

Executive Summary

What is the purpose of the Strategy?

The Bridport Future Planning and Development Strategy provides a planning and economic framework and strategy to address current and future environmental, social and economic needs within the town, while also defining a vision to allow Bridport's full potential to be achieved.

What work has been undertaken to prepare the Strategy?

Preparation of the strategy has involved several stages of consultation and has included information days, focus groups and public displays. A review of background material relating to Bridport has also been undertaken, as well as numerous site inspections and detailed economic appraisal of key infrastructure projects. A principal element of the Strategy has been identifying opportunities with the community to revitalise the township.

What are the key issues for Bridport today?

Key issues for Bridport include:

- ▶ Improvement of the town in both a functional and aesthetic sense is required;
- ▶ The town's natural assets must be protected;
- ▶ Traffic management and pedestrian safety issues need to be addressed;
- ▶ Civil infrastructure issues need to be addressed for future growth of the town and projected increases in the local tourist sector; and
- ▶ Further direction for future economic growth of the town is required.

What is the Vision for Bridport?

A long term vision for Bridport has been devised as result of the site analysis and community input:

Bridport will be a unique coastal town where:

Its unique environmental and landscape values are celebrated

Natural resource endowments yield optimum economic, tourism and community benefits

The needs of a diverse population are met

Community values are recognised to preserve lifestyle and cultural wellbeing

Building forms and public spaces contribute to the town's character

Recreational and cultural activities are available for all

Defining the Vision

The following themes, strategies and opportunities have been identified to achieve the vision:

Landscape and the Environment

Objective: Preserve valuable natural features to enhance the landscape amenity of the area.

▶ Preserve Bridport's landscape values.

Ensure protection of skyline and landscape values through the Planning Scheme.

Increase public awareness of the landscape, its significance and history through interpretation.

Further develop the walking trail around Bridport and establish lookouts at key locations.

▶ Protect and enhance fragile coastal ecosystems.

Existing native vegetation to be retained and protected with improved foreshore weed management.

Develop re-vegetation programs with local volunteer/school groups along Goftons Beach.

▶ Enhance linkages along the foreshore.

Formalise existing trails through dunes to protect sensitive vegetation on Goftons Beach.

Consolidate and rationalise the paths leading from the caravan and camping park to the foreshore and increase the quality of these links.

Incorporate an interpretive signage system relating to pre and post European history (tramline easements), cultural and environmental values and linking to other trails in Bridport (such as the Wildflower Walk) and beyond (such as the Trail of the Tin Dragon).

▶ Promote sustainable water management.

Consider removal of beachfront outfalls to enhance habitat protection and improve foreshore amenity.

Encourage water recycling, residential tanks and innovative use of water resources.

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Traffic and Pedestrians

Objective: Improve traffic management to increase safety, amenity and accessibility.

► Promote pedestrian priority by urban design improvements such as paving, traffic calming, wider footpaths and upgrading of furniture.

Install tactile paving at crossing points and DDA compliant ramp access where applicable in the streetscape, with particular consideration for older people.

Establish raised pedestrian crossings at key areas on Main Street, adjacent the RSL, pub, Henry Street intersection and CWA, to provide safe crossings and calm traffic.

Improve public safety by restricting access by pedestrians and vehicles to Trent Water channel edge.

► Link key features and sites within Bridport coastal woodland/sand flat/ recreational zones.

Install 3m wide shared bicycle/pedestrian compacted gravel path along dune edge to link coastal facilities and services.

Extend current walking trail to top of quarry reserve, forming a loop with wildflower and foreshore trails.

► Rationalise both on and off street car parking.

Reconfigure parking along Main Street to allow footpath to be widened to minimum 3 metres to cater for outdoor dining. Provide overflow carpark adjacent to Tourist Information Centre on Main Street.

Provide disabled parking spaces along Main Street.

Upgrade boat ramp access carpark.

Improve parking availability by formalising car park layouts behind commercial areas on Henry Street and off Main Street.

Provide improved pavement and better signage from Main St to Goftons Beach.

Formalise car parking at Goftons Beach to encourage use of this beach by day-trippers, rather than other less accessible beaches.

► Road upgrading.

Unsealed roads in the Bridport township should be progressively sealed, with appropriate drainage and pedestrian access. Priority roads include Westwood Street.

► Limit heavy truck movements through the centre of Bridport.

Develop a western access road to provide a shorter freight access to Launceston/other centres.

Infrastructure Provision

Objective: Ensure new developments take place with due consideration for infrastructure capacity.

► Ensure sewerage, water and stormwater meets current demand in a sustainable manner.

Establish water supply surety and address water quality issues;

Sewerage - Assess existing pumping station capacities and adequacy for catering for emergency storage. Take steps to improve the performance of the existing sewage treatment plant;

Control future development so that it can be satisfactorily served by water supply, sewerage, stormwater, power supply and telecommunications.

Rationalise kerb and roadside drainage treatments that respond to road hierarchy to promote cohesion in the streetscape

► Endeavor to increase the capacity of infrastructure as development demand intensifies into the future.

Ensure proposed new developments will result in sustainable expansion of existing services.

Ensure new developments contribute to the cost of service provision.

Built Environment

Objective: Promote quality buildings, streetscapes and public spaces that support the desired character for Bridport

► Enhance sense of arrival to Bridport.

Develop structures to better define entry to township on the approach road from the east and creating a consistency in paving materials, street furniture and tree plantings along Main Street.

Develop a themed signage regime to begin at the entrance to Bridport.

► Maintain local village character.

Ensure future development is low key and in keeping with the local village character and reinforce local distinctiveness.

Maintain low density and building heights to protect significant viewfields to Anderson Bay.

Consider built form as a way to visually strengthen the Main Street commercial centre.

Encourage the use of local materials with low embodied energy in new built form.

► Visually strengthen the Main Street commercial centre.

Undertake renovations to the built form of the Community Centre to improve the visual and physical relationship to the surrounding landscape. This could include a new façade to the existing building, incorporation of indoor/outdoor spaces (courtyard, lanai, deck).

Develop a unified façade treatment to buildings along the Main Street commercial centre, with a varying setback to create smaller, protected spaces. Encourage continuous awnings to provide all weather protection as well as visual cohesion to individually disparate buildings.

Create a continuous Main Street built edge by encouraging the development of vacant blocks.

Instill a unified design approach and material selection, which draws from the built form of the community centre for smaller structures in the landscape such as an interpretive shelter, viewing platform, picnic shelters and boardwalks.

Establish underground electrical infrastructure.

Future Growth and Land Use

Objective: Allow for future residential infill development that maintains town character and for expansion in defined areas to ensure optimal use is made of valuable land within Bridport.

► Allow for sustainable infill residential redevelopment.

Allow for future residential growth as infrastructure issues are addressed.

Promote infill development within the town boundaries.

Consider future residential development in cleared areas behind the town.

Consider relocation of the sports oval to the approaches to Bridport to allow for future residential development/tourist accommodation development on the current site.

Intensify residential development east of the bridge in the long term, ensuring that future residential development along Bridport Main Road maintains the rural character and ensuring that the viability of the light industrial area is retained.

► Use of Waterfront Properties

Consider future relocation of fire and police station to allow for tourist/commercial based developments that take full advantage of coastal location.

Support enhancement of the Community Club as a major community facility.

► Industrial Areas

Maintain existing industrial land east of the bridge and ensure interface for future residential development is managed.

Ensure interface between future residential development and airstrip activities is managed.

Western Access

Develop future western access and associated infrastructure when application is made to Council, subject to required assessments.

Provision of Cemetery

Carry out study to determine potential location for a cemetery at Bridport.

Recreation and Open Spaces

Objective: Ensure the continued enjoyment of recreational and open space areas with improved connectivity and access for all users.

Increase the role of the Village Green as a community hub.

Improve the layout of the existing Village Green to encourage events such as markets, festivals & outdoor performances.

Install three timber picnic shelters on northern side of Village Green.

Install large timber deck/viewing area to frame Village Green and provide location for gatherings and integrated seating for outdoor performances, interpretation shelter/panels and DDA compliant ramp access to Village Green.

Reorientation of Community Hall to address village green and water views.

Install new surface treatment to create a distinct recreation hub out of the disparate elements adjacent to the Tourist Information centre that includes tennis courts, playground and pavilion and connect to Village Green.

Improve safety and connections between recreational facilities.

Enhance access linkages between tennis courts, playgrounds and skate facilities.

Improve shared pedestrian/cycle linkages along the foreshore between facilities and services.

Redesign and relocate skate facility to increase level of supervision and exposure.

Consider relocation of the small playground on Bentley Street to a safer location, which is further from the roadway.

Consider the long term viability of the football ground, particularly in regard to drainage.

Consider work required to address drainage issues.

Consider option to relocate the sports oval to the entrance to the town to

allow for future residential/tourist accommodation development.

Allow for improvement to existing facilities and establishment of additional recreational facilities.

Existing junior playground to be expanded and establishment of rubber softfall surface.

If considered viable, improve facilities at the football ground, in particular rationalising parking, developing better pedestrian connections between facilities and improving picnic and playground areas.

Wellness Centre.

Establishment of a wellness centre to provide indoor recreation activities, particularly to encourage winter tourism.

Commercial Development

Objective: Encourage new developments that revitalise the commercial hub and address community needs.

Promote the existing commercial area as the retail 'hub' of Bridport

Ensure development at ground level in commercial area is used for commercial purposes in line with the character of Bridport.

Consider potential future re-use of buildings currently used for non-commercial purposes in the commercial area of Bridport.

Plan for the future commercial activities of Bridport, as both residential population and tourism trends grow.

Additional retail/commercial space for new business and services.

Promote pedestrian amenity and safety in commercial area.

Install traffic calming infrastructure in commercial area.

Increase available carparking with emphasis on off street parking lots to rear of existing buildings.

Foster links between existing tourism activities and commercial area.

Consider ways to attract golf players from the Barnbougle Dunes Golf Links into Bridport to stay and browse.

Develop specific promotional material for Bridport. New businesses to be attracted to Bridport will include cafes and restaurants that could have a synergistic relationship with local fishing industry. Art and craft galleries and other leisure based retail are further opportunities that reflect local coastal theme. Local produce could be show-cased.

Reinforce and enhance existing maritime character of Bridport.

Build upon the fish farm concept by encouraging commercial enterprises

such as seafood takeaway, cafes, outdoor dining, fishing tours etc in the precinct.

Consider opportunity to establish an iconic architectural landmark building for new 'high end' seafood restaurant within the maritime precinct.

Identify and establish cooler season activities to support commercial activities during these months.

Consider opportunity for Community hall to be redeveloped to include commercial as well as community facilities. Potential uses could include recreation, well-being (such as hydrotherapy pool), education, community and dining/retail, to complement the existing library and Internet access facilities.

Consider potential for local market space to be integrated with new Community Hall development and front the Village Green for increased exposure.

Consider potential to establish a section of the community centre as an indoor sports centre to serve the local and visiting population, particularly in the cooler months.

Tourism Industry

Objective: Promote and enhance Bridport's unique attractions and ensure new tourism ventures have a positive impact on the local community.

Strengthen connections between Barnbougle Golf Links and Bridport village.

Consider ways to attract golf players from the Barnbougle Dunes Golf Links into Bridport and to stay and browse through facilitating working groups with tourist operators and other business operators in the town.

Create new tourism activities within the local area with strong links to Bridport village.

Consider tourism activity opportunities during the cooler months, such as indoor health/fitness themed packages and local history/genealogy research workshops.

Consider opportunity for Community hall to be redeveloped to include commercial as well as community facilities. Including uses such as education, community and dining/retail, to compliment the existing library and Internet access facilities.

Caravan Park.

Reduce footprint of caravan park to allow restoration of foreshore values.

Improve standard of facilities within the park, with additional funding for capital works.

Include defined public access routes to the beach, better amenities and a reduced site area to improve management.

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Action Plan

An Action Plan has been prepared summarising the major infrastructure projects and institutional components proposed as part of this Strategy. It provides an indicative cost and timing for implementation.

A: Major Infrastructure Components				
Project Identification	Indicative Cost (Excluding GST)	Agency Involvement	Priority	Timing & Potential Funding Sources
1. Water Supply Upgrading (pipeline from Scottsdale)	\$5,850,000	Dorset Council DPIW DOTARS EH/DAFF Foundation for Rural & Regional Renewal	Urgent	Requires immediate submission to DOTARS Regional Partnerships Program. Community Water Grants Program (call for funding proposal expected early in 2007), administered by DEH/DAFF. Immediate request to Pratt Water Grants funded through FRRR.
2. Sewerage Plant Upgrading	\$3,650,000	Dorset Council DTAE DOTARS DEH/DAFF	Urgent	Requires immediate submission to DOTARS Regional Partnerships Program Community Water Grants Program (call for funding proposal expected early in 2007), administered by DEH/DAFF
3. Western Road Access to Bridport	\$4,500,000	Dorset Council DIER AusLink - DOTARS	High	Project Preparation prior to 2008/09 AusLink proposal presentation by May 2008 (funded through DOTARS)
4. Wellness Centre	\$3,500,000	Dorset Council DOTARS DED (Sport and Recreation Tasmania) AusIndustry Northern Tasmanian Development	High	Seek funding from DOTARS Regional Partnerships Program by March 2007 Seek funding from DED (SRT) Facilities Grant programs in 2007/2008 round Seek funding support from the Australian Tourism Development Program (AusIndustry) prior to May 2007 Form a working group with NTD and TT to discuss tourism strategies and branding by December 2006

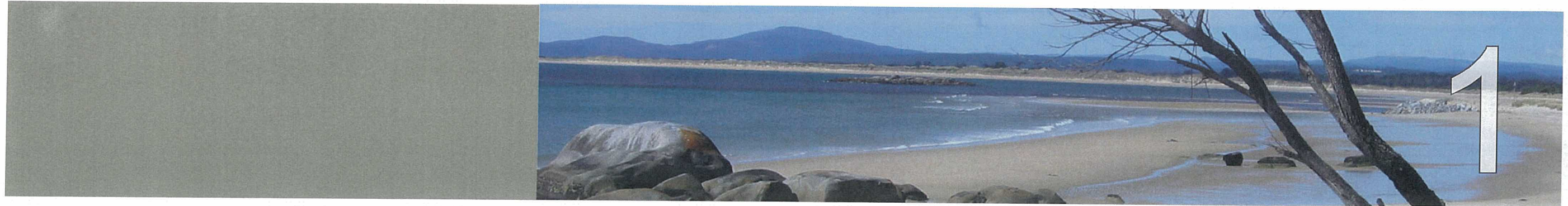
B: Minor Infrastructure Components

<i>Project Identification</i>	<i>Indicative Cost (Excluding GST)</i>	<i>Agency Involvement</i>	<i>Priority</i>	<i>Timing & Potential Funding Sources</i>
5. Village Green and Shopping Strip Redevelopment	\$450,000	Dorset Council LGO, DPAC AusIndustry Northern Tasmanian Development	High	Seek immediate funding through Main Street Makeover Program, Local Government Office, DPAC proposal by 29 September 2006. Seek funding support from the Australian Tourism Development Program (AusIndustry) prior to May 2007 Form a working group with NTD and TT to discuss tourism strategies and branding by December 2006.
6. Caravan Park Upgrading	\$350,000	Dorset Council AusIndustry Foundation for Rural and Regional Renewal	High	Could be financed by State borrowing. Seek funding support from the Australian Tourism Development Program (AusIndustry) prior to May 2007. Seek funding through FRRR Grants for Small Rural Communities Program.
7. Community Centre Redevelopment	\$800,000 – \$1,200,000	Dorset Council	Medium Term	Funding status would depend on action for Wellness/Hydrotherapy Centre.
8. Signage Upgrading	\$50,000 - \$60,000	Dorset Council Foundation for Rural and Regional Renewal	Medium Term (within 2 years)	Internal funding after redevelopment of Bridport's town centre. Seek funding through FRRR Grants for Small Rural Communities Program by March 2008.
9. Bridport Airport Upgrading	\$1,200,000 – \$1,500,000	Dorset Council DED	Medium Term (within 3 years)	Seek support through DOTARS Regional Partnerships Program by May 2009. Seek State infrastructure funding by May 2009
10. Planning and design of upgrade walking and cycling paths between key locations, including the Wildflower Walk	\$250,000	Dorset Council Parks and Wildlife Service Tasmanian Landcare Association	Medium (Within 3 years)	Obtain support for connection with PWS managed land. Seek funding from Tasmanian Landcare Fund. Seek funding from DPIW (Living Environment Program)

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C: Institutional Components

<i>Project Identification</i>	<i>Agency Involvement</i>	<i>Priority</i>	<i>Timing & Potential Funding Sources</i>
1. Promote infill development for future residential development and prepare planning scheme amendment for changes to Residential A zoning	Dorset Council	High	Adopt policy for future growth strategy and prepare Amendment by December 2006
2. Promote a Working Group within Bridport to develop a Tourism Strategy (focusing on 'Brand Image' and Promotional themes)	Dorset Council Tourism Tasmania Northern Tasmanian Development	High	Begin discussions after formulation by December 2006 (form the Group to allow for observations of tourism activity in 2006/07 summer period)
3. Permit low density residential lots to the east of Bridport	Dorset Council	High	Adopt policy for long term extension of infrastructure and future growth by December 2006
4. Retail activity should be centred on the existing shopping precinct	Dorset Council	Medium	Adopt policy by December 2006
5. Bridport's existing marine industries and light industrial activity requires further support	Dorset Council	Medium	Adopt policy by December 2006



Introduction



Figure 1: The old pier is an icon for Bridport

1.1 Why has this Strategy been prepared?

Bridport has a long history as a seaside holiday destination, and is growing in popularity as a place to reside on a more permanent basis. The town has many assets that contribute to its popularity, in particular its attractive coastal setting and small town character.

With an increase in the permanent population of Bridport, its desirability as a holiday destination and the interest the town is attracting from developers, Bridport is at a critical period in its development. Pressure for development and growth is building while conversely a desire to maintain the traditional qualities of the town is being promoted. This has resulted in the need to provide greater direction in planning for Bridport's future over the next 25 years.

The Bridport Future Planning and Development Strategy has been prepared to assist in guiding future commercial and residential development and to address current and future community needs. Key investment proposals for infrastructure have been developed. The Strategy will also assist in ensuring that urban design solutions and use of public open space reflect a common vision for the town. The plan addresses current and future environmental, social and economic needs within Bridport and its surrounds over the next 25 years and will be used to supplement Council's planning and strategic documents.

In summary, the Strategy covers areas of urban design, economic development, infrastructure investment analysis, traffic management, residential growth, heritage and environmental values, landscape design, and public use of open space. In order to establish an agreed direction for planning in the area, comprehensive community consultation has been undertaken to engage the local community and ensure that they have ownership of the Strategy.

1.2 The Study Area

The Dorset municipality has a land area of approximately 3,223 square kilometres and has a population of over 7,500. Dorset is adjacent to the local government areas of Break O'Day to the East and South, George Town to the West and Launceston to the South West. Scottsdale is the largest town within Dorset, having a population of 1,922, and is situated about 70 kilometres from Launceston and 20 kilometres from Bridport.

The remaining Dorset population is distributed across a number of small towns throughout the Municipality, including the coastal towns of Musselroe Bay, Tomahawk and Bridport. More remote and sparsely populated settlements include Cape Portland, Gladstone, Pioneer and Herrick to the northeast.

This Planning Strategy is focused on the township of Bridport and land along the coast from Little Forester River, to the west of Bridport, through to the Great Forester River to the east and within 4km of the coastline, as shown in Figure 2. A Street Map is shown as Figure 5. Bridport has a resident population of approximately 1,500 people, however, this grows to over 6,000 during summer and school holidays. It is situated about 50 km northeast from Launceston. Within the next 20 years, it is expected that Bridport's total population will reach 3,500.

1.3 What characterises Bridport today?

Bridport is valued by locals and visitors alike for its breathtaking coastline and natural setting. Like many Tasmanian coastal towns, Bridport has been a popular holiday destination since the early 1900s. The value of the town as a holiday destination continues, and it is still characterised by a mix of shack style dwellings and newer holiday homes. The number of permanent residential dwellings has increased substantially over the past decade, largely as a result of the number of people choosing to live permanently in the seaside town.

Economic activity in the area includes commercial fishing, boat construction, agriculture, golf courses as well as various tourist accommodation facilities and services. Bridport comprises a relatively small commercial hub that is centred on Main Street. There are also a small number of light industrial businesses.

The town offers various recreational opportunities largely associated with the coast and foreshore. Such activities include boating, swimming, sailing, windsurfing, dining, walking and use of public facilities including the various BBQ areas, children's playground, tennis courts and skate park.

1.4 What are the key issues affecting Bridport?

The fundamental character of Bridport is well established and is highly valued by the community, yet the area is in need of improvement, both in an aesthetic and functional sense. In particular, improved traffic management will enhance

traffic and pedestrian safety, equity of access and general amenity in the town. Improvements in other infrastructure including water supply, storm water and sewerage will greatly enhance the amenity for residents and visitors and will allow for further expansion of the town. Economic development can be enhanced by stronger definition of the commercial hub to be the catalyst for a rejuvenation of commercial activity. It is therefore the ultimate aim of this Strategy to not only identify future opportunities for the sustainable long term development of the town, but also to improve on and complement the existing assets in the shorter term.

There has been considerable investment in Bridport over recent years, especially in the residential sector and to a lesser extent the holiday accommodation market, which has put pressure on Council infrastructure. Furthermore, statistics show that while there has been relatively steady growth in the permanent population since 1971, there are significant peak periods during holiday periods and on weekends. Retirement living continues to dominate the housing sector, although there are major elements of under-utilised housing in winter months.

The world-class links golf course 'Barnbougle' has seen a major boost in tourism in the region, and this is expected to continue with the possible addition of a second world class golf course in the vicinity. Barnbougle is supported by direct air access. It is a premier attraction with world wide and Australian appeal which will underpin significant development in Bridport.

The number of retirees moving to live permanently in Bridport is expected to increase with the ageing population, and the prospect of a Pulp Mill located in the Tamar Valley only 35 minutes by car from Bridport will further boost the attractiveness of the town for permanent living.

There is increasing pressure on Council to make decisions about the provision of new infrastructure, the merits or otherwise of significant new developments, and fielding numerous enquiries about how future growth in Bridport will be controlled - all in the absence of any recent analysis and articulation of a preferred vision for Bridport. A revision of the strategies for use and development contained in the Dorset Sustainable Development Strategy is considered to be overdue.

As well as increasing pressure on Council's infrastructure, growth in the area could also greatly influence the nature and character of the village and its surrounds.

These issues have necessitated the development of this Strategy to outline measures to ensure that the existing character of the area is maintained,



Figure 2: The Bridport study area

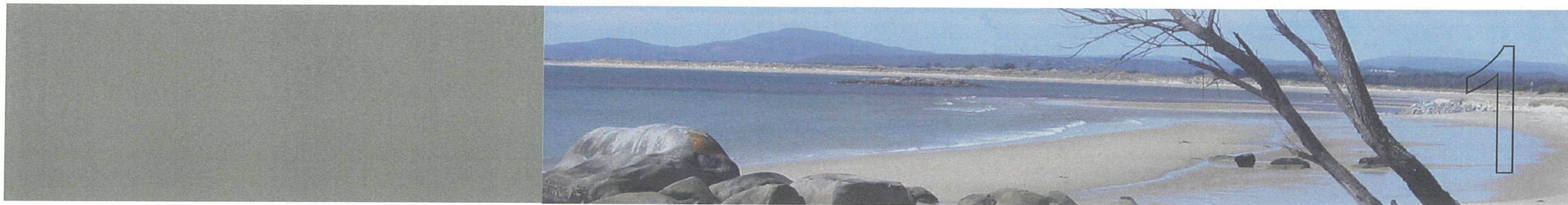


Figure 3: The natural beauty of the Brid River



Figure 4: The village green and retail precinct can become the focal point for Bridport's cultural activity

while not unduly restricting potential for new businesses and economic development. How to provide for additional retirement opportunities and tourism attractiveness represents a unique development challenge.

1.5 What are the aims and objectives of the Strategy?

The main aim of the Bridport Future Planning and Development Strategy is to develop a planning framework to address current and future environmental, social and economic needs within the town, and allow for the potential of Bridport to be reached both in a design sense and an economic sense. The following objectives have been developed to assist in achieving the aim of the Strategy:

- ▶ Determine a vision for Bridport that is supported by the community and Council;
- ▶ Assist in the sustainable development of Bridport;
- ▶ Maintain the desired nature and character of the town;
- ▶ Complement the values held by the community; and
- ▶ Strengthen the image of Bridport as a tourist destination and an appealing place to reside more permanently.

These objectives will be supported by a number of tasks. These include:

- ▶ Assess community aspirations for recreational facilities, open space, urban design and future development;
- ▶ Plan and establish priorities for public works within areas of publicly owned land;
- ▶ Provide for the longer term population growth over 20 years, of an additional 1500-2000 residents;
- ▶ Provide for attractive and appropriate landscaping within the area;
- ▶ Identify ways to foster economic and social vitality that will enhance local atmosphere;
- ▶ Address traffic management issues and car parking provision and enabling safer pedestrian access for all;
- ▶ Plan for changing communities and population structure; and
- ▶ Identify ways to further the intents of Planning Scheme Resource Units within Bridport.

1.6 How will the Strategy be implemented?

The Bridport Future Planning and Development Strategy contains numerous conceptual designs and proposes a range of capital works projects that will assist in achieving the long term vision for the town. Council is committed to ongoing consultation between stakeholders in Bridport before works begin and accordingly, Council will consider establishing a working group to assist in the ongoing implementation of the Strategy.

There is also a clear intention developed through the Strategy that it will be implemented in a coordinated manner with State and Commonwealth governments, including gaining access to funding programs outside Council's normal resources. State and Federal government support for key infrastructure funding will need to be sought and gained.

The implementation of the recommendations and concepts included in this Strategy will depend on the level of funding and resources available to Council. It is noted that in order to implement most concepts, formal design plans, and planning and building approvals will be required.

1.7 Acknowledgements

Many organisations, community groups and individuals have assisted in the preparation of this Strategy. For all those who gave assistance, advice or information, GHD is very grateful.

While it is not possible to mention them all here, the following groups or individuals provided substantial assistance, and many others are noted in the Focus Group Meeting notes in Appendix A.

- ▶ Councillors and staff of Dorset Council
- ▶ Department of Economic Development
- ▶ Bridport Innovations
- ▶ Bridport Community Club
- ▶ Representatives of FEWCHA Youth Group

1.8 Qualifications

Given the 25 year timeframe for this Strategy, guiding principles and opportunities have been identified for land in both public and private ownership. No principle or strategy will be implemented without consideration given to appropriate approvals processes, private owners or the public.

Several conceptual designs and capital works projects have been identified in this document that will assist in achieving the long-term vision for Bridport. Most of the works will require formal design drawings and will need to go through the planning and building application process.

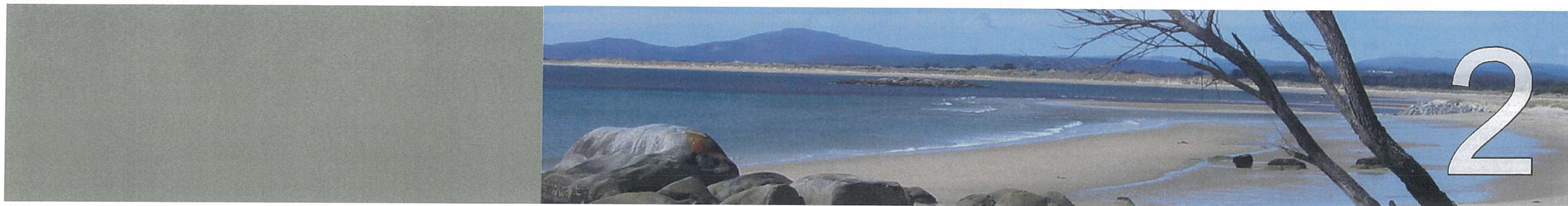
While concepts and works have been identified as either short, medium or long term goals, this is a guide only and implementation will depend on the availability of resources and funding.

1.9 Costings

Any preliminary cost estimates presented throughout this report have been developed for the purposes of identifying priorities and may be used for preliminary budgeting. They are not to be used for any other purpose. The scope and quality of the works has not been fully defined and therefore the estimates are not warranted by GHD. These estimates are typically developed based on cost curves, budget quotes for some equipment items, extrapolation of recent similar project pricing and GHD experience. The accuracy of the estimates is not expected to be better than about $\pm 30\%$ for the items described in this report. A functional design is recommended for budget setting purposes.



Figure 5: Bridport Street Map



Development of the Strategy

An integrated approach has been taken in the development of the Strategy in order to bring all elements of Bridport's future direction into a cohesive framework. In particular consultation has shown the diversity of views across the community and the need to be aware of these opinions in forming the Strategy.

While a Steering Committee was established by Dorset Council to maintain an overview of progress during the preparation of the Strategy, it was made clear that Council did not want to pre-empt the findings or place undue influence on the recommendations that have been made.

The following outlines the method employed to develop the Strategy. A summary of the key points is provided in *Box 1* at the end of this section.

2.1 Document Review

A review of relevant documentation was undertaken at the onset of the project. In particular, relevant documentation held by Council was reviewed in relation to past planning, heritage and environmental issues, as well as a range of documentation that relates to regional strategic and planning strategies. The documentation review was important in forming the vision for Bridport, as well as for providing support to the outcomes of the Strategy.

2.2 Detailed Site Analysis

The detailed site analysis was informed by community consultation and assisted in the formation of an initial vision and strategy for Bridport.

Aspects assessed in the site analysis included:

- ▶ Existing land use and zoning and potential changes;
- ▶ Streetscape issues - existing values and potential improvements;
- ▶ Urban design issues-building styles, public spaces, key features;
- ▶ Traffic impact and transport need-safety, parking provision, pedestrian and non-vehicle road uses;
- ▶ Tourism and recreation demand, including forecast demand for tourism;
- ▶ Infrastructure issues - water, sewerage, power, communications, roads, port facilities;

- ▶ The foreshore area – identifying development opportunities without destroying the natural values; and
- ▶ Overall constraints and opportunities.

2.3 Community and Stakeholder Consultation

Extensive community and key stakeholder consultation took place throughout the preparation of the Strategy. This process was considered as crucial to the development of the Strategy and as such, GHD remained flexible to community and stakeholder issues and opinions.

2.3.1 Information Day

GHD held the first Public Information Day for community and stakeholder input in September 2005 at the Bridport Pavilion. The event was advertised through local papers.

No concepts or development options were defined for the Information Day because GHD's main aim was to obtain the opinions, ideas and concepts of local community members and stakeholders without attempting to pre-empt topics for discussion.

GHD provided response forms consisting of questions and a map to assist respondents in conveying their ideas. The first round of consultation resulted in over 70 submissions to GHD, as well as numerous telephone conversations with local people.

The response form can be seen in *Appendix A*.

2.3.2 Issues Paper

The major issues raised by community members and stakeholders were considered, along with all other submissions to GHD and the detailed site analysis, as part of preparing an Issues Paper. This Issues Paper was widely distributed throughout the township in November 2005 and was made available on the Dorset Council and GHD websites.

2.3.3 Focus Group Meetings

Four Focus Group meetings were conducted by GHD in January 2006. The Focus Groups involved people meeting in small groups to discuss their ideas and concerns about Bridport in a highly interactive environment. The Focus Group meetings were divided into the following categories:

- Land Managers — Council, Government, major sporting bodies and statutory land managers;
- Business/Commercial — business, commercial owners and operators; and
- Residential/Community Interests (Two Groups) — local residents and community organisations.

At each Focus Group Meeting, participants were asked to use their local knowledge to comment on the matters identified in the Issues Paper. In addition, people were asked to comment on a series of Opportunities Maps displayed at the meetings that highlighted a range of specific opportunities that were identified from community consultation and GHD's site analysis. There was a high participation rate for all the Focus Group meetings with over 80 people attending.

2.4 Traffic, Access and Parking Assessment

The following tasks comprised the basis of the traffic management assessments:

- Assessment of the existing road and traffic infrastructure in terms of road safety performance, capacity and suitability;
- Assessment of pedestrian infrastructure in terms of suitability, safety and accessibility;
- Identification of long term trends in traffic and transport of relevance to the area; and
- On the basis of the above findings, provide a strategy for upgrading road traffic and pedestrian infrastructure.

2.5 Infrastructure Review

An assessment of basic infrastructure, including roads, sewer, stormwater, water supply, power supply and telecommunications was undertaken based on the following tasks:

- Assessment of existing sewerage infrastructure, capacity and compliance with environmental discharge requirements;
- Assessment of community assets;
- Assessment of existing water supply infrastructure, capacity and evaluation of supply limitations;
- Assessment of existing stormwater infrastructure;
- Discussion with Aurora and Telstra technical staff to determine the condition and capacities of the respective authorities' infrastructure; and
- On the basis of long-term development scenarios based on population trends consider a strategy for staged upgrading of water and wastewater systems.

2.6 Economic Analysis

A detailed assessment of Bridport's commercial, retail and tourism economy was undertaken. In particular, the key natural and social assets of Bridport were considered in terms of new business opportunities to be established in the town.

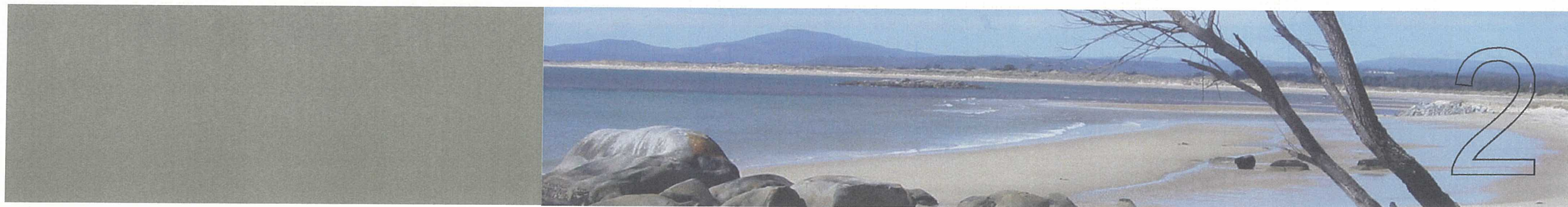
Bridport's key infrastructure needs in terms of road access, health facilities, water supply and sewerage upgrading have been addressed by the development of separate outline business cases. Conventional cost-benefit analysis (CBA) techniques have been used over 10-20 year time periods. The use of discounted cash flow (DCF) techniques are central to the completion of the economic viability assessments of the key infrastructure project investment concepts, which have been identified to-date.

For this Strategy, the economic assessment is at the pre-feasibility stage only, with cost estimates at the $\pm 30\%$ level. Specific cost components have not been identified. The costs will be 'indicative' of what could be anticipated from similar project investments elsewhere in Tasmania, and in mainland states.

The economic benefits have been identified in terms of likely socio-economic demand conditions and forecast tourism growth over a 10-20 year time horizon. A range of socio-demographic and economic scenarios or 'what-ifs' have been developed for the individual project Business Cases. These scenarios reflect the possible range and scale of future population and economic developments for Bridport, incorporating what the Strategic Vision for Bridport could (and should) be. These scenarios are discussed in the context of Bridport's tourism growth.



Figure 6: Road safety is a key issue for Main Street



Box 1: How has the Strategy been prepared?

- ▶ *There has been a high degree of community and stakeholder consultation to support the preparation of the Strategy.*
- ▶ *A wide range of research, site investigations and economic/financial analyses have been undertaken to obtain a comprehensive picture of the Bridport township and its community.*
- ▶ *A key element of the Strategy has been examining opportunities for new streetscape and urban design solutions that will revitalise the township.*
- ▶ *Business case investment studies have been completed for the major infrastructure investment proposals.*
- ▶ *Implementation measures have been prepared to help make the Strategy recommendations a reality.*

2.7 Land use and Zoning Assessment

A critical element of the Strategy is defining future areas for growth in and around the township as well as reviewing the current zoning provisions within Bridport. This was achieved through the following:

- ▶ Review of existing land use activity and zoning provisions;
- ▶ Assessment of future demand for industrial, commercial, residential and recreational facilities and services; and
- ▶ Make recommendations for future land use.

2.8 Building Design and Streetscape Opportunities

Opportunities for enhancement of Bridport were considered through the following tasks:

- ▶ Identification of themes and characteristics;
- ▶ Identification of existing deficiencies in commercial and social services;
- ▶ Selection of key sites;
- ▶ Preparation of concept design plans; and
- ▶ Integration of design philosophy into the overall Strategy.

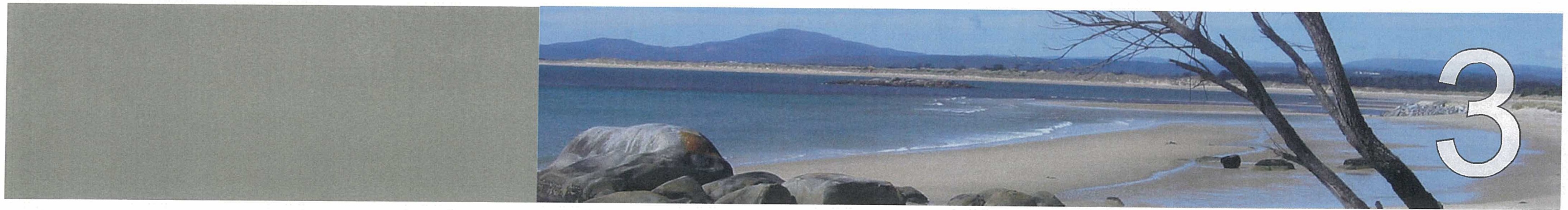
2.9 Implementation Measures

In order for the Strategy to achieve its aims, a number of specific theme sheets have been devised which describe the strategies and specific opportunities identified through this report and the timeframe for implementation. The key infrastructure elements and institutional components that will have a fundamental impact on Bridport's future growth and development have been summarised in an Action Plan.

2.10 Preparation of the Strategy Report

This report has been prepared based upon the findings and outcomes derived from the above elements. It has been reviewed by the Steering Committee and Dorset Council prior to being placed on public display for 4 weeks to gain comments from the broader community.

The report will be amended following the public consultation and a final version issued to Council for formal approval.



The Planning Context

This Strategy has been developed with consideration of the Dorset Planning Scheme 1996, Council's Strategic and Operational Plans, State Legislation and Policies, and various Council and other related reports. The key documents are outlined below.

It should be noted that where possible, this Strategy builds upon the work carried out before and/or reinforces key actions that have been recommended in the past.

A summary of the key findings is provided in Box 2 at the end of this section.

3.1 Dorset Planning Scheme 1996

The Dorset Planning Scheme 1996 sets out the requirements for use and development of land in the Dorset Municipality.

The township of Bridport comprises a variety of different zoning under the Planning Scheme. The predominant zoning in the Bridport Township is Residential. The coastal region and larger areas of land surrounding the golf course is zoned Public Purposes-Reserved. Land behind the township is largely zoned Public Purposes and Mixed Rural (see Figure 7). There are also smaller pockets of land zoned as follows:

- ▶ Commercial- A number of parcels fronting Main Street and Bentley Street comprising the business district of Bridport;
- ▶ Light Industry- A small section of land at the mouth of the Brid River and along Waterhouse Road;
- ▶ Mixed Rural- Larger land parcels defining the eastern boundary of the township; and
- ▶ Rural Coasts and Rivers- Large area adjacent to the Barnboughe golf course to the east.

The Planning Scheme outlines an overall strategic direction for Bridport, which has been drawn from a background strategic document entitled "Our Sustainable Future-Dorset Sustainable Development Strategy" (GHD, 1996). In particular, it is stated under Clause 10.1 of the Scheme that: "Bridport is an attractive holiday destination, a dormitory town and a fishing port". It is also noted that it has a "... Higher urban growth rate than Scottsdale primarily due to its natural attractions and coastal amenity. However, the gradual decline of the fishing industry as a major employer has both economic and social

impacts for the future of the township".

The Dorset Planning Scheme also provides reference to the Brid Resource Management Area and establishes the standards for use and development within the Area; these standards are:

- i) *Recognise Bridport as a holiday tourist resort and dormitory centre whilst protecting its essential character. In doing so, the Council must give regard to the specific objectives for the settlement.*
- ii) *Maintain the visual landscape of the Sideling Range and Bridport back ridge by avoiding unsympathetic development or other visually intrusive uses on prominent ridge lines, hilltops or other sensitive landscapes.*
- iii) *Ensure all new use and development within the urban areas of Scottsdale and Bridport can be satisfactorily serviced with drainage, stormwater and sewerage infrastructure encouraging "BATNEEC" standards to ensure the maintenance and improvement of catchment surface and ground water quality.*
- iv) *Encourage cooperation with adjoining Councils where any use or development may fall within the range of the Resource Management Area yet fall outside the Dorset Planning Area.*
- v) *Ensure that all land use or development within the Management Area does not detrimentally affect the long term physical integrity or bio-diversity capabilities of the Granite Point Coastal Reserve or the Brid River Reserve.*
- vi) *Recognise the importance of maintaining a substantial natural stock of native vegetation with particular reference to the Tall and Wet forests of the high country.*
- vii) *Avoid use and development that reduces the capability of land identified as being used, or potentiality being used, for intensive agriculture.*
- viii) *Recognise that the strategic management objectives for this stretch of coastline is for coastal protection purposes in accordance with the Dorset, Break O'Day and Spring Bay/Glamorgan Marine and Coastal Management Strategy and State Coastal Policy.*

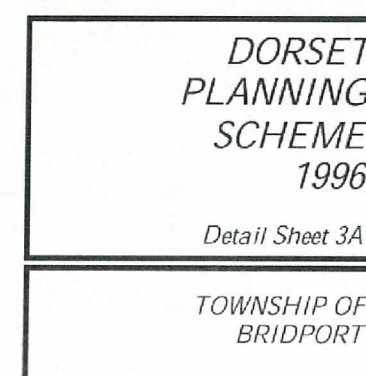
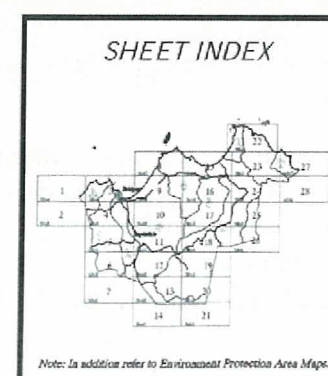
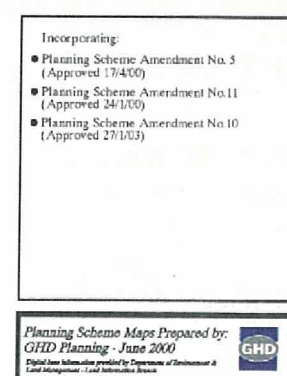
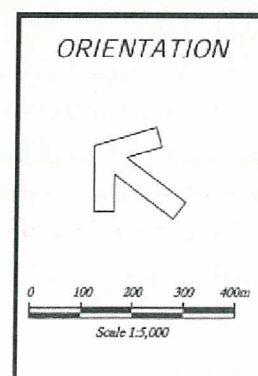
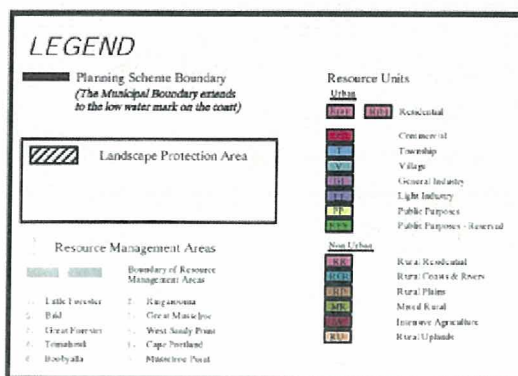
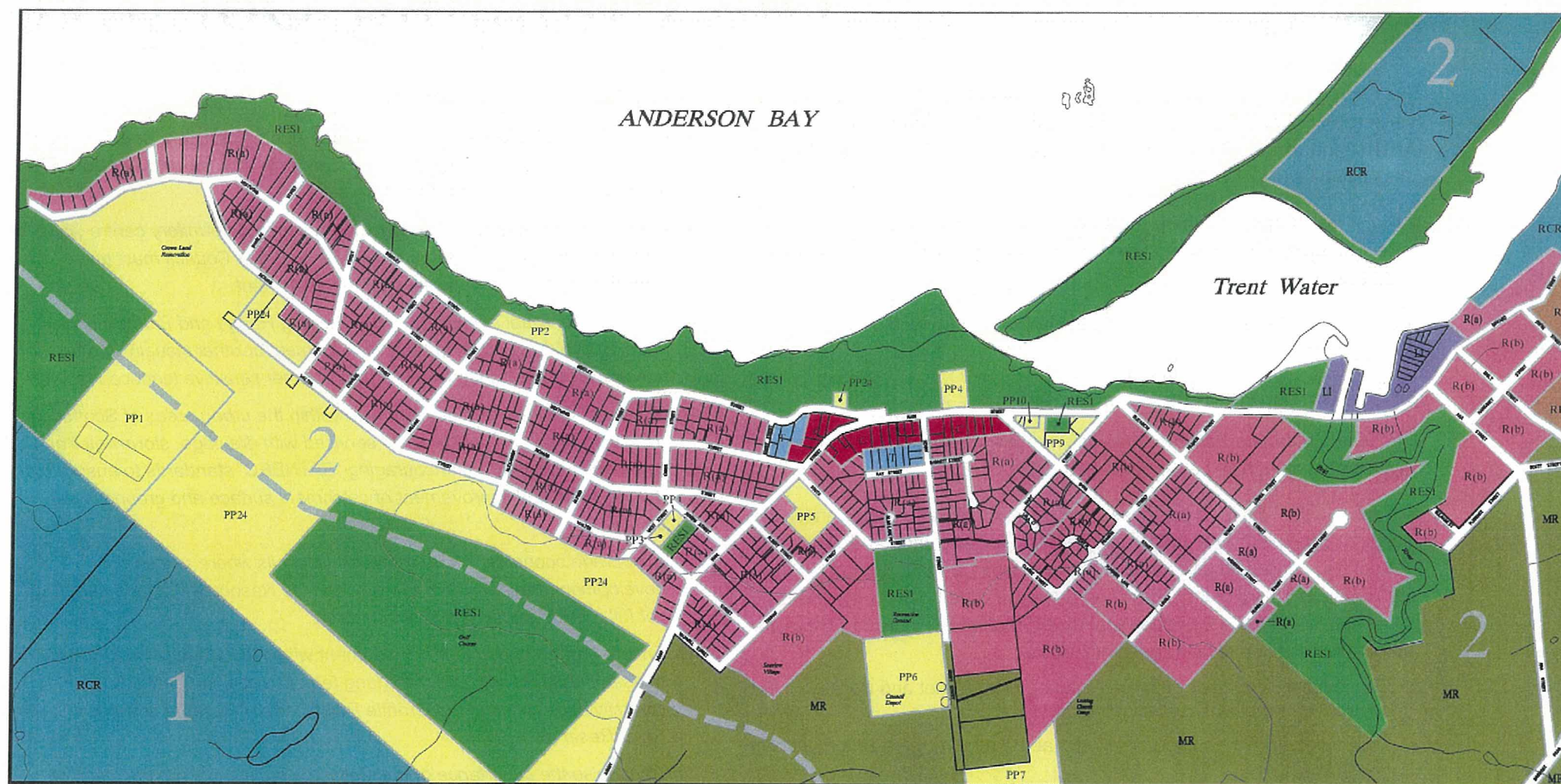


Figure 7: Dorset Planning Scheme

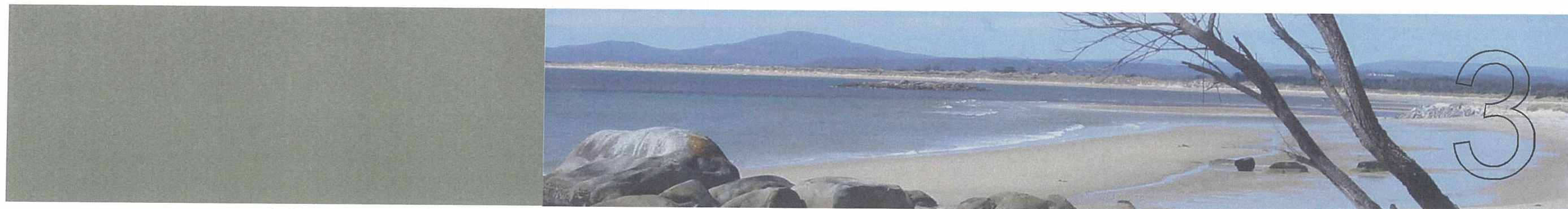


Table 1 State Legislation & Policy

Instrument	Description
<i>Land Use Planning and Approvals Act 1993</i>	The central act within Tasmania's Resource Management Planning System, with the goal of achieving sustainable development of natural and physical resources
<i>Environmental Management and Pollution Control Act 1994</i>	The primary environmental protection legislation in Tasmania, with the aim to minimise environmental harm and pollution.
<i>Threatened Species Protection Act 1995</i>	For the protection of threatened flora and fauna, with the objective to identify, classify and protect threatened flora and fauna species in Tasmania.
<i>Aboriginal Relics Act 1975</i>	Protects Aboriginal "relics" and "protected sites" in Tasmania. It is an offence to destroy, damage, deface, conceal or otherwise interfere with a relic.
<i>Historic Cultural Heritage Places Act, 1995</i>	Focussed on identifying, assessing and protecting areas or places of historical cultural heritage significance, while also making provision for the Tasmanian Heritage Council and the Tasmanian Heritage Register
<i>State Coastal Policy 1996 (under review)</i>	Primary objective to achieve the sustainable development of all coastal areas, that being State Waters and all land to a distance of 1 kilometre inland from the high water mark
<i>State Policy on Water Quality Management 1997</i>	Primary objective to achieve sustainable management of the state's surface and ground waters by protecting and enhancing their qualities while still allowing for sustainable development.
<i>State Policy on the Protection of Agricultural Land, 2000</i>	Provides a consistent framework for planning decisions involving agricultural land in Tasmania and ensure the continued productive capacity of the State's agricultural land resources. The Policy specifies a process for agricultural land classification and outlines some areas as "high quality" agricultural land

3.2 Dorset Council Strategic Plan 2005-2010

Council's Strategic Plan "*Dorset Council Strategic Plan 2005-2010*" outlines the vision, mission, guiding principles and objectives of Council. The vision outlined for Dorset is to: "*Create a vibrant community of natural living for today and tomorrow*". The vision highlights the importance of: "*Embodying the strength of creativity and energetic outlook... capturing Dorset's beautiful, natural environment and lifestyle... and sustainability*".

The mission outlined within the Plan is to "*Improve the quality of life of the people of Dorset through services based on the principles of quality, equity, value and responsiveness*". These principles have been central to the development of this Strategy Plan for the town of Bridport.

3.3 State Legislation and Policies

This Strategy for Bridport is consistent with the relevant State legislation and policies outlined in Table 1.

3.4 Previous Reports and Documentation

A number of relevant documents have been reviewed to support the development of this Strategy. The main findings relating to Bridport are summarised below.

3.4.1 Our Sustainable Future - Dorset Sustainable Development Strategy (GHD, 1996)

This document was developed in conjunction with the community and its purpose was to assist in ensuring Dorset's population achieve the sustainable future that they envision. Core issues covered in the document are: water quality, land use-sustainable land practices, natural environment and biodiversity, Dorset's community, community services and infrastructure, urban development; and Dorset's economy.

The document approaches these issues in their national, State and local context and numerous objectives and actions are outlined for each of these issues. In relation to Bridport in particular, the document outlines the role of the town in its regional context and proposes a number of objectives, which have been incorporated into the planning scheme. Some of these are summarised below:

- Enhance Bridport as a tourist destination, while protecting the essential

qualities of the town;

- Promote and support marine fisheries and aquaculture opportunities;
- Identify and implement suitable secondary/emergency access for Bridport;
- Improve the amenity and appearance of the town centre and create a unique character based on a quiet seaside village and fishing port;
- Integrate the planning and management of the town centre with the foreshore reserve to create a unique character;
- Maintain the natural vegetation and coastal qualities of Bridport; and
- Develop and maintain a unique coastal/fishing village quality by developing the built environment in harmony with the natural setting.

The overriding strategic statement and guide for further land use planning and community development within the municipality was defined by this study: "*The Dorset community determined through its Council to take control of its future and to define the qualities of the environment and lifestyle that it wishes to pass on to its children and how it will manage its affairs over the coming decades to achieve these goals*".

3.4.2 Bridport Foreshore Strategic Framework (GHD, 1996)

This report was compiled as an extension to the Dorset Sustainable Development Strategy and its purpose was to apply the stated objectives, intent and philosophy of sustainable development.

The document identifies Bridport's foreshore as both a natural and cultural asset to the local and wider community.

It was also considered that Bridport's most valuable scenic features and the economic importance of its tourism businesses are largely related to the coastal proximity and natural qualities of the foreshore region. It is therefore important to ensure these qualities are not compromised through future development. In this regard, a robust economy will be ensured if an approach to future development is taken in balance with environmental values.

The document reviews the environmental and landscape features of the foreshore area, policies and strategic issues relating to Bridport and the planning controls and examples of best practice foreshore land management. In summary, the issues highlighted include:

Infrastructure issues

- The foreshore has major issues relating to existing water and sewage infrastructure and disposal;

- ▮ Future development of the built environment must seek to be in harmony with the natural setting.

Bridport's Future

- ▮ Decline in the importance of fishing as an economic contributor;
- ▮ There has been an increase in the importance of tourism in recent years;
- ▮ The foreshore and coastal region is a strong driver of tourism appeal;
- ▮ The foreshore must maintain its natural integrity while providing for recreational pursuits.

Environmental Issues

- ▮ The local environment is characterised by a range of sensitive coastal ecosystems, including estuarine, river and open coastal zones;
- ▮ The highly tidal estuarine areas minimise the diversity of vegetation associated with regular exposure to the atmosphere;
- ▮ Bridport previously supported a wider and more profitable fishing industry. However, the industry now largely revolves around scallops and rock lobster.

Land Management

- ▮ The local district is dominated by Dry Sclerophyll forest and typical coastal vegetation;
- ▮ Bridport has a distinctive geological history;
- ▮ Many environmental problems are associated with usage pressures from recreation and are therefore manageable.

Strategic Issues

- ▮ There is a need to consider the impact of commercial uses on the foreshore including potential expansion of the Bridport Commercial Resource Unit;
- ▮ Residentially zoned land and future development must ensure landscape and foreshore qualities are protected;
- ▮ Industry Resource Unit in Bridport is largely contained within close proximity to the coastal region and therefore must ensure landscape and foreshore qualities are protected.

Issues Relating to the Caravan Park

- ▮ Bridport's foreshore caravan and camping grounds have numerous benefits, while also having several detracting features.
- ▮ Benefits of the park include: proximity to Launceston and Tamar Valley, easy access for residents and its natural beauty, proximity to services,

and a range of activities including fishing, swimming and sport.

- ▮ Concerns listed include: untidiness of the grounds and damaged trees, poor signage and uncontrolled access, limited pedestrian access and lack of facilities such as showers, kitchens and toilets, management issues relating to Crown land tenure and lack of finance, and car parking provisions and lack of implementation of past planning/management recommendations.
- ▮ Opportunities and initiatives outlined for the caravan and camping grounds include: tourism-gateway to the North East, increase the choice of camping areas, improved boating facilities, plantings of native shrubs, eradication of weeds, improve signposting, establishment of a successful booking system, develop interpretive foreshore trail, privatisation of caravan park/camping area and reclassification of areas for year round use, and identification of peak season use areas for day users to prevent feelings of intrusion on the traditional camping areas.

3.4.3 Bridport Entrance Beautification Plan and Foreshore Strategic Framework (Gootas, no date)

The Bridport Entrance Beautification Plan is an overall plan prepared for the entrance experience to Bridport from the junction with Bridport Main Road along Emily Street and Main Street to the junction with Emma Street. It incorporates a number of recommendations for public open space and private property frontages based on landscaping opportunities and highlights treatments for specific areas. Specific issues dealt with include:

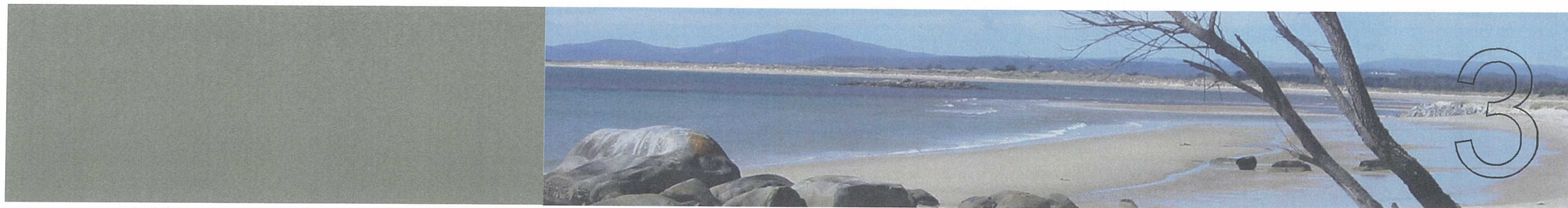
- ▮ Property access and parking;
- ▮ Property frontage, encroachment onto public areas and drainage;
- ▮ Fence heights and styles;
- ▮ Signage policy incorporating a hierarchical system that best presents Bridport "village by the sea"; and
- ▮ Significant trees.

3.4.4 Bridport Foreshore Management Plan – Bridport 2000 (RJ Graham & Assoc., 2000)

This plan specifically addresses management and resource use issues between Granite Point and Pier Point to north of the Bridport township. It provides an action program for better coordination between the Parks and Wildlife Service (PWS) as the formal land manager and Dorset Council/volunteer groups. The



Figure 8: The caravan park is very popular during the summer months



plan highlighted the following problems:

- Weed infestation near Granite Point and Mermaids Beach;
- Numerous informal tracks and carparks leading to high potential for vegetation disturbance and/or impact on Aboriginal heritage values; and
- Some areas had very high levels of visitor usage, particularly closer to the town.

Recommendations focussed on weed eradication, closure of tracks not needed for public access, rationalise carparking, better public interpretation, and close liaison with the Aboriginal Heritage office and PWS over future works.

3.4.5 Dorset Sport and Recreation Study (Pitt & Sherry, 2001)

This study provides a number of recommendations for future planning and management of sport and recreation facilities and activities within the municipality. It examines the existing and future sport and recreational needs of the community, undertakes an audit of Council owned and closely aligned facilities, and reviews the financial viability of various facilities. Selected recommendations with relevance to Bridport include:

- Master Plans should be prepared for recreation grounds including Bridport's in order to progressively upgrade the facilities to satisfy the needs of the community and meet regional competition requirements;
- There is substantial community demand for the provision of viable and defined open space in Dorset. A co-ordinated approach by Council, government and landholders for provision of walking trails, BBQ and picnic facilities, carparks and informal recreation could better provide for this rapidly growing segment of recreation;
- Development of a Youth Participation Strategy to address recreational facilities, programs and services that meet the special needs of young people;
- Many recreational facilities are poorly signposted (directionally) and often are not signposted at all. A Signs Program should be implemented to address these issues.

3.4.6 Brid-Forester Integrated Catchment Management Plan (Brid-Forester Integrated Catchment Group, 2001)

This Plan is a comprehensive examination of the existing natural, cultural and social environment of the catchments. It provides a detailed source of information for people living in the catchment area; details strategies, actions and objectives for sustainable integrated catchment resource management;

and a basis from which decision-making groups and agencies can undertake better management in the Brid-Forester catchment area.

While all the recommendations are catchment-wide and broad ranging in their scope, many have some relevance to the Bridport area, the most pertinent being:

Water Quality and Quantity

- Support and promote on-ground activities that improve water quality;
- Facilitate the protection of important wetlands;
- Ensure that water resources are equitably allocated and sufficient to meet community needs;
- Ensure adequate alternative water supplies exist in times of crisis;

Soil and Land Management

- Develop and implement best practice management for activities that impact on soil and riverbank erosion;
- Promote sustainable agriculture practices;
- Recognise the need for protected areas;
- Support and promote the ecologically sustainable management of waste in the catchment;

Ecosystem Management

- Promote and implement integrated weed management;
- Protection of threatened fauna, plant species and priority vegetation communities;

Cultural, Recreational and Landscape

- Promote understanding and respect for heritage values;
- Recognise that the fragile nature of the coastal areas necessitates protection from detrimental recreational activities;
- Ensure the protection of the landscape by restricting development or infrastructure placement and land clearing on priority skylines and viewshed areas;

3.4.7 Future Dorset (Campbell & Jones, 2001)

Future Dorset was a three-day future search conference looking at ways to influence strategic planning for the Dorset Municipality. The conference involved a reflection on past events, key personnel, global and local events and achievements that represented milestones and key turning points. This was followed by a brainstorming of issues. In short, key issues were identified

as being: economic development; sustainable communities; transport; natural resource management; tourism; learning and education; cultural development; youth; health services; older people; and population issues and access.

The forum concluded with the development of action plans for the municipality as a whole. All actions have an impact on Bridport to a greater or lesser extent, however the most pertinent for this Strategy included:

- Cultural development – build on local skills and passions;
- Health services and older people – provide more outreach services in rural areas;
- Economic development –develop greater value adding in the economy, improve retail services, develop ecotourism and niche attractions;
- Youth – increase recognition of needs, more youth events, increase work opportunities in the region;
- Transport and access – better tourist routes, implement NETAS priorities, increased funding;
- Population – increase by 10%, promote lifestyle and quality of life;
- Education and learning – more apprenticeships and vocational education and training, better integration of school facilities for community use;
- Natural resource management – form partnerships with community and industry; develop incentive schemes and funding;
- Tourism – increase awareness of value of tourism industry, develop information centres, link marketing with other regional initiatives; and
- Sustainable communities – develop coordinated approach to business plans and community development funding.

3.4.8 Bridport Pier Feasibility Study (Pitt and Sherry, 2001)

This report assesses the feasibility of establishing a new pier within Bridport in order to provide an additional tourist attraction and outlines the key characteristics of Bridport's tourism economy. In relation to the Bridport economy, it is noted that:

- The Tasmanian Visitor Survey revealed that in 1999/2000 the total market available in terms of visitors was approximately 41,000. Almost half of these visitors 19,000 simply passed through the town, they did not stop, nor did they spend any money.
- There is significant potential to increase the amount of financial gain received by the town through providing a reason to stop and spend money within the township for the large number of tourists who currently do not stop within the town.
- Nearby Scottsdale had a larger number of visitors, 83,800 during the

1999/2000 period and is located only 20 minutes from the township of Bridport. This represents a significant potential resource.

In relation to establishing a new pier in the town as a tourism drawcard, it is stated that:

- The most appropriate site for a new pier in Bridport is at the Channel Entrance;
- A recreational pier is potentially financially viable; and
- A pier as a structure on its own is unlikely to provide real economic and social benefits to Bridport. A pier that is integrally linked to associated ventures that provide long term committed financial support may be able to add value to the township of Bridport.

3.4.9 Tasmania Together (Government of Tasmania, 2001)

Tasmania Together outlines a 20-year social and economic plan for the State and was developed from a community consultation process. The plan comprises 24 goals and 212 benchmarks, which are grouped into the five major themes of Community, Culture, Democracy, Economy and Environment.

The influence of planning for settlements on people's wellbeing and quality of life is noted through Tasmania Together: "... *the urban environment is important because settlements are 'the environment' for their citizens and most people interact with the environment through an urban setting. The state of the urban environment influences the quality of life and the sense of place that people and visitors to the State appreciate*".

3.4.10 Bridport Foreshore Survey (Targett & Sullivan - Community Volunteers Australia, 2002)

This reports details the results of a face-face survey undertaken of 362 people - residents (57%) and visitors (43%). A major outcome of the survey was that people appreciated the Bridport foreshore for its existing mix of natural vegetation and recreational opportunities. Some 84% of all respondents indicated the social and recreational values of the foreshore were very important to them, as was the economic benefits. The position of the caravan park was highly valued.

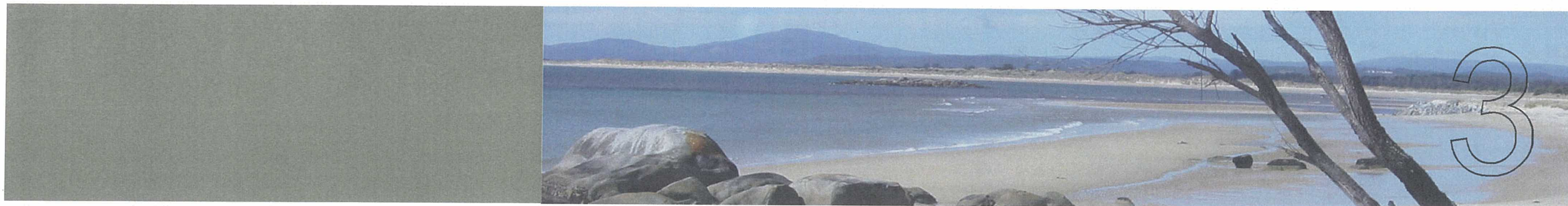


Figure 9: Gofton's Beach is generally underutilised

3.4.11 Bridport Wildflower Reserve Management Plan (Trawmana Environmental Consultants, 2002)

This plan aims to ensure that the biodiversity and cultural values of the reserve can be enjoyed by locals and visitors alike, through community participation and better coordination of stakeholder groups. Key issues discussed include:

- Protection of Aboriginal cultural heritage values and European heritage sites;
- Maintenance of native flora and fauna diversity, and monitor/remove introduced species;
- Preservation of the existing wetlands systems and maintain water quality;
- Provision of fire management recommendations to protect life and property and to preserve ecosystems;
- Access tracks should be kept to a minimum, and old routes rehabilitated; and
- Provide for increased interpretation and education opportunities, including low key facilities within the reserve.

3.4.12 Dorset Health Needs Study (Dorset Health Advisory Group, 2004)

This study was undertaken in order to review the North East Health Needs Study 1998, to add value to existing services and to identify areas where needs are not met within the municipality.

Two broad themes were identified by the community and by service providers, these were:

1. *The need for all age groups to have access to health, education and community services and environments that promote their health and prevent illness and injury wherever possible; and*
2. *The need for all people who experience illness and/or disability to have access to health, education and community services that resolve or manage their health needs and enable them to continue to live in their home or community wherever possible.*

Some main points made in the report were as follows:

- Consider the need for social/community activities for aging population – healthy aging initiatives, older persons living alone (particularly men), information regarding options and services.
- Address the accommodation and respite needs of young people with

disabilities.

- Ensure the community has access to the full range of aged care services (low, medium, high and transition care) in line with Australian Government funding programs and benchmarks.
- Opportunities for increased coordination of community transport should be explored.
- Dorset Council continues to work with the community to address road usage issues and the quality of roads.
- Dorset Council to consider the provision of community infrastructure facilities such as footpaths, walking and bike tracks, and building a community facility.

The report notes that there were some suggestions made about the possibility of stationing an ambulance at Bridport given the population, the number of older residents in the area and the capacity of an ambulance to respond more quickly to calls from Waterhouse and Tomahawk.

3.4.13 Bridport Foreshore Management Review (Dorset Council, 2004)

This review was conducted to consider the implementation of the 1996 Bridport Foreshore Strategic Framework, assess new issues and challenges that may have arisen particularly with the introduction of a contract manager for the caravan park, and identify an action plan and priorities for Council funding. A number of actions were considered including:

- Upgrade amenity blocks and signage within the caravan park;
- Develop an Environmental Management Plan;
- Fence along Bentley Street to control vehicle and pedestrian access;
- Change zoning of Old Pier Zone to discretionary;
- Improve waste management collections within the park;
- Provide for solid annexes at sites to encourage greater visitation out of high season; and
- Long term goals – have one access only for public recreation at Goftons/ Eastman Beach and have one access only to caravan park.

3.4.14 Draft Northern Natural Resource Management Strategy (NRM North, 2005)

The purpose of this document is to provide a way forward for the future management, maintenance and enhancement of the northern region's natural

resources. Extensive community consultation was undertaken to ensure the strategy reflects the aspirations of local communities and major stakeholders. The strategy seeks to achieve improved integration of natural resource management through 14 'Action Packages'. While it is a broad ranging strategy many of its recommendations have implications for the Bridport area.

Selected findings relevant to Bridport include:

- ▶ Ricegrass (*Spartina anglica*) infestation has been mapped across the region. DPIWE and the local community have worked to eliminate this introduced pest species from the Bridport estuary, a major success;
- ▶ Loss and modification of coastal and marine habitat and associated vegetation and fauna is a major cause for concern in the estuarine, coastal and marine environments in the region. Pressures from tourism, recreational, residential and industrial use and development are of major concern;
- ▶ Disturbance of Aboriginal and historic artefacts, places and features is a threat to the integrity of culturally significant sites. Development without regard for cultural heritage values is the main cause of the decline in condition of cultural heritage sites;
- ▶ There is a need to develop and implement planning frameworks that facilitate the protection of land with high landscape values;
- ▶ Develop self-sustaining and collaborative NRM networks and services and a public awareness raising program to provide opportunities for the community to become involved in NRM activities.

Box 2: Findings from previous studies that are relevant to this strategy.

- ▶ It is clear that the Bridport community has been actively involved in many studies that consider the environmental, social and economic values of their township.
- ▶ The Sustainable Development Strategy and Planning Scheme are key documents providing a long-term direction for Dorset.
- ▶ The 1996 Bridport Foreshore Strategic Framework continues to be the key guiding document for management of Bridport's foreshore and in particular the caravan park.
- ▶ The needs of a changing and ageing population must be considered in terms of service provision, access and community facilities.
- ▶ Management of key reserves such as Granite Point and the Wildflower Reserve needs to be better coordinated.
- ▶ The Brid-Forester Integrated Catchment Management Plan contains comprehensive information on the state of the catchments and makes clear recommendations that have relevance for this Strategy.
- ▶ A new pier located near the Trent Water channel entrance may be financially viable if linked to other ventures.
- ▶ The philosophy described in Tasmania Together underpins the basis of this Strategy.

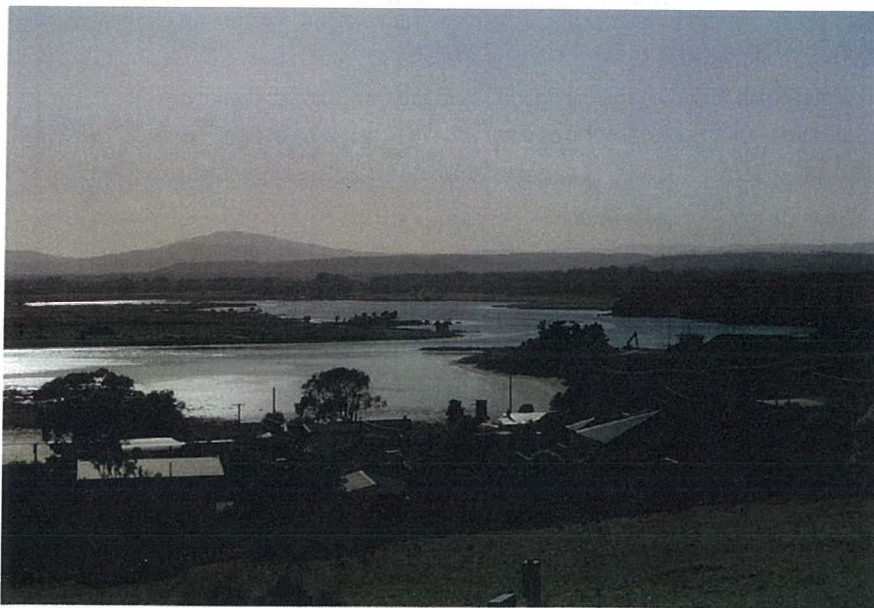


Figure 10: The many moods of Bridport

Planning & Design Principles

Several factors support the development and maintenance of quality living environments and the basis on which communities can pursue the creation of desired futures. The following principles have been described to show how important they are for long term social and economic planning. In the development of this Strategy, these principles have been used as the framework for the identification of themes and implementation measures, which will assist this Strategy become a reality. A summary of the relevance of these principles is provided in *Box 3* at the end of this section.

4.1 Regional Context

Places exist in a broader local, regional and State context. Planning for the future development of Bridport involves consideration of the town's position as a community in northeast Tasmania, and its relationship to the Dorset municipality and the broader Tasmanian community.

4.2 Urban Design

Urban design principles must support the development of the Planning Strategy. In brief, good urban places should:

- ▶ Reflect their functional role, significance and meaning to people and also the opportunity for uses and experiences they provide;
- ▶ Reflect their urban and landscape context and activity requirements;
- ▶ Reflect both future residential and visitor forecast growth;
- ▶ Be flexible enough to change according to future community needs; and
- ▶ Offer relationships between buildings and spaces to enhance the use, feel, enjoyment and amenity of the area.

4.3 Sense of Community

People's sense of community is associated with feelings of belonging, identity and security. These feelings are tightly linked to wellbeing. Places can foster a sense of community and social capital by providing 'a platform for social relationships.'¹

Such places are commonly:

- ▶ Human in scale;
- ▶ Inclusive of a wide range of social groups;
- ▶ Accessible to all; and
- ▶ Reflect community values.

4.4 Planning for Age Diversity

Planning for diversity in age contributes to the creation and maintenance of strong, liveable and healthy communities. Providing for the needs of younger people has links not only with enhanced community vitality and cohesiveness, but also with decreased antisocial activity and enhanced wellbeing and feelings of self worth among young people. Providing for the needs of older people also contributes to community development and liveability and furthermore, ensuring an area is conducive to the needs of older people heightens people's ability to maintain independent lifestyles and sustain friendship networks, which is linked strongly with general wellbeing.

Important issues to consider when planning for diversity in age include:

- ▶ Appropriate access to services and activities, particularly winter-based indoor facilities; and
- ▶ Provision of appropriate walking and cycling path linkages between key places.

4.5 Place and Sense of Place

Place is 'a construct of experience ... sustained not only by concrete, timber and highways, but also by the quality of human awareness' (Tuan, 1975, 165)². Sense of place can be described as the 'affective bond between people and place.'³ The built environment influences ways in which people forge connections and relate to place. Areas that assist in fostering a sense of place are commonly:

- ▶ Reflect community values;
- ▶ Locally distinctive;

¹ Mazumdar, S., Mazumdar, S., Docuyan, F. and McLaughlin, C. M., 2000: Creating a sense of place. The Vietnamese-Americans and Little Saigon, *Journal of Environmental Psychology*, 20, 319-333.

² Tuan, Y.F., 1975: Place: an experiential perspective, *The Geographical Review*, 65, 151-165.

³ Tuan, Y.F., 1974: *Topophilia, a Study of Environmental Perception, Attitudes and Values*. Prentice Hall Inc., New Jersey.

4

- ▶ Foster social engagement; and
- ▶ Inspire people to forge connections between past and present times.

4.6 Economic Viability

Places need to be sustained into the future by allowing continuity and further commercial growth and change. Even if some places are not major commercial areas, they can still contribute to the local economy and support community development by fostering a unique retail character, which in turn enhances the place .

Attaining a critical mass in terms of population and/or variety in economic activity will help in sustaining economic viability.

4.7 Open Space

Open space plays an important role in any urban setting. Quality open spaces should:

- ▶ Contribute to the identity and character of a place;
- ▶ Add to community and visitor enjoyment of a place;
- ▶ Allow for a range of passive and active recreational opportunities;
- ▶ Assist in protecting conservation and heritage sites;
- ▶ Be linked safely and conveniently to surrounding areas;
- ▶ Provide a landscape setting and outlook; and
- ▶ Be inclusive of a range of social groups.

4.8 Accessibility

Quality urban places are well connected to other places via public and private transport, and where practical by foot and bicycle. It is also important that people can move efficiently and safely within the place itself. In this sense, equity of access is important, where the needs of people with varying mobility levels are catered for.

4.9 Environmental Values

Environmental values are an important consideration in planning for the future of an area and it is important from the onset to ensure that the recommended

direction does not jeopardise the integrity of the values. As well as significant flora and fauna, environmental value extends to natural landscapes. The aesthetic values of landscape assist in defining a place and should be complemented through the planning process.

4.10 Cultural Heritage Values

Heritage places '*enrich peoples lives, often providing a deep and inspirational sense of connection to community and landscape, to the past and to lived experiences*' (Australian ICOMOS, 1999, 1). As well as identifying places of State significance, the strategic planning process provides the opportunity to obtain an understanding of places that are important to the local community. It is important that heritage sites seen by the community as significant are managed and enhanced appropriately. Quality interpretation can provide a rich setting for contemporary activity.

Box 3: Relevance to this Strategy

- ▶ *Bridport cannot be seen in isolation. Its future development must be considered with other trends and opportunities in northeast Tasmania.*
- ▶ *Urban design guidelines should enhance the significance and functional role of urban places in the community's daily life.*
- ▶ *The Strategy can assist in fostering a sense of community by providing the basis for development that is appropriate, in scale and reflective of community values.*
- ▶ *Diversity in age should be encouraged and supported through provision of better services and improved accessibility.*
- ▶ *Elements that contribute to people's sense of place should be encouraged through the Strategy.*
- ▶ *Without viable economic enterprises, Bridport will lose some of its attractiveness to locals and visitors alike.*
- ▶ *Accessibility must be a key element to provide for the whole range of community interests.*
- ▶ *Significant open spaces and environmental values enhance the liveability of the township and should be managed efficiently. .*
- ▶ *Bridport's cultural heritage should be interpreted in a way that builds community pride and enhances visitor experiences.*

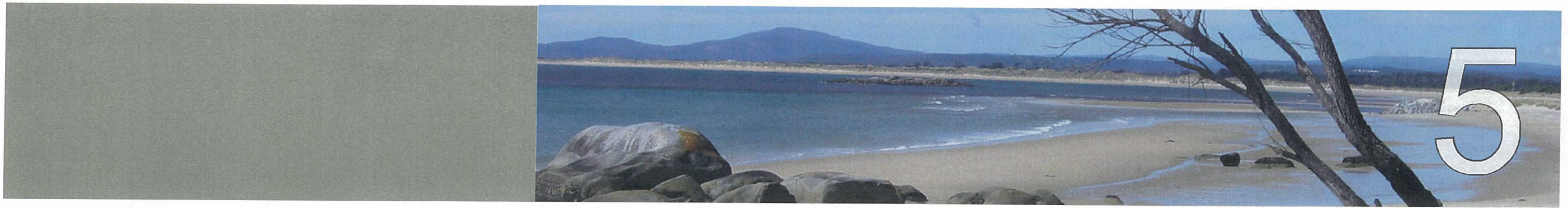


Figure 11: The old pier circa 1880's. Source: Jennings (1983)



Figure 12: The original Barnboughle homestead. Source: Jennings (1983)

Detailed Site Analysis

The following section outlines the characteristics, features, services and facilities that make up Bridport today. From this analysis, a clear picture of the township and its immediate environs has been determined which provides the basis for looking at new opportunities and future directions. Summaries of the guiding principles derived from each of the main site analysis themes are provided in Boxes 4 - 11 throughout this section.

5.1 Cultural Heritage

5.1.1 Aboriginal Heritage

Bridport is rich in Aboriginal cultural heritage values. The area lies within the land that was occupied by the language group known as the Pyemmmairrener. Band territories that occupied the northeast area included the Peeberrangner, Leenerreter, Pinterrairer, Trawlwoolway, Pyemmmairrenerpairrener, Leenethmairener and Panpekanner people.⁴ Each band could number between 50-90 people, however it not known exactly how many were living in the Bridport area.

Local Aboriginal bands living on the coast would burn the heaths and plains to keep them open for catching game. The rivers, estuaries and lagoons could provide extensive food resources, such as fish, muttonbirds, ducks and seals. The coastal area around Bridport and along the northeast coast could support a high population during most of the year and other tribes from the Ben Lomond and the North Midlands used to visit in summer.⁵

The arrival of sealers in the early 1800's began the demise of these local tribes to the extent that by the mid 1830's most had either been killed or captured by sealers. Today, the northeast region is regarded as very significant to Aboriginal Tasmanians because many can trace their family ancestry to the Aboriginal women taken from the coast by visiting sealers and relocated to the Bass Strait islands in the early 1800's.⁶

At present, there are 27 recorded Aboriginal sites in the Bridport area ranging from quarry sites, middens, artifact scatters and isolated artifacts. It is noted that there is a site of high Aboriginal significance located at Granite Point. It is most likely that other Aboriginal heritage sites will be found in coastal areas or

along rivers and lagoons. Therefore, it is of great importance that any coastal developments, including track formation and the like, involve consideration of Aboriginal heritage values. This also applies to the undeveloped land throughout and surrounding the township. It is important to acknowledge that Aboriginal cultural heritage values are not restricted to individual relics, but also encompasses collections of significant sites and, in some cases, entire landscapes.

There is currently no interpretation reflecting Aboriginal heritage values around the town or the coastal landscape. Any intention to establish interpretation will require close liaison with the Tasmanian Aboriginal Land and Sea Council (TALSC).

Considering the sensitivity of Aboriginal heritage sites and their significance, it is necessary that a precautionary approach be taken to new developments that may involve important sites. Such an approach is provided for within the *Aboriginal Relics Act 1975*, which is in place to protect Aboriginal heritage in Tasmania. The Act states that it is an offence to destroy, damage, deface, conceal or otherwise interfere with a relic. In addition, if a relic is discovered, the Director of the Department of Tourism, Arts and Environment, must be informed so it can be protected.

5.1.2 European Heritage

It is likely that the early expeditions of Bass and Flinders in 1798 would have seen the coastline around Bridport, but they did not land. This was followed in the early 1800s by sealers who came to plunder local seal colonies particularly on the Bass Strait islands. As has been noted, these sealers also took Aboriginal women from local tribes as slaves and wives.

The first recorded European settlers in Bridport arrived in the 1830s. Land grants were given to the Andersons near Barnboughle in 1833. 'Bowood' (c.1835), to the south west of Bridport is one large farming property from that period that has survived. The homestead is listed on the Tasmanian Heritage Register. Coastal land was primarily utilised for grazing, although the fertile hinterlands around Scottsdale became known after surveying expeditions in 1855 by James Scott. Dairying and sawmilling were new enterprises in the region after Scottsdale was established. Bridport became an important

⁴ Ryan, L., 1996: *The Aboriginal Tasmanians*. Allen and Unwin, St Leonards, NSW

⁵ Ryan, L. *ibid*

⁶ West, D., 2000: Survey and Assessment Report: *Aboriginal Heritage Values on the Proposed New Fencing Lines for the Threatened Coastal Bushlands Project, Waterhouse Region, Northeast Tasmania*.

centre for small boats servicing nearby settlements as the inland areas were developed (Jennings:1983).

The period between 1869 and 1889 saw the discovery of gold nearby. Bridport became a supply port and it grew in line with the short lived 'gold rush'.

The period between 1890-1910 saw the population of the town and its importance decline, with construction of an inland railway line in 1889 that went from Launceston to Scottsdale and subsequently boats no longer called regularly. Some revitalisation of Bridport occurred with the establishment of a timber mill in Forester and the construction of a servicing railway line into the town.

The period after 1920 saw Bridport become a desirable destination for holidaymakers. The result was a population influx. The popularity of the place continued with the increase in car ownership and the township remains a popular destination for holidaymakers today, serving as a fishing township with an increasing population of retirees and 'seachangers'.

Some original shacks and holiday homes remain in the town and contribute to the ongoing 'feel' of the place as a former shack community. These buildings also serve as tangible reminders of Bridport's past. There are currently no buildings in Bridport listed in the Planning Scheme for their heritage value, nor do any buildings appear on the Tasmanian Heritage Register. Therefore, there is little mechanism in place to retain the shack/holiday home character of Bridport

As well as the shack and holiday homes, the Bridport Pier is an important historic landmark within the town and is another feature that provides a link to Bridport's past. There are some small interpretation panels relating to the European Heritage situated along the foreshore. This interpretation is in need of improvement, particularly in terms of its visual presentation.

Much of the above has been sourced from *A History of Bridport* by J.Jennings (1983).

5.2 Landscape and Environment

5.2.1 Landscape Characteristics

Nestled within a picturesque coastal setting, many landscape features assist in defining Bridport. Most prominent is the sweeping appearance of the Anderson Bay coastline with its numerous beaches and Trent Water. The larger beaches

include Adams Beach to the west at the mouth of the Little Forester River, and Barnbogle and Waterhouse Beaches to the east, with their distinctive dune systems. The numerous small beaches, sheltered by mature native trees, are also important defining features of Bridport, including Mermaids Beach, Old Pier Beach, Croquet Lawn Beach, Eastman's Beach and Goftons Beach. Granite outcrops along the coastline and the foreshore vegetation contribute to the attractive coastal setting of Bridport.

Waterways, lagoons and estuaries contribute substantially to Bridport's landscape setting, with the Little Forester River to the west, the Brid River passing through the township and Trent Water winding its way further east.

The hills behind the town serve to frame the settlement and provide a valuable "viewing platform" across Anderson Bay. The hills also contribute to the somewhat secluded feel of the town, a feature highly valued by both the permanent and visiting community.

The rural hinterland surrounding Bridport is a mix of open pasture, semi-forested areas and crops, the land is generally flat with some low hills to the south.

5.2.2 Topography and Geology

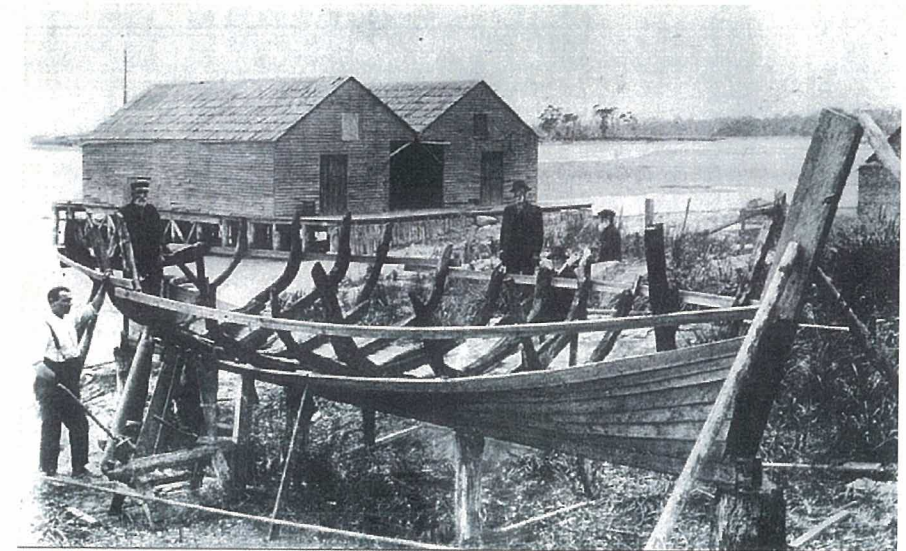
The Bridport township lies on a predominantly flat land area with gradual upward slopes of forested land to the west. The land immediately adjoining the coast consists of Cambrian mudstone sequences with inland areas consisting of alluvium sand, gravel and mud from the Pleistocene period.

A detailed explanation of the area's geological past, geomorphology and lands systems can be found in the Brid-Forester Integrated Catchment Management Plan.⁷

5.2.3 Flora and Fauna

The land surrounding Bridport contains Coastal *Eucalyptus amygdalina* forest, shrubby coastal heath and modified agricultural land. The area along the edge of Trent Water inland contains areas of sand and mud. This coastal estuarine environment provides potential habitat for a number of rare and threatened avian fauna.

According to the GT Spot database (Dept of Tourism, Arts and Environment), there are a number of recorded threatened flora and fauna species within close proximity to the Bridport township. Amongst the avian species recorded are the



Boat building at Craske's Jetty, Bridport.

Figure 13: Bridport has a long history of boat building

⁷ Brid-Forester Integrated Catchment Group, 2001: *Brid-Forester Integrated Catchment Management Plan* (Dorset Council).

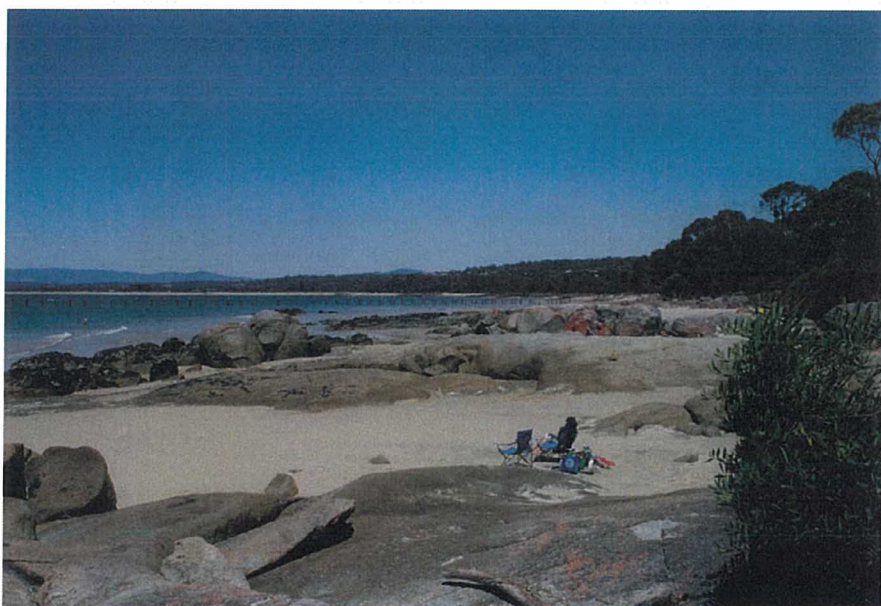
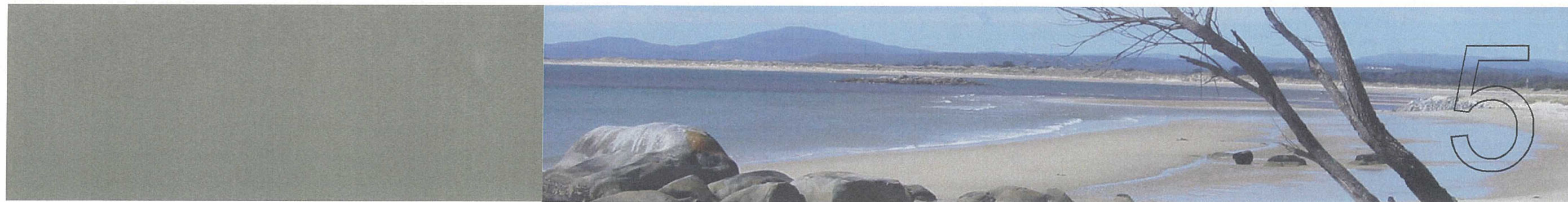


Figure 14: Bridport's coastline is a natural playground

Box 4: Guiding Principles – Landscape & Environment

- ▶ The natural landscape is a key part of Bridport's unique character.
- ▶ Ensure the Bridport skyline is protected against unsympathetic development and views from prominent areas are promoted.
- ▶ Future development should not jeopardise landscape and environmental values within Bridport.
- ▶ Measures should be employed to improve the foreshore in both an environmental and aesthetic sense.
- ▶ The condition and connectivity of walking tracks should be improved.
- ▶ Ensure future development does not adversely impact upon the foreshore or coastal processes.

Grey Goshawk, Swift Parrot, White Bellied Sea Eagle and the Eastern Curlew. The records for these species are largely concentrated in the coastal zone with a number of species also recorded within the inland areas of *Eucalyptus amygdalina* coastal forest. Within a 5km radius of the Bridport township, a small number of threatened orchid species have also been recorded in areas containing shrubby coastal heath and improved pasture.

5.2.4 The Foreshore of Anderson Bay

The Anderson Bay foreshore is perhaps the most important asset in Bridport, with its abundance of native vegetation, bird life, its various beaches, lichen covered granite boulders and open spaces and walking tracks available for numerous recreational uses. The foreshore is also a major viewing point out to Andersons Bay. The old pier is situated at Pier Beach and is a signature landmark for the town. The caravan park is yet another feature that attracts people to the foreshore area.

Anderson Bay offers a number of recreational activities and opportunities. Popular activities include recreational boating, windsurfing, sailing, jet skiing and swimming. The foreshore also offers a number of passive and active recreational opportunities. In addition to admiring the spectacular views across the Bay, foreshore activities include walking, cycling, camping and locals and visitors alike make use of the public facilities including the various BBQ areas, children's playground, tennis courts and skate park.

While the foreshore is a highly valued feature of the town, there are numerous issues that require attention. Despite ongoing attempts of community groups to eradicate weeds, there is still a major infestation problem on the foreshore, including blackberry, sea spurge, spanish heath and asparagus weed.

In addition, many of the pathways along the foreshore are in poor repair and there is a general lack of connectivity between them. Public access to some beaches is lessened by poor signage and paths. Goftons Beach has become less well used as people find it more difficult to access the beachfront across the wide expanse of sand and weeds that have developed where sand has built up against the Trent Water channel breakwater. Many local people prefer to use the smaller beaches adjacent to the caravan park; however, access to these pose safety hazards off Bentley Street and are poorly signed for visitors.

5.2.5 Agricultural Land Capability

Land Capability within Bridport was reviewed according to the Tasmanian Land Capability Classification System. The principles of this system are fully described by Noble.⁸ In summary, the land is ranked according to its ability to sustain a range of agricultural activities without degradation of the land resource. There are 7 classes ranked in increasing degree of limitation. Class 1 is the best land and Class 7 is the poorest. According to DPIW's Land Capability Survey Map for Pipers,⁹ there is no prime agricultural land within the study area, with land Classed 4-7, as shown in the Map attached at Appendix B.

5.3 Demographic Profile

Population Tasmania¹⁰ prepared Local Government Demographic Profiles for each Local Government area in Tasmania. It is projected that "Tasmania's population aged 65+ years will increase across the projection period (to 2021) at an average rate of around 0.44 percentage points per year. Currently 14.3 per cent of the Tasmanian population is aged 65+ years (by comparison with total Australia which has 13.0 per cent aged 65+)"

Like Tasmania as a whole, Dorset's age structure is indicative of 'premature aging', which is commonly caused by the migration-related loss of young working age people, as well as a gain in older age brackets.

The population of Dorset is currently 7,553 and is expected to increase by 3.4% in 2021 to around 7,807. The number of young people in the municipality is expected to decline, while the number of working age people will grow slightly and the number of older people will grow substantially. This projection is illustrated in Diagram 2.

5.3.1 Bridport's Population

ABS data indicates that the total population in Bridport during 2001 was 1,352, an increase from the 1996 total of 1,234. The Australian Bureau of Statistics compiled the *Census of Population and Housing – Selected Characteristics for Urban Centres* using 2001 Census data. This document provides an outline of selected characteristics within the towns of Tasmania. Table 2, which has been adapted from the document, indicates that a substantial percentage of the population (over 40%) is either under the age of 14 years, or over the age of 65. This characteristic of the population means that planning for a diversity in age is of considerable importance.

⁸ Noble, K.E., 1992: *Land Capability Survey of Tasmania, Land Capability Handbook*, DWIPE, Tasmania..

⁹ Musk, R.A., and DeRose, R.C., 2000: *Land Capability Survey of Tasmania, Pipers*, 1:200 000 map. DPIWE, Tasmania.

¹⁰ Jackson, N.O. and Felmingham, B. (2004) *CEDA LGAT Population Ageing Project*

Table 2 Selected statistics for Bridport

People aged 0-14 years (%)	People aged 65 years and over (%)	Median age (years)	Median Average Weekly Income (\$)	Indigenous (No.)	Non-Indigenous (no.)	Unemployment rate (15 years and over)
20.6	21.3	42	293	33	1280	7.5

Source: Census of Population and Housing –Selected Characteristics for Urban Centres

The 2006 resident population of Bridport is estimated at approximately 1,600 persons. The absentee population is estimated at 350 persons (defined as living in the NW region, or in Hobart, but owning a house in Bridport).

The inter-census population growth was approximately 2 per cent per annum (from 2001-2005), which was one of the highest in Northern Tasmania.

The 'as is' future population growth for Bridport is as follows:

Year 2010	-	2,300
Year 2020	-	3,100
Year 2030	-	4,000

These forecasts are conservative as they do not reflect the potential development of new real estate developments to the west or east of Bridport. Within a period of less than 15 years (by 2020), an additional residential population of 1,200-1,500 persons could be located in or around the town. From a commercial and retail perspective, this possible increased population would provide a major economic impetus to the existing commercial functions of Bridport's town centre.

5.3.2 Implications of Aging Population

The number of older people living in a town raises fundamental planning issues relating to both the form and function of the township. In aging or aged populations like Bridport, there is an increasing need for a broader range of services to be situated in close proximity to people's homes. This requires flexibility in zoning close to services to allow for infill development around

established commercial centres, and flexibility to allow for the inclusion of services in substantial new subdivisions.

Mobility and ease of access to services and activities is another important issue for aged or aging populations. It is increasingly important to cater for easy access to buildings and to improve traffic arrangements so they are conducive to the needs of people with mobility problems.

In Bridport, opportunities exist to improve access within the town through employing traffic calming methods and 'humanising' the town centre. There is also a need to ensure zoning within the town allows for an appropriate amount of infill development. It would also be recommended that Council set in place measures that ensure that older people have adequate opportunities to express their needs for services within the town. There is also scope to improve connectivity between services and activities within the town.

5.3.3 Planning for Young People

Accessibility is also an important issue for young people as they rely on alternative forms of transport. Linkages between dwellings, activities and services for cyclists and pedestrians, for example, are important considerations when planning for young people. The types of facilities provided for young people is another important issue. Young people need informal recreation spaces and facilities to meet their common interests. Planning for the needs of young people should be undertaken in conjunction with the future users of a place.

As well as general open space and recreational areas, the town includes a skate park and a number of small children's playgrounds. Representatives of the local youth group, FEWCHA, indicated that there would be scope to relocate the skate park from its current position to a more visible position and that existing recreational spaces along the foreshore could be better connected to allow for more efficient use. Additional activities within the town would also be valued, as well as additional sporting facilities and in particular an indoor sporting facility. In addition, better use of the village green could be made if it provided an outdoor entertainment facility for instance.

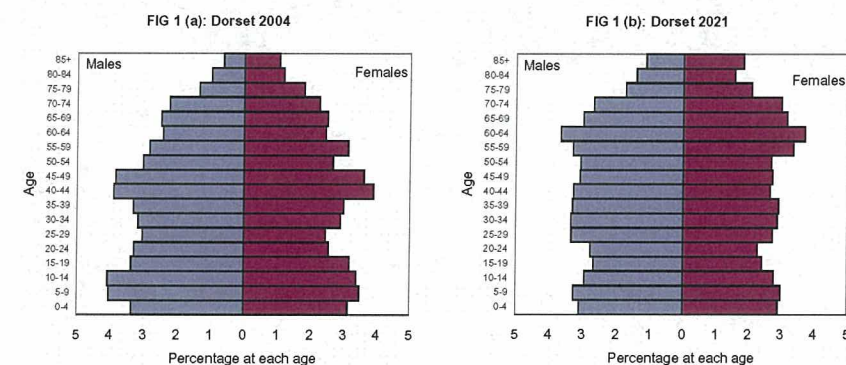


Diagram 1: Age/sex structure 2004 and 2021 projections

Source: Local Government Demographic Profiles compiled by Population Tasmania

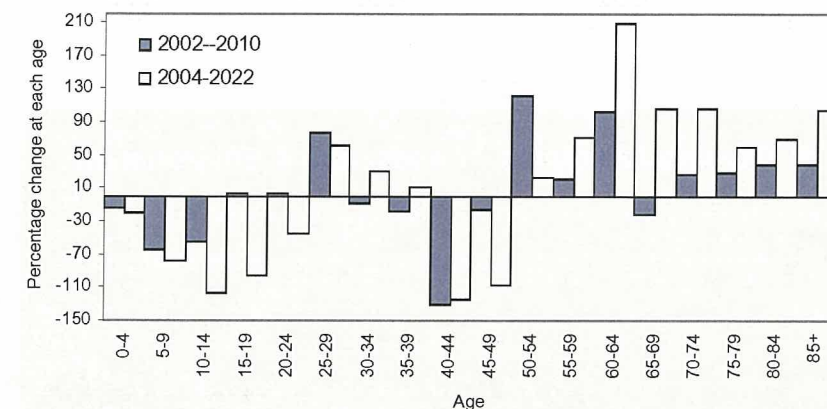


Diagram 2: Projected population change by age.

Source: Local Government Demographic Profiles compiled by Population Tasmania

Box 5: Guiding Principles – Planning for diversity in age

- ▶ Take into account the particular needs of the aging population in terms of service provision and housing requirements.
- ▶ Improve connectivity and access between services, activities and recreational facilities.
- ▶ Support establishment of additional facilities for both older and younger people where there is demonstrated demand.

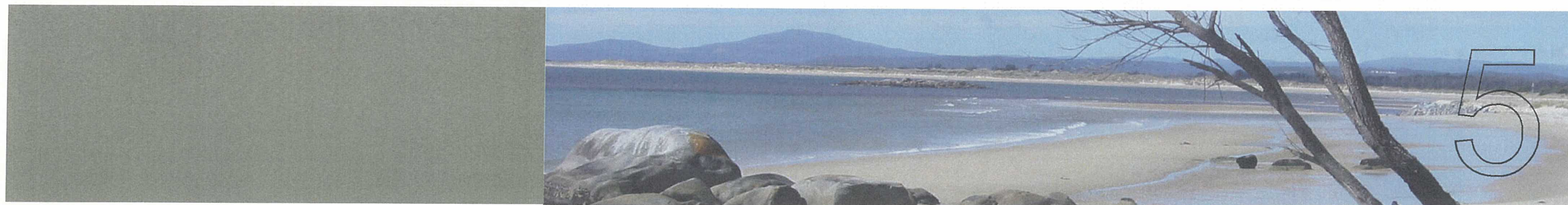


Figure 15: Some playground facilities are poorly located

Box 6: Guiding Principles – Community and Recreational Facilities

- ▶ *Bridport should be promoted for its coastal lifestyle and recreational opportunities.*
- ▶ *The importance of public open spaces and recreational to the community should be reflected in any future improvement.*
- ▶ *The appearance, amenity and usability of the foreshore area are integral to Bridport's attractiveness to locals and visitors alike and should be improved and maintained.*
- ▶ *The Caravan Park and camping grounds are an important element of Bridport's tourist economy and future sustainable management should be supported.*
- ▶ *Consider establishment of an indoor sporting facility and wellness centre.*

5.4 Community and Recreational Assets

5.4.1 Community Facilities

In terms of community health care services, Bridport contains a pharmacy and a medical centre within the town. There exists a childcare centre, doctor's surgery and one privately run retirement village, and a community nurse operates within Bridport. Most other community health services are provided at Scottsdale and are available for the Bridport Community. Health care professionals who visit Scottsdale include a Physiotherapist, Podiatrist, Psychologist and Optometrist. At present, dental care is not available in Scottsdale or Bridport, and services in Launceston are commonly used.

Other community facilities include the community hall in Bridport, which contains a library and on-line access centre. There is also a local RSL building, community club, visitor information centre and a post office within the town.

Other community facilities are available in Scottsdale and on the whole, the Bridport community is well serviced. However, with the increasing population and the number of older people the town, it would be expected that additional facilities located in the town will be in demand in the near future.

5.4.2 Recreational Assets and Open Space

Bridport offers a range of recreational facilities and opportunities. Many opportunities are associated with the water and foreshore area. Active recreational opportunities include, swimming, foreshore walks, fishing, windsurfing and numerous other water sports. Other recreational opportunities around Bridport include golf, nature walks, bird watching, participation in various sports and making use of play equipment and the skate ramp.

Bridport is also a place highly valued for passive recreational opportunities. As one participant in the consultation processes stated:

"Bridport is a place with a catalogue of difference; it is a place for doing and being; participation in activities: walking, swimming, golfing, sailing, fishing etc., or being: reading, sleeping, relaxing, dining, being quiet, not being compelled to 'do/see/experience/participate' etc.: just be".

The town contains the following recreation and open spaces:

- ▶ A village green opposite the commercial area, adjacent to the community hall;

- ▶ Sports ground at the top of Henry Street for cricket and football plus changing rooms and club facilities and two netball courts;
- ▶ BBQ facilities along the foreshore;
- ▶ Skate park on the foreshore near the access road to the Trent Water boat ramp;
- ▶ Children's playgrounds adjacent to Bentley Street in the caravan park, adjacent to the community hall car park and opposite the RSL;
- ▶ Tennis courts adjacent to the community hall car park; and
- ▶ Informal open spaces in some areas of the town.

A number of existing facilities are in need of an upgrade and in some instances their location is not beneficial use of the land. For instance, the skate park is situated in an area that is screened from outside view, which could potentially pose safety issues for users. Furthermore, there is scope to improve the aesthetic and functionality of the village green so that it can become a cultural and recreational focus for the town.

The caravan park situated on the foreshore is in Council ownership. At present, the caravan park occupies a large amount of land and there is potential to reduce the size of the park and rejuvenate the remaining land. In addition, there are too many toilet and shower facilities in the existing park to maintain. It is possible that some facilities should be removed into the future and replaced by new facilities for use by the general public.

At present, there are limited opportunities for indoor exercise within the town. With the increase in Bridport's permanent population, there would be scope to consider establishing an indoor sporting component to the community hall and a wellness centre to provide an alternative to outdoor physical activity, particularly during the winter months.

5.5 Economic Activity

Bridport's economy has developed from its traditional base as a small trading port to that of a dormitory/retirement/service community, with seasonal dependency on intrastate and interstate holidaymakers. In the summer months, the total population increases from approximately 1,600 persons to a high of approximately 6,500 persons.

Major economic activities may be summarised as:

- ▶ Tourism -overnight motel/unit accommodation/camping and day recreation

trips;

- Resort tourism – golfing holidays, family stays and the convention market);
- Shipping transport and logistics, specifically related to Flinders Island;
- Small ship building repair and fishing industry support;
- Fish farming and processing;
- Retirement /"sea change" living;
- Commercial support for surrounding agricultural production and grazing; and
- 'Dormitory' residential housing for employees working in Scottsdale and the surrounding hinterland (forestry, agriculture).

Its economic strengths lie in its economic diversity, its retiree income base, and the summer tourist/recreational flows. Its naturally attractive coastal endowment, if further enhanced and managed, will assist in securing a sound economic future for tourism and further retiree/'lifestyle' living. Hence the need to develop a key infrastructure facility which will cater for both residential needs, particularly in winter, and for seasonal tourism growth.

5.5.1 The Retail Sector

The retail and commercial area in Bridport is situated predominantly along Main Street opposite the village green. The area consists of a butcher, bakery, newsagency, real estate office, hotels, two supermarkets, several cafes, a pharmacy, beauty salon, physiotherapist and doctor's surgery. These businesses are complemented by the wider range of services situated in Scottsdale, a 20 minute drive from the town. However, as the town grows, it would be expected that a demand for further services in the town will follow. In this regard, there is some scope for expansion of the area.

At present, many of the commercial establishments in Bridport are poorly presented and building styles are not sensitive to the perceived character of the town. This may be because of lack of a consistent market throughout the year and it is not feasible for shop owners to invest heavily in improvements without a guaranteed return year round.

The high season is limited to the summer months from December to February and some school holidays periods, with visitation low to moderate during the winter months. The seasonal (peak and trough) tourist economy for Bridport has been suggested as being an impediment to local business investment, to

the extent that some businesses must rely on a strong peak season to carry them through the low season.

However, with the increase in the permanent population and holiday homeownership, added demand is expected to be experienced over the coming years. There may also be new businesses opportunities if a second golf course at Barnbogle comes to fruition, and the potential for greater tourist development based on golfing holidays is realised.

There is currently a shortage of commercially zoned land in the town and there have been problems with residential development being approved on land previously set aside for future commercial growth. It will therefore be important to ensure that pressure for additional residential development within the town does not reduce the availability of commercial land.

Encouragement of new retail and commercial development must take place in a way that does not jeopardise the existing relaxed character of the town, which is acknowledged by many residents and visitors. Also, future development should be focussed not only on attracting visitors to the area, but also on catering for the needs of the local community.

At present it would appear that the basic retail services are meeting local demand. The development of more specialised retail shops to service tourists, visitors and holiday makers e.g. outdoor cafes, restaurants, art galleries, craft shops and the like could become a real feature of the town and a draw card for both business and residential investment. With appropriate commercial development that sits well with the character of the town, coupled with streetscape improvements, a more attractive area could be established.

The following commercial/service deficiencies have been identified in relation to the future growth of Bridport within the next 1-5 years. These additional coastal service requirements include:

- An indoor winter health/recreation facility (with a major retirement community and 140 days of cloudy/rainy weather);
- Open air dining/café areas in the commercial centre;
- A family restaurant (only 2 cafés);
- Bookshops (new and second hand);
- On-street internet café;
- Music store/video/entertainment outlet;
- Camping equipment store/fishing supplies;



Figure 16: The opportunity exists for better use of land in the commercial precinct

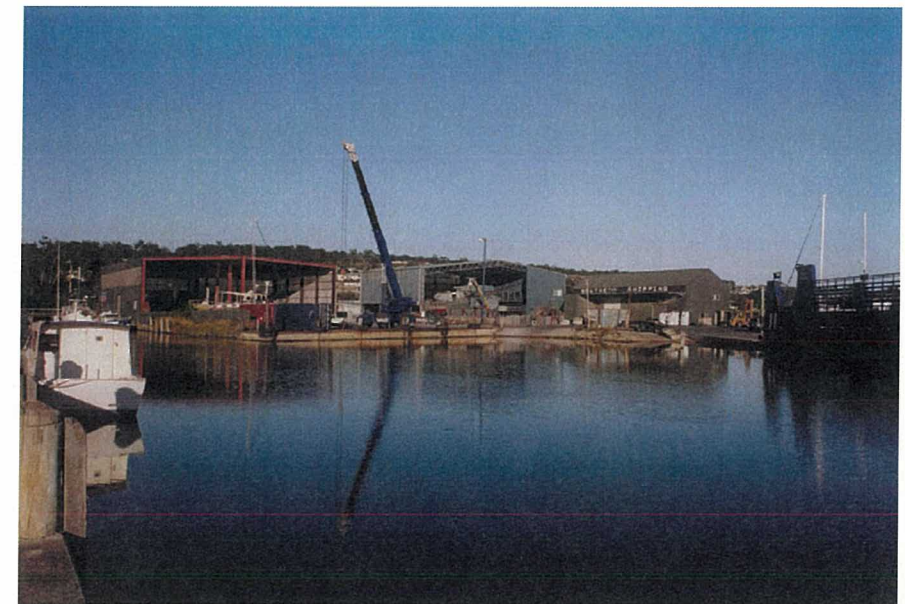
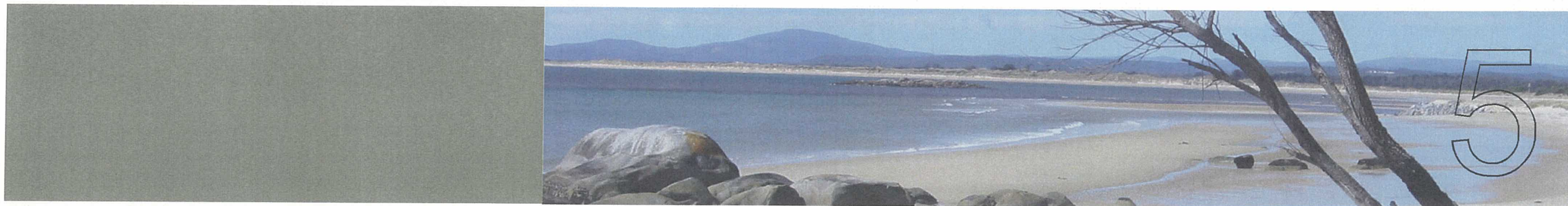


Figure 17: Bridport's marine facilities



Box 7: Guiding Principles – Economic Activity

- ▶ Seek opportunities to strengthen the year-round sustainability of the local economy.
- ▶ Utilise a range of economic and social forecasts based on alternative scenarios to predict Bridport's growth.
- ▶ Prepare investment analysis, based on identified forecast benefits and costs.
- ▶ Ensure that public and private benefits and costs are identified to avoid subsidies to the private sector.
- ▶ Ensure that sustainable business cases are presented to support new assets.
- ▶ Bridport's retail precinct is largely meeting current demand, but would benefit from improvement in design and pedestrian safety.
- ▶ The 'boom and bust' visitation cycle appears to be an impediment to local business investment and opportunities for the 'off-season' need to be sought.
- ▶ Retail activity should be centred on the existing shopping hub with minor extension to meet future demand.
- ▶ Create further opportunities to enhance the attraction of Bridport for holiday makers and long term residents
- ▶ Barnbogle is a major attraction for the area and links between the enterprise and the town should be identified.
- ▶ Boat building, shipping and fishing industries need to be supported into the future; and
- ▶ Bridport's existing light industrial activity should be supported.



Figure 18: New housing & old shacks lie side by side

- ▶ Wine bar/bistro (wine display area);
- ▶ Use of street umbrellas/winter shelters in the commercial centre;
- ▶ Health care shop;
- ▶ Hair salon/"nails" for ladies;
- ▶ A dry cleaning outlet;
- ▶ A touring/mobile movie rental facility;
- ▶ A dental clinic; and
- ▶ An optometric/glasses prescriptions.

Given the high retirement levels of Bridport (15.3% of the Bridport population is in the 65-70+ age category, compared with Launceston [14.1%] and the Tasmanian state average of 13.4%), it is important that Bridport's future commercial services are expanded, and are planned for, to limit the level of commuting required to other commercial centres.

5.5.2 The Tourism Industry

Bridport's tourism attractions, accommodation facilities and outdoor recreation opportunities represent a very important part of the local economy. They include:

- ▶ Barnbogle Dune Links Course (listed in the top 50 golf courses worldwide);
- ▶ Fishing charters and tours;
- ▶ Bridport Pavilion – tourist information centre and art/craft gallery
- ▶ Bridport Resort and Convention Centre – self contained cabin accommodation, restaurant, pool and other facilities;
- ▶ Motels, apartment accommodation and bed and breakfast, including for example, Bridport Resort & Convention Centre on Main Street, Platypus Park Country Retreat on Ada Street, Bridport Indra Holiday Units on Westwood Street and Bridairre Bed & Breakfast on Frances Street;
- ▶ Hotels - Bridport Bay Inn and Bridport Hotel are located at each end of the shopping precinct
- ▶ Bridport Bayview Centre – group accommodation facility
- ▶ Beachfront camping sites and caravan park; and
- ▶ Holiday homes utilised in the summer months/at weekends by non-residents (owned largely from other Tasmanian cities).

Demand patterns for tourism and outdoor recreation such as camping vary significantly by season. Summer demand (end of November to end of January) can result increase the population to over 6,000 people. Dorset Council has estimated daily demand to have peaked at 6,500 persons in January 2003.

Table 3 provides a summary of estimated demand for tourism activities in 2005, by principal sector.

Table 3 Estimated Demand for Tourism Activities 2005

Category	Number of Tourists
<i>Barnbogle (overnight)</i>	> 6,000 (estimated)
<i>Motel/hotel/apartment accommodation*</i>	
- summer months (60 days)**	11,500
- off-peak months (90 days)***	10,800
- winter months	6,500
<i>Campers at Camping Ground ****</i>	
- summer (daily)	480
- off-peak (daily)	180
- winter (daily)	30

* Assumes 240 beds available.

** Assumes 80% occupancy.

*** Assumes 50% occupancy.

**** Assumes maximum of 120 campsites.

Demand for summer tourism and outdoor recreation has grown at an average rate of between 7-10% per annum over the past 3 years.

Forecasts of future summer demand are expected to continue at between 7-10% p.a. over the next 5 years. Winter tourism is expected to continue to grow more steadily, particularly with mainland tourism in school holidays, at between 5-7% p.a. over the next 5 years. Growth trends are broadly in line with coastal tourism/recreational activity for NSW and Victoria coastal centres such as Batemans Bay, Bermagui and Merimbula in NSW, and Lakes Entrance and Warrnambool in Victoria (where summer camping/seaside motel accommodation-based and winter coastal retreat tourism are significant forms of tourism/recreational activity for the local urban economies, of a similar size to Bridport.

Barnbogle Dunes has been a success in terms of attracting serious golfers