



Longford Expansion Strategy

Mat Clark

September 2023

Summary



1

Project Aims

- Understand existing constraints and opportunity for expansion of Longford
- Resolve current issues
- Provide a medium to long-term planning strategy for Longford

2

Key Issues

- Maintenance of Agricultural Land
- Attenuation Areas – Austral Brickworks
Longford Waste Depot
Racecourse
- Natural Hazards – Flood & Bushfire
- Multiple Land Owners
- Costs of Infrastructure Servicing

3

Strategic Framework

- Moderate residential land supply
- Provide planning strategy for Longford's future growth
- Relatively un-constrained land
- Staging of Growth



Key Questions

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Growth options for Longford: increase density in existing areas or expand into new areas?

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How to plan for growth that includes the Austral Brickworks and the Council Waste depot and their associated attenuation areas? How to plan for scenarios where these uses change in the long term?

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If the area south of Weston Street is developed for residential uses, should the area include some commercial and community services or should these uses be located in the current centre of the town?

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Should the growth area look and feel like the existing Longford township, especially in the design of public spaces?

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What recreation opportunities are needed within the growth area for the benefit of the whole town?

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Should development occur around the racecourse and what should it look like?

Site Location & Background

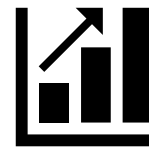
Longford – a **key population centre** in the Northern Midlands Local Government Area

Demographic Conditions

- Approximately **4,268** Longford residents (increase of 405 people over the 2016 – 2023 period)
- Population growth in Longford of **1.9% per year** currently
- Aging population with a median age of **47 years** (Tasmanian median age of 42)
- Unemployment rate of **5.4%** with **majority employed full time** (Tasmania unemployment rate 5.9%)

Economic Conditions

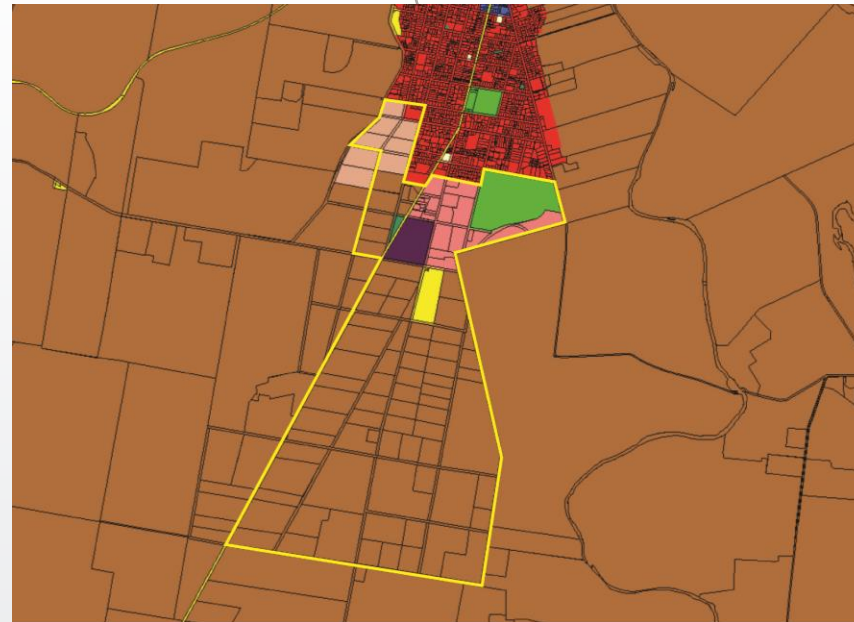
- **Key industries** Farming, Meat Processing, Aged Care Residential Services, Hospitals
- **Industries in decline** Wholesale Trade, Public Administration and Accommodation, Food Services



Longford



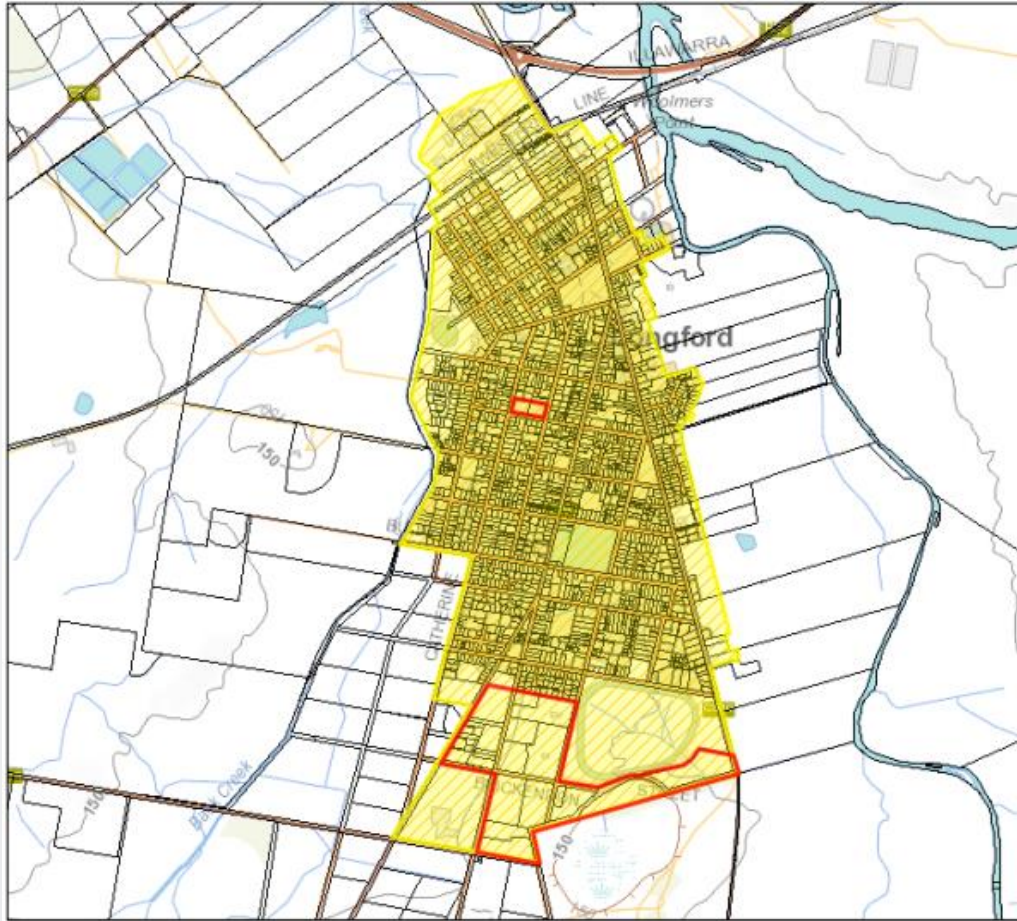
Existing Zoning and Land Supply



- General Residential
- Low Density Residential
- Agriculture
- Rural
- General Industrial
- Utilities
- Open Space
- Recreation

Longford Development Plan
2012

Existing Zoning and Land Supply



Longford Specific Area Plan

	Regional Activity Centre Category (NRTLUS 2018)	Residential Target Density (dwelling per hectare)	Indicative vacant land (ha) from the List and land identified for rezoning		Indicative Lot Yield based on Target density (2018 NRTLUS)		Indicative Lot Yield based on minimum lot size in Zone (Tasmanian Planning Scheme)	
			General Residential	Low Density Residential	General Residential	Low Density Residential	General Residential (600m ²)	Low Density Residential (1,500m ²)
Campbell Town	District Service Centre (NB1)	Up to 25	38	37	950	925	506	247
Longford	District Service Centre (NB1)	Up to 25	18	9	450	225	240	60
Perth	District Service Centre (NB2)	N/A	77	0	1925	0	1026	0
Evandale	Local or Minor Centre (NB2)	N/A	17	0	255	0	226	0
Cressy	Local or Minor Centre (NB3)	N/A	11	7	165	35	146	47
Ross	Local or Minor Centre (NB2)	N/A	33	0	495	0	440	0

Attenuation Areas

Existing non-residential uses:

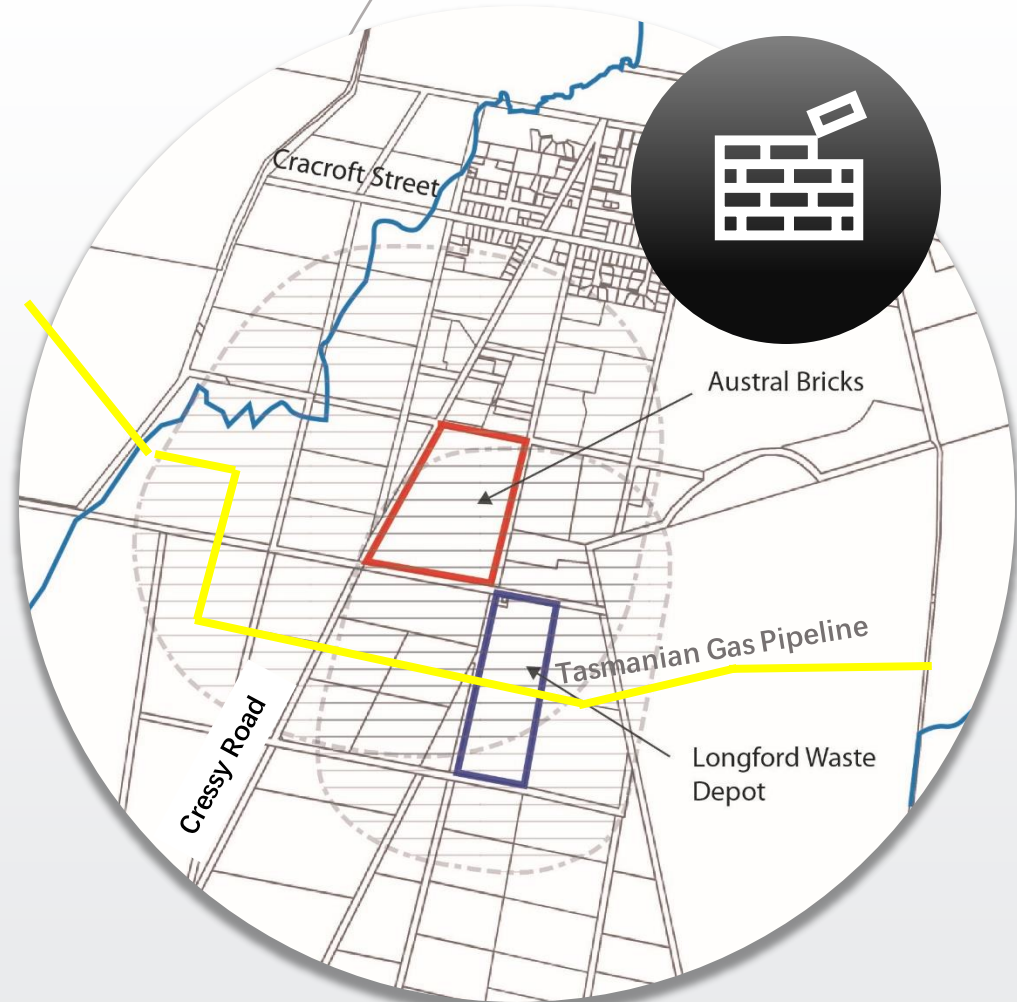
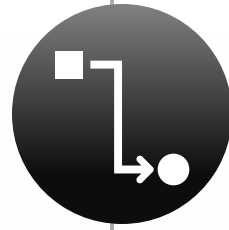
- Austral Bricks (500m)
- Council Waste Depot (150m)
- Tasmanian Gas Pipeline (offset only)
- Horse Stables (500m)

Potential issues:

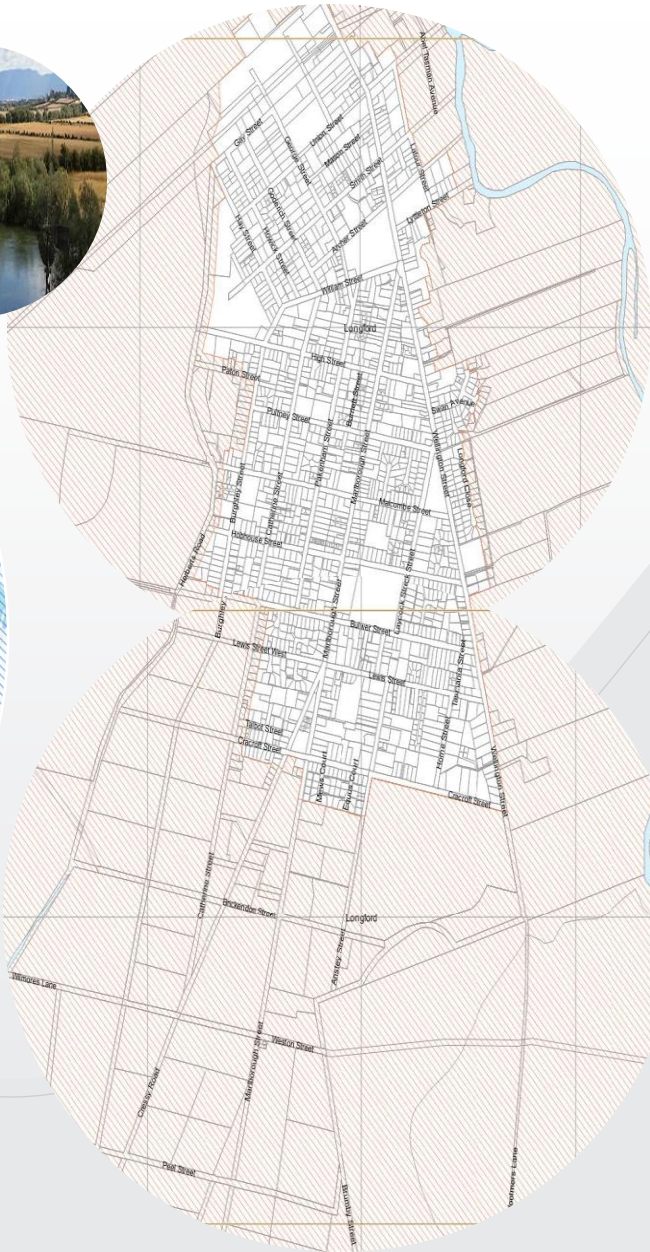
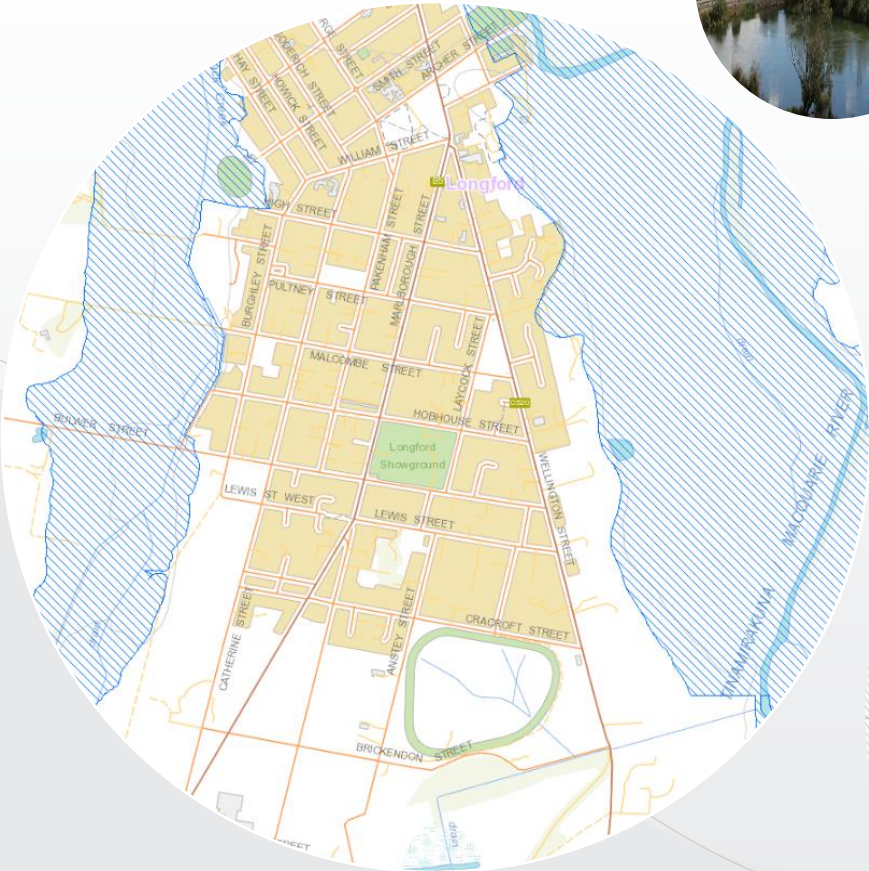
Dust

Noise

Odour



Natural Hazards

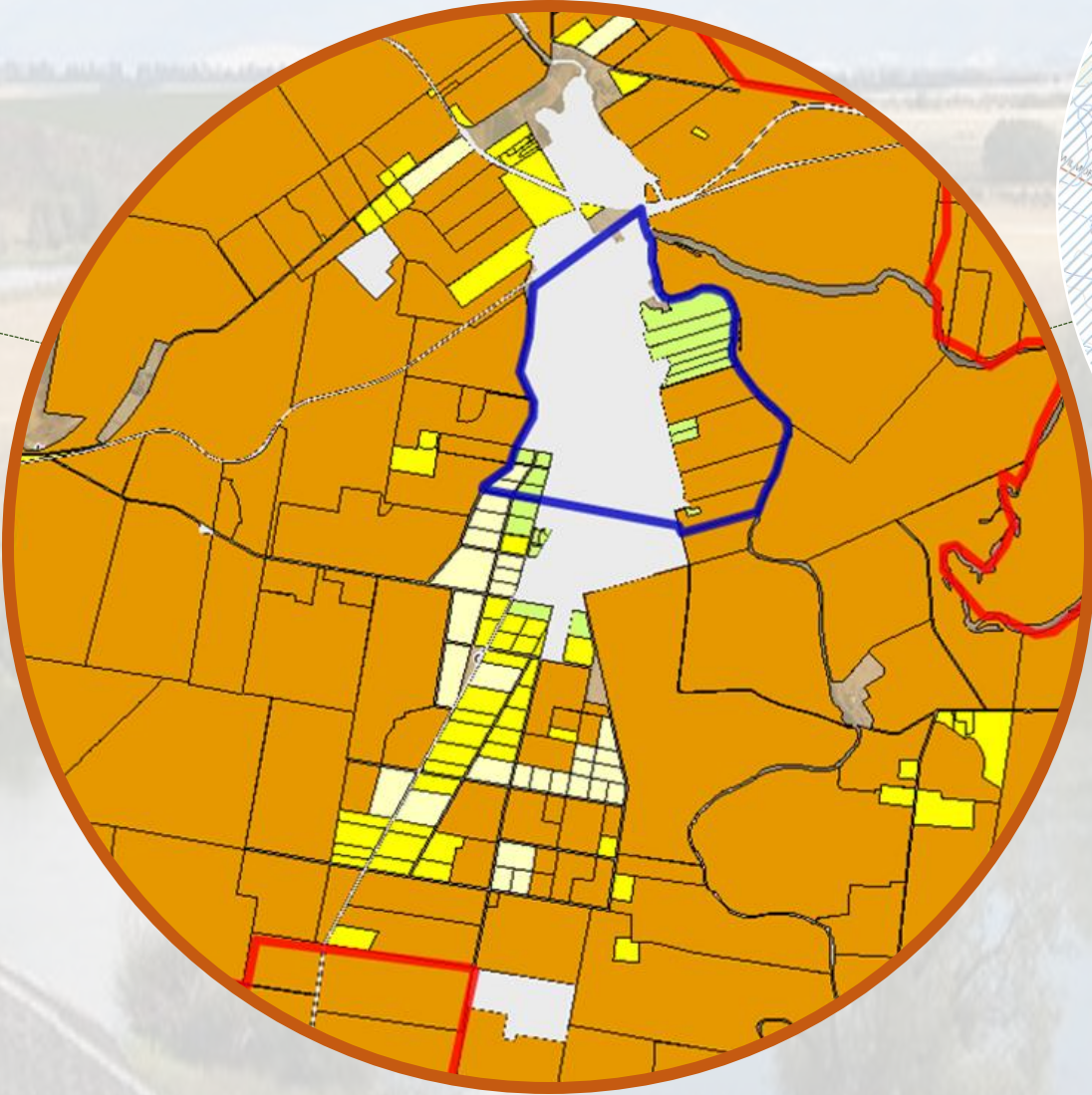


Flood Risk



Bushfire Risk

Agricultural Potential





Activity - Constraints

Sticky Dot Vote

Early Thoughts



1

Layout

- A central wide street on the Marlborough Street alignment with wide pedestrian/equestrian areas to connect to the town centre and racecourse.
- A core of typical residential scale development surrounded by decreasing Low Density and Rural Living areas
- Maintain Cressy Road with a rural visual feel

2

Open Space

- A central large open space area
- Open space with screening adjacent to the brickworks
- A 50m wide perimeter open space for walking and riding
- Large street trees to provide shading

3

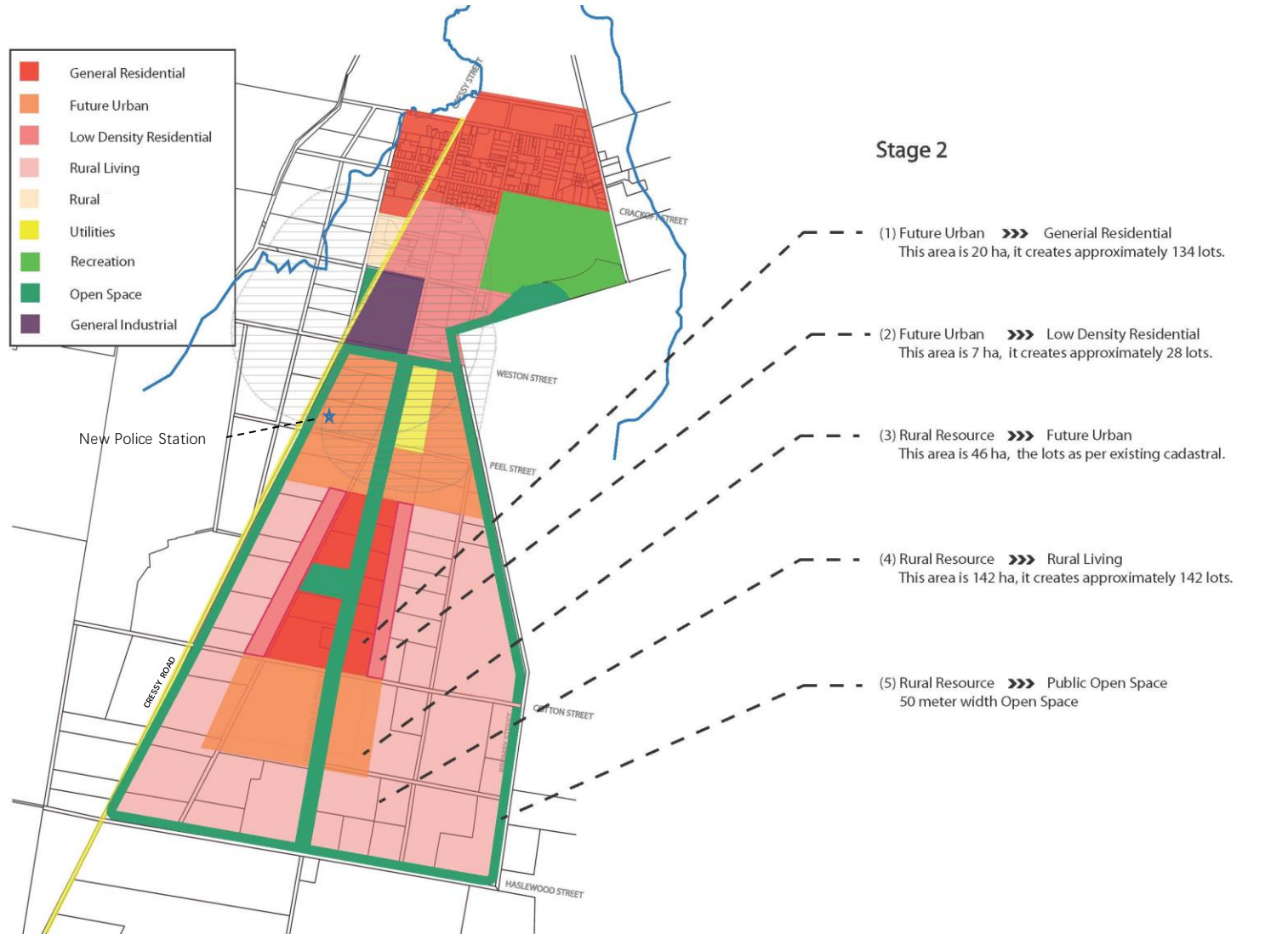
Staging

- Utilise land in existing urban areas first.
- Bring services to the development area to facilitate initial stage of development.
- Stage from north to south assuming the Brickworks and Waste Transfer Station remain
- Establish any commercial/social services early

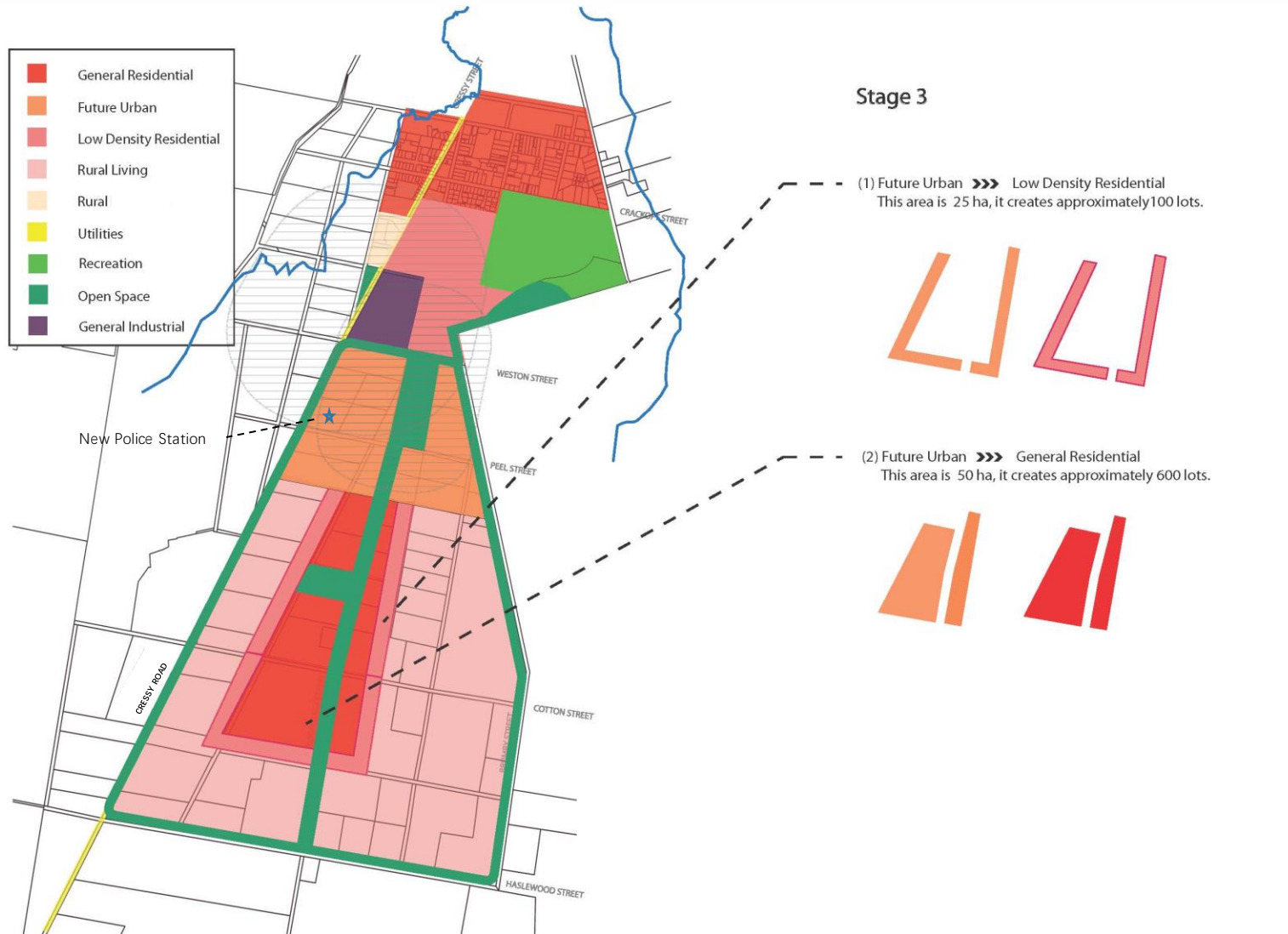
Longford Expansion: Planning Stage 1



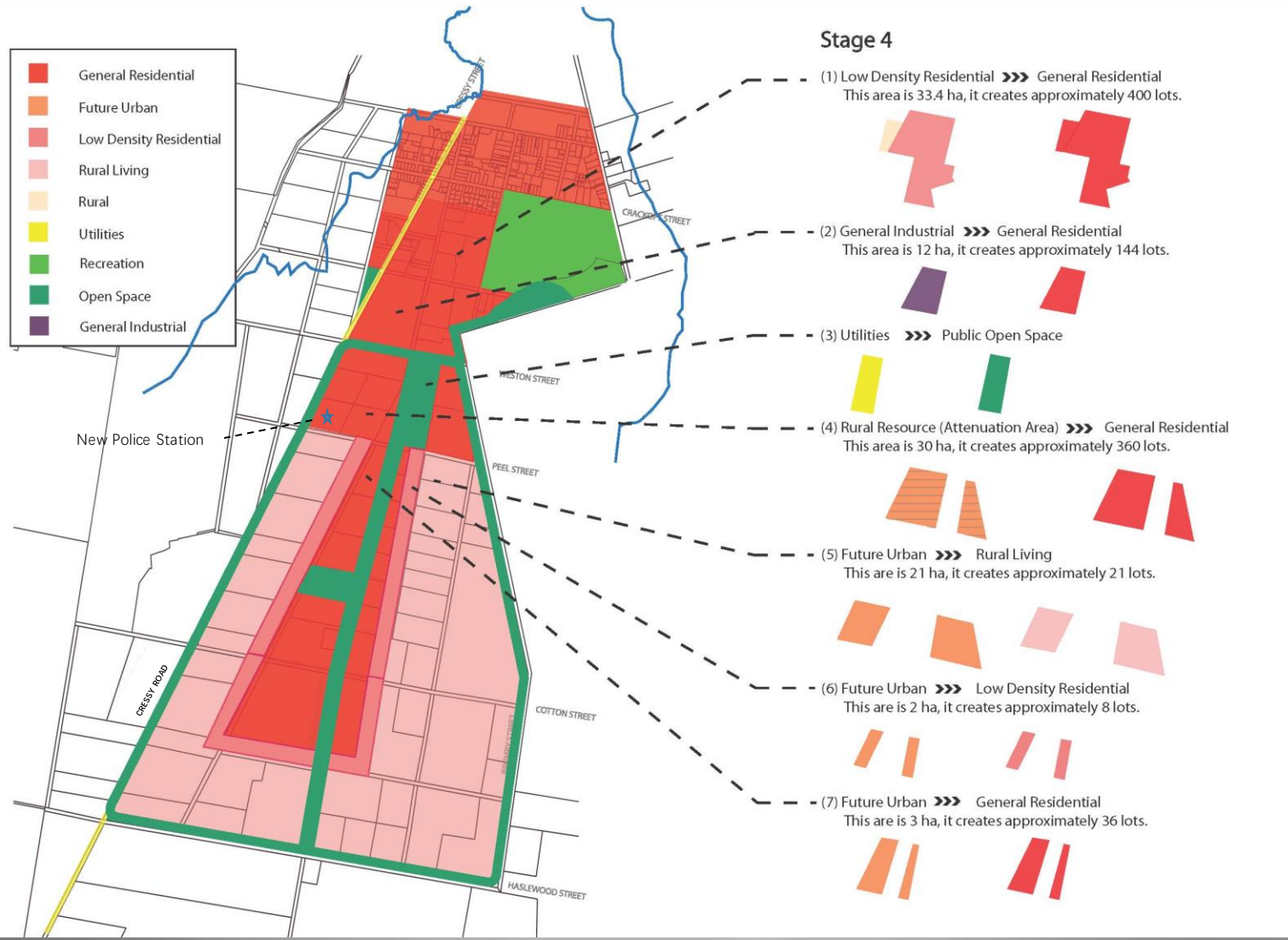
Longford Expansion: Planning Stage 2



Longford Expansion: Planning Stage 3



Longford Expansion: Planning Stage 4



Longford Expansion: Planning Stage 4 - Option 1



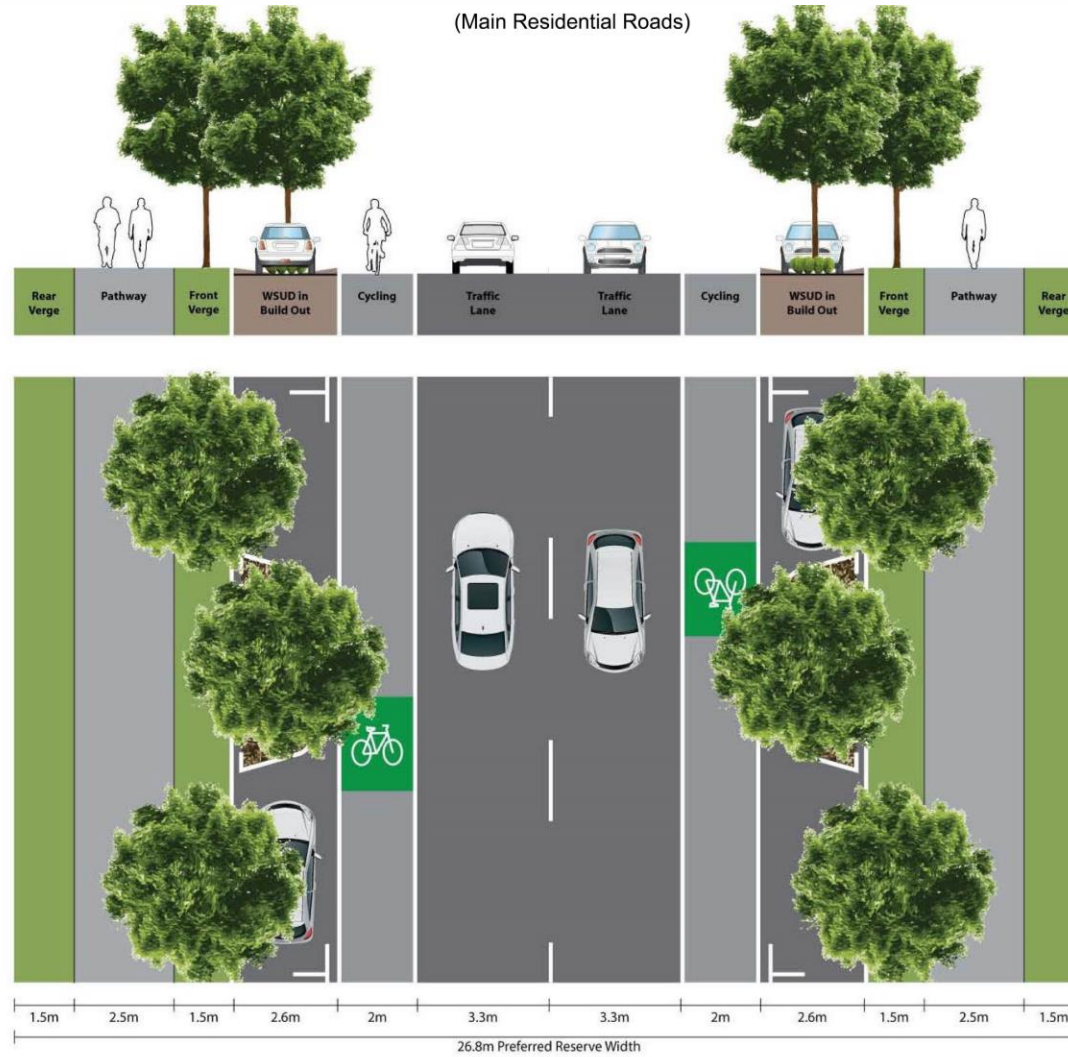
Potential Road Designs – Arterial Roads

(Cressy Road)



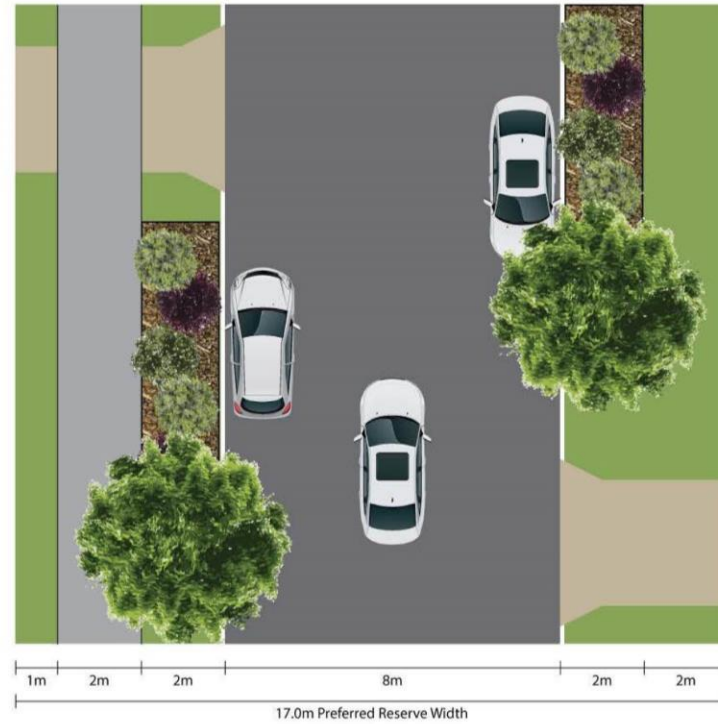
Potential Road Designs – Access Roads

(Main Residential Roads)



Potential Road Designs – Local Collector Roads

(Typical Residential Streets)





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Answering Key Questions

Post-it Comments



Final Questions and Discussion

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