beds and 30 aged self-care units. Longford could become a major provider of aged care services if the town could meet this capacity, and if infrastructure and experienced labour existed to meet this demand.

Therefore, the physical expansion of the above is needed to meet the demands of a local ageing population for self-care and aged-care facilities. Therefore, it is suggested that council consider:

- Support growth and access in aged care services by recommending to the State Government of the relocation police station to the main street in Longford
- Develop a dual zoning/usage strategy supporting the development of both residential and community-based facilities in Goderich Street.

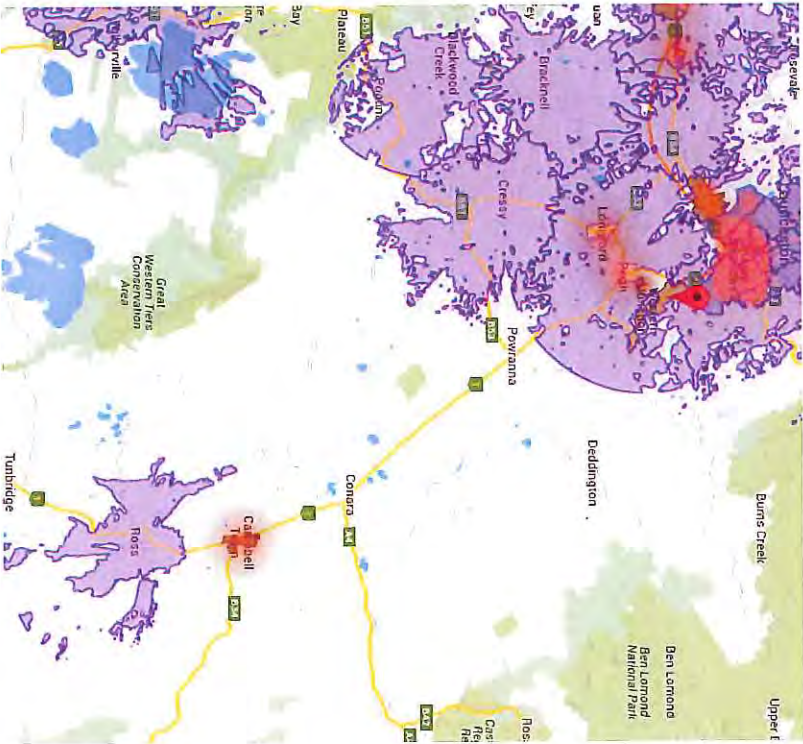
C. NBN

Figure 4 below indicates proposed NBN coverage area in Northern Midlands.

No areas of NMC are currently slated to get NBN Fibre to the Premises

Rural areas outside the townships of Evandale, Perth & Longford are currently served by NBN Fixed Wireless. Cressy, Ross and their surrounding areas have Fixed Wireless, which is probably acceptable for the size and location of these communities.

Longford, Perth, CampBell Town will probably have Fibre-to-the-node (FTTN) and a copper connection to the home.



Longford has approximately 1100 homes and 100 businesses and as a district centre demands a full fibre-to-the-home (FTTH) and business (FTTB) connection. NBN claims that this would be a cost upgrade of \$2100 per household and business. However recent published independent and technical assessment states that whilst CPEX is higher OPEX is lower with NBN FTTH and FTTB connections the actual increase in cost is approximately \$400 per connection. This being so the incremental cost for a full fibre to the home and business connection for all of Longford would be \$650,000.

If FTTH and FTTB NBN were implemented the economic stimulus to Longford, as a district centre and a 'Smart Community' in Northern Tasmania, would be unique and unlimited. Council should negotiate with NBN to upgrade their plans for Longford or consider this idea as a separate priority project to be pursued by council outside of NBN.

## **5. Northern Midlands Council Interim Planning Scheme**

### **A. Outline Development Plan**

As a matter of priority council needs to develop a comprehensive outline development plan for the residential and commercial development of Longford based on the following recommendations in the Pitt & Sherry report dated 2012. It should also include the relevant recommendations in the Regional Land Use Strategy of Northern Tasmania 2013, development guidelines yet to be proposed in council's 'Longford Urban Design Strategy' and any appropriate recommendations made in this report and adopted by the community. Also the framework for the outline development plan for Longford should be included in the Northern Midlands Council Interim Planning scheme.

1. Review and accept rezoning recommendations made in this report
2. Identify areas and update statistical information of in-fill residential capacity in Longford
3. Establish guidelines for in-fill residential development that include the following:
  - Discourage the development of cul-de-sacs which prevent the access by pedestrians.
  - Discourage residential layouts that include battle-axe blocks that isolate community integration.
  - Suspend cash in-lieu scheme for open space developments within subdivisions and encourage more integrated and broad open space areas within subdivision developments.
  - Develop guidelines that are sympathetic to the heritage identity and values of the town.
  - Adopt the building envelope recommendations in Pitt & Sherry.
  - Mandate 'green management' recycling principles for storm water for all residential subdivision developments

### **B. Expansion & Protection of the Heritage Zone**

The Longford Heritage precinct is unique because it is the core of an intact 19<sup>th</sup> Century townscape and is recommended for consideration of expansion to include other traditional streetscapes and localities outside the main street commercial area. The Precinct Character Statement is focused principally on the



centre of trade and commercial area of the township, whilst the Precinct should also be focused on the significance of the village atmosphere and the built fabric, similar to the Eyvendale Heritage Precinct Character Statement.

There are a number of period residential buildings, including their streetscapes that contribute to the context of the town and should hence be included within the precinct. Areas including Tasmanian Heritage Register and the National Trust recognized residential buildings such as Pakenham, Lewis, Howick, Goderich and Anstey Streets should be considered for inclusion.

The Longford Precinct should not just focus on the significant structures but consider the area as a whole of the intact 19<sup>th</sup> Century townscape and each street scape contributes to this townscape.

The Management Objectives considers streetscape, and further consideration of additional streetscapes outside the Main Street and immediate vicinity must be considered.

Afterall, a Heritage Precinct is defined by:

*“means an area described in Table E13.1 Local Heritage Precincts to this code as an area of special aesthetic, historic, scientific (including archaeological), spiritual or social value in which it is desirable to preserve or enhance the streetscape, townscape and/or notable character and significant features of the area”*

The definition deals with the area, not just the one streetscape primarily. It also considers social value. The Precinct does not consider this enough.

Particularly noting the Longford Showground and racecourse that are not located in the Precinct, and inclusion would further the definition of the Precinct.

The development standards contained with E13, deal primarily with development and/use within the Precincts and is deficient in controlling heritage impacts on heritage places. Hence the need to further include as many heritage places as possible with the Precinct.

Council should also support the amendments in the Interim Planning Scheme that remove the conflict of codes-signage, with particular concern of its application within the Heritage precinct contained within Northern Midlands Interim Planning Scheme as per the amendment proposal by Michael Sahlani made to Council on May 13<sup>th</sup> 2016.

### **C. Local Government Reform**

The State Government has encouraged local government reform of councils in Tasmania and where applicable merge with other councils. As an initial step reform in local government administration is seen as a major opportunity to achieve significant improvement in the provision of council services, particularly the opportunity to resource share with other councils. To date NMC has only a very limited resource sharing program. The administration of planning services is one area where reform should be considered and implemented with a merger of Northern Midland Council's planning department with Meander Valley Council's planning department. Obviously both municipalities would benefit especially in the development of their respective townships.



## 6. Other Issues

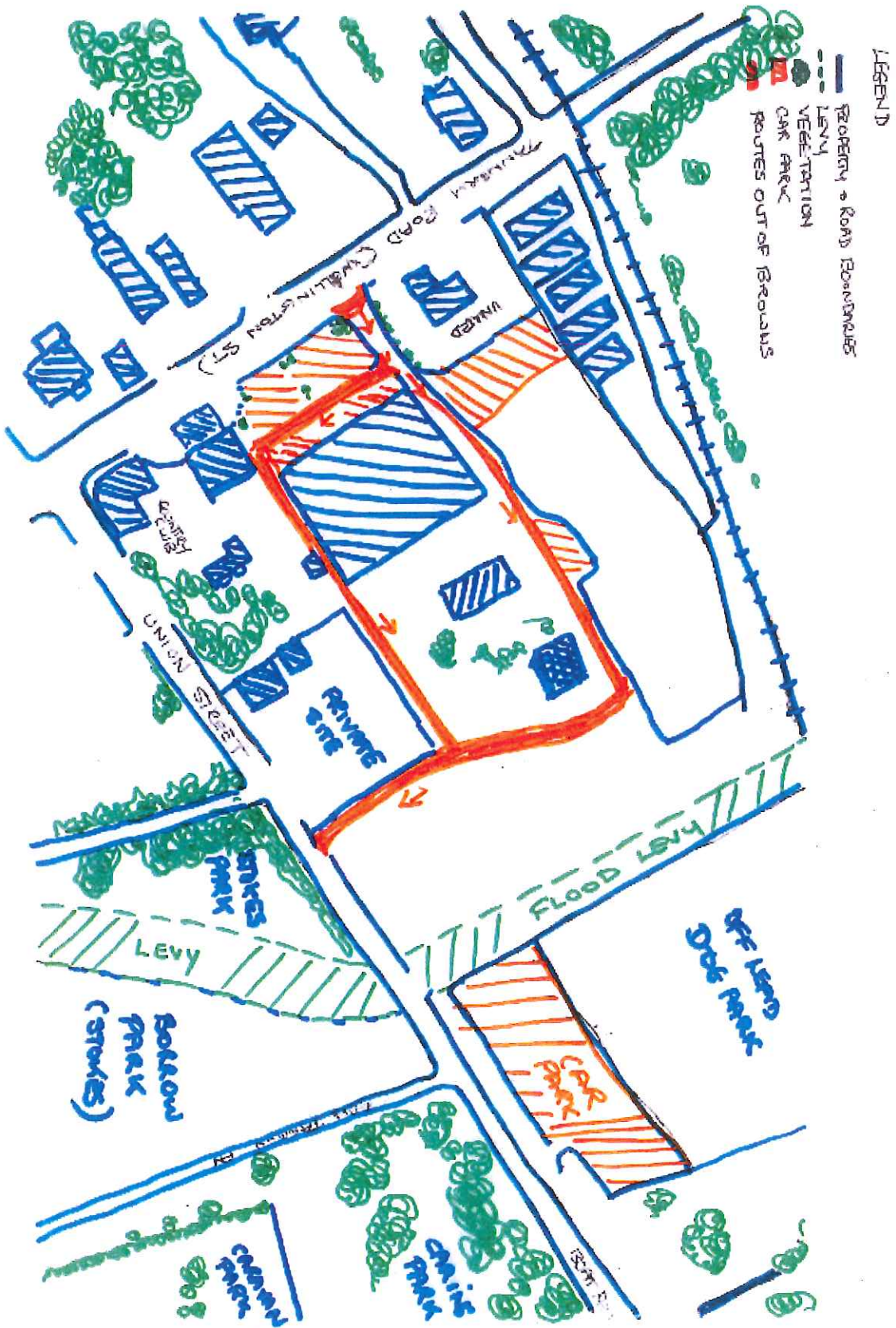
### 1) Vehicular Traffic & Parking

- a) There are community concerns about vehicular access to IGA complex from Tannery Road. "There is conflict for right turners out of Browns and left turners out of the service station." (MRC Cagney report).

The IGA complex has parking space for 67 cars in the front of the supermarket and car parking for employees of about 25 car spaces in the delivery car park area. Between 9am to 5.00pm the car parking space is approximately 80% occupied. The entry to the Browns/IGA complex off Tannery road is 10 metres wide and provides undivided entry and exit for 3 lanes of traffic to both side and main parking areas. The main parking exit and entry is 7 metres wide.

Since the original development approval of the carpark as part of relocation of the major retail businesses in Longford to this site there have been three further development applications which have resulted in a significant increase in onsite traffic and parking. Consequently, there is a need to now provide a separate entry and exit to Browns as per the attached schematic proposal indicated in Figure 5 below:

- b) Another traffic issue is the illegal overnight and long term parking of trucks and their tandem trailers in residential side streets in Longford and off the Mlawarra highway at the entrance to the town. The relevant legislation regarding of trucks **Road Rule 2009 #200. Stopping on roads: heavy and long vehicles** is not enforced by the State Government. Council can provide a solution to this problem by developing its piece of land on the corner of Weston and Marlborough Street, north of the transfer station, as a user-pay heavy vehicle car parking facility, as indicated in Figure 6 below. This land is zoned Utilities and would require a planning scheme amendment to allow 'vehicle parking'.







**2) Longford Tourism Infrastructure**

Up until now the Heritage Highway tourism platform has been the main avenue of interest and investment in tourism in Longford. The main recipients of public and private investment have been the World Heritage sites of Woolmers and Brickendon. However, there is a real need to develop the 'Longford Brand' not only based on the existence of these rural estates and the concept of the Heritage Highway.



This involves the protection and explanation of Longford's rich history that includes its indigenous, early settlement, natural and environmental, military and contemporary history, which has been virtually ignored. Other opportunities should now be considered, which will require new investment in the development of local tourism infrastructure. Consequently, the following two ideas are presented:

- a) To build four historical stone markers to promote Longford's motor racing history that would identify the Longford motor racing circuit at Newry corner, Tannery corner, The Flying Mile and Pub corner.
- b) To build a low footprint at the entrance to Longford that would provide 360 degree vistas of the Longford Motor Racing circuit Mill Dam Conservancy/ Reserve, Great Western Tiers and the township. An example of what this structure may look like and its materials of construction are indicated in Figures 7 & 8 below. The lookout could also facilitate the display of interpretation panels of the Longford motor racing circuit, the natural flora and fauna features of Mill Dam Conservancy/reserve and a perspective of the architecture and history of Longford. The ideal location for such a structure is the land on the south side of Mounthford's water tower. If this cannot be obtained other sites should be explored.



### 3) Community Infrastructure Development

The main community facilities in Longford are the Library, Leisure and Sports centre, and The Mens' Shed. However, there are approximately 78 community associations in Longford and most do not have the access to or the environment by which their organizations can regularly meet and prosper. Longford also lacks a modern all-purpose community facility that could be the centre for most of these community activities and provide a range of services that Longford as a district centre requires. A new community centre would be the home to a new library, a digital theater seating 100 people, large spaces for exhibition and a history museum, community radio and TV broadcasting, offices and parking etc.

Three sites have been identified as being suitable and they are in order of preference; 8 Lytleton Street, underutilized PCYC land on Marlborough Street and the site on the corner of Wellington Street, Laycock Street and Malcombe Street the last being recommended to council in the Pitt and Sherry report as site that should be acquired to improve the amenity of community open space in Longford.

This project would not only be a important part in local community development but also evolve as an investment in the future tourism potential of Longford.

## 7. Table of Strategic Recommendations

Strategy	Actions	Responsibility	Est. Cost	Priority
<b>Theme 1 – Community, Social &amp; Recreational Facilities</b>				
<p><b>1. Establish a different objective (non NRM) for Mill Dam Reserve that sees the establishment of this area as a nature conservancy for only local flora and fauna species.</b></p>	<ul style="list-style-type: none"> <li>Develop a feasibility study to convert Mill Dam to nature conservancy similar to Tamar Island Wetland Reserve</li> <li>Cooperate with private land owners to expand nature reserve management and footprint to contiguous private owned land</li> <li>Approve only low impact recreational activities on riparian edge</li> <li>Cease agistment practices</li> <li>Develop active willow and gorse eradication programs</li> </ul>	<p>Council, Swift, Mountford, Tas Rail State Growth, UTAS &amp; DPWIE</p>	\$15k	Immediate
<p><b>2. Establish the Longford Horse trail.</b></p>	<ul style="list-style-type: none"> <li>Develop a comprehensive study with support from LFA to establish horse trail on verges in peri-urban areas</li> <li>Stage 1: From Woolmers to Point Road to North Longford – 4km circuit</li> <li>Stage 2: From Woolmers to Panshanger, Powrana &amp; Cressy Roads – 15km circuit</li> <li>Stage 3: From Longford Racecourse Road to Brunby, Hazelwood, Marlborough, Western Streets–12km circuit &amp; 1 trail head</li> </ul>	<p>Council, Longford Equestrian Association (LFA) and TAS Tacing</p>	<p>Council operational budget</p>	Immediate



3. Improve the amenity of community and recreational open spaces in South Longford.	<ul style="list-style-type: none"> <li>Adopt the Open Spaces Objectives 1-2 recommendations in the Pitt &amp; Sherry report 2012</li> <li>Specifically acquire the triangle shaped block on corner of Wellington, Laycock &amp; Malcombe Streets for future community use</li> </ul>	Council	TBD	Medium
<b>Theme 2 – Business Development &amp; Tourism</b>				
4. Encourage more intensive use & development of light industrial and industrial zoned land in North Longford	<ul style="list-style-type: none"> <li>Prepare a planning amendment to rezone industrial land in North Longford to dual zones light/industrial use</li> <li>Prepare a planning amendment to rezone residential zoned land on the west side of Union Street before the railway line to light industrial use</li> <li>Promote a more intensive land use of light industrial zoned land on Union, Carrins, George &amp; Day Streets by supporting the implementation of alternative energy sources and NBN to brownfield areas.</li> </ul>	Council	n/c	Medium
5. NBN	<ul style="list-style-type: none"> <li>Develop feasibility study, workshop and presentation materials supporting the implementation of NBN FTTH &amp; FTTB in Longford</li> </ul>	Council, Michael Salhani, Paul Budde from Budde Communications, Digital Tasmania & TASNetworks	\$10K	Immediate
6. Longford motor racing circuit historical markers	<ul style="list-style-type: none"> <li>Build &amp; locate historical markers in stone that identify the 4 corners of the Longford Motor racing circuit at Newry corner, Tannery corner, The Flying Mile &amp; Pub corner</li> </ul>	Council & Mountford	\$15k	Immediate
7. Promotion of Longford Motor racing history as a tourism activity	<ul style="list-style-type: none"> <li>LB&amp;T &amp; LDC develop a relationship with TARGA Tasmania to preserve and promote Longford Motor racing history</li> <li>LB&amp;T &amp; LDC develop a relationship with CAMS to preserve and promote Longford Motor racing history</li> </ul>	LB&T, LDC, TARGA Tasmania, & CAMS	n/c	Immediate
8. Longford Lookout	<ul style="list-style-type: none"> <li>Develop a low foot print lookout &amp; interpretation centre in North Longford ideally at Mountford water tower overlooking town, western ters and Mill Dam Reserve</li> </ul>	Council, Mountford & Cumulus studio	\$200k	Medium
9. History centre	<ul style="list-style-type: none"> <li>Return the Longford collection to Longford</li> </ul>	National Trust & Council		Immediate

Theme 3 – Planning Scheme Amendments & Restructure				
<b>10. Develop an Outline Development plan for Longford</b>	<ul style="list-style-type: none"> <li>Upgrade the terms of reference for the commissioned 'Urban Design Strategy' to a complete Outline Development Plan for Longford to also include all the recommendations stated in section 5B 1-3 of this report and to be included in the Interim Planning scheme</li> </ul>	Council	TBD	Immediate
<b>11. Expansion &amp; Protection of the Heritage zone</b>	<ul style="list-style-type: none"> <li>Adopt the recommendation to expand the Heritage precinct in Longford as per the recommendation stated in section 5B of this report</li> <li>Support the amendment to the planning scheme to remove 'conflict of codes' within the Heritage precinct as indicated in email request to council in May 2016</li> <li>Develop a Heritage plan and fact sheet as represented in the Kingborough council E.13 fact sheet</li> <li>Implement a Heritage building preservation fund program that matches private ownership contributions to preserve and maintain buildings within the Heritage precinct</li> </ul>	Council	n/c	Immediate
<b>12. Pursue the opportunity for local government reform</b>	<ul style="list-style-type: none"> <li>Implement plan to merge NMG planning with Meander Valley council planning department</li> </ul>	Councillors, GM and Meander Valley council	Savings TBD	Immediate
Theme 4 – Community Amenity and Development				
<b>13. Improvement of Vehicular traffic flow in Browns</b>	<ul style="list-style-type: none"> <li>Develop feasibility study for alternate exit route from Browns as per recommendation 6.1a in this report and which may require land acquisition</li> </ul>	Council	TBD	Immediate
<b>14. Illegal parking of trucks and tandem trailers in and around residential streets in Longford</b>	<ul style="list-style-type: none"> <li>Seek enforcement of Road rule regulation #209 by state government</li> <li>Establish user pay truck parking facility in south Longford on council owned land as per recommendation 6.1b in this report</li> </ul>	Council & police Council	n/c Council operating budget	Immediate Immediate
<b>15. New multipurpose community, cultural &amp; education centre</b>	<ul style="list-style-type: none"> <li>Develop feasibility study of 3 sites referred to in section 6.3 of this report</li> </ul>	Council	\$2.5m	Medium



## 8. Implementation

The main objective of this plan is to identify specific strategies and actions which can be pursued over a period of time by both community and council and be successfully implemented. The table of strategic recommendations lists these recommendations, strategies to achieve them, responsible parties, and estimate costs. It should be noted that this is a fluid document and is by no means the final word in stating priority of these initiatives and may change as community expectations and priorities shift.

There are no any land acquisition costs forecasted in the estimates of costs associated with the relevant individual recommendations, however all cost estimates only provide a guide upon which further assessment of costs can be determined.

It is advocated that council and the relevant community bodies adopt a progressive approach to financing these projects as a means of accelerating outcomes. There are a number of ways this can be done and whilst that assessment is beyond the scope of this work they should be investigated as part of the process of endorsing the recommendations in this report.

Finally, it is important that LB&T and LDC take an active role in presenting this report to the community to seek their input and support. The timetable for these recommendations are defined as: *Immediate term* (up to 2 years), *Medium term* (2-4 years), *Long term* (over 4 years).

## 9. Appendices

### 1. Longford Demographics

The key economic performance indicators and demographics data for Longford are important factors in indicating future economic trends and population growth forecasts. This information has been sourced from the 2011 census, Regional Population Growth, ABS CAT NO 32180 and Saul Eslake correspondence to the writer and assessed by the writer.

- The major industry sector of employment in Longford are 12.2 % manufacturing, 11.8% health care and social assistance, 11.1% retail, 8.7% agriculture, forestry and fishing, 7.5% transport, postal and warehousing, 7.5% construction, 6.4% accommodation & food service, 6.1% public administration and safety, 6.1% wholesale trade, 5.5% education and training.
- Main occupations of employment are 14.7% labourers, 13.7 managers, 11.7 clerical & administration, 11.0% professionals, 10.3% community & personal service, 9.8% sales, 8.45 machinery operators and drivers.
- Between 2011-2015 there has been significant drift of labour employment to Lannceston.  
As of 2015, 2265 people living in Longford and district were employed of which 62% were full time and 38% part-time. At this time the unemployment rate was 7.3%.
- The average age of people living in Longford is 44 years of age and the 2011 census shows the population comprises 51.3% females and 48.7% males.

Interestingly recent key date indicates there has been a marginal decline in population numbers in Longford of 0.2%. This may indicate a trend of an ageing population also supported by a demand growth in multi-residential units.

## 10. Bibliography

1. Northern Midlands Council Strategic Plan 2007-2017
2. Northern Midlands Council Interim Planning Scheme
3. UTAS Health and Wellbeing Needs Assessment report October 2013
4. Pitt & Sherry Longford Development Plan May 2012
5. Midlands Economic Development and Land Use Strategy May 2014-SGS
6. Regional Land Use strategy of Northern Tasmania September 2013
7. Industrial Land Study Northern Tasmania May 2013
8. Natural Values Atlas report for NMC Mill Dam #63079
9. Various Northern Midlands Council Monthly agenda reports
10. MRC Technical Note November 2015
11. Longford Historic Motor Race Revival Business Plan
12. Longford Equestrian Association Horse Trail plan
13. Conservation of Australia's Historic Heritage Places; Draft Report Productivity Commission December 2005
14. Kingborough Interim Planning scheme 2015 Fact sheet no. E13
15. Response submission to Hobart City Council
16. Conflict of Signage Codes planning scheme amendment proposal: Michael Salhani May 2016
17. Local Government Amalgamation Guide – WA Gov. 2013
18. Saul Eslake memo to Michael Salhani dated 3<sup>rd</sup> June 2016 'Economic Development in Northern Midlands'
19. PCYC assessment report to Michael Salhani 2016
20. Midlands Conservation Fund- Innovation in Financing; Nathan Marles
21. Tasmanian Government response and recommendations to the Joint Standing Committee for the Environment, Resources and Development report on conservation on private and public lands – 2008.
22. Willow Management controlling willows along Australian Rivers- Pope, Rutherford, Price and Lovett

# Longford Development Plan

Prepared for: Northern Midlands Council

Prepared by: Ian Abernethy  
May 2012 (Rev02)

transport infrastructure | community infrastructure | industrial infrastructure | climate change



**pitt&sherry**

sustainable*thinking*<sup>®</sup>





## Table of Contents


---

Executive Summary .....	i
1. Background.....	1
2. Longford .....	1
3. Previous Studies .....	3
4. Regional Planning Process .....	4
5. Study Area.....	6
6. Purpose of the Development Plan .....	8
7. Community Consultation.....	8
8. Demographics.....	11
9. Target Population.....	13
10. Existing Land Use Pattern of Town.....	14
11. Residential Developments .....	14
12. Residential Density .....	15
13. Supply and Demand for Housing .....	16
14. Possible Drivers for Change .....	16
15. Parks and Facilities .....	17
16. Utility Services and Infrastructure .....	18
17. Other Services - Power, Telecommunications, Gas.....	20
18. Community and Neighbourhood Facilities.....	22
19. Heritage Values .....	22
20. Roads, Traffic and Pedestrian Movement .....	23
21. Recommendations .....	24
22. Site Selection .....	27
23. Yield and Supply .....	33
24. Site Development Consideration .....	34
25. Summary/Conclusion .....	35

© 2012 pitt&amp;sherry

This document is and shall remain the property of pitt&sherry. The document may only be used for the purposes for which it was commissioned and in accordance with the Terms of Engagement for the commission. Unauthorised use of this document in any form is prohibited.

Prepared by:  \_\_\_\_\_ Date: 30 May 2012  
Ian Abernethy

Reviewed by:  \_\_\_\_\_ Date: 30 May 2012  
Dion Lester

Authorised by:  \_\_\_\_\_ Date: 30 May 2012  
Dion Lester

Report Revision History					
Rev No.	Description	Prepared by	Reviewed by	Authorised by	Date
00	Longford Development Plan	I Abernethy	D Lester	D Lester	28/09/11
01	Longford Development Plan	I Abernethy	D Lester	D Lester	06/03/12
02	Longford Development Plan	I Abernethy	D Lester	D Lester	30/05/12

## Executive Summary

Longford is an important town in the northern midlands municipality. The town has an extensive business hub and has a several significant manufacturers which produce economic prosperity for the town; which include a timber processor, meat works and a brick works. The town also has industries and businesses that support the important irrigation district of the area. Longford is a short 20-minute drive (24 kilometres) south west of Launceston.

Longford still has the air of a 19th century country village. Three early free-settler estates - Woolmers (1816), Panshangar (1821) and Brickendon (1824) - were developed by the Archer family, who arrived in 1813 and whose descendants still farm the area today. Farmers were provided with free convict labour and used this to create grand reminders of their English heritage. Woolmers Estate and Brickendon are open to the public and draw extensive tourism trade through the town. These Estates received World Heritage Listing in 2010 due to their being a rare and world class exemplar of the convict system in Australia.

Building approvals of around 10 per annum for the last 5 years suggests that growth in the town has been slow, nevertheless the town has unique properties that could and does increasingly attract new residents; the rural setting, wide open spaces, safety and a friendly community and the opportunity to purchase a variety of lots sizes or homes from a retirement dwelling to a home on a larger allotment allowing for animals, vegetable and/or fruit production.

At 3026 people, Longford is the largest town in the municipality. The population has been growing at a steady rate and a target population of 3400 people over the duration of the plan is achievable.

The report examines three sites within Longford with a total area of 28 ha and notes that there would appear to be ample supply of Residential Serviced land within the township in the immediate future.

Of the three sites, site 1 - Pultney Street would seem to be the highest priority given its location and ownership pattern. Site 2 - Wellington Street would be next highest priority - but will need intervention from council in order to develop in a manner which respects the heritage values in the area. Site 3 - Catherine Street is a good site for development but is more complex due to ownership issues, size, and location.

A longer term project is to consider what Longford will look like in say twenty years time and commence the planning for that scenario. Issues to consider will be flooding, servicing, location, transport, agricultural impact and visual impact from major roadways.

The draft plans were placed on public exhibition for one month and a number of constructive comments were received. These were presented to a Council workshop in May 2012 and the final plan was adopted by Northern Midlands Council at its general meeting of the 28<sup>th</sup> May 2012.



## 1. Background

The objective of this plan is to provide a broad development framework to guide Council when it considers subdivision and development proposals for Longford.

The plan will have regard to:

- The demographics of the town in the Northern Midlands context
- The existing land use character of the town
- The adequacy of the town's parks and recreation space and playgrounds
- The overall drainage network of watercourses; floodways and piping to cater for the ultimate development capability of the catchment area
- The location and capacity of existing services
- Location of local and neighbourhood level services and facilities
- Street pattern, hierarchy and traffic flows
- Pedestrian movement and safety

This development plan will provide a description and analysis of the current environment, including the key parameters important to the community. The development plan then outlines the direction for future development in Longford. A number of priority sites will be highlighted. In broad terms the plan will highlight issues relevant to each priority development site. It will not give a definitive assessment of each site - there will still be the need for detailed submissions from landowners in order to justify their proposals in terms of good planning.

This plan will however be a reference document for those needing to comply with the provisions of the current planning scheme and in particular clause 14.10 as it relates to the provision of development plans.

Reference will be made to the current Regional Planning process and the resultant Northern Midlands Planning Scheme.

The brief relates to the Reserved Residential and the Residential Serviced area of Longford within the urban growth boundary as defined by section 15.14 of the Northern Midlands Planning Scheme 1995.

The outputs from this study will be this report and a series of plans/maps to illustrate the issues raised in the report.

## 2. Longford

Longford is an important town in the northern midlands municipality. The town has an extensive business hub and has a several significant manufacturers which produce economic prosperity for the town; which include a timber processor, meat works and a brick works. The town also has industries and businesses that support the important irrigation district of the area. Longford is a short 20-minute drive (24 kilometres) south west of Launceston.

Prior to European settlement the area was used by the Panninher Aboriginal people. The first settlers came from Norfolk Island in 1813 when land grants were offered and the area became known as Norfolk Plains. It was a town established by free settlers rather than convicts, and the town became known as Longford in 1833.

Longford still has the air of a 19th century country village. Three early free-settler estates - Woolmers (1816), Panshangar (1821) and Brickendon (1824) - were developed by the Archer family, who arrived in 1813 and whose descendants still farm the area today. Farmers were provided with free convict labour and used this to create grand reminders of their English heritage. Woolmers Estate and Brickendon are open to the public and draw extensive tourism trade through the town. These Estates received World Heritage Listing in 2010 due to their being a rare and world class exemplar of the convict system in Australia.

Longford contains antique galleries, a bakery, and art and craft shops, and other specialty shops. With the delightful heritage buildings in the village hub the opportunities for more tourism attractions is sure to grow.

Christ Church is an historic feature in Longford. The church's bell and clock were gifts from George IV and it is the site of the First Settlers Cemetery.

The Village of Longford is now an elongated town which is restricted due to the river networks. The original survey established large lots and these continue to provide the basis for the uniqueness of the town and its rural setting.

Visitor traffic from the south using the inland route, via the Lakes, pass through Longford adding economic activity to the town. Tourism traffic using recreational vehicles (RV) are increasingly visiting Longford.

The town is also a valuable service centre for its wider agricultural based community and new potential is becoming apparent as irrigation opportunities increase.

Building approvals of around 10 per annum for the last 5 years suggests that growth in the town has been slow, nevertheless the town has unique properties that could and does increasingly attract new residents.

### ***Town characteristics***

The town is characterised by:

- Several major industries and employers
- Significant Heritage properties
- Wide open streets
- A sparse population
- Some areas subject to flooding
- Opportunities for urban agriculture, and room for pets and animals within the urban boundary
- Significant linkages to motor sport - as a visitor draw card
- An elongated town
- Impacts by traffic, including trucks down the main street providing both constraints and opportunities
- A variety of options for sport and active participation
- A flat and open terrain makes the town easily accessible by walking or cycling
- A town which has limited space for expansion within the existing town boundaries



### 3. Previous Studies

#### **Northern Midlands Council Strategic Plan – 2007 – 2017**

As part of the development of their Strategic Plan the Northern Midlands Council took the innovative step of including a section relative to the views and aspirations of each of their key townships in the final document.

The section relative to Longford notes:

*Longford is the largest town in the municipal area, administrative centre for Northern Midlands Council, commercial centre, dormitory for a commuter workforce, location of the Longford export abattoir, rural heritage attractions and accommodation for tourists in and around Longford, aged care facilities (Toosey) and is a retirement centre for the district south of Launceston. Longford is strategically located on the Illawarra Road bypass of Launceston and part of the State's main north - south road transport corridor. Long term expansion of Longford is constrained by the river/floodplain and high value irrigation land. Eventually growth for most purposes will have to compete in the southern corridor.*

*During the strategic review process the community identified the following priorities:*

- *Pedestrian safety and traffic management in the main street*
- *More effective policing and a solution to vandalism*
- *Improve the footpaths network*
- *Enforce the light industry zone provisions, buffers, to protect residential areas*

*Council understands that the agenda of the Longford community is:*

#### **Traffic Management**

- *Reduce heavy vehicle through traffic, promote more suitable alternate routes*
- *Consider a load limit through the village centre*
- *More rigorous enforcement of the 50 kph speed limit*

#### **Heritage Area**

- *Prepare an overall heritage precinct / streetscape improvement plan for the commercial centre*

#### **Policing**

- *Promote consistent reporting by residents of unruly behaviour and damage to police and Council*
- *Over time, prepare a sufficient case for increased policing, more visible policing, and relocation of the police station*

#### **Community Facilities**

- *Develop a program for more involvement of youth in the community life of the town / further activities / facilities for youth*

#### **Pedestrian Environment**

- *Recognise that the main street is still not a sufficiently safe pedestrian area for Longford residents (aged, infirm, children)*



- *Ensure footpaths on streets connecting facilities used by elderly are to a suitable standard*
- *Provide frequent placement of seats on designated streets*
- *Prepare a plan for a more integrated system of walking / cycling paths, investigate provision of a walking / cycling link between the 3 towns (Longford, Perth, Evandale)*

### **Rubbish**

- *Upgrade rubbish collection in high visitation areas of the town on weekends / public holidays*
- *Investigate the scale of illegal dumping and propose solutions*
- *Include Longford recreation areas in the provision of dispensers of plastic bags for dog faeces*

### **Planning & Development Control**

- *Enforce light industry zone provisions to protect residential areas from impacts on amenity*
- *Plan and implement separation buffers between industry and residential areas*
- *Implement the relocation of truck access to existing industry away from residences and upgrade truck movement areas to meet reasonable standards*
- *Plan for improved safety, efficiency, signage and presentation in Longford's entry corridor*

## **4. Regional Planning Process**

Like all other councils across the State Northern Midlands Council has taken part in a Regional planning Process during 2009-2011. Sections of the draft Regional Land Use Strategy relevant to this study are reproduced below:

*Northern Tasmania is experiencing declining household size with smaller families and increases in single person households. The population is ageing, with the greater proportion of the elderly being single or widowed. This will lead to a falling demand for traditional three to four bedroom family homes and increased demand for smaller, more manageable dwellings, as well as retirement accommodation and aged care facilities. There is likely to be a future increased demand for alternative forms of housing such as multiple units, smaller houses, supported housing, and affordable housing such as granny flats and other ancillary accommodation.*

In formulating the Regional Strategy document a Settlement Strategy was undertaken for the whole region. This Strategy looked at towns and settlements from the innovative way of their primary role or function:

- *Economic engines - concentration of economic activity that is scale significant on a regional basis; source of external income; higher productivity; able to generate multiplier effect, attracts workers from outside*
- *Suburban/dormitory - convenience settlements, close proximity to services and employment, comprise both inner and outer suburbs and townships*
- *Economic enablers - sub regional centres within a production zone; provide a mix of business and production services to support this; provide a mix of mid level services to community; majority of workers employed locally*

- *Amenity Centres - based on natural and/or built amenity and heritage. Attractive based on lifestyle, with some in close proximity of Launceston and others remote; limited range of basic to mid level services; generally made transition to amenity from an earlier foundation.*
- *Rural Service Centres - generally a historical location reflecting primary production or mining; continuing to provide limited range of local services, small population; location on route may ensure traveller services.*

*The importance in defining settlements within a functional taxonomy is that it provides the basis for a policy debate between settlements and between settlements and the surrounding land.*

*The classification structure can be utilised in conjunction with standard settlement hierarchies such as those based on scale, indeed within greater Launceston, the area can be disaggregated to reflect most of the classification categories.*

*A key reason for developing this classification structure is to define the function of settlements; or with further information parts of larger settlements, in a way that establishes a strong linkage between broad policy development, the regional development plan and specific area land-use plans.*

Applying the above function based taxonomy results in Longford having a number of important settlement roles, specifically an economic enabler and suburban/dormitory centre. Longford possesses a large enough industry, in the form of Tasmania's only export abattoir to be classed as an economic enabler.

The Settlement Strategy then goes on set a policy position in regard to each of the centres and how they sit within their respective functions. The following is relevant to Longford.

### **Settlement Policy Position**

*There is a strong potential to attract new productive and higher wealth population to the region on basis of lifestyle. The growth capacity is significant and dispersed but potentially limited in each location based on maintaining amenity and infrastructure constraints.*

*Need for transport access investment for closer in settlements;*

*Develop as discrete settlements separated by open spaces and green belts rather than corridors;*

*Protecting local environmental amenity, landscape and landform is critical;*

*Ensure the settlements are of a scale enabling viable infrastructure delivery;*

*Provide for local retail and commercial services within the clusters.*

It is clear then that the development of this strategy is in line with current Regional Planning thinking. Development plans are recognised as a method of successfully influencing the growth of a particular area, in accordance with an overall regional vision.

## 5. Study Area

The following map was prepared to assist with the process of community and council consultation.



PREVAILING  
N/W WINDS

TO DEVONPORT/  
LAUNCESTON

TO PERTH

1 in 100 YEAR  
FLOOD ZONE

1 in 100 YEAR  
FLOOD ZONE

PROJECTED  
URBAN  
GROWTH

TO CRESSY

TO MIDLAND HWY

LEGEND

- COMMERCIAL
- PARKS/RESERVE
- RECREATION
- UTILITY SERVICES
- INDUSTRIAL
- POTENTIAL FUTURE SUBDIVISIONS
- RESERVED RESIDENTIAL ZONES
- RURAL ZONE TO RESIDENTIAL
- APPROVED SUBDIVISIONS
- WATER
- EXISTING PARCELS
- URBAN BOUNDARY
- MAJOR ROADS

NORTHERN MIDLANDS  
DEVELOPMENT PLANNING

Scale - 0 100 200 300 400 500 M  
1:10000





## 6. Purpose of the Development Plan

The preparation of Development Plans is one of the first steps in progressing proposals for the development of urban areas. Development Plans are a method of indicating the way in which an area is proposed for development as well as providing a broad framework to guide Council when it considers subdivision and development proposals. Development plans are mentioned in clause 14.10.1 of the *Northern Midlands Planning Scheme 1995* as being required when a development or use is deemed to be significant within a local context. It is not the purpose of this development plan to remove the need for detailed analysis of each site at the time of planning a development - more it is about giving a broad indication of the matters that are important to each site and the degree of further investigation required with a formal proposal to develop.

## 7. Community Consultation

An important aspect in the development of this plan has been the involvement of the community.

To ensure a sound collective and transparent process, numerous opportunities were provided to the community to engage and participate in the process, this included:

- A traders drop in
- A walk the beat
- A drop in session
- A planning session with the subcommittee of the Northern Midlands Council
- A Planning By Design Workshop
- On site visitations took place with various interested members of the community
- Survey questions were placed on the NMC website and stakeholders were able to electronically lodge responses to the survey questions or to provide additional information. A number of people took up this opportunity and provided old photographic records and other vital information which has helped shape this development plan.

Workshops were held with the NMC and their involvement and interest in the project has been vital.

Several questions were posed of the community at the consultations and some of these responses are listed below;

### ***What is it about your town that you like?***

- Longford is special because of its open and large blocks
- Is unique as it has a commercial hub (unlike other towns), central facilities, heritage areas
- It has everything you need
- It's a very liveable, friendly, safe place
- It's easy to walk around, or bike, flat
- It has a nice country village feel

***What are the important values, features or places in your town***

- Old buildings in centre of town gives mellow (old look) feel
- Churches and church grounds - especially the large old trees are important
- Open space and the old English Village feel
- River - we should make better use of this asset
- Friendly place - people know each other
- It has wonderful history and heritage
- Flat, walkable, good for bikes, should encourage more
- Proximity to essential services, to airport, Launceston, Lakes
- Good community values
- Most services available locally
- Good range of sports available for the community

***Are there additional constraints and or opportunities which need to be considered?***

- Don't accept existing constraints, for example the Back Creek; may be opportunities unexplored to the west for further urban expansion
- It is agreed the town is constrained as outlined so where is the town to grow?
- If infill is used the town runs the risk of losing the character of the town
- Infill should be left to market forces
- There should be no high-rise buildings/developments in the town
- Why not small blocks of 10 acres - increase the availability of lifestyle blocks
- Log trucks are becoming a problem for the town with the number passing through the centre
- No industry to the south of the town, as then the traffic goes straight through the centre of town
- Don't need PPI (Particular Purposes Zone - horse training and stabling) - horse owners truck in horses to the race track anyway
- Should retain the historic centre of town, JJ's, Church, Village Green, High Street
- Must protect the church grounds from encroachment at all costs
- The gas pipe line intersection is at the southern end of town it represents a unique opportunity and could add a lot of value to homes in the town due to the availability of cheaper gas - we should work to get it connected
- The community is well placed for horse riding, walking, fishing, parks and picnic areas.

***What of open space/parks/recreation: (What would you like to be able to do? Are any features or facilities missing? Are there things that could be done better in any new areas of development?)***

- Must consider open space as the town develops you can't get it back later



***What of tracks/connections/walkways: (Currently, what are the popular and well used connections? Are there any specific ideas or locations within your town for trails and connections?)***

- Longford is very flat and ideal for walking tracks and bike tracks
- We need to encourage walking and riding more - with more tracks
- The town is very long and probably getting too long
- The road is not safe to cross due to the log trucks, it's very difficult for old or very young people

***Now you have told us all of the above information, what would you like the residential areas of your town to be like in 15 – 20 years time?***

- Ensure lots are big enough for trees and shrubs to keep the country feel
- Cycle ways, walkways, heritage, coffee and specialty shops
- Family orientated and a friendly community; tolerant of all
- Parking isn't a problem and people are encouraged to shop
- We are a tourism destination; our heritage invites and encourages visitors
- The expanding population is well catered for with employment opportunities
- Young people are supported, part of the community and are well behaved, have empathy for others and are considered by the community in developments
- There is skills development and employment opportunities for young people
- Commercial developments in the heritage zone are well managed which both supports development and retains the heritage appropriately
- There is a greater emphasis on heritage and history of the town and community; for example - Martin Cash, Brady the bushrangers
- Choices of lifestyles
- Have good public toilets available for visitors and locals
- Have a good range of open space available for various needs.
- Dual occupancy of land is ok, parents etc can be accommodated in flats on the block
- Walks to and along the river
- Improved pedestrian crossings in the main street
- The historic town and historic centre and buildings are protected, that is inappropriate buildings are not put in this centre. New buildings blend with heritage

***Other comments***

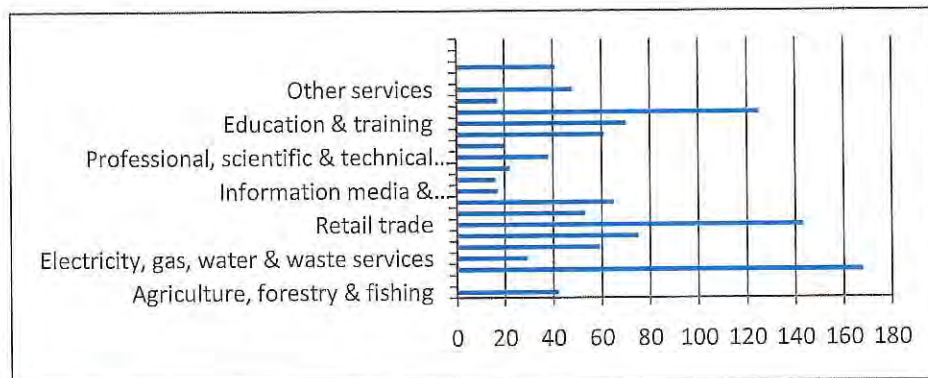
- Don't want infill to spoil the look and feel of the country town
- More effort should be made to ensure that the history is not only capitalised on, but protected
- There should be no additional industries
- Brick factory should be encouraged to move to another site, rezone to enable it to move
- What will we do with the land when the meat works goes?

- Removing trucks from the centre of town
- Hydro poles should not be erected in the town
- There are opportunities for the town in gas, tourism and specialty shops
- Need to provide job growth opportunities for a wide range of people
- Provision of public transport
- Land availability, development potential, residential and commercial
- Spence's Bridge onto Powrana Road limitation restricts trucks using that route
- Need to consider keeping open the public toilets in the night
- Need a tourism and economic development strategy
- Land to the south is not high quality land very gravelly (therefore not impacting on agriculture) this is the land which should be used for future development and growth

## 8. Demographics

### *Industry of Employment 2006 statistics*

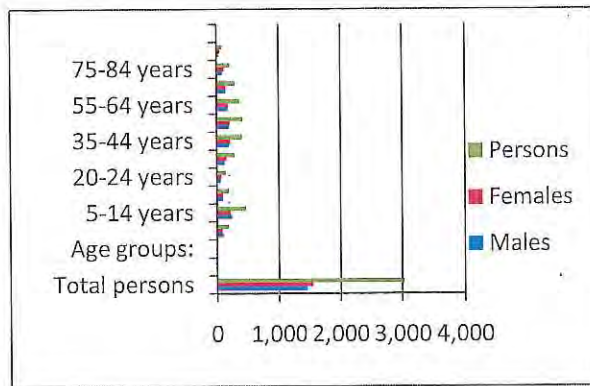
Longford has a current population of around 3,026 persons. It is the largest town in the NMC study area with 1464 males (40% are working in either a full or part time job) and 1,563 females - 33% are either working in a full or part time job. A high proportion of these jobs are in the manufacturing sector, retail trade and health care/social assistance as displayed below.



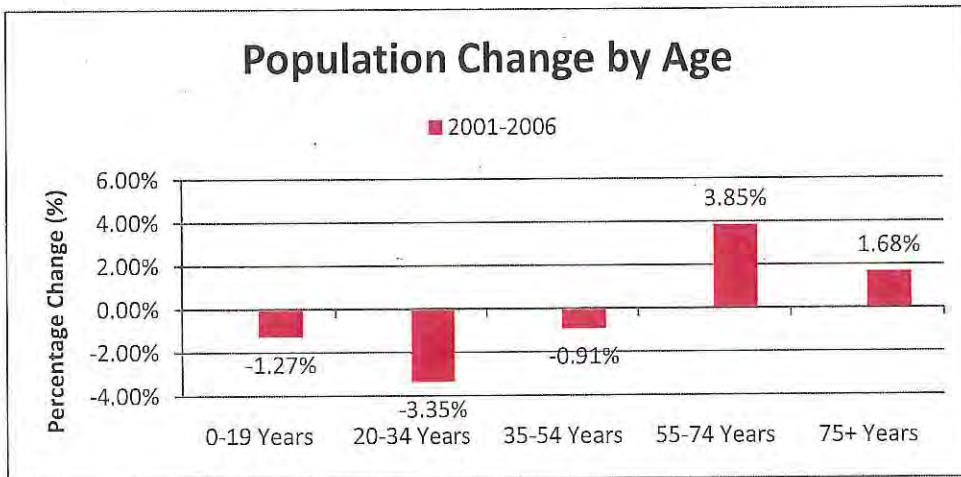
### *Age and gender demographics*

The highest number of people is in age bracket 5 - 14 years, representing 15% of the population, followed by the 35 - 44 year age group at 13% of the population. 31% of the population are over 55 years; 41% of the population are aged between 20 and 45 and 27% of the population are aged less than 19. These figures indicate that Longford has a healthy demographic mix with a significant number of families with young children.





However the changes from the 2001 census data indicate that the population changes are most significant in the age group 55- 74 years. Longford experienced an increase of 3.84% in this age group.



There is close to a corresponding drop in the number of people in the 20 - 34 year age group during this period 2001 - 2006:

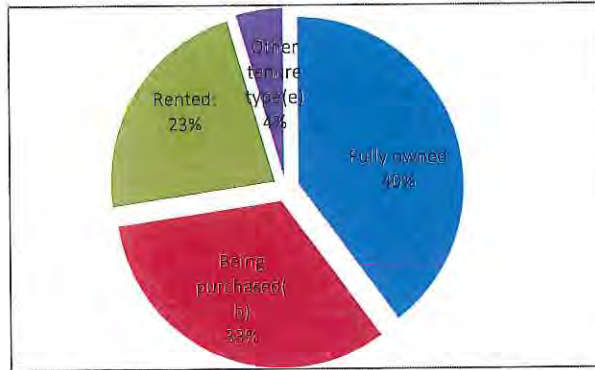
Town	Median family income
Cressy	\$919
Evandale	\$1048
Perth	\$1054
Campbell Town	\$677
Longford	\$887

The median age is 41 years (the state average is 38 years) and the median weekly household income is \$887; which is the lowest of the median family incomes of the towns in this study. The average number of persons per house hold is 2.4 people.



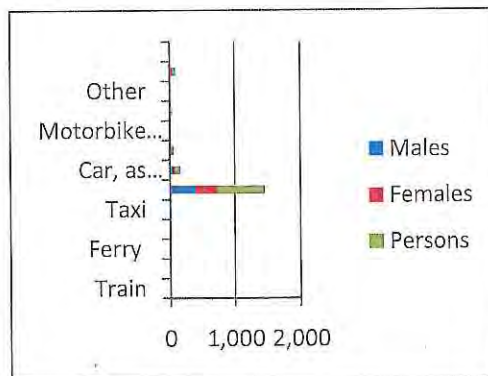
**Home Ownership Demographics**

In Longford 73 % of the population are engaged in home ownership this indicates that Longford is considered a desirable location to affordably reside.



**Methods of Travel to Work**

The following table indicates that the preferred method of transport to work is by car, a small number of people take a ride in another person’s car. Bus travel as an option for commuters is not highly favoured.



**Summary**

Longford has a strong population spread across all age groups. As the existing 35-44 years and 55-64 years cohorts age the profile of the town will change dramatically. Whilst there is a current strong presence in the 5-14 years cohort the challenge for Longford is to maintain those young people in the town when they get into the next age group.

**9. Target Population**

The town of Longford with its total residents according to the 2006 ABS data is around 3026 persons. With the developments proposed over the life of the plan (ten years) the population could expand to around 3400 persons. This then will become the target population required as part of this project.

## 10. Existing Land Use Pattern of Town

The street pattern in Longford is generally that of rectangular grid that was set out soon after settlement. There are several folds where the grid is re-oriented, but the grid remains largely rectangular.

The disadvantage of such a grid is the lack of road hierarchy, but this has been addressed to a large extent by the creation of priority routes. The east-west streets are the priority routes and therefore the collectors. The use of mini roundabouts in some streets has, however, confused this structure.

Before any further traffic calming devices are imposed on the Longford community a full review of traffic planning in the town is required.

The grid of streets has produced 80 intersections within the urban area of the town, most of which are ninety degree cross roads.

Since the pattern of the town is a rectangular grid, development in a similar pattern would be sympathetic to the historic heritage. Thus curving streets and cul de sacs should be avoided. This has not been the case on the eastern fringe of the town and in recent subdivision approvals on the southwest flank.

In general, ninety degree cross roads have higher accident rates to other alternatives and should be minimised. The best option for infill development is T junctions and road legs should be parallel with existing streets.

## 11. Residential Developments

Longford has a limited selection of housing lots available for new developments and therefore options for future residents of the town; these are confined to approximately three sites which would yield approximately 600 lots based on application of the minimum lot size as specified in the planning scheme. Applying the average residential density model for Longford would see a yield of around 247 dwellings from the 25-28 ha of land in the three sites.

It is known that the land supply is limited within the town boundary to supply the future housing demand due to the location of the flood levees and other low lying land to the north of the town.

While it is not part of this brief to consider land outside of the study boundary it appears an opportunity to mention the possibilities that have become evident during this study.

The options available to Longford in the longer term to facilitate urban growth are considered to be as follows:

- Option One: Extend the town boundary - south towards Cressy
- Option Two: Extend the town boundary - west over Back Creek
- Option Three: Extend the town boundary - north east towards Perth
- Option Four: Use infill as the means of population growth within the exiting town boundaries
- Option Five: A combination of one or more of the above options



**Option One: Extend the town boundary – south towards Cressy**

This option would provide the most logical and cost effective method of urban expansion for Longford. One of the important goals of urban expansion is to not impact on high value agricultural land. The land to the south of Longford is predominately Class 4 land and has a low level of top soil and is underpinned by a gravel base.<sup>1</sup>

The subject land is presently zoned low residential.

It is in close proximity to the gas pipe off shoot which would be able to provide low cost energy to new developments.

**Option Two: Extend the town boundary – west over Back Creek**

This option would impact on productive agricultural land Class 3 & 4.<sup>2</sup>

**Option Three: Extend the town boundary – north east towards Perth**

This option may impact on the visual amenity of Longford and would impact on productive agriculture land Class 4 land.<sup>3</sup>

**Option Four: Use infill as a means of population growth within the existing town boundaries**

This option is currently utilised in the town with a number of larger lots being subdivided. In some instances this means that axe handle blocks are required to provide access. These types of lots do not encourage community participation rather isolate the occupants as they do not have street frontages. For this reason they are not regarded as highly desirable.

In addition the community has expressed the desire to retain the larger “rural” lots within Longford.

**Option Five: A combination of one or more of the above options**

Not a considered a desirable options as discussed in the relevant sections.

## 12. Residential Density

The town presently encompasses approximately 326 hectares; with a 1129 dwellings this represents an overarching general density of 9.28 dwellings per hectare.

A desk top review was conducted to establish the density ratio on a ‘typical’ land area within the town, this study indicates that the density ratio is comparable to state averages.

Normally density is characterised by the number of dwellings per hectare. Often development in Tasmania is around 10 - 12 dwellings per hectare. Net density is portrayed in the examples below (the examples do not include roads or non residential land).

<sup>1</sup> Agronico Pty Ltd, 2007, Land Capability Assessment Report Catherine Street Longford P:3

<sup>2</sup> The LIST, 2011, Land Capability Assessment

<sup>3</sup> ibid



**Example One**

Description	Land bounded by Bulwer, Catherine, Hobhouse, Pakenham Streets. This area is an oblong block of normal dimensions for Longford, fairly well in the middle section of the town. It appears to represent an example of low density housing in the town.
Land area	3.3 hectares
Dwellings	30
Dwelling density	9.9 dwellings per ha
Analysis	This density appears consistent with development in Longford.

**Example Two**

Description	Land bounded by Malcombe, Laycock, Pultney and Marlborough Streets. This area is a piece of land fairly central in the town. It appears to represent an example of higher density housing area in the town.
Land area	5.18 hectares
Dwellings	70
Dwelling density	13.5 dwellings per ha
Analysis	This density is comparable with the state average

The proposed development sites outlined in the plan provide an approximate area of 25-28 hectares. It is suggested this area provides for around 247 lots, this represents a density of approximately 9.9 dwellings per hectare, and is consistent with existing development in this town.

## 13. Supply and Demand for Housing

An established way of calculating if there is an over or under supply of land in any one location is the assessment of supply and demand of a particular land type. In discussion with council planning officers it has been established that there is a pattern of creating lots by subdivision which sees ten to twelve housing lots per annum added to the land bank.

At the same time there is a traditional take up of building blocks of around ten new dwellings each year in the township. These are not necessarily the same lots that have been created by subdivision in that year. Interestingly in the 2010 year, 24 new houses and 5 group houses were approved within Longford - compared to the average of 10 per annum over the last 5 years.

## 14. Possible Drivers for Change

Longford will continue to grow steadily over the life of this plan - estimated to be around ten years

Possible drivers for change include:

- Reinforcing the town's strategic location close to Launceston
- Building on the town's role as a centre for services and agriculture for the region
- Examine value adding opportunities for local produce
- Expand the town's role as a tourist destination

- Work with others to explore benefits of irrigation schemes for the area.
- Consolidate the town centre around Wellington Street -making access to all services easy
- Examine IT based industries and high value arts type attractors
- Build awareness of Longford's role in Australian motoring history

## 15. Parks and Facilities

This plan considers the availability of current space and its adequacy to meet the needs of the residents. People who need access to quality open space include;

- Young mothers and small children - to access play equipment and other open space areas
- Young people - perhaps activities such as a skate park or BMX complex
- Visitors - for toilet breaks, rest and relaxation and for physical activity opportunities
- Youth - for sport and other passive recreational needs
- The elderly - passive recreational needs
- Walkers, including pet owners - requiring safe routes of interest
- Cyclists requiring safe connected active transport routes to destinations
- Sports people - sporting opportunities such as swimming, tennis, football, soccer, lawn bowls and other opportunities
- The community for group activities, festivals, art & culture and markets

Longford, having 25 hectares of open space appears well equipped with open space. However it is important that the open space meets the needs of all the residents and provides open space activities for visitors as well.

The Longford Show Grounds has the potential to offer open space for the community but is not accessible to the general public other than on days when events or shows are held there. These showgrounds are a significant economic driver for the community of Longford. Around 91 events are held on these grounds annually.

The football grounds may offer further recreational activities opportunities including basketball or netball courts and other features for youth such as a BMX track.

New open space areas near the residential developments in the southern section of the town are considered desirable. There is limited open space available to residents in the southern part of Longford with most of the open space being located in the northern sections of the town.

### ***Adequacy of the Towns Parks and Recreational Space***

Longford's flat terrain has the possibility for increasing active transport options of walking and cycling. At the community consultations the community expressed their enjoyment of these opportunities; adding that they would like more links and the opportunity to use infrastructure such as the levy bank as a walking track.

While there is considerable open space in Longford it is noted that there is very limited active places for young people or children. While there are many informal walks that are well used by residents and visitors there may be a need to increase the activities and options for the wider community in particular families with younger children.



There does not appear to be an active area that is used by parents with young children other than the Village Green, a further playground area would appear appropriate for the number of families with young children in the town.

There is not a designated area where dogs can be safely let of the leash for a run.

### ***Landscaping Roads and Reserves***

The trees in the town of Longford are predominately non-native trees. The wide open streets provide an opportunity to make a significant and improved environmental statement by planting more trees along streets and in opens spaces as appropriate.

It is also important that the location and canopy of street trees take account of sight lines for vehicles especially at junctions and driveway accesses.

Plans for new developments should include roadside reserve plantings to increase the amount of foliage and shade available for residents. This will in turn meld new developments into the existing environment and help to maintain the aesthetics of the village.

## **16. Utility Services and Infrastructure**

### ***Drainage and Watercourses***

Longford is a flood prone town. It abuts the confluence of the South Esk and Macquarie Rivers to its northeast and is bounded on the west side by Back Creek. A modern flood levee system now protects the flood prone area at the northern end of town to a 1:100 ARI and this has recently saved the town from substantial inundation. However, when the flood gates are closed the town is vulnerable to flooding by rain falling in and adjacent to the town and by the flows in Back Creek, which drains a large area of farmland to the south towards Cressy.

The land rises gently to the south and as such surface water and underground pipes drain slowly.

There is an extensive minor drainage system (i.e. an underground stormwater system) that drains stormwater collected by drainage pits in kerb and channel and by pits and culvert entries in table drains. The pipelines are generally restricted to streets - as a result the back yards of many larger lots may not be able to be drained by gravity if that is necessitated by later infill developments. Additional pipelines may be required at the rear of lots that drain to the rear.

The town, with its low density of housing, impervious area and the minor drainage system caters well for stormwater peak flows. Infill development and urban expansion may greatly increases peak stormwater flows and careful analysis will be required to identify the need to upgrade flow capacity as the town is developed.

No provision has been made within the street grid for a major drainage system (i.e. overland flow) for the town.

Given that the drainage outlets may be cut off when the flood levee system is in use, storage capacity should be provided within the town to minimise local flooding when the South Esk is in flood. This may require limitation of development on the eastern and western fringes of the town to allow for ponding without inundation of buildings.



**Water Supply**

As with the rest of the region, Ben Lomond Water (BLW) is the water supply provider for Longford.

There is a water treatment plant at Longford that supplies the Longford Water Supply System (LWSS) and several other towns in the region. System consumption is approximately 4.25 ML/day during summer period (Oct-Mar), including the consumption of Cressy.

Peak day consumption for the water treatment plant for its entire supply district is of the order of 9.9 ML/day compared to its capacity of 12 ML/day. However, other restrictions in the network mean that the system is operating near capacity and Ben Lomond Water is investigating upgrade/supplementation for the Longford system to alleviate capacity concerns.

The township is supplied from the MacKinnons Hill Reservoir which provides ample supply pressure for the whole town. However, growth in the town may be limited by treatment and trunk main capacity.

The majority of the reticulation network is made up of 150 and 100 mm diameter pipes and thus provides fire fighting capacity as well as the consumption needs of the residents and industry. BLW has advised that water reticulation may require extending and augmenting to allow for development to the south of Longford.

Water supply issues will have to be fully addressed before any expansion of Longford can be considered.

BLW has also advised that developer charges are yet to be calculated for all service areas within the Longford Water Supply System.

**Sewerage**

Longford has a reticulated sewerage system including treatment plant. The system is owned and operated by Ben Lomond Water.

Longford Wastewater Treatment Plant has a licensed flow limit of 2700kL/day Average Daily Water Flow and its current inflow is estimated to be of the order of 1500 kL/day ADWF. The WWTP has operational concerns due to sludge accumulation - de-sludging and upgrade works are planned to be undertaken to improve system operation.

Ben Lomond Water is currently investigating performance and capacity of the collection network, which currently extends to Cracraft Street. Development south of this area will require sewer main extensions.

Sewer capacity and WWTP issues will have to be fully investigated prior to any growth of Longford.

BLW has advised that developer charges are yet to be calculated for the Longford wastewater system.

## 17. Other Services – Power, Telecommunications, Gas

### ***Power & Telecommunications***

It is not expected that the town will grow at a rate where the providers of telecommunications and electricity capacity in the town cannot cope with the expanded demand.

### ***Natural Gas***

The Tas Gas main pipe line is located on the outskirts of Longford, a gas off take line runs from the southern end of Longford to the meat works. It is estimated approximately 20 homes are currently connected to the pipe line.

Providing natural gas to the greater community of Longford would improve the quality and standard of living in the town and would reduce the carbon footprint of dwellings as well as reduce the cost of heating and cooling for residents. Natural Gas would also be beneficial to the industry and small businesses not currently connected to the grid.

The availability of natural gas to residents in the town would contribute to the town's appeal. Additionally the availability of natural gas would encourage more industry and small business to invest in the locality.



# Concept





## 18. Community and Neighbourhood Facilities

Longford is the administrative centre of the Northern Midlands Council. For a town of just over 3000 people it has a good range of commercial and community services. The pull of Launceston will always be an influence on the range of services which are available and viable in centres like Longford.

The town has good access to doctors and a paucity community health services.

There is a primary school with ample capacity for any foreseeable growth in Longford. The primary school capacity is 400 students. The current occupancy is 247 students - or 67% capacity. Unfortunately, the predictive figures provided by the Department of Education show that by 2016, without any intervention or change, the student population will drop to 204 students.

## 19. Heritage Values

There are important connections to European, Indigenous and convict histories in Longford.

While much of the indigenous history is still to be interpreted the importance of this history is recognised.

Prior to European settlement the area was used by the Panninher Aboriginal band of the northern midlands. The first settlers came in 1813 from Norfolk Island when land grants were offered and the area became known as Norfolk Plains. It was a town established by free settlers rather than convicts, and the town became known as Longford in 1833.

The European pastoral history depicts the settlement of Longford as an important early settled town of the North, and has several Tasmanian heritage listed properties of significance including Woolers Estate, Mountford, and Brickendon Estate, Longford House, Norley House, Longford Showgrounds, and numerous other houses and early cottages. Woolmers and Brickendon Estate are registered on the National Heritage List of Australia and the World Heritage listing.

The area or vista around dwellings of heritage or character significance is in many cases, as important as the dwelling or building itself.

The Georgian home of Longford House on the corner of Brickendon and Catherine Streets represents an example of significant dwelling of heritage significance (listed on the Tasmanian Heritage Register) which should not be impacted by urban expansion. It can be noted that in the development plan the dwelling has been provided a buffer zone to protect it from urban encroachment.

There are other buildings that may be worthy of heritage or cultural consideration; as an example, a very early workers cottages pictured below.



## 20. Roads, Traffic and Pedestrian Movement

### *Road Infrastructure*

Longford is laid out in a grid pattern with several arterial roads passing through it. From Illawarra Road the main street is variously part of Tannery Road, Wellington Street and Marlborough Street and then becomes Cressy Main Road. This is a state secondary route (B51) serving Cressy, Poatina and the central highlands. Wellington Street also leads to Woolmers Lane, which links to the Midlands Highway (C520).

The above main streets and the residential streets of the town are generally well provided with kerb and channel and footpath. Footpaths in back streets are mostly on one side only and in many streets there is no footpath. The traffic volumes in these streets would not really justify footpaths on each side of the road.

Road and footpath pavements appear to be generally in good condition. In the traditional centre of the town around the intersection of Wellington and Marlborough Streets the footpaths and verges have been re-paved, edged and planted to provide an attractive image.

In the past 12 months the commercial focus of the town has shifted markedly with the opening of a modern shopping centre at the northern end of the town. This has negated the impact of footpath and landscaping works and the attractive parks between the old centre and the new one.

New intersections should be spaced well clear of other intersections and in locations where sight distance is good. Road layout should provide for efficient movement within the town, but without an encouragement to unnecessary through traffic on local streets. In this regard there are several reserved roads that would create dangerous intersection if developed. In these cases alternative arrangements should be required of developers. This may require liaison with the council to relocate the road corridor and develop the reserved road as part of the residential lots.

There has been little or no dedicated provision for cyclists within the town. However, streets are generally wide and footpaths provide a safe alternative for younger riders. Wheelchair ramps have been included in any kerbs during redevelopments and are available at key locations.



Whilst cycling to Longford is a significant pass time for many residents of Launceston, one would have to question the needs to supply dedicated cycling infrastructure for this group. As serious cyclists this group will use road carriageways as opposed to cycle lanes. Cycle lanes are only successful when the majority of cyclists fall into the commuter group and where traffic levels are high.

The grid pattern of the town provides for a myriad of choices of cycling routes and circuits.

There have been very few reported accidents involving pedestrians and the footpath network in the town is complemented by wide verges where there are no paved paths. There is also an attractive walking path along the South Esk River to Mill Pond.

New developments should continue the practice of ensuring connectivity that allows ease of access to all parts of the town for cyclists and pedestrians.

## 21. Recommendations

### ***New areas for zoning***

- Council should consider the options contained within this report for the long term expansion of Longford and on receipt of further technical advice, adopt a firm plan for growth in Longford.

### ***Working with landowners***

- Council should adopt a positive strategy of working with willing landowners to open up areas of Longford for future development. Council will need to identify owners of land currently zoned for residential serviced land and develop scenarios for development which respect the current land use pattern.

### ***Priority servicing***

- Having identified priority residential areas council needs to work with agencies like Ben Lomond Water to make sure upgrades to services occur - otherwise development will be restricted in the township.
- Another priority project would be working with relevant agencies to build up business case for the establishment of a child care centre in Longford.

### ***Respecting Heritage***

- Undertake a heritage study of the area to ensure heritage areas/places/trees and infrastructure are appropriately recognised, listed and protected
- Protect important vista surrounding heritage places
- Ensure developments near heritage places is sympathetic to the needs of the heritage place
- Work to further protect as appropriate important heritage or cultural places and to ensure heritage listings take into account possible additions such as important trees, hedges and buildings such as the tennis club
- Ensure materials used for town infrastructure is sympathetic to Longford heritage and is consistently developed, with colours and materials and styles of construction
- Encourage the uptake of digital tourism interpretation. The Northern Midlands Business Association in collaboration with the Heritage Highway Tourism Region Association is currently developing a Heritage Highway Application that is expected to be launched mid-2012.

## **Open Spaces**

### **Objective One: To improve the amenity of community open space**

- Develop a cash in lieu scheme for open space developments within subdivisions, showing a nexus between monies taken and invested
- Acquire the triangle shaped block on the corner of Wellington Street, Laycock Street and Malcombe Street and develop into a playground area for families including play equipment for young children or consider entering into negotiations with the Riverlands Centre regarding the development of a community playground as part of their complex
- The development of an open space plan and appropriate budget to implement recommendations

### **Objective Two: To increase the recreational opportunities for the community**

- In the new subdivision area to the south west of the town (as depicted in the development map), develop a new community gardens area
- In the new subdivision area to the south of the town as depicted in the development map develop a 'off the leash dog area'
- To identify/develop/complete and maintain walking routes as identified in the development map
- Provision of drinking fountains as appropriate
- The provision and maintenance of suitable outdoor furniture for resting requirements
- The provision of shade as appropriate on walking routes
- Development of community vegetable and fruit growing opportunities in collaboration with community organisations - that may interlink with other opportunities such as activities for youth, walking routes, cycle ways and dog play areas.
- Further develop and sign walking tracks around the banks of the Macquarie River
- Provide an 'off leash dog area'

### **Objective Three: To increase the opportunities for young children to participate in outdoor activities**

- Provision of children's play ground and appropriate youth activities (developed in a manner and location that supports suitably aged children accessing safely the playground perhaps unaccompanied).
- Revision of road crossings to ensure access to parks and open space for children can be obtained safely
- Revision of speed limits to ensure children can access open space and parks safely

### **Objective Four: To increase the opportunities to walk and or cycle around the community to key town sites and especially open space and parks**

- Define and signpost routes to key destinations, shops, parks, circuits, river as depicted in the development map
- Discourage the development of cul-de-sacs which prevent access by pedestrians
- Improve the walking connection between and to important destinations including:-
  - Longford State School



- The Longford Football Complex
- The skate park
- The river
- The showgrounds
- The tennis club
- The PCYC and Longford Men's Shed

### ***Developing and linking open spaces***

- Link open spaces with road reserve tree planting to create attractive walking corridors.
- Council to plant more street trees to complement the established plantings and improve the attractiveness of other parts of the town
- Plans for new developments should include road side reserve plantings
- Council to develop a suitable species (in keeping with existing streetscape) list to assist developers

### ***Domestic Water use***

- Develop planning provisions that require water sensitive urban design (WSUD) in developments and subdivisions
- Develop an education program to encourage residents to incorporate WSUD in the re-development of their established gardens

### ***Flooding***

- Define and map the 100 year ARI flood area and level
- Analyse the drainage within the town for the situation of a major flood in the South Esk River system and ensure that allowance is made for local flood detention without inundation of buildings during a 100 year local rainfall event
- Restrict development to land that can sustain development with a suitable clearance above this flood level
- Restrict developments that obstruct existing flood ways
- Do not permit any landfill in the floodplain
- Progressively upgrade the minor drainage system to a standard that provides at least 10 year ARI protection in accordance with Engineers Australia's *Australian Rain fall and Runoff*
- Delineate the major drainage system paths for the town and ensure these are protected from further encroachment by development
- Model the drainage within the town so that the impact of infill and expansion of the urban area can be predicted in terms of both the minor and major drainage flows
- Prevent further development of land that is subject to flooding as part of the major drainage system required for the town, .i.e. allow for overland flow paths for storms that exceed the capacity of the minor drainage system up to a recurrence interval of 100 years ARI
- Investigate the suitability of the existing stormwater pipeline network to drain the whole of the existing and potential residential land

**Working with Ben Lomond Water**

- The Council to liaise closely with Ben Lomond Water to determine the availability of water supply for new urban areas in Longford
- The Council to liaise closely with Ben Lomond Water to determine the availability of sewerage collection capacity for new urban areas in Longford
- Council consult BLW before amending development controls to ensure proper coordination between provision of necessary upgrades of head works with the growth of the town

**Roads, Footpaths and Cycleways**

- The Council continue to progressively upgrade the road infrastructure including strategic extensions of footpaths
- The Council extend its beautification works in Wellington Street to link the old and new shopping areas
- New roads should generally match the existing grid, allow for efficient and effective servicing of lots, but with minimum creation of cross intersections
- The connectivity of roads should allow for efficient movement with the town, but minimise any “through” traffic in local streets
- The footpath network should be extended to ensure all residential streets have a footpath on one side at least but the rate of extension should take account of lightly populated precincts
- New developments shall incorporate footpaths that allow alternative and active means of travel and are appropriately sealed to ensure safe pedestrian mobility including disabled pedestrians (including those with walking impairment and aids, wheelchairs and motorised wheelchairs)
- Wheelchair ramps should be progressively added at strategic locations

**22. Site Selection**

The following are list of sites which through application of the factors listed in the report and a site visit have been deemed as suitable for development.

Each site will be looked at as a single entity despite there might be more than one land owner. Opportunities for consolidated developments will be explored. Comments will be made around a range of factors - these comments will not negate the need for more detailed examination at the time of subdivision. The degree of detail needed will depend on the level of development proposed. A single house on an existing lot will require less detail than say a multi- lot subdivision covering a number of owners.

Before undertaking any major expansion of Longford, council should ensure that Ben Lomond Water have adequate capacity in terms of water and sewers to cater for the new development.



**SITE 1 – Pultney Street**

AREA - 1 ha

ZONING - Residential Serviced

NUMBER OF OWNERS - 1 owner

LAND USE - Vacant land

BUILT AND SPATIAL FORM - Surrounding this site are dwellings on a range of lot sizes - from 1000 to 1250 sqm

TOPOGRAPHY - Flat with no outstanding features

SOILS - Class 4 land capability

LANDFORMS - None

SLOPE - Flat with a slight slope to south

STABILITY OF LAND - No evidence of land slip

DRAINAGE - Looks well drained

DEGREE OF ERODABILITY - No evidence of erosion

VIEWS - No exceptional views

SOLAR ORIENTATION - Opportunities for solar design in layout

PREVAILING WINDS - North westerly

LOCATION OF SIGNIFICANT TREES EXISTING ON SITE - None

NATIVE AND EXOTIC FLORA - None evident

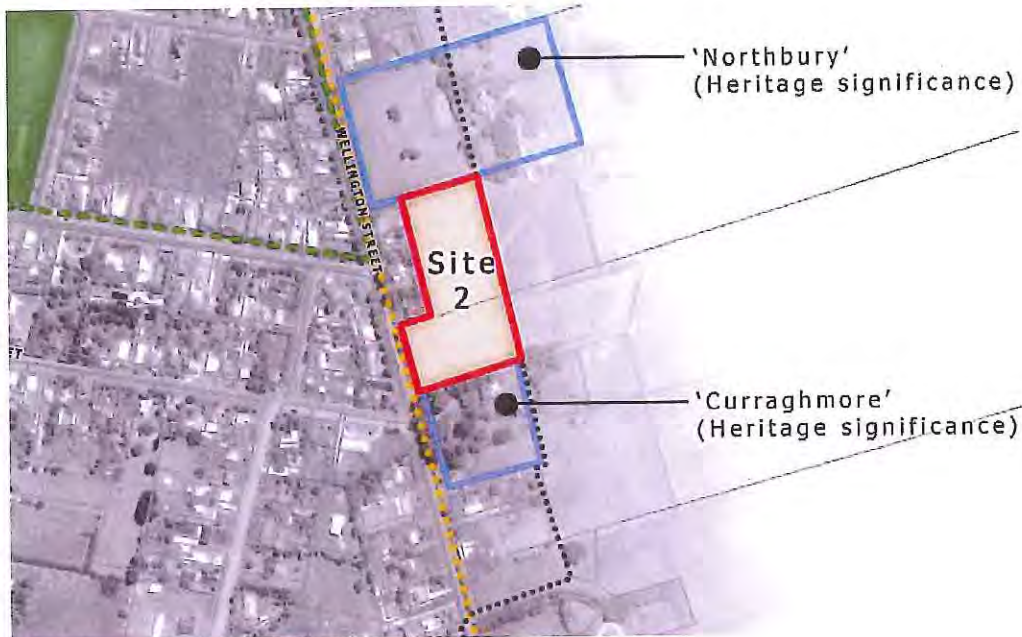
AREA OF HIGH ENVIRONMENTAL VALUE - None

PROXIMITY TO PUBLIC TRANSPORT ROUTES AND FACILITIES - The site is west of the Cressy Road which is the closest bus route

PROXIMITY TO COMMUNITY FACILITIES AND CAPACITY - This site is a short, flat walk to the main commercial area of Longford. The primary school has adequate capacity for any increase in student numbers.

SUMMARY - This is a good infill site, which on average yield for Longford could produce around 10 lots. Given the sealed streets and available services this would be a high priority site for development. An alternative development scenario could be to work with the land owner to develop a medium density, environmentally sustainable residential area, where building placement and design is more important than lot boundaries. This second development scenario would introduce a new product into Longford dwelling stock - with increased environmental awareness and the desire by some sections of the community to "down size" their dwellings and garden areas.



**SITE 2 – Wellington Street**

AREA - 1.5 ha

ZONING - Residential Serviced

NUMBER OF OWNERS - 2 owners

LAND USE - Vacant land

BUILT AND SPATIAL FORM - Strip of houses fronting the public road, with heritage homes each side and farmland to the rear, this site is surrounded by single level modern dwellings and larger, imposing heritage buildings.

TOPOGRAPHY - Flat with no unusual features

SOILS - Class 4 land capability

LANDFORMS - None

SLOPE - Gentle slope to east

STABILITY OF LAND - No evidence of land slip

DRAINAGE - Well drained

DEGREE OF ERODABILITY - No evidence of erosion

VIEWS - To the east

SOLAR ORIENTATION - Opportunities to introduce solar principles into layout

PREVAILING WINDS - North westerly

LOCATION OF SIGNIFICANT TREES EXISTING ON SITE - None on site. The properties each side have significant stands of mature trees on each site which will need to be considered when planning a development on the subject site.

NATIVE AND EXOTIC FLORA - None evident

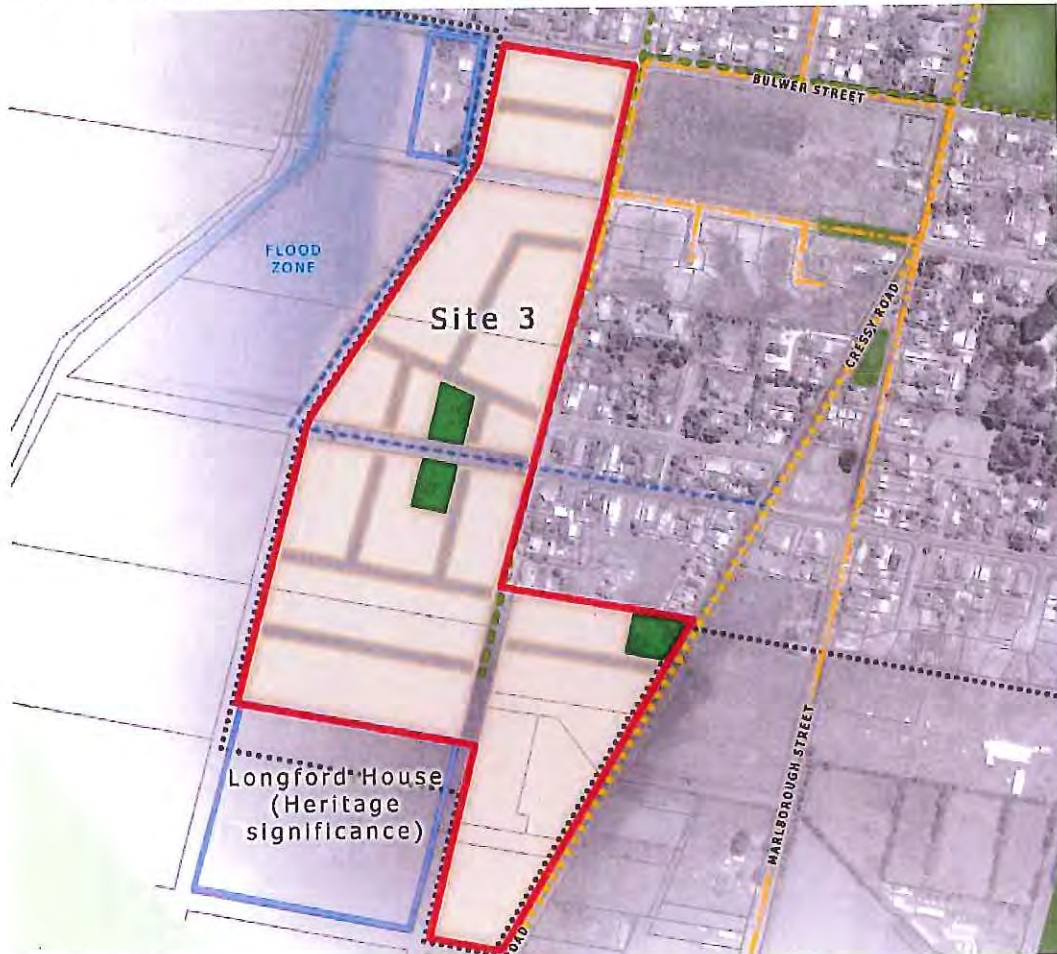
AREA OF HIGH ENVIRONMENTAL VALUE - The heritage properties each side of the site will have to be considered when planning the development of this site.

PROXIMITY TO PUBLIC TRANSPORT ROUTES AND FACILITIES - The site is approx 1.5 km from Longford town centre and the nearest bus route

PROXIMITY TO COMMUNITY FACILITIES AND CAPACITY - The site is a flat walk of around 1.5 km to the centre of Longford. The primary school has adequate capacity to cater for any expected increase in student numbers brought about by the development of this site.

SUMMARY - This is a special site for development. It has adequate area to expect a yield of around 15 houses (based on the average lot size for Longford). Due to the presence of the heritage properties it is unlikely that this site could be fully developed to 15 lots without detracting from the visual appeal of the neighbouring structures. This site is ideal for a design based development where the end residential product is more important than the lot layout. Council or a consultant acting for council should play an active role in setting a design for this site which respects the heritage buildings either side.



**SITE 3 – Catherine Street and Cressy Road**

AREA - 25.5 ha

ZONING - A Rural Zone

NUMBER OF OWNERS - 2 owners

LAND USE - Grazing land

BUILT AND SPATIAL FORM - A range of lot sizes surround this site, from small lots to the large Longford House (Heritage building).

TOPOGRAPHY - Basically flat

SOILS - Class 3 and 4 land capability. The class 3 land could prove to be a limiting factor on development of this site as class 3 land is assessed as prime agricultural land. This aspect of this site will need further investigation before the site can be given a high priority.

LANDFORMS - None of any significance

SLOPE - Flat with gentle slopes to west and south

STABILITY OF LAND - No evidence of land slip

DRAINAGE - Appears to be well drained

DEGREE OF ERODABILITY - No evidence of erosion

VIEWS - To west and south

SOLAR ORIENTATION - opportunities to introduce solar design into layout

PREVAILING WINDS - North westerly

LOCATION OF SIGNIFICANT TREES EXISTING ON SITE - There are hedges within and around parts of this site which will need consideration in any development

NATIVE AND EXOTIC FLORA - The hedge mentioned above

AREA OF HIGH ENVIRONMENTAL VALUE - Longford House is a heritage dwelling to the south of the site which will need to be considered in any development of this area - particularly the southern extreme of the site.

PROXIMITY TO PUBLIC TRANSPORT ROUTES AND FACILITIES - The site is some considerable distance from the town centre and transport routes

PROXIMITY TO COMMUNITY FACILITIES AND CAPACITY - The site is a considerable distance from the town centre and community services. Even by developing this site to its highest potential, the primary school has capacity to accept students from this area.

SUMMARY - The class 3 land is an issue with development of this site. This aspect will need further investigation before this site can be recommended as a high priority site. The theoretical yield from this site is 250 dwellings based on the Longford average. This is a natural extension of the township being close to the recently subdivided land in Bulwer St.

The natural way to develop this site, without flooding the market with lots, is to commence development from the north - around Bulwer St and move progressively south. This will give time to consider the impact of development on Longford House and to plan accordingly - maybe with landscaping.

## 23. Yield and Supply

Given that there are three sites discussed above with a total area of 28 ha there would appear to be an ample supply of Residential Serviced land within the township in the immediate future.

Opportunities need to be further explored in more detail as to other areas for expansion in Longford.

Selection of sites outside the study area will have to be done on the basis of accepted criteria.

Selecting sites based around some priority is then important:

- Willing landowners
- Sealed roads
- No servicing requirements
- Create range of lots sizes
- Closer to Urban area
- Demand for specialist development (like retirement village)

These are all things that could influence the setting of priorities for development sites. Of the three sites, site 1 - Pultney Street would seem to be the highest priority given its location and ownership pattern. Site 2 - Wellington Street would be next highest priority - but will need intervention from council in order to develop in a manner which respects the heritage values in the area. Site 3 - Catherine St is a good site for development but is more complex due to ownership issues, size, and location.



A longer term project is to consider what Longford will look like in say twenty years time and commence the planning for that scenario. Issues to consider will be flooding, servicing, location, transport, agricultural impact and visual impact from major roadways.

## 24. Site Development Consideration

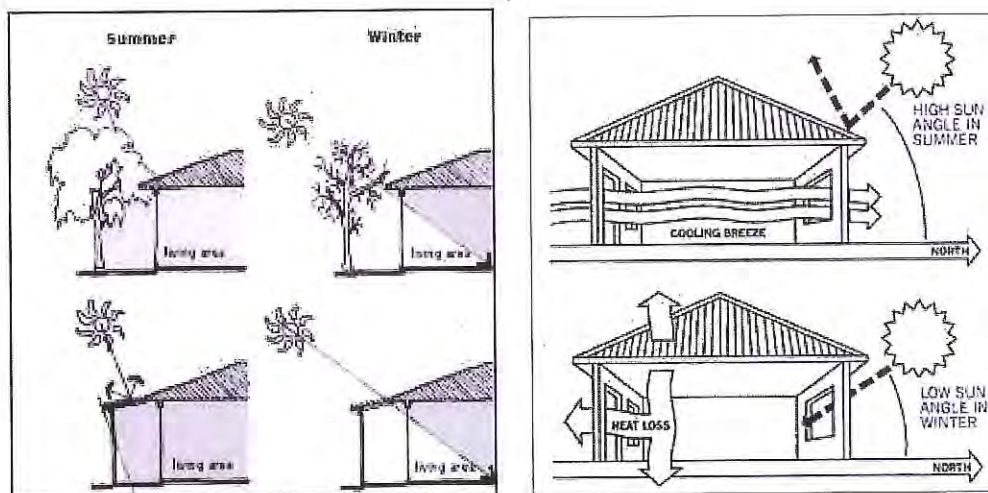
### ***Energy efficient subdivision principles – (solar orientation)***

Good solar orientation increases the energy efficiency of a home, making it more comfortable to live in and cheaper to heat and/or cool.

Solar orientation can be achieved by facing a dwelling north. When living areas face north, these areas can be flooded with warming winter sun. During summer, when the sun sits higher in the sky, correctly designed eave-overhangs, and the use of vegetation will ensure north-facing windows are less exposed to direct sunlight and are therefore cooler.

Information on energy efficient principles is freely and readily available from many sources. It is also noted that amendments to the Building Code of Australia now require a higher level of energy efficiency for residential dwellings.

However, it remains desirable for Council to promote these principles during the design phase of any residential development.



Passive Solar Orientation: Energy Rant - showing solar benefits  
<http://www.energyrant.com/passive-solar-systems/>

### **Solar Principles**

- Lot subdivisions should provide for the maximum number of dwellings to be orientated north
- Provide appropriate information to consumers on passive heating and cooling of homes, including:
  - The benefit of smaller - smarter homes, smaller homes provide larger areas for outdoor activities including the opportunities for gardens, trees and or urban agriculture
  - The siting of living rooms to the north with larger windows and smaller windows to the south for the bedrooms windows provide maximum opportunities for passive heat control
  - Insulation to prevent heat entry in summer and heat loss in winter
  - Incorporate designs with windows and doors that allow important cross ventilations opportunities passively cooling the home
  - Double glazing to control heat entry and loss through windows

## **25. Summary/Conclusion**

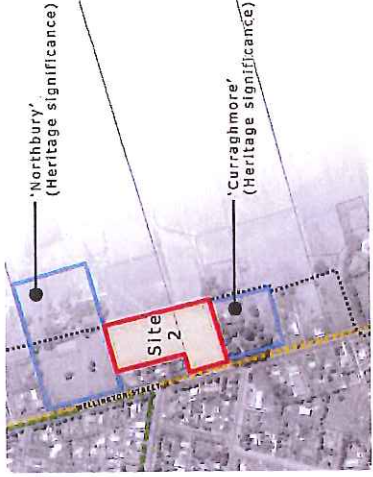
- Layout of roads, footpaths, walking tracks, cycle ways - Road layouts should follow the grid iron pattern of the town. Curved, flowing road design should be avoided. For sites off the Cressy Road (site 3) a footpath should be provided along one side of the public road. Walking tracks should link open space areas - unused road reserves with no obvious future use for development should be used as walkways to link other streets. Due to the low traffic volumes there is no need to plan for dedicated cycleways.
- Road plantings - Street trees should be used to link open space areas and to present a preferred walking route into town from residential areas of Longford. Either an existing town committee or a new committee should be examined with a view to advancing the street tree programme.
- Location and mix of medium density developments - The three sites identified each will have their own development character based around density. Ideas for their development are included in the site assessment section. Site 3 holds the greatest potential to develop the site as a total entity - focussing on design rather than lot layout. The overall outcome should be to create a product that is not only desirable, but also respects the pattern of development in close proximity to the individual site.
- Nominate sites for certain house types - Site 1 in Pultney Street may hold potential for a retirement village due to its location and being relatively flat. Where sites are in a single ownership or there are multiple owners who are keen to develop council should take a proactive role in working with these people to secure a suitable development for the site.
- Building envelopes if required - Building envelopes should be one of the issues considered when council takes its proactive role in the development of the town. There might be a case for establishing a building envelope on a site where an owner wants to build a house on a large lot and there is still development potential for the remaining land. That way a plan can be developed for the longer term use of the site, should demand for land increase.
- Staging - The first priority should always be to develop existing lots that are fully serviced and cause no burden on service providers. The second matter to consider in terms of staging is the willing land owner - that is someone who is prepared to work with council to achieve a good result and then prepared to invest in the plan.



- The third priority would be land which requires some infrastructure issues resolved and where there is an obvious pattern of development which will result - i.e. follow the sizes of surrounding lots. The final priority will be sites with multiple landowners, where there are servicing and physical constraints on development.
- Preferred location of neighbourhood facilities - Based on historical housing demand and population changes it is not anticipated that any new neighbourhood facilities will be required in the near future. The first priority should be to use existing capacity in shops, school and medical facilities. The temptation to locate commercial facilities off the main shopping area should be resisted in the interest of creating a critical mass of shops and services which will make the town more sustainable.



Site 1



Site 2



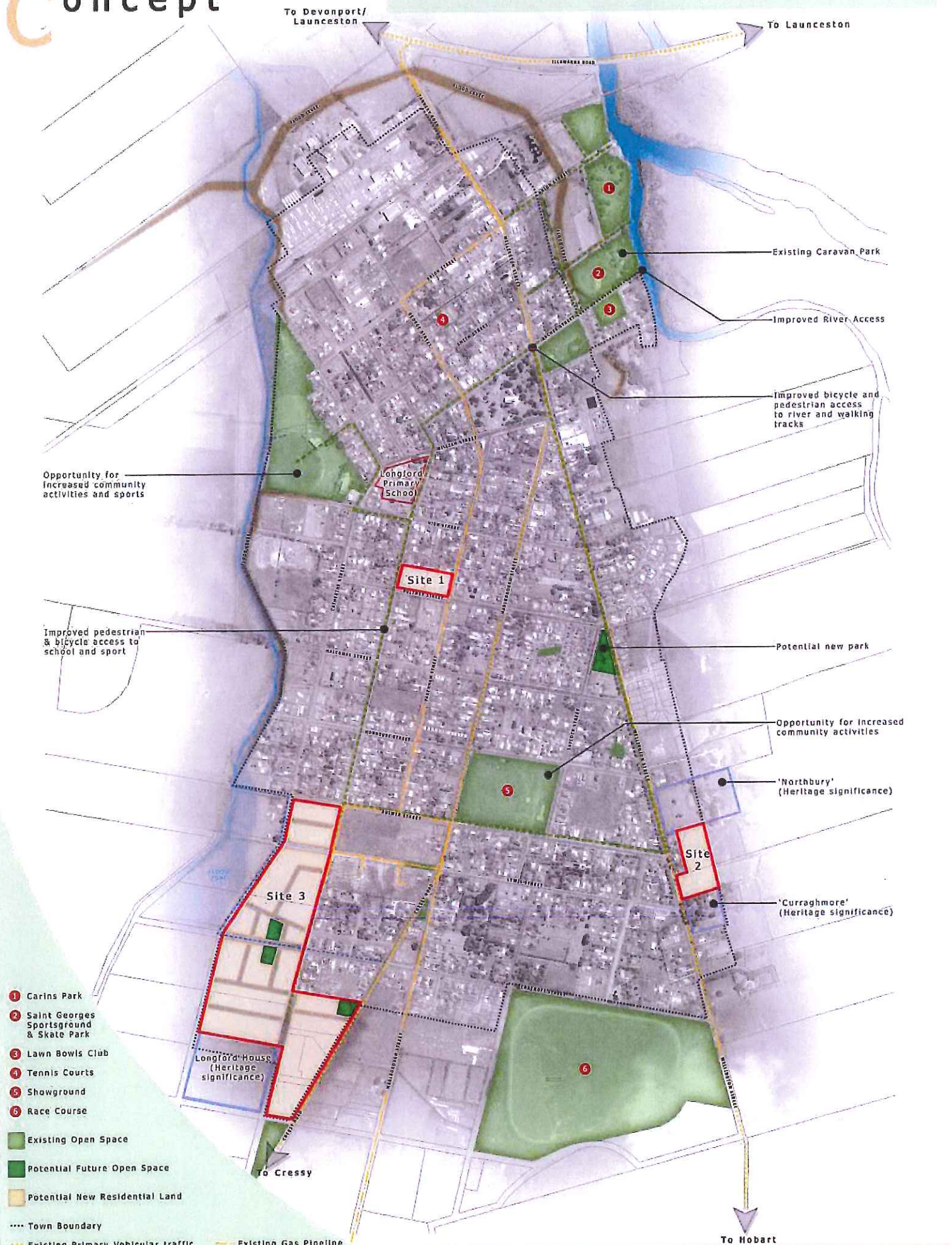
Site 3





# Concept

1-145



Improved pedestrian & bicycle access to school and sport

Existing Caravan Park

Improved River Access

Improved bicycle and pedestrian access to river and walking tracks

Potential new park

Opportunity for increased community activities

'Northbury' (Heritage significance)

'Curraghmore' (Heritage significance)

- 1 Carins Park
- 2 Saint Georges Sportsground & Skate Park
- 3 Lawn Bowls Club
- 4 Tennis Courts
- 5 Showground
- 6 Race Course

- Existing Open Space
- Potential Future Open Space
- Potential New Residential Land

- ..... Town Boundary
- Existing Primary Vehicular traffic
- Pedestrian Link Opportunities
- Bicycle Link Opportunities
- Existing Gas Pipeline
- Proposed Heritage Protection Zone



## LONGFORD

Concept for Community & Council Consultation - April 2011







## LONGFORD

Concept for Community & Council Consultation - April 2011





transport infrastructure | community infrastructure | industrial infrastructure | climate change



**pitt&sherry**

Canberra  
1<sup>st</sup> Floor  
20 Franklin Street  
PO Box 4442  
Manuka ACT 2603  
T: (02) 6295 2100  
F: (02) 6260 6555

Devonport  
1<sup>st</sup> Floor  
35 Oldaker Street  
PO Box 836  
Devonport Tasmania 7310  
T: (03) 6424 1641  
F: (03) 6424 9215

Hobart  
GF, 199 Macquarie Street  
GPO Box 94  
Hobart Tasmania 7001  
T: (03) 6210 1400  
F: (03) 6223 1299

Hobart Building Surveying  
199 Macquarie Street  
T: (03) 6210 1476  
F: (03) 6223 7017

Launceston  
4<sup>th</sup> Floor  
113 - 115 Cimitiere Street  
PO Box 1409  
Launceston Tasmania 7250  
T: (03) 6323 1900  
F: (03) 6334 4651

Melbourne  
Level 1, HWT Tower  
40 City Road, Southbank VIC 3006  
PO Box 259  
South Melbourne Victoria 3205  
T: (03) 9682 5290  
F: (03) 9682 5292

sustainable*thinking*<sup>®</sup>

E: [info@pittsh.com.au](mailto:info@pittsh.com.au)  
[www.pittsh.com.au](http://www.pittsh.com.au)

incorporated as  
Pitt and Sherry (Operations) Pty Ltd  
ABN 67 140 184 309



TASMANIAN AWARDS FOR  
ENVIRONMENTAL EXCELLENCE

Winner - Tasmanian Large  
Business Sustainability  
Award 2011

